HAMBURG'S CLUSTER POLICY
REACHING THE TOP TOGETHER

Eight networks to strengthen the region
Dear readers,

Global urbanisation is a key challenge in the 21st century. Since 2007, for the first time in history, there have been more people living in cities than in the countryside. More than ever before, cities are becoming the cultural, economic, and creative centres of the world. It is estimated that Hamburg’s population will be over two million by the 2030s. The predicted population growth is both a challenge and an opportunity for Hamburg. Hamburg’s innovative potential plays a major role: only through innovation can a region remain competitive and continue to develop for the benefit of society as a whole.

It is the duty of the Hamburg Senate to develop Hamburg as a business location in a responsible, sustainable manner with a clear focus on the future. Expertise in the city needs to be expanded. Only this makes it possible to ensure an advantage in the face of national and international competition. In Hamburg, we regard the close proximity between innovative stakeholders as a key source of innovative potential. In the InnovationsAllianz, companies, research organisations, and the Hamburg Senate have worked together to develop a regional innovation strategy for the city. InnovationsAllianz Hamburg is constantly creating new links between the worlds of business, research and politics and reinforcing the close links that already exist.

You are cordially invited to actively participate in the InnovationsAllianz as well. We want to boost Hamburg’s status as an innovation hub. We implement this strategy in collaboration with our partners, and are continuously developing it further.

As part of this strategy, for many years, Hamburg has been promoting innovation, growth, and employment in future-oriented industries through an active cluster policy. We now support eight highly successful clusters. These Hamburg clusters represent our strategic areas of specialisation. They give the city a clear specialisation profile that extends far beyond the borders of the state and attracts mobile capital, talent, expertise, companies, and skilled workers with a range of qualifications.

Both current and future growth are determined by how innovative a location is. Hamburg companies and research institutions already boast extremely high levels of innovativeness. The city, like Germany as a whole, enjoys strong advantages that it needs to build on even more in the future – in particular, our highly skilled workers’ great levels of creativity yield a strong potential for innovation which needs to be promoted and developed. An overarching workforce strategy and successful training initiatives by the clusters aim to secure the potential of our highly skilled workforce. New jobs and added value are being created. The examples from actual practice in this brochure show how successful our collaboration in the clusters has been. The Hamburg Senate does not just regard itself as a source of funding, but above all as a long-term partner, facilitator, and initiator of new impulses. We are convinced of the success and benefits of our cluster policy. For this reason, I’m very proud to be able to present Hamburg’s cluster policy in this brochure as an outstanding example of a successful, future-oriented economic policy. The brochure will help you to understand our cooperative approach and the variety of the Hamburg clusters.

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

Hamburg’s economic performance and prospects for the future are stronger than those of any other city in Germany. It owes its continuing growth to an overall economic policy strategy that focuses on the city’s strengths while also identifying and promoting future-oriented sectors.

Innovation plays a central role in this strategy, because only with new, smart, high-quality products, services, processes and systematic solutions is it possible to create and secure sustainable economic growth and jobs. InnovationsAllianz Hamburg was established against this backdrop. It brings together businesses and research organisations under the leadership of the Hamburg Senate’s science and economic affairs divisions.

Reinforcing strengths – Hamburg’s promoted clusters

Cluster policy is a tool of modern economic policy. The key goal is to create links between stakeholders from the worlds of business, research, politics, and civil society. This creates synergies that increase innovation and added value in Hamburg.
In recent years, clusters have become more and more important for regional economic development. Economic progress and the development of new technologies are increasingly taking place within networks that bring together the worlds of business, research, politics, and civil society. Hamburg spotted this trend early on. Back in 1997, it founded Hamburg@work, one of Germany’s first clusters. Hamburg has continued to expand its pioneering role through a systematic cluster policy. Today, the state of Hamburg supports a strong mix of different clusters that make up a cross section of the region’s future-oriented business sectors. In addition to clusters for the life sciences, logistics, aviation, media, and IT sectors, there are also clusters working in the areas of renewable energy, healthcare, and the creative and maritime industries in order to unlock potential for growth and development. Hamburg works together closely with neighbouring north German states wherever it appears reasonable.

