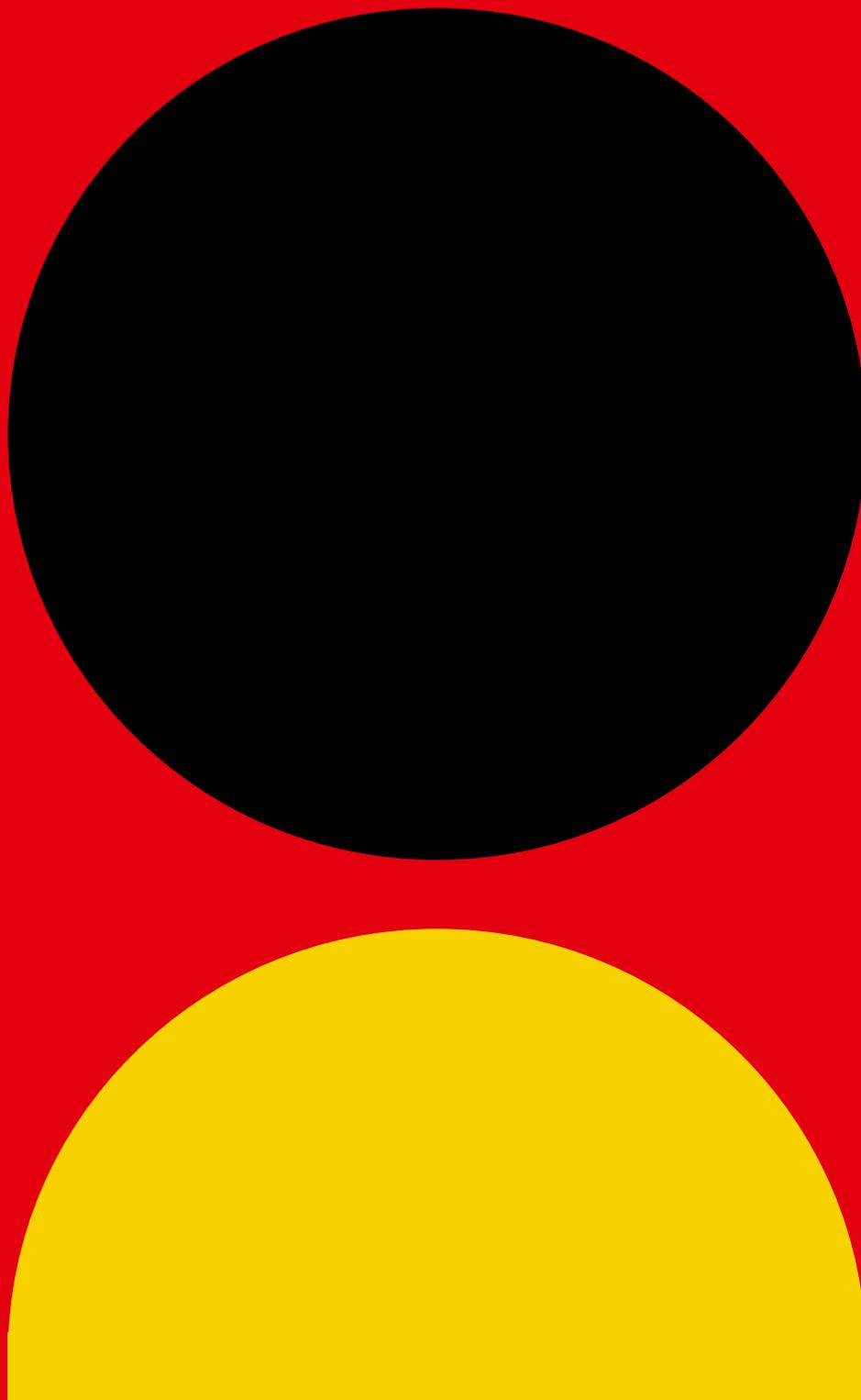


DIGITAL HUB INITIATIVE

PRESS KIT



Federal Ministry
for Economic Affairs
and Climate Action

de:hub
digital ecosystems

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About the Digital Hub Initiative

1

The Digital Hub Initiative

By bringing together innovative start-up ideas with the expertise of established companies and scientific excellence, the Digital Hub Initiative promotes the growth of a strong culture of innovation and the development of new digital business models. Through the Digital Hub Initiative, Germany is strengthening its position as an attractive location for digital innovation and as one of the world's leading digital ecosystems.

