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Free and Hanseatic City of Hamburg

Ministry of Economics, Transport and Innovation

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Hamburg

Ministry of Economy,
Transport and Innovation



*Eight
networks to
strengthen the
region*

Hamburg's cluster policy **Reaching the top together**



Hamburg



Impressum

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Dear Readers,

Ever since 2001, Hamburg has been one of the top German states in terms of economic growth. One reason has been our sustainable, future-oriented economic policy.

Hamburg was one of the first states to cultivate its own strengths through a proactive cluster policy while at the same time developing the most important fields for future growth. We now support eight successful cluster initiatives. They clearly delineate where the city-state has special skills, making it a magnet for mobile capital, top professionals, all kinds of skilled workers and business enterprises.

Cluster policy is an integral part of Hamburg's innovation and technology strategy. The present and future growth of a location depends on its powers of innovation. Our aim is to turn Hamburg into one of Europe's innovation capitals. A grand statement indeed – but more than that, it is a vision and a realistic objective as well, because the potential is there. Hamburg already has an enormous amount of innovative power in its business landscape. Hamburg, and indeed Germany as a whole, has a huge locational advantage we should exploit even more in future – the highly creative nature of our skilled workers with their tremendous innovative potential. We must concentrate on cultivating and developing these skills.

Qualification initiatives in the clusters secure the potential of these skilled workers. New jobs are being created. After all, a particular location can only succeed if there are enough qualified workers who are willing to engage in life-long learning. That is why initial and further training is a crucial element of Hamburg's cluster policy.

The practical examples presented in this brochure prove that our support for the cluster initiatives has been successful. Hamburg sees itself not only as provider of funds, but above all as a long-term partner, moderator and stimulator of ideas. We are convinced that our cluster policy has been both successful and beneficial. For this reason, I am proud to present you with this brochure, which will familiarise you with Hamburg's cluster policy as an outstanding example of what successful, future-oriented economic policy is all about. I would invite you to form your own opinion of our collaborative approach and the diversity of our cluster initiatives.



Senator Frank Horch
Ministry of Economics,
Transport and Innovation
Free and Hanseatic City of Hamburg





A success story with a future: Hamburg's cluster policy

Fortifying strengths and fostering innovative power

Hamburg has the greatest economic power and rosiest future prospects of any city in Germany. It owes its many years of above-average growth to an overall strategy of economic policy that acknowledges the city's existing strengths while seeking out and developing areas with future potential. To this end, Hamburg makes use of the modern instrument of cluster policy. With a portfolio of recent and well-established initiatives, cluster policy is part of Hamburg's innovation and technology strategy and aims to turn the city into "The Innovation Capital of Europe 2020".

Initiatives for Hamburg: the clusters sponsored

In recent years, business clusters have become increasingly important for regional development. Hamburg was quick to recognize this trend. When Hamburg@work was launched in 1997, it was one of Germany's very first cluster initiatives. We have continued to build on this pioneering role by pursuing a consistent cluster policy, which was also adopted as part of Hamburg Senate's vision in 2002. Today, the city-state supports a healthy mix of cluster initiatives representing a cross-section of all key sectors of the regional economy. Besides the well-established clusters for aviation, logistics, media & IT and the life sciences, we also want to tap the enormous potential we see in the the creative sector, healthcare, maritime industry and renewable energies through our cluster policy.