**Proven in practice: a network policy with close links**

In order to develop Hamburg’s economic performance and future-readiness and to build on its status as a leading business location, a cluster strategy has been chosen that provides exceptional levels of support. The Hamburg Senate is not just a decision-maker and source of funding, but above all a long-term partner, facilitator and instigator of new impulses, bringing together the strengths and potential of economic, employment, research, and education policies. Working together with the clusters, it has been possible to create the basis for close links between all cluster stakeholders – companies,
education and training institutions, universities, research institutions, associations and societies, chambers of commerce and trade unions. Each cluster initiative has a dedicated partner in one of the ministries who acts as an intermediary between politics, administration, business, research, and civil society. Individual measures for cluster stakeholders are developed in collaboration with these stakeholders that can be implemented flexibly within a uniform framework. The duration of funding and degree of involvement is tailored to the requirements of the clusters. In order to make optimum use of synergies, Hamburg’s cluster policy also transcends state borders.

The cluster policy is focused on actual practice and engages with the needs and perspectives of industry stakeholders:

» Creating “spaces” or formats in which industry stakeholders can discuss and analyse the latest developments in the industry with each other and with the Senate;

» Initiating strategic processes that allow for joint strategies to be developed for the city on the basis of stakeholder-specific strategies and assessments;

» Initiating strategic decisions for the industry/ies in relation to specific refinements of Hamburg’s profile as a location (also known as “smart specialisation”).

Cluster management as a success factor

Professional cluster managers who develop and provide tailored services to cluster stakeholders are crucial for the long-term success of the cluster policy. Hamburg’s cluster managements are headed by experienced networkers with considerable professional expertise who continuously optimise processes and the services the clusters are able to offer. Hamburg also focuses on promoting learning processes in order to optimise both cluster management and cluster policy overall.

Investing in talent at an early stage

A city like Hamburg can only be successful if there are enough highly skilled workers. Consequently, education, training, and lifelong learning are key elements of the cluster policy. In addition to systematically expanding education and training opportunities and attracting talent from across the world to Hamburg, the activities also target children and young people in order to encourage them to choose professions with a strong future. For example, university labs for school pupils and lecture series for children on the “fascinating world of technology” have been established. There are also special formats for girls and young women that aim to increase the number of women in technical professions. Hamburg is focusing in particular on promoting maths, IT, science, and technology subjects.

“By establishing so-called cluster bridges, i.e. long-term cross-sectoral collaborations between cluster stakeholders from different industries, Hamburg’s cluster policy is taking a highly promising new approach to promoting the competitiveness of Hamburg companies.”

Gerd Meier zu Köcker, Director of the European Cluster Observatory
A strategy that benefits everyone

The Senate is convinced of the success and benefits of the cluster policy. The cluster members are exceptionally competitive, and the Hamburg clusters can boast a highly dynamic economic performance. For this reason, the Hamburg clusters have been selected as the strategic areas of specialisation for Hamburg’s innovation strategy. They give Hamburg a clear “smart specialisation” profile that extends far beyond the borders of the state and attracts workers, companies, and capital. This allows Hamburg to remain a dynamic location with high levels of innovation and the flexibility required to retain a clear lead over international competitors in the future, too.

Hamburg’s innovation and cluster policy focuses on creating links between SMEs and the research sector. Small companies in particular often lack the resources to focus on networking, which is why the Hamburg cluster managers support SMEs and research institutions in line with their requirements.

The active involvement and enthusiasm of stakeholders from business, research, and civil society demonstrate that this is the correct approach to shaping Hamburg’s future together.

Cluster bridges for Hamburg

There are also exciting results when clusters work together across disciplines. The EU ascribes great importance to the potential of cross-clustering and, in late 2014, selected Hamburg as one of six model regions for modern cluster policy. The other five regions are Lapland (Finland), Nord-Pas-de-Calais (France), Centro Region (Portugal), West Region (Romania) and Stockholm (Sweden). In conjunction with European Commission experts and Hamburg cluster stakeholders, we are developing a cross-clustering concept for Hamburg. The aim is to make better use in future of the potential for innovation and added value that exists in the thematic intersection areas between Hamburg’s clusters. Appropriately for Hamburg, these areas are designated “cluster bridges”. You can find more information at www.hamburg.de/wirtschaft/clusterpolitik-modellregion.
nextMedia.Hamburg – technology moves content

nextMedia.Hamburg is an initiative to promote Hamburg as a digital and media hub. It is jointly supported and steered by the Senate of the Free and Hanseatic City of Hamburg, the Hamburg@work (e.V.) association, the HWF (Hamburgische Gesellschaft für Wirtschaftsförderung) and actively involved companies.