Twelve Digital Hubs located throughout Germany provide a solid network that facilitates the exchange of technological and economic expertise, programs and ideas. Each Digital Hub allows start-ups, companies and research institutions to come together to find common solutions to the challenges and prospects of digitisation. Accelerators and incubators develop new solutions for industry-relevant fields in special innovation programs. These solutions range from artificial intelligence to mobility and smart infrastructure.

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 Hubs in Germany include the cities of Berlin (IoT & FinTech), Cologne (InsurTech), Dortmund (Logistics), Dresden/Leipzig (Smart Systems & Smart Infrastructure), Frankfurt/Darmstadt (FinTech & Cybersecurity), Hamburg (Logistics), Karlsruhe (Artificial Intelligence), Mannheim/Ludwigshafen (Digital Chemistry & Digital Health), Munich (Mobility & InsurTech), Nuremberg/Erlangen (Digital Health), Potsdam (MediaTech), and Stuttgart (Future Industries). The Digital Hub Initiative is a venture of the Federal Ministry for Economic Affairs and Climate Action.

Objectives: a strong network, international visibility and ongoing exchange

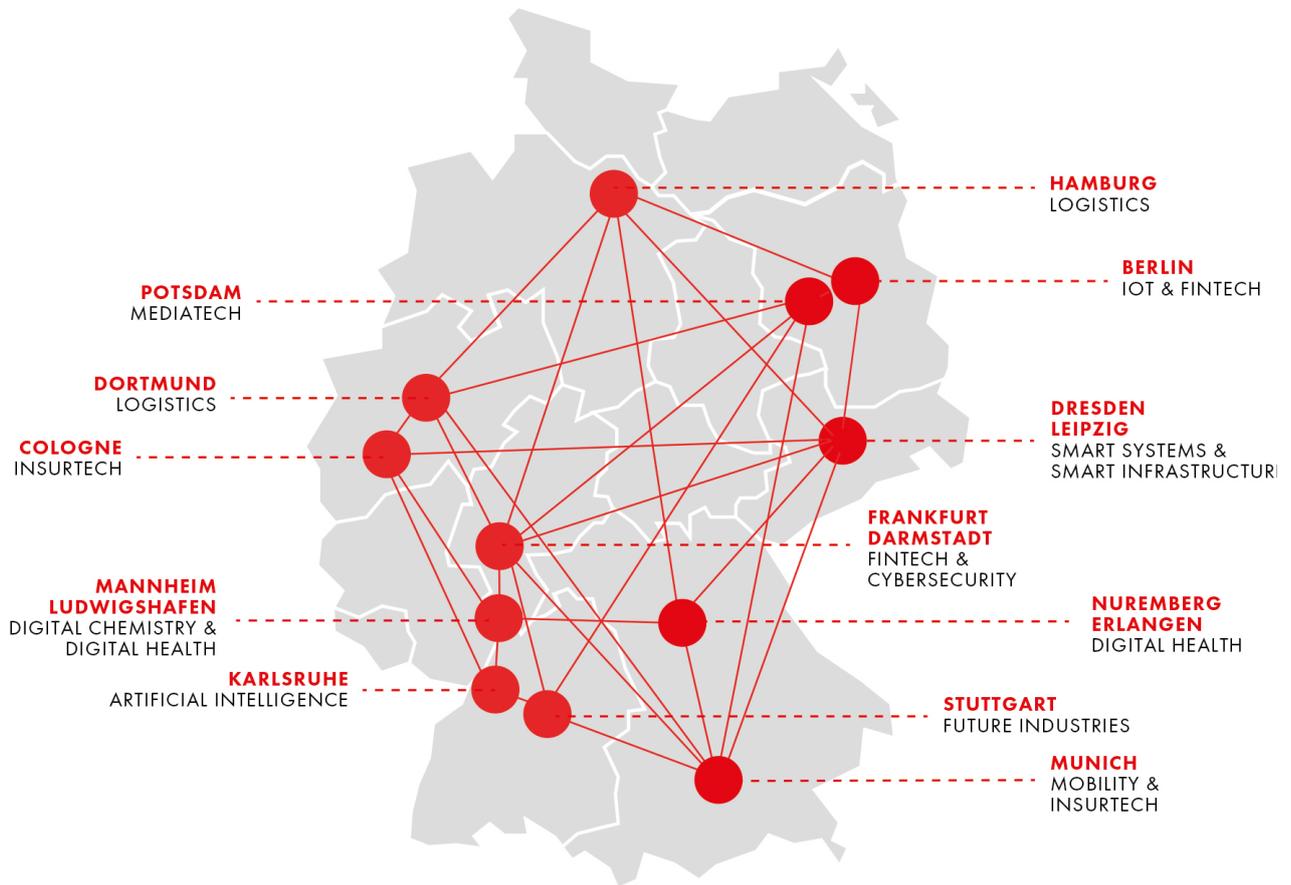
The main goal of the Digital Hub Initiative is to make Germany more digital and encourage a strong national and international network. Germany is establishing itself as a first-choice investment location for foreign investors, and Digital Hubs create the necessary professional platform while the Hub 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 12 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 digitisation of core areas of the German economy.

