

## Germany Today 2024

**New Opportunities and Challenges for German Universities: Adapting to Enrollment Changes, Matching New Job Market Expectations, and Embracing Diversity in the Student Body**

**June 16 – June 22, 2024**

**Frankfurt, Heilbronn, Stuttgart, Reutlingen, Augsburg and Munich**



DAAD invites representatives from universities, research institutions and funding agencies in the United States and Canada, as well as colleagues from the fields of education policy and politics, to join us for our “Germany Today” Information Tour 2024.

DAAD’s information tour “Germany Today” is designed to give participants a broad overview of Germany’s higher education landscape. This includes:

- An overview of Germany’s higher education and research systems
- An update on current developments, innovative projects, and structural reforms
- Details about BA and MA programs, as well as PhD training at various institutions
- Information on funding opportunities for academic exchange and institutional cooperation

This year’s tour will focus on the opportunities and challenges faced by German universities in the broader context of society, the workforce, and a rapidly evolving geopolitical environment.

For Germany, as an aging society with a growing skills shortage, attracting international students and scientists and integrating them successfully into society and the labor market is of prime importance. Universities play a pivotal role in this context. Additionally, the evolving demands on the German business model, coupled with changing expectations from employers and employees, spark discussions on the competencies required for successful economic and societal development.

The Germany Today 2024 tour provides a platform for participants to engage in the exchange of best practices, effective methodologies, and lessons learned between German hosts and North American guests.

The itinerary includes on-site visits to various higher education institutions, some with a strong focus on business and technology. Participants will interact with representatives from state universities and private institutions, chosen to represent different levels of application orientation.

The program also features an international company whose slogan, “Unlocking technological worlds for generations to come,” aligns nicely with this year’s Germany Today theme.

The program is designed to be interactive, with hosts sharing valuable insights into their activities while encouraging participants to contribute their perspectives and expertise. Typically, North American participants in this program are senior administrators at leading universities in the U.S. and Canada, such as provosts, deans, vice-presidents, or heads of international offices. Policy makers from federal and state/provincial governments or associations, along with other experts in higher education and related research topics.

The program will be conducted in English. DAAD covers program-related costs in Germany, including accommodation, domestic travel, and most meals. The program officially commences in Frankfurt on Sunday afternoon, June 16, 2024, and concludes with a dinner on Friday evening, June 21, 2024, in Munich. Accommodations for the night from Friday, June 21, to Saturday, June 22, are also arranged and covered by DAAD. Intercontinental travel expenses are the responsibility of the participants.

Prospective applicants must hold U.S./Canadian citizenship or permanent residency, possess a demonstrated interest in Germany and transatlantic cooperation, and hold a relevant professional position. Applicants should not have recently participated in another information trip to Germany.

Applications – ideally as one pdf-document – must be received by **March 8<sup>th</sup>, 2024**. Please contact Uta Gaedeke at DAAD’s New York Office at [gaedeke@daad.de](mailto:gaedeke@daad.de) for further information.

**Host Institutions confirmed:**

Frankfurt School of Finance and Management  
<https://www.frankfurt-school.de/en/home>

Dieter Schwarz Stiftung  
<https://www.dieter-schwarz-stiftung.de/homepage.html>

Duale Hochschule Baden-Württemberg  
<https://www.heilbronn.dhbw.de/international/about-dhbw-heilbronn/>

TRUMPF SE+ Co.KG

University of Stuttgart  
<https://www.uni-stuttgart.de/en/>

Reutlingen University  
<https://www.reutlingen-university.de/en/international>

Augsburg University  
<https://www.uni-augsburg.de/en/>

Technical University Munich  
<https://www.tum.de/en/>  
<https://www.international.tum.de/en/global/home/>

and more

