



Globally connected  
Düsseldorf,  
the Mobile Hub



# 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.

More than 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 technology<sup>1</sup>, but increasingly also 4G networks primarily using the LTE standard<sup>1</sup>. In 2013 alone 28 million smartphones and 5 mill. tablets will be sold. The demand for mobile broadband usage is rising.

➔ Selected Düsseldorf companies:  
Huawei,  
Nokia Solutions and Networks, Vodafone Deutschland, ZTE

## Mobile marketing

The mobile phone has been in use as an advertising medium for a whole 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, apprapt, Düsseldorf Airport DUS, Gettings, madvertise media, MATERNA newmedia, Mobile Marketers, Sony Mobile Communications, Velti

## Branded reseller<sup>2/</sup> MVNO<sup>3</sup>

MVNO-based business models – at the end of 2013 there are already more than 180 'virtual' mobile brands on the German market. Some of them are subsidiaries of network operators, but the majority are collaborations between network operators or MVNEs<sup>4</sup> 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.

## M2M communication<sup>6</sup>

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:  
Cumulocity, Ericsson, MediaanABS Deutschland, M2M Alliance, SIMFONICS

## 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:  
Kaasa health, Jommi Online Marketing, MEDISANA, SHL Telemedizin, Tiptel.com

## 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:  
net mobile, Rheinbahn, PricewaterhouseCoopers, Vodafone Deutschland



## Smart retailing and mobile commerce

Creating a mobile link from retailers to consumers, RFID<sup>7</sup> technologies help optimise supply chain procedures, while NFC<sup>8</sup> and SIM cards make shopping 'smart' and increasingly mobile.

- Selected Düsseldorf companies:  
Emmas Enkel, Hierbeidir.com, METRO GROUP, re:Store (Apple-Premium-Reseller), SES RFID Solutions

## Mobile apps<sup>5</sup>

Applications for mobile devices: in 2012 1.7 bill. apps were downloaded – that is 80% more than the previous year –, generating sales revenue of 430 mill. euros. The growth in smartphone penetration has given the app economy a tremendous boost.

- Selected Düsseldorf companies:  
AppCom Interactive, Appseleration, bam! interactive marketing, Hot Chili Apps, net mobile, Nokia, Verlagsgruppe Handelsblatt

## 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:  
@one IT, Protegon, Secusmart

## mLearning

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

- Selected Düsseldorf companies:  
Babel e-Information, Vela Entertainment Studios, Coachme

<sup>5</sup> 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.

<sup>6</sup> 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.

<sup>7</sup> 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.

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



# MOBILE DÜSSELDORF

Home to the network operators Vodafone Deutschland and E-Plus, Düsseldorf has long been a powerhouse of the German mobile telecommunications industry. Groundbreaking industry innovations – such as the MVNO business model, LTE projects or the launch of RFID – were all started and successfully marketed by Düsseldorf players. The city has long been 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. Düsseldorf is home to more than 1,500 companies from the information and communications technology sector. Such a concentration of companies, industry associations and institutions has made Düsseldorf into a unique ecosystem in the mobile sector on a world scale.

More information: [www.duesseldorf.de/mobile-dus](http://www.duesseldorf.de/mobile-dus)  
and: [www.mobile-dus.de](http://www.mobile-dus.de)



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.



In Düsseldorf business angels and investors provide venture capital resources for high-tech start-ups through to the mobile incubator in the K-LAN ICT knowledge network.



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



Düsseldorf is host to the M2M Summit, a congress that has developed into one of the most important events in the M2M environment in recent years.



**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, Google 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, BlackBerry, HP Enterprise Services and CGI all operate successfully from Düsseldorf.

**EUROPE** Its leading role in global mobile telecommunications manifest itself 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 hub. 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 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. Excellent general conditions have thus been created to enable companies to establish business contacts and to collaborate.