Vision: Germany as a forerunner for digital business

The Digital Hubs form a digital ecosystem with international appeal. This ecosystem is one of the most relevant locations for business founders and investors from all over the world. Unlike other centres of digitisation 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

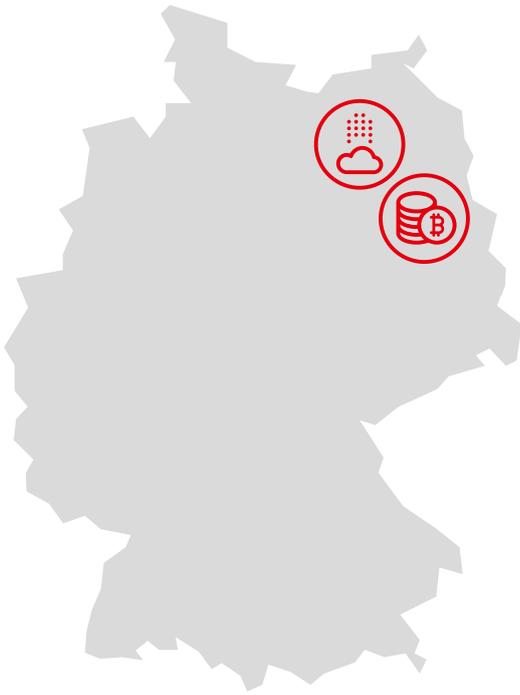


The 12 Digital Hubs

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 approximately 4,500 start-ups, Berlin is one of Europe's – and indeed the world's – most important ecosystems for innovation. A strong start-up culture, tech conferences, start-up competitions, incubators and investors attract talented entrepreneurs from around the world every year. The supporters of the Digital Hub Berlin offer an established network right in the middle of this atmosphere. The IoT+ Network brings together players and opens up new business models in the field of the Internet of Things. The digitisation of the financial sector is being advanced in the FinTech Hub in cooperation with the Berlin Finance Initiative. The Hub connects partners from the business world and scientific community as well as from the technology scene. Berlin Partner for Business and Technology is responsible for coordinating the activities.

SPONSORS

The Digital Hub FinTech and Internet of Things is sponsored by Berlin Partner für Wirtschaft und Technologie, the IoT+ Network and the Berlin Finance Initiative. Berlin Partner für Wirtschaft und Technologie is responsible for the coordination of the activities.

