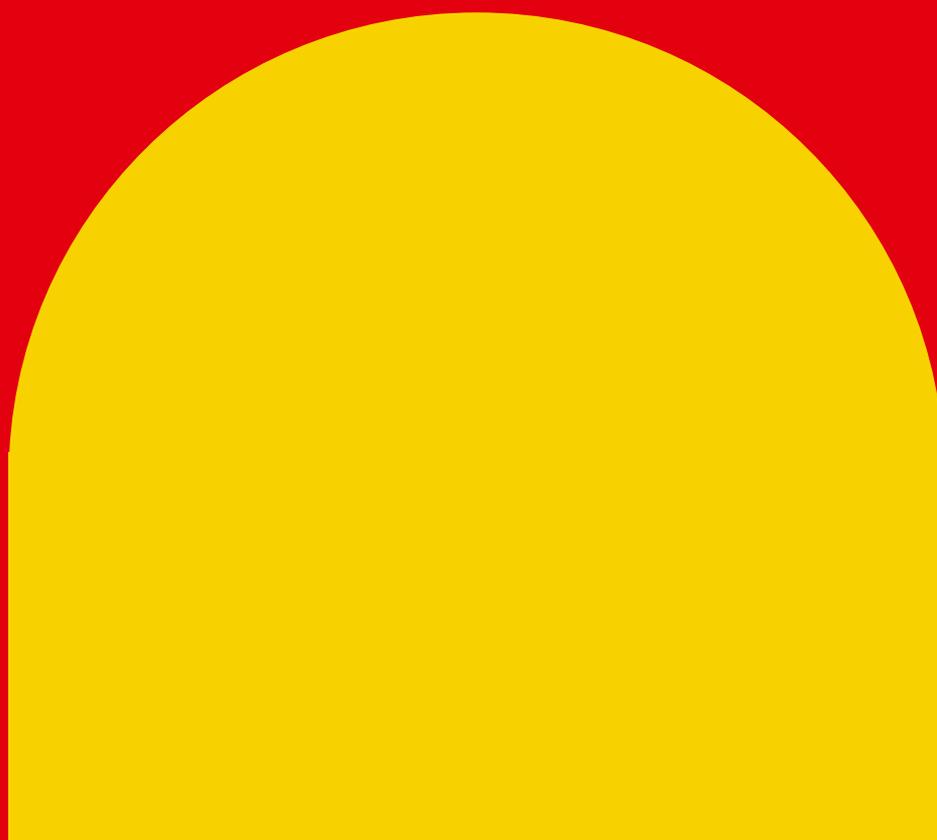


DIGITAL HUB INITIATIVE

PRESS KIT



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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

