



City of
Düsseldorf

Globally connected Düsseldorf, the Mobile Capital



MOBILE – INNOVATION DRIVER

Life without it seems hardly conceivable: the mobile phone, just like the Internet, has become firmly embedded in our daily lives. It is the medium of choice for an entire generation, and it has an increasing influence on activities in both business and government.

110 million active SIM cards are currently registered in Germany. In other words, over the last twenty years the mobile communications industry has achieved one of the most significant levels of market penetration in the history of communication technologies. New business models in the mobile sector are the growth drivers for an entire industry, and the mobile phone is becoming a key technology in many up- and downstream areas.

Mobile broadband

Broadband access on the go – mostly via 3G broadband networks based on UMTS technology¹, but increasingly also 4G networks primarily using the LTE standard¹. In 2011 alone 10 million smartphones were sold. The demand for mobile broadband usage is rising.

➤ Selected Düsseldorf companies:
Huawei, LfM Nova,
Nokia Siemens
Networks, ZTE

Mobile marketing

The mobile phone has been in use as an advertising medium for roughly a decade now. This has led to the development of a wide range of mobile advertising formats and, to the same extent, the emergence of a vast number of service providers.

➤ Selected Düsseldorf companies:
Alcatel-Lucent,
apprupt, Flughafen
Düsseldorf, Gettings,
MATERNA newmedia,
Mobile Marketers,
Out There Media,
SapientNitro, Sony
Ericsson Mobile
Communications, Velti,
Vodafone Deutschland

Branded reseller²/ MVNO³

MVNO-based business models – at the end of 2011 there are already more than 170 'virtual' mobile brands on the German market. Some of them are subsidiaries of network operators, but the majority are collaborations between network operators or MVNEs⁴ and companies from outside the industry that have no core mobile telecom business but do have established sales channels, customer bases and their own branding.

➤ Selected Düsseldorf companies:
Ortel Mobile, ring
Mobilfunk, Simfonics,
simyo

1 LTE (4G), UMTS (3G) LTE ('long term evolution', 4G = 4th generation) is the next-generation standard for mobile data transmission replacing UMTS ('universal mobile telecommunications system', 3G = 3rd generation).

2 BRANDED RESELLER The most common type of MVNO business in Germany. This business model focuses on marketing and sales of branded SIM cards (see also MVNO, MVNE).

3 MVNO The Mobile Virtual Network Operator business model involves network operators or MVNEs (see below) and resellers of mobile communication services who have no network resources of their own.

4 MVNE A Mobile Virtual Network Enabler is one party in a full MVNO relationship. Unlike full MVNOs, MVNEs do not distribute mobile products directly, but via a partner company.



Mobile health

Mobile health monitoring and remote diagnosis – the ability to record bodily functions and health habits on a daily basis will revolutionise medicine.

- Selected Düsseldorf companies:
Ericsson, Kaasa health, MEDISANA, SHL Telemedizin, Vitaphone

M2M communication⁶

Machine-to-machine communication (M2M) based on personal SIM cards is making inroads into ever more areas. Applications include the security, healthcare and banking sector and many other industries like retail, automobile, transport and logistics.

- Selected Düsseldorf companies:
E-Plus Mobilfunk, Simfonics

Smart retailing and mobile commerce

Creating a mobile link from retailers to consumers, RFID⁷ technologies help optimise supply chain procedures, while NFC⁸ and SIM cards make shopping 'smart' and increasingly mobile.

- Selected Düsseldorf companies:
METRO GROUP, reStore (Apple Premium Reseller), SES RFID Solutions

Mobile security

Secure transmission of voice services and data – encryption software installed on mobile phones enables secure voice transmission and safe operation of business-critical applications. Security is an important success lever.

- Selected Düsseldorf companies:
Protegon, Secusmart

mLearning

Accessing knowledge bases over the phone – while mobile access to education is still in its early stages, it is definitely a growth market and mobile learning resources are sure to expand.

- Selected Düsseldorf company:
Babel e-Information

Mobile Ticketing, payment and banking

Payment and other financial transactions over the phone – modern SIM cards enable users to add electronic cash and credit card functionality to their mobile phones. Transmitting TANs via SMS will make online banking highly secure.