New digital ecosystem through digital transformation

Currently, a new digital ecosystem is emerging with completely new forms of usage, applications, content formats, and markets that distinguish it from the classic media landscape. In this context, nextMedia.Hamburg aims to play the role of an enabler that unlocks the potential of the media industry’s digital transformation process in order to secure and expand Hamburg’s leading position as a media hub, with a particular focus on developing new business models.

The initiative addresses all media and digital companies whose business model is affected by the digital transition: whether because it has changed or is changing, or because it only exists in the first place as
a result of this digital transition. The term “media” is construed very broadly. The unifying element is the media industry’s understanding of itself as a content industry. Working at the intersection between content and technology, nextMedia.Hamburg aims to improve the conditions for developing digital business models, to launch partnerships and, above all, to create even closer links between major content producers, digital SMEs, and start-ups.

The new initiative works in several areas. In the service and support division, scouts work actively in the media and digital scene. Through direct dialogue and close exchange with companies, the scouts have first-hand awareness of their requirements. The StartHub makes it quick and simple for companies and start-ups to get active support without any bureaucracy.

**Concrete added value for all**

Bringing together the right people creates concrete added value for all stakeholders – from inspiration and dialogue to setting specific business activities in motion. That is why networking events, organised by the association Hamburg@work e.V., play a key role. Through established events like scoopcamp, the initiative focuses on key issues in the industry, like new storytelling or data journalism, and helps to set the agenda.

The initiative offers a range of services: active support for companies, publicising issues in a variety of publications, event management and collaboration, finding qualified staff, as well as classic networking. Find out more about these services here: www.nextmedia-hamburg.de
Hamburg Aviation: the centre for “new aviation” expertise

In 2001, the Free and Hanseatic City of Hamburg launched the “Luftfahrtstandort Hamburg” initiative ("Hamburg as an aviation hub"). This initiative has since developed into an internationally recognised institution: the Hamburg Aviation cluster. Through this new structure, it aims to take advantage of the excellent forecasts for the aviation industry in the Hamburg Metropolitan Region and make better use of the resulting growth potential.

All aspects of aviation

With a tradition of aviation stretching back over a century, the Hamburg Metropolitan Region has developed into one of the world’s major centres for the civil aviation industry, with competencies covering all aspects of aircraft construction, aircraft maintenance, and airport operation. Alongside three industry giants – Airbus, Lufthansa Technik, and Hamburg Airport – over 300 SMEs and various science and technology institutions contribute to the cluster’s expertise. The entire metropolitan region benefits from the construction of the A380, the world’s largest passenger plane, the successful A320 programme, and the new long-haul A350. These projects reinforce Hamburg’s position as the centre of a leading, future-oriented industry.

The Hamburg Centre of Aviation Training, which opened in 2011, provides training for skilled personnel (a key success factor). The training centre represents a collab-
oration between a company, a vocational academy and a university – a partnership that is unique in Germany. It is a milestone in Hamburg’s aviation training initiative which since 2001 has helped to develop new approaches to cultivating talent, providing vocational and academic education/training, and increasing the international relevance of this education/training. It has received an award from the EU for best practice.

Thinking in new dimensions

For many years, Hamburg Aviation has consistently followed the concept of consolidating its position as an international centre of expertise for “New Flying”. The aim is to make aviation more efficient, ecological, convenient, reliable, connected, and flexible. In their joint research and development work, stakeholders cover the entire life cycle of aircraft – everything from construction through to maintenance, repairs, and recycling. These factors are all integrated into the air transport system. The strategy reflects Hamburg’s core areas of expertise as an aviation hub. The five Hamburg “product sectors” are: development and construction of aircraft and aircraft systems; development and construction of cabins and cabin systems; optimisation of aviation services; increasing the efficiency of air transport systems; aviation-related information and communication technologies.

ZAL Center of Applied Aeronautical Research is the focal point for the cluster’s research activities. In this innovative facility, businesses and institutions from Hamburg’s aviation sector conduct joint research on future-oriented topics across six fields known as “technical domains”. The ZAL TechCenter in Finkenwerder, one of the world’s most advanced aeronautical research centres, has been providing a shared campus for this research work since early 2016.

