



# The German High Tech Champions Competition

## Urban Distribution



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Research in  
Germany  
  
Land of Ideas

[www.research-in-germany.de](http://www.research-in-germany.de)



## Market Your Innovation!

If the results of your applied research in the field of Urban Distribution (e.g. **Vehicle Technology esp. Light Vehicles, Urban Delivery, Noise Nuisances, Combined Transport**) deserve international attention, you should enter GHTC® – the German High Tech Champions competition.

Kick-start your international marketing campaign today with the support of GHTC®!

## GHTC® – Let's Talk Business

- What is unique about your technology?
- What are its advantages in comparison to the status quo?
- Can you give an estimate of the required investment for implementation?
- How can a potential customer in France benefit from your innovation?



## The Competition at a Glance



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Application Form and Guidelines:  
[www.research-in-germany.de/ghtc-application](http://www.research-in-germany.de/ghtc-application)



Length of Application Form:  
**4 pages**

Application Deadline:  
**February 5, 2014**

Announcement of Winners:  
**By February 21, 2014**

Prize Money:  
**€ 10,000**

Marketing Workshop in Berlin, DE:  
**March 6-8, 2014**

SITL 2014, ECO, [www.sitl.eu](http://www.sitl.eu), in Paris, FR:  
**April 1-4, 2014**



GHTC® – German High Tech Champions Award Session & Business Networking:  
**April 2, 2014 in Paris, FR**



GHTC® – the German High Tech Champions Award is a constituent part of the collaborative project "International Research Marketing" which is a joint initiative by the Alexander von Humboldt Foundation, the German Academic Exchange Service, the Deutsche Forschungsgemeinschaft and the Fraunhofer-Gesellschaft.

All activities within the project are part of the initiative to "Promote Innovation and Research in Germany" under its brand "Research in Germany". The initiative is funded by the German Federal Ministry of Education and Research.

**More information:** [www.research-in-germany.de](http://www.research-in-germany.de)

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