- Selected Düsseldorf companies:
DOCOMO Deutschland, Rheinbahn, Vodafone Deutschland

Mobile apps⁵

Applications for mobile devices – in 2013 app downloads are expected to generate sales worth 17 billion euros. And although thousands of developers have created several hundred thousand applications for mobile phones within just a few years, experts believe that the 'apps economy' is still in its infancy.

- Selected Düsseldorf companies:
AppCom Interactive, Appseleration, BaM! Interactive Marketing, Hot Chili Apps, net mobile, Nokia, SapientNitro, Verlagsgruppe Handelsblatt

⁵ APP This short form of 'application' denotes all kinds of end-user resources for modern smartphones. As a rule, apps can be downloaded using store software integrated in the phone's operating system.

⁶ M2M 'Machine-to-machine' transactions are defined as the automated bidirectional communication between technical units such as machines, devices or systems – in this case over a mobile network. M2M applications streamline business processes.

⁷ RFID 'Radio frequency identification' serves to identify and track objects using radio waves. RFID technology records and stores data via a system of transponders and interrogators.

⁸ NFC 'Near field communication' is a communication technology standard enabling the wireless exchange of data over a short distance.



DÜSSELDORF, MOBILE CAPITAL

Home to the headquarters of both E-Plus and Vodafone Deutschland, Düsseldorf has long been a powerhouse of the German mobile telecommunications industry. Groundbreaking industry innovations – such as the MVNO business model, LTE projects and the launch of RFID – were all started and successfully marketed by Düsseldorf players. The city has long become a prime location for mobile telecommunications companies, exerting enormous attraction on all levels of the value creation hierarchy, from Asian infrastructure giants to innovative SMEs that have formed locally. A leading location in an international perspective, Düsseldorf is home to more than 1,500 companies from the information and communications technology sector. Its unique ecosystem of companies, industry associations and institutions has made Düsseldorf a truly global Mobile Capital.

More information: www.duesseldorf.de/mobilecapital
and: www.mobile-capital.com



More than 50% of mobile phone sales in Germany are controlled from the Düsseldorf region.



More than 50% of all German mobile telecommunications SIM cards come from Düsseldorf.



Düsseldorf is home to global players and innovative mobile sector companies on all levels of the value chain. This creates synergy and drives collaboration between local enterprises.



International industry giants like Huawei, METRO GROUP and Vodafone Deutschland initiate pilot projects in Düsseldorf to test promising future technologies such as NFC, LTE and RFID.



Düsseldorf has more employees in mobile telecommunications than any other city in Germany.



North Rhine-Westphalia is home to the biggest telecommunications providers in Germany and has one of the largest regional telecommunications markets in Europe.



Düsseldorf is Germany's no. 1 location for technology-oriented company start-ups.



Düsseldorf can call on its own venture capital resources for high-tech start-ups.



Düsseldorf is home to many industry associations and business networks related to the mobile sector:

- Fachgruppe Mobile im BVDW ('Mobile' Specialist Group)
- Digital City Düsseldorf
- The German Council of the Mobile Marketing Association
- The local chapter of the MobileMonday community



The Mobile Capital plays host to digi:media, a trade show and international conference focusing on the digitalisation of media in all areas of the value chain – from print media to mobile apps.



DÜSSELDORF The headquarters of the mobile industry offers international companies ideal conditions and services that are precisely tailored to the needs of global entrepreneurs. The International Business Service department at the Office of Economic Development is the point of contact for all matters of interest to foreign businesses. Designed as a one-stop agency, it lends support in setting up and developing subsidiaries, provides relevant information on the Düsseldorf region, helps find suitable commercial real estate, provides advice in applying for residence and work permits, offers an advisory service to identify and contact public authorities, and mediates contacts to country or industry networks in Düsseldorf. International specialists at the Office of Economic Development speak all major business languages.

NORTH AMERICA The motherland of the Internet and home to some of the driving forces of the mobile sector such as Apple, Microsoft, RIM and Yahoo. With 450 companies represented in the Düsseldorf region, the USA has long been one of our strongest trading partners. The Office of Economic Development has close connections to business partners in the US and regularly organises presentations promoting the Düsseldorf region there. North American corporations such as Oracle, Research In Motion, HP Enterprise Services and CGI all operate successfully from Düsseldorf.

