



improve!2009

# improve!<sup>2009</sup>

*European Trade Fair  
for Higher Education*

## ENCOUNTERS AND EXCHANGES AT IMPROVE!2009

As first European trade fair “improve!2009 – European Trade Fair for Higher Education” will showcase the range of innovative products and services for Higher Education Institutions and research facilities in the Bologna Higher Education Area. The fair which takes place November 18th and 19th in the German city of Cologne, is accompanied by a conference featuring renowned experts from science, economy and politics. Exhibitors will present topics of their choice at a special lecture forum. This new trade fair enables the exchange between science and economy; also on an international level, in a completely new manner.

## 1. EUROPEAN TRADE FAIR FOR HIGHER EDUCATION INSTITUTIONS AND RESEARCH FACILITIES

*“Higher Education Institutions  
are realigning fundamentally.”*

Britta Krahn,  
Managing Director UNIVERSITY PARTNERS INTERCHANGE GMBH

NOVEMBER 18 AND 19  
2009  
COLOGNE

## HIGHER EDUCATION INSTITUTIONS ARE GRANTED MORE LATITUDE BY POLITICS

The European landscape of Higher Education is at a stage of exciting change. Strategy instead of bureaucracy is the goal of the process that has started successfully. An increasing degree of autonomy and the Bologna agreements have set up a completely new frame for decision-making for each and every Higher Education Institution. More and more, politics limits itself to agreeing on objectives with the Higher Education Institutions while strategic planning and implementation are up to the institutions themselves.

## EXCELLENCE AND EFFICIENCY

The performance principle is becoming more and more decisive for the amount of public subsidies, private backing from the economy and third-party funding. The best institutions will prevail in the international competition for the best researchers, teachers, and students. In order to do so, they require adequate concepts, innovative and efficient products and services. Excellence and efficiency go hand in hand.

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[Interchange]

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### A FASCINATING NEW MARKET BEGINS TO DEVELOP

Competition among Higher Education Institutions is encouraged, capability and attractiveness of individual sites will increase. The new demand for consulting services, soft- and hardware and solutions from enrolment to alumni management is met by a growing market of intelligent products and services.

### THE HIGHER EDUCATION INSTITUTION AS BRAND

Taking a closer look at international higher education reveals that the successful institutions are the ones that have managed to establish themselves as a brand. Their distinctive profile builds up trust and thus they are able to tie the best researchers, teachers, students and attractive partners from the economic field to the institution. Visions and new strategies are asked for – as are innovative services and products.

*“The exchange between science and economy will be regarded as a matter of course in the near future.”*

Dr. Christian Rietz,  
Managing Director UNIVERSITY PARTNERS INTERCHANGE GMBH

### SCIENCE AND ECONOMY ARE PARTNERS

Science and economy learn from each other. Higher Education Institutions can benefit from ideas that have proven successful in the economy – from strategic goal alignment to process analysis to controlling in detail. Science and economy are in the process of extending their cooperation – e.g. in joint research projects or via strategic partnerships. Both sides benefit from this.

### EVENT DATE

November 18 and 19, 2009

### VENUE

Cologne (Germany), Koelnmesse, Hall 4.2, Entrance Area West

### CONFERENCE AND EXHIBITOR FORUM

Cologne (Germany), Koelnmesse, Kristallsaal, Entrance Area West

### EVENING EVENT

Get-together at the “Rheinterrassen” restaurant, November 18, 2009, 07:00 p.m.

### TARGET GROUP VISITORS

Decision-makers and users from European Higher Education Institutions, scientific institutions and research facilities

### TARGET GROUP EXHIBITORS

Public and private institutions and enterprises offering products and services for Higher Education Institutions.

### CONTACT

Kirsten Strauß  
Phone +49.(0)228.854699.30, Fax +49.(0)228.854699.99  
E-Mail info@improve2009.de, www.improve2009.de

### PARTNER

DAAD

SIEMENS

Stifterverband  
für die Deutsche Wissenschaft

duz

### ORGANISER

UNIVERSITY PARTNERS INTERCHANGE GMBH  
Menuhinstraße 6, 53113 Bonn  
info@university-partners.de, www.university-partners.de

### UNIVERSITY PARTNERS INTERCHANGE GMBH

University Partners is a Bonn-based company specialised on events (from seminars to conferences to trade fairs) focussing on the increasing number of issues related to the Bologna Higher Education Area. improve!2009 is the highlight of the annual schedule of events.