Hamburg’s aviation cluster is flying high

The federal government has recognised Hamburg Aviation as one of Germany’s first excellence clusters. In 2008, the cluster’s holistic “New Flying” strategy won the Federal Ministry of Education and Research’s first cross-industry excellence cluster competition. In January 2014, Hamburg Aviation was one of just 40 clusters across Europe to be awarded the gold label by the European Commission’s ECEI initiative for excellent cluster management.
Life Science Nord: an active Life Science network for the Hamburg and Schleswig-Holstein economic area

The development of the Hamburg and Schleswig-Holstein life science cluster began in 1996 when regional stakeholders from the life sciences sector participated in the national competition “BioRegio” set by the Federal Ministry of Education and Research. Following the competition, the stakeholders organised themselves into a focused cluster. Since 2004, the Life Science Nord cluster managers have coordinated and marketed life science activities in both states under the overarching brand “Life Science Nord”. The strategy (2013) for the further development of the Life Science Nord cluster defines seven strategic areas for action and formulates options for activities. Life Science Nord is a member of the Federal Ministry for Economic Affairs and Energy’s “go-cluster” excellence programme and has been awarded the European Secretariat for Cluster Analyses’ gold label in 2016.

The central institution for the cluster’s activities is Life Science Nord Management GmbH. The support association Life Science Nord e.V. is the third cluster man-

“Life sciences companies benefit from support from Hamburg and Schleswig-Holstein. As a newcomer, Life Science Nord introduced us to the local network while we were still in the starting-out phase, gave us lots of support and helped us find the ideal project partners.”

Joachim Dyck, Chief Executive, YAYA Diagnostics GmbH
agement partner alongside Hamburg and Schleswig-Holstein. The Life Science Nord cluster across both federal states covers around 500 biotechnology, pharmaceutical and medical technology companies, clinics and research institutions.

The spectrum ranges from global players to medium-sized companies and small, innovative businesses/start-ups. The primary basis for regional science and research comprises nine universities, two university clinics, and seven independent research institutions.

**Regional ties and global operations**

Life sciences are a crucial future sector for Hamburg and Schleswig-Holstein. The close collaboration between the two states connects northern Germany’s existing potential in the areas of biotechnology, pharmaceutics and medical technology to form an internationally competitive cluster. The cluster management supports its members in initiating cooperation abroad. The geographical location alone facilitates links to Scandinavia and the Baltic states. For instance, Life Science Nord is a member of ScanBalt, the life science network for the Baltic region. The Arabic-speaking world is another target region. Life Science Nord regularly provides a presentation platform for Northern German companies at the medical technology trade fair Arab Health in Dubai.

**Leading the way with teamwork and an eye for trends**

Since the founding of the Life Science Nord cluster, policy makers in Schleswig-Holstein and Hamburg have worked intensively to jointly develop Northern Germany as a life sciences hub, and to create outstanding and internationally competitive conditions for entrepreneurs and researchers. The Life Science Nord cluster’s focus on “Innovation for your health” is directed towards its goal of bringing together the biotechnology/pharma and medical technology sectors by means of joint activities and development projects. Life Science Nord is blazing a trail for other German life science regions to follow – for example, it is working on the innovative trend of biologically based medical technology.
The Departmental Authority for Economic Affairs and the trade publication Hamburg-Wirtschaft launched Logistik-Initiative Hamburg in early 2006 in order to further expand Hamburg’s role as Northern Europe’s leading logistics hub, to provide support to logistics stakeholders and to promote innovation. The network, which was awarded the “Cluster Management Excellence” gold label by the EU since 2014, is supported by companies and institutions from the Hamburg Metropolitan Region who are members of Logistik-Initiative Hamburg e.V. and by the Free and Hanseatic City of Hamburg. With over 500 member companies and institutions from the industrial, trading, services, and R&D sectors as well as numerous public institutions, it is the industry’s biggest and best-known regional network in Germany by a significant margin.

