



## Fostering ICT Usage in SMEs Experience of the action line Hessen-IT

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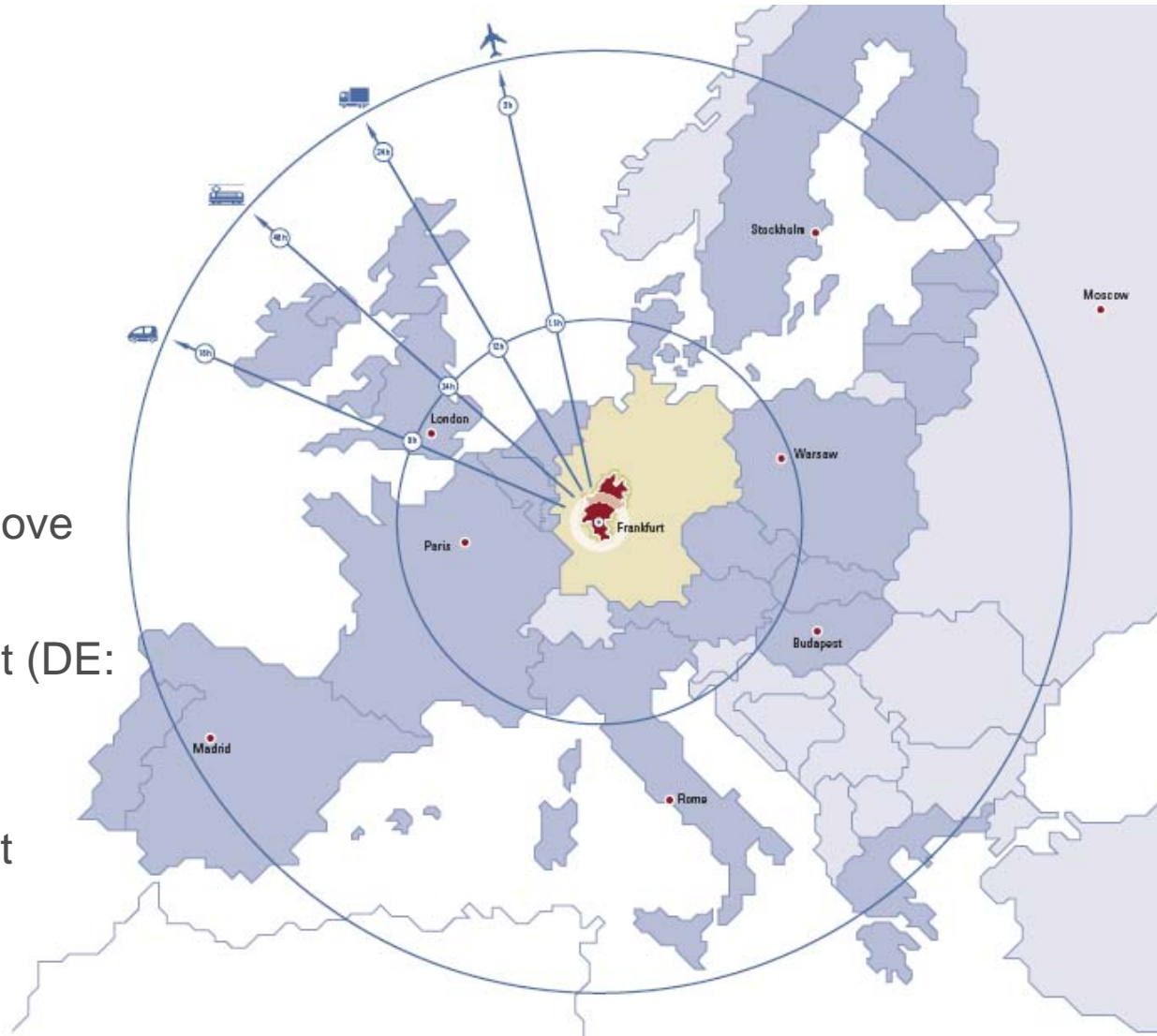
Hessen -  
Your Technology  
Hotspot



# Hessen – In the Heart of Europe



- 6.1 mio inhabitants
- GDP/inhab. 24% above DE-average
- 6.2% unemployment (DE: 7.2%)
- Traffic hub:  
air, road, rail, internet





