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funded by:



HAMBURG'S CLUSTERS AND NETWORKS



Cross-Cluster Space
Hamburg



**HAMBURG'S
CLUSTERS
AND NETWORKS**

Dear readers,

Hamburg has long been recognized as a hub of economic activities, driven by a diverse range of industries including shipping, aviation, logistics, renewable energy, life sciences, food, finance, media, IT and creative industries. At the heart of this economic dynamism are our clusters - interconnected ecosystems of businesses, research institutions, policy makers and support organisations that collaborate and innovate to drive our city forward in an ever-evolving global landscape.

Clusters serve as catalysts for innovation, fostering collaboration, knowledge sharing and the cross-fertilisation of ideas between different stakeholders. They attract talent and investment and foster a culture of creativity and experimentation, providing a rich environment for entrepreneurship to flourish.

In Hamburg, we recognise that fostering a supportive environment for clusters is essential for sustainable economic growth and competitiveness. Through strategic policies and initiatives, we actively support the development and expansion of these clusters. We harness their collective strengths to address societal challenges, create high-quality jobs and generate value for our community. Our commitment to the development of clusters is underpinned by a recognition of the multi-faceted benefits they bring. As well as driving technological progress and business innovation, clusters enhance regional resilience, promote industry diversification and contribute to the overall well-being and prosperity of our citizens. While each cluster brings its own strengths and specialities, the real potential to innovate often lies where they intersect. We can unlock new opportunities, catalyse breakthrough innovation and address complex challenges that cut across industries by fostering collaboration and synergies between different clusters. This not only amplifies the impact of innovation, but also enhances the resilience and adaptability of our economic ecosystem, positioning Hamburg at the forefront of the global innovation landscape.

I invite you to explore the following pages, which offer a deeper insight into Hamburg's cluster policy landscape and showcase our ongoing efforts to drive innovation, collaboration and sustainable growth.



Photo: © SK / Daniel Reinhardt

Sincerely,

Senator Dr. Melanie Leonhard

Ministry of Economics and Innovation,
Free and Hanseatic City of Hamburg

Strengthening strengths through targeted network policies:

The cluster policy of the Free and Hanseatic City of Hamburg

The cluster policy of the Free and Hanseatic City of Hamburg has its origins in 1997 with the founding of Hamburg@work (today: nextMedia.Hamburg) - one of the first cluster initiatives in Germany. Sustainable clusters emerged from the most important economic sectors and technology areas, which are institutionally supported by the city. Hamburg's cluster landscape now consists of nine clusters in the areas which act in accordance with a Smart Specialization Strategy. As strategic specialization fields, they provide the economic location with a clear competence profile, on the basis of which resources for innovation, science, and research are concentrated in the implementation of Hamburg's Regional Innovation Strategy.

Characteristic of Hamburg's innovation and technology policy is, on the one hand, its integration into the political guiding principles of the Hamburg Senate, which is based on the so-called Innovation Alliance for Hamburg. The goal of this initiative is to continuously improve the framework conditions for innovation and to establish the metropolitan region in the leading group of European innovation regions. On the other hand, it is characterized by the active involvement of all innovation stakeholders from business, science, politics, and society according to the Quadruple Helix approach. Cluster stakeholders include not only companies but also universities, non-university research institutions, training and further education institutions, associations, clubs, and chambers. As part of the cluster policy approach of the Free and Hanseatic City of Hamburg, the city sees itself not only as a financier and decision-maker but also as a constant partner, moderator, and impetus provider. Accordingly, each cluster initiative has a contact person in a ministry who mediates

between politics, administration, business, and science. Professional cluster managements, which develop and offer demand-oriented services for the respective cluster stakeholders, are crucial for the sustainable success of cluster policy. Hamburg specifically promotes learning processes in these cluster managements to shape the cluster initiatives and cluster policy as effectively as possible.

