

UGO launches two new event formats

This year the Universitätsgesellschaft Oldenburg (UGO) has launched two new event formats, the Impulse Forum and the Innovation Dialogue. These events are aimed at raising awareness of the University's vital role in regional development, UGO chairman Michael Wefers explained.

The Impulse Forum, which took place for the first time on March 5, brought together over 200 young scientists and junior executives from the business community, culture and local administration to discuss "The Necessity and Limits of Economic Growth". The event was designed to address socially critical

issues – and at the same time to provide an exchange and networking platform for young executives and researchers. Initiator of the event and second UGO chairperson Swea von Mende explained that it aims not only to promote the interests of the target group itself but also to benefit the region as a whole. The Impulse Forum will be held annually.

The Innovation Dialogue, launched on 23 July 2015, is also designed to "promote future businesses in Oldenburg in and for the region" as the Junior Professor for Female Entrepreneurship Dr. Stephanie Birkner phrased it. Participants were also introduced to the Uni-

versity of Oldenburg's Founding and Innovation Center (GIZ) as part of the event. The GIZ is the central contact address for students, young scientists and former students of regional universities who want to start up a business. The service includes consultations on funding, coaching, qualifications and mentoring. 180 consultations have already been given. The University of Oldenburg received a funding award from the Federal Ministry for Economic Affairs, which commended it as one of the three best "Entrepreneur Universities" in Germany. This money supported the founding of the GIZ.

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presse@uni-oldenburg.de

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Matthias Echterhagen (me)

Editors:
Tobias Kolb (tk), Deike Stolz (ds)

Author:
Tim Schröder (ts)

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