



DIGITALCLUSTER.HAMBURG

We are designing the digital transformation

Hamburg@work 
The Network for a New World



WHO WE ARE

Hamburg@work is North Germany's digital cluster. We successfully link up those companies that are participating in promoting the digital transformation in the metropolitan region. In this way, Hamburg@work is creating an overarching digital platform on an economic, entrepreneurial and social basis – the network for a new world. This not only combines players from the digital economy but also brings people and companies together through information and communication, both online and in person at events.

The key question common to all of these activities is: How do we actually want to live and work? After all, the digital transformation is affecting all areas of our society. Together with the expertise of our members, we offer digital thought leadership. In this way, we

will play a part in shaping the speed of technological change and promote the transformation in companies. The digital dynamic is our motivating force, which initiates and reinforces the changes – at the instigation of and for the benefit of all players.

The DigitalCluster.Hamburg of Hamburg@work uses its power to enable and reinforce innovations, internationalization and the formation of strategic alliances.

We thus offer our members clear guidance and a noticeable added value for entrepreneurial activities. We supplement our regional focus through close cooperation with comparable organizations in Germany and in other countries.

YOUR FIVE BENEFITS THROUGH THE DIGITALCLUSTER.HAMBURG

1 | NETWORKING ECONOMY

We connect the economy in North Germany across all clusters on all issues of the digital transformation. Our events are meeting places for young startups, established companies and the big players.

2 | SHAPING INNOVATION

We are driving the digital transformation by promoting the innovative variety of North German companies through our added value and our offers.

3 | SUPPORTING BUSINESS

We design general economic conditions for companies within the metropolitan region of Hamburg. We provide support in the search for new business partners and ideas. Profit from our know-how and the unique connections that we create between business, politics, institutions, education and administration.

4 | COOPERATING WORLDWIDE

We cooperate with partners in Hamburg, in Germany and on an international level. Our Silicon Valley desk in San Francisco and the Silicon Alley desk in New York City assist us with contacts to the west and east coasts of the USA. As a private partner of the city of Hamburg, we also maintain the initiative nextMedia.Hamburg together with the Hamburg Senate. The most recent cooperation agreement was concluded with the Silicon Cape Initiative Cape Town in summer 2018.

5 | THOUGHT LEADERSHIP

As the DigitalCluster.Hamburg, we create the thought leadership platform for North Germany. Our influential network for a new world supports all companies that are forcing the pace of digital progress across all industries and business clusters. In this way, we create a comprehensive transfer of knowledge.

HAMBURG@WORK AT A GLANCE

The speed of technological change in a globalized world calls for new business models. This is why Hamburg@work, as a Digital Cluster, is supporting the transformation in North Germany with its B2B network. Our thought leadership in the digital economy offers everyone the opportunity to take part in a personal exchange at national and international level and to actively shape the process of digital disruption.

