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**Abstract**

Globalisation and the internationalisation of research and teaching simultaneously push and pull universities to engage with and compete in the transnational education market. Over the past twenty years a unique German model of TNE 'made in Germany' has developed in the world of cross-border education. Applying a practical, policy-oriented perspective, this paper identifies typical features and motivations behind German-backed TNE projects and analyses their inherent challenges, good practices and success stories. Significant policy lessons learnt are summarised for stakeholders and a future outlook scenario on successful and sustainable TNE 'made in Germany' is provided. (HRK / Abstract übernommen)