

limes international



The semester magazine for international partners, students, and parents No. 20, March 2018

- Themes:
 - A campus for the future
 - ISA awards new prizes
 - IT security for the future

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Dear Readers,

Aalen University has always been known for its endurance, world view, and pioneering spirit. Since its founding, it has constantly renewed itself and reacted to an ever-changing list of needs and requirements. An institution that is constantly setting the course for a successful future must also rebuild its structures. The lecturing operation started in some temporary barracks-like structures at Aalen's Galgenberg— today we are extremely proud of an explosively growing university with 5,800 students and extremely fast building development. Be it the Burren Campus, the Auditorium and Lecture Hall building in Beethovenstraße, the Innovation Center, the new Explorhino Science Center, or the new research building, the constantly growing campus is a marker of Aalen University's enormous progress. The Forest Campus marks another milestone, which will tie the Beethovenstraße and the Burren campuses together. We are very excited to be turning our vision into our reality. In this issue of *Limes*, you

will get the first impression of how the development of the Forest Campus is shaping up. It is worth mentioning that our university magazine is also constantly evolving. This is the 20th issue of *Limes* that you are holding in your hands; the next winter edition in 2018 will receive a completely new look. After all, our only constant is change.

Enjoy reading

Yours

Prof. Dr. Gerhard Schneider
President of Aalen University





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Theme

A Campus for the Future

“Whoever wants to build tall towers must dwell with the foundation for a long time” – a well-known citation from the celebrated composer Anton Bruckner. In the last decades, Aalen University has been building quickly and has finally built a strong foundation on which we can now build. Literally.



The new School of Management & Business Sciences building and the new refectory will be built along Anton-Huber Straße.

When the first 32 students came to the newly founded engineering university in 1963, they were put in wooden barracks on the Galgenberg in Aalen. In the following years, the students enjoyed sweltering heat in the summer and shivering cold in the winter while the new building in Beethovenstraße was being built. It was planned by the Stuttgart architect Günter Behnisch who was known back then for his trend-setting architecture, even outside the region. Clear lines, big surfaces, and a lot of exposed concrete have become the landmark building that is now protected as a monument. The university developed quickly into one of the biggest centers for education in the Ostalbkreis region. The steadily rising number of students filled Benisch's building to the edge of its capacity. Luckily, the city of Aalen had the foresight to buy Burren, which enabled the university to build a new campus directly next to the old one. In 2006, electrical engineering, computer science, optics, and mechatronics moved into their new buildings next to the new library and student housing. Since then, two buildings have been added to that architectural ensemble: the cafeteria in 2010 and the ophthalmic optics and psychophysics building in 2011. The new auditorium/lecture hall in the style of the Behnisch building has been standing in Beethovenstraße since the end of 2014. The opening of the innovation center INNO-Z followed in 2015 to help strengthen the local start-up scene.

Since its founding, Aalen University has been constantly rebuilding itself and is constantly reacting to the changing times. An institution that is constantly trying to set itself up for a more successful future also has to change how it looks. At the moment, the university is going through a building phase that could be justifiably described as historic. So that the next generation of scientists also has enough room to grow, they are also building the Explorhino building, home to the Young Researchers' Workshop at Aalen University, across from the refectory. The big researchers also desperately need more research space. The first observable sign of something to remedy this was the groundbreaking for the new research building on Rombacher Straße last July, which should be done by 2019. The building's 3,000 square meters should provide an excellent space for the university's researchers to do their work. The over 20 million Euro investment will be home to the Center for Innovative Materials and Technology for Efficient Energy Converter Machines (ZiMATE) and the Center for Technology and Sustainability (ZTN). This strengthens Aalen University's research capabilities and also ensures East Württemberg's continued ability to stay innovative and competitive.

The university isn't just having problems finding places to house its research, though. It's also having trouble finding places for its teachers. A close vote in Aalen and in Baden-Württemberg led to a master plan for the university getting made: The planned Forest Campus is an important strategic step for the development of the university. A new faculty building for the management and business sciences is getting built, as their offices are currently scattered across Aalen. The plan also has a new mensa as well as a day care and student housing. Until now, the Aalen University's facilities have been split across the Beethovenstraße and Burren campuses, as well as further offices scattered throughout the town.



The forest campus down Anton-Huber Straße creates an important element of unity; the four buildings are oriented towards the Behnisch building. The School of Management & Business Sciences building should be in the east part of the forest campus, directly on Rombacher Straße and Anton-Huber Straße. The refectory is tucked a little further back on the north side. With the Forest Campus, research, learning, studying at Aalen University, as well as the life on the town, gets a new dimension to ensure that young people in the future will also want to come study in Aalen.