Digital Hub Dortmund

Logistics



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LOGISTICS DORTMUND

The Digital Hub Logistics in Dortmund is driving digitisation within the logistics sector and beyond. Assistance is increasingly being given to SMEs that are characterised by an innovative spirit and are developing new business models with promising digital products. To this end, initiatives such as the Start-in Factory are run via the Hub. In this particular programme, coaches work alongside companies and innovation teams on the next steps along the path towards the digital transformation. In addition, the Fraunhofer Institute for Material Flow and Logistics (IML) makes it possible to develop and test new products under realistic conditions. This leads to the creation of new solutions that best meet the needs of the individual companies. Furthermore, with events such as the Digital Logistics Award and a comprehensive ecosystem, the Hub provides opportunities to network within the logistics sector.

SPONSORS

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

The Saxon capital is not only home to established microelectronics companies and many software companies, but is also a pioneer in the field of 5G and 6G. As such, the Smart Systems Hub Dresden is working on the vision of a fully connected world. The aim is to accelerate innovations in the industrial environment and to implement leading IoT technologies. To this end, the hub provides access to reference solutions and technologies, creates spaces for cooperation between industry partners, start-ups and SMEs and develops concepts, prototypes, minimum viable products (MVPs) and viable IoT business models in methodically managed co-innovation processes. In addition, co-innovation formats for IoT solutions are offered in the form of Thin[gk]light and the Thin[gk]athon.

SPONSORS

The Digital Hub Smart Systems Dresden is managed by the Smart Systems Hub GmbH.

Press kit

2. The twelve Digital Hubs

Digital Hub Dresden/Leipzig

Smart Systems & Smart Infrastructure

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de:hub



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

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Press kit

SMART INFRASTRUCTURE LEIPZIG

Leipzig is getting things started: Saxony's largest city has long been regarded as an attractive and up-and-coming start-up location. Numerous educational establishments with a wide range of research projects serve as a driving force here. As the Hub's backer, the SpinLab nurtures start-ups in the fields of e-health, smart cities and energy. The focus here is on coaching and mentoring as well as on supporting teams during the foundation stage and throughout various phases of growth, making it possible to turn unique business ideas into reality. The SpinLab has a large network of companies, facilitating cooperation partnerships with those interested in founding a company. The mission: to combine and promote entrepreneurship with a spirit of innovation – and not just in Central Germany.

SPONSORS

The Leipzig Smart Infrastructure Digital Hub is coordinated by SpinLab – the HHL Accelerator and the City of Leipzig.

2. The twelve Digital Hubs

Digital Hub Frankfurt/Darmstadt

FinTech and Cybersecurity

1/2

de:hub



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FRANKFURT
DARMSTADT
FinTech & Cybersecurity

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Press kit

FINTECH FRANKFURT

The Digital Hub Frankfurt connects players from the financial sector with the start-up scene. The community in the TechQuartier, the heart of the Hub, consists of more than 500 start-ups, 50 academic and entrepreneurial innovators and hundreds of potential business founders. As a cross-industry innovation platform, the TechQuartier brings start-ups, scale-ups, investors, companies and young talent together to advance technologies and digital solutions. The Hub's programmes include mentoring and educational components, pitch events and workshops. The aim of the latter is to break down entrenched patterns of thought and develop a new digital understanding – for technology trends such as artificial intelligence, blockchain or sustainable finance, for example. This creates a suitable environment for research and development.

SPONSORS

The Digital Hub FinTech Frankfurt is jointly overseen by Techquartier, the Wirtschafts- und Infrastrukturbank Hessen, Goethe University Frankfurt and Technische Universität Darmstadt.

