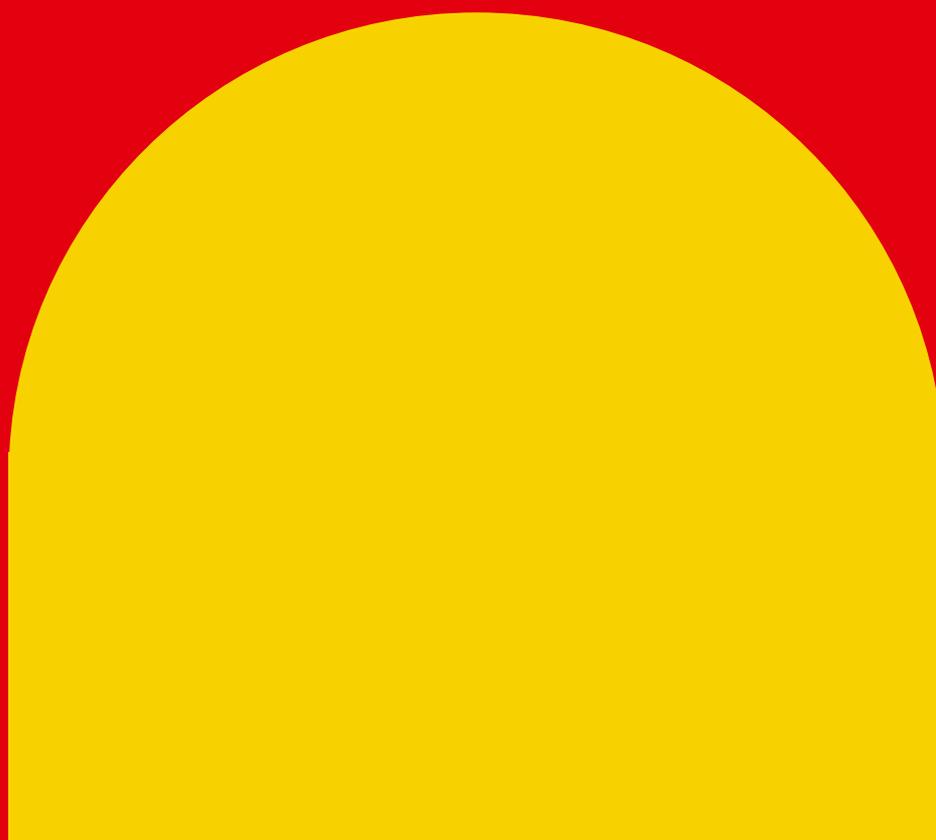
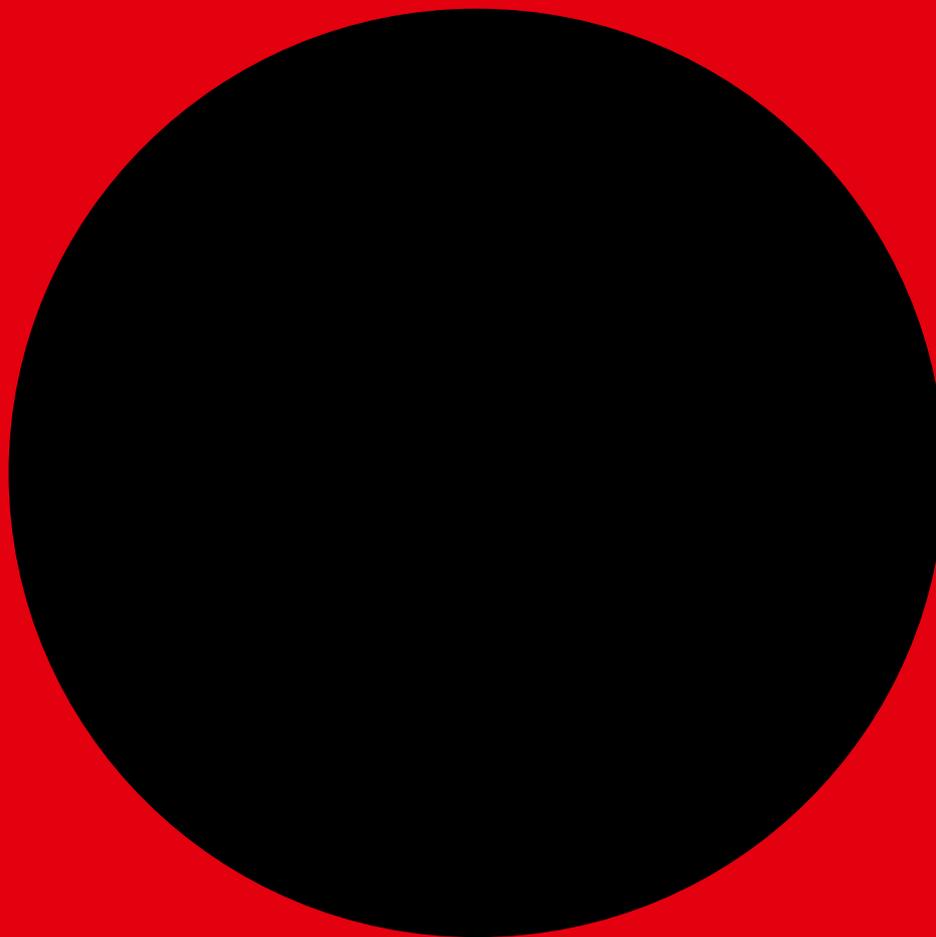