# Economic Structure of Hessen

**251.000 enterprises in Hessen**

**major manufacturing industries in Hessen:  
ICT, Chemicals and Pharmaceuticals, Motor  
vehicles, Electrical engineering, Machinery**

**Service Sector particularly strong**

**(76% gross value added), financial, services,  
insurances, transport and communication  
as well as business service industries**

**ICT sector the strongest sector in Hessen**

- **More than 9900 enterprises, 95000  
employees**

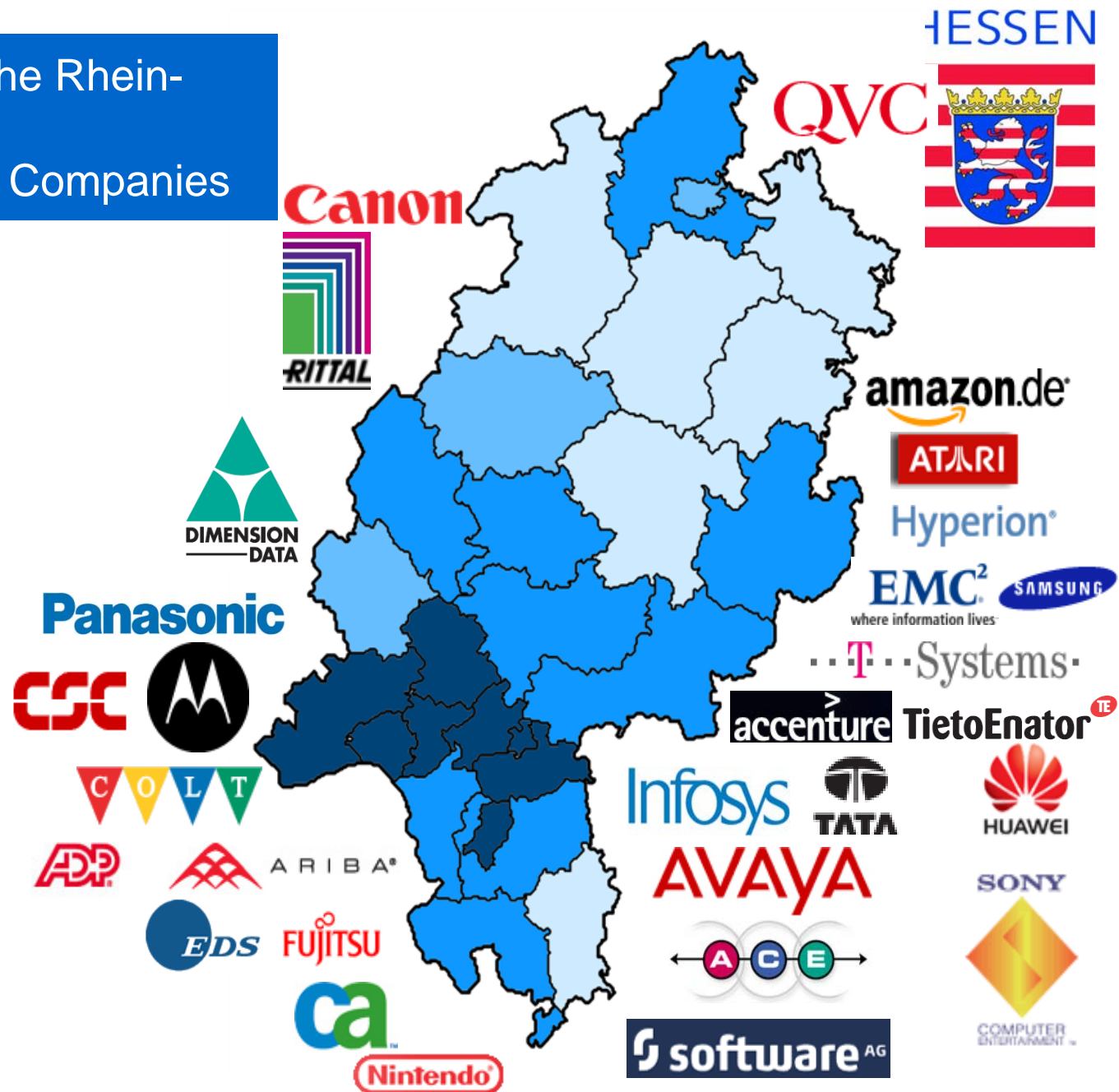


## Heterogeneous regional structure

- Technologically and economically leading southern region, 3.8 mio inhabitants (RP DA)
- Economically diversified Mid- and North-Hessen, focal points e.g. biomedical technology, logistics, ecotech and nanotech
- Forest-richest state in DE