BEHIND US ARE MORE THAN
1500 MEMBERS
FROM MORE THAN
600 MEMBER COMPANIES

IT IS THE IDEAL PLATFORM FOR THE
SELF-EMPLOYED, MID-SIZE COMPANIES AND LARGE CORPORATIONS

SUCCESS AND PROFITABLE
BUSINESS IDEAS THROUGH
FACE-TO-FACE CONTACTS

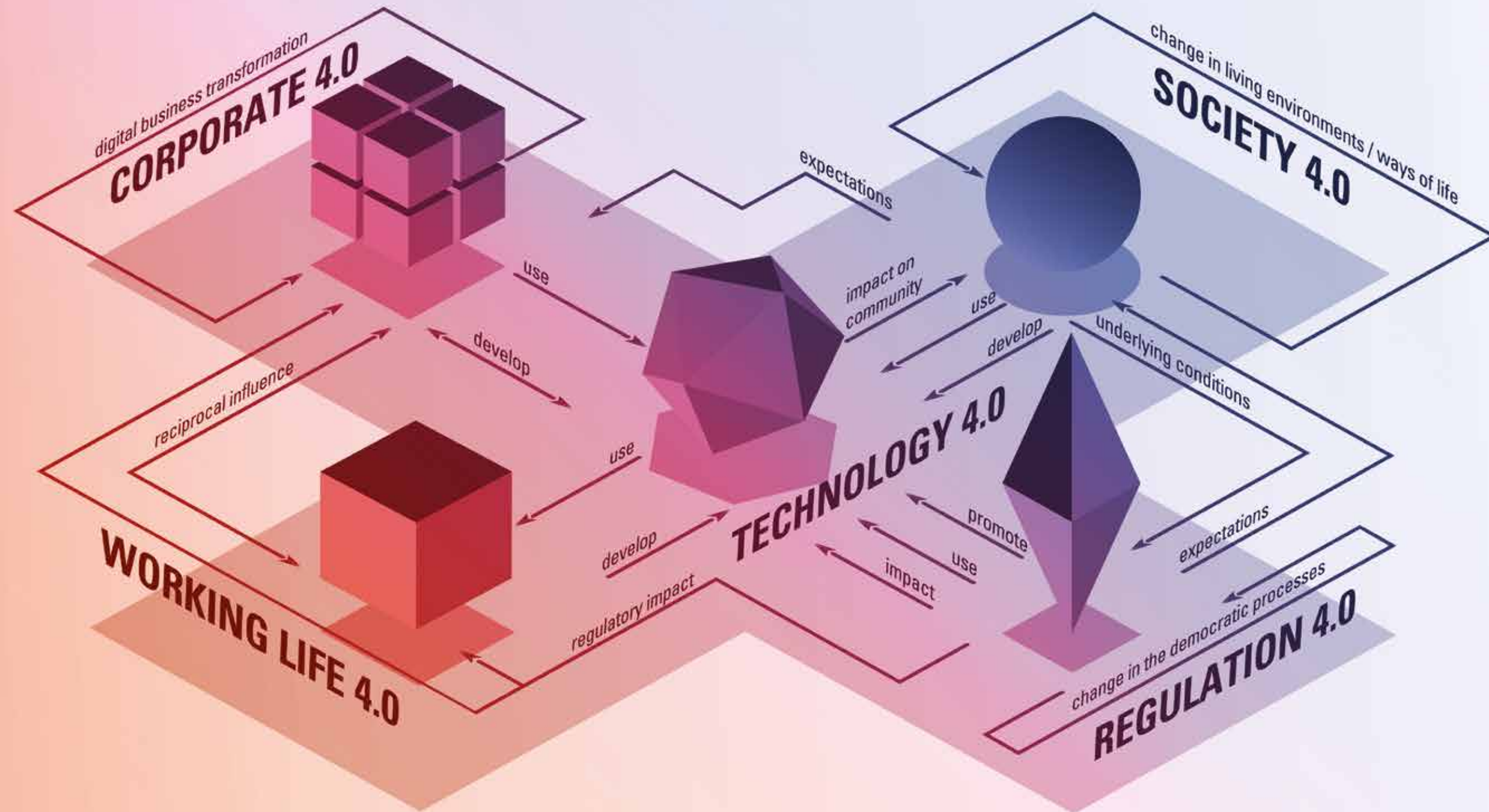
SOME 10,000 PLAYERS AND OPINION LEADERS
FROM THE DIGITAL ECONOMY BELONG
TO THE NETWORK FOR A NEW WORLD
OF HAMBURG@WORK

SINCE 1997, WE HAVE STOOD FOR THE NETWORKING OF THE ECONOMY IN NORTH GERMANY

1997	2000	2001	2002	2006	2013	2014	2015	2016	2017	2018
Foundation of the association "Förderkreis Multimedia e.V."	Continuation of the partnership with the City of Hamburg under the name "Initiative Hamburg@work"	Foundation of a fully-owned GmbH subsidiary as a limited service company of Hamburg@work	Establishment of the "Hamburg IT Conference" as a user congress for CIOs in the German-speaking world	Renaming of the association to "Hamburg@work (e.V.)"	The initiative "Hamburg@work" becomes the initiative "nextMedia.Hamburg" with a focus on digitalization in the media	The association Hamburg@work begins to evolve into the overarching digital platform	Foundation of the "IT-Executive Club" for North German CIOs	Foundation of the "Hamburg@work Women's Club" concerned with topics of female leadership	Hamburg@work celebrates its 20th anniversary Establishment of the "Hamburg@work Future Summit"	Hamburg@work becomes the Digital-Cluster.Hamburg Foundation of the "Agile HR Club" for those with responsibility for personnel matters
Involvement in the public-private partnership "Hamburg-newmedia@work"				Presentation of the first "Neptun Crossmedia Award"						

DIGITAL THOUGHT LEADERSHIP

Scan the QR code with your smartphone and see details of what digital thought leadership at Hamburg@work and the digital transformation mean.