Hamburg is Northern Europe’s logistics hub and Germany’s centre for foreign trade. The Hamburg Metropolitan Region isn’t just an attractive location for German companies. For example, more Chinese companies are based in Hamburg than in any other city in continental Europe. Hamburg is the top port for countries in the Far East and China’s gateway to Europe. The People’s Republic is the Port of Hamburg’s most important trading partner with over 2,54 Mio TEU handled in 2015. No wonder that the seven big shipping lines from China, Japan, Korea, and Taiwan have opted for Hamburg. All major logistics service providers are also represented in Hamburg. From Hamburg, the logistics sector’s global players manage vast trade flows from all the continents of the world.
Logistics growth for the global city by the sea

In order to further improve conditions for companies and institutions that operate in the metropolitan region and further strengthen Hamburg’s international profile as a logistics hub, Logistik-Initiative Hamburg works in many different fields. It aims to create a network between the business, science and research sectors and to facilitate a wide-ranging transfer of innovation. Logistik-Initiative Hamburg brings together companies’ ideas, requirements, and interests, enabling them to identify and remove obstacles to growth in a targeted manner. To this end, Logistik-Initiative Hamburg offers a wide range of services in the areas of information and public relations, service and support, working groups and project work, and networking and events. It works in the fields of “logistics sites and transport infrastructure”, “human resources and training”, “innovation and technology”, “sustainability” and “raising Hamburg’s profile”. The initiative’s services contribute significantly to increasing growth and employment.

An award-winning network

The work of Logistik-Initiative Hamburg has received multiple awards. Among other accolades, Hamburg received the Image Award in 2008 and 2014 as Europe’s most attractive logistics region (ahead of Rotterdam). The network also won the Federal Ministry for Economic Affairs and Energy’s “2009 expertise network” award for sustainable cluster management and was awarded the EU’s “Cluster Management Excellence” gold label in 2014.

“The industry offers a broad range of very interesting facets. By working with the Logistics Initiative and its Young Professionals’ Network Logistics, I am able to learn about these facets in depth and thus gain valuable experience for my future work.”

Lea Römes, a.hartrodt (GmbH & Co) KG
Hamburg Kreativ Gesellschaft: creating prospects for a young economic cluster

Hamburg Kreativ Gesellschaft, founded in 2010, is a municipal institution that provides services to promote Hamburg’s creative economy. Hamburg Kreativ Gesellschaft views its role as that of a guide and intermediary. It acts as a port of call for all creative industry stakeholders, enabling them to access information and services. Specifically, Hamburg Kreativ Gesellschaft offers advice and training. It also works to identify suitable sources of funding for projects, organises networking events, finds spaces for creative work, lobbies on behalf of Hamburg’s creative industry, and much more.

The Hamburg Departmental Authority for Culture and Hamburg Kreativ Gesellschaft play a key role in facilitating the development of the still young creative economy cluster which comprises 11 subsectors.
A network that provides fertile ground for creative ideas

Designer labels, actors, publishing houses – the creative industry is a heterogeneous sector that includes both freelance artists and big companies. As the third largest sector in the economy as a whole, the creative industry is not only of great economic significance to Hamburg – it also offers real potential for the future. The particular challenge facing the cluster initiative is to promote this potential by creating a network between the 11 subsectors for the first time – “Architecture”, “Fine arts”, “Performing arts”, “Design”, “Film”, “Literature”, “Music”, “Journalism”, “Radio”, “Software/games” and “Advertising” – and permanently and sustainably boosting the efficiency of both individual stakeholders and the industry as a whole.

Many tasks, one goal: growth for the industry

In its role as a guide, Hamburg Kreativ Gesellschaft helps to expand opportunities, close knowledge gaps, and overcome bureaucratic obstacles. As a “builder of bridges”, it acts as an intermediary for Hamburg’s extensive range of training opportunities and support options for new companies, facilitates contact with authorities and public institutions, and helps stakeholders find the best individual solutions. Kreativ Gesellschaft also finds suitable spaces and premises for Hamburg’s creative industry. Its main priority is to promote an economically sustainable basis for Hamburg’s creative sector and to develop and expand the industry as a whole in line with future requirements.

“Hamburg Kreativ Gesellschaft offered us a lot of support as a start-up company, both through the Music WorX competition and through goal-oriented networking and consulting activities. What’s great is that Kreativ Gesellschaft doesn’t just think in terms of conventional ‘off-the-shelf’ concepts, but takes a cross-sectoral approach and finds innovative solutions.”

