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Internationalization: A Science Marketing Strategy?

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- Definition of terms
- Do we need (more) internationalization?
- Internationalization strategy of the Federal Ministry for Research and Education
- Internationalization strategy of the Helmholtz Association
- Internationalization strategy of the DKFZ
- Challenges

Marketing

- The management process through which goods and services move from concept to the customer.
- The 4 Ps:
 - (1) Identification, selection, and development of a **P**roduct
 - (2) Determination of its **P**rice
 - (3) Selection of a distribution channel to reach the customer's **P**lace
 - (4) Development and implementation of a **P**romotional strategy

Example cancer research:

Who are our customers?

- Cancer patients
- Other scientists in academia
- Pharma or biotech companies (industry)
- The general public

Who are our competitors?

- Scientists
- Research institutions/Universities
- Industry

What do we compete for?

- Funding, human resources, patient material, collaborators (academia and industry), market share for developed products

The 4 Ps of cancer research:

- (1) Our **P**roducts: cancer therapies, diagnostic tools, preventive measures, ideas, knowledge, techniques, inventions
- (2) **P**rice depends on product, e.g. knowledge is (mostly) for free
- (3) Distribution channels: scientific journals and conferences, newspaper and TV, cooperation with pharma and biotech companies, advertisements
- (4) **P**romotional strategy

Definition:

- Commerce: The growing tendency of corporations to operate across national boundaries.
- Research institutions like DKFZ: Our customers as well as competitors are not restrained to national boundaries, we therefore have to think globally.

Do we need (more) internationalization? YES!

- „Brain drain“ to US is still a problem, so we need scientists from abroad
- Increasing number of competitors: Asia, South-America
- Increased funding of R&D, e.g. in Singapore 20% increase, Germany 7% (2010 to 2011)

Main goal: **To strengthen Germany's role in the global
knowledge-based society**

Four priority goals:

1. Strengthen the research activities with the best worldwide
(and strengthen Germany's image as an attractive research
site at the same time)
2. Exploit innovation potential at an international level
3. Strengthen the cooperation in education and R&D with
developing and emerging countries
4. Assume responsibility and overcome worldwide challenges

Measures:

1. Presence abroad

German Houses of Science and Innovation (Sao Paulo, New York, Tokyo, in the making for Moscow and New Delhi)

- increased visibility
- information, coordination and service point for German activities

2. International Monitoring

Analysis of international trends in research and innovation and political strategies

3. Promotion campaign for Germany as an attractive place for study, research and innovation

Research in
Germany



Land of Ideas

„Research in Germany – Land of Ideas“

„Study in Germany – Land of Ideas“

1. **Subject-specific priority campaigns**
2. **Country-specific priority campaigns**
3. **Consortium for international research marketing**
4. **“Research in Germany“ at recruitment events**
5. **“Road-Show“ participation, e.g. China, India**
6. **“Science years” (since 2007)**

Egypt, Israel, China, Russia, Brasil, next South-Africa

**Research in
Germany**



Land of Ideas

Helmholtz paper „International Strategy“ (2010)

Four goals

1. To play a crucial role in the research of socially relevant topics and to be recognized as an operator of unique research infrastructure through collaboration and competition with foreign research organisations.

Measures:

e.g. Foundation of Helmholtz Centers abroad, international alliances

2. Success in the international competition for the best scientists worldwide, through unique and highly relevant research topics and optimal conditions

Measures:

e.g. International Research Schools (DKFZ-WIS)

Presence at international recruiting events (together with „Research in Germany“ – German Cluster)

3. Strengthen of the international position and visibility of the Helmholtz Association

Measures:

e.g. participation in German Houses of Research & Innovation, exhibitions, involvement of embassies, organization of informative site visits of international journalists to different centers

4. Development of an information platform for multipliers in politics, industry and society

Measures:

e.g. Participation in important boards and advisory groups on an international level, extension of cooperations with sister organizations abroad (HGF-NIH)

Additional measures:

- Recruiting events (mostly Graduate School)
- Visiting centers („Road-Show“) with mini-symposia
 - Spring 2012: China
 - 2012: EUROCAN Partners

EUROCAN PLATFORM: a Network of 28 european cancer centers and other scientific organisations
(EU funded: 12 Mio Eur for 5 years)

What do we want to achieve?

Do the best science.

How do we achieve this?

By attracting the best scientists worldwide and providing the appropriate environment to do the best research.

How do we get the best scientists?

By providing the best conditions!

Unfortunately, this is nothing we can do alone.

Example USA:

Many German scientists in the US would like to return, however the conditions are better there, i.e. higher salary, better career opportunities (Professorship, tenure-track)

Challenge:

We not only have to promote the DKFZ, but Germany as well.

Germany has acknowledged the need to position itself:

- Campaigns to promote Germany as research friendly
 - Special events for German scientists abroad, such as GAIN (German Academic International Network)
 - Increase in funding despite financial crisis (US has massive cuts in research budget (closure of institutes))
- Welcome Centers
- Dual Career Offices
- Competitive Salaries

So, conditions are good and are getting even better.

Now we have to let everybody know!

Thank you for your attention!