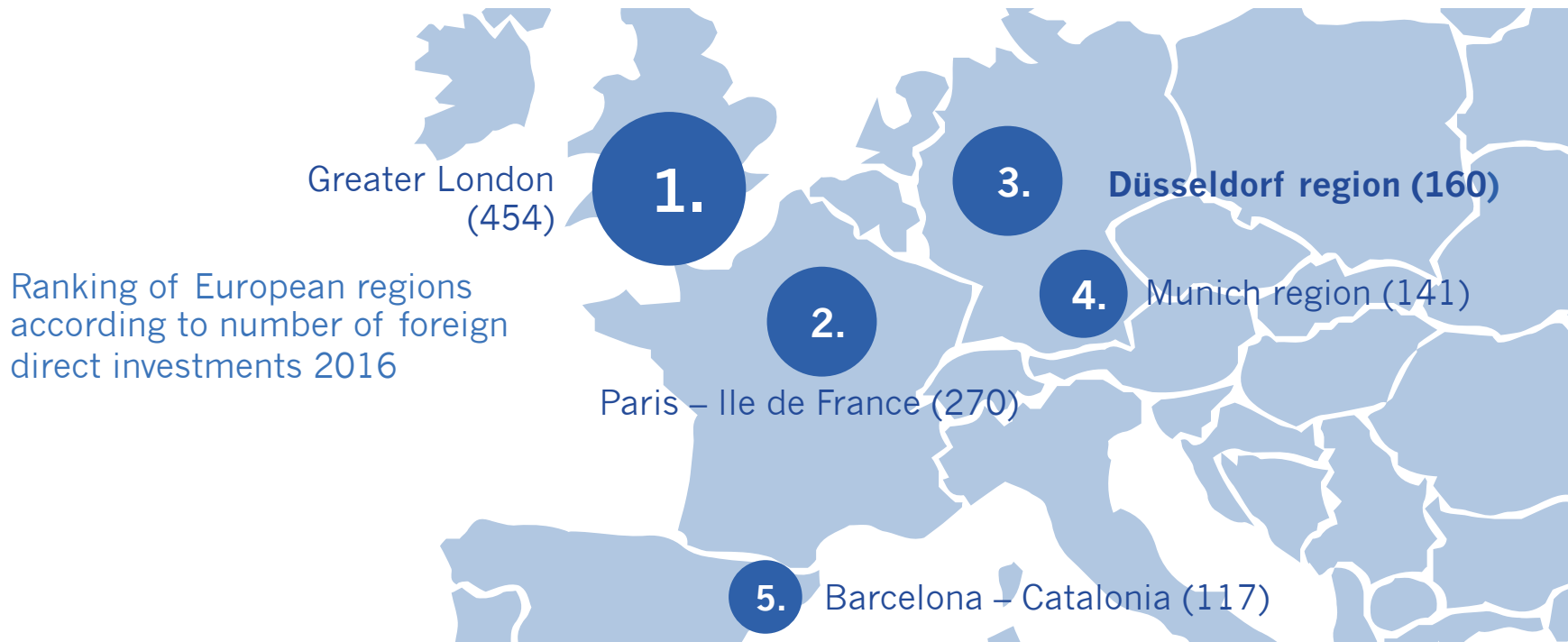




City of
Düsseldorf

DÜSSELDORF – HUB FOR DIGITAL ECONOMY IN GERMANY AND EUROPE

DÜSSELDORF IS ONE OF THE THREE LARGEST REGIONS FOR FOREIGN DIRECT INVESTMENT IN EUROPE



Source: Ernst & Young, European Investment Monitor, Direct investments V2017Q2. The Düsseldorf region is formed here by the government region that corresponds to a NUTS 2 European regional classification. Foreign investments are included that created business premises and/or jobs in 2016.

SURPRISED?





trivago®

GROWS IN DÜSSELDORF



Düsseldorf is **home for our team of 950 employees from 63 countries.** We feel at home here. It is no coincidence that Düsseldorf is a **city with the high quality of life."**



Rolf Schrömgens,
One of the founders of Trivago



DÜSSELDORF – INNOVATION MEETS JAPAN





As the **digital city** of Düsseldorf has such a **lively artistic, agency and fashion scene** and hosts a variety of **related business activities**, it is the ideal location for us to boost our success through recruiting young talent and **exchanging ideas with other specialists.**



