DAAD HAW.International
Deutscher Akademischer Austauschdienst
German Academic Exchange Service

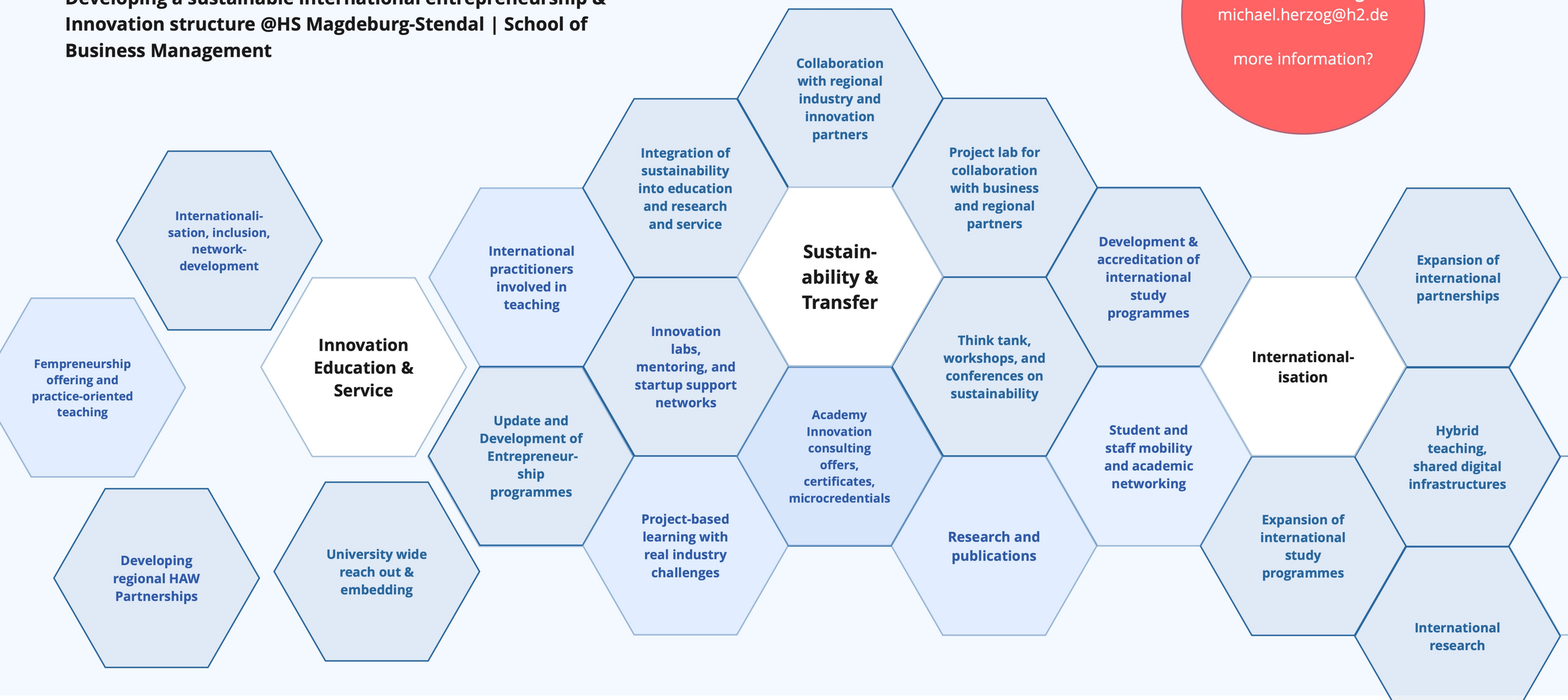
Hochschulen für Angewandte Wissenschaften
#international #vielfältig #innovativ
Programmtagung vom 11.-12.06.2026 in Berlin

House of International Entrepreneurship & Sustainability (HiRES)

Developing a sustainable international entrepreneurship & Innovation structure @HS Magdeburg-Stendal | School of Business Management

Prof. Dr.
Michael Herzog
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more information?