1996



1997



2000



2002

(2002)
*Metropolis Hamburg:
Growing city*

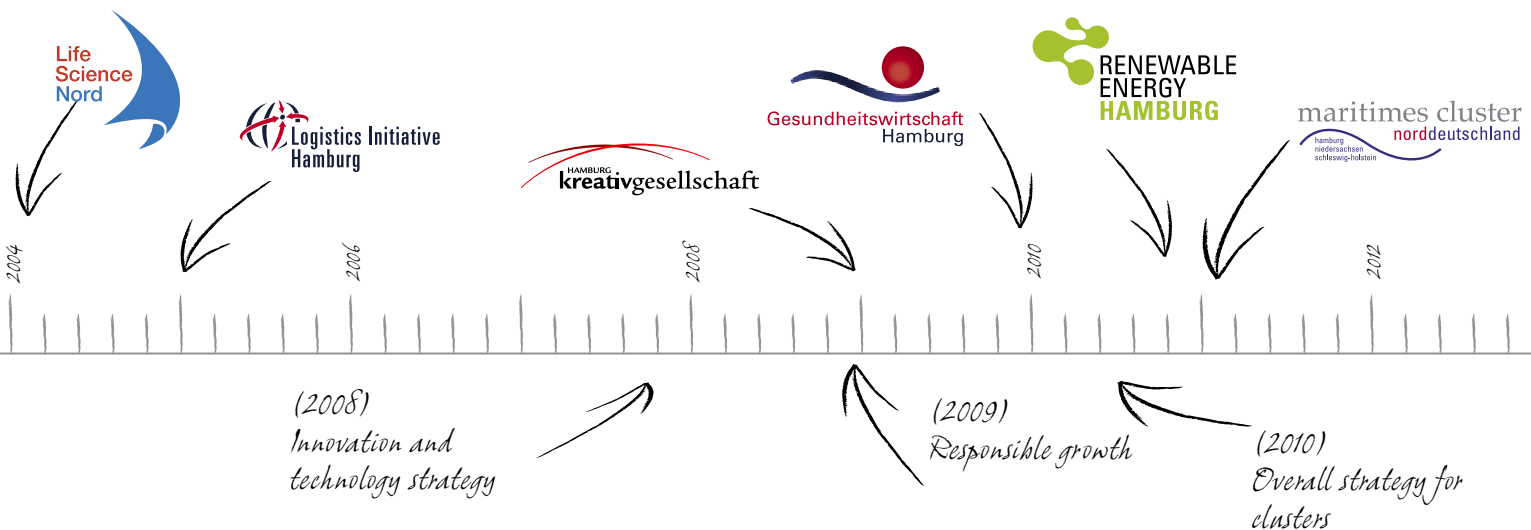
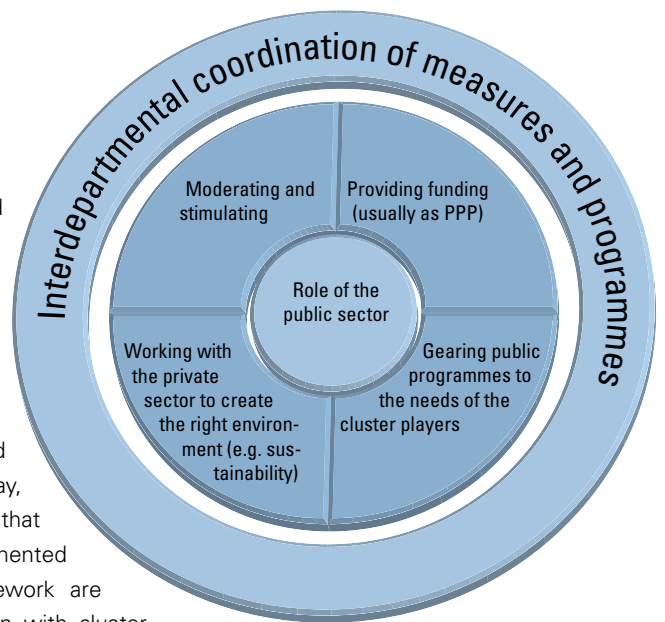




Tried and trusted practice – efficient networking policy

To align business capabilities to future requirements and enhance Hamburg's standing as a prime business location, we decided to adopt a cluster strategy that offers unusually far-reaching support. We see ourselves not only as a decision-maker and provider of funds but, above all, as a long-term partner, moderator and stimulator of new ideas. In this process we rely strongly on the inter-ministerial bundling of various policy areas, e.g. economic, labour, science and education policies. Working with the cluster initiatives, we start by creating a platform that networks all the cluster players – businesses, initial and further training establishments, universities and colleges, research institutes, in-

dustry associations and the Chamber of Commerce. Each cluster initiative has a contact in one of the ministries, who acts as an intermediary between politicians, civil servants and businesses. In this way, customized measures that can be flexibly implemented within an overall framework are developed in cooperation with cluster players. How long our funding and involvement last is geared to the requirements of each cluster. To exploit synergies, our cluster policy is designed to facilitate cooperation with other federal states.



“The secret of Hamburg’s successful cluster policy is that the cluster initiatives are organized so as to respond flexibly to the needs of those involved and, at the same time, are integrated into the overriding strategy the overall cluster policy is based on.”

Gerd Meier zu Köcker, member of the European Cluster Policy Group (European Commission)

Cluster management: the success factor

The decisive factor in the long-term success of our cluster policy is professional cluster management, which develops and provides customized services for cluster players. Hamburg’s cluster management teams are led by highly skilled networking professionals with many years of experience. They ensure the ongoing enhancement of processes and offerings. In the same way Hamburg specifically cultivates learning processes so that both cluster initiatives and cluster policy in general can be devised and designed in the best possible way.

Investing early in young talents

A location such as Hamburg can only be successful if it has a sufficient supply of well-qualified personnel. That is why vocational training, qualification initiatives and lifelong learning are an integral component of cluster policy. However, it is not just a question of systematically expanding the portfolio of initial and further training courses and attracting talented individuals from all over the world to Hamburg. Our activities are also aimed at young talents. In order to win them over for jobs with a future, we have, for example, set up school laboratories at universities and staged lectures for children on the fascination of technology.

A strategy that benefits everyone

We are convinced of the success and benefits of our cluster policy. The large number of jobs created in the sectors covered by cluster initiatives is an exemplary achievement. The members of our cluster initiatives are extremely competitive businesses. Our clusters are characterized by a high degree of economic dynamism and have given Hamburg a clear-cut competency profile, which attracts human resources, businesses and capital from near and far. In this way, Hamburg continues to be a dynamic city with a huge capacity for innovation and the necessary room for manoeuvre – features that enable Hamburg to compete with the international front-runners. The engagement and enthusiasm of businesses, universities and employees prove that we are on the right course to shape Hamburg’s future together.