# ICT Strength of the Rhein-Main Area

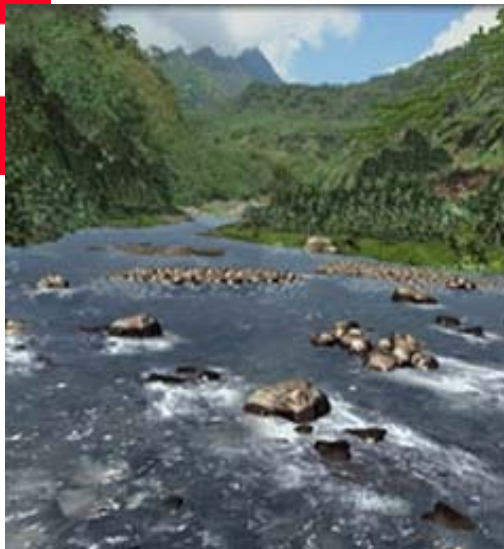
## International ICT Companies





# Games Location

- Hessen is second in Germany when it comes to the number of developer studios.
- high density of developers and publishers in the Rhine-Main area.



Digital Real-time worlds – generated by CryEngine2 from Crytek, Frankfurt





# ICT-Location Hessen

- **32.2 BEUR ICT turnover**
- **9,9000 enterprises**
- **95,000 employees**
- **over 350 full professors in ICT, over 150 of them in Darmstadt**
- **Strong research areas: virtual engineering, ambient technologies, e-mobility, SatNav applications, enterprise software, IT-security**
- **Invented in Hessen: telephone (Reis), electron tube (Braun), computer (Zuse), home to LCD partner Merck**
- **Large Asian Communities located in Hessen**

# Digitale Nodes in Hessen

HESSEN



Facts

- DE-CIX: Germany's most important internet exchange
  - 90 % of German and
  - 35 % of European internet traffic
- 1st German and 3rd European root server for domain names
- DENIC Domain registry – more than 11 Mio. .de-Domains
- Hessen with the highest share in internet users.
- 250 telecommunications providers (15% of the german market)
- dense fiber network (800 km)
- eleven independent operators of fiber networks in Frankfurt – outstanding worldwide







## Action line Hessen-IT

**Hessen-IT is the program of the Hessian Ministry of Economics to support the Hessian information and communication technology (ICT) sector in their market development as well as small and medium-sized enterprises in their efficient and creative use of ICT**



