



## **Horizon 2020. HHL Presents Itself as a Research and Practice Partner in New Brochure**

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In its new Horizon 2020 - Partnership Opportunities brochure (<http://www.hhl.de/horizon2020>), HHL Leipzig Graduate School of Management is presenting itself as a competent research and practice partner for consortiums wishing to apply for EU funding from the Horizon 2020 program. To qualify for funds from eighth "Framework Program for Innovation and Research" of the European Union specific business plans showing how the innovation can be launched on the market and sold to the customers must be submitted in addition to detailed concepts for the development of innovative, sustainable products and services. One key factor crucial for the success of projects funded by the EU and the required applications for funding is the consideration of the whole innovation cycle approach.

HHL showcases its know-how in research and method development within the so-called innovation cycle approach as well for the implementation of findings in complex systems in its new Horizon 2020 - Partnership Opportunities brochure.

HHL Dean Dr. Andreas Pinkwart says, "HHL has developed into an ideal practice and research partner in society's central problem fields of health care, energy, mobility and resource efficiency as well as social and demographic change. In addition to the research projects, we support our partners in all other stages up to the successful launch of the product or service - starting with the market analysis, optimum innovation management, strategy development, the concept for technology transfer and sustainable competitiveness all the way to the preparation of business models and financing concepts."

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HHL Leipzig Graduate School of Management is a university-level institution and ranks amongst the leading international business schools. The goal of the oldest business school in German-speaking Europe is to educate effective, responsible and entrepreneurially-minded leaders. HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. The courses of study include full and part-time Master in Management as well as MBA programs, a Doctoral program and Executive Education. In the Financial Times' Masters in Management Ranking in 2013 HHL's full-time M.Sc. Program was ranked number 9 in the world, while the part-time program ranked number 69 worldwide in the Executive MBA Ranking 2013 of the Financial Times. The international media outlet awarded HHL 1st place internationally for its 'Entrepreneurship' focus. Just a few months ago, Stifterverband für die Deutsche Wissenschaft (Founder's Association for German Science) honored HHL as one of the leading entrepreneurial universities in Germany. HHL is accredited by AACSB International. <http://www.hhl.de>

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HHL Leipzig Graduate School of Management

Die HHL ist eine universitäre Einrichtung und zählt zu den führenden internationalen Business Schools. Ziel der ältesten betriebswirtschaftlichen Hochschule im deutschsprachigen Raum ist die Ausbildung leistungsfähiger, verantwortungsbewusster und unternehmerisch denkender Führungspersönlichkeiten. Neben der internationalen Ausrichtung spielt die Verknüpfung von Theorie und Praxis eine herausragende Rolle. Die HHL zeichnet sich aus durch exzellente Lehre, klare Forschungsorientierung und praxisnahen Transfer sowie hervorragenden Service für ihre Studierenden. [www.hhl.de](http://www.hhl.de)



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# Horizon 2020

*Partnership opportunities*

