

Institute for Trade and Innovation

Offenburg University

Collaborating for Success



**Institute for
Trade and
Innovation**



Hochschule Offenburg
offenburg.university



Institute for Trade and Innovation (IfTI) Offenburg University

Part of Offenburg University in the German Black Forest, the Institute for Trade and Innovation (IfTI) is home to leading academics in the field of trade and innovation-led economic development and growth through research covering benchmarking, strategy, implementation and process improvement. The Institute also looks for the brightest postgraduate students and doctoral researchers focusing on topics related to economic development.

IfTI members have a reputation for their methodologies and methods as well as their unparalleled experience in innovation, trade policy and export finance. The Institute is uniquely positioned leveraging strategic policy initiatives, practitioner-led research and consultancy associated with trade, innovation and economic development.

Recent research projects include evaluations and assessments of government programmes and the sound application of financing vehicles. Members of the Institute also conduct benchmarking analyses for governments and government agencies assessing performance of trade promotion instruments.

A further area are research-led solutions for strategy and implementation of smart innovation finance programmes.

IfTI Meaningful Solutions

The IfTI Vision

We are the leading institute for cutting-edge research and global best practices on trade and innovation.

The IfTI Mission

Our research creates meaningful solutions for governments, corporates and society that have a real impact on economic development.

The IfTI Approach

IfTI's activities are based on an interdisciplinary approach with a cluster of economists, business and finance experts, marketing specialists and lawyers pooling their expertise to develop and implement state-of-the-art results.

IfTI Research and Consulting

Cutting-Edge Research

Members of the Institute for Trade and Innovation (IfTI) focus on research excellence and an interdisciplinary approach to address fundamental questions of trade and innovation.

We enhance multilateral, regional and national institutions as well as corporates to improve impact applying state-of-the-art practical experience and academic research.

Core Research Areas

Our research areas focus on trade policy, as well as export finance and credit insurance, innovation policy and government financing vehicles, and strategy and business model innovation.

Recent Publications

Recent publications include contributions to “Beyond Gridlock” edited by Thomas Hale (Oxford) and David Held (Durham) as well as “The Future of Foreign Trade Support” edited by Andreas Klasen (Offenburg) and Fiona Bannert (Asian Development Bank).

IfTI Global Best Practice

Benchmarking Analyses

Offenburg University’s Institute for Trade and Innovation (IfTI) provided research and consultancy services delivering benchmark analyses on government export credit instruments. The reports included an analysis of global trends in export finance, looking at the international trade environment, market failures and demand drivers for export credit and insurance.

The analyses then emphasised on the respective country systems, including the different mandates, formations and policy support, as well as financial market considerations and corporate demand. A main focus was on ECAs’ relative efficiency analysing the performance of the agencies in a broader perspective. The research corresponded to a competitor analysis and as such consisted of comparative peer analyses.

Business Model Innovation Strategy

IfTI Members supported a multilateral development bank with research and consultancy services covering both external and internal innovation perspectives. Main objectives were to understand foundations and develop drivers as well as key success factors of innovation. Our project activated the bank to foster growth through innovation and enabled the organisation to learn how to implement solutions through design thinking.

A key approach was an innovation workshop built around several sessions: A focus was given to business model innovation and the process of innovation. Additional sessions focused on how innovation can drive and support business activities for competitive performance, and how to successfully use financing vehicles for trade and innovation.





IfTI Meaningful Solutions

Giving evidence for our mission to ‘create meaningful solutions for governments, corporates and society that have a real impact on economic development’, IfTI researchers support benchmarking, strategy, process improvement and evaluation projects for world-class institutions such as

- African Export-Import Bank (Afreximbank)
- Asian Development Bank
- EKF Denmark's Export Credit Agency
- International Credit Insurance & Surety Association (ICISA)
- ITFC, Islamic Development Bank Group
- Ministry of Economy and Employment of Finland
- Volkswagen AG
- World Bank Group

Doctoral researchers and Master students complement our contributions to knowledge and practice with PhD projects such as ‘A modular and cutting-edge governmental support framework for SMEs’ internationalisation’, or developing ‘An economic impact model for developing countries’ government innovation programmes’.