DIGITAL HUB INITIATIVE

PRESS KIT



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- 1. About the Digital Hub Initiative**
- 2. The twelve Digital Hubs**
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About the Digital Hub Initiative

1

The Digital Hub Initiative

The **Digital Hub Initiative** is run by the **Federal Ministry for Economic Affairs and Energy** and aims to strengthen Germany in its position as a world leading digital ecosystem and attractive digital location. By bringing together the expertise of established companies with innovative start-up concepts and scientific excellence, the Digital Hub Initiative promotes new digital business models and a **strong culture of innovation**.

Twelve Digital Hubs distributed over the whole of Germany form a **strong network** enabling the exchange of technological and business expertise, programmes and ideas. Startups, established businesses and academics join forces at each Digital Hub to find answers to the challenges of the digital age. **Innovation programmes** develop new solutions in industry-relevant fields, from artificial intelligence to new mobility to smart infrastructure.

Driven by technical excellence and proven market competence, the Initiative is about producing innovative solutions and strong economic growth. National and international talent and investors are invited to be part of this digital success story by contributing their business ideas and inspiration.

A national Hub Agency based in Berlin coordinates collaboration between the Digital Hubs, as well as networking and further development within the ecosystem. The Hub Agency also supports the Digital Hubs in the development of innovation formats and business models. With support from Germany Trade and Invest, the Digital Hubs are promoted both in Germany and abroad, in order to enhance the national and international visibility of Germany as an important location for digital business.

The Digital Hub Initiative includes Digital Hubs in Berlin, Dortmund, Frankfurt a. M. and Darmstadt, Hamburg, Karlsruhe, Cologne, Leipzig and Dresden, Ludwigshafen and Mannheim, Munich, Nuremberg and Erlangen, Potsdam, Stuttgart.

Objectives: A strong network, international visibility, and ongoing exchange

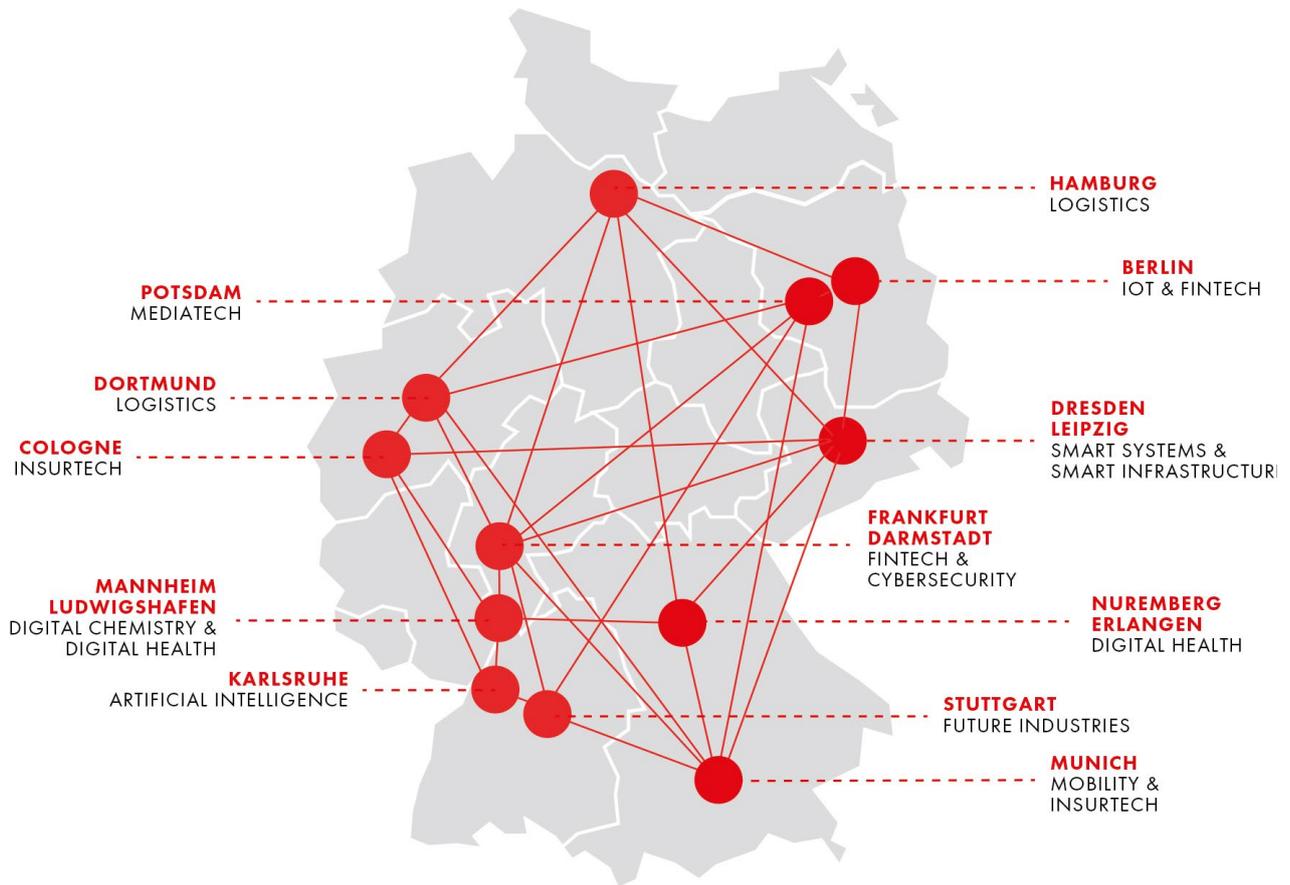
The main goal of the Digital Hub Initiative is to make Germany more digital and encourage a strong national and international network. Germany is establishing itself as a first-choice investment location for foreign investors, and Digital Hubs create the necessary professional platform while the Hub Agency communicates successes intelligently to the world at large. The next unicorn will be German!

