



## **HHL Launches Crowdfunding Campaign for HHLNewCampus Project**

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HHL Leipzig Graduate School of Management has been on the road to success with its innovate125 Future Concept. In light of significant increases in student numbers (up 50 percent) and endowed chairs (up 150 percent), Dean Prof. Dr. Andreas Pinkwart draws a positive balance for the work done to present since the implementation of the strategy began in 2011.

Growth needs space.

To grow, HHL needs more space. It has become apparent that there is a shortage of suitable lecture halls, well-equipped study rooms for students as well as additional workstations for research and teaching, representing a bottleneck for the positive development of the first business school established in Germany. The trust of the Free State of Saxony in HHL is a real blessing in this respect. The state very recently provided the business school with another 5.000 m2 in addition to the existing HHL building on the Jahnallee campus. This gives HHL the opportunity to combine all its activities on its way to the top of the European business schools on one campus.

The crowdfunding campaign for new study rooms at HHL.

The crucial precondition for growth in connection with the real estate provided is that HHL funds the renovation of the new space all by itself. An initial amount of EUR 60,000 to 100,000 would help to equip 20 urgently needed study rooms. Any type of funding beyond that will help HHL to establish lecture halls, break rooms as well as offices for the HHL start-ups in the new building.

Small or large amounts - each sponsor will be personally acknowledged.

HHL has launched a fundraiser with the help of the FUNDSTERS crowdfunding platform. The target group includes the entire HHL community with its alumni, friends and supporters to help the Leipzig hotbed for entrepreneurs with small and large donations. Thanks to the innovative crowdfunding approach, each sponsor will not only get the feeling to be part of an important cause but also be personally acknowledged. Examples for this acknowledgement are sponsors' t-shirts or name plates at the entrance of the sponsored room or on the sponsors' wall at the entrance of the new building.

"Demonstrate the strength of the HHL network"

HHL Dean Prof. Dr. Andreas Pinkwart says, "Please support us with small and large amounts for the implementation of our important HHLNewCampus Project. Give, receive attractive premiums and demonstrate the strength of the HHL community."

HHL's new crowdfunding campaign can be found at <http://www.fundsters.de/HHL-Campus>

HHL Leipzig Graduate School of Management

HHL 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 2012 Financial Times Masters in Management Ranking, HHL's full-time M.Sc. Program was ranked 1st in Germany and 11th in the world. This renowned ranking also awarded HHL first place worldwide for its focus on Entrepreneurship and second regarding the graduates' future salaries and for its Corporate Strategy specialization. HHL is accredited by AACSB International. <http://www.hhl.de>

More information:

<http://www.funsters.de/HHL-Campus>

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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)

Anlage: Bild