IfTI Learning and Education

Executive Seminars & Staff Training

Members of the Institute for Trade and Innovation provide executive management and staff training sessions on topical issues such as strategic management, corporate diplomacy, innovation and design thinking as well as product development and corporate finance for corporates, governments, multilateral development banks and international associations.

Postgraduate Certificate

The Offenburg University Postgraduate Certificate in Export Finance and Trade Credit Insurance (PG Cert, equivalent to UK Postgraduate Diploma) is a specialist programme preparing graduates and business professionals for a wide range of careers in export finance, risk and trade credit insurance.

It provides a unique combination of the latest academic research and practical applications.

MBA

The Master of Business Administration (MBA) in Finance, Risk and Insurance is designed for professionals who aspire to a successful career in finance, risk management and insurance.

This world-class postgraduate programme will guide participants through management and entrepreneurial leadership and financial and insurance skills, enabling them to perform at the top of the international trade, finance and insurance industry.

IfTI Management Team



Professor Andreas Klasen

Andreas Klasen is full Professor of International Business and Head of the Institute for Trade and Innovation (IfTI) at Offenburg University, Visiting Professor at Northumbria University (UK) and Senior Honorary Fellow at Durham University (UK). His research focuses on trade policy, export finance, innovation and economic development. He also advises multilateral development banks and governments as well as corporates on benchmarking, market analysis, strategy and process improvement. Until 2015, he was a Partner with PricewaterhouseCoopers and PwC's Economics & Policy leader, serving also as Managing Director of the official German export credit and investment insurance agency. Professor Klasen was educated at the University of Wuerzburg and the University of Hanover (1st and 2nd Legal State Exam), at Northumbria University (LLM and DBA) and the University of St Andrews (MLitt).



Professor Philipp Eudelle

Philipp Eudelle is full Professor of Economics at Offenburg University, Dean of the Faculty of Business and Industrial Engineering, and Deputy Head of the Institute for Trade and Innovation (IfTI). His main academic research topics are the analysis of the benefit of public research funding and strategies for improvement of research cooperation between public and private organisations. His teaching focuses on global economics, economic policy and quantitative methods. He is also Visiting Lecturer at Strasbourg University in France. Professor Eudelle was educated at Offenburg University, Ecole Doctorale Augustin Cournot in Strasbourg (DEA) and Strasbourg University (Dr.).

Members

Professor Dr Mathias Bärthel

Professor of Statistics, Operational Research and Mathematics

Professor Dr Thomas Baumgärtler

Professor of Economics

Professor Dr Bernhard Denne

Professor for Innovation Management

Professor Dr Andrea Müller

Professor for Direct Marketing and E-Commerce

Professor Dr Anne Najderek

Professor for Financial Reporting and Accounting

Michael Stopfkuchen

Research Associate

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Jan Vassard

Deputy CEO, EKF Denmark's Export Credit Agency



IfTI Conferences

The Global Symposium

In June 2018, Offenburg University welcomed more than 125 participants from 30 countries to the 'IfTI Global Symposium: Financing. Impact. Together.'

Building Bridges

The aim of the high-level conference was to inform financiers and policy makers, improve knowledge and expertise, build bridges strengthening institutional collaboration and move towards creating a dynamic marketplace for mobilising capital. The symposium shared approaches to better understand and address current challenges, presented case studies, and offered opportunities to discuss practical and pragmatic ways to move forward.

Hosts

The symposium was hosted by the Institute for Trade and Innovation and tackled the issue of modernising the trade and development finance landscape to serve future goals. The conference was co-hosted by EKF Denmark's Export Credit Agency, DEG Deutsche Investitions- und Entwicklungsgesellschaft and the International Islamic Trade Finance Corporation (ITFC), a Member of the Islamic Development Bank Group.

Berne Union Partnership

In partnership with the Berne Union, we brought together government officials and private sector representatives, as well as senior staff from innovation agencies, multilateral development banks, bilateral development finance institutions and export credit agencies to discuss prospects of innovation, export credit and development finance.





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