Saskia Stüven-Kazi
Communications

West side view of the refectory, the School of Management & Business Sciences building and of a further student residence hall with day care for kids.

Overview of the University Campus (descriptions on next page)



1. Forest Campus-To connect the Beethovenstraße Campus and the Burren Campus, the Forest Campus is bundled in the center. Building the business science building is the top priority. The new refectory, university day care and student housing will come afterwards. Building starts in 2020.
2. School of Management & Business Sciences Building - The building is directly next to the roundabout, a prominent entry point for Aalen.
3. Student housing/day care- Two buildings with living space are being planned for students. They will also have an integrated day care.
4. Refectory- The refectory shares a courtyard with the other buildings that can be used as an outdoor space.
5. Land for Long-Term Expansion- For Aalen University's long-term development, the leadership needs to lock in a plan for the land west of the B29 highway. Buildings here should offer university services.
6. Steinbeis Building in Burren- The Steinbeis endowment is interested in building a building next to the B 29 on the land directly south of the Innovation Center.
7. North Burren- After building the forest campus, the next area to build will be north of Burren, as the building rights are already secured.
8. Burren Campus- This is where electrical engineering, computer science, optics and mechatronics, and ophthalmic optics and psychophysics are, and it is also home to the cafeteria, library and Innovation Center INNO-Z
9. Student Housing- These student houses were opened in 2006 on the Burren campus. 98 students live there.
10. Development space between Burren Campus and Forest Campus- At some point in the near-ish future, the gap between Forest Campus and Burren Campus will be closed. However, before this happens, there are still some questions about property rights that need to be answered.
11. Parking Garage- The Rohrwang Parking Garage on Anton-Huber Straße has 247 parking spots and is opened daily from 6 AM to 12 AM.
12. Beethovenstraße Campus- The building on Beethovenstraße was built in 1968 by Günter Behnisch. The Munich Olympic Stadium was built by the same architect.
13. Explorhino- The Young Researchers' Workshop will get their own science center west of the Behnisch building on Beethovenstraße. Here, kids and teens should be brought into contact with scientific themes. By having fun with science, it will hopefully get them excited about the topic.
14. Beethovenstraße Mensa- What up until now was the Mensa building was south of the Behnisch building will eventually house some of the university's services. To reduce the barriers between the mensa and the Beethovenstraße campus, the street and grounds between the buildings got remodeled.
15. Auditorium/Lecture Hall Building (Aula)- The Aula, built in the style of the Behnisch building, has been standing since 2014.
16. ZiMATE/ZTN- As we speak, this research building is being built for the Center for Innovative Materials and Technology for Efficient Energy Converter Machines (ZiMATE) and the Center for Technology and Sustainability, Resource Management, Environment and CO2 Reduction (ZTN). The first construction phase is currently in motion; in the second construction phase, we get a new research building.
17. Student Housing- The Carl-Schneider building on Rombacher Straße has 153 single rooms.

Three Questions For...

Claus Kaiser

Claus Kaiser is the director of Studierendenwerk Ulm (Ulm branch of the National Student Association). As such, he is a contact for the new refectory and student housing being built on the Forest Campus.

The forest campus creates a unified campus for the university. The new mensa is going to be in the middle. What are you particularly excited about?

The Studierendenwerk is especially excited that with the realization of the Forest Campus, we can accommodate all the students in Aalen University and can care for everyone equally well with our refectory and cafeterias. We're hoping that the new refectory won't just be seen for its culinary offers and geographic location, but will also serve as a central point for learning and events, and will ultimately better serve the social requirements that are integral for success. An update for all our guests will be delivering the meals in an area with free movement instead of our current system where we deliver meals in a line. This should offer our customers better choices and quicker visits to the register. We will round off our offer with an integrated cafeteria and attractive seating areas.



How many students live on campus now and how many more will find space in the new housing?

Right now, 98 people live in the Burren student apartments, which are directly adjacent to where the Forest Campus will be located. On Rombacher Straße, there's another building which has an additional 153 rooms for students. All told, we have about 750 rooms being offered by institutional renters. Through Studierendenwerk Ulm's financial participation in the architect competition for the Forest Campus, we managed to get an idea sketch of how two buildings could appear along Rombacher Straße holding up to 100 more rooms for students. If, when, and how many living spaces can actually get built on that piece of land remains to be seen. While I was projecting and building our student housing in Ulm, I learned that when a project is developing and you're working with public law, you sometimes need to take a deep breath. The Forest Campus will be the same story.