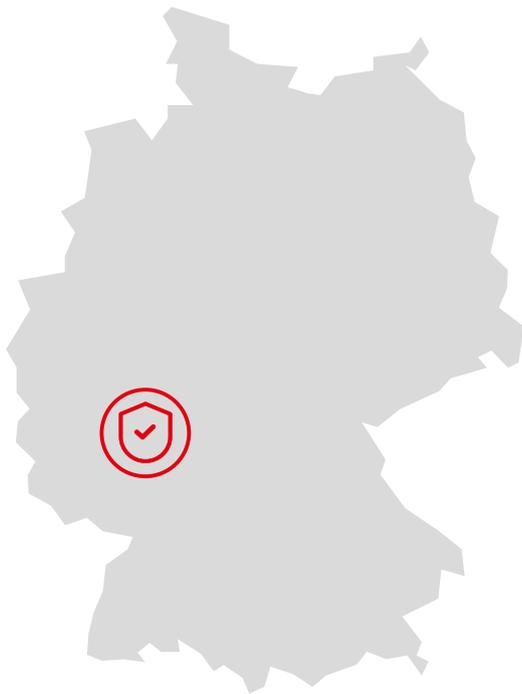
2. The twelve Digital Hubs

Digital Hub Frankfurt/Darmstadt

FinTech & Cybersecurity

2/2

de:hub



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FRANKFURT
DARMSTADT
FinTech & Cybersecurity

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Press kit

CYBERSECURITY DARMSTADT

The Digital Hub Darmstadt is a project of the National Research Center for Applied Cybersecurity ATHENE. ATHENE is a centre of the Fraunhofer-Gesellschaft in cooperation with the two institutes Fraunhofer SIT and Fraunhofer IGD, the TU Darmstadt and the University of Applied Sciences Darmstadt Germany's leading innovation community for cybersecurity start-ups has formed around ATHENE. The Hub particularly supports the transfer from research through various spin-off formats. In addition to targeted programmes, there is a focus on networking between companies, research, investors, founders and other stakeholders, as well as the visibility of the national cybersecurity ecosystem.

SPONSORS

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



de:hub
H A M B U R G
Logistics

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LOGISTICS HAMBURG

The Logistics Hub Hamburg is one of the most important centres for digital process, product and business model innovations for the logistics industry in Germany and Europe. Market leaders, SMEs and start-ups are networked within the Hub alongside science, research and further education. What's more, the Hub's various innovation programmes show how matchmaking made in Hamburg is done: with event formats such as Hamburg Innovation Dock Day, Fast Mover, Match Machine, Cornern, MeetHubs and the CollabDays for companies, innovations are accelerated, solutions developed, companies and start-ups within the industry networked and interesting ideas promoted. The Hub thus consolidates both Hamburg's and Germany's leading position in the global competition involving digital logistics centres and leading commercial cities.

SPONSORS

The Digital Hub Logistics acts as an independent corporation under the name Digital Hub Logistics GmbH.

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

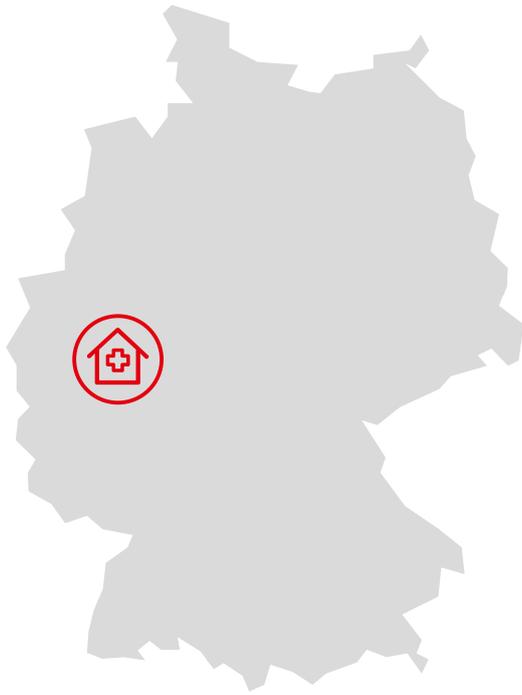
The Digital Hub Karlsruhe is committed to advancing research, application and start-ups in the field of artificial intelligence (AI). With a focus on energy, mobility and production, the Hub sets cross-industry standards for sustainable problem solving. At the same time, there is an emphasis on joint research activities involving established players and ambitious company founders. Backers of the Digital Hub Karlsruhe include the FZI, the DIZ and the CyberForum. Start-ups in the field of AI are offered support in the form of mentoring, coaching and the provision of workspaces. In addition, the Hub's AI radar provides an overview of the latest AI trends and application areas. The Digital Hub Karlsruhe wishes to use this extensive range of services to make such a complex and pioneering subject easier to grasp and more accessible, including to those outside the industry.