Wolf Lang, THREAKS GmbH
Renewable Energy Hamburg: promoting the technologies of the future

The Renewable Energy Hamburg (EEHH) cluster, a partnership between businesses, researchers, and the Free and Hanseatic City of Hamburg, which has been supporting the regional industry since 2011, is a highly active network that, after just a few years, has already developed an extensive range of services for its members. The cluster management offers various different event formats and professional forums to help promote the network on a regional, national, and international level, thus increasing the visibility of Hamburg as one of Europe’s most important centres for renewable energy. The cluster has approx. 200 members, connecting major manufacturers of wind facilities with a large number of service providers such as energy suppliers, licensing organisations, insurance companies, lawyers, project planners, and engineering firms.

Hamburg – a „Wind Capital“ for Europe

Renewable energies are the technologies of the future. The transition to regenerative, resource-conserving energy production is now of key importance across the world. Hamburg is setting benchmarks in the German energy transition process. With almost 25,000 employees, the Hamburg Metropolitan Region is one of the largest German competence centres for renewable energy and a „Wind Capital“ for Europe.

With five of Hamburg’s universities cooperating in the „Hamburg Energy Research Network“, the Energy Campus with a wind laboratory in Hamburg Bergedorf and a number of further research institutions in the Metropolitan Region, Hamburg has developed into a centre for scientific excellence in the field of energy research.

Hamburg enjoys a high visibility worldwide: the leading international trade fair WindEnergy is hosted biannually in Hamburg, accompanied by the expert conference of the European Wind Energy Association (EWEA) since 2016. The Cluster EEHH also honours innovative products and outstanding merits in the renewable energy sector with its renowned German Renewable Award.

Through active marketing and international networking, e.g. as a member in the International Cleantech Network, the cluster...
management supports its members in their efforts to secure their long-term position in important export markets.

**Systems Thinking for the Future**

With its Strategy 2020, the cluster actively prepares for the challenges the industry will face throughout the coming years. The cluster activities are based on a systemic approach with a focus on wind energy and corresponding services, complemented by the heat sector and energy storage solutions. The cluster further emphasizes cross-sectional topics such as education and qualification, information and communication technology, cross-sectoral cluster cooperation, as well as public acceptance and affordability of energy from sustainable sources.
Gesundheitswirtschaft Hamburg: working together to provide exemplary healthcare and optimum growth conditions

In 2009, the Free and Hanseatic City of Hamburg and Hamburg Chamber of Commerce founded the cluster agency Gesundheitswirtschaft Hamburg GmbH (GWHH) as a joint subsidiary. The agency brings together the expertise of providers and stakeholders in the healthcare sector. It supports the development and expansion of long-term collaborative structures and networks, promoting employment, innovation, and high-quality health care in Hamburg.

Hamburg is a growing German healthcare region. There are about 6,100 Hamburg-based companies in this sector employing around 162,000 people, i.e. approximately one out of seven jobholders. The city has the highest density of physicians in Germany, next to Berlin and Bremen. Its exceptionally well-structured outpatient care, highly specialized hospitals, and network of specialized outpatient facilities contribute significantly to a high level healthcare provision in the Metropolitan Region. Especially the privately financed health market is highly dynamic. This opens good opportunities for Hamburg, because innovative health products are often developed at the interface of various economic sectors like IT or media, which are traditionally strong in Hamburg. Hamburg also has a track record of successful collaboration and longstanding trade ties with international healthcare partners with regard to imports and exports of medical products and devices, care provision for foreign patients in Hamburg, and the training of visiting doctors from abroad. Several renowned health insurance companies are also headquartered in Hamburg.

Smart collaboration – across the boundaries of industries and markets

GWHH aims to boost Hamburg’s attractiveness as a centre for healthcare beyond the Metropolitan Region and to promote innovation in the healthcare sector. In order to meet these aims, it initiates activities and projects that transcend the boundaries of sectors and industries. It sets up networks linking companies, universities, research and training institutions, service providers, health insurance companies, associations, and interest groups.

In cooperation with Verein Gesundheitsmetropole Hamburg e.V., an association for all stakeholders of Hamburg’s healthcare industry, GWHH supports the development and expansion of long-term collaborative structures. It promotes potential for growth, employment, systematic
innovation, and high-quality healthcare in the city. It also offers information and individual consulting on funding provided by the European Union, the federal level and Hamburg. The partnership with the Life Science Nord cluster leverages synergies between the healthcare sector and the life sciences sector.