When do you think we can meet up for lunch at the new refectory or stay the night in the new dorms?

Given the shortage of living space on campus, as non-students, it might be hard for us to find a place to stay the night, but I'd be happy to meet in the new refectory. The plan is to build the refectory after we build the new faculty building for the university. Going by that timeline, the new refectory should be open no later than 2025, so if you want to meet up, we might want to go to the current refectory or meet up for a slice of pizza. We re-outfitted the refectory with new appliances and a coffee lounge in 2015 for about half a million Euros, so a cappuccino after we eat is also an idea.
Thank you!

■ Monika Theiss
Director of External Communications

Three Questions For...

Prof. Dr. Ingo Scheuermann

As the Dean of the School of Management & Business Sciences, Prof. Dr. Ingo Scheuermann is watching the building of School's new building with great anticipation.

Why are they building a new building for the School of Management & Business Sciences?

Despite the trends, Aalen University has been growing for many years to the point where it now has a huge space problem. Business sciences contributed a good deal to this problem. By designing attractive new study programs for students, especially in emerging fields like business informatics/data science, and with the development of the programs up until now, we managed to bolster our number of students by over 50% to about 2000. We are now the biggest school at Aalen University – we need modern facilities and laboratories for our research. Right now, we are dealing with cramped spaces that are diffuse, having five different locations in Aalen (Mercatura, Burren, Main Building, Explorhino and Gartenstraße). This has impacted the work faculty members can do together and the daily lives of our students. Our own premises with our own research spaces has become a necessity.



What are you most excited about?

We are very excited to be getting a building with a good location, charisma, and an interactive, modern design for teaching, research and collaboration. The Forest Campus won't just tie the university's different campuses together, but it also gives us amazing conditions for research and teaching. This will strengthen collaboration in teaching and research, as well as the "spirit" of the faculty. We want the building to be a big, memorable landmark.

You have top places not just on campus, but also in the big national university rankings. Tell us about your model for success.

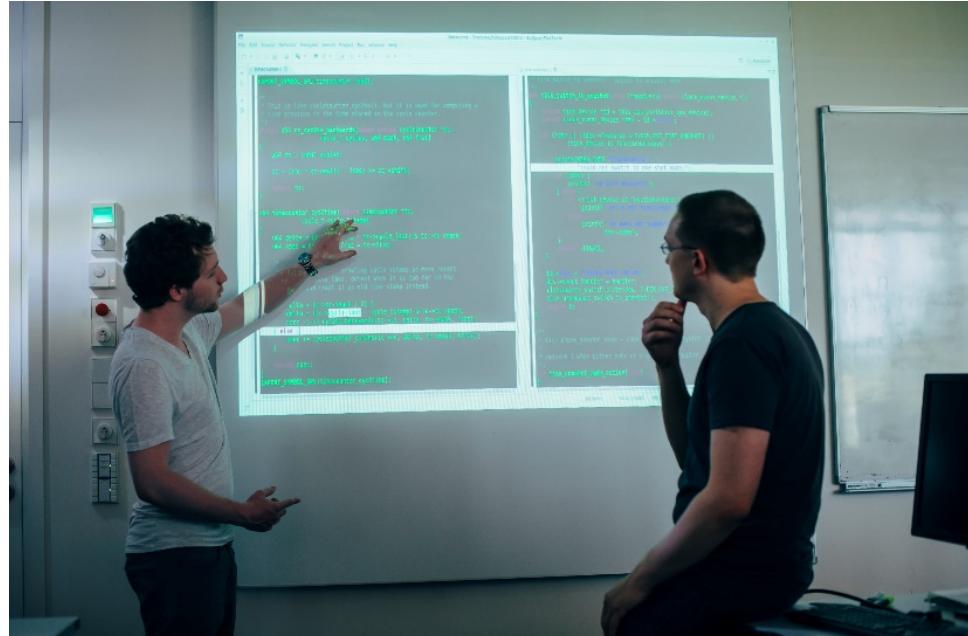
We've had a lot of success using a competitive faculty management paired with a professionalization of processes and organizational structures. On top of that, consistent work and strategic development of the faculty, tackling important emerging fields like Industry 4.0/The Internet of Things, Big Data and Data Science, E-Health and Behavioral Economics in our research and teaching, and establishing important and profitable foreign partnerships has helped.