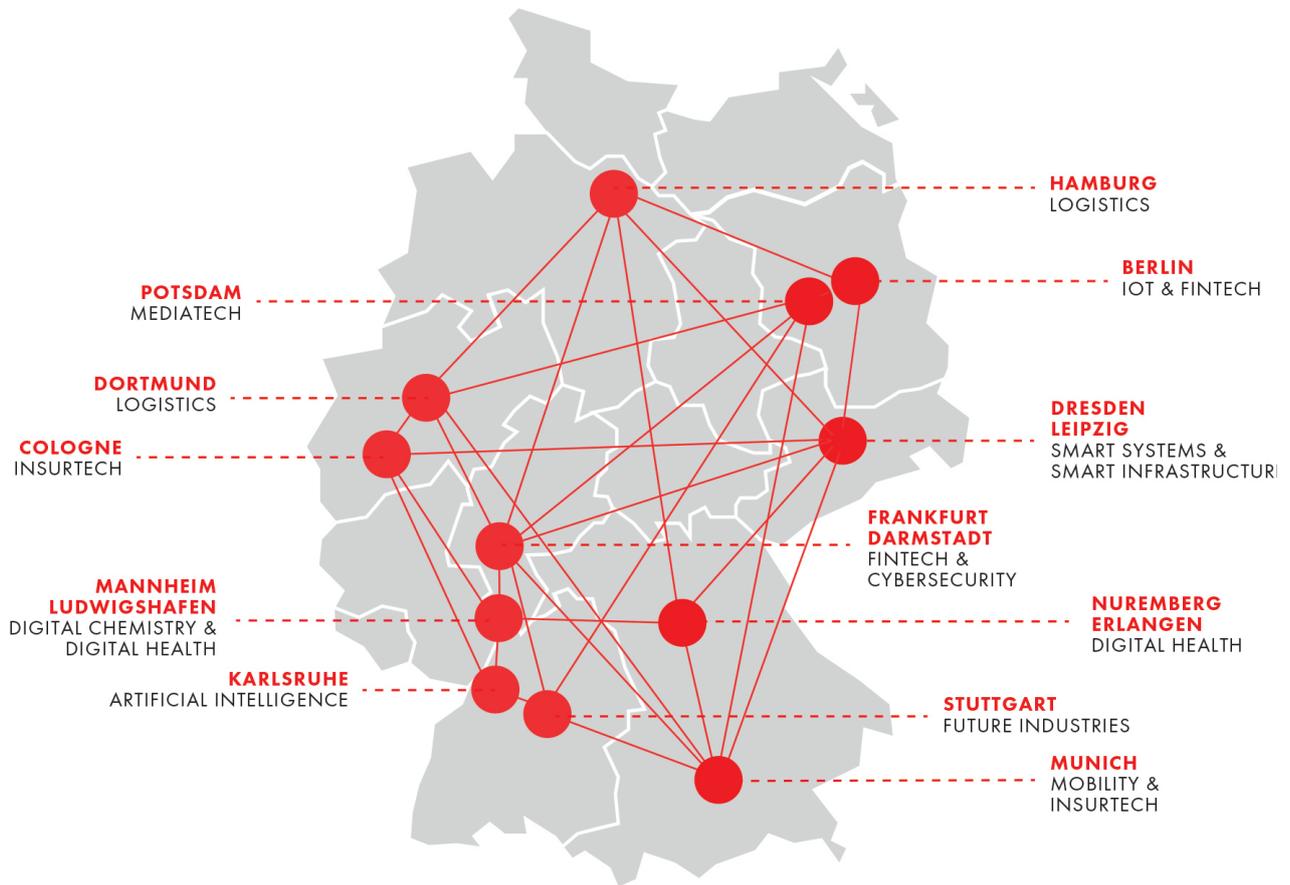
The main goal of the Digital Hub Initiative is to make Germany more digital and encourage a strong national and international network. Germany is establishing itself as a first-choice investment location for foreign investors, and Digital Hubs create the necessary professional platform while the Hub 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 and the flagship of Germany's start-up scene. Numerous tech conferences, start-up contests, incubators and investors attract talented **founders from all over the world** year after year.

The Digital Hub FinTech and Internet of Things Berlin can already draw upon an **established network** of start-ups, companies and investors. The principal focus of the Digital Hub in Berlin lies on the **FinTech and Internet of Things (IoT)** sectors. The Digital Hub is therefore active in a pioneering field with relevant applications for almost every branch of German industry – from health, energy and transport to smart wearables and smart cities.

The initiators of the Digital Hub can look back on a strong track record of previous events organised in various formats.

Whilst **Factory Berlin** has developed into a focal point for founders offering all kinds of products, the company builders **Next Big Thing** and **FinLeap** now boast a wealth of experience in the development of IoT and FinTech business models.

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**, in collaboration with **Factory Berlin**, **Next Big Thing**, **FinLeap**, the **Berlin Center for Digital Transformation** (a cooperation between the four Berlin Fraunhofer-Institutes **FOKUS**, **HHI**, **IPK** and **IZM**) and the **Senate Department for Economics, Energy and Public Enterprises**.