Masahiko Yamada
President & CEO



ICT LOCATION DÜSSELDORF – HOTSPOT FOR DIGITAL TRANSFORMATION AND DIGITAL NATIVES

Initiative for
**fibre optic
connections**
in all industrial zones in
Düsseldorf

All three
mobile network
operators
in Germany
are based in
Düsseldorf

Around 1,900
ICT companies with over
30,000 employees

>30 network operators

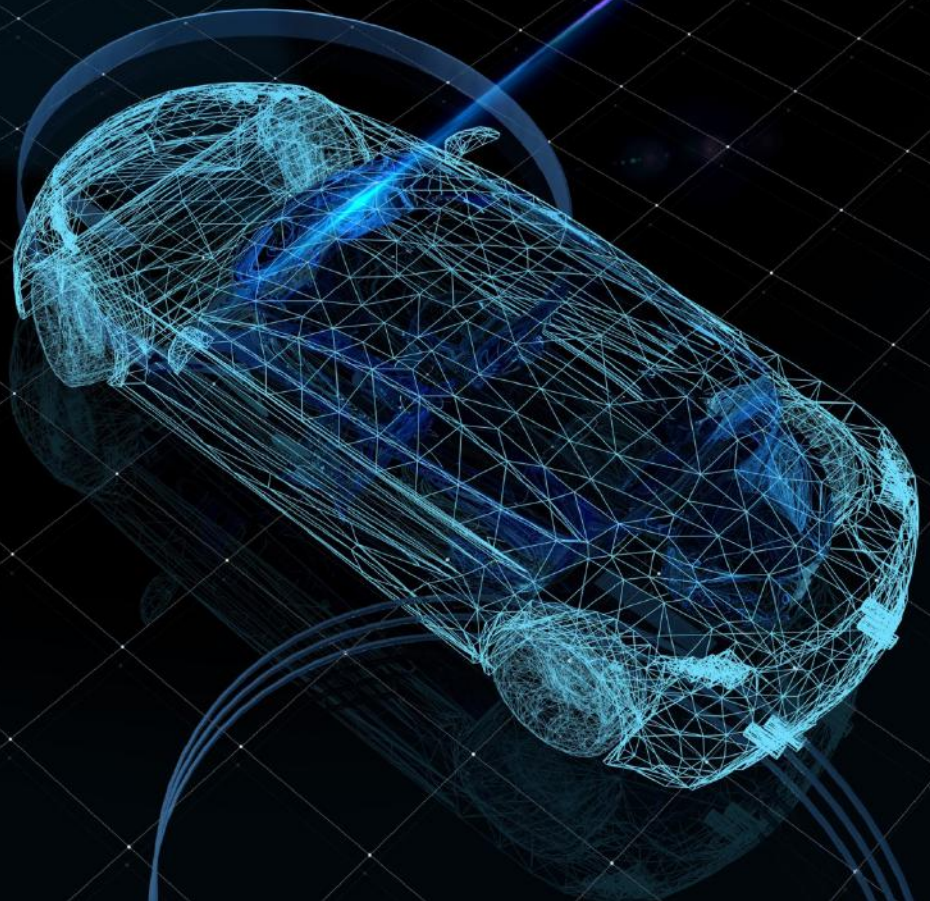
Ecosystem for
digital innovation



CECONOMY



**DÜSSELDORF –
WHERE CONNECTED
MOBILITY
BECOMES
REALITY**



CONNECTED MOBILITY KNOW-HOW IN GREATER DÜSSELDORF

Join a unique cluster of platform and manufacturer-independent technology companies driving forward the development of connected and driverless mobility



vodafone

Innovation park and
testing facilities



ERICSSON

Working on communication
between autonomous
driving vehicles

DELPHI



RENESAS

NTT docomo



DÜSSELDORF – KoMoD: COOPERATIVE MOBILITY DIGITAL TESTFIELD DÜSSELDORF

The city facilitates testing of innovative 5G technology

12 project partners are involved:



City of
Düsseldorf



SIEMENS

RWTH AACHEN
UNIVERSITY



FH;P



Research
units:

- RWTH Aachen
- Zentrum für
Luft- und Raumfahrt (DLR)
- FH Potsdam

Testing facilities will be open for
external users from end of **2018**
for about 6 months.