■ Monika Theiss
Director of External Communications

Research

Cyber Security – IT Security for the Future

Cyber-attacks on businesses and governments are happening worldwide. Expanding digital networks allow for a lot of business, but also a lot of dangers posed by creative and meticulous hackers. To combat this, the Fraunhofer-Society has initiated a cooperative project with the title “Cybersecurity Learning Lab” in which Aalen University, along with other universities across Germany, are using their know-how in cyber security for teaching and researching in six consortia.



Aalen University conceptualizes advanced training courses centered around IT security for mobile terminals.

"Politics and business agree that cyber-security is a central theme. For this reason, the Federal Ministry for Learning and Research has put 6 million Euros per year aside to build a learning lab for cyber security," said the speaker for the Fraunhofer-Society. This is the motivation behind building the learning lab. The scientific organizations and administrations in Germany want to help protect the IT infrastructure in Germany with the development of advanced training programs for professionals and decision makers.

Aalen University works together with Amberg-Weiden University and the Fraunhofer AISEC (Institute for applied and integrated security), along with Fraunhofer IIS (institute for integrated circuits) in a consortium working on embedded systems, the internet of things, and mobile security. As the professor of IT security responsible for, among other things, safe hardware and safety of mobile devices, Prof. Roland Hellman and two coworkers are conceptualizing an advanced training module on security from mobile terminals. These would then be offered to companies and administrative bodies. A feature of this module is the high amount of practice that it emphasizes.



How safe is your data? This is the question being asked by the cooperative project „Cyber Security Learning Lab“ that the Fraunhofer-Society initiated. Aalen University is participating in this initiative.

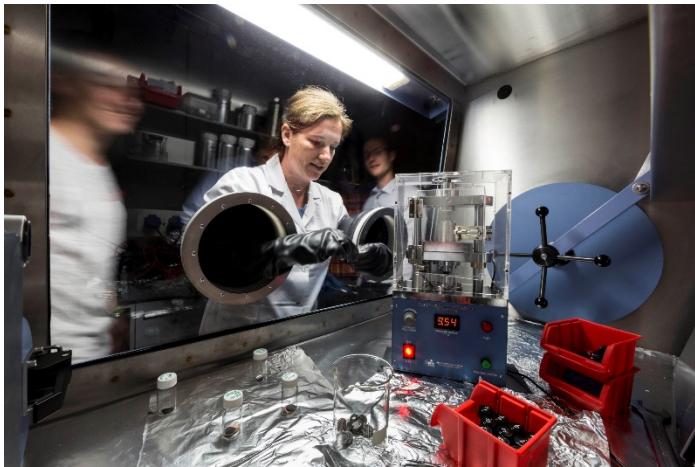
"Working together with Fraunhofer makes it possible for us to work closely together on current research themes and to let these flow into the classroom. For that reason, the AISEC is valuing us at over 300,000 Euros for lab equipment that does the students good and can be used to teach," said an excited Hellmann.

■ Pia Heusel

Hit the Gas for SmartPro

SmartPro is going at cruising speed – a big project with 20 new scientific positions that is being supported by the Federal Ministry of Education and Research (BMBF) with 5 million Euros until at least 2021. These so-called “Momentum Projects” are firing on all cylinders: Research and Development projects for 4 exciting disciplines. The projects are being carried by 2 connected axles: new intelligent production technology and smart materials, both tailor made for their respective uses. Everyone has the goal in their sights: energy efficient products of the future. One of the central interdisciplinary themes is quality assuring procedures and material analysis with microscopic techniques guided by non-destructive examination methods. These are also used for developing innovative composite materials.

Sandra Behn experiments with batteries, one of the SmartPro's fields for applied research, with the help of a glove box from the Institute for Materials Research (IMFAA)



Networking with industry partners

“Strong Universities – Momentum for the region” is the name of the BMBF funding effort and is also a program. This is how SmartPro follows two big goals: strengthening the university's research-heavy majors “Advanced Materials and Manufacturing” and “Photonics”, along with strengthening the cooperative networks in the region. To facilitate a closer relationship between the East Württemberg region and the university, everything is pivoting around INDUSTRIEcamp (<http://industrie.camp/>). The center of all of this is a simple exchange of experience and a joint interdisciplinary development of ideas. “Let's go, pedal to the metal!” was the unofficial theme of last year's INDUSTRIEcamp for Research & Development. The sequel to this event will be May 8th, 2018.