HiRES | current Activities & Projects

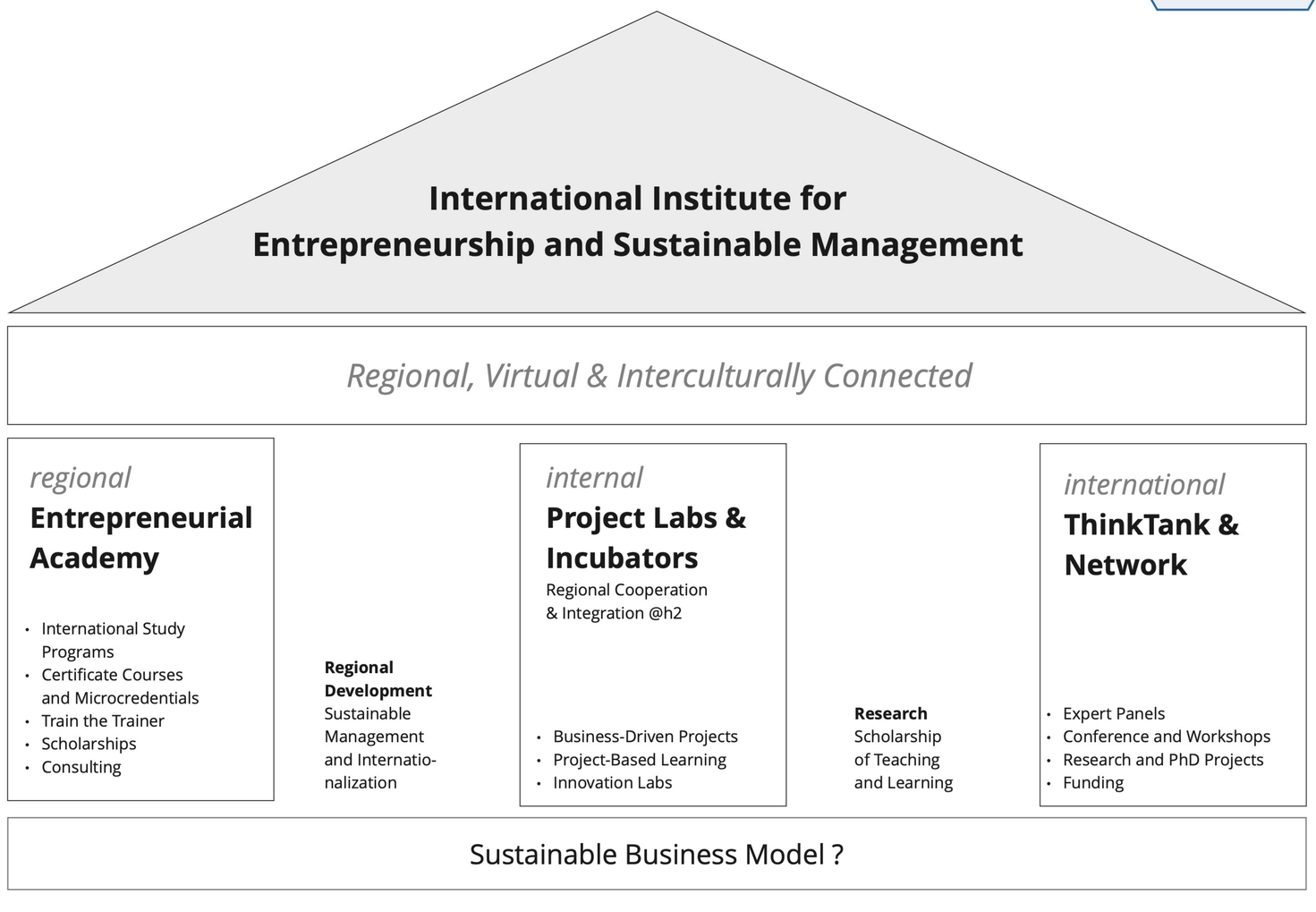
Developing entrepreneurship & innovation activities @h2
developing an advanced Entrepreneurship Programme and modules,
integrating Entrepreneurship Courses in Studium Generale,
establishing university wide-exchange formats (e.g. CMTB conference)