The Digital Hub Initiative represents an overall picture of Germany's digital ecosystem. It comprises of twelve Digital Hubs, each with different fields of expertise and focus areas. By networking these hubs with each other and with national and international experts from business, science and society, the Initiative drives the digitization of core areas of the German economy.

Vision: Germany as forerunner for digital business

The Digital Hubs form a digital ecosystem with international appeal. This ecosystem is one of the most relevant locations to business founders and investors from all over the world. Unlike other centres of digitization such as Silicon Valley, the focus in Germany is not on any one particular region but on progress at multiple locations. German digital companies are among the world's most valuable, while traditional corporations and SMEs continue to lead the markets and are at the forefront of digital development in their industries too.

Regional distribution of Digital Hubs

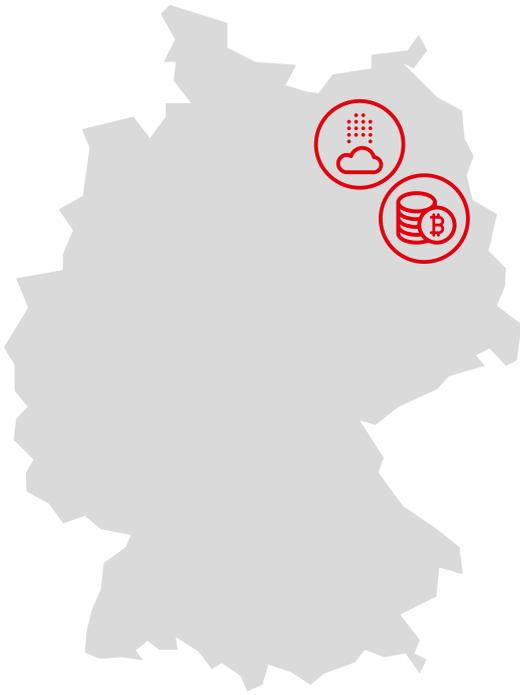


The twelve Digital Hubs

2

Digital Hub Berlin

IoT & FinTech



de:hub

B E R L I N
IoT & FinTech

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INTERNET OF THINGS AND FINTECH BERLIN

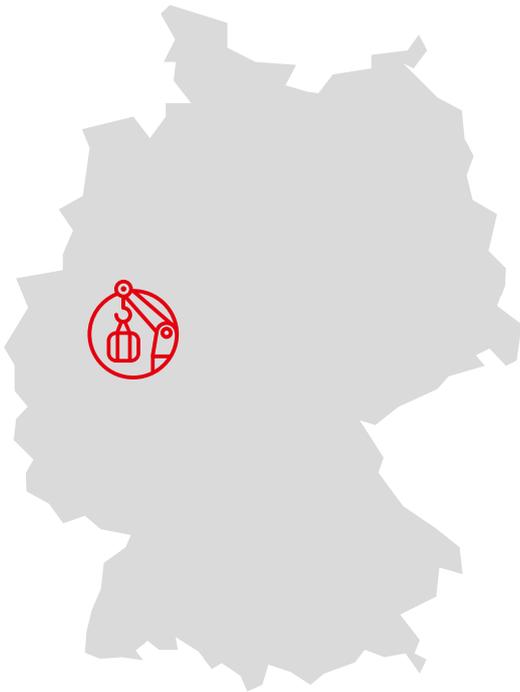
With around 40,000 new companies founded each year, Berlin is the start-up capital. A healthy entrepreneurial culture, tech conferences, start-up contests, incubators, and investors attract talented founders from all over the world, year after year. The supporters of the Digital Hub Berlin offer an established network, situated right at the centre of this environment. The IoT+ Network and the company builder FinLeap have many years of experience in the introduction of business models. The Berlin Partner for Economics and Technology is responsible for coordinating activities both internally and externally. Logically, the Hub's focus areas are FinTech and the Internet of things (IoT) – areas that are indispensable to the businesses of today.