Promoting cross-clustering: Establishment of the "Cross-Cluster Space Hamburg"

To promote the collaboration of cluster managements and learn from best practices, the "Cross-Cluster Space Hamburg" (formerly "Co-Learning Space for Hamburg Clusters") was established in 2016. The project is funded by the European Regional Development Fund (ERDF) and the Ministry of Economic Affairs and Innovation (BWI) of the Free and Hanseatic City of Hamburg (until March 2026). To date, the "Cross-Clus-

1997

next
MEDIA.HAMBURG

2001

Hamburg@work
DigitalCluster.Hamburg

2004

**LIFE
SCIENCE
NORD**

2006

**Logistik-Initiative
Hamburg**

2010

**Hamburg
Kreativ
Gesellschaft**

**HAMBURG
AVIATION**

ter Space Hamburg” is coordinated by the Chair of Business Administration, especially Organizational Theory at the Helmut-Schmidt-University. The aim of the project is to support cluster managements in their professionalization and further development through qualification and exchange formats as well as networking with other innovation stakeholders within Hamburg and to promote cross-cluster collaboration. Since April 2023, the “Cross-Cluster Space Hamburg” has been in its third project phase, focusing particularly on the identification and preparation of specific topics (such as “resilience” or “innovation and social inclusion”) and future trends (e.g. AI) to drive cross-cluster activities forward.

Hamburg's Clusters and Networks

Nine successful clusters and additional innovative networks shape Hamburg's economic future: foodactive e.V., Renewable Energy Hamburg, Hamburg Aviation, Hamburg@work,

Hamburg Kreativ Gesellschaft, nextMedia.Hamburg, Life Science Nord, Maritime Cluster Northern Germany, Logistic-Initiative Hamburg, Finance City Hamburg, Hamburg Cruise Net.

These clusters stand as vibrant ecosystems driving innovation and economic growth, shaping the city's identity as a global innovation hub. From maritime and logistics to media and aviation, these clusters serve as catalysts for creativity, collaboration, and cutting-edge advancements. Together, the clusters form an interconnected ecosystem of innovation, collaboration, and opportunity, attracting talent, investment, and entrepreneurial ventures from around the world. Through strategic partnerships, research collaborations, and industry initiatives, Hamburg's clusters continue to push the boundaries of innovation, driving sustainable economic growth and shaping the future of industries on a global scale.

Cross-Cluster Space Hamburg

Helmut-Schmidt-University

University of the Federal Armed Forces Hamburg

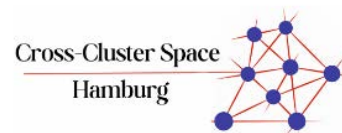
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www.cross-cluster-space.de



2011

maritimes cluster
norddeutschland



2013



2014



2016



2023



Hamburg's Clusters and Networks

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Working together, in partnership and across clusters to ensure that Hamburg remains a strong financial centre is what drives us

FCH Finance City Hamburg GmbH is a public private partnership created to strengthen Hamburg as a financial centre, innovate and shape the future of the financial sector at this location, and establish Hamburg as a high-performing and future-oriented city even in the face of demanding competition. With a strong local financial sector, Hamburg will be in an even better position to master the great challenges of our time, such as digital transformation as well as ecological and demographic changes.

Founded by the Finanzbehörde Hamburg (Hamburg Revenue Office), the Finanzplatz Hamburg e.V. association, and the Hamburg Chamber of Commerce, FCH Finance City Hamburg GmbH provides the organisational structure to boost existing cooperation, initiate and manage joint projects, and realise the measures laid out in the Masterplan Hamburger Finanzwirtschaft 2021–2025. FCH Finance City Hamburg GmbH will pick up topics identified in the Masterplan Finanzwirtschaft – such as the promotion of sustainable finance and innovative FinTechs, training of skilled workers, expansion of training as a location factor, and cross-cluster networking – and make them into concrete measures and projects. Along with its shareholders, FCH Finance City Hamburg GmbH is the central point of contact for all financial issues relating to Hamburg as a business location, as well as its local and international development. Our common goal is to make sure that Hamburg remains a strong financial centre – together with our partners and across industries.



www.finance-city.hamburg

foodactive e.V. – The food network of the Hamburg metropolitan region

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#wirsindfoodactive – A strong network for many tastes!



The relevance of the food industry is evident in many facets. The war in Ukraine, the consequences of coronavirus and the climate crisis etc. pose challenges such as the risks of globalization, resulting dependencies, supply chain problems, crop failures, food availability, inflation, gas availability, and the associated challenge of supplying people with food. foodac-

tive, the food network of the Hamburg metropolitan region, gets to the bottom of these and other industry-specific and individual challenges in the food industry as well as issues relating to the production of food, discussing, developing and finding solutions together.

For more than 10 years, foodactive has regularly brought the food industry together to discuss various topics. They are experts, networkers, trend sniffers and creative minds for the food industry. As a central and professional contact, source of inspiration and information provider, foodactive drives processes forward and ensures a strong food industry within the region.