Who gains and how ? The benefits of Hamburg's cluster policy in brief

For businesses:

- » Cooperation with other companies and universities
- » Greater competitiveness
- » Development of global markets
- » More innovative power and innovations
- » Larger pool of well-qualified workers

For the local population:

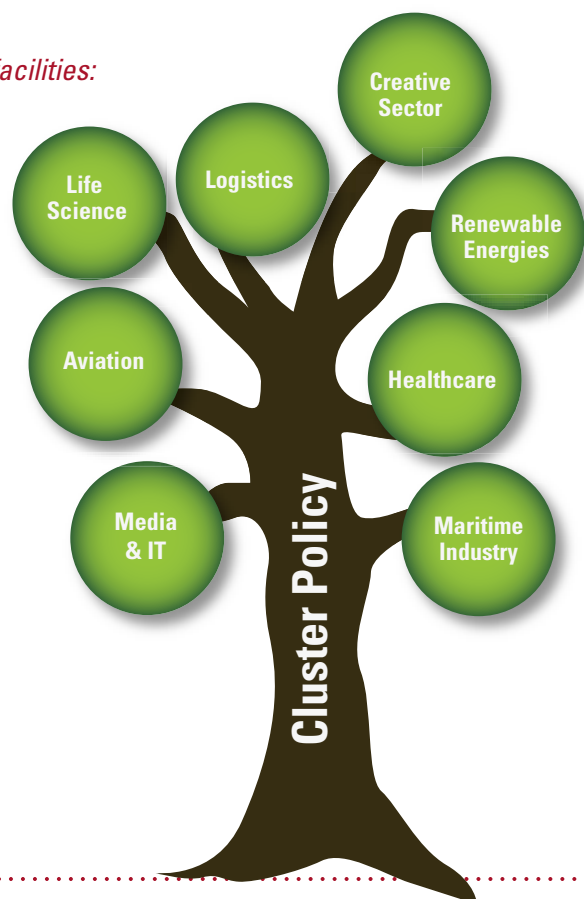
- » Improved vocational training and career opportunities
- » More jobs, greater diversity
- » Increased chances of earning more money
- » Individual training and personal development programmes
- » Enhanced quality of life

For the location:

- » Above-average economic growth and job creation
- » Outstanding skilled labour
- » More innovative power and dynamism
- » Enhanced business profile
- » More domestic and foreign direct investments
- » Greater national and international competitiveness

For universities/research facilities:

- » Optimal forms of knowledge transfer between business and academia
- » More third-party funding
- » Better equipment
- » Ongoing gains in academic excellence



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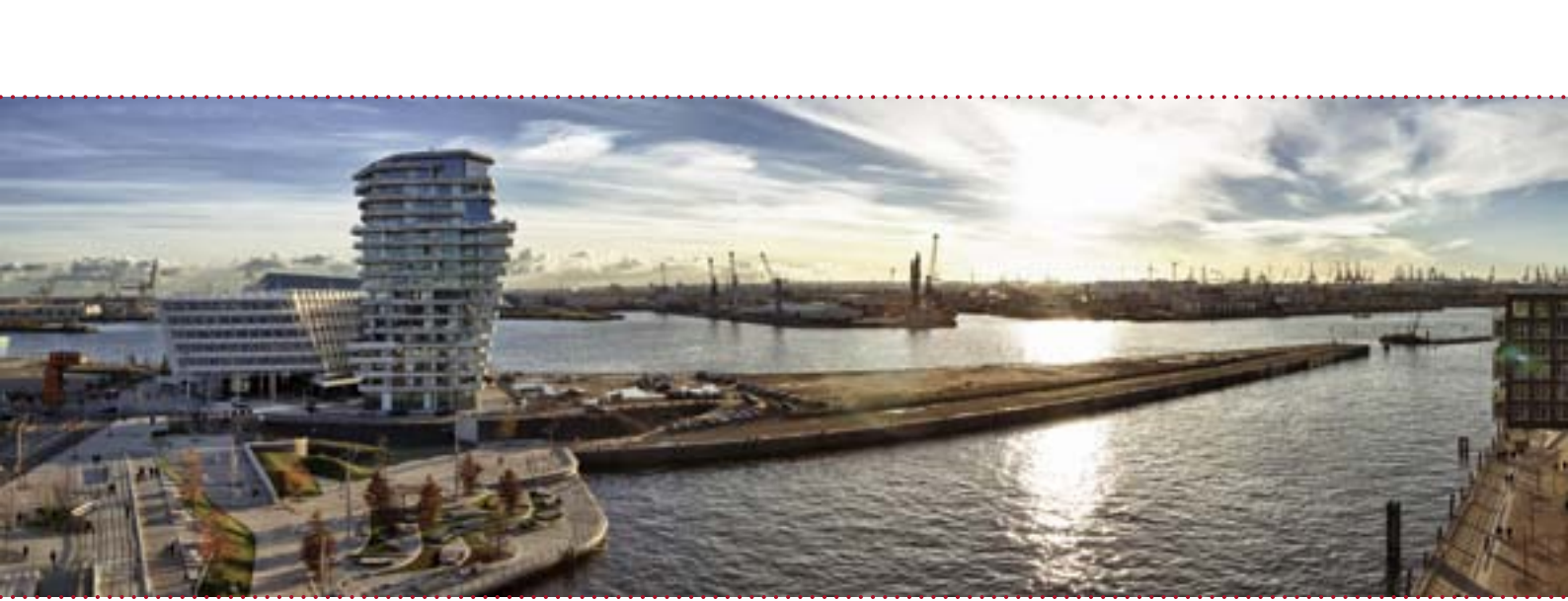
*Hamburg@work:
the gateway to the e-economy*

Hamburg@work is Hamburg's cluster initiative for the media, IT and telecommunications industries. The association by the same name has more than 2,500 members from over 650 companies. Together and in close collaboration with the City-State of Hamburg, it is a powerful force for the digital industry in Northern Germany.