■ Dr. Kristina Lakomek
SmartPro Management Research

Research Further Strengthened

Aalen University has, for the eleventh time in a row, been named the strongest research university for applied sciences in Baden-Württemberg. Some of the criteria used to substantiate this were third-party funds and amount of material every professor published. In the past year, the university managed to get over seven million Euros for their research projects – a convincing increase of 15% more than the previous year. Results from experiments were published in over 270 publications. A high point was the acceptance to FH-Impuls, a federal grant program. The concept of “Smart materials and intelligent production techniques for energy efficient products” (SmartPro) was successful in securing the funding. Additionally, research into additive manufacturing and sensors was intensified. The strong motivation of researchers from different disciplines and a modern infrastructure of devices is what Prof. Dr. Gerhard Schneider sees as the factors for success.

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Millions for a Digital Manufacturing Chain

Perseverance pays! The professors Harald Riegel from the laser application center and Rainer Börret from the ZOT have recently gotten accepted for a Federal Ministry for Education and Research for a research device system. With an investment of 3.3 million Euros, this is one of the most expensive large research devices at Aalen University. In the “FlexLight4.0” project, an entirely digitalized manufacturing chain should be realized, said doctoral candidate Simon Ruck, who made significant contributions for the application. One example of what they can do with this is to develop new manufacturing methods for optical devices and sensors for real-time measurements which can strengthen Industry 4.0. Different raw materials like metals, ceramics and plastics for applications in saving energy, sustainable transportation and lightweight engineering. The manufacturing chain is comprised of steps including 3D printing, functionalizing through laser machining, and quality control through optical measuring techniques. For every step, new components, including ultra-short pulse lasers, will be made and connected to one another. The application was supported through regional businesses as well as transfer partners from the university’s SmartPro network, like WiRO and Photonics BW.

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Agreement for Utility Vehicle Takes Off

A new research agreement with that Aalen University is taking part in will be supported for the next 2 and a half years with a total of 2 million Euros from federal funds. The goal of the project, "Intelligent Electric Powertrains for Multipurpose Vehicles", is to develop multi-application powertrain that will be deployed in electric vehicles. Right now, a lot of multi-purpose vehicles, like communal snow blowers, are often run with diesel. This project will develop a powertrain that is friendlier to the environment, both because of its energy efficiency and because of the reduction in noise. The project is being coordinated through EurA AG in Ellwangen. Professors Markus Merkel (speaker), Markus Kley and Jürgen Trost from mechanical engineering are all working on Aalen University's piece of the project. Other regional partners include Stuttgart University, Max Holder GmbH in Metzingen and REFU Electronics GmbH in Pfullingen. The project is supported by the BMBF Program's KMU-NetC, which supports innovative collaborations with involvement from mid-sized corporations.

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New Promotional Course OpTec4.0

With support through the BMBF program, Aalen University, Technical University in Deggendorf and Ernst-Abbe University in Jena strengthened their engineering training programs. Innovative optical systems for industry 4.0 are going to be made through a combination of new additive, photonic and machining technologies. In the interest of training a new generation of scientists, a promotional course is going to be put in place cooperatively with the Technical University of Ilmenau. A lot of notable companies like ZEISS, Trumpf, and FESTO are not just taking part in this financially, but are also buying into OpTec4.0's concept of training the new generation. The activities are getting coordinated through Professor Rainer Börret from the Center for Optical Technology (ZOT) at Aalen University.

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SmartPro in Bild der Wissenschaft

For more than 50 years, the popular scientific magazine *Picture of Science* (bild der wissenschaft, or bdw) has had the job of exciting its readers for current themes in research and technology. Every issue sells almost 80,000 copies to over 450,000 readers. In December, the magazine dedicated a special edition to SmartPro, the FH-Impuls Project at Aalen University. “The application-focused research of polytechnic universities is becoming more meaningful and is of great societal importance,” said Wolfgang Hess, the former editor-in-chief at bdw and the person in charge of the special edition. Therefore, it is only natural that elaborate projects at strong research polytechnic universities should be shown as the exemplary cutting-edge projects that they are.

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Successful Cooperation Initiated

For six years, Prof Dr. Christian Neusüß from the chemistry department at Aalen University has been cooperating with the pharmaceutical company Hoffman-La Roche AG from Basel. His successful collaboration has been lengthened for another three years. The focus of the collaboration is methods to characterize pharmaceutically relevant antibodies. “This is a win-win situation for everyone” said an excited Neusüß, “with our ideas and our labs specially equipped for pharmaceutical analyses, we can gain a lot of momentum and advance our own research at the same time.” So far, three doctoral candidates, two postdoctoral researchers and a lot of students from Analytical and Bioanalytical Chemistry have been involved in this project. By doing this, they learn the approach of a world-class business in creating protein-based medicines.