EUROPE Its leading role in global mobile telecommunications is manifest in the establishment of world market leaders in all key segments of mobile high-tech. The concentration of European players in Düsseldorf, in particular the unmatched convergence of key corporate initiatives in the domain of research and development, make the Düsseldorf region Europe's Mobile Capital. Companies like Vodafone (UK), KPN International/E-Plus (Netherlands), Alcatel-Lucent (France) and Ericsson (Sweden) have all recently reiterated their commitment to the Düsseldorf location.

A GLOBAL NETWORK

Düsseldorf maintains excellent political and business relationships to the key mobile/wireless markets.



RUSSIA The 'unknown giant' has several superregional network operators and boasts a significant mobile culture. Of the 167 Russian companies in NRW, 50 are based in Düsseldorf. A Russian-speaking consultant at the Office of Economic Development's International Business Service helps Russian and Eastern European companies with all queries and procedures. The Russia Competence Centre of the Chamber of Industry and Commerce liaises with markets, countries and companies and supports Russian companies operating on the German market. There is also a long-standing Sister Cities partnership between Düsseldorf and Moscow: regular Düsseldorf Business Days in Moscow (and vice versa) drive cooperation and generate new business opportunities.

INDIA The growing mobile/wireless market in India can draw on a highly educated pool of developers specialising in mobile applications. Düsseldorf is the fourth most important location in Germany for Indian enterprises, with 44 firms operating in the region. Leading Indian IT enterprises and partners in the mobile sector have chosen Düsseldorf as their home in Germany, such as Tech Mahindra and Tata Consultancy Services, who have been operating their sole regional development centre in Düsseldorf since 2008. The excellent local infrastructure is complemented by the German-Indian Chamber of Commerce's only liaison office in Germany as well as the India Desk of the Chamber of Industry and Commerce.

CHINA The biggest mobile telecommunications market in the world and home to global market leader China Mobile. Düsseldorf is Germany's strongest growing bridgehead to China and already home to 280 Chinese companies. Leading network suppliers such as Huawei and ZTE have chosen Düsseldorf as their European head office and German headquarters respectively; EVOC followed suit recently. Together, they have made Düsseldorf the capital of the Chinese mobile scene in Europe. Chinese-speaking consultants at the Office of Economic Development's China Competence Centre provide first-class services for these companies. Düsseldorf is also linked to Chongqing via a Sister Cities partnership.

KOREA High tech South Korea, with over 54 million mobile phone connexions in a population of just under 49 million, has achieved a mobile penetration level of 111 %. Korea's mobile phone industry has developed into a representative high tech industrial sector in less than twenty years. Samsung Electronics and LG Electronics occupy 2nd and 3rd place in the world ranking list. Today the Düsseldorf commercial and industrial area is already home to more than 50 Korean companies, among them Hanshin Medical Co., LG und WELDEX EURO. 6,300 Koreans live in the German Federal State of NRW, and Düsseldorf enjoys a wide range of Korean services: lawyers, translators, hotels, travel agents, wholesalers and retailers, the German-Korean Chamber of Business (in collaboration with the Düsseldorf Chamber of Industry and Commerce), Verein der Koreaner e.V [Koreans' Club].

JAPAN A true Mecca of mobile/wireless culture, no other society worldwide takes up mobile technologies at a faster pace. The Düsseldorf economic region is home to 480 Japanese companies, 120 of them German or European headquarters, making the city the most important Japanese business hub on the European continent. Top players in the Japanese mobile sector, such as DOCOMO Deutschland, Renesas Electronics and Toshiba Europe, serve their entire German and European markets from Düsseldorf. The Office of Economic Development's Japan Desk deals with all matters relating to Japanese companies, while the Japanese Chamber of Industry and Commerce and various Japanese business associations help their compatriots make contacts. The Düsseldorf Chamber of Industry and Commerce is NRW's main chamber for Japanese affairs.