**Distinction: Hamburg healthcare industry cluster received „go-cluster“-label for excellent networking**

In 2015 the healthcare industry cluster, managed by the GWHH, was distinguished with the bronze-label of the „go-cluster“ initiative for excellent networking. In addition, the healthcare industry cluster is engaged in innovative projects which are financed by the European Regional Development Fund (ERDF), European Social Fund (ESF) and cofinanced by Hamburg Ministries, i.e. Ministry of Health and Consumer Protection, Hamburg Ministry of Labour, Social, Family Affairs and Integration and Ministry of Economics, Transport and Innovation.

The EFRE project “Smart assistance for senior citizens in Hamburg’s neighbourhoods”, ran between 2012 and 2014. This joint Hamburg project, in which GWHH, three private companies, and the University of Hamburg participated, will be evaluated until 2017. The project demonstrates how services and technology can be intelligently combined to create a living environment and lifestyle that is suitable for elderly people. (www.vernetztes-wohnen-hh.de/)

Subsequently, since May 2016, GWHH is managing the project “Aktive und gesunde Quartiere Uhlenhorst und Rübenkamp” (Active and healthy neighborhoods Uhlenhorst and Rübenkamp) which focuses on the implementation of smart living in the two neighborhoods, the development of options for neighborhood support as well as measures for health promotion by means of an eHealth Consulting Center.

GWHH is also a partner of the “Improving training success in care” project, which was launched in 2014. This key project in the field of skilled workforce training is co-financed by the European Social Fund (ESF) and the Ministry of Health and Consumer Protection.

Digitalization and health are two megatrends these days, and if they concur it is called “ehealth”. Telemedicine, the implementation of a digital infrastructure, the increasing number of online available health information and the cross-sectoral availability of digital health records are just some keywords, which are pointing out the potential of ehealth for both, the patient care and the economic growth. Therefore the GWHH developed together with Life Science Nord the cross cluster project, founded by the European Regional Development Fund (ERDF) for regional development, which aims to devolve new project ideas, based on the value added chain, to improve the healthcare and strengthen the health economy.

“We need to seize on demographic trends as an opportunity. An ageing society has an increased need for (health)care services, so demographic changes alone could generate a lot of jobs in the coming decades.”

Senator Cornelia Prüfer-Storcks, Hamburg Departmental Authority for Health and Consumer Protection

„Healthcare is an emerging sector for employment and growth in Hamburg. The most important driver for innovation in health services and care is digitization.“

Fritz Horst Melsheimer, President, Hamburg Chamber of Commerce

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Maritimes Cluster Norddeutschland (MCN) promoting the maritime industry across borders

The Martimes Cluster Norddeutschland is a collaboration between Germany’s five coastal states: Bremen, Hamburg, Mecklenburg-West Pomerania, Lower Saxony and Schleswig-Holstein. The cluster pools expertise with the aim of promoting cross-border exchange and collaboration between companies and institutions in the maritime industry, boosting economic performance and creating highly skilled jobs. The Cluster focuses on creating links between the shipbuilding, shipbuilding suppliers, maritime technologies, ports, shipping, maritime research, and offshore wind sector. MCN’s main work consists of establishing new collaborative projects, further expanding networks, and reinforcing distinctive regional expertise, thus creating synergies and complementing existing cross-border activities. Offices in Hamburg, Elsfleth, Kiel, Bremen, and Rostock provide local support in line with the needs of cluster members. First of January 2017 the cluster will be launched as an association whereby the voice of the companies is further strengthened.

Supporting the growth of a major industry across borders

Germany’s maritime industry contributes significantly to the GDP and is a crucial branch of industry for Germany as a whole, not only in the northern part of the country. The Northern German states are the heart of the maritime industry. These states are aiming to further expand their competitive edge in collaboration with the partners of the MCN initiative.
Successful use of synergies

MCN brings together a broad range of stakeholders from the maritime economy, research, and politics. Via MCN, organisations can find partners for innovative projects and products, and experts can exchange information about pioneering concepts and solutions. As a network initiative, MCN creates dialogue platforms and promotes contact with other relevant industries and networks. Furthermore, MCN supports members to develop and establish new ideas, services, and products. Ca. 250 members benefit from MCN’s service in the areas of networking and events, specialist groups, project consulting, public relations, training, and technology/knowledge transfer.

