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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



GERMAN HIGH TECH CHAMPIONS Competition Green Buildings

The Competition at a Glance

GERMAN HIGH TECH CHAMPIONS Award 2012
in **Green Buildings** for the French Market:

Application Form and Competition Guidelines:
www.research-in-germany.de/ghtc-application

Length of Application Form:
4 pages

Application Deadline:
August 15, 2012

Announcement of Winners:
by the end of September

Prize Money:
€ 10,000 for a German Winner
€ 15,000 for a 'Tandem Technologique'

Important Dates:
GHTC Kick-off in Munich, GER: **October 12, 2012**
Marketing Workshop, GER: **November 15-17, 2012**
POLLUTEC 2012, Expo & Conference in Lyon, France:
November 27-30, 2012

Contact:
ghtc@fraunhofer.de



Fraunhofer-Gesellschaft
International Business Development

Vera Baumgartl, Natalie Percsy

Hansastraße 27 c
80686 München
ghtc@fraunhofer.de
www.research-in-germany.de/ghtc-wettbewerb



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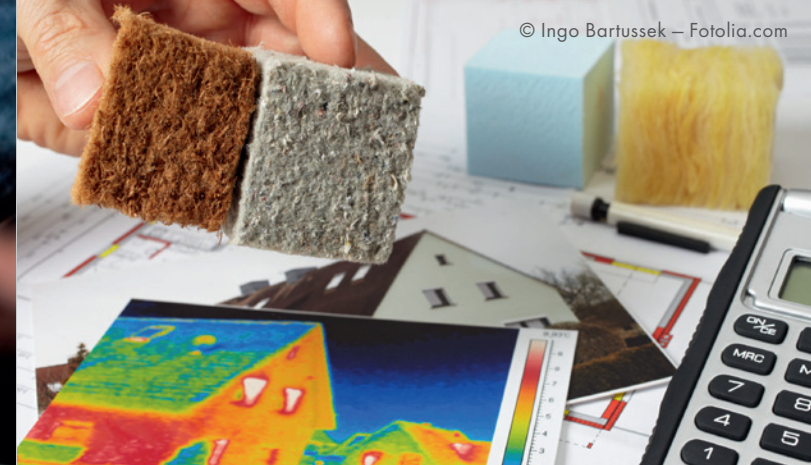


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Are you the next GERMAN HIGH TECH CHAMPION?



International Attention for Your Project

If the results of your applied research in the field of **Green Buildings** (fr.: Bâtiment Durable) deserve international attention, you should enter the GERMAN HIGH TECH CHAMPIONS (GHTC) competition and kick-start your international marketing campaign today! Our call for proposals encompasses **energy supply, energy storage,** and **energy efficiency** for both new and old buildings, as well as respective testing methods and analytical tools.

In a nationwide GHTC competition, scientists at German public research organizations are invited to present their applied research results in the form of an **Application & Marketing Plan** for the French green building market. They may apply by themselves or as a bi-national tandem with a French counterpart ('**Tandem Technologique**' - encouraged but not mandatory).

An independent expert panel will evaluate the proposals and reward up to five competitors with the title GERMAN HIGH TECH CHAMPION 2012. The award ceremony will take place within the framework of the **POLLUTEC 2012, Expo & Conference** in Lyon, France.



Your Application and Marketing Plan

The GHTC competition is calling for proposals in the set form of an Application and Marketing Plan. Why? To grab the attention of a potential industry client or investor, your technology is best presented briefly and in the form of an application scenario that addresses the needs of the customer and highlights the marketability of your technology.

The Basic Points of Your Application & Marketing Plan:

- What is unique about your technology?
- What are the advantages of your proposal in comparison to the status quo?
- How would a potential customer benefit from implementing your technology?
- What is a rough estimate regarding investment needs for the implementation?
- How big is the market potential?

We are looking forward to getting to know you and your application-oriented technology! You will find the GHTC application form and competition guidelines available for download at

www.research-in-germany.de/ghtc-application

Requirements

- Your presentation is concise, vivid, and convincing (the application form is only 4 pages long!)
- Your intellectual property should be protected (e.g. through a patent).

Rewards

The GHTC Award will help you take the implementation of your technology into your own hands and boost your international visibility as a technology developer. GHTC will provide the winners with a comprehensive marketing package, including:

- prize money of € 10,000 for your presentation and/or personnel and travel expenses (€ 15,000 for a 'Tandem Technologique')
- GHTC Kick-off and Marketing Workshop (October 12 and November 15-17) with a personal coach to refine your GHTC presentation
- Award ceremony and presentation of your proposal within the framework of the **POLLUTEC 2012 in Lyon, France** (November 27-30)
- Exclusive evening event where you as a GERMAN HIGH TECH CHAMPION are the center of attention, including networking opportunities with potential industry clients.