Digital Hub Dortmund

Logistics



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LOGISTICS DORTMUND

Having grown up as an industrial centre, in recent years Dortmund has transformed into one of the most important **science and high-tech locations** in Germany. For the locally based logistics industry in particular, digitization offers a whole range of opportunities to make use of smart networks spanning industry, trade and production. The Dortmund Logistics Hub aims to support **“Start-ins”**, i.e. special digital teams or units set up within established **companies** to explore innovations outside of the company’s day-to-day business and usual product development processes. Digital Transformation Guides from the Dortmund Hub accompany the start-ins on their journey from idea generation to scale-up, regardless of whether the innovations will be used by the company, placed on the market or even lead to a spin-off.

At the **Digital Product Factory** the Digital Hub offers space for companies to develop new products and services and test them under realistic conditions. The hub also operates a

co-working space in the immediate vicinity of the Fraunhofer IML and the Fraunhofer ISST, so it can offer direct access to testing facilities, experimental areas, workshops and laboratories at these two research institutes. Varied **event formats** such as bar camps, pitch nights and hackathons complete the offering of the Digital Hub Logistics Dortmund.

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

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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 SYSTEMS DRESDEN

Dresden is held in high regard in Germany and beyond as the **largest semiconductor production location in Europe**. As an "Enabling IoT" location, the Dresden Smart Systems Digital Hub is counting on the **integration of hardware, software and connectivity** to form the basis of our digital future. Alongside established companies from the key industry of microelectronics, the location is characterised by large and small firms from the software, hardware and connectivity sectors. Close ties with the Chemnitz region, with its research and production infrastructure focused sharply on IoT, plus the dense **network of universities and non-university research institutes** round off the hub's outstanding offer.

The "enabling" principle is central to understanding Digital Hub Dresden, as it does not relate to one specific industry, but harnesses disruptive digitization processes to offer products and solutions for many key sectors of the German economy. The hub does not focus solely on spin-offs and start-ups, but sees itself primarily as a low-threshold **transfer service provider** to help turn the results of outstanding

top-level research in the Free State of Saxony into outstanding products. Interested guests, company representatives, investors and students currently have the opportunity to get to know the hub's areas of competence through so-called **trails** – one-day learning journeys with a thematic focus.

INITIATORS AND PROJECT PARTNERS

The support structures of the Dresden Smart Systems Digital Hub are currently being established. A **taskforce** made up of experts from Technische Universität Dresden, Silicon Saxony e.V., Hightech Startbahn, participating Fraunhofer Institutes, the Free State of Saxony, HTW Dresden, the City of Dresden, Chemnitz Economic Development Corporation and the partner companies AP, T-Systems MMS, National Instruments, Robert Bosch and Globalfoundries is working on the initiation of the Digital Hub.

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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

The **Digital Hub Smart Infrastructure** is taking shape in Leipzig. Working with established companies, start-ups in the city are developing cutting-edge solutions in the **Energy**, **Smart cities** and **E-health** sectors. To this end, cluster organisations are connecting established companies together based on common themes, and bringing researchers and start-ups into these clusters. The start-ups receive intensive support via the acclaimed accelerator programme from SpinLab - The HHL Accelerator.

An **early-stage venture capital fund** will be launched in the near future. Additional affordable office space will be available in a newly built **start-up center**. Established companies can develop new business models by working with employees and students in **open innovation labs** and get to know innovative Smart Infrastructure projects in theory and practice through so-called TRAILS – one-day learning journeys with a thematic focus.

Leipzig is an **attractive research location**, especially in the fields of energy, Smart Cities and e-health. This is reflected in the numerous education and research institutes based in the city and the large number of prestigious research and transfer projects.

As a **trade fair city**, Leipzig attracts international visitors with events such as the East-German Energy Forum.

INITIATORS AND PROJECT PARTNERS

The Leipzig Smart Infrastructure Digital Hub is coordinated by **SpinLab - the HHL Accelerator**. Since 2015 it has supported around 30 start-ups that have raised total **financing of EUR 17.3 million** and created around **200 new jobs**. 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, DELL, 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.

