

Press release



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Max Planck Institute for Innovation and Competition: Web Relaunch

With its new homepage, the Munich research institute places its new profile in the spotlight alongside its interdisciplinary work, diverse projects and publications

(Munich, 29.02.2016) Monday, 29 February 2016 will mark the launch of the new Internet website of the Max Planck Institute for Innovation and Competition, which has been developed and implemented over the past year together with Berlin-based web agency Kognito.

Besides optimizing the website's user friendliness, the primary goal of the relaunch is to appropriately represent the Institute's academic departments and their interdisciplinary interaction, but also its diverse projects, publications, reports and recommendations. In addition, it is important to those in charge to see all employees represented on the pages of the new website.

“I am confident that our new website will accomplish these goals,” says Dietmar Harhoff, Managing Director of the Max Planck Institute for Innovation and Competition and head of the Institute’s economics department. “The new website will send out a strong message, and it has many advantages over the former homepage that set us apart, not least from other Max Planck Institutes”.

A further aim of the relaunch is to improve outreach to individual target groups in science, politics, business and society, and to sharpen the Institute profile: “With the addition in 2013 of an economic sciences department, the Institute took account of the fact that legal aspects are not the only factors determining the regulation of these processes. Rather, economic considerations represent an important, complementary set of instruments to measure the effects that legal norms have”, Josef Drexler and Reto Hilty, Co-Directors of the Institute and heads of the law department, explain. “Conversely”, Harhoff adds, “economists also increasingly use insights from the field of law to make more realistic models of the processes and institutions they study and to examine them empirically. Using such complementary approaches in research allows for a better assessment of phenomena, especially those generating ever more interest in the worlds of business, politics and civil society”.

About the Max Planck Institute for Innovation and Competition

The central focus of research at the Institute is on examining processes of innovation and competition and on developing proposals for designing framework conditions for these processes. The research questions are examined by a law department and an economics department. The Institute was founded in 1966 as the Max Planck Institute for Foreign and International Patent, Copyright and Competition Law. In 2013, after the establishment of a new economics department, its name was changed to Max Planck Institute for Innovation and Competition.

The Max Planck Institute for Innovation and Competition is one of 83 institutes of the Max Planck Society, one of Germany’s leading research organizations. In choosing and executing their research tasks, the Max Planck Institutes are free and independent; thus, each has its own internally administered budget, which can be augmented project-wise by external funding. The research at the Institute must meet the criteria for scientific excellence of the Max Planck Society, which is ensured by regular audits.