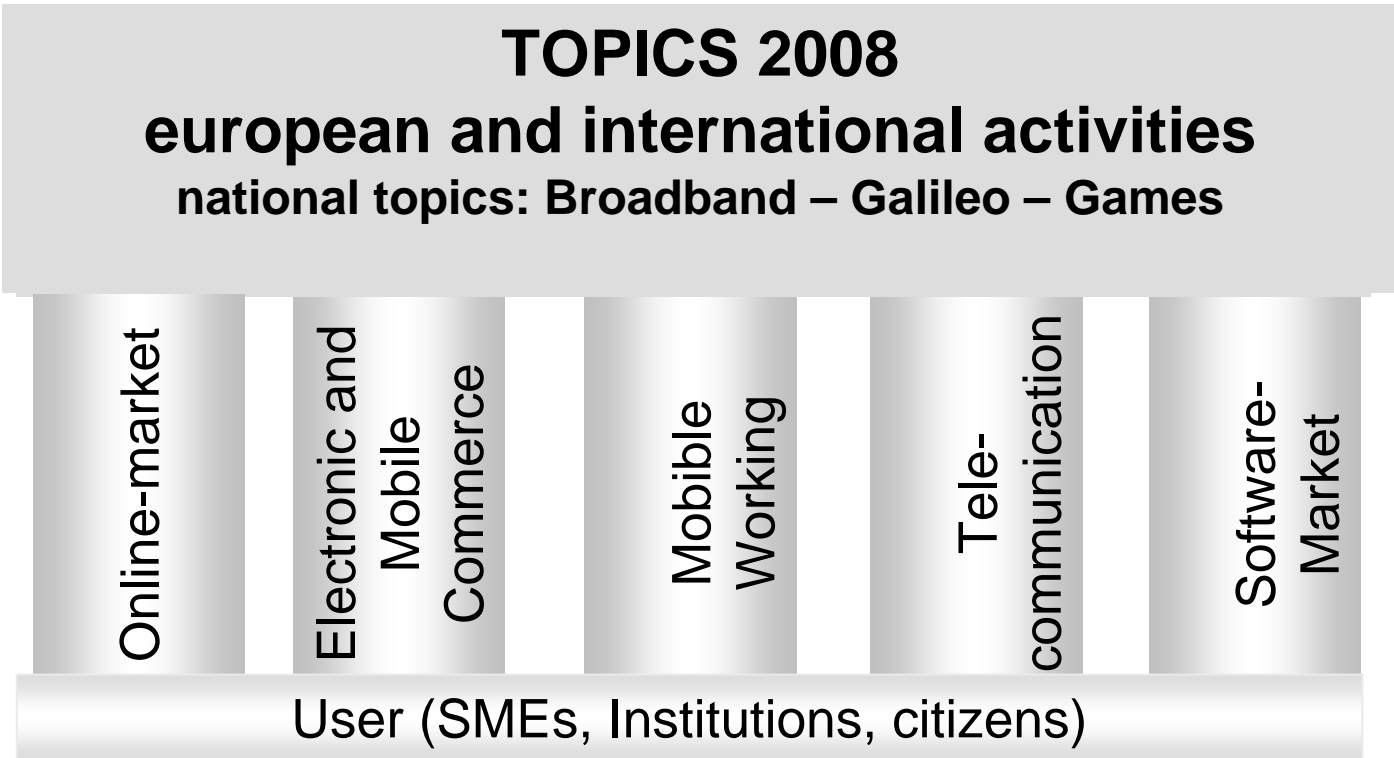
# Mission statement

**Hessen-IT will**

- **further develop Hesse as the No.1 location for IT and communication in Germany and**
- **establish Hesse as leading IT-region in the international context**



# Pillars of Hessen-IT





## Activities of Hessen-IT

- realizes an advantageous framework for the IT and communications market
- supports the development, deployment and usage of new technologies
- strengthens the competitiveness of small and medium-sized enterprises by the use of new technologies
- is the central information and communication platform for the IT and communications sector in Hessen
- markets the IT and communications location Hessen



# Hessen-IT Projects

- Retail trade
  - „200 x 5000“  
200 companies from retail trade sector where supported financially and provided with an information platform
- Y2K-Problem
- Crafts
  - Database for craftsmen, Initiative „Craftsmen using the internet“
- Website checks
- E-business competition, resulting in a best practice brochures



## Hessen-IT for SMEs

Funding from 350,000 EUR in 1997 to 1.8 mio EUR in 2008

From guides on web-site development (including the standards for website accessibility according to topics like:

E-Business, E-Logistics, CRM, E-Payment, IT-Security, Web-Law, RFID, W-LAN, Cooperation concepts, Software design, Software patents

Current topics:

Mobile work, Galileo, Broadband and Regulation, E-Learning/Knowledge Management, sector-specific IT



# Activities carried out by Hessen-IT

- Support of IT-Providers and IT-users by
  - Congresses
  - Information and Training events
  - Regional Workshops
  
- Screening of technology trends, increasing of market transparency through
  - Market studies
  - Guidelines
  - Interactive learning software
  - Print and e-mail newsletters