Hamburg@work provides a wide range of services to augment the prominent position Hamburg occupies as a media, IT and telecommunications hub and offers support to companies working in this sector. The main aim is to network people within this field. Hamburg@work provides business contacts, facilitates networking and disseminates information. Put simply, it provides a platform for the exchange of ideas and puts the right people in touch.

To this end, Hamburg@work closely cooperates with partners in Germany and overseas – a spectrum ranging from other federal states such as Schleswig-Holstein, Berlin and Brandenburg to international hotspots such as San Francisco and Shanghai. Members can actively participate in focus groups or project teams to push specific topics of interest.





Successfully networking the north

Hamburg@work is more than a network. Besides connecting all kinds of people in the media, IT and telecommunications industries – from executives and managers to freelancers and students – it offers a variety of services designed to further the needs of business. The cluster's experts advise on subsidies and employee training programmes, provide contacts to government ministries, support start-ups, find office space and offer international contacts. Thanks to this comprehensive support package geared towards the industry's genuine needs, Hamburg@work has succeeded in attracting many new companies in the industry while simultaneously providing a highly attractive framework for existing businesses. This bundling of forces within Hamburg's media, IT and telecommunications industries gives Hamburg the strategic strength it needs to play a pioneering role in Germany's e-economy.

Creating and communicating the future today

Hamburg@work focuses on a business environment designed to advance the progress of cross-sectoral issues such as games, digital TV and eCommerce. Three action programs form the basis for this:

eCommerceCity:Hamburg (for the entire online trade value train), gamecity:Hamburg (for all games-related industries) and mediacity:Hamburg (for the digitalization of the media industry). The cluster organizes a variety of projects designed to create content related to these three programs as well as over 120 events a year to communicate this content to a broad audience. A weekly newsletter featuring the latest news from Hamburg's media, IT and telecommunications scene is sent to some 10,000 subscribers. In addition, Hamburg@work publishes ALWAYS ON four times a year, a magazine featuring the latest technology topics, portraits of new companies, a review of past events and a preview of upcoming ones. Germany's most famous IT congress, the IT Strategy Days held annually in Hamburg, successfully brings together Germany top CIOs and connects the IT industry with commercial users. Award shows such as the Neptun or Webfuture Award are designed to honour the most innovative cross-media campaign and most promising eCommerce start-ups, thereby encouraging groundbreaking new ideas that will shape this dynamic industry.

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Aviation Cluster Hamburg Metropolitan Region

Lufffahrtcluster Metropolregion Hamburg



*“We
are quick in
our decision-making and
our work is successful. Hamburg
coordinates the services of a variety of
departments in the context of its cluster
policy and invites all the relevant contacts
to sit round one table.”*

*Walter Birkhan, Managing Director,
Aviation Cluster Hamburg
Metropolitan Region*

Aviation Cluster Hamburg Metropolitan Region

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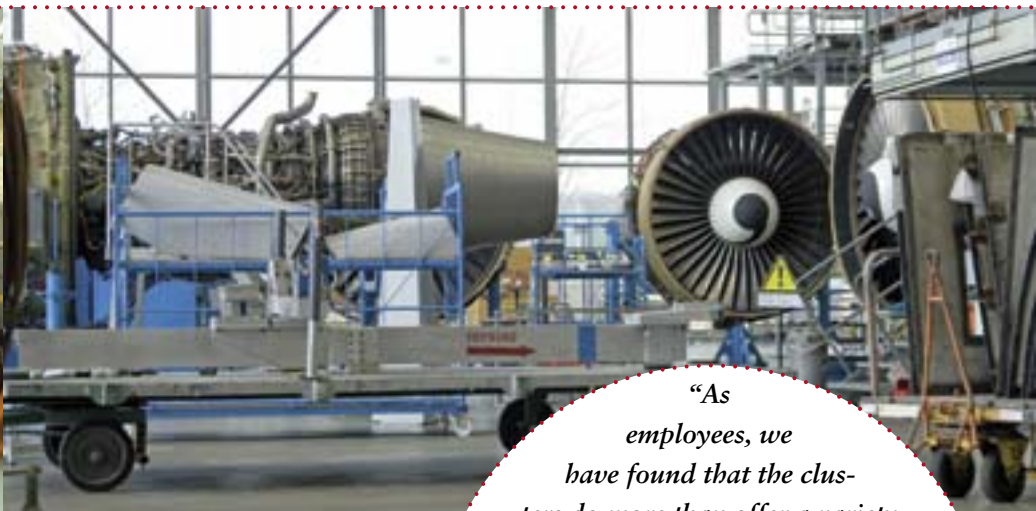
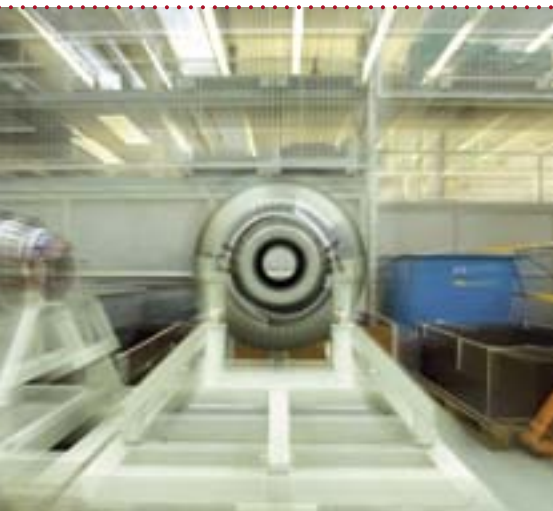
www.lufffahrtstandort-hamburg.de

The centre of excellence for “new flying”

In 2001, Hamburg launched an initiative known as Aviation Location Hamburg and supported it with a wide variety of measures. Ten years later, Hamburg’s business and academic communities and the city-state’s government set up Aviation Cluster Hamburg Metropolitan Region as a 15-member private-public partnership to manage the cluster. Its aim is to take advantage of the promising prospects for the aviation industry in Hamburg Metropolitan Region and make fuller use of the growth potential this implies.