SPONSORS

The Digital Hub for Applied Artificial Intelligence is a joint initiative from the following Karlsruhe-based research institutes and organisations: CyberForum e.V., the DIZ | Digital Innovation Center and the FZI Research Center for Information Technology.

Digital Hub Cologne

InsurTech



de:hub
C O L O G N E
InsurTech

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INSURTECH COLOGNE

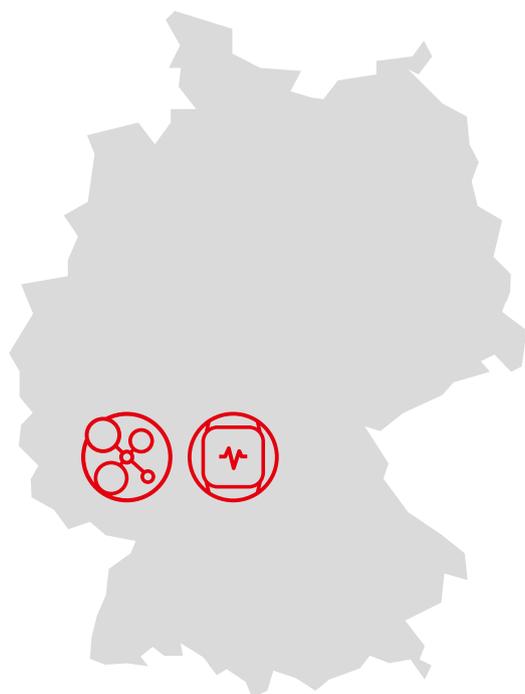
Generating new ideas and helping to shape a traditional sector: the InsurTech Hub Cologne is actively committed to the digitisation of the insurance industry. Start-ups are brought together with established companies from the DACH region to work on solutions to meet future demands in the insurance world. In addition, knowledge transfer between companies in the field and the world of science is being facilitated with partners such as the University of Cologne, helping to pave the way towards a modern insurance industry. Insurlab Germany e. V. offers co-working spaces, providing room for dialogue and collaboration between start-ups, scale-ups, traditional insurance companies, investors and other network partners. Furthermore, in conjunction with Koelnmesse, the Hub organises insureNXT, an international congress and expo where the latest insurtech trends are presented each year.

SPONSORS

The Digital Hub InsurTech Cologne is run by Insurlab Germany e.V..

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 Hub located within the Mannheim/Ludwigshafen ecosystem helps companies in the chemical and healthcare industries to realise innovations and bring about the digital transformation. It benefits from numerous sponsors and established companies within its partner network, increasing its international appeal and providing it with additional resources. The programmes offered by the 5-HT Digital Hub Chemistry & Health include workshops, targeted matchmaking – as featured in the 5-HT X-linker programme, for example – and coaching sessions. The focus is on actively sharing ideas, providing further training and offering specific support to potential partnerships and projects. The Hub also focuses on sustainability and green energy within the development of both industries and creates a central platform on which players are given the opportunity to cooperate and co-develop concrete solutions.

SPONSORS

The Digital Hub Rhein-Neckar GmbH is responsible for the Digital Hub.

