



## HHL NewCampus

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### Summary

#### The Future Concept innovate125 of HHL

The HHL Leipzig Graduate School, founded in 1898, is the oldest business school in Germany and today ranks amongst the leading private business schools in Germany, which prepares young people for tomorrow's management challenges.

Herewith, HHL is outstanding in research and teaching with high practical relevance and emphasizes on personal relation with its students.

HHL's worldwide excellent reputation is completed by its unique network of alumni, who underline our high academic standards and quality as effective, responsible and entrepreneurial business leaders.

Moreover, our innovative and entrepreneurial thinking is proven impressively by our alumni, who founded more than 100 companies in the last years and created over 2,500 jobs. Our alumni are our impulse and recommendation at the same time.

With regards to our future concept innovate125, we set up ambitious goals and we are intensively seeking to establish HHL within the top business schools in Europe. Important sub goals were already accomplished. So, we have significantly increased the number of students and doubled the number of third-party funded professorships. In addition, HHL is ranked as top business school and recognized as worldwide leading in majors like entrepreneurship. The numerous top rankings are a seal of HHL's quality in effective, entrepreneurial and responsible education. In order to continue with the implementation of our Future Concept innovate125, additional space and rooms are required as well as further structures on campus.

Therefore, we got the unique chance with support of the Free State of Saxony to further expand on campus. As our alumni, friends, supporters and fellows we are asking you for the financial funding of this project. Innovative projects require innovative ways. With you financial support you made this milestone for HHL possible. We would like to say thank you on behalf of the entire HHL community and offer you the opportunity to present your support with your name on our supporter wall or on one of the study rooms. We will present you also with larger packages.



Thank you very much for your support and your recommendation.  
On behalf of HHL



Prof. Dr. Andreas Pinkwart  
- Rektor -



Dr. Axel Baisch  
- Kanzler -

## 1. The Project HHL NewCampus

Growth requires space!



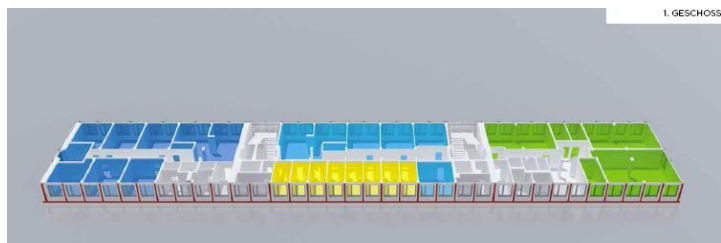
The Free State of Saxony handed over the former building of the sports faculty to HHL for use. The decision of the Free State of Saxony proves our Future Concept innovate125 and its sustainability.



It is an unique chance for HHL to reunite all activities of HHL on one campus with additional 5,000 m<sup>2</sup>.

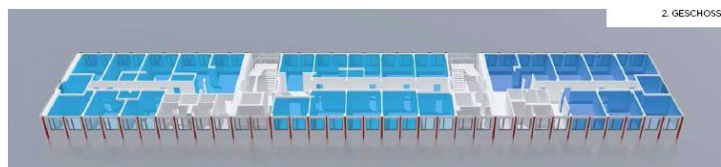
The key challenge is that all costs for refurbishing the building are on HHL's own expense.

As a first step, we are planning up to 20 new and urgently needed study rooms on the first floor for our students. This requires new floors, coverings and lights as well as the complete technical equipment in order to design an appropriate learning and working atmosphere.

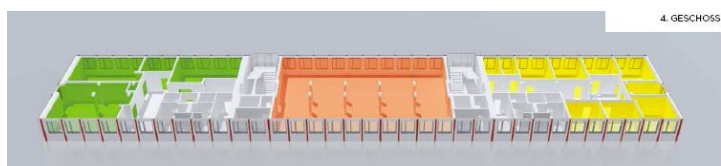
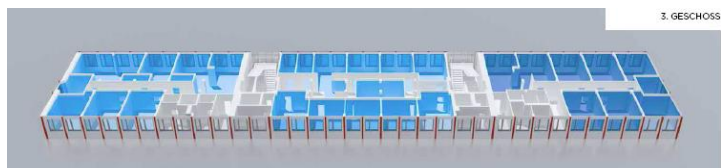


The expected costs are amounted to 60.000 Euro if we refurbish the rooms in a basic way. With 100.000 Euro, we are able to install the rooms sustainably and with high quality.

On the first, second and third floor additional rooms for chairs and research centers as well as offices for young entrepreneurs are planned.



As a last step new rooms for the HHL Executive Education and a representative room for welcome events and happenings on the 4<sup>th</sup> floor are planned. Please find a detailed description in our [brochure](#) attached.