TECHNOLOGY 4.0

The transformation from analog Internet connection with modem to the Internet of Things has taken barely more than ten years. And there is one thing we are sure of: technological evolution will occur even faster in future. In order to keep pace with these dynamic changes, we have to think differently – using a disruptive instead of a linear approach. We are becoming more agile and are adapting rigid structures, not only in the economy but also in politics and society. Technology together with its digital infrastructure and its versatile opportunities supplies the basis for this. Software engineering, big data and cloud computing are now among the core competencies. And trends such as artificial intelligence, robotics, Emotion AI and digital twins are increasingly filtering through into everyday life. Those wishing to define the digital age use the technology as enablers for tomorrow's opportunities.



WORKING LIFE 4.0

Digital disruption will permanently change all aspects of working life. Constant innovation and social change will lead to the emergence of professions that do not yet exist. Yet, despite Industry 4.0, humans remain indispensable. At the moment, digital nomads are shining examples of employees of the future. With notebook under their arm, their workplace is wherever they have access to a stable Wi-Fi connection.

Nevertheless, management personnel in particular will also have to adopt a new way of thinking. Where hierarchies used to prevail in large corporations, agile management and interactive process control are now in demand. This calls for the courage to integrate new technologies in areas of a company. This is how a company can be maneuvered through a society in transformation.





CORPORATE 4.0

No company will be able to avoid the digital transformation in the coming years. Businesses will interlink production processes with state-of-the-art digital technologies.

At the same time, business processes will have to be just as agile and flexible as the technology itself. Instead of classic clusters, the diagonalization of business life will determine dealings of the future. Traditional verticals such as the automotive industry and also

service sectors such as banks will become interconnected through digital innovations. These innovations will create a network between the sectors, industries and technologies. This will help new areas for innovation, business models and markets to take shape diagonally to the verticals and the cross-sector technologies. If we consider disruption as a stimulus for change, we can continue reinventing ourselves.



REGULATION 4.0

The digital transformation is particularly raising questions in relation to liability, data protection, IT security and competition law. A modern network policy is intended to supply the answers. This involves prying open existing structures, passing new laws and continuously developing data protection in combination with big data, cloud computing and AI. Startups and innovations need opportunities to develop through regulatory experimental spaces (field tests). Consumers and companies, on the other hand, need support and consultancy, which

governments must provide – not only in Germany but throughout Europe. After all, the digital economy does not stop at national frontiers. On the contrary: competitiveness and global cooperation arrangements depend on mutual exchange and finding an equivalent framework at international level. That is precisely the aim of the European Commission's digital single market, which strives for "more opportunities with fewer barriers." One step of many in the right direction.

SOCIETY 4.0



The shift towards a digital society is no longer a future vision, we are right in the middle of it. Digitalization has already reached many areas of our everyday lives. We ask Siri for fashion recommendations and tell Amazon's Alexa to play music that fits our mood. Yet this is only the beginning: within a few years, vehicles in the smart city, for example, will be communicating autonomously with parking guidance systems. Or wearables will be forwarding data that will be used as the basis for delivering personalized medication. In tomorrow's society, connectivity will permeate every area of life. Humans will interact with smart objects. Thanks to the Internet of Things (IoT), these objects then in turn will communicate with other elements. The result will be more efficient processes. Machines will autonomously perform tasks and meet our requests. Yet only those who help shape the transformation will be able to cope with the changes. These will not only include topics such as the digital private sphere but also the reinforcement of our digital expertise and the constant critical discourse on the life we wish to lead in the future.

WE IMPLEMENT THOUGHT LEADERSHIP

Hamburg@work offers event formats tailored to various different target groups at which thought leadership topics are presented. Depending on the demand and the questions concerned, we provide relevant input on the digital transformation in all company and business fields. Our members thus have the opportunity to contribute, gather information and exchange ideas on a cross-cluster basis – whether from a startup or large corporation.



NETWORKING ACROSS ALL INDUSTRIES AND CLUSTERS

EVENTS FOR C-LEVEL MANAGERS | CXOS

CXO CAPTAINSTALK

At the CXO CaptainsTalk a maximum of 15 of 20 players from the digital economy come together with keynote speeches at a business lunch. The target group comprises managing directors, executive board members and opinion leaders from the member companies of Hamburg@work.

CXO MESSAGE IN A BOTTLE

While exquisite wines from various growing regions are being presented, the management personnel from our member companies have the opportunity to converse in a relaxed atmosphere. The event takes place at the invitation of the Executive Committee of Hamburg@work.