## Networks and regional partners

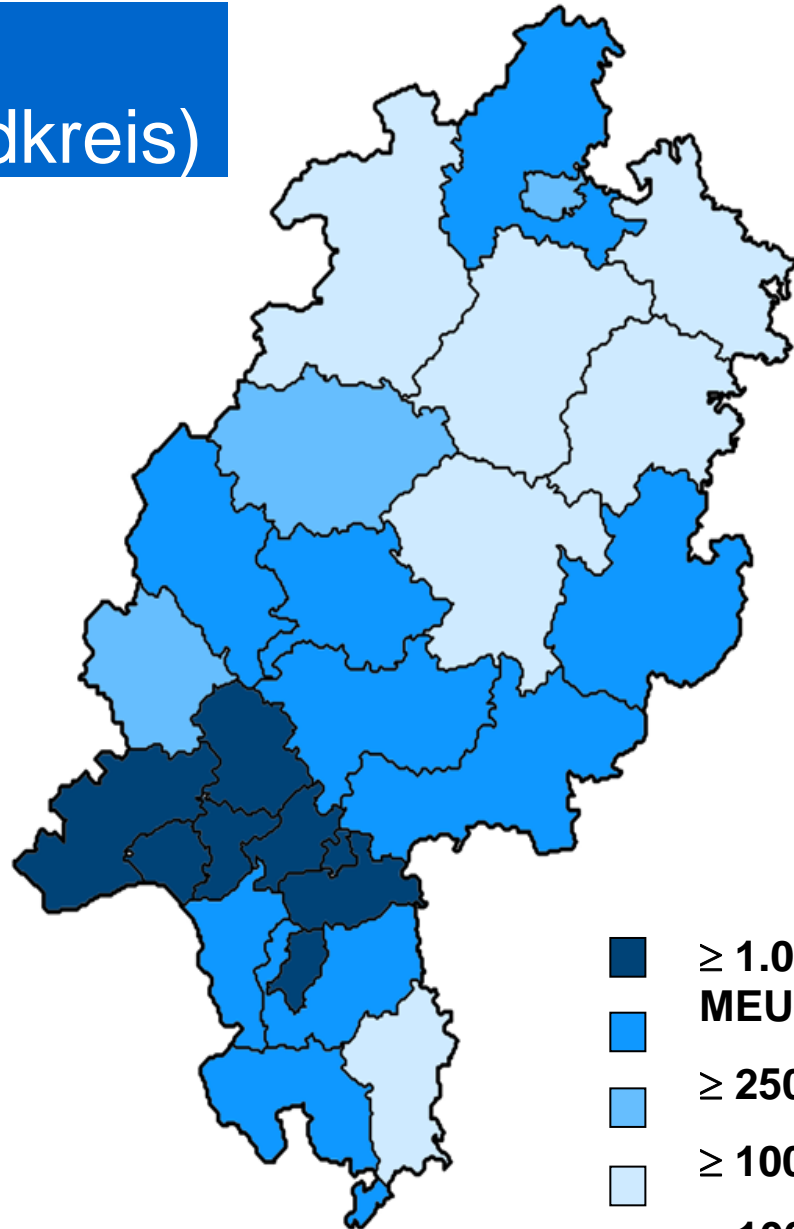
- Implementation of networks in cooperation with other regional Initiatives, offering the possibility of networking between the different actors like SMEs, Networks, research institutes etc.
- Information and communication platform [www.hessen-it.de](http://www.hessen-it.de)
- Organisation of and participation at various fairs (CeBIT)
- Hotline for various IT-related inquiries
- Competitions for dissemination of new technologies
- Encouraging the get together of providers and customers





# ICT Turnover per Subregion (Landkreis)

Facts



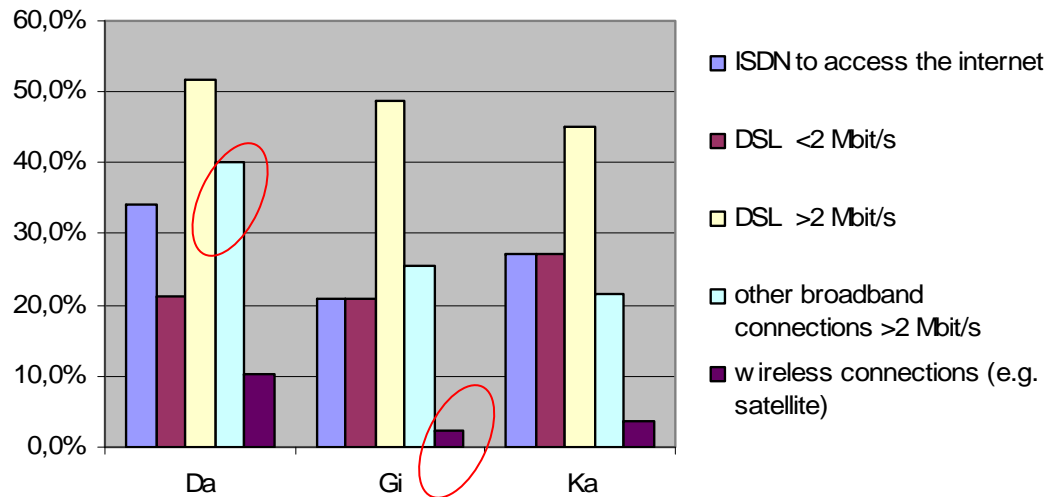
- $\geq 1.000$  MEUR
- $\geq 250$  MEUR
- $\geq 100$  MEUR
- $< 100$  MEUR