Digital Hub Munich

Mobility & InsurTech

1/2

de:hub



de:hub

M U N I C H
Mobility & InsurTech

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Press kit

MOBILITY MUNICH

It is all about the future of mobility at Digital Hub Mobility Munich. Sustainable solutions are produced in conjunction with mobility and technology companies, municipalities, start-ups and the world of science. Digital products are developed and new mobility concepts are tested by networking important players. Digital Hub Mobility is based at UnternehmerTUM, Europe's biggest centre for start-ups and innovation, and uses this ecosystem to drive innovation for future-oriented mobility. In addition, the Hub offers programmes in the form of the Digital Mobility Lab and citizen mobility in which international and interdisciplinary teams work on the challenges associated with a rapidly changing mobility sector.

SPONSORS

The Digital Hub Mobility Munich is run by UnternehmerTUM GmbH and the Bavarian Centre of Digitisation.

2. The twelve Digital Hubs

Digital Hub Munich

Mobility & InsurTech

2/2

de:hub



de:hub
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Mobility & InsurTech

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INSURTECH MUNICH

The InsurTech Hub Munich is working on the future digital viability of the insurance sector. The Hub boasts a broad network of notable partners from the world of insurance and promotes strong cooperation for the innovation of disruptive solutions for the sector. To this end, numerous innovation concepts are created for players in business and industry, science and the start-up scene. These include training opportunities for young entrepreneurs as well as various theme-based matchmaking programmes, which find suitable mentors for start-ups in the seed and series A phase.

SPONSORS

The Digital Hub is run by the InsurTech Hub Munich e.V..

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

The Digital Hub Nuremberg is a generator of ideas in various technological fields. It therefore evaluates user-centric digital business models from a wide range of industries; the focus is on business models in the fields of digital health, Internet of Things (IoT) and artificial intelligence. Through these diverse specialisations, ZOLLHOF helps both start-ups and established companies to bring new digital business models onto the market. With a broad network of entrepreneurs, established companies, start-ups and students, it is a key pillar of the digital ecosystem in the region and beyond.

SPONSORS

The Digital Health Hub Nürnberg is coordinated by the ZOLLHOF – Tech Incubator.

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 ERLANGEN

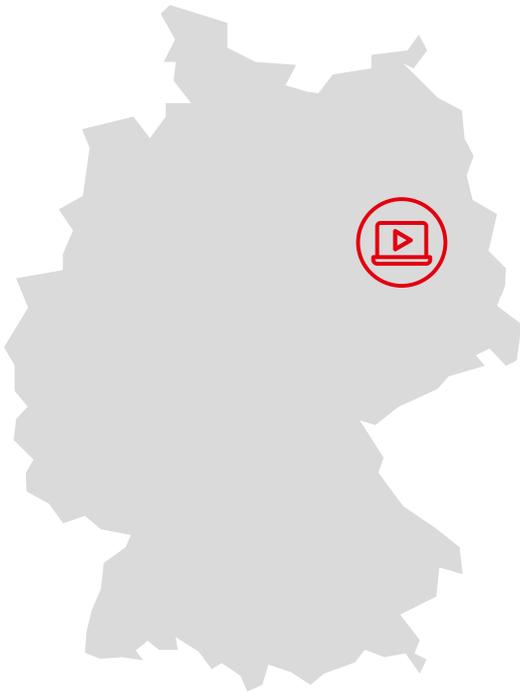
In Erlangen, the internationally recognized Medical Valley innovation cluster sets new standards in the field of digital health. Work is carried out here on current and future healthcare challenges in conjunction with world-renowned research institutions. In combination with the international market position and competitive position of individual players, this provides ideal conditions for the rapid development of products, processes and services. Just like the other backers of the Digital Health Hub, Medical Valley offers various programmes. These include the Medical Valley Award, which funds pre-start-up projects in the healthcare sector, or hackathons, during which programmers, doctors, nurses and people from the health economy design digital solutions for various tasks.

SPONSORS

The Digital Health Hub Erlangen is run by the Medical Valley EMN e.V..