DÜSSELDORF'S DIGITAL INNOVATION ECOSYSTEM: INSPIRATION, COMMUNITY, TALENTS, MAKER SPACES

Digital Units







Networks







Corporates



Congresses







Co-Workings/Innovation Labs







Universities






Startup ecosystem

250+ startups, e.g.:





Innovation and Startup Unit – Office of Economic Development

URBAN INNOVATION IS FUELLED BY A GROWING STARTUP SCENE



About
300
events a year



Expanding Coworking Spaces
2015: about 3,500m²
2017: about 45,000m² to come



Startup Unit of the City of Düsseldorf provides:

- annual Startup week
- Startup profiles and services at: startup-city.de
- Investor-pitches
- a university-network to support startup ideas



Growing network of experts, business angels
and financing partners

DIGITAL TRANSFORMATION IS HAPPENING HERE!

Deloitte.
Digital

:agile
accelerator
POWERED BY **e-on**

 **d group**
Part of Accenture Consulting

SMS  digital

nexible

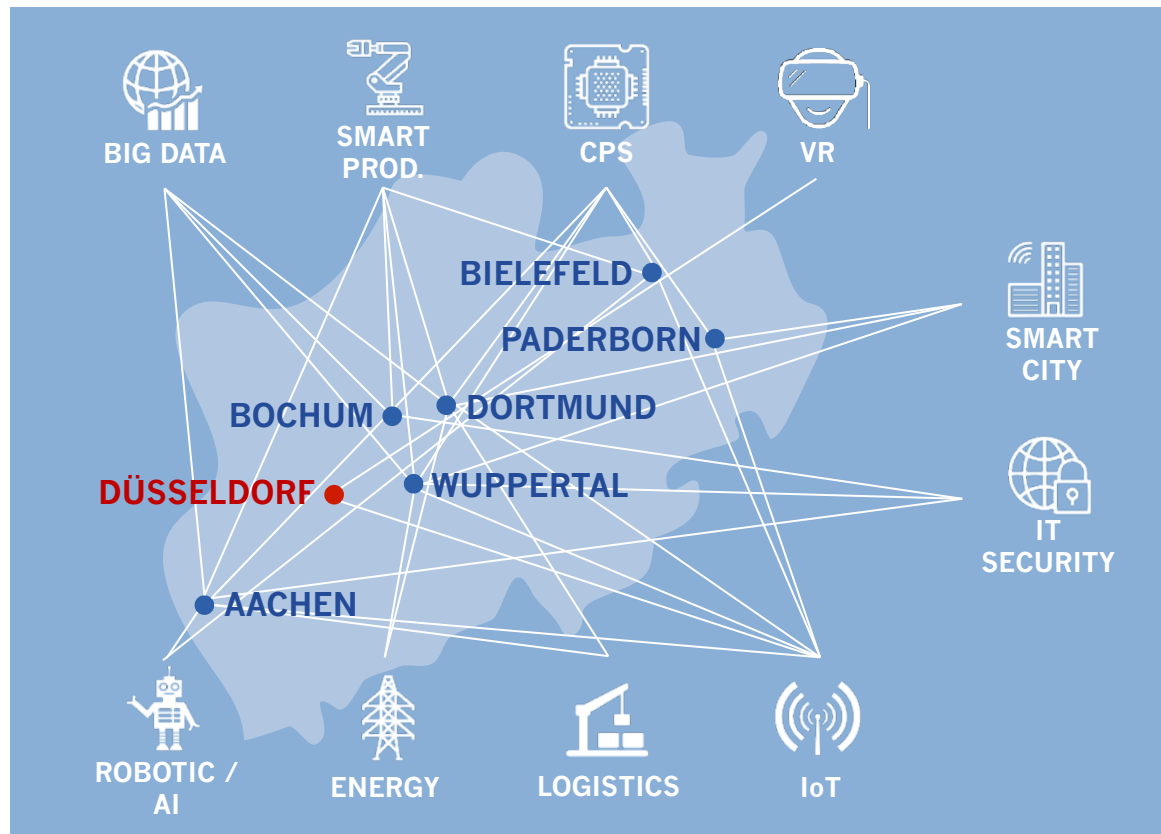

proximity
TECHNOLOGY

INVISION 

CECONOMY

DIS AG

THE BEST RESEARCHERS NETWORK



Düsseldorf and NRW offer **the best** researchers network and skilled service providers for cutting edge digital solutions

MD.H
MEDIADesign HOCHSCHULE

HSD



DÜSSELDORF HIGHLY ATTRACTIVE EMPLOYMENT LOCATION





Düsseldorf is the **digital capital of North Rhine-Westphalia**, and it has been **the right headquarters location over the long term** for StepStone"

