

On the Innovation Track to future!



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www.mobilecity.org

Bremen. Mobile City



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mobile
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Bremen is in lane to innovation. This high-tech city is booming: an I&C location that boasts unique expertise for mobile solutions. The city's infrastructure, qualified workforce, brain network and quality of life all add up to a first-class address for pioneering companies.



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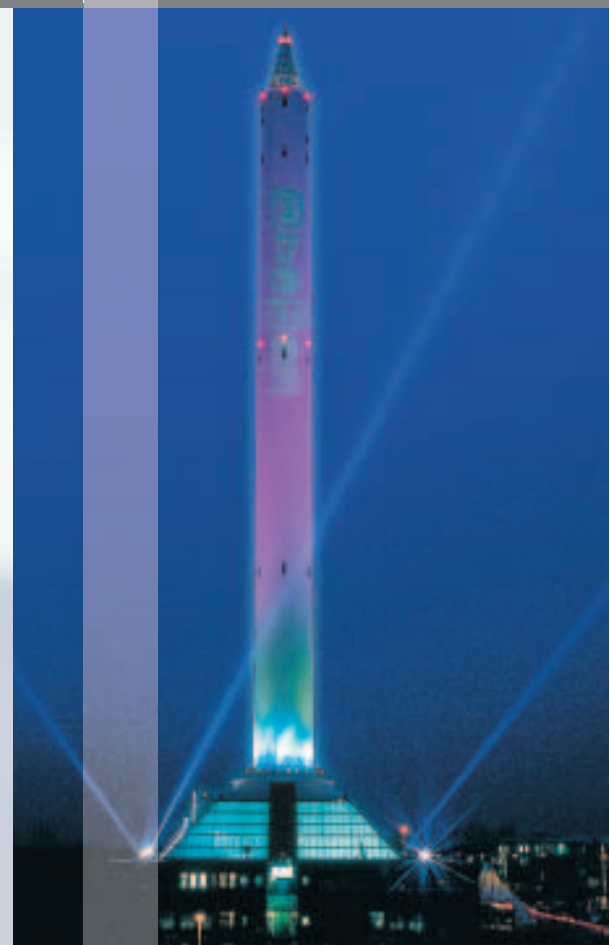
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Bremen. Mobile City



Bremen Set for Innovation: Mobile Solutions

- >>> Bremen is leading in the development of mobile solutions. Over the past few years, a competence cluster with more than 60 firms and institutes has evolved in the city within this field.
- >>> Joint projects between these companies frequently lead to the creation of new applications for wireless transmission techniques such as GPRS, UMTS, Bluetooth and wireless LAN. This segment harbours enormous potential for the lean business processes of the future.
- >>> Bremer Investitions-Gesellschaft mbH and its subsidiaries support this pioneering work. It has set up working groups on the subject of "Mobile Solutions" to encourage inter-company networking and to act as liaison in the formation of long-term partnerships.
- >>> Special focus is given to the topic of 'mobile and wireless communication'. This involves applications which are guaranteed to revolutionise business-to-business relations within the next few years.



Head Start for I & C Enterprises

Bremen's prime asset is its integrative strength. High-end companies in the I & C sector profit from close links with all important areas. Whether university research, design, economic support, or simply the exchange of ideas and experience between innovative colleagues, Bremen takes advantage of the proximity of its human resources and expertise to generate added value.

With more than 600 companies and 6500 employees Bremen is a leading IT and multimedia location in Northern Germany. The past three years have seen an increase of over 60 per cent in jobs in that sector.

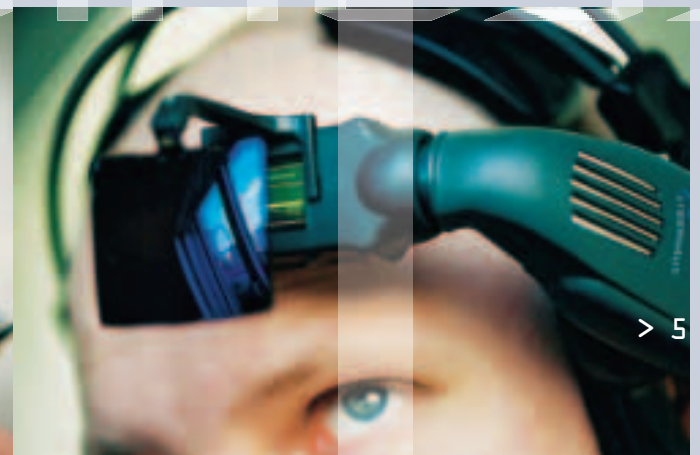
More than 275 companies located in Bremen's Technology Park, including many start-ups, appreciate the close links with the University of Bremen. Multimedia in particular is one of the booming sectors in Bremen. The 'bremen multimedial' network includes 170 firms, that are able to multiply their potential in new, interactive media.

internet

UMTS

business

mobile



Bremen. Mobile City



gprs

- >>> Bremen is a UMTS development location of Deutsche Telekom AG. This means immense potential for all the city's I & C enterprises, who thereby have the opportunity to test their products under real conditions at an early stage and consequently gain a decisive edge over their rivals.
- >>> The German Federal State of Bremen has earmarked a total of € 50 million for investment in its 'Bremen in T.I.M.E.' programme between 2001 and 2005. This budget will ensure long-term financial support for mobile solutions.
- >>> Bremen cooperates with global players Microsoft and Deutsche Telekom AG. Together, they will contribute more than € 15.3 million over and above the funds provided by 'Bremen in T.I.M.E.' towards the development of innovative ideas in the mobile business sector.