INITIATORS AND PROJECT PARTNERS

The Digital Hub FinTech and Internet of Things is run by the City of Berlin, represented by Berlin Partner für Wirtschaft und Technologie, finleap and IoT+ Network.

Digital Hub Dortmund

Logistics



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LOGISTICS DORTMUND

The former industrial city of Dortmund is undergoing a transformation into one of the most important science and technology locations in Germany. The locally based logistics industry in particular is making use of the opportunities created by the intelligent networking of industry, trade, and production. The Digital Hub Dortmund serves as a companion on this journey of digital transformation. It supports special digital teams within established companies that explore innovations outside of the company's day-to-day business. New products and services are developed and tested in experimental spaces under realistic conditions. Founders, companies, and the scientific community work together from the idea to the scale-up. In this way, innovations are formed outside of the typical product development processes, yet still remain close to the company.

INITIATORS AND PROJECT PARTNERS

The Logistics Digital Hub is run by the Fraunhofer Institutes for Material Flow and Logistics IML and for Software and Systems Engineering ISST, along with Effizienzcluster Management GmbH and Duisburger Hafen AG.

Digital Hub Dresden/Leipzig

Smart Systems & Smart Infrastructure

1/2

de:hub



de:hub

D R E S D E N
L E I P Z I G
Smart Systems
& Smart Infrastructure

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SMART SYSTEMS DRESDEN

Home to several established microelectronic (hardware) corporations, leading businesses in the 5G (connectivity) sector, and first class software companies such as SAP, and T-Systems, Dresden is the largest semiconductor production location in Europe. It is exactly this that makes Dresden an ideal location for the development of smart systems and the Internet of Things, which is why the Hub considers itself an IoT enabler. Aiming to build an IoT platform, the Digital Hub Dresden connects highly innovative start-ups, KMUs, and industry with research and academic communities that focus on enabling technologies. It then connects these platform partners with various application industries and Hubs, in order to form a major IoT ecosystem.

INITIATORS AND PROJECT PARTNERS

The Digital Hub Smart Systems Dresden is managed by the Smart Systems Hub GmbH. This is composed of the three shareholders 5G Lab GmbH, Silicon Saxony Management GmbH and HighTech Startbahn GmbH.

Press Kit

2. The twelve Digital Hubs

Digital Hub Dresden/Leipzig

Smart Systems & Smart Infrastructure

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de:hub



de:hub

D R E S D E N
L E I P Z I G
Smart Systems
& Smart Infrastructure

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SMART INFRASTRUCTURE LEIPZIG

Leipzig has steadily built its reputation as an attractive, aspiring location for start-ups. Several research institutions covering a wide range of research projects serve as the driving force behind the Digital Hub. At the same time, the site is home to strong businesses that are - often in collaboration with start-ups - increasingly opening up to innovation. The energy, smart city, and e-health sectors are particular focal points in Leipzig, allowing the Hub to connect the scientific community, businesses, and start-ups. An accelerator programme focussing on smart infrastructure, various regional cluster organisations, numerous events and innovation formats all play a supporting role in enabling this exchange.

INITIATORS AND PROJECT PARTNERS

The Leipzig Smart Infrastructure Digital Hub is coordinated by SpinLab - the HHL Accelerator. The City of Leipzig and the Free State of Saxony are also supporting the project. Industry participation in the Smart Infrastructure Hub comes from companies such as the VNG Group, Leipziger Gruppe, AOK PLUS, EEX European Energy Exchange, Porsche and Arvato Systems. Supporters from the field of SCIENCE include Leipzig University, Leipzig University of Applied Sciences, HHL Leipzig Graduate School of Management, UFZ Helmholtz Centre for Environmental Research, DBFZ German Biomass Research Center, Fraunhofer Center for International Management and Knowledge Economy IMW and the Institute for Applied Informatics.

Press Kit

2. The twelve Digital Hubs

Digital Hub Frankfurt/Darmstadt

FinTech & Cybersecurity

1/2

de:hub



de:hub

FRANKFURT
DARMSTADT
FinTech & Cybersecurity

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Press Kit

FINTECH FRANKFURT

Frankfurt am Main is an international financial centre boasting a high concentration of outstanding universities. The FinTech Digital Hub Frankfurt builds upon these locally founded strengths. It unites players from the financial sector and the entrepreneurial scene, who work together on new security products and infrastructures for the financial market. Innovative entrepreneurial ideas are developed into market-ready products in the environment of scientific institutions, and in partnership with businesses.

