

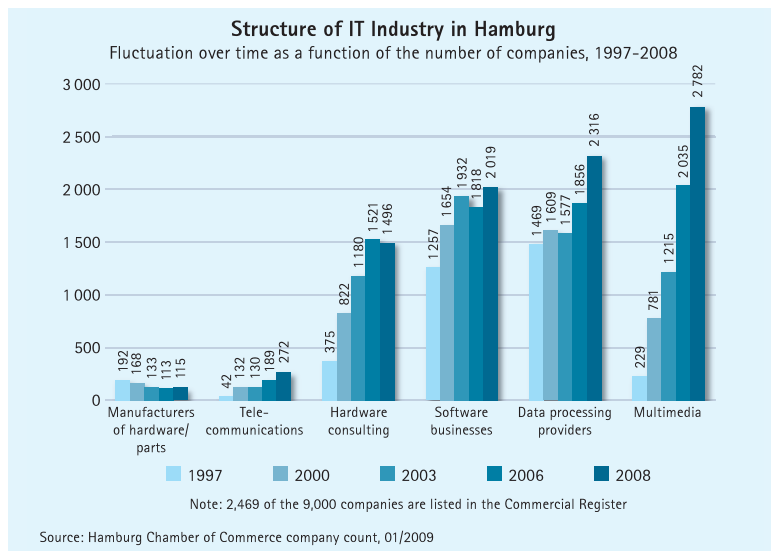
Sector Profiles



IT Capital Hamburg

Information technology and telecommunications are key industries for any successful business location. Given their high innovative strength, both industries are a growth engine for the success of other companies using these technologies to optimise operational processes and shorten development cycles. The IT and telecommunications sectors are well positioned in Hamburg and of exceptional commercial relevance: approximately 45,000 persons are employed in some 9,000 companies, 2,469 of which are listed in the Commercial Register. The spectrum ranges from hard- and software consulting and development, and the manufacturing of hardware and parts to data processing, telecommunications and multimedia providers, and games.

On average, the number of Hamburg-based IT companies has increased by almost seven per cent each year since 2001 (5,748 companies) to a current 9,000, with the multimedia providers representing the industry's largest growth engine. From late 2004 until late 2008, the number of companies in this sector alone rose by an average of approximately 13 per cent per year, a figure that is continuing to rise. A comprehensive industry network, customer proximity, attractive jobs and diversified courses of study are all guarantors of this growth development.



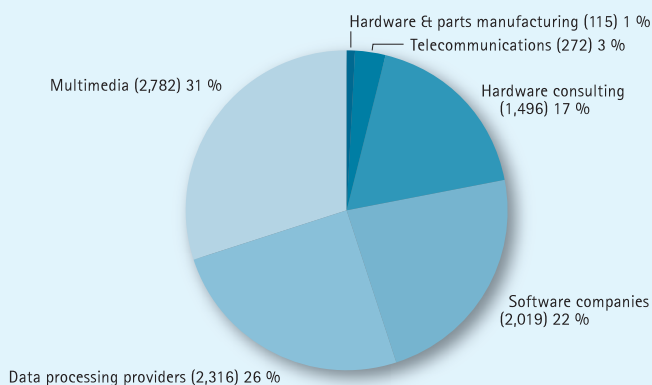
Agency Report 2008" worldwide listing. Traditional advertising and dialogue marketing agencies have expanded their portfolios to include the online business, thereby enhancing it. Jung von Matt Aktiengesellschaft and Nordpol Interaktiv Division GmbH are two agencies, which have won Cannes Lions awards in the online/interactive category several times. Online marketers are another important division in the Hamburg multimedia business. Three top marketers (*Horizont* Ranking 2008) operate from Hamburg: G+J Electronic Media Sales GmbH, Quality Channel GmbH, and AOL Digital Marketing Group, a leading European Internet company. Bauer Media KG and Ströer Interactive GmbH also feature among Germany's prominent online marketers. Both eprofessional GmbH and Proximity Germany GmbH are also well-known online marketing agencies. Arvato mobile GmbH is specialised in mobile marketing.

Data processing providers make up the second most important sector in the Hamburg IT industry, with 26 per cent (2,316 companies, of which 420 are CR-listed). The most well-known data processing providers include IKON Office Solutions GmbH as well as the long-standing ALPHA COM Deutschland GmbH, established in 1976. GFT inbox GmbH is a leading European provider of archiving systems. CCS Content Conversion Specialists GmbH is a worldwide operating, highly specialised provider of digital library inventory systems.