Aviation in its many forms

With around 100 years of aviation history behind it, Hamburg Metropolitan Region is now one of the world’s most important civil aviation centres. Its reservoir of skills covers every aspect of aircraft manufacturing and maintenance as well as operation of a major airport. Besides the industry heavyweights Airbus, Lufthansa Technik and Hamburg Airport, more than 300 small and mid-sized enterprises and various institutes of science and technology contribute to the store of know-how here. The entire Metropolitan Region benefits from the construction of the Airbus A380, the world’s largest passenger aircraft, the successful A320 series and the new long-haul A350, because these planes



“As employees, we have found that the clusters do more than offer a variety of interesting jobs; they open up new ways of advancing one’s professional career. I was able to gain an engineering qualification that was made possible by the qualifications programme launched by the Aviation Cluster.”

Jan-Marcus Hinz, Chairman, Airbus Works Council

enhance Hamburg’s standing as the centre of a future-oriented, leading-edge industry. Recognizing that employee quality matters, the recently opened Hamburg Centre of Aviation Training provides Germany’s only training model founded on cooperation between industry, a vocational school and a university. It is a milestone in the offensive to qualify people for jobs in aviation, which was initiated in 2001 and tasked with developing new ways to recruit talent and provide a vocational and academic education with international appeal. Its work has been honoured by an EU Best Practice commendation.

Thinking in new dimensions

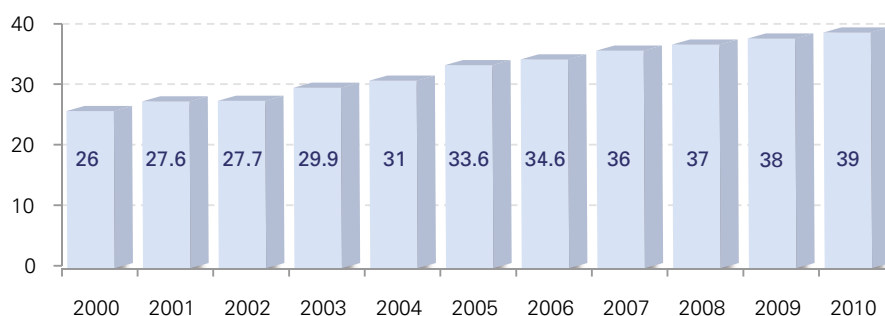
The Aviation Cluster Hamburg Metropolitan Region follows the strategy developed for a Federal Ministry of Education and Research competition of developing the region into an international centre of excellence for “new flying.” The goal is make flying more economical, environment-friendly, convenient, reliable and flexible. All those involved in joint research and development efforts take the entire life cycle of an aircraft into account – from its construction, maintenance and repair to its ultimate recycling – as well as its place in the air transport system. This strategy reflects the pool of core skills available at this centre of the aviation industry. Hamburg’s four “product worlds” are aircraft and aircraft systems, cabins and cabin systems, air transport systems, and aviation services.

Support for the implementation of the “new flying” strategy comes from numerous other projects and programmes in the fields of research and technology, education and cluster management. The cluster’s research activities are bundled in the Centre of Applied Aeronautical Research.

High-flyer: Hamburg’s first-class Aviation Cluster

The Federal government has recognized this industry network as one of Germany’s first leading-edge clusters. With its holistic “new flying” strategy Hamburg’s Aviation Cluster won the first interdisciplinary leading-edge cluster competition staged by the Federal Ministry of Education and Research in 2008.

Aviation jobs in Hamburg Metropolitan Region (000s)



Source: Surveys, Ministry of Economics, Transport and Innovation

Life Science Nord



“Hamburg and Schleswig-Holstein provide a very good environment for the life sciences sector. The excellent cluster management organization, which brings industry and academia in our two states into such close contact with each other, has played a crucial role in our business success.”

Dr. Timm-H. Jessen, Managing Director, Bionamics, and NEU² Consortium spokesman

A vibrant scientific network for Hamburg and Schleswig-Holstein

The development of a life sciences cluster in Hamburg and Schleswig-Holstein began in earnest through participation in the national BioRegio competition organized by the Federal Ministry of Education and Research in 1996. Following on from this, groups of people from a wide variety of life science disciplines in Hamburg and Schleswig-Holstein came together under the umbrella of a cluster known as Life Sciences North, which has been responsible for coordination and marketing activities since 2004. A Life Sciences North Master Plan published in 2009 outlines the fundamental strategy and guidelines for activities within the cluster. Cluster management is in the hands of Norgenta, the North German Life Science Agency. In 2010 a private non-profit association known as Bay to Bio joined Hamburg and Schleswig-Holstein as the third partner in Norgenta. Besides politicians and academics from the two states, the cluster is made up of some 500 companies ranging from global players and SMEs to small, innovative firms. Nine universities, two teaching hospitals and seven non-university research institutes in Schleswig-Holstein and Hamburg constitute a major platform for scientific research.