INITIATORS AND PROJECT PARTNERS

The Digital Hub FinTech Frankfurt is jointly overseen by the Hesse economic development bank Wibank, Goethe University Frankfurt and Technische Universität Darmstadt. It is supported by numerous prominent partners from the financial, IT and consultancy industries.

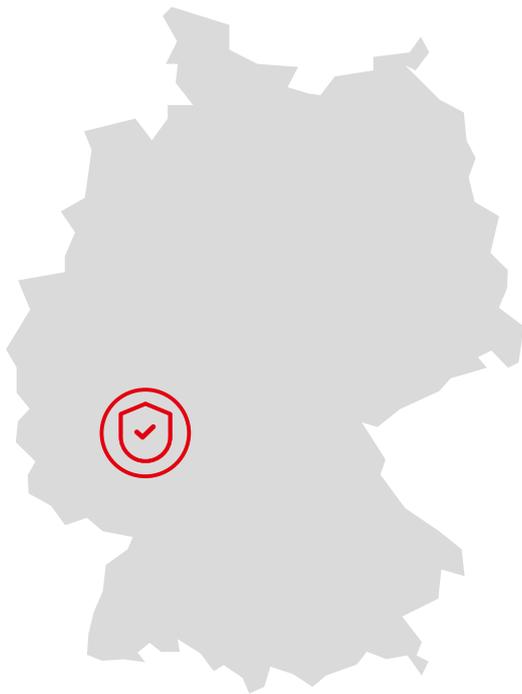
2. The twelve Digital Hubs

Digital Hub Frankfurt/Darmstadt

FinTech & Cybersecurity

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FRANKFURT
DARMSTADT
FinTech & Cybersecurity



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Press Kit

CYBERSECURITY DARMSTADT

Darmstadt features a high concentration of universities as well as a healthy digital ecosystem. In a national competition held by Bitkom, Darmstadt was honoured with the title of Digitale Stadt or 'Digital City' for 2017. The Cybersecurity Digital Hub Darmstadt builds upon these locally founded strengths. It connects players from established companies, the research sector, and the entrepreneurial scene, who work together to develop innovative security products and infrastructures before launching these on the market.

INITIATORS AND PROJECT PARTNERS

The Digital Hub Cybersecurity is primarily overseen by the Fraunhofer Institute for Secure Information Technology SIT, with support from the Darmstadt Rhine Main Neckar Chamber of Industry and Commerce, Technische Universität Darmstadt and Wissenschaftsstadt Darmstadt.

2. The twelve Digital Hubs

Digital Hub Hamburg

Logistics



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LOGISTICS HAMBURG

Welcome to digital Hamburg! The Digital Hub Logistics Hamburg is the best point of contact for digital business transformation in the logistics industry for both the region and across Germany. The Hub unites market leaders, SMEs and start-ups, science, research, and further education in northern Europe's leading logistics location. The Digital Hub Logistics Hamburg supports digital products and connects business, new thinking, and young talent with clear facts and open communication. The Hub strengthens Hamburg's leading position among the global competition of digital logistics centres and leading economic capitals.

INITIATORS AND PROJECT PARTNERS

The Digital Hub Logistics acts as an independent corporation under the name Digital Hub Logistics GmbH. Partners of the Hub include Dakosy, Volkswagen Konzernlogistik, Auerbach Schifffahrt, Gebrüder Heinemann, Ingenics, UNITY, Senacor, HHLA, Lufthansa Industry Solutions, MAN-RIO, cooperations with HPA, Fraunhofer CML.

Digital Hub Karlsruhe

Artificial Intelligence



de:hub
K A R L S R U H E
Artificial Intelligence

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ARTIFICIAL INTELLIGENCE KARLSRUHE

