

Bremen's “Mittelstandsoffensive”

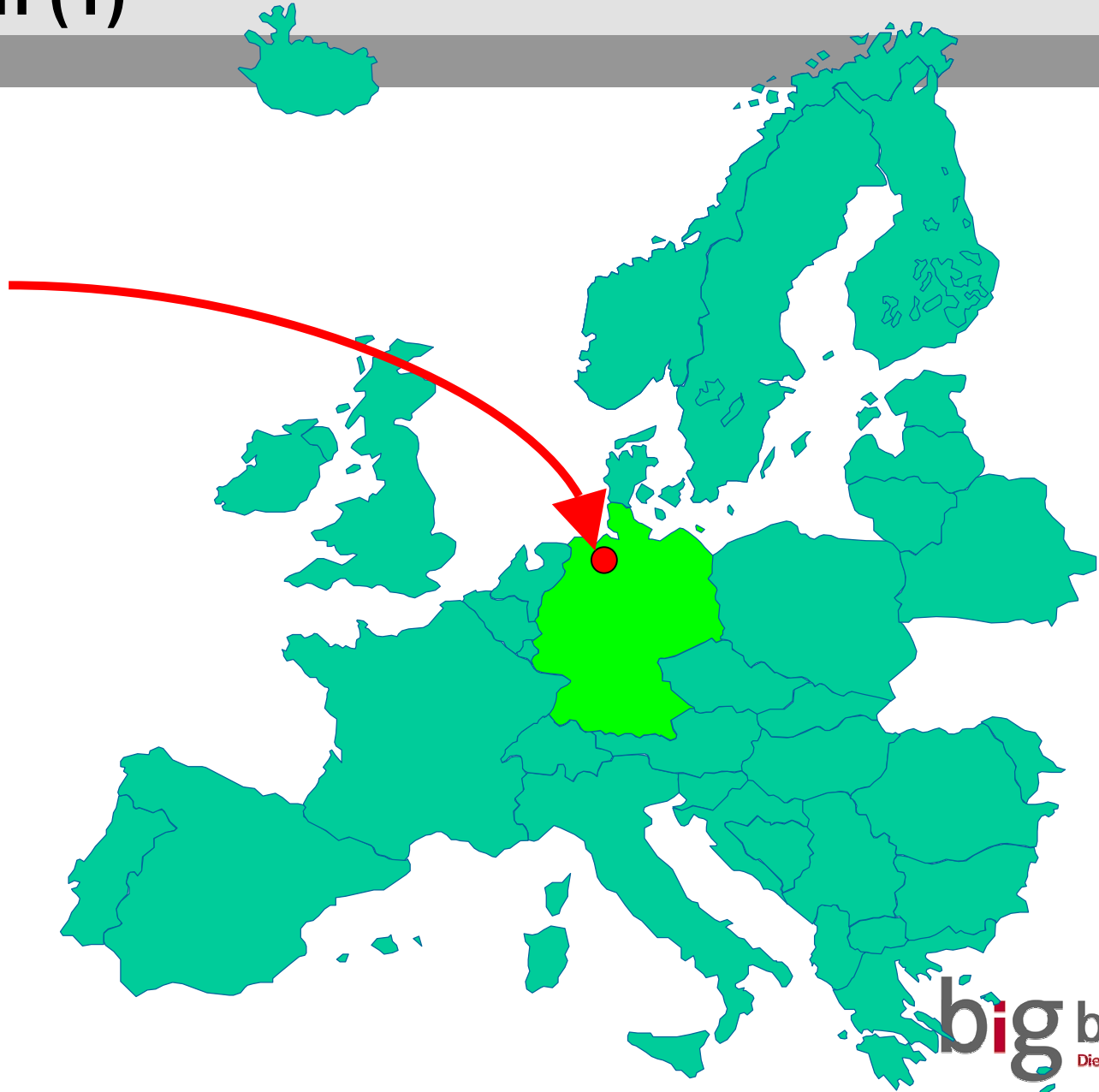
– Initiative for SMEs –

ERIK+ Conference
Brussels, 10 May 2007

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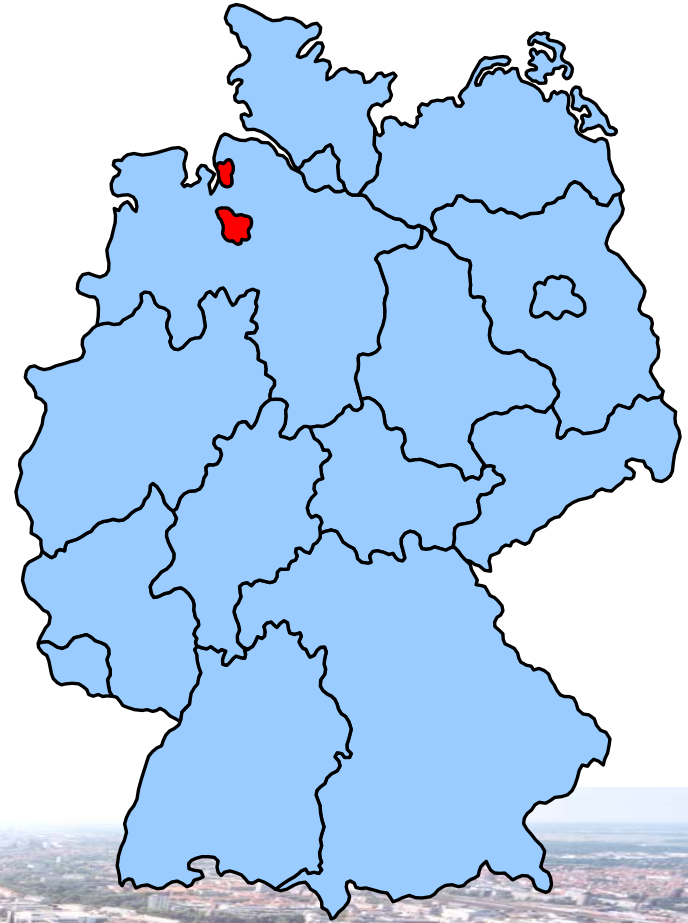
Bremen (1)

Bremen



Bremen (2)

- Federal State of Bremen with the cities Bremen and Bremerhaven
- 660.000 inhabitants