Potentially interested I & C companies can submit outlines of their projects as a springboard for the quantum leap.

Both international and domestic companies will find ideal starting conditions in Bremen.



Brain Pools and Dynamic Networks

Bremen's working group on "mobile cooperative work" (mcw) serves as a platform for innovative hardware and software manufacturers, research scientists and service providers who are involved in mobile computer applications. This platform provides a contact forum for experts in the field of new products and out-of-the-ordinary solutions.

This concentration of know-how also ensures that external companies can gain prompt access to the services they require. Both industrial clients and public institutions use "mcw" to find potential partners for their projects.

Bremen offers a "First Tuesday", a prominent contact venue for creative minds held on the first Tuesday of the month. Bremen also stages a "Wireless Wednesday", a unique event at which "mobile" experts from the worlds of business and science meet to network, making Bremen the turntable for wireless communication in Germany.

Bremen goes mobile

The next generation of mobile communication has already entered the decisive phase: UMTS and GPRS are keywords for Bremen's future and serve as the trigger for diverse impetus:

- >>> The "Mobile Europe 2002 Conference" in Bremen provided a forum where representatives of international commerce and science investigated the latest trends. "Best Practice" projects were presented, UMTS business models discussed and pan-European 2.5 - 3 G test beds of the European Commission were demonstrated.

mobile

network



Bremen. Science meets Business



Highly-Qualified Workforce Potential

Highly-qualified human resources are a crucial factor for high-tech companies – Bremen is outstanding in this field.

In the last 3 years, some 3000 new vacancies in the I&C sector in Bremen were filled from Bremen's own workforce pool. The city boasts commendable achievements in the qualification of IT specialists.

>>> In 2001 Bremen University of Applied Science, which has 6500 students, was awarded the title of "Best Practice University of Applied Science". It offers courses such as 'Technical Informatics', 'Applied Informatics'

(International), 'Media Informatics' and 'Microsystems Engineering' (International).

- >>> Bremen University has 1800 students in the 'Mathematics and Informatics' course alone.
- >>> These figures have now increased with the International University Bremen, the first English-language private university in Germany.

Science and Development: Enhancing Bremen's Image

The thriving science community in Bremen provides an excellent environment for business enterprises. Research institutes work hand in hand with private enterprises to boost innovative IT projects. The following three institutes are typical examples:

BIBA: Bremen Institute of Operational Technology (BIBA) researches intelligent production processes with the benefit of first-rate technical facilities.

TZI: Man and the intelligent machine are the focus of the research work conducted by the Informatics Technology Centre (TZI), whose interdisciplinary research contributes, for example, to such diverse fields as medicine and multimedia.

IKOM: The Centre of Information and Communications Technology (IKOM) is particularly proficient in the fields of microelectronics and complex information systems.



Mobile City – Infrastructure

Bremen is a city with a compact layout. Motorways, ports, high-speed trains, a local public transport system of streetcars and bus routes, an international airport close to the city center – the business location of Bremen offers an efficient and intelligent traffic network.

The data superhighway is also in a class of its own: Bremen's broadband network is connected to the German research network.



mobile

Bremen goes success



Bremen – Experience and Enjoy

Why do 75 % of Bremen's students wish to continue living and working here after they have graduated? The reason is simply that they appreciate the special quality of life the city has to offer: the varied cultural scene, which features musicals, theatres and first-class festivals, the extraordinary nightlife along the "Schlachte" promenade, on the banks of the Weser, the many small bars, the mellow atmosphere of the old town, and the multicultural scene of the Ostertor district. Bremen combines the flair of a dignified Hanseatic city with the verve of a youthful, forward moving location, evident in the 'UNlversum' science reality centre and the new 'Space-Park'.



Our Service – Your Success!

New business ideas need expert support if they are to enjoy lasting success. In this respect, you can count on our assistance.

Premises and Sites: We can find the perfect office or investment location for your company.

Approvals: We help international investors to deal with state and local government authorities.

Immigration: We assist international investors to obtain residence and work permits.

Financing: We arrange venture capital, loans, investment subsidies and project grants.

Joint Exhibitions: We organise joint stalls for Bremen based companies at trade fairs and exhibitions.

Tenders: We initiate calls for tenders in the sectors mobile solutions and e-business. The winning projects receive financial assistance.

Innovation Transfer: We find partners from the science sector to support you with applications-based research.

Contacts: We arrange contacts for you with chambers, law firms, accountants and tax advisors, but also with potential business and cooperation partners.



The BIG Group – Your professional partner in all questions of economic support and assistance to settle in the German Federal State of Bremen.

SUCCESS