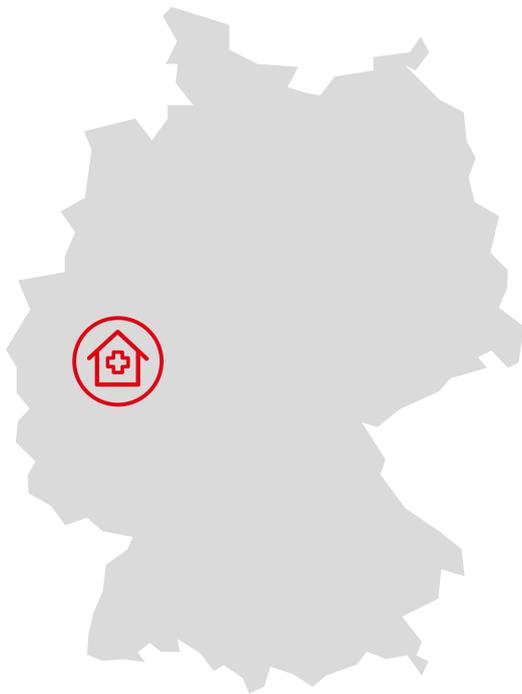
Karlsruhe is Germany's most important location for the development and application of artificial intelligence. This is no new development: the Digital Hub Karlsruhe builds upon the region's unique set of competences in the field of software development, and today relies on the joint research activities of established players in collaboration with ambitious entrepreneurs. A radius of a mere 400 metres is packed with excellent research institutions such as the FZI Research Centre for Computer Science or the Fraunhofer Institute for Optronics, System Technology and Image Processing as well as the entrepreneurial network CyberForum and the Karlsruhe Institute of Technology. The Digital Hub Karlsruhe drives research, implementations, and incorporations in these three focus areas.

INITIATORS AND PROJECT PARTNERS

The Digital Hub for Applied Artificial Intelligence is a joint initiative from the following Karlsruhe-based research institutes and organisations: CyberForum e.V., DIW | Digitales Innovationszentrum, Baden-Württemberg Cooperative State University (DHBW), Fraunhofer Institute of Optronics, FZI Research Center for Information Technology, Karlsruhe University of Applied Sciences, the Karlsruhe Chamber of Industry and Commerce, the innovation alliance for the Karlsruhe technology region, Karlsruhe Institute of Technology (KIT), Smart Data Solution Center Baden-Württemberg SDSC, SICOS GmbH, Smart Data Innovation Lab (SDIL), the City of Karlsruhe, Technologiefabrik Karlsruhe GmbH and Technologiepark Karlsruhe GmbH.

Digital Hub Cologne

InsurTech



de:hub
C O L O G N E
InsurTech

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INSURTECH COLOGNE

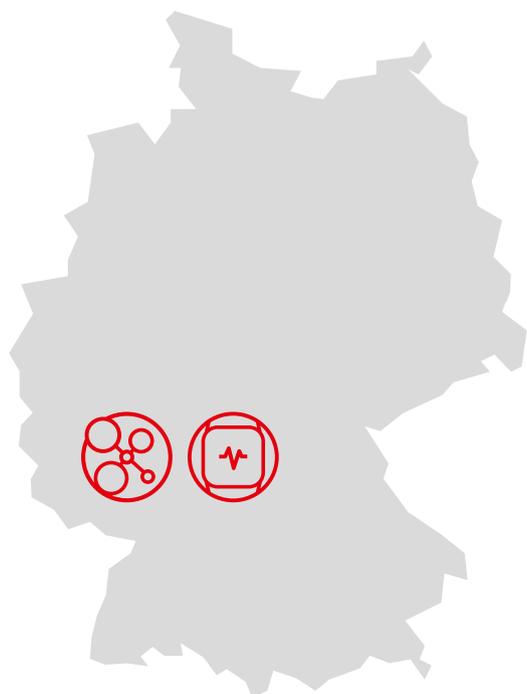
Cologne is one of Germany's most important insurance locations. The city on the Rhine attracts founders from all over Germany and abroad. There are currently around 650 start-ups with more than 9,000 employees based in Cologne. The Digital Hub Cologne takes advantage of these developments and brings founders together with established companies from the insurance industry. Collaborative projects with partners such as the TH Köln University of Applied Sciences and the University of Cologne focus on digital solutions for the German insurance sector and facilitate transfers of knowledge between the scientific community and the industry itself, thereby guaranteeing that the insurance sector remains on the cutting edge.

INITIATORS AND PROJECT PARTNERS

The Digital Hub InsurTech Cologne is run by Insurlab Germany E.V. The association of sponsors currently includes almost 20 insurance companies from Cologne, North Rhine-Westphalia and throughout Germany, along with universities, start-ups and the Cologne Chamber of Industry and Commerce. The hub offers start-ups access to a broad cross-section of the German insurance industry. Companies of various sizes, legal forms and specialties work closely with start-ups to identify the best digital solutions to the insurance industry's current challenges.

Digital Hub Mannheim/Ludwigshafen

Digital Chemistry & Digital Health



de:hub
MANNHEIM
LUDWIGSHAFEN
Digital Chemistry & Digital Health

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DIGITAL CHEMISTRY & DIGITAL HEALTH MANNHEIM/LUDWIGSHAFEN

The metropolitan region of Rhine-Neckar is distinguished by a successful business culture and internationally recognised research centres. The Digital Hub Mannheim/Ludwigshafen strengthens these existing competences and combines them with an established network of start-up companies. Targeted methods are used to conduct research on the application of digitisation in the chemical and healthcare industries. Numerous municipalities and private venture capitalists ensure that innovative technologies and services can be brought to market faster.