As an association of around 150 companies in the food industry, foodactive also ensures visibility at a political level and creates important connections. In addition, they initiate cooperation projects and carry out regional and national marketing for the industry. foodactive works on topics such as sustainability, reduction and R&D as well as all issues relating to food production and always keep you up to date with the latest specialist information.

www.foodactive.de





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Hamburg@work
DigitalCluster.Hamburg

Hamburg@work is one of the oldest digital competency networks in Germany, focusing on trustful exchange within a digital ecosystem. This network unites small and large companies, startups, academic institutions, and various multipliers to create synergies and drive digital transformation forward. Since its inception in 1997, it has aimed at promoting social justice, environmental improvement, and sustainable economic practices. The network is particularly known for its live events where people come together to discuss digital transformation and its entrepreneurial as well as human aspects. As a European certified network with Gold Standard, it emphasizes the importance of resilience, societal acceptance, and the adaptation of the political framework for a successful digital transformation. Hamburg@work accompanies companies in the digital transformation process by providing a platform for the exchange of ideas and experiences, thereby marking Hamburg as a strong innovation location.

Hamburg@work in bullet points:

- One of the oldest digital networks in Germany, founded in 1997.
- Focuses on trustful exchange and the promotion of digital transformation.
- Aims at social justice, environmental improvement, and sustainable economic practices.
- Hosts live events to discuss digital transformation.
- European certified network with Gold Standard for cluster management and excellence
- Supports companies in the digital transformation process.
- Offers regular events on digital topics and trends.
- Promotes women through the Women's Club under the motto "Female Leadership".
- Supports companies and startups in the field of AI through the AI.HAMBURG initiative
- The IT-Executive Club (e.V.) and Executive Leadership Circle promote exchange among executives.
- Committed to societal issues like digital education and equality.



www.digitalcluster.hamburg



Hamburg Aviation

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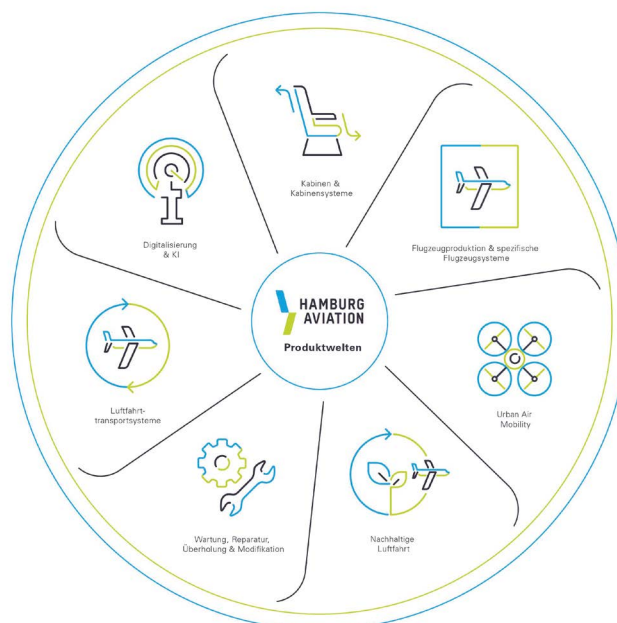


The home of aviation

Hamburg Aviation is the aerospace cluster of the Hamburg Metropolitan Region - one of the world's most significant locations for the civil aviation industry. In total, more than 40,000 highly qualified professionals work here on the future of flying. With their expertise, they cover the entire lifecycle of an aircraft: from development, manufacturing, and assembly to the air transport system, maintenance, repair, and overhaul, to recycling. This makes Hamburg the third-largest location for the civil aviation industry worldwide.

Together for passengers and the environment

In addition to the industry giants Airbus and Lufthansa Technik, as well as Hamburg Airport, over 300 small and medium-sized enterprises and world-leading research institutions play a vital role in the success of the global aviation industry. To promote Hamburg's thriving aviation community, companies, universities, associations, public policy bodies and other partners have joined forces to form Hamburg Aviation. Together they pursue common goals: to meet the challenges of today's global aviation industry, creating synergies that accelerate innovation to develop the next generation of ultra-efficient aircraft.



www.hamburg-aviation.de

Hamburg Cruise Net

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Hamburg Cruise Net e.V. (HCN) is the cruise initiative for the city of Hamburg. The statutory mission is to enhance Hamburg's attractiveness as an international cruise metropolis and as a location for cruise-related companies. The association manages a network of more than 100 private and public companies from all sectors of the industry, such as cruise lines, port service providers and tourism businesses, in the form of a public-private partnership (PPP).



