



TUM consortium receives grant from BMBF:

Marketing Campaign *GMIM – German Medical Imaging in Motion* started on April 1st, 2012

Press Release

With a total amount of 100.000 Euros the Federal Ministry of Education and Research (BMBF) supports a consortium of partners from university and industry located in southern German area to advertise German Medical Engineering for a period of two years.

In our globalized world, scientific and technological progress is no longer achieved in isolation within individual countries, but depends on cooperation and the exchange of ideas with leading experts from across the world. That is why, in its future efforts to improve its technological position, Germany plans to cooperate more closely with recognized centres of excellence and strengthen its role as a “gateway to Europe” for its international partners. To this end, the German Federal Government, under the leadership of the **Federal Ministry of Education and Research (BMBF)**, has launched an initiative to advertise Germany as an excellent research location. Under the motto „**Research in Germany – Land of Ideas**“, the campaign will highlight the attractiveness of Germany and its research environment in important target countries and present German research organisations, including universities, institutes, and private companies that are active in the field of research.

Against this background a consortium of partners from university and industry located at the Munich area got together to pursue extensive international marketing measures under the concept **German Medical Imaging In Motion**. The specification of the members of the consortium (**TUM Graduate School of Information Science in Health, TUM Zentralinstitut für Medizintechnik IMETUM, Institute of Biological and Medical Imaging am Helmholtz Zentrum München, Rapid Biomedical GmbH, microDimensions GmbH, iThera Medical GmbH**) focuses on medical imaging and image processing and thus reflects the strength of the Southern German area in general and the Munich area in particular. The core of the campaign is the Mobile Interactive Cube: a mobile booth uniting innovative topics of the members of the consortium – both in the fields of pre-clinical, research-oriented imaging, like, for example, multimodal imaging, and clinical imaging and image processing.

In this context two big events at American partner universities have to be mentioned here: a **Kick-Off Event** at the **Johns Hopkins University**, which is planned for fall/winter 2012 as well as an **Intermediate Event** at the **Harvard University**, which is planned for spring 2013. In addition to the exhibition of the cube at both events all partners of the consortium will organize lectures, presentations and workshops for U.S. students.

The campaign has the aim of initiating more mutually beneficial R&D collaborations between Germany and foreign research institutions and companies. In November 2011 the campaign was already launched at Medica in Düsseldorf. Other sector-specific events organized by German research and technology establishments will give interested partners the opportunity to establish contacts with German research establishments and strong technological companies till the end of 2013. Currently, workshops, multiplier events, partnering events, lectures, and presentations at conferences and meetings are being organized. They are aimed at scientists at universities and research institutions, scientists and decision-makers at R&D-oriented companies, junior scientists, multipliers, and investors.

In addition to the marketing campaign **GMIM – German Medical Imaging in Motion** the BMBF selected seven further participants that highlight its ideals and goals for initial support.

For further information please visit: www.research-in-germany.de



Please feel free to contact us for further information or if you any questions:

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