

NRW

DIGITAL PULSE OF GERMANY

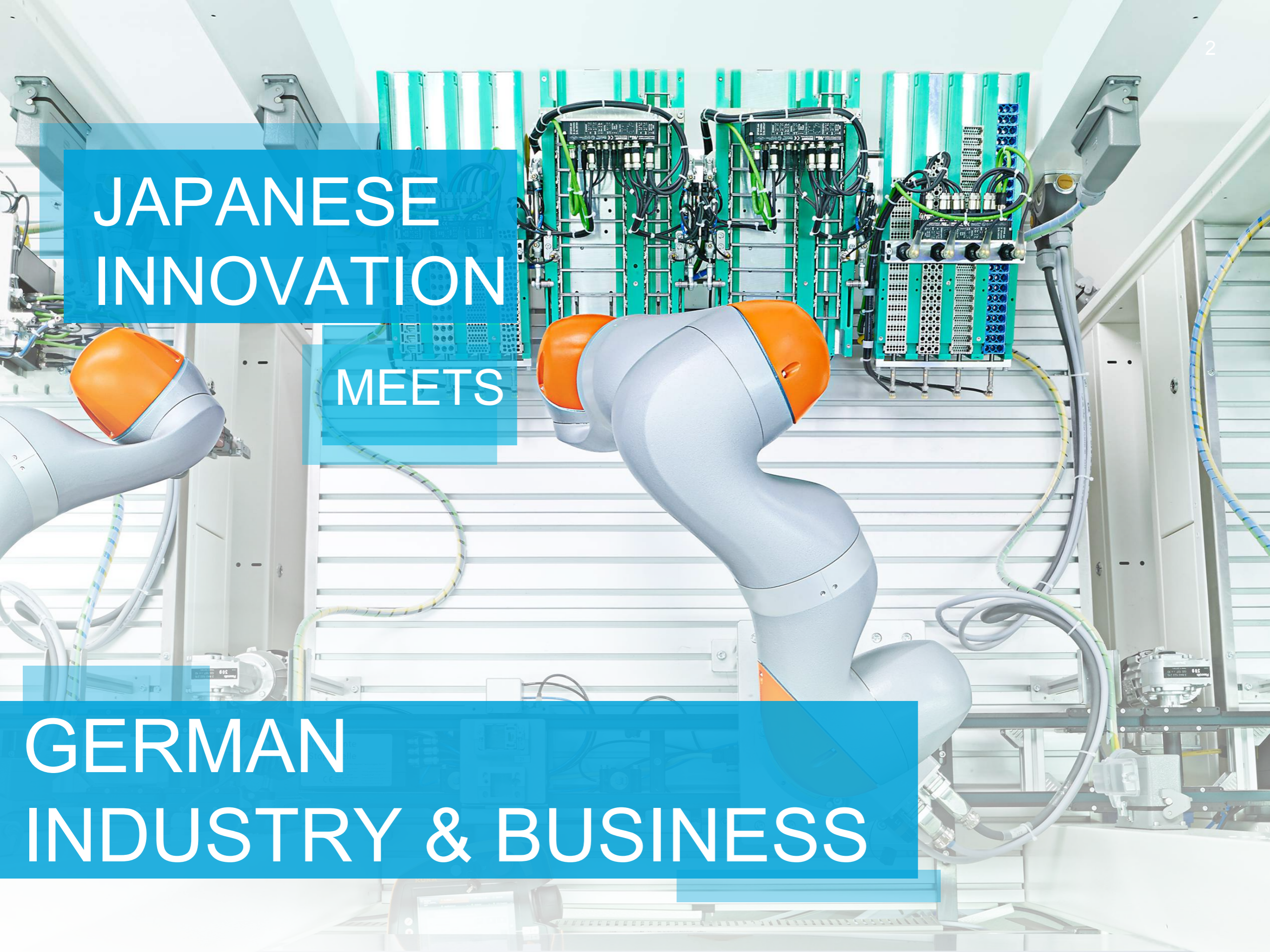
German-Japanese Business Seminar
13 September 2017 in Tokyo