Hamburg Cruise Net functions as a communication platform for the industry and tries to unite the combined cruise expertise of the metropolitan region of Hamburg. The goal is to identify challenges, represent common interests internally and externally and engage in dialogue with politics and administration. In this way, as an innovative pioneer, network manager and representative of the interests of the cruise industry, the organisation succeeds in promoting the added value of the industry in Hamburg through appropriate activities and in increasing the acceptance of cruising in the location. In cooperation with five private and public organisations related to the cruise sector, Hamburg Cruise Net defined four fields of activities that are used as a guideline for the association's work:

Cruise Service & Intelligence

HCN organises systematic contact and exchange between all relevant companies. The industry's partners are shaping the

future of cruising through alliances. Hamburg can thus expand its pioneering role in the field of "green cruising". This also includes the exchange between companies and schools, universities, research institutions and start-ups.

Infrastructure development and value creation

Hamburg has a very good infrastructure for cruise ships and passengers. HCN actively supports the development of this infrastructure and the dialogue between the stakeholders. Regularly, the association analyses the added value contribution of the cruise industry in Hamburg and connects shipping companies and destinations with each other.

Marketing

Together with its members, HCN presents Hamburg's attractiveness as one of the leading cruise ports in Europe and as an interesting destination for cruise passengers. Suitable measures include trade fair appearances in Germany and abroad, advertisements, media cooperations and an appealing presence on social media platforms. The organisation regularly accompanies maiden calls and ship christenings and provides passengers with information about Hamburg at the terminals.

Public Relations & Social Responsibility

In order to further improve the acceptance of cruising and the general conditions for the members at the Hamburg location, cruise-related public relations work is important. For example, regular company visits are offered as part of a "Behind the Scenes" event series. With this series, HCN supports the industry and enables it to enter into direct dialogue with political decision-makers and the population.

www.hamburgcruise.net





Hamburg Kreativ Gesellschaft

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The Hamburg Kreativ Gesellschaft is a municipal institution dedicated to promoting the creative economy in Hamburg. As a direct point of contact and service provider, it is open to all creative actors and companies in the Hanseatic city. Its task is to improve the framework conditions for the creative economy in Hamburg and to serve as an interface between the various sectors of the creative economy as well as other actors from business, politics, and society.

The offerings of the Hamburg Kreativ Gesellschaft are aimed at all creative economic actors in Hamburg who do not see creative work and entrepreneurial action as opposites but rather want to bring them into a fruitful context.

The goal of all activities is the development and promotion of an economically sustainable basis for Hamburg's creatives. This requires individual measures in each case: for example,

tailored consulting, specific information and business know-how, improved working opportunities through new or different premises, the implementation of specific pilot projects, or new funding opportunities.

Part of the Hamburg Kreativ Gesellschaft are also the location initiatives **nextMedia.Hamburg** and **gamecity:Hamburg** as well as **designxport** and the **Cross Innovation Hub**. The Hamburg Kreativ Gesellschaft continues to work on making the economic significance and future potential of this new industry more visible to politics, media, and the general public.



www.kreativgesellschaft.org

Life Science Nord Management GmbH

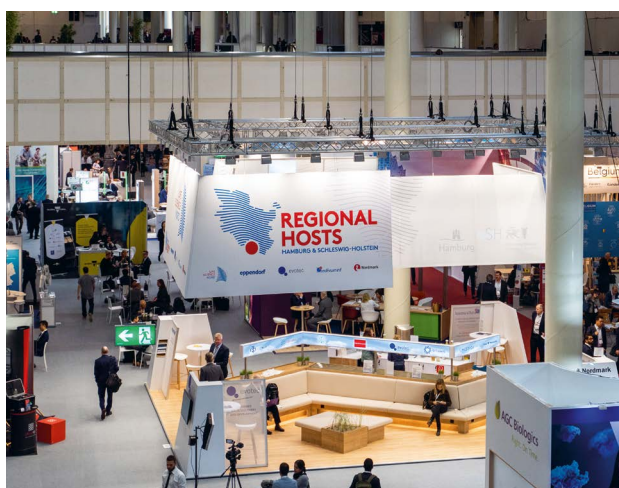
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The Life Science Nord cluster in the federal states of Hamburg and Schleswig-Holstein embraces over 600 biotechnology, pharmaceutical, medical technology, and digital health companies, clinics, and research institutes. More than 55,000 employees work in the industrial health economy. Particular features of the cluster are the broad business base and the complete value chains from basic and applied research to clinical studies and the marketable end product. The outstanding, close cooperation between researchers, clinicians, and industrial partners in many fields is reflected in innovative products, projects, and technologies.