If we do not only fund this project but also collect more than the 100.000 Euro, every additional contribution helps to refurbish the entire building.

With your financial support you show your commitment to HHL and help to make history for the university together with our friends and supporters as well as the entire HHL community. Every contribution is crucial.

## 2. Supporter rewards

As supporter you show your commitment on campus as example of education and engagement. We want to say thank you and therefore offer special supporter rewards for every contributor. Small and bigger contributions help. So, support us as person or with your company and show your commitment:

### Supporter Collection

**From 50 Euro:** HHL clothes – wear your commitment on our Supporter T-Shirt!



**From 100 Euro:** HHL clothes – wear your commitment on our Supporter Hoodie!





**From 250 Euro:** The complete supporter package (T-Shirt, Hoodie, Bag)!



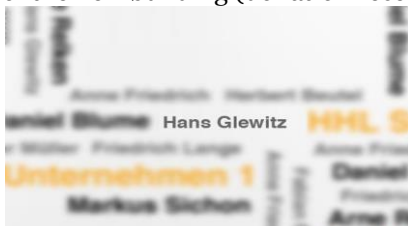
Due to tax reasons, the contribution on the donation receipt is reduced in the amount of the articles above.

### Supporter Cloud

**From 500 Euro:** We are proud of our supporters! Your name will be written on our supporter cloud in the entrance hall of the new building.



**From 500 Euro:** Fantastic! Your name will be written on our supporter cloud in the entrance hall of the new building (donation receipt possible for the entire contribution)

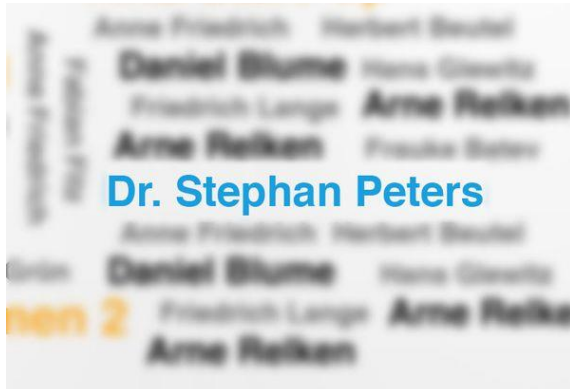




**From 1,000 Euro:** unbelievable, thank you, thank you, thank you! Your name will be written on our supporter cloud in the entrance hall of the new building (donation receipt possible for the entire contribution)



**From 2,500 Euro:** We are close to tears! Your name will be written on our supporter cloud in the entrance hall of the new building (donation receipt possible for the entire contribution).





**HHL Start up Deal from 2,500 Euro:** Giving back, we are proud of you! We say thank you very much! Your name will be written on our supporter cloud in the entrance hall of the new building (donation receipt possible for the entire contribution).



**From 5,000 Euro:** Strong partners! We say thank you very much! Your name will be written on our supporter cloud in the entrance hall of the new building (donation receipt possible for the entire contribution).



**From 5,000 Euro:** Strong partners! We say thank you very much! Your name will be written on our supporter cloud in the entrance hall of the new building (donation receipt possible for the entire contribution).

### **Study Room Branding**

From 5,000 Euro: We are in the room “Mustermann”! Be part of students’ daily life and show your commitment for HHL’s students. Your name on one of up to 20 rooms (sponsoring invoice).

For further information please take a look at our [FAQs](#).



### 3. HHL Leipzig Graduate School of Management

#### **Portrait**

The HHL Leipzig Graduate School of Management is the most traditional and oldest business school, which ranks amongst the leading business schools in Europe.

We educate effective, responsible and entrepreneurial business leaders for tomorrow and we are driven by effectiveness, innovation and responsibility. We emphasize the personal relation with our students. Small working groups, individual service and consultation through professors and staff as well as a lifelong relation beyond the campus – this is the HHL.

The accreditations by AACSB and Aquin are a seal of quality for excellent education in the field of management. Recognized rankings count HHL amongst the Top 3: No. 1 in Entrepreneurship and Nr. 2 in Corporate Strategy (Financial Times – Masters in Management Ranking).

HHL offers graduates with bachelor degree and also experienced professionals excellent knowledge within an international environment and high practical relevance and sustainable credentials in its master programs. In addition to careers in leading German and international companies, our alumni start their own business and found successful companies such as [Mister Spex](#), [Team Europe](#), [Trivago](#), [Coffee Circle](#), [Flaconi](#), [Imedo](#), [Classiqs](#), [mysportgroup](#), [bookandsmile](#), [VerkehrsmittelVergleich.de](#), [Besser Betreut](#), [Gollmann](#), [BonusBox](#) and [St. ERHARD](#), which are still closely connected to HHL and recruit their interns and employees at the university.