Digital Hub Potsdam

MediaTech



de:hub
P O T S D A M
MediaTech

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MEDIATECH POTSDAM

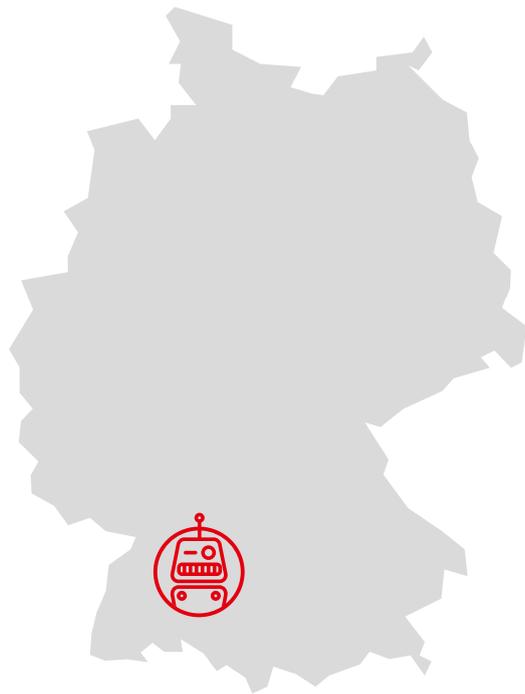
Visionaries in the Digital Hub Potsdam are working on innovative solutions in the field of media technology. The results of their work from the areas of business and research are also actively used beyond the media and entertainment world. Application areas such as big data and artificial intelligence are combined with speech and image recognition technologies. People are thinking – and looking – further ahead here, because extended reality is increasingly finding its way into our everyday professional and personal lives. The MediaTech Hub Accelerator and Space help start-ups to build their network and develop their business models. The annual MTH Conference, Germany's leading B2B event in the field of mediatech, brings together players and expertise from all industries, making them fit for the future. This is where people dare to take a look into the future together.

SPONSORS

The MediaTech Digital Hub is run by a consortium made up of the MediaTech Hub Potsdam Management GmbH, media:net berlinbrandenburg e.V., Virtual Reality Berlin Brandenburg e.V. as well as the Brandenburg Ministry of Economic Affairs and Energy.

Digital Hub Stuttgart

Future Industries



de:hub
S T U T T G A R T
Future Industries

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FUTURE INDUSTRIES STUTT GART

The Digital Hub Stuttgart is building on a long-standing tradition. As the market leader for German SMEs, it can draw on an ecosystem of innovative and established partners. The Hub's primary focus is on promoting projects in the field of smart products, mobility, AI and Industry 4.0. CODE_n is the Hub's backer. The cross-industry platform questions the conditions for creativity and innovation, promotes forward-looking ideas and provides a stage for trends and new business models across a wide range of sectors. Workrooms and innovation services are also provided along with a range coaching courses, workshops and lectures – the Hub thus creates a vibrant community.

SPONSORS

The Future Industries Hub Stuttgart is run by CODE_n.

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.

INDUSTRY-SPECIFIC KEY THEMES OF THE DIGITAL HUBS?

Each potential Digital Hub already specified its own industry-specific work focus when it applied. Generally speaking, these focuses relate to a dominant branch of industry or the specific research field 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 Climate Action as potential Digital Hub locations by March 2017. The BMWK 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 become Digital Hubs for the time being.

HOW IS THE DIGITAL HUB INITIATIVE FINANCED?

The German Federal Ministry for Economic Affairs and Climate Action will finance the Hub Agency (RCKT), as well as the GTAI. The Digital Hubs are financed by private supporters and partners, and through the development of their own innovation programmes.

Contact



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PRESS CONTACT AND OTHER INFORMATION

The national Hub Agency primarily coordinates collaboration between the 12 Digital Hubs. This includes operative support and advice in setting up Digital Hub locations as well as networking all of the players.

The Hub Agency is formally subordinate to the Federal Ministry for Economic Affairs and Climate Action. 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/en