CXO LOUNGE

The CXO Lounge is the exclusive meeting place for decision-makers to exchange ideas within the Hamburg@work network. Invitations to the evening event are extended to Premium members with CXO status as well as executive

board members and managing directors of various Hamburg-based business clusters.

EASY PEASY SOFTWARE COOKING FOR CXO

Hamburg@work brings digital innovators together as part of the successful networking event series. Following the keynote speech on a current on-trend digital topic, attendees join chef-de-cuisine – Sajoscha Hamann – for an interactive cooking experience.

CXO DINNERTALK

The CXO DinnerTalk is a culinary evening event with specialist contributions and discussions on various topics, to which invitations are issued by Hamburg@work and a member company. The target group comprises managing directors, executive board members and opinion leaders.

CXO Status is granted to those members of at Hamburg@work filed with a court of registration who

are authorized to manage and represent companies, the first management level of a company at C-level, holders of professorial chairs, members of senates and governments, consular and diplomatic representatives, and selected individuals with comparable spheres of responsibility. Members with CXO status receive a CXO GoldCard as their membership card.



EVENTS FOR MANAGEMENT-LEVEL PROFESSIONALS AND SPECIALIS

HAMBURGER ONLINEKAPITÄNE

This is the founding event of Hamburg@work: in the year 1997, a meeting of initiators and opinion leaders from the media and digital economy gave rise to the association. Today, the “onlineKapitäne” meetings take place to mark special occasions.

OPENDECK

Another classic among the events is openDeck. Some 100 to 150 members and guests regularly meet after work to forge new contacts and consolidate their existing relations as well as to exchange ideas on the latest topics from the industry.

BUSINESSBREAKFAST

Guests attending our BusinessBreakfast can look forward to fascinating presentations, discussions with the speakers and time for networking. The aim is to provide participants with information on thought leadership through keynote speeches. The target group comprises members and guests of the Hamburg digital cluster.

HAMBURG@WORK ONTOUR

Hamburg@work onTour enables members and guests to take glimpse behind the scenes of member companies, organizations and institutions from the digital economy. Managers of the companies visited deliver talks or conduct guided tours.

WELCOME ON BOARD DINNER

The Welcome on Board Dinner is where we greet new members of Hamburg@work. Over a dinner featuring a number of courses, we present our program and range of services and take note of the wishes expressed by the companies.





EVENTS FOR SELECTED TARGET GROUPS

IT-EXECUTIVE CLUB

The events supplement the Hamburg IT strategy conferences by adding a CIO network. The aim is to reinforce the process of exchange and networking. It provides a meeting place for IT executives, chief information officers, heads of technology from a range of companies and university professors.

WOMEN'S CLUB

Through a range of different event formats on various topics, professional women in specialist and management positions use the club as a means of networking and exchanging ideas. The events with up to 200 participants are designed by women exclusively for women.

AGILE HR CLUB

Under the motto "Surviving the War for Talents", the Agile HR Club combines all activities and aspects connected with modern and flexible personnel work. Our target group comprises managers responsible for personnel as well as employees from our member companies.

CODECRUISE BY HAMBURG@WORK

Among the aspects considered by the Agile HR Club are recruiting in Generation Y and employer branding. Code-Cruise is the shuttle to the IT jobs in Hamburg. The program is organized in cooperation with YOUNG TARGETS.

STARTUP CLUB

Our target is to link up ambitious startups with established businesses. However, the StartUp Club is not something you can become a member of but a program under which we bracket together events and activities for young entrepreneurs.

SMART SQUARE

Around 800 AD, Hamburg's historic Domplatz – or Cathedral Square – was still the site of the Hammaburg fort. Today the square functions as a transit zone between Speicherstadt and Mönckebergstrasse. With the aid of modern methods, such as CityScopes, we are finding options to breathe life back into the square. Smart Square is a combined project also involving the Archeological Museum, HafenCity University and eCulture.info.

CONGRESSES AND AWARDS

DISRUPT NOW! FUTURE LECTURES BY HAMBURG@WORK & HWWI

Here we examine the effects of digital disruption on the world of work, on companies, society and politics and provide insight into the technologies of the future that are set to cause a furor over the coming years. In collaboration with the Institute of International Economics (HWWI) we appeal to speakers and an audience from economics and research, theory and practice as well as the natural and social sciences.

After brief keynote speeches of 15 minutes each in the TED format, the speakers join in a discussion on their theses lasting a number of minutes. Following this is a get-together with a further exchange between audience and speakers.