More than 290 Members, One Common Goal

The cluster management organization Life Science Nord was set up by the Northern German federal states of Schleswig-Holstein and Hamburg to develop the cluster into a leading international life science network. The cluster agency Life Science Nord Management GmbH and the association Life Science Nord e.V. work as one together to achieve that goal. More than 290 regional companies and institutions from the healthcare sector are active members of Life Science Nord.

All members benefit from numerous competitive services and activities to promote regional networking, exchange experience and know-how, and jointly represent the life

science sector of the two northernmost German federal states on a national and international level.

2021 Life Science Nord was awarded the GOLD label “Excel in Cluster Excellence” by the European Secretariat for Cluster Analysis (ESCA) for the third time in a row.

What Life Science Nord offers

- Comprehensive support in initiating innovative projects, arranging contacts to experts, and providing know-how.
- Fast and uncomplicated access to information and consulting about regional, national and EU funding programs
- Admitting members to the network and helping them position themselves within the Life Science Nord cluster.
- Extensive opportunities for collaboration within an international industry network
- Participation in leading international and national industry trade shows.
- Providing data on business and technological capabilities in medical technology, biotechnology, pharma, and digital health in Northern Germany.
- Providing the latest information on developments in business and science.
- Organizing and hosting working groups, collaborative events, and networking activities.
- Access to platforms on which the cluster players can exchange information and which Support the dissemination of new developments in the cluster. This includes the online newsletter and the Life Science Nord magazine, which can be read completely free of charge via the website, as well as promoting cluster related news via social media.



www.lifesciencenord.de

Logistik-Initiative Hamburg

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Competently connected logistics

Since 2006, the Logistics Initiative Hamburg (LIHH) has served as the primary point of contact for all questions related to logistics-related businesses for companies, institutions, and the public. As a hub between business, science, and politics, it brings together all stakeholders in the Hamburg metropolitan region with the aim of further enhancing Hamburg's role as a leading innovative logistics hub. Since 2014, this network, which has been awarded the EU Gold Label "Cluster Management Excellence," has been supported by companies and institutions from the Hamburg metropolitan region united in the Logistics Initiative Hamburg e.V., as well as by the Free and Hanseatic City of Hamburg. With over 500 member companies and institutions from the logistics, industry, trade, service, research and development sectors, as well as numerous public institutions, it is by far the largest regional network in the industry in Germany.

Gateway Hamburg – a hub for Europe

Hamburg is considered Northern Europe's logistics hub and Germany's center for international trade. As Germany's largest seaport and one of Europe's leading container ports, Hamburg is a crucial gateway for trade between continents. Its geographical location at the mouth of the Elbe provides strategic access to the European hinterland and the Scandinavian countries. This has led to the development of a strong network of freight forwarders, logistics service providers, and associated companies located in the region. Additionally, the city boasts a well-developed road and rail network that enables efficient distribution of goods throughout Europe, as well as a city-close airport with an international cargo center. The location is also characterized by high competence in logistics IT and digitization. Many companies and research institutions work here on innovative solutions for the logistics industry, such as in the areas of automation and sustainable logistics.

Innovation and networking for Hamburg

The LIHH plays a significant role in continuously developing, positioning for the future, and strengthening the international profile of the logistics location Metropolitan Region Hamburg as an innovative logistics hub. To achieve this, the LIHH collaborates nationally and internationally in various thematic areas and innovation projects with numerous partners. These partners benefit from a wide range of LIHH services, including funding advice, project development, network events, and specialist conferences, as well as marketing & PR.