Norgenta

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www.life-science-nord.net



Short distances – within North Germany and into Europe

Life sciences play an important role in shaping the future of Hamburg and Schleswig-Holstein and Life Sciences North is anchored in the region between two seas. Close cooperation between the two neighbouring states networks the potential that exists in the fields of medical technology, biotechnology, pharmaceuticals and telemedicine to create an internationally competitive life sciences cluster in North Germany. Its geographical location in the far north of Germany gives the cluster a bridgehead to Scandinavia and the Baltic States. The cluster is, for example, a member of the ScanBalt network, the Baltic's life sciences cluster, and as part of its internationalization strategy, supports members in establishing business or academic contacts abroad.

Pulling ahead with teamwork and a nose for trends

Since the Life Sciences Cluster Initiative was founded, the political bodies with responsibility for the cluster in Schleswig-Holstein and Hamburg have worked together very hard to advance North Germany's standing as a centre for life sciences and have created an excellent environment for scientists and businessmen that compares well with conditions in other countries. The way in which the Life Sciences Cluster approaches its development objectives and shapes its profile is guided by the vision of inter-linking medical technology, biotechnology and pharmaceuticals through joint activities and development projects. Germany's other life sciences regions concentrate mainly on biotechnology, whereas Life Science North is taking the lead by turning its attention to the major trend towards biologizing medical technology.





Logistics Initiative Hamburg

A network for the future

In early 2006, representatives of Hamburg's Ministry of Economic Affairs and the city's business community set up the Hamburg Logistics Initiative with the aim of consolidating Hamburg's position as the leading logistics centre in Northern Europe, supporting companies working in logistics-related fields and encouraging more innovation. The Initiative is sponsored by businesses and institutions from the Hamburg Metropolitan Region and by the City-State itself. Since more than 450 companies and institutions involved in trade, industry, services and research and development are now members of the Initiative, as are numerous public institutions, it is by far the largest and best known logistics network in Germany.

Hamburg: gateway to the world and European hub

Hamburg is Northern Europe's logistics hub, the centre of Germany's foreign trade and its start-ups' capital with over 22.000 applications a year for registration of new business. Foreign companies also find the Hamburg Metropolitan Region an attractive location for business. For example, more Chinese firms are based in Hamburg than in any other city in Continental Europe. Hamburg is the major port for the Far East and the gateway to Europe, with the seven major shipping lines from China, Japan, Korea and Taiwan all choosing the "city between two seas". All the big names in logistics services are represented by a branch in Hamburg and the global players in logistics are here to handle the mighty flow of goods to and from destinations all over the world.

Logistics Initiative Hamburg

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Logistics growth for a waterside metropolis

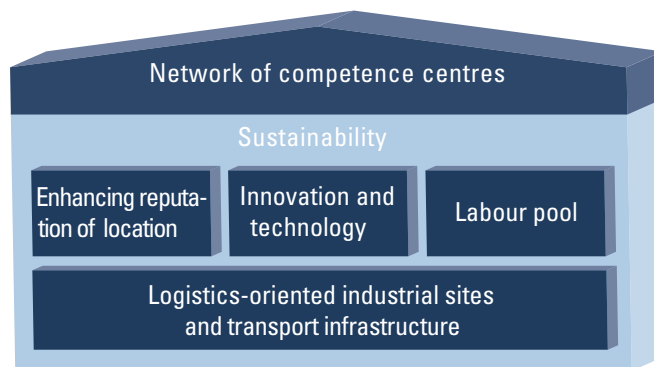
Hamburg Logistics Initiative works in many spheres to further improve the business environment for companies and institutions in the Metropolitan Region and to place Hamburg even more prominently on the international logistics map. The main aim is to network businesses, academics and research institutes and to ensure a broad spectrum of innovation transfer. The Logistics Initiative collates the ideas, needs and interests voiced by businesses in Hamburg. By this means the task of identifying and removing obstacles to growth has been greatly improved and simplified. This process includes vocational training and recruitment of workers as well as developing land and providing sites, premises and the kind of transport infrastructure that logistics companies require. The range of services provided by the Initiative stimulates growth and jobs. When the Hamburg Logistics Initiative was founded, its overriding goal was to have created 14,000 new jobs by 2015 in the Hamburg Metropolitan Region. Despite the economic crisis, this target was reached in mid-2010.

Award-winning network

Hamburg Logistics Initiative has received several awards for its work, including the title of Most Attractive Logistics Region in Europe (ahead of Rotterdam) in 2008 and the Most Dynamic Logistics Location in Germany three years in a row (2006–2008). This was followed by 3rd place in 2009 and 2nd place in 2010. The network was also awarded a prize in Networking for Innovation 2009, a competition staged by the Federal Economics Ministry.

“Logistics offers a wide variety of jobs and responsibilities. Hamburg Logistics Initiative is a network that keeps in close contact with its members. It helped me as a student to get my first full-time job and is still proving helpful.”