2. The twelve Digital Hubs

Digital Hub Frankfurt/Darmstadt

FinTech & Cybersecurity

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de:hub



de:hub

FRANKFURT
DARMSTADT
FinTech & Cybersecurity

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FINTECH FRANKFURT

The Rhine-Main metropolitan region is one of the strongest centres of industry and research in Germany and Europe. Frankfurt am Main enjoys a global reputation as an **international financial center**. The location benefits from its dense network of excellent universities, which produce graduates of outstanding academic achievement year after year, in particular **Goethe University Frankfurt**.

The Digital Hub FinTech builds upon these locally rooted strengths. The **Digital Hub FinTech Frankfurt** brings various actors from the financial industry together with founders working on innovative solutions in the fields of **FinTech, InsurTech, LegalTech, RegTech** and **PropTech**.

Thanks to the thematic connections and geographical proximity between scientific institutes and companies, start-ups are in an exceptional environment to find new project partners to cooperate on developing innovative security products and infrastructures for the financial sector and bringing them to market.

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.

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2. The twelve Digital Hubs

Digital Hub Frankfurt/Darmstadt

FinTech & Cybersecurity

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de:hub



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FRANKFURT
DARMSTADT
FinTech & Cybersecurity



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Press Kit

CYBERSECURITY DARMSTADT

The Rhine-Main metropolitan region is one of the strongest centres of industry and research in Germany and Europe. With over **30 research institutes based in the city**, Darmstadt's reputation as a city of science extends far beyond national borders. The location benefits from a dense network of excellent education institutes such as **Technische Universität Darmstadt**. A strong digital ecosystem has already developed in the city. In a nationwide competition organised by BITKOM, Darmstadt was awarded the title of **Digital City 2017**.

Building on its locally rooted strengths as a leading **Cybersecurity Research and Development Location**, Darmstadt is becoming a **Cybersecurity Digital Hub**. Thanks to the high density of specialist research institutes and established companies, it offers founders a platform for cooperation in developing innovative security products and bringing them to market quickly.

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

The Free and Hanseatic City of Hamburg boasts one of **Europe's largest ports**. The combination of its port, international airport and outstanding land transport links make Hamburg one of **Germany's most important logistics locations**.

To sharpen this profile even further in the digital age, the **Digital Hub Logistics** is bringing **digitalised goods and freight transport** by land, sea and air, intralogistics and **intelligent logistics systems** to the fore. Through interdisciplinary collaborations, the various participating organisations are driving the digital business transformation of the logistics industry.

The overall goal of the Digital Hub is to strengthen Hamburg's leading position by developing innovations in the global competition of digital logistics centres and business metropolises. To exploit this potential, the Digital Hub offers a range of opportunities for researchers, scientists and developers. It connects new talent with companies, enables field tests for

product development, and helps its partners to be leaders of opinion as well as technology. These activities are complemented by a diverse **workshop programme** run in collaboration with external partners such as the Fraunhofer Institute for Factory Operation and Automation IFF and the Hamburg Port Authority.

INITIATORS AND PROJECT PARTNERS

The Logistics Digital Hub is currently in its **founding phase** and is primarily supported by a number of municipal bodies. As of August 2017 the first workshops are already underway. **from March 2018** the Digital Hub will move to a permanent home at **Hamburg's Speicherstadt**.

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 the most important location in Germany for the development and application of secure **artificial intelligence** systems. The Digital Hub Karlsruhe aims to drive research in the three key areas of **energy, mobility and manufacturing**.

The hub builds upon the region's unique set of competences in the field of software development and is active across a variety of disciplines. Within a 400-metre radius of the Digital Hub are **excellent research institutions** such as the FZI Research Center for Information Technology, the corporate network CyberForum, the Fraunhofer Institute of Optronics, System Technologies and Image Exploitation and the Karlsruhe Institute of Technology.