**INDIA** The growing mobile 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 45 firms operating in the region already. 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 for Indian companies is outstandingly provided 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 300 Chinese companies. Leading network suppliers such as Huawei and ZTE have chosen Düsseldorf as their European head office and German headquarters respectively. Together, they have made Düsseldorf the hub 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. Düsseldorf is home to a wide diversity of Korean service providers and trade associations.

**JAPAN** A true Mecca of mobile 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.

Contacts

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Vodafone Deutschland, E-Plus Mobilfunk, SIMFONICS 01

Alcatel-Lucent, Ericsson, Huawei, NEC, Nokia Solutions and Networks, Oracle, Q2WEB, Renesas Electronics, Yokowo, ZTE 02

Atos, CGI, Comarch, Comptel, HP Enterprise Services, IBM, Tata Consultancy Services, Tech Mahindra 03

AY YILDIZ Communications, ecotel, freenet, Ortel Mobile, ring Mobilfunk, simyo 04

BlackBerry, Hewlett-Packard, Intermec Technologies, novero, Sony Mobile Communications, Tiptel.com, Toshiba Europe 05

BAMM.tv, RP Digital, Schwann Verlag, Ubisoft, Verlagsgruppe Handelsblatt 06

@one IT, AppCom Interactive, Appseleration, Babel e-Information, Bosbec Communication, Cliq Digital, Coachme, Code One, Cumulocity, DOCOMO Deutschland, dreieque, ECHTZEIT ZEITMANAGEMENT, Hot Chili Apps, Inmote, Jommi Online Marketing, Kaasa solution, Live Reply, MEDISANA, mischel & söhne communication, net mobile, Nokia, PiXanta, Protegon, RHEINFABRIK, Secusmart, SES RFID Solutions, SHL Telemedizin, sipgate, Sogeti, Slenderiser, Sybase, Vela Entertainment Studios, Vionlabs 07

apprupt, bam! interactive marketing, BBDO, Euroweb, Gettings, GREY Worldwide, GroupM, Düsseldorf Airport DUS, madvertise media, MATERNA newmedia, MediaCom, OMNICOM Media Group Germany, TWT Interactive, Velti, VivaKi 08

ElectronicPartner, Emmas Enkel, Hierbeidir.com, METRO GROUP, Mitsui, re:Store (Apple-Premium-Reseller) 09

1stMOVER, 7P Solutions & Consulting, AcademicIT, A.T. Kearney, Booz & Company, effmertconsult, listérus & partners, McKinsey & Company, MediaanABS Deutschland, Mobile Marketers, MSERVICES, Shark Holding, Valuedfriends, P3 communications, PriceWaterhouseCoopers, troido android consulting, 10

BVDW Fachgruppe Mobile, Deutscher Marketing-Verband, Digitale Stadt Düsseldorf, Digital Markets, K-LAN, Landesanstalt für Medien Nordrhein-Westfalen (LfM), Messe Düsseldorf, Mobile Marketing Association, MobileMonday Düsseldorf, Open Device Lab 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





Jens Schulte-Bockum  
Chief Executive Officer, Vodafone Deutschland

“Vodafone is firmly rooted in Düsseldorf. Our company has become big in this city. Here we have grown to become one of Germany’s biggest telecommunications providers. We were helped by the perfect location and the outstanding local infrastructure. With our new Vodafone Campus in the city district of Heerdt for about 5,000 employees we are pointing the way to further growth and forward-looking innovation in the region. This new-build is our visiting card in Düsseldorf – and sets totally new standards in the areas of energy efficiency, working life and innovation. There can hardly be a greater commitment to a business location.”

# Networks, MVNEs 01

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



Olaf Reus  
Board Member,  
Huawei Technologies Deutschland

“Huawei’s West European and German headquarters are located in Düsseldorf. The lease of a new building with some 20,000 square metres of space to accommodate our 900 employees and to amalgamate our individual sites in the city area in until 2014 is clear proof of our belief in Düsseldorf as a business location. For us Düsseldorf is the centre of the mobile technology industry and the place where numerous customers, suppliers and business partners are based. That is why we moved here in 2007 and are continuing to expand our involvement here.”