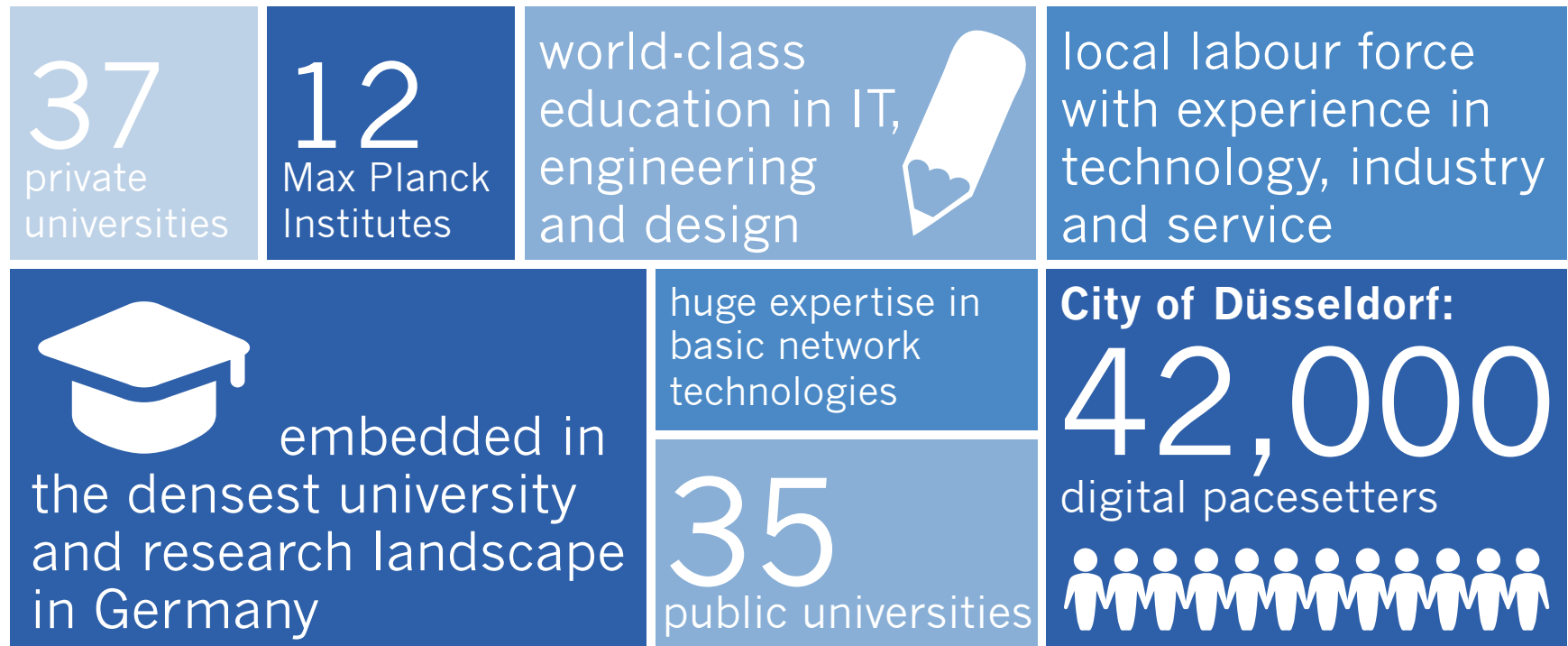


Dr. Sebastian Dettmers,
Managing Director, StepStone



DIGITAL TALENT POOL IN A WELL EDUCATED REGION

50,000 students in informatics, electro- and information-technology in the catchment area of Düsseldorf (Aachen, Bonn, Cologne, Essen, Dortmund)



**DÜSSELDORF
CENTRAL
LOCATION,
EASY ACCESS**





Düsseldorf is the ideal location for our global headquarters. It offers **proximity** to numerous markets, excellent **universities** and research establishments, an **outstanding infrastructure** and international transport links.”



Dr. Daniel Kleine
Düsseldorf Site Manager,
Henkel AG & Co. KGaA



DÜSSELDORF IS ONE OF THE MOST POWERFUL ECONOMIC REGIONS IN EUROPE

within one
hour's drive:

1h

11.4 m. inhabitants
503,000 companies

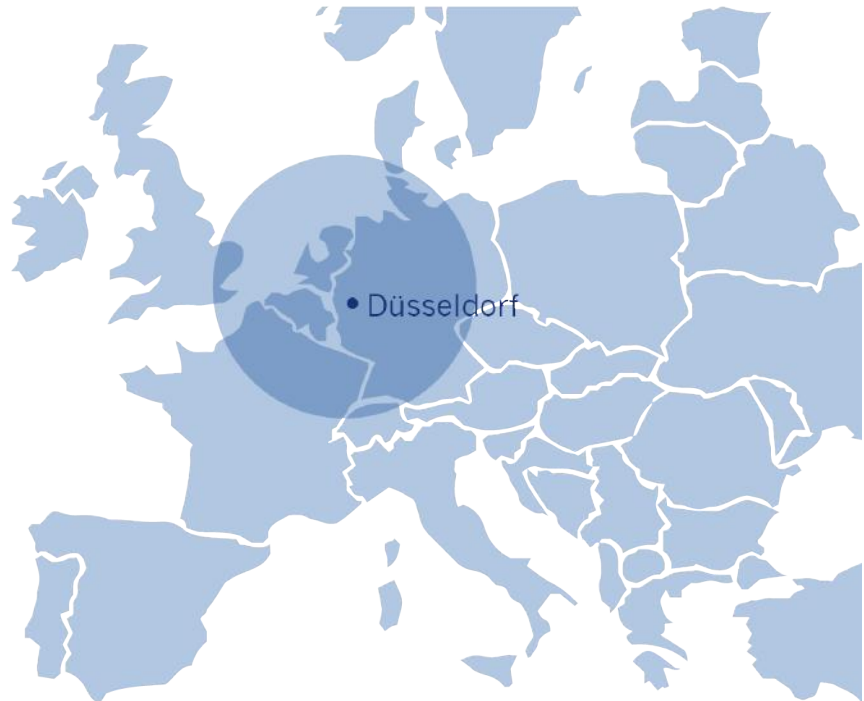
Radius of
500 km/311 miles

156 m. inhabitants
31% of total EU
population

50% of EU purchasing
power

within one
hour's flight:

Amsterdam,
Brussels,
Frankfurt,
Hamburg,
London,
Luxembourg,
Paris,
Zurich



STATE CAPITAL OF DÜSSELDORF AND THE METROPOLITAN REGION OF THE RHINELAND – LARGEST ECONOMIC CENTRE IN GERMANY

DÜSSELDORF/RHINELAND	
Inhabitants	8.6 m.
Employees	4.5 m.
GDP in €	331.5 bn.

REGION FRANKFURT	
Inhabitants	5.7 m.
Employees	3.1 m.
GDP in €	242.4 bn.

REGION STUTTART	
Inhabitants	5.4 m.
Employees	2.9 m.
GDP in €	225.9 bn.



REGION HAMBURG	
Inhabitants	5.2 m.
Employees	2.7 m.
GDP in €	193.0 bn.

REGION BERLIN	
Inhabitants	6.0 m.
Employees	2.9 m.
GDP in €	180.1 bn.

REGION MUNICH	
Inhabitants	5.9 m.
Employees	3.4 m.
GDP in €	279.6 bn.

**DÜSSELDORF –
NO. 1 LOCATION
FOR JAPANESE
COMPANIES IN
CONTINENTAL
EUROPE**



”

The city of Düsseldorf offers Asahi Kasei Europe GmbH the necessary **urban infrastructure** that we need to implement our strategy for the **European market**. Thanks to the **support** of the City Administration of Düsseldorf we were able to launch our business activities at this location **quickly and smoothly**.



Hideki Tsutsumi
President,
Asahi Kasei Europe GmbH

AsahiKASEI



EXCELLENT JAPANESE INFRASTRUCTURE IN DÜSSELDORF





DÜSSELDORF – BASE FOR JAPANESE COMPANIES IN CONTINENTAL EUROPE

2011–2016: **120 NEW** Japanese companies in Düsseldorf

more than
10,000
people are
employed
by Japanese
companies
in Düsseldorf

120 Japanese companies control their
European business from Düsseldorf

384
Japanese
companies in
Düsseldorf

32,000
people work in Japanese
companies in NRW

approx. **520**
Japanese companies in
region of Düsseldorf

approx. **33** billion
euros annual turnover for
all Japanese companies
in NRW

over **8,200** Japanese live in and around Düsseldorf

HOW THE CITY OF DÜSSELDORF CAN SUPPORT YOU




SERVICES OF THE OFFICE OF ECONOMIC DEVELOPMENT FOR JAPANESE COMPANIES



information
on establishing
a company



help finding
commercial
real estate




advice and
support on
permits and visas



linking up
to networks



support in
settling in



welcome
package for inno-
vative companies

MANY THANKS FOR YOUR ATTENTION

Japan Desk

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City of
Düsseldorf

DÜSSELDORF – WHERE BUSINESS WORKS