INITIATORS AND PROJECT PARTNERS

The Digital Hub Rhein-Neckar GmbH is responsible for the Digital Hub. In addition, mg: mannheimer gründerzentren GmbH, Technologiepark Heidelberg GmbH and TZL-TechnologieZentrum Ludwigshafen am Rhein GmbH are active as shareholders.

Digital Hub Munich

Mobility & InsurTech

1/2

de:hub



de:hub
M U N I C H
Mobility & InsurTech

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MOBILITY & INSURTECH MUNICH

Bavaria and the greater Munich area constitute one of the most important innovation centres in Europe. The automotive industry, which accounts for 28% of total revenue, and the insurance industry, with more than 100,000 employees, represent the strongest sectors of the regional economy. These are all good reasons to establish two Digital Hubs in Munich: the Digital Hub Mobility and the Digital Hub InsurTech. In the hubs, established companies and founders work together to promote the digital transformation of products and services. The two focal points Mobility and InsurTech almost automatically connect themselves, as new mobility concepts need new insurance models.

MOBILITY

At the Digital Hub Mobility, partners from the established industries join forces with start-ups and city municipal councils to develop new mobility solutions. Through the 'Citizen Mobility' format, the Digital Hub has created an agile implementation platform to strengthen collaboration between these actors. Additionally, at the Digital Product School, cross-functional teams build digital products that solve mobility problems. The Digital Hub is a driving force behind mobility projects and organises regular events to foster networking in the mobility scene.

Press Kit

2. The twelve Digital Hubs

Digital Hub Munich

Mobility & InsurTech

2/2

de:hub



de:hub
M U N I C H
Mobility & InsurTech

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INSURTECH

The InsurTech Digital Hub Munich connects players from the business world and the scientific community, as well as from the entrepreneurial scene. These players are given the requisite resources to make use of the full potential of new business models. Concepts like the InsurTech Meetup and the W1 Forward InsurTech Accelerator bring together both new and established players and provide them with concrete opportunities to collaborate and drive innovation in the digitisation of the insurance sector.

Press Kit

2. The twelve Digital Hubs

Digital Hub Nuremberg/Erlangen

Digital Health



de:hub
N U R E M B E R G
E R L A N G E N
Digital Health

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DIGITAL HEALTH NUREMBERG/ERLANGEN

The metropolitan region of Nuremberg/Erlangen is distinguished by its strong economy coupled with excellent research institutions in the healthcare sector. A successful ecosystem has already emerged from the collaboration of these partners, offering excellent opportunities for start-ups and investors.

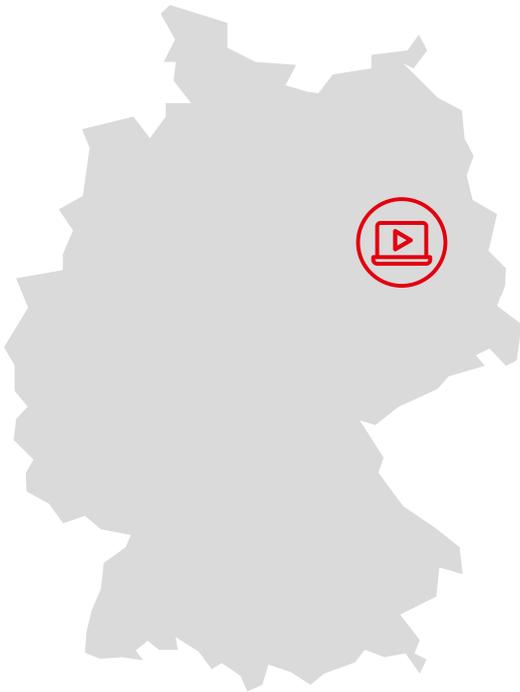
The Health Digital Hub Nuremberg/Erlangen builds upon the structures already in place and, by consistently carrying out digitisation measures, breaks apart established processes in the healthcare industry. The aim is the continued improvement of healthcare quality through the stimulation of growth in the healthcare market.

INITIATORS AND PROJECT PARTNERS

To get the Digital Hub Health up and running, two major players in the European Metropolitan Region of Nuremberg have joined forces: Medical Valley EMN E. V. from Erlangen and Zollhof – Tech Incubator from Nuremberg are jointly responsible for the Digital Hub. Participating partners include Health Hackers Erlangen e. V. and JOSEPH'S Innovation Lab. The Digital Hub is also supported by various companies from the metropolitan region, including Siemens Healthineers and Adidas.