■ Contact: Christian.Neusuess@hs-aalen.de

Start-up Initiative stAArt-UP!de Excites, Advises and Networks

The path to a business idea is not as long as people might expect. "The most important requirement is to go through the world with open eyes, look for daily problems, and then look for an unconventional solution," says Christian King, team leader for stAArt-UP!de, the start-up initiative at Aalen University. The goal of the project is to give students a taste of how it feels to solve problems creatively and solve them with business solutions – maybe even to think of possible self-sufficient businesses.

Aside from knowledge in their field, Aalen University wants to impart in their students a strong sense of how to think and negotiate like a businessperson. It doesn't matter what degree program the advice seeker picked or in which semester they are. The employees at the start up initiative stAArt-UP!de are always ready to use their know-how in order to advise and find the right contacts for all ideas and questions about innovating and founding a business.

Aalen University's Innovation Center provides the necessary facilities, making their support for the students more comprehensive. The innovation center gives start-up initiatives a shared-desk community office with individual advising to work on their business ideas – for free, of course – and to come in contact with other entrepreneurs. There is also a

machine shop for building prototypes or devices. The seminar rooms can be used for meetings or customer visits.

stAArt-UP!de also offers different workshops and seminars. The studium generale offered an event led by Prof Dr. René Niethammer where 20 students from wildly different disciplines came up with numerous creative business ideas. The title of the event was "From the smoldering idea to your own start-up." January 11th, 2018 is the new stAArtUP! Boot camp: it is for students who already have a concrete business idea and want to take the next steps.

Aside from these offers from stAArt-UP!, in October, they had their first university wide entrepreneur competition at Aalen University: the 2017 stAArt-UP! challenge. The twist? Every student, professor, lecturer and university employee could participate. They could come up with their own ideas for innovations and start-ups or they could take part in the vote online. Sadly, the winners were chosen after the editorial deadline for the Limes. They will get the Aalen University's Entrepreneur-Oscar and 2,000 Euros. Additional cash and miscellaneous prizes will be awarded for other categories. The sponsors right now are Kreissparkasse Ostalb, the City of Aalen, Pegasus e.V. and the IHK East Württemberg.

■ Andreas Ehrhardt Innovation Center
Simone Trefzger/Andrea Heidel stAArt-UP!de

Students develop a business model in a stAArt-UP!de workshop in teams of two and built prototypes in the 2nd step.



International

“Go out and see the world”: ISA e.V. awards prizes to students for the first time

This year, the nonprofit International Society Aalen e.V. (ISA) gave two freshly minted prizes for Aalen University students. Melanie Rein from international business was awarded Buddy of the Year 2017 because of her outstanding assistance to a Jordanian student

among others. The second prize, Foreign Experience 2017, went to Monika Lempart, a student from business studies for small and medium-sized enterprises, for sharing the experiences she had during her foreign semester in the USA.



Aalen University's Steiff teddy bear was travelling:
He took part in the international teddy bear picnic and apparently enjoyed cookies and tee and had fun. The picnic was organized by Plymouth University in the UK, one of over 110 universities partnered with Aalen University.



Buddy of the Year 2017 – Melanie Rein

“We didn’t have any problems understanding one another since we both spoke fluent English. She even tried to teach me a little Arabic. I tried to rid her of some of the inhibitions she had when she was around German speakers. We became very close friends, and Mariam has a rapport with my family and my friends.” This is what Melanie Rein put in her report that she gave to the International Relations Office after she had finished her semester with Mariam.

Melanie Rein didn’t limit herself to meeting her buddy a couple times at the university or meeting her at a party to get her hours for the necessary credit points (CPs). She didn’t even want any credit points, and it was her first time helping an international student. “I think that the buddy program is a great idea to get international students the opportunity to make new friends and contacts. Because I’ve been abroad, I know how hard it is to find your way in the beginning: language, food mentality and homesickness. I was always lucky enough to be welcomed into foreign countries with open arms, and I tried to give Mariam and Fatima the same feeling,” Melanie Rein explains.

ISA’s buddy program helps international students at Aalen University to integrate faster. The German students who do this make an important contribution, helping their foreign colleagues feel alright in their new learning and living conditions – a necessity for any successful learning. Given the challenges that these future professionals and leaders will have to face, the buddy system at the university is an excellent way to develop intercultural competencies early. By supporting a foreign student over one or two semesters, you can collect valuable experiences and numerous tips about people’s home countries.