Fitness for logistics in the world-famous Speicherstadt

In 2016, the Logistics Initiative Hamburg, together with the Hamburg Ministry of Economic Affairs and Innovation, initiated the Digital Hub Logistics Hamburg. While the port beats at the heart of the Hanseatic city, innovations for logistics are created next door in the Speicherstadt across 5 floors. Whether pre-seed or Series A, last mile or port logistics - here, corporates, investors, startups, and research can connect, co-work, and co-create in over 3,200 square meters in the Speicherstadt. Already, over 100 startups and nearly 30 corporate partners make use of the offering, with a growing trend.



www.hamburg-logistik.net



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With more than 350 members from business, science and politics, the Maritime Cluster Northern Germany (MCN) is the maritime industry's network. With regional branch offices in Bremen, Hamburg, Mecklenburg-Western Pomerania, Lower Saxony and Schleswig-Holstein, MCN is present in northern Germany and works closely together with local stakeholders

on the ground. One of the main goals of the Maritime Cluster Northern Germany is to promote innovations and projects in the maritime sector. MCN advises on project ideas, provides information about funding programmes and helps in the search for suitable project partners.

MCN coordinates eight specialist groups focusing on innovation management, maritime information and communication technologies, maritime law, maritime safety, maritime economy offshore wind, personnel and qualifications, ship efficiency as well as subsea communications.

The Maritime Cluster Northern Germany was founded in 2011. The federal states of Hamburg, Lower Saxony and Schleswig-Holstein initially worked together in the cross-state cluster; Bremen and Mecklenburg-Western Pomerania also joined in September 2014. MCN has been operating as an association since 2017.



www.maritimes-cluster.de





nextMedia.Hamburg

nextMedia.Hamburg – Hamburg Kreativ Gesellschaft mbH

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nextMedia.Hamburg is the first point of contact and innovation support for all companies in Hamburg's media and digital industry. With an extensive range of innovation programs, knowledge and exchange events, a strong network and the

newly opened innovation SPACE, nextMedia.Hamburg promotes sustainable business models at the interface of content and technology. The initiative is part of the Hamburg Kreativ Gesellschaft and is financed by the City of Hamburg.



www.nextmedia-hamburg.de



Photos: EEHH GmbH

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The industry network for future energies

Energy transition in Germany – a success story. From around 6 per cent in 2000, the proportion of renewable energy used in electricity consumption increased to around 49 per cent in 2022 – with seasonal peaks well over 50 per cent. And the ambitions are even higher: The national government has defined the target that at least 80 percent of Germany's electricity consumption is to be covered by renewable energies by 2030. Thus, Germany is playing a key role in expanding the production of renewable energy and transmitting it.

Since 2010 the industry network Renewable Energy Hamburg (REH) has offered interested stakeholders the ideal platform for networking and information. Networking activities in various formats bundle and spread the expertise of its members. Core sectors of cluster activities are offshore and onshore wind energy together with solar energy, renewable heat, sector coupling and storage. The latest sector for the Cluster Renewable Energy Hamburg is the field of a green hydrogen economy: Since 2021, in cooperation with other public stakeholders like the Hamburg Ministry of Economics and Innovation and the business development agency Hamburg Invest, REH has established an ever growing hydrogen network in the Metropolitan Region of Hamburg.

Renewable Energy Hamburg was founded by the Free and Hanseatic City of Hamburg and the Registered Association for the Promotion of the Renewable Energy Hamburg Cluster. Both hold shares of 51 and 49 per cent respectively in the Renewable Energy Hamburg Cluster Agency GmbH. The

Managing Director Jan Rispens and his team coordinate the cluster's activities and represent it externally in accordance with the Cluster's strategic guidelines. Renewable Energy Hamburg includes some 270 companies in the Metropolitan Region of Hamburg from the sectors of production, project development, research, finance, and legal consultancy.

Using various information channels such as newsletters, blogs and social media, Renewable Energy Hamburg provides the latest information not only on its own and its members' activities but also on national and international developments in the renewable energy sector.

Renewable Energy Hamburg offers its members and interested guests a broad range of virtual and on-site seminars on current energy topics alongside regular network meetings, conferences, company missions, and trade fair representations. Cooperation with other regions in Germany, Europe and world-wide is another important focal point. Joint projects, for instance EU-Interreg Projects, serve to initiate a long-term collaboration with selected international partners.

For international businesses, clusters and other partners and requests on the renewable energy industry in the Metropolitan Region of Hamburg, Renewable Energy Hamburg serves as the first access point.

www.eehh.de



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HAMBURG'S CLUSTERS AND NETWORKS



