

We are Hamburg@work | The digital cluster in the north



We are one of the oldest cluster networks in Germany

The core competence of our cluster, which has been established since 1997, is the trusting exchange in the network and the cooperation of the different players - from small and large companies, start-ups, universities and multipliers such as chambers and associations - with a high level of expertise in an ecosystem determined by digitization.

Hamburg@work has excellent and personal access to companies, especially SMEs. We know the thematic points of contact for digitization, the needs and potential of the companies and can quickly and specifically provide impetus and create synergies.

25 years Hamburg@work

Founded during the summer vacations in 1997, we celebrated our **25th Anniversary** with **Future Summit & Anniversary Party** on the **Cap San Diego** in Hamburg harbor on **Sept. 22, 2022**.

At our anniversary conference, we brought together innovators, thought leaders and heroes of our time to create a better society in the future. We want to continue to use this momentum and the experience of the last 25 years to make our contribution to a better future society.

It all began in 1997 with the event format **Treffen der Hamburger onlineKapitäne**, the industry gathering of the then young digital media scene. We followed the rhythm of the new economy. By the turn of the millennium, the event had grown to an incredible 1,200 participants. When the Cap San Diego no longer offered enough

space, we moved to Kaispeicher A, the base of today's Elbphilharmonie, which rises from the old warehouse with a glass structure reminiscent of sails.

For a just and secure society, a better environment and sustainable business through new technologies

The principle of digitization is the ultimate networking of areas of life and industries through the instant and mobile exchange of data. In this way, digitization creates added value through the exchange of information in a circular economy. New fields for innovation, business models and markets are emerging diagonally to industries and cross-cutting technologies.

The global economic situation has intensified and global power relations are shifting. A (dis)information and cyber war is taking place in parallel to military conflicts and is very successful in dividing Western society. Economy & companies are also affected by the consequences.

Usually live, but also hybrid or online

Whenever possible, we meet in a suitable ambience, for good conversations, with interesting people and with delicious catering. Our events are informative, competent and entertaining at the same time. Our **members** gain access to Hamburg@work's large network and interfaces for use to their own advantage. **Innovators** make valuable contributions to the further development of the platform in terms of content. We keep all other **interested parties up to date on** developments and events, giving you the opportunity to support the network without being a member.

Online offerings that focus less on networking and more on inspiration and sharing professional expertise have helped us get through a difficult time.

However, nothing beats live events. Because even as a digital cluster, we are convinced that contacts are made more easily and better in personal conversations and are cultivated during networking.

We bring the right people together .. . at the right place and at the right time

When, where and on which topics can be found in our event calendar on our website www.digitalcluster.hamburg/events. Many of our event formats can be found - sorted by topic - in our clubs, circles and initiatives.

We would also be happy to invite you to the next live event with good music and culinary delights on the Elbe or on the Cap San Diego. Because that's how Hamburg@work

has been bringing the right people together for 25 years, in the right places, at the right time and in the right ambience.

We always welcome expert contributions for all forms of modern communication (website, newsletter, PodCast, VideoCast, social, etc.). The only important thing is that they are technical articles or other forms of competence transfer and not promotional content.

We invite representatives of new member companies to a **Welcome on Board Dinner** and introduce the companies to the network.

Under the heading "Female Leadership," the **Women's Club** of Hamburg@work offers female professionals and managers a platform where they can network and exchange ideas as well as expand and share their expertise. On the initiative of Petra Carlsen, owner of ChangeManufaktur, and other female executives from the network, our Women's Club was founded in 2016. Since the beginning of 2023, Kristin Lange has taken over the club management for the Women's Club. Kristin is now a coach for companies and entrepreneurs and, as a graduate engineer, has gained a great deal of project management experience in international group companies.