Fostering regional ecosystem and international strategic partnerships
collaboration in programme development,
teaching and learning activities,
student mobility, research & publications

Developing a financially viable business model
internal workshops, developing a working structure
establishing a support structure & partner network (e.g. Förderverein, Board)
regional partner outreach, customer & expert workshops & network analysis
assessing potential communication strategies, such as branding,
content, social media

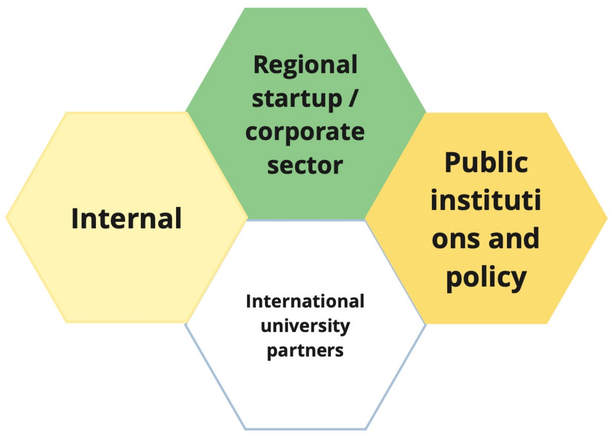
Supported Projects
BrAVE | Erasmus Mundus International Joint Master (M.Sc.)
"Value based Entrepreneurship" | Key Focus Areas: Startup & Ecosystem Development, Value and Sustainability based Entrepreneurship, Intercultural Exchange | Erasmus Student & Staff Mobility

Techsight | Capacity Building and Ecosystem Development
developing student, academic, non-academic deep tech entrepreneurship and strategic foresight trainings and courses, initialising deep-tech entre-preneurship ecosystem for Saxony-Anhalt



Implementation Timeline

2024	Preparation & Pilot Phase
2025	Project Launch & Academic Development, Ecosystem Outreach
2026	Structure Development & Network Building/ Advisory Board
2027	Establishment - Phase (Pilot)
(...)	further consolidation and outreach



Partner & Mentor Network

Internal structures & study programmes @h2
- Fachbereich Wirtschaft
- Kommission f. Internationale Angelegenheit, International Office
- Gründet im Grünen (Startup Serv ice)
- Incubator Stuctures & Labs @h2, e.g. KI Incubator, 3D MakerLab etc.

Regional/ HAW, public service and policy and innovation programmes
- City of Magdeburg, Ministry of Economic Affairs
- Halle/ Saale entrepreneurship ecosystems Saxony Anhalt
- HS Merseburg, HS Anhalt
- INAM Accelerator for Materials (Berlin, Germany)
- Media-Tech Hub Accelerator Potsdam-Babelsberg

International universities, research & ecosystem institutions
- Université du Caen (France, Normandy),
- St. Cyril and Methodius University of Skopje (North Macedonia, Skopje)
- German Jordanian University (GJU, Jordan, Amman)
- (...)

h2 Hochschule Magdeburg • Stendal
SPiRIT

Partner
German Academic Exchange Service HAW international
SPiRIT Research Group

Funding
Federal Ministry of Education and Research

Hochschule Magdeburg-Stendal
University of Applied Sciences
School of Business Management

Prof. Dr. Michael A. Herzog
(Dean of Research & Transfer)

Daniel Nauck, M.A.
Armgard von Bonin, B.A.
Matthias Kraut, M.A.

Regional & international university partner
Hochschule Merseburg
Hochschule Anhalt

Université de Caen Normandie (UFR SEGGAT, France, Caen)
St. Cyril and Methodius University of Skopje (UKIM, North Macedonia, Skopje)
German Jordanian University (GJU, Jordan, Amman)

Bundesministerium für Bildung und Forschung