Denise Wagner, Buss Group



HAMBURG kreativgesellschaft

Great perspectives for a recently founded cluster



Hamburg Kreativ Gesellschaft, an agency for creative industries, was set up in 2010 as a municipal service facility to further the creative sector in Hamburg. The agency sees its job as providing orientation and brokerage, and is open to all players in the creative sector as a contact, service and information centre. The practical services it offers include advice and further education, support for people looking for suitable sources of funding for projects, organizing networking events, helping creatives to find suitable premises and lobbying on behalf of Hamburg's creative industries – to name but a few. Most of the work of establishing this recently founded creative cluster with its eleven sub-sections is being undertaken by the agency and Hamburg's Ministry of Culture. Parallel to this, a multi-sectoral association known as Hamburg Hoch Elf ("Hamburg to the power of eleven") has been set up by stakeholders of Hamburg's creative industries.

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A network and fertile environment for creative ideas

Designer labels, performing arts, publishing: the creative sector is a heterogeneous mix ranging from self-employed artists to huge corporations. With a labour force of 80 000 people, the creative industries are not only economically significant for Hamburg but also have great future potential. The initial challenge facing the cluster initiative is to develop this potential by networking the eleven sub-sections – advertising, architecture, design, film, literature, music, radio, software & games, the fine arts, the performing arts and the press – and to strengthen the long-term profitability of individual players and indeed the entire industry.

Many tasks – one goal: industry growth


Hamburg Kreativ Gesellschaft acts as a pilot in broadening perspectives, closing gaps in knowledge and overcoming any bureaucratic obstacles. The agency passes on information about Hamburg's extensive range of further education programmes and help for start-ups, puts people into contact with local authorities and community facilities, confers with the players to find the best solution to their needs, and helps Hamburg's creatives find suitable premises or properties.

First and foremost, however, its role is to develop a sustainable economic basis for Hamburg's creatives and to help build a viable future for the entire sector.



“Hamburg Kreativ Gesellschaft has been very supportive towards us as a business start-up. Both the MUSIC WORKS competition and the really useful advice and assistance on building a network have been a great help. What is really fantastic about Hamburg Kreativ Gesellschaft is that they think outside the box, don't confine their activities to one industry and find innovative solutions.”

Wolf Lang, THREAKS



RENEWABLE ENERGY HAMBURG

A breath of fresh air for future technologies

In January 2011, representatives of the Free and Hanseatic City of Hamburg, the business community and academia established the Renewable Energy Hamburg Cluster in order to jointly promote this high-potential sector. Hamburg has a 51% stake in this cluster with the other 49% held by the Association for the Development of the Renewable Energy Cluster. The parties involved have developed a joint strategy setting out the cluster's course and focus – a strategy geared to the region's existing strengths and aiming to make Hamburg more competitive on the national and international stage.

“Cluster policy has led to long-term reliable cooperation and a lively exchange with businesses in the region. We have been able to raise our level of academic excellence as well as attract more third-party funding and an endowment for a professorship.”

Prof. Dr. Michael Stawicki, President, Hamburg University of Applied Sciences

The long-term objective is to turn the Hamburg Metropolitan Region into a leading centre of renewable energies.

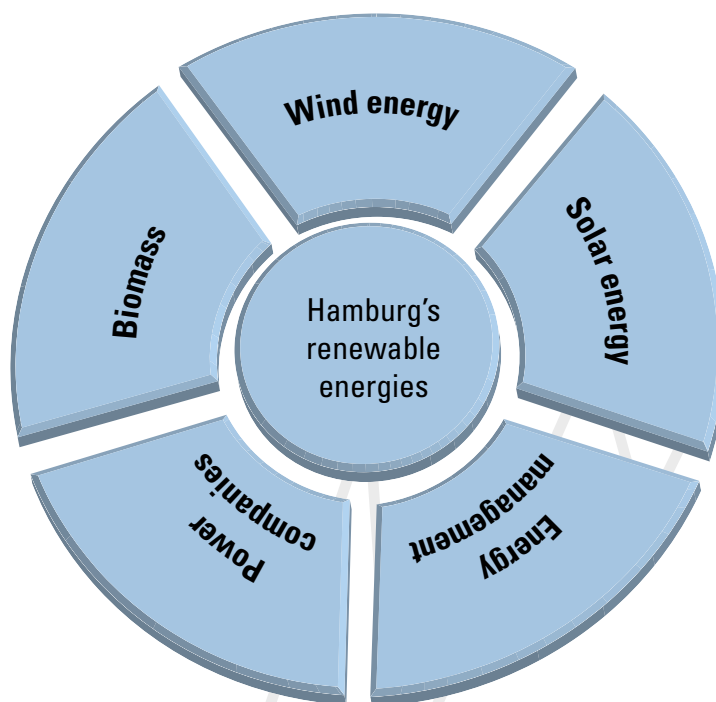
Exploiting and expanding existing potential

The future belongs to renewable energy. The transition to regenerative, environment-friendly and resource-saving energies has taken on global significance. This development opens up new business fields, offers new sales opportunities and creates sustainable jobs. Hamburg has great potential in renewables, a relatively young sector that is growing at above-average speed. The Hamburg Metropolitan Region is already home to several hundred renewables companies, mainly from the wind, solar and biomass industries. In the first year of the cluster's existence, some 140 companies have already joined.