NEPTUN CROSSMEDIA AWARD

Since 2003, it has been the only cross-media award in Germany and honors the most imaginative and effective campaigns with contents in all digital and analog channels. A small expert panel of judges and a large public panel made up of up to 300 high-caliber experts from the media and communication industry select the winners.

ITEC CARES AWARD

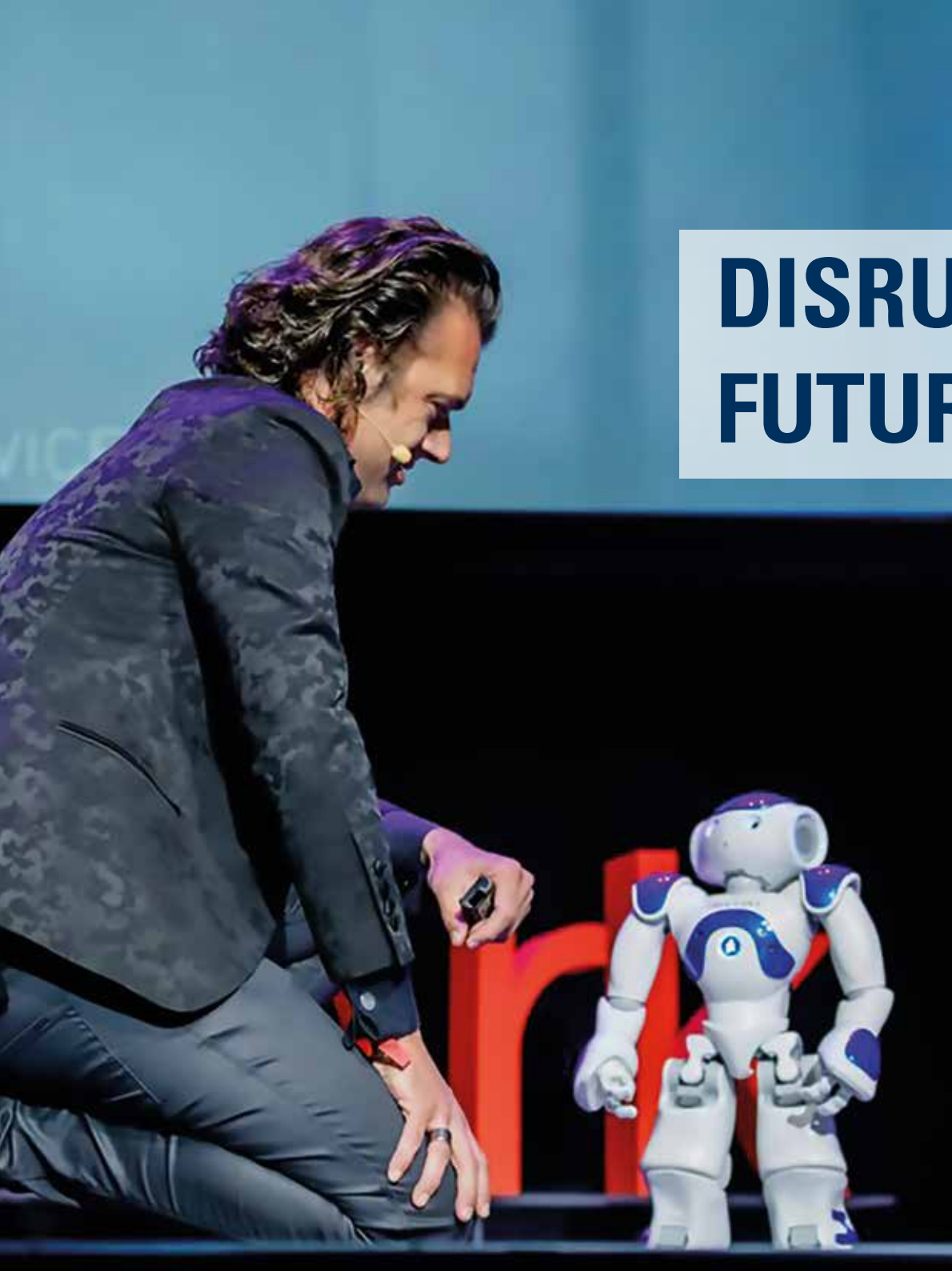
ITEC Cares searches for initiatives within the school system as well as the training and higher education sectors that introduce young people to topics of information technology. Through this award, the IT Executive Club honors deserving initiatives in the field of IT education.