Making use of an **area of 23,200 m²**, the hub supports network building and cooperation between founders, start-ups and scientists by offering accelerators, living labs, co-living and co-working spaces.

The Digital Hub thus offers ideal conditions for joint research activities between established actors and ambitious founders in the field of applied artificial intelligence.

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

The city of Cologne is one of Germany's most important **insurance locations**. Almost one third of the country's direct insurance companies are based in the state of North Rhine-Westphalia. The city on the Rhine also attracts founders from all over Germany and abroad. Currently there are **around 650 startups** with over 9,000 employees based in Cologne.

These developments have led to the creation of the Digital Hub InsurTech Cologne. Founders from Germany and abroad work hand in hand with established companies from the insurance industry on digital solutions for the German insurance business. Their work focuses on topics including **e-payment, blockchain, Internet of Things, E-Health, Virtual Reality** and **big data**.

The Digital Hub helps to build networks between the various actors by organising joint events in a variety of formats. Collaborative projects with Cologne University and TH Cologne facilitate a **knowledge transfer** between the scientific

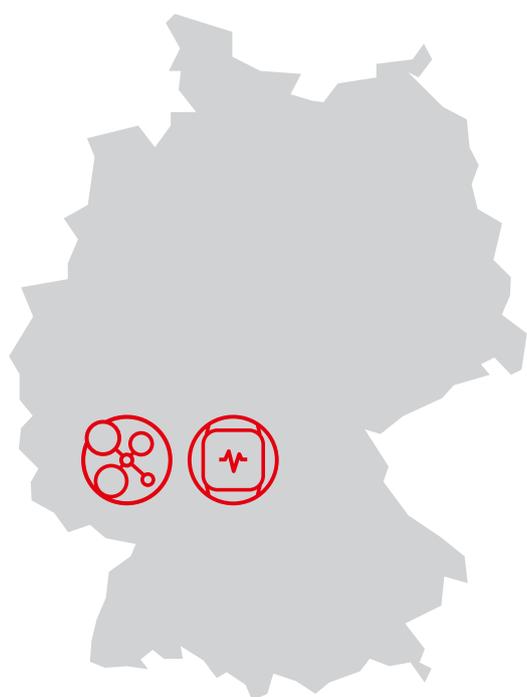
community and industry, which in turn helps to further the development of the next generation of highly skilled professionals.

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

Situated at the junction of three federal states - Baden-Württemberg, Hesse and Rhineland Palatinate - the **Rhine-Neckar Metropolitan Region** is a location that combines high quality of life with outstanding innovation potential. World-renowned companies such as BASF (Ludwigshafen), SAP (Walldorf) and ROCHE (Mannheim) have established themselves in this region between the Rhine and Neckar rivers. They are joined by **internationally acclaimed research centers** such as the German Cancer Research Centre, the Heidelberg European Molecular Biology Laboratory and the prestigious universities of Heidelberg and Mannheim.

The **Digital Hub Digital Chemistry & Digital Health** aims to build upon the area's specific strengths, particularly by forming networks between representatives of science and industry and company founders. This will involve establishing a regional innovation ecosystem in the fields of **Digital**

Chemistry and Digital Health. Optimal conditions for the ecosystem are already in place: established start-up networks, successful SMEs and major companies, numerous municipal and private venture capital investors. Through targeted research, the hub is exploring potential applications of digitization in the areas of chemistry and health in order to bring innovative technologies and services to market more quickly.

INITIATORS AND PROJECT PARTNERS

The main initiators of the Digital Hub Mannheim/Ludwigshafen are the development corporation **Metropolregion Rhein-Neckar GmbH**, with significant participation from the companies **Basf, SAP** and **Roche**. The Hub receives further support from a total of **40 partners from industry, start-up networks, universities and research institutes**. These partnerships will help the Rhine-Neckar Metropolitan Region to develop into a European pioneer for digital transformation by 2025.