Since fall 2022, we have been offering our C-level members the **Executive Leadership Circle**, a confidential network for personalities with leadership experience who have the common goal of learning from each other and developing further. Through the exchange of experiences and specialist topics - in a protected space - we create professional and personal added value for all participants, including professional top coaching. All with the professional expertise of Melanie Kuhlmann, top executive coach, who has accompanied Hamburg@work since our early years. The business administration graduate is a soft skills coach, agile coach trainer and certified motivational analysis expert.

Under the umbrella of the **Agile HR Club**, we bring together our activities and aspects that deal with modern, agile HR work. The target group is the HR managers and employees of our member companies who want to shed the conventional perspective and actively shape New Work.

Our **Hamburg IT Strategy Days** have long since become a leading national conference for CIOs and, since 2002, have reconfirmed their pioneering role every February as Germany's preferred conference for top IT decision-makers from applying companies. Since 2022, we have supplemented the program with a multi-day **IT Strategy Days Masterclass Summit** in the summer. The events are held in partnership with Computerwoche, CIO Magazin and Faktor 3 Live.

Hamburg@work also uses the enormous potential of the conference beyond the IT Strategy Days as part of the **IT Executive Club**. Together with IT users based in the

metropolitan region, Hamburg@work has created the IT-Executive Club, a regional platform that strengthens and promotes exchange and networking among IT managers. Since January 2021, the IT-Executive Club e.V. has been set up as a legally independent division within the Hamburg@work network.

Even the virtual-only opportunities of 2021 and 2022 produced record results under the exceptional conditions, with more than 1,200 CIOs and digital leaders participating in the more than 120 varied formats and many digital networking opportunities.

As the target group of the IT Strategy Days are exclusively CIOs and other IT decision makers of applying companies, member companies with a Premium Plus membership have the exclusive privilege to purchase one of the manufacturer tickets that are otherwise not available on the market.

AI.HAMBURG is an initiative initiated by Smaato founders Petra Vorsteher & Ragnar Kruse and launched together with Hamburg@work and city partners. Our common goal is to accelerate the adaptation of Artificial Intelligence in companies and start-ups, to promote education and training and to build a leading ecosystem for the application of Artificial Intelligence.

We love inspiration, collaboration, adaptation and entertainment

By **#inspiration** at Hamburg@work we usually mean unexpected thought-provoking impulses or a starting point for content-related, creative or artistic creativity.

By **#Collaboration** at Hamburg@work we mean the ideal collaboration between participants of an event or member companies. Collaboration is defined by practices and business models based on horizontal networks and participation of a community. These are transforming the way we live, work and create.

At Hamburg@work, we understand **#adaption to** mean implementing new ideas and processes or adopting innovation that have been created through inspiration and collaboration in the network. It is the ideal value creation that members can achieve in the Hamburg@work network.

#Entertainment at Hamburg@work means that we don't want to leave out fun and enjoyment, the culinary pleasures of food and drink, and even musical attractions in all the offerings that attract the attention and interest of members.

We live the we feeling

The digital transformation is affecting all areas of business and life and is the dominant driver of economic structural change. Digitization is radically changing the economy and society - and thus all of our daily lives - at a rapid pace.

The effects of the digital transformation on the way we interact with each other can be seen, for example, in the increasing use of professional courtesies. In start-ups, this has long been an expression of New Work, and even in the OTTO Group it is a further step on the path to cultural change in a globally operating company.

It's all about equality, interaction at eye level, and more participation and collegiality. At Hamburg@work, we like to quote Hans-Otto Schrader, the CEO of the OTTO Group, who offered all of his 54,000 employees the voluntary Du, saying: "We want to use it to promote an even stronger sense of we."

At Hamburg@work, it is precisely this sense of "we" that forms the basis of togetherness and exchange in our network.

We shape the future with you

The exchange of experiences at eye level is a core element of our events. With this objective, we as a cluster initiative bundle cross-industry expertise in the topic complex of digitization and can support you very specifically in questions of digitization and the associated cultural change. We provide contacts and information beyond your own industry. Contacts that bring you further, that create synergies, that give rise to partnerships and business initiatives.

It is the personal contacts that make our network what it is: one of the most successful certified B2B networks in Germany and Europe.