# Infrastructure, appliances

02

- ➔ Selected Düsseldorf companies:  
Alcatel-Lucent, Ericsson, Huawei, NEC,  
Nokia Solutions and Networks, Oracle, Q2WEB,  
Renesas Electronics, Yokowo, ZTE



Andrea Ruschen  
Head Delivery Center,  
Tata Consultancy Services

“Tata Consultancy Services runs a Delivery Center in Düsseldorf specialising in high-end projects and programmes. As part of the global network delivery model (GNDM™), we collaborate with local teams here to develop high-quality new solutions particularly quickly and efficiently. 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:  
Atos, Comarch, Comptel, CGI, HP Enterprise  
Services, IBM, Tata Consultancy Services,  
Tech Mahindra



Nicolas Biagosch  
CEO, simyo GmbH

“With about 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 – a simyo associate and mainspring of the German mobile communications market – is here, 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.

Düsseldorf. Because simple is just easy.”





# Service providers, MVNOs, branded resellers

04

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



Timo von Lepel,  
Senior Director Germany, BlackBerry Research In Motion

“BlackBerry 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:  
BlackBerry, Hewlett-Packard,  
Intermec Technologies, novero,  
Sony Mobile Communications, Tiptel.com,  
Toshiba Europe



Gabor Steingart,  
Chairman of the Handelsblatt publishing group  
and Publisher of '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 long 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 hub.”

# Content providers

06

- ➔ Selected Düsseldorf companies:  
BAMM.tv, RP Digital, Schwann Verlag, Ubisoft,  
Verlagsgruppe Handelsblatt



Dr. Hans-Christoph Quelle  
Managing Director, Secusmart

“Secusmart is a major player in the high-security voice and data communication sector. We develop customer-specific solutions against bugging and phone-tapping operations for companies and public authorities. In the area of bugging and phone-tapping prevention Secusmart offers SecuSUITE for BlackBerry 10, a high-security solution that for the first time combines smart-phone convenience with interception protection for entire mobile communication systems. In the landline sector we round off our product range with products like secure conferencing or secure landline communication. We knew right from the start that there was only one location for the Secusmart headquarters: Düsseldorf.”

# Value added services, mobile apps and solutions

07

- Selected Düsseldorf companies:  
@one IT, AppCom Interactive, Appseleration, Babel e-Information, Bosbec Communication, Cliq Digital, Coachme, Code One, Cumulocity, DOCOMO Deutschland, dreieque, ECHTZEIT ZEITMANAGEMENT, Hot Chili Apps, Inmote, Jommi Online Marketing, Kaasa solution, Live Reply, MEDISANA, mischel & söhne communication, net mobile, Nokia, PiXanta, Protegon, RHEINFABRIK, Secusmart, SES RFID Solutions, SHL Telemedizin, sippgate, Sogeti, Slenderiser, Sybase, Vela Entertainment Studios, Vionlabs



André Schieck  
Chief Digital Officer GREY Germany

“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. 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,  
Düsseldorf Airport DUS, MATERNA newmedia,  
MediaCom, madvertise media, OMNICOM Media  
Group Germany, 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, Emmas Enkel,  
Hierbeidir.com, METRO GROUP, Mitsui, re:Store  
(Apple-Premium-Reseller)



Dr. Roman Friedrich  
Member of the Board of Directors,  
Booz & Company

“Düsseldorf has been transformed from an industrial into a trading, service, media and communications city in recent years. In the course of the ongoing wave of digitization the importance of information technology in companies has fundamentally changed. That is why internationally leading institutes of technology have confidence in Booz & Company. Our work focuses on one clear aim: to generate added value and thus new strength for sustainable solutions.”