*On course for success
with clustered know-how*

Throughout Hamburg, engineers, scientists and politicians are joining forces to make this new sector a success. To promote greater cooperation within the industry, this cluster bundles the competencies of businesses, research facilities and institutions and cultivates synergies with other industries, e. g. the new materials sector, maritime economy and aerospace. The expansion of the renewables sector will undoubtedly have a positive effect on the quality of life, the environment and the economic development of Hamburg's Metropolitan Region. The cluster's efforts are directed at ensuring that this positive potential is translated into sustainable success, especially in export markets. Networking, training, international location marketing and the selective promotion of innovation all have an important part to play in this respect. The cluster's manager joined the "Train of Ideas", which toured 18 European cities to mark Hamburg's role as European Green Capital 2011, for its journey through Denmark and Norway, and took advantage of this excellent opportunity to promote the Hamburg Metropolitan Region, the home to important energy providers such as Vattenfall Europe, E.ON Hanse and Lichtblick as well as numerous industry-specific service providers.



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healthcare*

In March 2009 the City-State of Hamburg and Hamburg Chamber of Commerce established a public-private partnership, the cluster agency Healthcare Hamburg. The agency's task is to network the skills of healthcare providers and stakeholders, and to support the process of initiating and building sustainable cooperation and networking structures. This in turn should lead to more jobs and innovation plus higher-quality medical for the people of Hamburg.

Hamburg is an expanding healthcare region and healthcare accounts for one in eight jobs in the city. Together with Berlin and Bremen, Hamburg has Germany's highest doctor-patient ratio and the city's population is well supplied with medical services for in- and outpatients. Thanks to its well-structured and highly specialized hospitals and network of practices specializing in a wide range of medical fields, Hamburg plays a significant role in the provision of healthcare to the surrounding region as well. For many years, Hamburg has maintained successful healthcare cooperations and trade relations with other countries, especially those in the Arab world. Besides exporting medical products and equipment, Hamburg also provides medical care to foreign patients and welcomes foreign doctors for initial, further and specialist training. Last but not least, a remarkable number of health insurance companies are based in Hamburg.





Smart cooperation – across industries and markets

Healthcare Hamburg aims to increase the city's drawing power as an excellent address for medical services beyond the boundaries of the Metropolitan Region. To this end, the agency initiates cross-sectoral and cross-industrial activities and projects to optimize healthcare and promote prevention. The agency networks the skills of all healthcare providers and stakeholders – businesses, universities, research and teaching facilities, service providers, health insurance companies, chambers, associations and interest groups. In cooperation with the healthcare association *Verein Gesundheitsmetropole Hamburg*, which is open to all healthcare providers and stakeholders in Hamburg, the agency supports the process of setting up and developing sustainable cooperation structures. It also promotes the potential for growth and jobs, system innovation and healthcare quality in the city. This allows Hamburg to establish its credentials as a modern and attractive city for well qualified medical staff and helps to make the healthcare industry fit for the future. Close cooperation with Norgenta, the North German Life Science Agency, promotes synergies between the healthcare and life sciences sectors.

Hamburg awarded Healthcare Region of the Future title

In May 2010, Hamburg won a Federal Ministry of Education and Research competition with its Psychenet Project and was awarded the title Healthcare Region of the Future. The concept was initiated by Hamburg Chamber of Commerce and drawn up in cooperation with the city-state's government under the auspices of the cluster agency. The award is an important milestone in that it will help boost employment and innovation and thus further the development of the healthcare sector – with the benefits that brings to patients and, not least, Hamburg as a healthcare location.

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Inter-state economic policy

The three German states of Hamburg, Lower Saxony and Schleswig-Holstein launched North German Maritime Cluster Management as a tri-party initiative on 1 January 2011. Its focus is on the shipbuilding and ship supplier industries with state-specific consideration given to shipping, shipping lines, port facilities, marine technology (especially for offshore facilities and offshore wind farms), education, research and maritime services. The core tasks are to initiate inter-state cooperation projects, build on existing networks and develop skills in the region in order to create jobs and enhance the sector's competitiveness. To ensure rapid contact with local representatives there are offices in a major maritime centre of each of the three states (Hamburg, Elsfleth and Kiel).



North German Maritime Cluster

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Empowering inter-state growth of a key industry

The maritime industry is important to the German economy, accounting for 12% of GDP. The maritime industry's prime location is Hamburg Metropolitan Region, which is working with its partners in the North German Maritime Cluster to further extend this competitive advantage.

Three-fold synergies for greater success

North German Maritime Cluster Management sees its role as a moderator at the interfaces between the maritime economy and neighbouring technology sectors. The aim of this cluster initiative, which complements existing networks and associations in sensible fashion, is to boost the sales and success of our partner companies in Hamburg, Lower Saxony and Schleswig-Holstein, and to develop North Germany into an innovative, high-performance centre of the European maritime economy. The initiative's tasks include informing, communicating

with and networking the cluster players, supporting cooperation, implementing innovative ideas, promoting initial training and further education, and undertaking PR work. All these activities are based on in-depth contacts with business and academia. The initiative's job is to learn about the industry's requirements, technology needs or development projects in the pipeline and find ways of rapidly translating ideas into products, processes and services. The ultimate goal of all the initiative's activities is to benefit the region's maritime economy through robust growth and higher added value.

“Cluster policy has given the Technical University Hamburg-Harburg an added incentive to collaborate with partners in industry on future-oriented research topics, such as investigating the sea as a source of energy. This helps us to contribute towards solving some global challenges and allows us to provide our students with a good education that introduces them to the world of research and offers them a secure future.”

**Prof. Garabed Antranikian, President,
Technical University Hamburg-
Harburg**