European certified

Hamburg@work has received the official award as a GOLD Label Cluster of the European Union in 2019. With the quality label, Hamburg@work was certified to have a high level of excellence in the field of cluster management. In contrast to regional or national cluster funding programs, the "Cluster Organization Management Excellence Label GOLD" is an independent and voluntary predicate for excellence in cluster management that is recognized throughout Europe and has only been awarded around twenty times in Germany to date.

We increase the visibility of our member companies, leverage joint potential and accelerate transformation processes

Agile innovations emerge at the interfaces of disciplines, industries, people and markets, of partners along cross-industry value chains.

In view of the growing challenges of economic activity, many tasks can only be solved if different partners are brought together, networked more intensively and more synergies created than before.

This is precisely where Hamburg@work comes in as a cluster initiative and designs a platform for companies - as a basis for solution-oriented exchange and transfer, for inspiration and enthusiasm. Our impulses arise from the intensive cooperation within an industry, but also within the value creation models, diagonally through the participating industries.

Germany is one of the most innovative industrial regions in Europe - with a broad-based SME sector, innovative global corporations and numerous hidden champions. Its success is based on the technological leadership of many companies. At the same time, however, we are currently seeing how fragile this status quo is.

The challenges are enormous, and not just since the Corona pandemic or as a result of the sustainability debate. Our entire country is undergoing a fundamental transformation process.

We open doors and network

At Hamburg@work, it's the mix that counts: Among our member companies, you will find large established companies, scientists, creative lone wolves and medium-sized companies as well as new market drivers and start-ups. In addition, we cooperate with numerous other clusters, networks, associations and universities, even beyond the borders of northern Germany.

A membership in Hamburg@work opens the door to a large cross-industry and cross-cluster network. In doing so, we create trusting and intensive cooperation throughout the Hamburg@work network, in our own **networks within the network**, and in many industry clusters on a supraregional and international level.

We always find the right place

As a **supporter**, we keep you up to date with information about developments and events in the network. You can also participate in many events as a guest.

As a **member**, you get access to the entire platform and interfaces. This way you can get the maximum benefit from your engagement in the network.

As **innovators**, you are invited to join the network and actively participate in the development of the platform and our offerings.

We are committed to our society

Hamburg@work not only stands for a digital future for Hamburg. We also see it as our responsibility to make a contribution to society. Through our sponsorship with the **Hacker School**, a non-profit GmbH, we support important topics such as digital education, equal opportunities, the development of young talent and the promotion of talent.

The **Hacker School** gets young people excited about programming. Through our cooperation, we want to promote this important building block in society, for our children and young people and for our industries.

For children, programming is like a newly learned language. They can create themselves - and in the process acquire important skills for later life. Together, we are committed to ensuring that young people, regardless of their background, gender and social environment, have programmed at least once and are thus empowered to help shape their own (digital) future; true to the motto of the Hacker School:

"Let's hack the world a better place. Making a difference together and inspiring youth to actively shape their future with digital tools."

We make the most of your membership

As a rule, membership in Hamburg@work is a company membership. This means that the managers as well as all employees can actively use the offers of Hamburg@work. For this purpose we offer our members and non-members the following possibilities:

- **Subscribe** to our newsletter, receive regular event updates and stay informed about current digital trends and offers from the network, regularly read exciting articles and interviews on digitization topics at www.digital-cluster.hamburg and follow our social media channels (Facebook, LinkedIn, Instagram) to always be up to date.
- **Place** your information offers and own event dates and use Hamburg@work as communication amplifier. Please add us to your press distribution list at redaktion@digitalcluster.hamburg. As a strong multiplier for a broad B2B target group, we publish suitable information for our member companies on our channels and thus increase the visibility of your business activities.
- **Present** your company in the network. With a Premium Plus membership, we involve our companies in the content design of events, projects and editorial concepts.
- Get **involved** as a speaker at our events to contribute your expertise.

