



**Launch of “Research in Bavaria”: International marketing
initiative to attract early career researchers to Bavaria
from all over the world**

The initiative of the universities and of the Bavarian State Ministry of Science and the Arts promotes the goals of the *Hightech Agenda Bayern* (Bavarian investment program promoting modernization and technology) – Minister Bernd Sibler: “We want to make Bavaria visible worldwide as an attractive academic location.”

Munich. The Ministry of Science and the Arts have teamed up with the universities in the Free State of Bavaria to develop the international marketing initiative “Research in Bavaria”, the aim of which is to attract early career researchers from abroad to Bavaria. Minister Bernd Sibler launched the new initiative today. It consists of an online information portal, featuring a research tool and news, as well as social media channels. “Science and academic research know no borders and thrive on the international exchange of ideas. We want to attract the top researchers and early career academics from all over the world to Bavaria. Research in Bavaria contributes to raising Bavaria’s global profile as an attractive research location and thereby helps spark the interest of the brightest minds. Thus, the initiative makes an important contribution to future-proofing the Free State of Bavaria.”

Marketing measure supports goals of *Hightech Agenda Bayern*

Research in Bavaria targets early career academics from all over the world, in particular potential doctoral candidates and post-doctoral researchers, as well as guest lecturers. Bavarian universities are directly involved in the implementation of this recruitment initiative. The web portal launched today is designed to build a bridge between researchers from around the world and the Bavarian universities. It shows the range of research areas at Bavarian universities, allows users to search

for suitable contacts in Bavaria and offers comprehensive career advice. A blog gives authentic insight into living and researching in Bavaria as experienced by international academics. Research in Bavaria's social media activities (Facebook and Twitter) start at the same time as the launch of the web portal.

“The joint initiative of the universities and the ministry also supports the goals of the *Hightech Agenda Bayern*”, as Bernd Sibler, Bavarian State Minister of Science and the Arts, emphasizes. “With this large-scale technology campaign and its acceleration through the *Hightech Agenda Plus* we want to bring even more top researchers to Bavaria. We are providing an excellent research environment and creating more places in degree programs for our highly skilled academic professionals of tomorrow – and we are doing so even faster than originally planned. Academic high achievers need excellent teams to pursue their research successfully. This is a factor we specifically address with Research in Bavaria.”

The project is supported by the *idw* information service, which contributes news from the Bavarian universities, using a common interface. Moreover, the *Deutsche Forschungsgemeinschaft (DFG)* are providing a research tool for the new web portal that is based on the nation-wide information portal GERiT (German Research Institutions). Interested researchers can use this to search specifically for research institutions and departments whose focus ties in with their own research interest.

Here are the links to the web portal and the social media channels:

Web portal: <https://www.research-in-bavaria.de>
Facebook: <https://www.facebook.com/researchinbavaria>
Twitter: <https://twitter.com/researchbavaria>

Further information on the Hightech Agenda Bayern and the Hightech Agenda Plus is available in German at the following web address:

<https://www.stmwk.bayern.de/allgemein/meldung/6565/freistaat-zuendet-den-turbo-fuer-die-hightech-agenda-bayern.html>