

de:hub - digital ecosystems | © RCKT GmbH & Co. KG

## Trend & Innovation Scouting

### The Digital Hub Initiative

Germany is establishing itself as a **first-choice investment location for foreign investors**. Become a part of The Digital Hub Initiative! [Contact us now](#) ▶ to find out how!

The Digital Hub Initiative

- **promotes new digital business models and a strong culture of innovation.**

Here is how: By bringing together the expertise of established companies with innovative start-up concepts and scientific excellence.

- **comprises of 12 Digital Hubs, each with different fields of expertise and focus areas.**

What's the point? By networking these hubs with each other and with national and international experts from business, science and society, the [Initiative](#) ▶ drives the digitalization of core areas of the German economy. 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.



Josefina Nungesser | © GTAI/Illing & Vossbeck Fotografie

"Our Trend & Innovation Scouts help foreign investors find the perfect place to settle and become a part of the Digital Hub Initiative here in Germany."

*Josefina Nungesser / Director of Trend & Innovation Scouting*

## Introducing The Digital Hub Initiative

### WE CONNECT TO INNOVATE. WE UNFOLD DIGITAL POTENTIAL.

- The Digital Hub Initiative **aims to position Germany as a globally leading digital ecosystem.**
- Combining the innovative approach of entrepreneurs and startup talents with the profound resources and skills of established enterprises, the initiative creates digital business opportunities and adds cultural and economic value to both established and growing businesses.
- The Digital Hub Initiative **links together various fields of technological and economic expertise**, rooted in [twelve digital hubs across Germany](#) ▶.

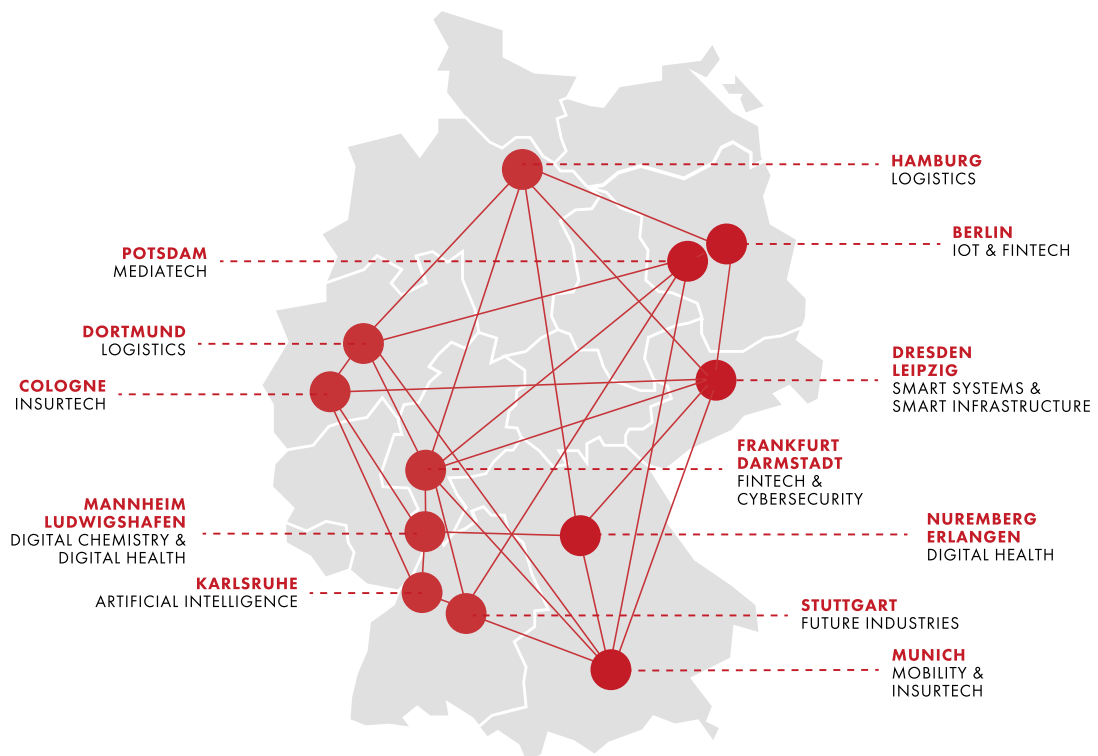
Each hub constitutes a unique innovation hotspot. Here, entrepreneurs, startups, corporations and research facilities cooperate to develop concrete programs for the challenges of the digital age. Together the twelve digital hubs form a strong network, enabling the exchange of experts, programmes and ideas.

- The Digital Hub Initiative **strives to build innovative solutions and bring economic growth** driven by strong market expertise.

Its goal is to strengthen Germany's position as a world-leading digital economy, whilst enabling international talents to realise their business ideas and inviting global companies to invest in the digital innovation built within this network.

## The Digital Hubs of Germany

The Digital Hub Initiative hosts a total of 12 hubs. They are spread all over Germany with a specific industrial focus:



Digital Hubs Map | © RCKT






---

## ONE DIGITAL NETWORK. TWELVE HUBS.

---

HUB	INDUSTRY	
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	
STUTTGART	FUTURE INDUSTRIES	

Not sure what exactly you are looking for? [Contact us](#) ▶ for more information. We are happy to help!




Edgar Lampenscherf | ©  
GTAI/Illing & Vossbeck  
Fotografie

## CONTACTUS

Edgar Lampenscherf

Key Account Manager for the twelve Digital Hubs

 +49 30 200 099 376

 [Submit your question](#)



Josefina Nungesser | ©  
GTAI/Illing & Vossbeck  
Fotografie

## CONTACT US

Josefina Nungesser

Director Trend & Innovation Scouting; Focus on Investors and Venture Capitalists

☎ +49 30 200 099 455

✉ [Submit your question](#)



Dörte Schütz | © GTAI/  
Illing & Vossbeck  
Fotografie

## CONTACT US

Dörte Schütz

Senior Marketing Manager

☎ +49 30 200 099 456

✉ [Submit your question](#)

---

All rights reserved. Any reproduction in whole or part only with express written permission. All efforts are made to ensure integrity of the content, however we are not liable for any mistakes that may occur.

© 2019 Germany Trade & Invest

Promoted by Federal Ministry for Economic Affairs and Energy in accordance with a German Parliament resolution.