JAPANESE
INNOVATION

MEETS

GERMAN
INDUSTRY & BUSINESS



Industrie 4.0

IOT

Big Data

Mobile Internet

Autonomous Systems

Trade 4.0

Crowd Working

Cloud Computing

Smart Services

Mobile Working

Connected Car

AI

E-Commerce

Smart Logistics

Smart Home

Smart Cities

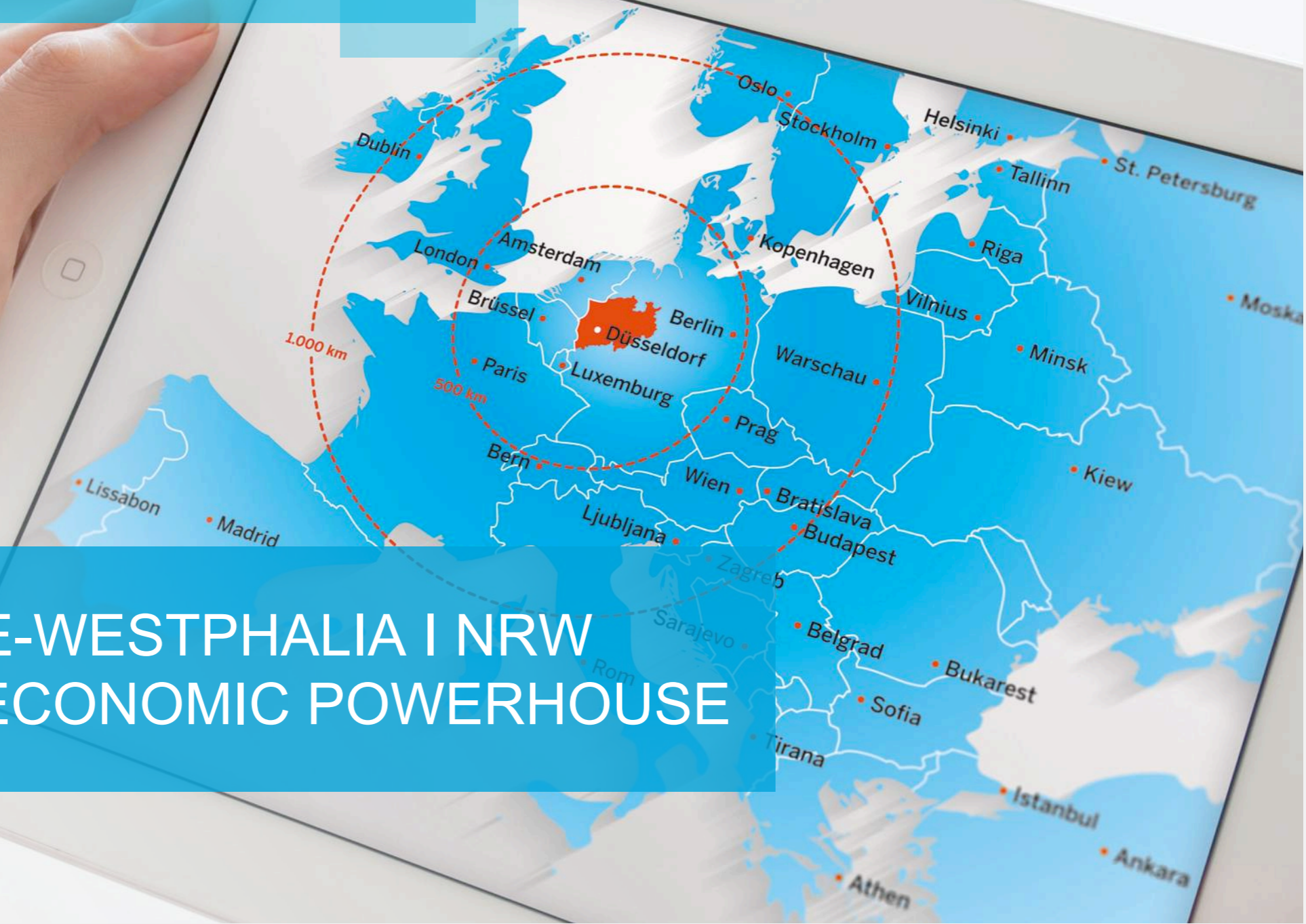
THE DIGITAL TRANSFORMATION
COVERS ALL ASPECTS OF SOCIETY

One of Europe's biggest metropolitan areas

Dynamic and cosmopolitan

In the heart of Europe

NORTH RHINE-WESTPHALIA | NRW GERMANY'S ECONOMIC POWERHOUSE



10 good reasons



Strong, dynamic and central in Europe



Industrial heartland of Germany



Home to world market leaders



Germany's No. 1 investment location



Gateway to Europe with top transport infrastructure



10 good reasons

-  World class in research & development
-  One of the best talent pools in Europe
-  World-renowned logistics expertise
-  Poised to become Germany's leading digital location
-  Surprisingly varied: the quality of life in NRW



BECOMING GERMANY'S

LOCATION #1

FOR THE DIGITAL INDUSTRY!

Logistics

Smart Home / Smart Living

Health Care

E-Commerce

Production

Energy

Mobility



IN THE LOOP OF NRW'S LANDSCAPE OF DIGITALIZATION

TOP LOCATION FOR

ICT

COMPANIES



1/5 of all ICT companies in Germany



250,000 people workforce



97 million euros turnover p.a.
(= 1/3 of the German ICT sector's)



Hub of ICT companies (e.g. Deutsche Telekom, Ericsson, Huawei, KDDI, NTT docomo, Vodafone, ZTE, KDDI)



RWTH Aachen University ranks No. 1 in the field of informatics



The No. 1 state in Germany for IT security (Federal Office for Information Security, Horst-Görtz Institute at the Ruhr-University Bochum)

NRW

digital pulse of Germany



Dynamic & central in Europe



B2B & B2C market potential



Becoming Germany's leading
digital location



World class R&D



One of Europe's best talent pools

NRW.INVEST – One-stop agency for your investments



About us

- State-owned economic development agency
- Head office in Düsseldorf, 15 foreign representative offices



Fields of expertise

- International location marketing
- Direct acquisition in the target countries
- Settlement consulting
- Account management of foreign firms
- Service for economic development in NRW



Business development

- Market and industry environment
- Networks and partners



Know-how

- Talent und recruiting
- R&D cooperations



Infrastructure

- Finding the location
- Establishing your company
- Approval procedures



Network and partners

- Established SME
- Startup-ecosystem & digital hubs
- Associations



GET IN TOUCH WITH NRW.INVEST IN JAPAN



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Director



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Senior Manager
Business Development & Research



Naoko Yagihashi
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