

# ASCENT PROJECT

## THE PROJECT

Erasmus+ Capacity Building in Higher Education Joint Project  
Coordinator: FH JOANNEUM Gesellschaft mbH (Austria)  
Project Duration: 15.10.2017-14.10.2020 – 36 months  
Target countries: Argentina, Brazil and Mexico

## WEBSITE

[ascent.fh-joaanneum.at](http://ascent.fh-joaanneum.at)

## KNOWLEDGE TRANSFER AT 3 LEVELS



ASCENT builds up capacity on automotive engineering, sales management strategies and soft skills for engineers at higher education institutions in Argentina, Brazil and Mexico through international expert training to create awareness and spread the idea of these topics on an academic but also industry level to ensure future growth of university-business cooperation.



ASCENT implements six competence centres focusing on automotive engineering, sales management strategies and soft skills for engineers at partner higher education institutions to establish a knowledge hub for the core topics.



ASCENT builds up a network and a knowledge exchange platform for international exchange on automotive engineering and sales management for engineers.

## COORDINATOR

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ENGINEERING



INNOVATION



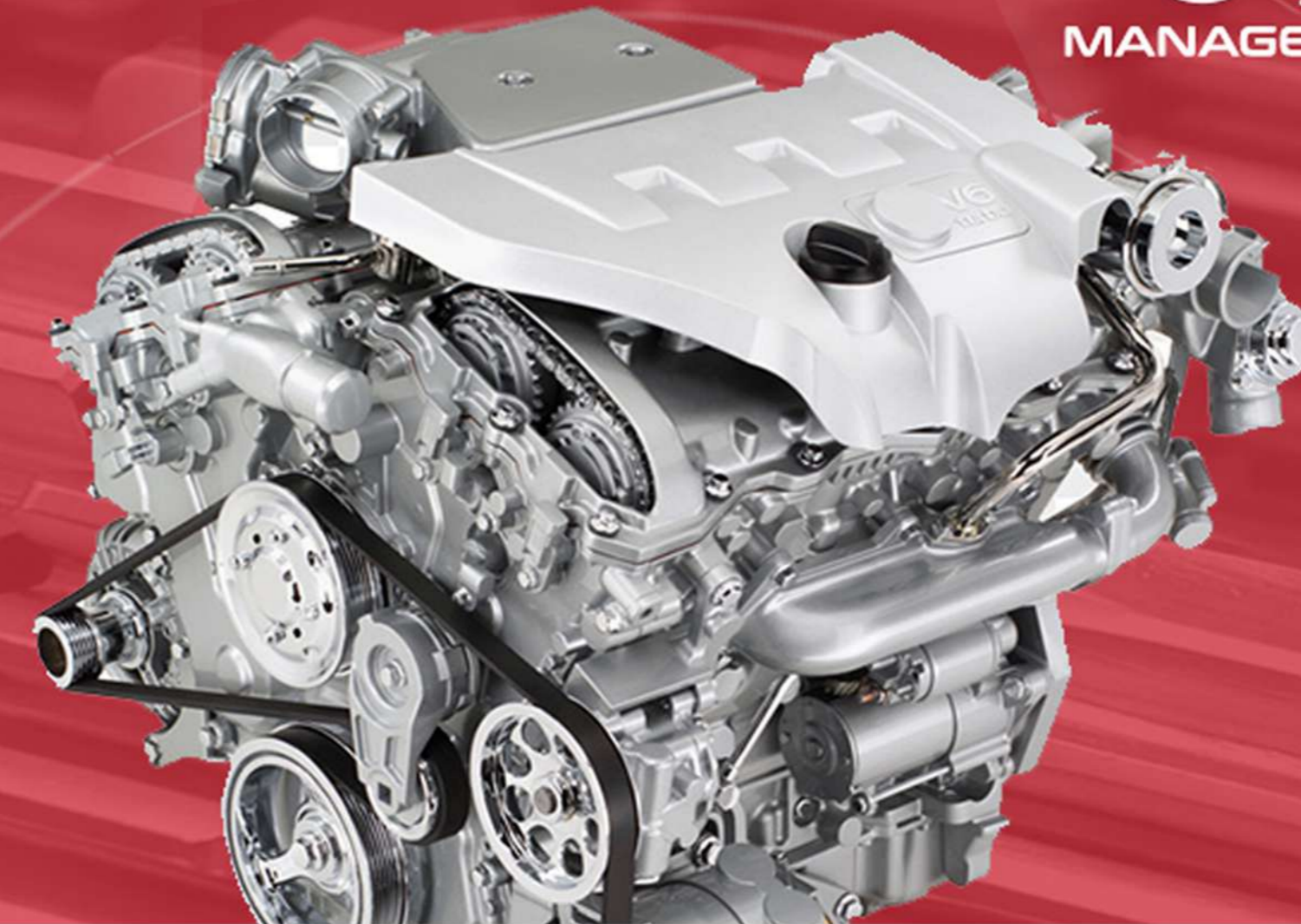
RESEARCH & DESIGN



SALES  
MANAGEMENT



PRODUCTION  
EFFICIENCY



## COMPETENCE CENTRES FOR AUTOMOTIVE ENGINEERING AND SALES MANAGEMENT TO INCREASE THE POSITIVE IMPACT ON REGIONAL ECONOMIC DEVELOPMENT IN ARGENTINA, BRAZIL AND MEXICO

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Co-funded by the  
Erasmus+ Programme  
of the European Union



"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein." Project number: 585796-EPP-1-2017-1-AT-EPPKA2-CBHE-JP