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E-Plus Mobilfunk, Simfonics, Vodafone Deutschland	01
Alcatel-Lucent, Ericsson, EVOC, Huawei, NEC, Nokia Siemens Networks, Oracle, Renesas Electronics, yokowo, ZTE	02
CGI, HP Enterprise Services, IBM, Tata Consultancy Services, Tech Mahindra	03
AY YILDIZ Communications, ecotel, freenet, Ortel Mobile, ring Mobilfunk, simyo, youngtel	04
Hewlett-Packard, Intermec Technologies, Novero, Research In Motion, Sony Ericsson Mobile Communications, Toshiba Europe	05
RP ONLINE, Ubisoft, Verlagsgruppe Handelsblatt	06
AppCom Interactive, Appseleration, Babel e-Information, Bob Mobile, Bosbec communication, DOCOMO Deutschland, ECHTZEIT ZEITMANAGEMENT, Hot Chili Apps, HUMANTRIC, JMR Media, Kaasa solution, Live Reply, match2blue, MEDISANA, mischel & söhne communication, net mobile, Nokia, Protegon, SapientNitro, Secusmart, SES RFID Solutions, SHL Telemedizin, sipgate, Sybase, Vitaphone	07
apprupt, BaM! Interactive Marketing, BBDO, Euroweb, Gettings, GREY Worldwide, GroupM, Flughafen Düsseldorf, MATERNA newmedia, MediaCom, Mobile Marketers, OMNICOM Media Group Germany, Out There Media, TWT Interactive, Velti, VivaKi	08
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Arthur D. Little, A.T. Kearney, Booz & Company, listérus & partners, McKinsey & Company, MSERVICES, Shark Holding, Valuedfriends, WTHP, 7P Solutions & Consulting	10
BVDW Fachgruppe Mobile, Deutscher Marketing Verband, Digitale Stadt Düsseldorf, Landesanstalt für Medien Nordrhein-Westfalen (LfM), Messe Düsseldorf, Mobile Marketing Association, MobileMonday Düsseldorf, Rheinbahn, Vodafone Enterprise Plenum	11



The eleven levels of the mobile sector value chain and selected companies.

- 01 Networks, MVNEs
- 02 Infrastructure, appliances
- 03 Managed services, outsourcing
- 04 Service providers, MVNOs, branded resellers
- 05 Mobile devices
- 06 Content providers
- 07 Value-added services, mobile apps and solutions
- 08 Mobile marketing / advertising / media
- 09 Trade, services, M-commerce
- 10 Consulting
- 11 Trade associations, institutions, disseminators





Friedrich Jousen
Chief Executive Officer, Vodafone Deutschland

“Telecommunication stands for innovation and growth, and Vodafone also stands for internationality and for innovation ‘Made in NRW’. Our success story is closely linked with the city of Düsseldorf. Here in NRW, in the middle of the diversified cultural landscape of the Rhine and Ruhr regions right in the heart of Europe, we are offered a high quality of life and an excellent infrastructure. That is very attractive to many – and that’s why we have staff members from all over the world working in our test and innovation center, where the communication of tomorrow is being developed today.”



Networks, MVNEs 01

- Selected Düsseldorf companies:
E-Plus Mobilfunk,
Simfonics, Vodafone Deutschland



Michael Lemke, PhD
Senior Marketing Manager
Wireless Marketing Europe, Huawei

“Düsseldorf has every right to call itself Germany’s Mobile Capital. The city is a major centre of the telecommunications industry. Huawei is currently building a new research and development centre in Düsseldorf which will provide 200 new jobs, and we are looking to foster collaborations with universities in the area. One key reason for expanding our commitment from our European headquarters in Düsseldorf is the proximity to Vodafone. Huawei has been collaborating with Vodafone since 2009, exploring 4G mobile technology and digital dividends in a study on broadband coverage and the compatibility of LTE with digital TV and radio.”



Infrastructure, appliances

02

- Selected Düsseldorf companies:
Alcatel-Lucent, Ericsson, EVOC, Huawei, NEC,
Nokia Siemens Networks, Oracle,
Renesas Electronics, yokowo, ZTE



Hermann Klein
Delivery Centre Head,
Tata Consultancy Services

“Tata Consultancy Services is running a Delivery Centre specialising in high-end projects and programmes. We conceive, develop, test and implement new solutions particularly quickly and efficiently here. Düsseldorf is home to a first-class Indian infrastructure: from the city’s International Business Service and the Chamber of Industry and Commerce’s Indian Desk to the German-Indian Chamber of Commerce and the German-Indian Round Table, a network of business people from both countries.”