The third-largest sector with 2,019 companies (of which 1,021 are CR-listed) is the **software consulting and development** sector, with 22 per cent. Big international market leaders, i.e. Adobe Systems Engineering GmbH, IBM Deutschland GmbH, Logica Deutschland GmbH & Co KG and Microsoft Deutschland GmbH operate branch offices in Hamburg. Siemens Programm- und Systementwicklung GmbH & Co KG, originally a small Hamburg startup, is part of Siemens IT Solutions and Services today. The Hamburg company, CP Corporate Planning AG, is one of the best-known management software providers. The Hamburg office of Sun Microsystems GmbH is in charge of developing StarOffice software for office use.

Many of the Hamburg system houses are renowned providers in their specialised sector, for example HS – Hamburger Software GmbH & Co KG (standard operational PC programmes), SilkRoad

Industry Structure of 9,000 Hamburg-Based IT Companies
By number of companies



Note: 2,469 of the 9,000 companies are listed in the Commercial Register

Source: Hamburg Chamber of Commerce company count, 01/2009

IT Providers Boom

The 2,782 businesses in the dynamic **multimedia sector** (of which 602 are CR-listed), accounting for 31 per cent, are the largest sector in the Hamburg IT economy and have contributed more than any other industrial sector to shaping Hamburg's reputation as an Internet capital. SinnerSchrader Aktiengesellschaft, which ranked fifth in the German trade publication's *Horizont* 2008 "New Media Providers" ranking, is among the best-known multimedia agencies in Hamburg. Other agencies high on the ranking list include Scholz & Friends Interactive GmbH, deepblue networks AG and Fork Unstable Media GmbH.

The IBM Interactive Division in Hamburg is the second-largest web agency in Germany by sales, ranking fifth in the "Advertising

technology GmbH (content management systems), Beiersdorf Shared Services GmbH (bookkeeping and information system services for Beiersdorf), pdv Financial Software GmbH (security trading), HanseCom Gesellschaft für Informations- und Kommunikationsdienstleistungen mbH (computer systems), Dakosy AG (logistics), EUROGATE IT Services GmbH (logistics), Vattenfall Europe Information Services GmbH (energy industry), as well as COMLINE Computer + Softwarelösungen AG (real estate management and housing industry), and evodion Information Technologies GmbH (finance management, print media and logistics). Steinberg Media Technologies GmbH is known worldwide for "Cubase" music production software. In the content management systems field, the multiple award-winning, Hamburg-based CoreMedia AG is recognised as an innovative leader. Further software specialists with branch offices in Hamburg are Aareon Deutschland GmbH (real estate management) and Lufthansa Systems AG (airline and aviation industry), as well as Dataport, a leading public IT provider and shared service center, which works for three other federal states besides Hamburg.

Many leading IT management consultants run operations in Hamburg, among them PPI AG Informationstechnologie, named one of Germany's top five employers in 2008 by the Great Place to Work Institute. C1 Group is another excellent consultancy firm, ranking sixth among leading German medium-sized IT consultants (Lünendonk 2008). Other big management consultancies in Hamburg, who are either specialised in or have a major IT consulting division, are the SAP specialist akquinet AG, Acando GmbH, CAS Concepts and Solutions AG, PUTZ & PARTNER Unternehmensberatung AG and Steria Mummert Consulting AG.

The **hardware consulting** sector features 1,496 companies (190 of which are CR-listed), making up 17 per cent of the Hamburg IT business. To name a few: BASIS AudioNet GmbH, mendo consult GmbH, exempTec GmbH and comlife IT Systemberatung GmbH, are the top Hamburg providers of hardware consultancy and customised all-in-one solutions.

One hundred and fifteen companies in Hamburg (89 of which are CR-listed) are **manufacturers of hardware and parts**. While these companies account for only one per cent of the IT economy, several of them are global players with employment figures in the thousands. The traditional Hamburg company NXP Semiconductors Germany GmbH (formerly Philips) produces security chips in Hamburg for German passports and admission tickets (FIFA World Cup 2006). Hamburg is the European headquarters of Sharp Electronics (Europe) GmbH and Olympus Europa Holding GmbH, and the German headquarters for Panasonic Deutschland (since 1962) as well as Philips Deutschland GmbH (since 1946), one of the top ten companies in the German electronics industry. The international hardware manufacturer Hewlett Packard GmbH has operated a branch office in Hamburg since 1961.

Good Connections

While the 272 companies of the Hamburg telecommunications sector (147 of which are CR-listed) account for only three per cent of the Hamburg IT industry, the company figure has risen during the past four years by an average of close to 17 per cent annually.



Mobile communications, games and navigation are ubiquitous and used by everyone in the private sector as well as in business.