Taking part in the ISA buddy program isn’t just about getting the credit points anymore: if you make a special effort in accommodating your buddy, you have the chance to win the Buddy of the Year prize, which comes with a cash prize of 500 Euros.



Melanie Rein (left) with her buddy Mariam.

Foreign Experience 2017 – Monika Lempart

“I don’t know what to say! I’m honored and speechless,” said Monika Lempart as the International Relations Office (IRO) told her that she had won the new ISA e.V. prize Foreign Experience 2017. In the 2016/17 winter semester, Monika Lempart did her practicum abroad, in the US at MTU America Inc. in Novi, Michigan. MTU America Inc. is a subsidiary of Rolls Royce Power Systems in Fridrichshafen. As a student in business for small and middle-sized enterprises, she didn’t have to go abroad, but it was important to Monika to get international experience along with work experience. At the end of her practicum semester, she told everyone in her program about it, as well as at an IRO info session about practicums abroad. It was nothing but natural for Monika to convince her fellow students at Aalen University about the importance of going abroad while they were still in school. It didn’t take much convincing for the staff at the IRO to get her to talk about the USA for Aalen University’s/Studierendenwerk Ulm’s international week at the refectory. Monika happily did this along with helping the IRO at the university’s open house. She also gave a testimonial for the media center, the result of which can now be seen on the media

center’s YouTube channel. “Go out, have faith in yourself, go see the world!” is her message. Because of her outstanding efforts in telling her fellow students about her intercultural experiences, Monika Lempart won the ISA e.V Foreign Experience 2017 Prize.

■ Pascal Cromm
Director International Relations



Interculturally experienced:
Monika Lempart.

President of Mauritius Greets Aalen Marketing Professors

Normally at a conference, you can get to know highly decorated academics, but top functionaries of the state and politics make themselves rare. The Global Sales Science Institute (GSSI), which is currently being chaired by Aalen University, bucked this trend at their annual conference this year.

The contact for President Prof. Ameenah Gurib came through the personal ties of a GSSI member who took over the organization of the conference and the meeting. The president did not let her packed schedule keep her from personally showing up in the evening and giving an overview of the politics in her country. To wrap up, she greeted

everyone there with a handshake and exchanged a few remarks. This is how the conference got its own very special feeling. African interests came into the limelight and a group of professors looking to support academic programs in Africa spontaneously formed. After all, where could the uses be more direct or intuitive than in B2B Sales, a practical academic discipline in building things up? "Whoever decides to live on the island won't be disappointed; the nature is magical and the peaceful exchange of cultures is exciting," explained Prof. Dr. Jobst Görne, talking up his stay in on the island.

■ Prof. Dr. Jobst Görne



Even Prof. Ameenah Gurib, president of Mauritius, came to the Global Sales Science Institution's (GSSI) conference this year.

US Consul General Visits Aalen University

Because sustainability is becoming ever more important, the US Consul General James W. Herman visited Aalen University with members of the US Consulate General. He spoke with the rector, Prof Dr. Gerhard Schneider, about international relations and eased concerns about the momentary state of the USA: "The anger and frustration that you hear about in the media is only coming from a small group." Aside from that, he underlined just how important the partnership between the US and Germany is for the US. Because he was mostly travelling as part of the "Going Green Project," he talked about an agreement between 300 major cities in the US to hold themselves to the Paris Climate Accords. In the end, it's just the right thing to do. Herman was impressed by the many sustainable projects that were happening at the university. During the last tour, he interestingly visited a few labs, including the lab belonging to Institute for Materials Research (IMFAA). He praised how sustainable the devices used to test materials in magnetic surroundings were.

■ **Bianca Kühnle**



Excited about the sustainable projects: James W. Herman (with hat).

Be a UN representative once

The second day of negotiations for East Wuertemberg's first ever Model UN (HSA MUN, for short) took place at Aalen University. Here, there will be a mock debate done in English. Students in business engineering organized the event as part of Prof. Dr. Ulrich Holzbaur's classes titled Sustainable Event Management and Project Management. Promotion and support came from the students from German Gordian University, GJU, in Amman who were studying business engineering in Aalen and had already organized something similar at their home university. Every participant represented one of 15 UN nations and negotiated according to the country's actual political goals. Themes of the debate were the current refugee crisis, how it is influencing every country and how they could find a reasonable solution. The UN representatives had enough time to research, and at the end, they were given the actual positions and projected solutions. The result of the vote: the affected countries, first and foremost, need to be helped by stopping the things that are causing people to flee. The model UN was very well received, both by the organizers and the participants. Apart from exemplifying how a UN meeting goes, the students also got to improve their English. With the help of the students from GJU, another model UN will be held this semester.

