

# Hamburg@work: the Gateway to the World of the Digital Industry

by Dr. Esther E. Conrad  
PR-Text für Hamburgs Digitalcluster "Hamburg@work"

Hamburg@work is Hamburg's media, IT and telecommunications cluster. The association by the same name has over 2,500 members from over 650 companies. In close collaboration with the Free and Hanseatic City of Hamburg, the Hamburg@work association has formed a public private partnership that is a powerful force for the digital industry in Northern Germany.

Hamburg@work offers a wide range of services in order to augment the prominent position Hamburg occupies as a media, IT and telecommunications hub and by offering support to companies working in this sector. The prime objective is to connect people within the field and create mutually beneficial networks. Hamburg@work provides business contacts, facilitates networking, and disseminates information. Put simply, it provides a platform for the exchange of ideas and puts the right people in touch.

For this purpose, Hamburg@work closely cooperates with partners in Germany and overseas, ranging from other federal states such as Schleswig-Holstein, Berlin and Brandenburg to international hotspots such as San Francisco and Shanghai. Members can actively participate in focus groups or project teams to push specific topics of interest.

## **Highly Successful: Hamburg@work Networks the North**

Hamburg@work is more than a network for the digital industry: Beyond connecting all kinds of people - ranging from executives and managers to freelancers and students - it offers a variety of services designed to further business's needs. The cluster's experts advise on subsidies, employee training programs, dealing with the public sector, support options for start-ups, finding office space and expanding internationally. Thanks to these comprehensive support options geared towards companies' current needs, Hamburg@work has succeeded in attracting many new companies in the industry while simultaneously providing a highly attractive framework for existing businesses. This bundling of forces within Hamburg's media, IT and telecommunications industry gives Hamburg the strategic strength needed to make it the national pioneer of the e-economy.

## **Creating and communicating the future today**

Hamburg@work focuses on a business environment designed to advance the progress of cross-sector issues such as games, digital media and

eCommerce. The cluster organizes a variety of projects designed to create content related to these areas as well as over 120 events every year to communicate this content to a broad audience. The weekly newsletter, offering the latest news from Hamburg's media, IT and telecommunications scene, is sent to some 10,000 subscribers. In addition, Hamburg@work publishes its print publication, the ALWAYS ON, four times a year, which features the latest technology issues, portraits of new companies, reviews of past events and an outlook on upcoming events. Germany's most renowned IT congress, Hamburg's IT Strategy Days, is held annually in Hamburg, successfully bringing together Germany top CIOs and connecting the IT industry with commercial users. Award shows such as the Neptun or the Webfuture Award are designed to honor the most innovative cross-media campaign and the most promising eCommerce start-ups respectively – thereby encouraging ground-breaking, new ideas to shape this dynamic industry.