Managed services, outsourcing

03

- Selected Düsseldorf companies:
CGI, HP Enterprise Services, IBM,
Tata Consultancy Services, Tech Mahindra



Nicolas Biagosch
CEO, simyo GmbH

“With 1,500 companies from the ICT sector based in the city, Düsseldorf offers an innovative business environment that is unparalleled in Germany. The E-Plus Group is here – a simyo associate and mainspring of the German mobile communications market – as are top business and media partners as well as a pool of highly skilled employees. A combination that’s got the lot, and has helped simyo a great deal to become the world’s biggest no-frills, Internet-based mobile services provider. Just like simyo, Düsseldorf shows that communication can be so simple.”



Service providers, MVNOs, branded resellers

04

- Selected Düsseldorf companies:
AY YILDIZ Communications, ecotel, freenet,
Ortel Mobile, ring Mobilfunk, simyo, youngtel



Timo von Lepel
Senior Director Germany, Research In Motion

“Research In Motion (RIM) built on its successful growth by opening a marketing and sales office in Düsseldorf in 2009. What convinced us to make this move were the synergy effects that we are able to achieve here in the middle of the Düsseldorf mobile cluster. Thanks to the proximity of important cooperation partners and our position at the centre of the European market, we can reach out to a huge customer base – some 31 percent of EU consumers live within 300 miles of Düsseldorf.”



Mobile devices

05

- Selected Düsseldorf companies:
Hewlett-Packard, Intermec Technologies, Novero,
Research In Motion, Sony Ericsson Mobile
Communications, Toshiba Europe



Dr. Michael Stollarz
Managing Director, Verlagsgruppe Handelsblatt

“The Handelsblatt Publishing Group is not just any publishing house for quality business journalism. With our leading brands ‘Handelsblatt’ and ‘WirtschaftsWoche’ and our specialised publishers, we operate cross-media print, online and mobile markets for quality content.

A 65-year-old tradition still links us with the state capital today and we look forward to being able to contribute towards the positioning of Düsseldorf internationally as a Mobile Capital.”

Content providers

06

- Selected Düsseldorf companies:
RP ONLINE, Ubisoft,
Verlagsgruppe Handelsblatt



Dr. Hans-Christoph Quelle
Managing Director, Secusmart

“Secusmart is a young company, we formed in 2007. Our flagship product, SecuVOICE, is an authentication and encryption solution which has set new standards for simplicity, security and voice quality in mobile communications. We are very proud that the German federal authorities, along with a number of major industrial enterprises, have selected SecuVOICE. We knew right from the start that there was only one location for the Secusmart headquarters: Düsseldorf, the Mobile Capital.”

Value added services, mobile apps and solutions

07

➤ Selected Düsseldorf companies:

AppCom Interactive, Appseleration, Babel e-Information, Bob Mobile, Bosbec communication, DOCOMO Deutschland, ECHTZEIT ZEITMANAGEMENT, Hot Chili Apps, HUMANTRIC, JMR Media, Kaasa solution, Live Reply, match2blue, MEDISANA, mischel & söhne communication, net mobile, Nokia, Protegon, SapientNitro, Secusmart, SES RFID Solutions, SHL Telemedizin, siggate, Sybase, Vitaphone



André Schieck
Managing Director, GREY Worldwide

“Düsseldorf can boast the biggest advertising turnover of any city in Germany. And GREY Worldwide is a major contributor – not least thanks to its strongly growing digital business. In the domain of digital culture, clients are looking for those innovative concepts and mobile solutions that can be actively accessed by users. Solutions that help us secure the sales success of our international clients. As Germany’s Mobile Capital, Düsseldorf provides the perfect environment for this. We take pride in hosting Mobile Monday, a developer forum for outstanding creatives who come together in GREY’s Embassy of Ideas”.

Mobile marketing, mobile advertising, mobile media

08

- Selected Düsseldorf companies:
apprupt, BaM! Interactive Marketing, BBDO,
Euroweb, Gettings, GREY Worldwide, GroupM,
Flughafen Düsseldorf, MATERNA newmedia,
MediaCom, Mobile Marketers, OMNICOM Media
Group Germany, Out There Media,
TWT Interactive, Velti, VivaKi



Olaf Koch
Chief Executive Officer, METRO GROUP

“Düsseldorf has a long tradition as a city of trade and commerce, and this has decisively helped shape the character of our company for some years now. The METRO GROUP, which is based here, is Germany’s biggest trading group and also enjoys a leading position internationally. We have a high regard for the city’s cosmopolitan character – which is being still further enriched by our very diverse work force – and its central position in Europe. The area is home to numerous companies in the technology sector, with which we are working together to advance the commercial concerns of the future. This, combined with a business-friendly municipal policy, makes for a unique blend which fosters innovation.”