■ Daniela Dorrer, Prof. Dr. Ulrich Holzbauer



Discussing like UN ambassadors: The model UN-Ambassadors at the model UN.

We are blown away... from Georgia to Aalen

Gamardschoba!

From the first minute I arrived, I fell in love with the Germans! Most of them are open and helpful. I was really lucky to come here. I definitely wanted to go to Germany for my master in International Marketing and Sales, because the German degrees are internationally recognized and the educational standards here are very high. Apart from that, it's cool to get to know other perspectives and cultures. When you study abroad, you get stories you remember for the rest of your life.

I was born and raised in Georgia in the capital, Tiflis. Georgia is a small country with a huge history. For example, Georgia has one of the oldest languages in the world, our alphabet has 33 letters. In 2018, we'll be the host for the Frankfurt Book Fair – that makes me a little proud, because I like to read and I love the arts. 25 years after we declared independence, the country is still in the process of developing. Right now, we're going through a building boom.

After my bachelor in public relations, I studied landscaping. There weren't a lot of landscapers in Georgia until now; it's a growing field. When I leave Aalen and go back home, I want to start my own business and help people build greener gardens, terraces and balconies. That is why I also need marketing and management skills. Your cities are a lot greener, and there are parks everywhere.



Ani Zegardeli

Georgia

Language: Georgian

Capital: Tiflis

State form: Parliamentary Republic

Area: 69,700 km²

Number of inhabitants:
3.7 million (2015)

Attractions:

Cave Monastery Vardzia,
Khertvisi Fortress, Gelati
Monastery, Ushugli,
Bagrati Cathedral

It's really cool how many bicyclists and bike paths you have. We don't have something like that; in Georgia, everyone takes their car, which causes an unbelievable amount of traffic.

Even though I've settled in well – the university's buddy program is really great – I miss my friends and family. This is the first time that I've been away from them for such a long time. And I miss the smell of Tiflis. Every city smells different to me. My first trip abroad was to Paris when I was 12. I could identify Paris blindfolded, just based on the smell. I'm very excited what kind of what kind of olfactory experience I will take back with me from Aalen to Tiflis...

Nachvamdis!
Ani Zegardeli

We are blown away... from Aalen to Bali

Selamat Siang,

After my first semester abroad in Australia in 2014, it was clear to me that while I was doing my master's in Industrial Management, I had to do another semester in the big open world. During my travels in Southeast Asia, I came across the island of Bali. The island is in the middle of the Indian Ocean and belongs to Indonesia. It entices you with its impressive landscapes, fascinating culture, breathtaking beaches and perfect waves!

When you've decided to do a semester in Bali, there are a few different organizations to choose from. I decided on the Studies Network Program, because two people I knew had good experiences with this organization. The application is simple; they just need your grades, bachelor certificate and a motivation letter. There's nothing else standing in between you and a semester abroad at Udayana University.

First, I looked for a room in Bali to get an idea of the apartments and houses that were offered there. The search was simple: In the first week, I lived in a hostel, then I moved in with some people I knew that had a free room in their house.



Martin Gruber

Bali

Language: Indonesian

Capital: Denpasar

State Form: Presidential Republic

Area: 5634.43 km²

Number of inhabitants:

4.22 Million

Sights: Royal graves of Gunung Kawi, Ubud, Uluwatu Temple, Nusa Dua Beach, Rice terraces at Jatiluwih

The university has its main campus in Bali's capital Denpasar and another campus in Jimbaran (in the south of Bali), where they house the international students. There are unending possibilities for what to do with your free time, for example, visiting traditional festivals, temples, rice paddies, volcanoes, or fantastic beaches. For me, a special experience was the trip to Komodo National Park. It was originally a protected area for the Komodo dragon, the biggest living lizard, and it's a UNESCO World Heritage site. You shouldn't dismiss the Bali nightlife either, which can be very lively. Cafés, Pubs, Clubs – there's something here for everyone.

My semester abroad in Indonesia on the beautiful island of Bali was an unforgettable time that I wouldn't have liked to give up. I could talk about a ton of positive experiences and impressions of people language and culture that I had, which I will carry with me for the rest of my life. If you are interested in Asian culture, especially Southeast Asian culture, I can only recommend a semester abroad at Udayana University in Bali.

*Yuk ah!
Martin Gruber*

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In the next issue:

- Entrepreneurs & Start-ups
- International News
- Research Projects
- and much more ...

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