



◀ *redefine the  
possible* **log in. berlin.**

## **Berlin – The digital metropolis**

Information technology, digital business and startups

# Welcome to Berlin

## Digitally re-crafting the world

A step ahead, a tad different, an idea further: Berlin is the city for people who want to achieve something – and the place where their dreams become reality. This is particularly true for the makers and visionaries of the digital age. Not for nothing is Berlin one of the most important locations for information and communication technologies in Germany. A capital city of founders with an exceptionally vibrant startup scene that at the same time offers room for success to both established companies and global players.

Berlin is also an international metropolis that attracts creative minds from across the world and promotes exchange between industry sectors to nurture a constant flow of new and highly promising projects and products.

“IT made in Berlin” is now a hallmark of excellence that’s known and recognised throughout the world. No matter what the industry, any entrepreneur looking for innovative IT solutions for their company will find a highly productive developer and provider landscape awaiting them in Berlin. “redefine the possible. log in. berlin.”: Making greater things possible while also striving to overcome old limitations is what Berlin is all about and what it aspires to achieve as an IT region.

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**BERLIN IS ...**



### A GREAT STARTUP NETWORK

With its great network of startups, Berlin offers ideal conditions for realising an exciting business model. Our best business decision was to relocate our then fledgling startup from the Taunus area to Berlin. In the German capital we’ve found a rich pool of talented people with whose help we’re able to bring our vision that much closer to reality day by day.

**Lawrence Leuschner, founder and CEO,  
reBuy reCommerce GmbH**



# Pace Setters and Market Leaders

## Leading players in IT and the digital economy

They're already here, the global players in the IT industry, names like Amazon, Google, IBM, Microsoft, Oracle, SAP and Cisco. Highly specialized market leaders in Europe and the world have chosen Berlin or call the city home. Their presence ensures that the German capital ranks as one of Germany's leading locations for IT companies. In a rising trend, one in every seven new jobs is created in the digital economy, most of which are better paid jobs in the field of information and communication technology. The Digitalisierungskompass rates Berlin among the top ten digital locations and the city has recently seen the establishment of yet a further two hubs. A consortium composed of Factory Berlin, FinLeap, Next Big Thing and Fraunhofer's Berlin Center for Digital Transformation has been selected in a federal government competition as the core of the two new Digi-hubs for the internet of things (IoT) and financial technology (FinTech).

## EQUALITY OF OPPORTUNITY

Berlin is the ideal place for women to get ahead in the digital economy.

**Tijen Onaran founder and director, Women in Digital e. V.**



## Berlin as a laboratory

### A lead position in science and research

Constant research at the highest level is key to the future of IT. Companies that recognise this specifically seek out a location with the right kind of IT-related research and university infrastructure – and find it in the capital region.

In terms of nurturing young talent too, the capital region offers a broad spectrum of opportunity. Nearly all of Berlin's universities and a great many institutes of higher education in Berlin and Brandenburg feature media and IT-related courses on their curricula. A total of 25,000 students are enrolled in the departments of IT, media and communication in the universities and colleges of the metropolitan region, including over 15,000 students alone in the field of computer science.

## INTERNET

Every second bit transported on the internet touches an optical device developed by Fraunhofer HHI in Berlin-Charlottenburg. And over one billion end devices use the compression technology for video transmission we helped to develop.

**Professor Dr. Martin Schell and Professor Dr. Thomas Wiegand, Executive Director of the Fraunhofer Institute for Telecommunications, Heinrich Hertz Institute (HHI)**



# Springboard Berlin

## The founder and startup scene

Berlin is a startup mecca that's famous throughout the world. In recent years it's developed into a hub for founders in the fields of internet, social media, gaming, and mobile applications. Even the pure data paints a clear picture – with over 2000 new business each year in the IT economy alone, Berlin has an outstandingly vital new business scene. Of all the federal states, it's Berlin that boasts the most new companies per capita.