Digital Hub Potsdam

MediaTech



de:hub
P O T S D A M
MediaTech

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MEDIATECH POTSDAM

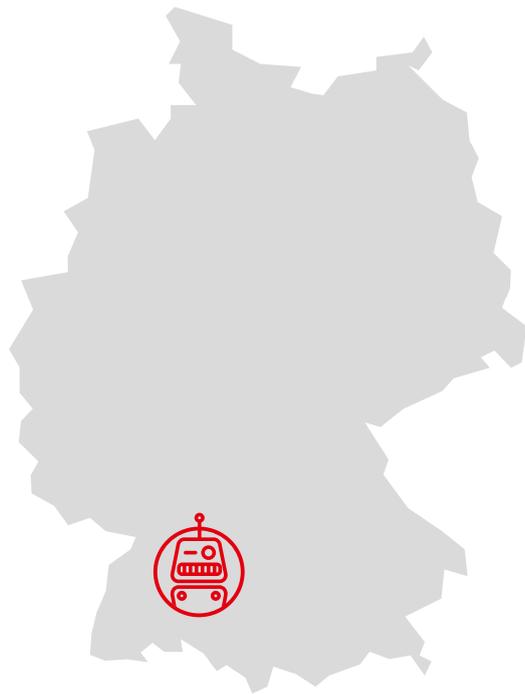
Potsdam enjoys worldwide renown as a location for the media and film industry. Here, film studios, radio and television broadcasters, media companies, and science are in close physical proximity, whilst the Digital Hub Potsdam networks established companies with founders and start-ups. In the 'media city' of Babelsberg, these players work together to develop new digital systems for data processing, media production, and business solutions. The focal points of the work such as future media technologies and 3D human body reconstruction show that these innovations are not only of great importance to the classic media industry, but also to other industrial consumers.

INITIATORS AND PROJECT PARTNERS

The MediaTech Digital Hub is run by a consortium made up of the Potsdam-based institutions and associations media:net berlinbrandenburg e.V., Virtual Reality Berlin Brandenburg e.V., the State Capital of Potsdam, the Brandenburg Ministry of Economic Affairs and Energy, and the cluster management for ICT, media and the creative industries of Brandenburg Economic Development Corporation (WFBB).

Digital Hub Stuttgart

Future Industries



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FUTURE INDUSTRIES STUTTGART

The region surrounding Stuttgart is one of the most important business centres in Germany. Not least with their ability to always remain open to innovations, small and medium-sized leaders of global markets as well as established corporations have made the city famous around the world. The Digital Hub Stuttgart continues this tradition and connects the start-up culture with companies from the region. It facilitates access to capital for founders and enables companies to access international talent. The continued success of industry sectors based in Stuttgart will largely depend upon the integration of external concepts.

INITIATORS AND PROJECT PARTNERS

The Digital Hub Future Industries is currently in its founding phase.

FAQ



3

WHAT DOES 'DIGITAL HUB' ACTUALLY MEAN?

A national Hub Agency based in Berlin coordinates collaboration between the Digital Hubs, and the networking and further development of the ecosystem. The Hub Agency also supports the Digital Hubs in the development of innovation formats and business models. With support from Germany Trade and Invest, the Digital Hubs are promoted both in Germany and abroad, in order to enhance the national and international visibility of Germany as an important location for digital business.

WHICH BODY IS RESPONSIBLE FOR THE DIGITAL HUBS?

The Digital Hubs are run by independent operators that are their own legal entities. Some of them were founded by individuals, whereas other Digital Hubs are backed by research institutions and municipal authorities.

WHO DEFINED THE DIGITAL HUBS' INDUSTRY-SPECIFIC KEY THEMES?

Each potential Digital Hub specified its own industry-specific work-focus when it applied. Generally speaking, these focuses relate to a dominant branch of industry or the research speciality of academic institutions in the area.

HOW WERE THE DIGITAL HUB LOCATIONS CHOSEN?

Organisations with an interest in applying were invited to send their applications to the Federal Ministry for Economic Affairs and Energy as potential Digital Hub locations by March 2017. The BMWi made the decisions about the applications on the basis of an objective catalogue of criteria, and with support from an independent panel of experts from the digital and technology industries.

CAN OTHER CITIES APPLY TO BE DIGITAL HUBS?

The application period is over. No more cities can apply to be Digital Hubs for the time being.

HOW IS THE DIGITAL HUB INITIATIVE FINANCED?

The German Federal Ministry for Economic Affairs and Energy will finance the Hub Agency (RCKT), as well as the GTAI over the course of three years. The Digital Hubs are financed by private supporters and partners, and through the development of their own innovation programs.

Contact



4

PRESS CONTACT AND OTHER INFORMATION

The national **Hub Agency** primarily coordinates **collaboration** between the twelve Digital Hubs. This includes operative **support** and advice in setting up Digital Hub locations, and **networking** all of the players.

The Hub Agency is formally subordinate to the Federal Ministry for Economic Affairs and Energy. Its branch office is based in **Berlin** and run by the **Digital Consultancy RCKT**.

The Hub Agency is the first point of contact for media representatives and members of the public on any issues relating to the Digital Hub Initiative. If you have any queries, please contact the press liaison manager below.

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For more information about the digital hub initiative
visit **de-hub.de**