HAMBURG IT STRATEGY CONFERENCE

This is where CIOs have the opportunity to jointly develop methods for exploiting future technologies such as blockchain or public cloud. The Hamburg IT Strategy Conference has now evolved to become a leading national congress for decision makers in IT.



DISRUPT NOW! FUTURE SUMMIT



Since 2017, we have been inviting international futurologists, scientists and opinion leaders to our Future Summit in order to talk on future trends connected with our five core issues: the world of work, companies, society, politics and the technologies of the future. We examine these topics individually throughout the year in our future lectures. Our speakers in the Future Summit then delve into all aspects across different issues and national borders.

There is a deliberate intention not to invite company heads to speak of cases concerning their own development as

is usually the case at most digitalization conferences. Instead, we leave the stage to futurologists, scientists and opinion leaders, such as the trend explorer Nils Müller, the journalist and US security expert Jay Tuck or Dr Larissa Suzuki, computer scientist, engineer and expert for smart cities. Over a range of topics and across international borders, they explain the digital transformation and how it affects our future.

This makes the Future Summit unique and creates a stage for thought leadership on the digital transformation.



“Technology gives women in conservative societies the unique opportunity to operate independently and individually and to build up their own business.”

Roya Mahboob,
CEO Digital Citizen Fund – Speaker 2017



“Digitalization is the remapping of the world and we are embarking on an expedition into the exponential curve of technological evolution.”

Prof. Dr. Henning Vöpel,
Hamburg Institute of International Economics (HWWI) – Speaker 2017

ACHIEVE MORE WITH OUR NETWORK

YOUR ADMISSION TICKETS TO THE NETWORK FOR A NEW WORLD

NEWSLETTER SUBSCRIPTION

With our free News & More Subscription we keep you posted regularly about offers from Hamburg@work – without you needing to become a member. If you wish to attend a Hamburg@work event as a subscriber, it's easy to enroll as a participant using the links in the newsletters and obtain a guest ticket. Subscriptions can be taken out and cancelled at any time at the click of a mouse.

BASIC FLEX MEMBERSHIP

In addition to our newsletters, Basic Flex members receive targeted invitations and information on events for specialist and management personnel. No fee is required for membership. You simply pay a reduced admission price for the specific event. Compared to our newsletter subscribers, Basic Flex members have a price saving of 25 percent over the price for non-members. Basic Flex memberships are associate memberships in the registered association Hamburg@work (e.V.). They can be taken out and cancelled at any time at the click of a mouse.

PREMIUM MEMBERSHIP

With a Premium Membership, you and your company become active contributors to Hamburg@work, increasing the visibility of your business activities in the network. For example, you can submit your own specialist papers, which we share with the network via our communication channels. This enables you to contribute to the network's thought leadership.

The common USP of all Premium Memberships is that we communicate your business topics and specialist papers via the Hamburg@work channels.

As a premium member, you can tag a wide range of different areas of interest. We use your selection to keep you posted with topics and invitations to events. We will also enable you as a Premium member to give a specialist presentation at one of our events.

PREMIUM PLUS MEMBERSHIP

Premium Plus is the option from Hamburg@work for large and very large companies. The number of personal membership cards issued is by definition higher than for the other types of memberships. In addition, we automatically allocate employees of your company who have free Basic Flex membership to our Premium Plus option based on the domain of their corporate e-mail address. This increases the price saving for Basic Flex participants at most Hamburg@work events from 25 to 50 percent.

Premium and Premium Plus memberships are regular memberships in the meaning of the association's constitution and their termination is subject to notice periods.

OUR PROPOSITION FOR STARTUPS

Hamburg@work is first and foremost a network for businesses and entrepreneurs already established in the market, in other words for those who have already progressed beyond the initial phases in the life cycle of a business. However, every successful startup begins with an innovative idea, a highly motivated team of founders and often meager financial resources. Many founders are lacking entrepreneurial experience. This is where Hamburg@work comes into its own with its StartUp Club: Within a network of established businesses, startups find answers to many questions that can only be answered by those with sufficient entrepreneurial experience. Consequently, Hamburg@work applies a sliding scale of contributions for eligible startups, to reflect the business development of a young enterprise. Hamburg@work categorizes "its" startups according to the six generally recognized development phases of a young company: Pre-Seed, Seed, StartUp, 1st Stage, 2nd Stage and Later Stage. For every phase the membership fee is appropriate and affordable.



You will find more about subscription and membership options at www.DigitalCluster.Hamburg

STRONG NATIONAL AND INTERNATIONAL PARTNERS



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