Trade, services, M-commerce

09

- Selected Düsseldorf companies:
ElectronicPartner, METRO GROUP, Mitsui,
reStore (Apple Premium Reseller)



Dr. Diethard Bühler
Managing Director Central Europe,
Arthur D. Little

“Arthur D. Little has been advising global leaders in matters of strategy, innovation and technology since 1886. Our core speciality being the TIME markets (telecommunications, information, media & electronics), we also focus on disruptive technologies and business models in all issues relating to mobile applications. Users, providers and customers for the entire spectrum of mobile solutions come together in Düsseldorf. As Germany’s Mobile Capital, the city provides an ideal base for networking.”

Consulting

10

- ➔ Selected Düsseldorf companies:
Arthur D. Little, A.T. Kearney, Booz & Company,
listérus & partners, McKinsey & Company,
MSERVICES, Shark Holding,
Valuedfriends, WTHP, 7P Solutions & Consulting



Mark Wächter
Executive Board, MobileMonday Germany,
Chairman of Fachgruppe Mobile im BVDW;
Global Board of Directors, Mobile Marketing Association

“In the Mobile Capital Düsseldorf, a unique blend of companies interact every day to create the future of mobile life. Mobile technology today is far more than a platform for data services and business applications. In the last few years in particular, the mobile screen has become a prime medium for advertising and the entertainment industry. With the BVDW’s ‘Mobile’ Specialist Group, the Mobile Marketing Association and the MobileMonday community based in the city, Düsseldorf is home to the world’s most important associations dedicated to the development of this medium.”

Trade associations, institutions, disseminators

11

- Selected Düsseldorf organisations:
BVDW Fachgruppe Mobile, Deutscher
Marketing Verband, Digitale Stadt Düsseldorf,
Landesanstalt für Medien Nordrhein-Westfalen
(LfM), Messe Düsseldorf, Mobile Marketing
Association, MobileMonday Düsseldorf,
Rheinbahn, Vodafone Enterprise Plenum

COME CLOSER

Düsseldorf is the capital city of North Rhine-Westphalia, the most densely populated state in the Federal Republic of Germany. Düsseldorf lies at the heart of the Rhine-Ruhr Region which is home to 11.7 million people and some 500,000 companies – all within one hour's drive. 155 million people live within a radius of 300 miles. That's around 31% of the entire population of the European Union and also 50% of its purchasing power.

2-hour plane ride

1-hour plane ride

DÜSSELDORF

A map of Europe with Düsseldorf marked as a central point. Two concentric dashed orange circles are drawn around Düsseldorf. The inner circle is labeled '1-hour plane ride' and the outer circle is labeled '2-hour plane ride'. The city name 'DÜSSELDORF' is written in white on an orange rectangular background directly below the central dot.



THE RHINE-RUHR REGION, WITH DÜSSELDORF AT ITS CENTRE, IS GERMANY'S MOST POWERFUL ECONOMIC REGION.

Düsseldorf/Rhein-Ruhr

Inhabitants 11.7 million
Employees 5.7 million

For comparison:

Frankfurt	Inhabitants 5.5 million	Berlin	Inhabitants 6.0 million
	Employees 2.9 million		Employees 2.7 million
Stuttgart	Inhabitants 5.3 million	Munich	Inhabitants 5.6 million
	Employees 2.8 million		Employees 3.1 million
Hamburg	Inhabitants 4.3 million		
	Employees 2.1 million		

In an international comparison:



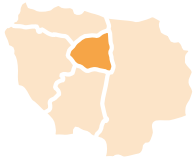
DÜSSELDORF/ RHEIN-RUHR

sq mi 4,532
Inhabitants 11.7 million
37 miles



GREATER LONDON

sq mi 5,478
Inhabitants 13.6 million
56 miles



PARIS – ÎLE-DE-FRANCE

sq mi 4,633
Inhabitants 11.7 million
43 miles



NEW YORK

sq mi 2,363
Inhabitants 14.0 million
43 miles

MESSE DÜSSELDORF

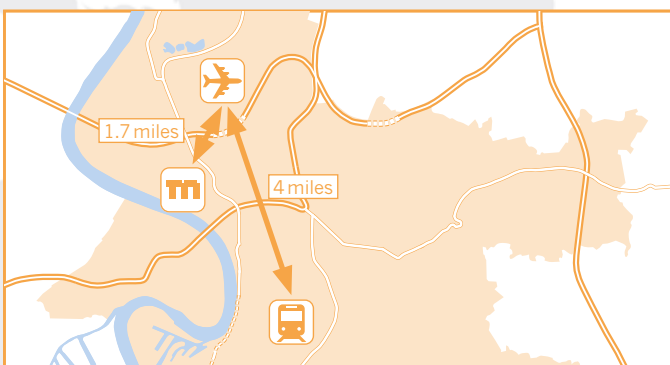
- One of Germany's most important expo centres that attracts up to 2.7 million visitors and over 30,000 exhibitors annually
- Over 40 trade fairs, of which 23 industry-leading events
- www.messe-duesseldorf.de

DÜSSELDORF CONGRESS

- Nine locations for conventions and business events, offering floor concepts for every type of use
- Where mobile communications players meet for industry-leading conventions, company events and seminars
- www.duesseldorfcongress.de
- www.convention-duesseldorf.de

SEAMLESS INFRASTRUCTURE FOR GLOBAL OPERATIONS

- International School
- 40 consulates and almost as many foreign development organisations
- Düsseldorf International is Germany's third-largest airport, serving 180 cities worldwide
- Düsseldorf lies in the densest motorway network in Europe
- Düsseldorf is Germany's third-largest inland port



DÜSSELDORF, "TEN MINUTE CITY"

Having a major airport so close to downtown is a unique feature in Germany: from Düsseldorf International, it takes only ten minutes to drive to the city. The expo centre is only a few minutes away from the airport and can be reached in ten minutes from the city.

MOBILE LIFE DÜSSELDORF

Düsseldorf's hallmarks are its excellent locational benefits, high quality of living and moderate rents and cost of living. In quality of living ratings, Düsseldorf was ranked sixth in global comparison and the top city in Germany. Its mix of international corporations and small niche industries, fashionable Königsallee and traditional Old Town, business and lifestyle are what give it its charm. Düsseldorf's cultural offering can easily match other big cities in the world. But despite its bustling city life, it has not transformed into an urban jungle. While offering art and cultural events many larger cities might envy, it has remained that rare thing – an exciting, yet relaxed cosmopolitan centre.





Digital City Düsseldorf – The networking group for the information and communications sector

The association, which has been joined by a number of major companies from the Düsseldorf area, has become an important instrument for regional economic development. The aim of the Digital City Düsseldorf is to promote networking and an active exchange of information and experience. The Digital City Düsseldorf

- is a platform for business, communication and networking
- organises monthly sector meetings, events and functions
- is the direct route to decision makers and service providers
- its members have access to the expertise of the member community

For further information, see: www.duesseldorf.de/digitalestadt
Direct contact: Tel.: +49.211.89-97231,
E-mail: digitalestadt@duesseldorf.de

HIGHLY SKILLED

Skilled and well-trained human resources are a substantial attractor for any company in the mobile sector, and a domain in which Düsseldorf excels. North Rhine-Westphalia is home to 58 universities and universities of applied sciences – the greatest concentration of higher education institutions in Europe.

More than 455,000 young people train at universities located within a 50-mile radius. The Düsseldorf region is especially versatile in offering an exceptional range of educational and training opportunities. Every year, thousands of graduates in NRW take their exams in university courses that prepare for a career in modern communication technologies. With 615 out of every 1,000 residents in the workforce, Düsseldorf can also boast Germany's second-highest employment density. Düsseldorf offers an international standard of education, training linguistically competent specialists for all European and non-European countries. Intercultural competence and language skills are key success levers for international operations.