Broadband availability throughout the entire municipal area positions Hamburg among Germany's broadband leaders. The first private network provider – in addition to Deutsche Telekom – entered the market 20 years ago: INFO AG, founded in 1984, and operating not only data processing centres and networks, but also as an IT provider. BESCom Elektronik GmbH, also located in Hamburg, is a radio system specialist. Telindus GmbH has operated in the international telecommunications sector from Hamburg for several decades. HanseNet Telekommunikation GmbH (Alice), founded in Hamburg, is the fourth-largest German telecommunications provider. Easynet GmbH is a well-known Hamburg network provider. COLT Telecom GmbH and Telefónica Deutschland GmbH, one of the largest IP carriers in Germany, plus Deutsche Telekom AG, all operate branch offices in Hamburg.

E-Business and E-Commerce

The leading supplier search engine Wer liefert was (Who supplies what) comes from Hamburg. Product search engine provider Kelkoo with its German headquarters in Hamburg, is Europe's third-largest E-commerce web site following Amazon and Ebay. The German headquarters of Google Germany GmbH are also located in Hamburg. More than 6.5 million people in business and the workforce use Hamburg-based XING, Europe's market leader in electronic business networks. The leading European online partner agency is the Hamburg-based Parship GmbH.

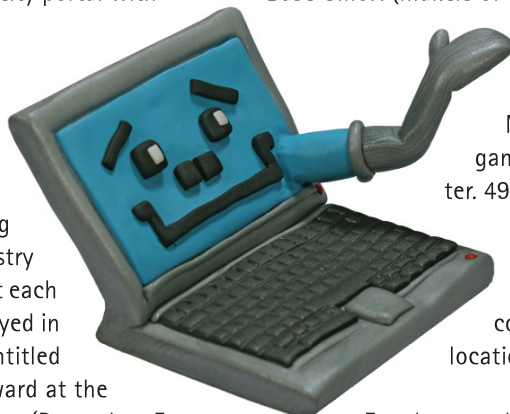
Traditional Hamburg companies play a crucial role in e-commerce. Some of the most frequently-visited pages on the Internet are the Tchibo GmbH and Otto Group web sites. In fact, the Otto web site was voted "most popular web site" for the third consecutive year in 2008. ePages Software GmbH is a leading international supplier of E-commerce standard software and was awarded the Seal of e-Excellence Silver Award and a five-star rating by PC World in Spain in 2008. Spiegel Online, Germany's top online news page, also comes from Hamburg. Netzpiloten AG is the leading online navigation and lottery services provider; D+S europe AG is the largest full-service provider for fashion E-com-

merce. Fittkau & Maass Consulting GmbH, a market research and consulting company, launched the first German online survey W3B in 1995 and have since specialised in online market surveys. hamburg.de GmbH & Co KG operate a web site by the same name, which originated as an administration information web site only, evolving today into Europe's most modern city portal with two million visits per month.

Games People Play

Since 2003, the number of companies in the **games sector** with offices in Hamburg has virtually doubled. This young industry continues to grow by more than 10 per cent each year. At present, ca 1,500 people are employed in some 180 companies. The initiative entitled "Gamecity Hamburg" received a special award at the 2008 German Inventor Award presentation (Deutscher Entwicklerpreis 2008): "Gamecity Port," a creative lab for promising startups in games development, design and marketing, and a great addition to the Hamburg games industry in 2008. Successful company startups in the Hamburg games sector include Daedalic Entertainment GmbH, splitscreen studios GmbH, spotsonfire GmbH, twintime software & entertainment GmbH, as well as northworks Software GmbH, a lighthouse project from the multimedia startup contest sponsored by the Federal Ministry of Economics.

Hamburg's largest and leading games companies are Bigpoint GmbH, operator of the biggest online games portal, and dtp entertainment AG, a leading German PC and console games



publisher, as well as international games providers Codemasters GmbH and Eidos GmbH, both with German head offices in Hamburg. In addition, a number of other Hamburg-based companies, such as Exit Games GmbH, Fishlabs Entertainment GmbH (winner of the Airgamer Award and PocketGamer gold award), and Chess-Base GmbH (makers of "FRITZ," the world's best-known language programme), develop technologies and contents for games consoles such as Xbox, Playstation, Nintendo Wii and Mobile Games. Several other successful game developers complete this unique cluster. 49Games GmbH, for one, has already placed more than one million of its sports games in the market. Specialised providers such as the distributor flashpoint AG complement the portfolio of Hamburg as a location for the games industry.

For those seeking **training, education and/or further education** in IT or wishing to take up academic studies in IT, will find a broad range of offers in Hamburg: university, college and vocational courses, as well as comprehensive further educational courses and training on the job. Well-trained, motivated IT recruits are the foundation for the future success of Hamburg as an IT location. Close to 500 new training contracts were signed in 2008 in five IT training fields – IT specialist, IT management, IT system electronics, IT system management, and technical software development. The Hamburg educational portal www.it-medien-hamburg.de provides comprehensive information on the IT job market as well as on all training and education possibilities in Hamburg.

For further information on the IT Capital Hamburg visit our web site www.hk24.de, Document No 37877.

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