# Consulting

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- ➔ Selected Düsseldorf companies:  
1stMOVER, 7P Solutions & Consulting,  
AcademicIT, A.T. Kearney, Booz & Company,  
effmertconsult, listérus & partners, McKinsey  
& Company, MediaanABS Deutschland,  
Mobile Marketers, MSERVICES, Shark Holding,  
Valuedfriends, P3 communications,  
PricewaterhouseCoopers, troido android consulting



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

“In 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,  
Digital Markets, K-LAN, Landesanstalt für Medien  
Nordrhein-Westfalen (LfM), Messe Düsseldorf,  
Mobile Marketing Association, MobileMonday  
Düsseldorf, Open Device Lab 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 11.6 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





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

**Düsseldorf/Rhein-Ruhr**

Inhabitants 11.6 million  
Employees 5.7 million

For comparison:

<b>Frankfurt</b>	Inhabitants 5.5 million	<b>Berlin</b>	Inhabitants 6.0 million
	Employees 2.9 million		Employees 2.7 million
<b>Stuttgart</b>	Inhabitants 5.3 million	<b>Munich</b>	Inhabitants 5.5 million
	Employees 2.7 million		Employees 3.0 million
<b>Hamburg</b>	Inhabitants 5.1 million		
	Employees 2.5 million		

**In an international comparison:**



**DÜSSELDORF/RHEIN-RUHR**

sq mi 4,532  
Inhabitants 11.6 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**

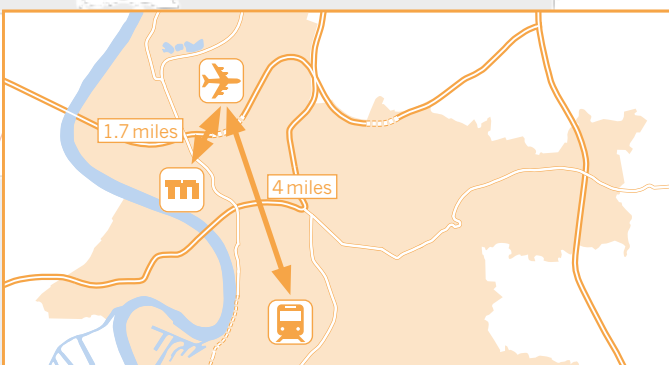
- One of Germany's most important expo centres that attracts up to 2 million visitors and over 30,000 exhibitors annually
- Over 50 trade fairs, of which 24 industry-leading events
- [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)

**DÜSSELDORF CONGRESS**

- Ten locations for conventions and business events, offering customised space concepts for every type of use
- Where mobile communications players meet for future-focused conventions, company events and seminars
- [www.duesseldorfcongress.de](http://www.duesseldorfcongress.de)
- [www.convention-duesseldorf.de](http://www.convention-duesseldorf.de)

**SEAMLESS INFRASTRUCTURE FOR GLOBAL OPERATIONS**

- International school and other training facilities for children from abroad
- 40 consulates and almost as many foreign development organisations
- Düsseldorf Airport DUS is Germany's third-largest airport, more than 180 destinations 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 the city centre 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 become 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
- offers its members access to the expertise of the community

For further information, see: [www.digitalestadtduesseldorf.de](http://www.digitalestadtduesseldorf.de)  
Direct contact: Tel.: +49 211 89-9 72 31,  
E-mail: [digitalestadt@duesseldorf.de](mailto: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 500,000 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 626 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, cryptography, 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 for their employees, 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 allowed 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 central point of contact for all queries and concerns in every phase of business development.

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**Published by**  
City of Düsseldorf  
The Lord Mayor  
Office of Economic Development

**Responsible**  
Uwe Kerkmann

**Editors**  
Jürgen Gerreser, Marion Schwartzkopff

**Design**  
Rispler&Rispler Designer Partnerschaftsgesellschaft, Düsseldorf

**Printed by**  
Druckstudio GmbH, Düsseldorf

**Translation**  
Düchting Translation Service

IX/13-6, 3 rd.rev. ed.  
[www.duesseldorf.de/mobile-dus](http://www.duesseldorf.de/mobile-dus)

Images

Tom Bayer – Fotolia (34) | pizuttipics – Fotolia (34) | qphotomania – Fotolia (34)  
Maridav – Fotolia (34) | Artur Marciniac – Fotolia (34) | philipus – Fotolia (35)  
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