- **Network with** each other, because together we can achieve more. For this purpose we offer you on the one hand our member area and on the other hand the section "Better together", where we collect offers from members for members and offer them on our website.

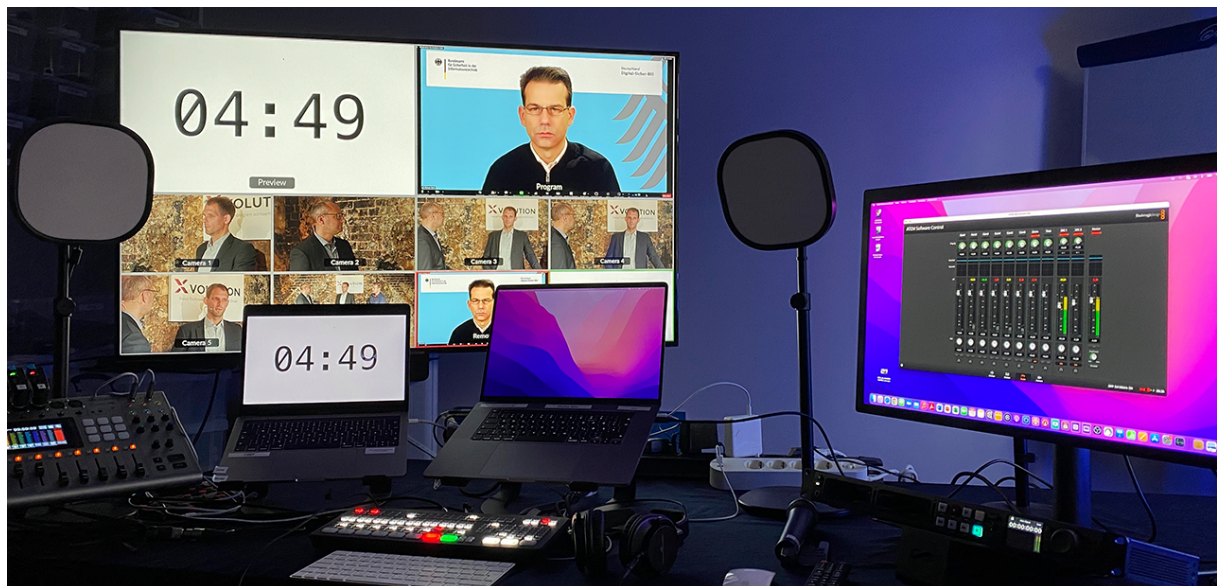
We stage your topics at our events

In a normal year Hamburg@work invites to **60 to 70 events** per year, which always offer a target-oriented mixture of professional input and informal networking.

We are interested in constantly developing our offer and adapting it to the needs of our members.

For example, we set up our own Hamburg@work **TV studio** in April 2022. In this **TV studio**, we produce various videos with and for our member companies. The content created in the studio complements our event program and is permanently available on our site and in social media. Our program includes various talk shows, video and PodCast formats.

We are also happy to make our TV studio available to our member companies in return for a share of the production costs.



You can find our most common video and live event formats here:

- **In SofaTalk on the red sofa**, we ask the famous "three questions" to speakers who are our guests.