VOCATIONAL TRAINING

Germany's Dual System of vocational training has set standards worldwide. The region's chambers of industry and commerce examine hundreds of candidates every year in ICT-related professions (selection):

- Telecommunication
- Information services
- Software engineering for
 - Application development
 - System integration
- Information and telecommunications system electronics

DÜSSELDORF UNIVERSITY AND UNIVERSITY OF APPLIED SCIENCES

- Heinrich Heine University, offering:
 - Computer sciences, including 12 Work Groups for information technology on: algorithms, data structures, operating systems, image and signal processing, geoinformatics, cryptology, mobile and distributed networks, software technology and programming languages
 - Communication and media science
- Düsseldorf University of Applied Sciences, offering courses in electrotechnology, microsystems technology, logistics, media and design

REGIONAL RESEARCH INSTITUTES

- Fraunhofer Institutes for
 - Software and Systems Engineering
 - Microelectronic Circuits and Systems
 - Laser Technology (ILT)
- Institute for Mobile and Satellite Technologies (IMST)
- Ultra High-Speed Mobile Information and Communication (UMIC) Research Cluster
- Max Planck Institute for Mathematics
- Association of German Engineers VDI

FOR INVESTORS

Dependable political majorities and a political climate favouring businesses and entrepreneurship make Düsseldorf a prime target for investors. At 440 points, business tax in Düsseldorf is extremely low compared with other major German cities (Frankfurt: 460, Munich: 490). The city has been free of debt since 2007 and has had a balanced budget for many years. Taxes have been lowered eleven times to reduce the burden on companies. And family-friendly Düsseldorf creates a welcoming atmosphere, with free kindergartens, extensive green areas and recreation sites, and a broad palette of art and cultural events. The Office of Economic Development is the city's 'one stop agency' for expert advice on property rental and residence/work permits, help with local authorities and access to country or industry-specific business networks.

FOR START-UPS

Collaborating with more than 20 industry and public partners, the Düsseldorf Office of Economic Development heads a regional Startup Network focused on expert advice and business coaching. The Office provides newcomers with valuable support in implementing their business model and building up their enterprise. Start-ups and young companies are granted access to the Office's own business networks. It also offers a real estate service and advisory service to help identify and contact relevant public authorities. Designed as a 'one-stop agency', the Office of Economic Development is the single point of contact for all queries and demands in every phase of business development.

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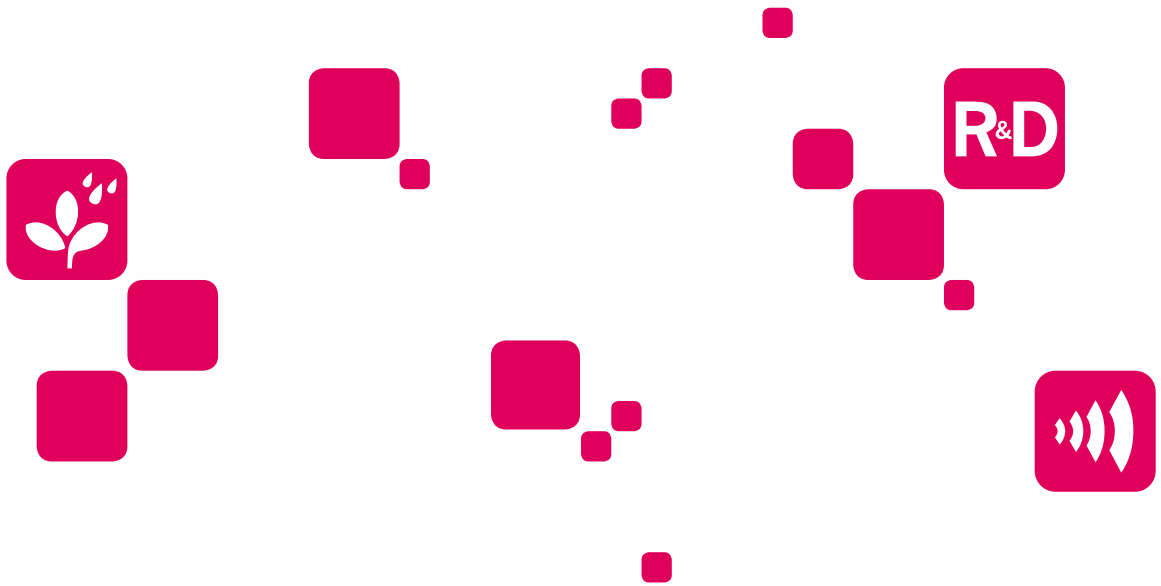
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