# Regional and sectoral differences

Infrastructure differences in Darmstadt, Gießen and Kassel

**Broadband connectivity to the internet**

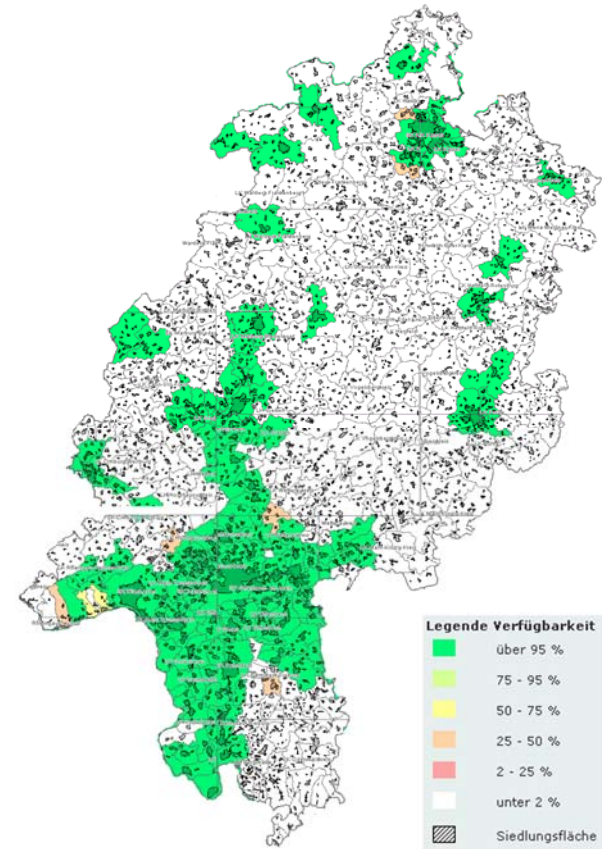
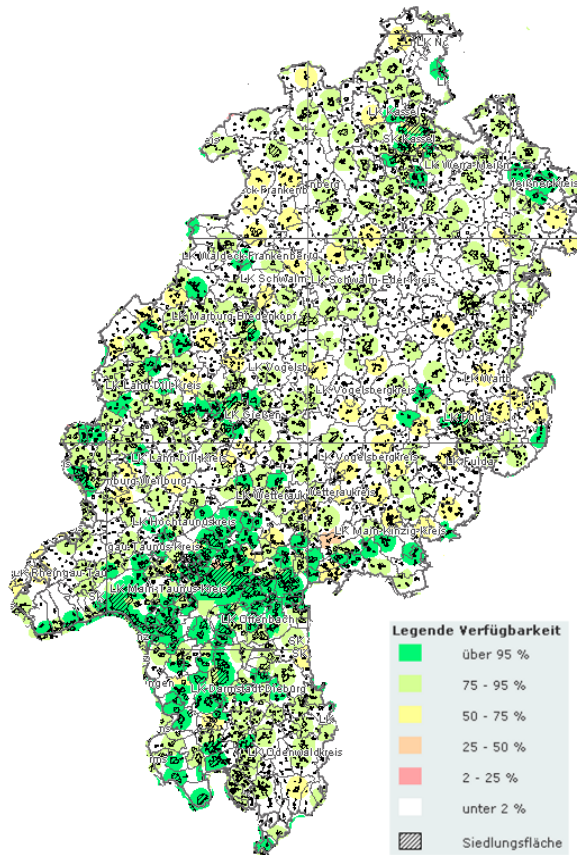


# Broadband Availability in Hessen

HESSSEN



Hessen is closing the last broadband gaps  
63000 household < 2%



# Hot Topics in Hessen ICT 2009 fwd

HESSEN



- traffic telematics, Galileo applications
- E-Health and ambient living
- mobile content, games development
- e-finance, business process software
- telecommunications, security systems
- Green IT



Thank you!