Digital Hub Munich

Mobility & InsurTech

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

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MOBILITY & INSURTECH MUNICH

Bavaria and Greater Munich are amongst the **most important innovation centers in Europe**. The **automotive industry**, which accounts for 28 percent of total revenues, and the **insurance industry**, with over 100,000 employees, represent the strongest areas of the regional economy. All good reasons to establish the Digital Hub Mobility and the Digital Hub InsurTech in Munich.

At the two Digital Hubs, established industrial and technology companies work together with founders and start-ups on products and services to drive digital transformation. The areas of **Mobility** and **InsurTech** are closely linked: from networked vehicles and automated driving to car sharing, new mobility concepts require new insurance models. The targeted evaluation of claims data can help to make vehicles safer. The **Bavarian Ministry of Economic Affairs** and the **Bavarian Centre for Digitization** support all the activities of Digital Hub Munich.

MOBILITY

UnternehmerTum, Germany's leading start-up and innovation centre, is responsible for the Digital Hub Mobility. Plans for the hub include establishing a world-leading **experimentation and testing environment for urban mobility concepts** and jointly developing new **business models for networked and automated driving**.

Successfully established project formats include the **Digital Product School**: students, researchers and employees from partner companies use agile methods to develop digital products for networked and flexible mobility in a period of just three months. The Digital Hub Mobility is partnered by Audi, BMW Group, Daimler, IBM, Nokia, SAP, Munich Municipal Works, ADAC, Adidas, Infineon, MAN and TÜV Süd.

Press Kit

2. The twelve Digital Hubs

Digital Hub Munich

Mobility & InsurTech

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de:hub



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

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INSURTECH

The Digital Hub InsurTech is organised as a partnership between **InsurTech Hub Munich E.V.** and **WERK1**. The goal is to build upon Munich's leading position in the **digitization of the insurance industry**. The hub connects actors from industry, business and the start-up scene to help innovative projects and ventures gain the resources they require and leverage the full potential of new business ideas.

Established InsurTech event formats include the **InsurTech meet-ups**, which offer a platform for frequent exchange in the InsurTech community. In addition, the **W1 forward InsurTech Accelerator** offers founders from all over the world the opportunity to spend half a year working with industry experts, coaches and mentors to make rapid progress with their innovative business ideas.

Thanks to the close links between various new and established market players, a comprehensive InsurTech ecosystem is taking shape in Munich, adding further to the region's international reputation and appeal. The focus of the hub's work

extends to **IoT, Industry 4.0, Artificial Intelligence, Digital Health, Mobility, Smart Cities, Asset Management** and **Cybersecurity**. Partners of the Digital Hub InsurTech include ADAC-Schutzbrief Versicherungs-AG, Allianz SE, ARAG, Die Bayerische, Generali Deutschland, HUK-Coburg, LV 1871, Münchener Verein Versicherungsgruppe, Munich Re, NÜRNBERGER Versicherung, Versicherungskammer Bayern, WWK Lebensversicherung a.G., Wayra and Treefin.

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 European Metropolitan Region of Nuremberg (EMN) is distinguished by its **strong economy** coupled with **excellent teaching and research**, particularly in the field of **health**. Thanks to the direct interaction of economic, scientific and healthcare actors, a world-leading ecosystem has developed for the health sector, with outstanding opportunities for start-ups, SMEs, corporations and investors. The Digital Hub Health Nuremberg & Erlangen builds upon these existing structures. It aims to put systematic digitization measures in place in the health sector to transform conventional processes, boost the development of novel business models and stimulate innovations for the **growing health market**, thereby improving the quality of healthcare in all segments of the industry.