- For **PanelTalk**, we regularly invite four to five guests to our TV studio for an expert discussion.
- The **onlineTalk** is a talk show format that Hamburg@work has designed as a hybrid event in the face of the pandemic. It offers our top-class experts a platform to exchange ideas on a current topic from the context of digitization and to generate new insights together with the audience. The moderated discussion is produced in the TV studio and broadcast via livestream.
- The **Welcome on Board Dinner** is our series of events on our own behalf. New members of Hamburg@work are welcomed and introduced to the network at the invitation of the board.
- Our **live classic** among Hamburg@work's events is the **openDeck**. Around 150 to 250 members and guests of Hamburg@work meet regularly after work to make new contacts and deepen existing ones with a colorful social program and to exchange ideas on the latest digital topics.
- At the **BusinessBreakfast** you can regularly expect exciting presentations of around 45 minutes, intensive professional discussions with the speakers, with plenty of time for networking and a richly set breakfast table.
- At **CaptainsTalk**, 15 to 20 heads of the digital economy are brought together around a table at a business lunch to exchange views on current trend topics. Inspirational presentations by experts provide a good basis for stimulating discussions. In the small circle of participants, questions are asked in a targeted manner, in-depth discussions are held and, ideally, new business relationships are established.
- As part of the **EasyPeasy SoftwareCooking** event series, we bring together C-level digital innovators in a relaxed atmosphere. Right at the beginning of the event, the aperitif is followed by a keynote speech on a current digital trend topic. After a crisp Q&A round, guests dive into an interactive cooking experience together with Chef de Cuisine Sajoscha Hamann. With this format, we offer an event that connects people through cooking and eating together and promises a maximum experience.
- Not much different at the **Message in a Bottle** event series. Here Hamburg@work offers another exclusive networking event in a special setting. Experience a wine tasting in a completely different way: While you get to know exquisite wines from different growing areas, which are presented by a

sommelier, you have the opportunity to exchange professional and personal ideas in a small group.

- The **DinnerTalk** is an upscale evening event that you can design yourself. It is the perfect forum to present your own topics, to make new contacts and to present your company in the network.
- The **DISRUPT NOW! Future Lectures** and the **DISRUPT NOW! Future Summit** will shed light on the effects of disruptive developments on working life, companies, society and politics and give you an insight into the technologies of the future that will cause a sensation in the coming years.
- The **Hamburg@work on Tour** event format gives members and guests a rare behind-the-scenes look at selected member companies from the digital economy.
- Our **Learning Journeys** are true **traveling conferences**. You have to experience new things to understand them. In many places, the trends of tomorrow are emerging at this moment, new technologies are being developed and innovations are being implemented.
- With **North by Northwest**, we brought together two established event formats in a joint event. The Düsseldorf **Digitaltalk** met the Hamburg **onlineTalk**. Three to four discussion partners each discussed a common topic simultaneously in a Hamburg and a Düsseldorf TV studio. The cross-city live discussion was produced as a hybrid event live in both cities and broadcast as a live stream.

We impart the 4.0 knowhow

Digitization consists of horizontal cross-cutting topics. Unlike many other networks, we at Hamburg@work therefore do not sort ourselves by vertical sectors, but distinguish between five key topics:

The new **technologies**, including the digital infrastructure and its many possibilities, provide us with the basis for this. Cyber security, software engineering, big data and cloud computing are already key technologies. And trends such as artificial intelligence, robotics, emotion AI and digital twins are moving ever closer to our everyday lives. Those who want to help shape the digital age use technology as an enabler for the possibilities of our future.

But only those who help shape change will be able to cope with the changes. This includes not only topics such as strengthening our digital competence and ongoing critical discourse about the life we want to lead in the future. Digitalization is changing our **working lives** in all facets. Constant innovation and social change are creating

previously unknown professions. The digital nomad of today is nothing more and nothing less than the prime example of the employee of the future. In this context, entrepreneurial processes must be just as agile and flexible as the technologies themselves. Instead of classic clusters, the diagonalization of economic life will shape our actions in the future: Traditional industries will be connected by digital innovations. Changing structures, values and a new culture will permanently change our **companies** and collaboration.

The transformation to a digital **society** is no longer a vision of the future. Digitization has already penetrated large parts of our everyday lives. We humans interact with smart technology that communicates with other elements via the Internet. This makes more efficient processes possible. Machines perform tasks autonomously and fulfill our wishes.

We are always looking for new ideas and like to try them out

We are always looking for new ideas and innovations for our community and the Hamburg@work event platform. In order to expand our program offering, we try out a lot.

All our members are cordially invited to further develop the network and the offer of Hamburg@work together with us.

Together we are Hamburg@work | The digital cluster in the north
www.digitalcluster.hamburg