The industry now has a whole clutch of success stories it can tell about IT and internet startups that have made the grade as companies. They range from the shopping community brands4friends, the online map specialist Here, and the games developer Wooga to the science portal ResearchGate, the internet bank N26 and the online retailer Zalando.

## A melting pot of talent

### Berlin, the international city

This city has many faces and speaks even more languages. Berlin is a true melting pot of cultures. Like no other city in Germany, it offers genuine international flair and is at the same time a hub and home for people from across the whole world who live here and work together. This creates the unique local atmosphere, brings out potential, and makes for fertile ground for developing talent, seeking new business ties and turning visions into plans.

The companies at home here have connections and business relationships all around the world – and woo their customers on the local level. They develop products that meet the requirements of the global market. What's more, companies in the IT industry have winning arguments to persuade go-getters from other countries to make that move to Berlin – or they find the international professionals they need right on their own doorstep!

## DIGITAL INNOVATION

Berlin is the city of unlimited possibilities, the digital capital and the European hotspot for digital innovation. The digital pioneers of tomorrow are educated here. Informatics, net, coding and the internet will be the catalysts for future development. Those who can harness the power of these tools can develop the world of tomorrow.

**Bettina Eisele, Country Manager Germany Epitech Deutschland GmbH**



## PERFECT CHAOS

Berlin is creative, demanding, unorthodox, edgy and with a heart of gold. Berlin is Berlin. You'll find everything you need here. Its digital scene in particular offers an ideal space for entrepreneurs and founders. Get your hands on the strings and make something of it!

**Paul Nitsche, founder and CEO, bytepark**

# Berlin's digital strengths and IT fields of competence

Berlin is one of the world's leading hubs for the digital economy, and it's way out front when it comes to the digitization of the economy and work. The digital transformation is happening right now in Berlin where numerous research establishments and companies are developing a whole spectrum of forward-looking technologies in the various IT fields of competence hosted by the city. On our website you'll find many fascinating references stories by our partners on this theme.



## Digital Security: Berlin's got Solutions

Digital security has taken on a key role in digitization. Technological defence mechanisms must protect sensitive data whilst also being affordable and easy to operate.

## Smart Mobility: The Changing Face of Mobility

Both the need for mobility and the requirements placed on mobility systems are changing as users expect a networking environment in which the efficient use of information plays a central role.



## Digital Health: Innovation for the Healthcare Sector

Using technological progress in the healthcare sector for the benefit of everybody while also addressing the fundamental transformation of this area brought about by digitization.

## Data Driven Innovation in the Data Capital Berlin

The idea of data as the starting point and driver of innovation is no longer confined to the IT sector but has spread into all areas of life and work – with the goal of creative, sustainable and responsible handling of big data.



## The Internet of Things: The Innovation Driver of Digital Transformation

Smart devices are permeating our everyday lives and industry. From smart homes, wearables and connected cars to Industry 4.0, the Internet of things offers a huge spectrum of fields of application.

## Disruption: Revolutionising the Digital Economy

Existing business models, products and technologies are being replaced by disruptive innovations which revolutionise entire markets.



## Smart Lifestyle: Making our Lives more comfortable

Products and services from the digital economy which make our everyday lives easier and more comfortable – whether it be ordering a pizza on the smartphone or the streamed TV series.

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The campaign for Berlin as an IT hub is an initiative of the Berlin Senate Department for Economics, Energy and Public Enterprises and Berlin Partner for Business and Technology in conjunction with other institutions and associations.

About 300 companies are partners and disseminators of “log in. berlin.” campaign. If you’re interested in the IT hub Berlin – whether as an IT buyer, an entrepreneur or an industry professional – you’ll find key information and links to further info on the campaign website at [www.loginberlin.de](http://www.loginberlin.de).

To become a partner of the campaign please register via our website. Together with the initiators and other companies, you can help to put the global spotlight on the strengths and innovative potential of IT made in Berlin.

## Partner



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