The Digital Hub Health focuses on the topics of **databases** for recording and organising histories of healthcare and illness, **big data and artificial intelligence** to generate knowledge for the prevention and early detection of illness,

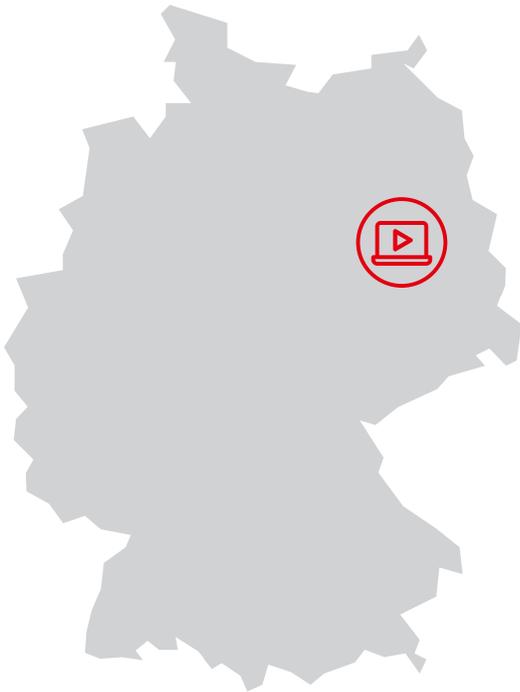
and **IoT applications** as a playful way to get citizens participating in healthy activities.

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 has a global reputation as a location for the **media and film industry**. Film studios, radio and television broadcasters, media companies, universities and research institutions all benefit from being located in close proximity to one another. Potsdam's largest district is home to **Media City Babelsberg**. In the immediate vicinity is the **Hasso Plattner Institute**, a centre of excellence for IT systems engineering that is unique in Germany's university landscape. These location factors have led to the creation of the Digital Hub MediaTech Potsdam, where work and research are focused on the topics of **digital engineering, future media technologies, virtual/mixed/augmented reality** and **volumetric film/3D human body reconstruction (3DHBR)**.

As well as building networks between founders and start-ups and established companies, investors and research institutions, the Digital Hub carries out pioneering work in new digital processes such as **data processing, media**

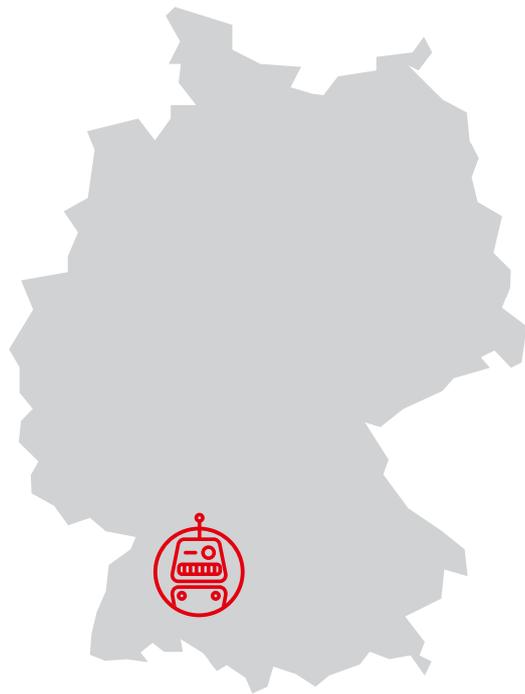
production and **cross-industry business solutions**. Its long-term goal is to leverage innovations to open up new customer segments such as industrial companies.

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 Stuttgart region, which boasts Germany's **highest concentration of global leaders in the sme segment and hidden champions**, is one of the country's most important business locations. Locally based corporations such as Daimler, Porsche and Bosch have helped the region attain worldwide recognition.

The future success of locally based industrial sectors will largely depend on the capacity to innovate and bring on board external impulses through cooperation between start-ups and established companies. In light of this, the Digital Hub Future Industries will place a particular focus on supporting projects in the areas of **Smart Products, Mobility and Industry 4.0**.

Aside from strengthening entrepreneurship, intrapreneurship and the region's start-up culture, the hub intends to assist founders in gaining access to capital and to help companies recruit international talent.

INITIATORS AND PROJECT PARTNERS

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

FAQ



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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

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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
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