“The cluster policy encourages the Technical University of Hamburg to tackle future-focused research topics, such as generating energy from the sea, in collaboration with our partners from the business sector. This allows us to make a contribution to solving global challenges and provides our students with an attractive education that is tied in with current research and fit for the future.”

Prof. Garabed Antranikian, President of the Technical University of Hamburg
Related Industry Initiatives

A number of industry initiatives have been founded in Hamburg, e.g. Masterplan Industrie and Rechtsstandort Hamburg e.V. They play an essential role in Hamburg’s innovation strategy. Initiatives such as these support the networking concept of InnovationsAllianz Hamburg and contribute to developing Hamburg as a centre for innovation and increasing its visibility.

One private industry initiative is very similar to Hamburg Senate’s eight clusters: Finanzplatz Hamburg e.V.

Finanzplatz Hamburg e.V. represents Hamburg’s financial institutions and insurance companies and closely collaborates with the Hamburg clusters. Hamburg is characterised by a traditionally tight-knit network that connects the financial world with companies from other industries and players in the areas of education and research. There is also a strong connection with the eight clusters. This close collaboration enables a targeted and sustainable development of fields for future growth within the framework of Hamburg’s innovation strategy.

The eight clusters profit from Hamburg as a financial centre: Hamburg Aviation, for example, benefits from the high degree of expertise Hamburg has to offer in the field of aircraft financing; the same applies to the Maritime Cluster Northern Germany with regard to ship financing. The clusters in the sectors renewable energy and financing for media and small business also benefit from the close relationship with Finanzplatz Hamburg.

The senate welcomes the Finanzplatz Hamburg initiative. It strengthens Hamburg’s cluster policy and contributes to Hamburg’s development as a business centre, thus generating added value and creating sustainable jobs for the future.
A powerful network for the financial sector – bringing together Finance, Industry and Science

A network across sector boundaries, exchange at the highest level and a stimulating environment for creative ideas: this is what the Finanzplatz Hamburg e.V. is all about! We are the first point of contact when it comes to the financial sector in Hamburg.

Strengthening the market participants in the financial sector, improving Hamburg Financial's competitiveness, establishing its unique profile and communicating this distinct image – these are the main objectives of Finanzplatz Hamburg e.V. The close networking between politics and administration as well as between science and education are at the heart of the club’s activities.

In order to reach these goals and to further strengthen the metropolitan region, leading companies in the financial sector took the initiative and established the Finanzplatz Hamburg e.V. in 2007.

At present, the club has more than 110 members: companies in the financial sector as well as associations, institutions and committed individuals make Hamburg Financial what it is today. The club unites all of them into a strong network.

Less Wallstreet, more Jungfernstieg

One of Germany’s oldest and most important financial centers is distinguished by its high dynamics, diversity and reliability. More than 10,000 companies of different sizes and from all parts of the financial sector know to appreciate Hamburg’s benefits.

It is the close interaction between players in the financial center that makes Hamburg particularly attractive. It has also proven very successful – not only in turbulent times for the financial markets. The Elbe metropolis “specializes” in traditional trade financing, ship and aircraft financing. With regard to media funding as well as the financing of medium-sized companies or in the renewable energies field, the close relationship between companies and funders in Hamburg has proven to be a huge advantage in the turbulent sea of change.

www.finanzplatz-hamburg.com
Fostering Science – The “Finanzkompass”

The Finanzplatz Hamburg e.V. promotes education and science: Since 2010, the club has been awarding an annual Innovation Award for science, endowed with 10,000 Euros for the first place. The “Finanzkompass” has meanwhile built a high reputation in the German-speaking regions.

The successful establishment of two financial degree programmes, Banking & Finance and Insurance Management, is a further milestone in the cross-sectoral cooperation between members of Hamburg Financial.

Hanseatic, Reliable, Innovative

With this slogan, Hamburg Financial joins together economics, science, politics, administration and financial institutions of all kinds: traditional banks as well as FinTechs, small and big, local or international.

“We believe in cooperation. The traditionally close ties between the financial sector and companies in other industries, but also with politics and administration as well as education and science give the Finanzplatz Hamburg e.V. a special appeal.”

Dr. Harald Vogelsang, chairman of the board, Finanzplatz Hamburg e.V.