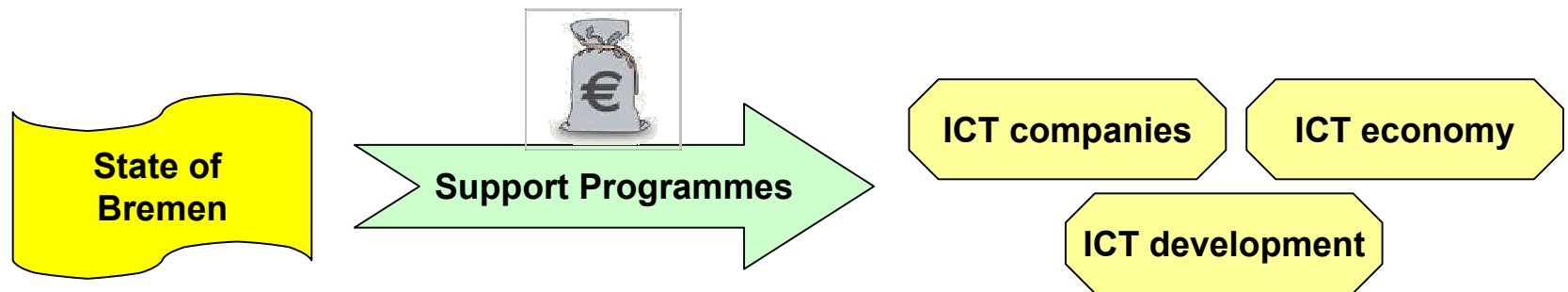
Bremen (3)

- As Metropolis in North-West Germany the Bremen economic region covers 300.000 jobs.
- The Bremen region covers 2 millions inhabitants within reach.
- Traditional location for trade, shipbuilding, ports, automotive and food industry.
- Current transformation of Bremen from old industry to new economy.



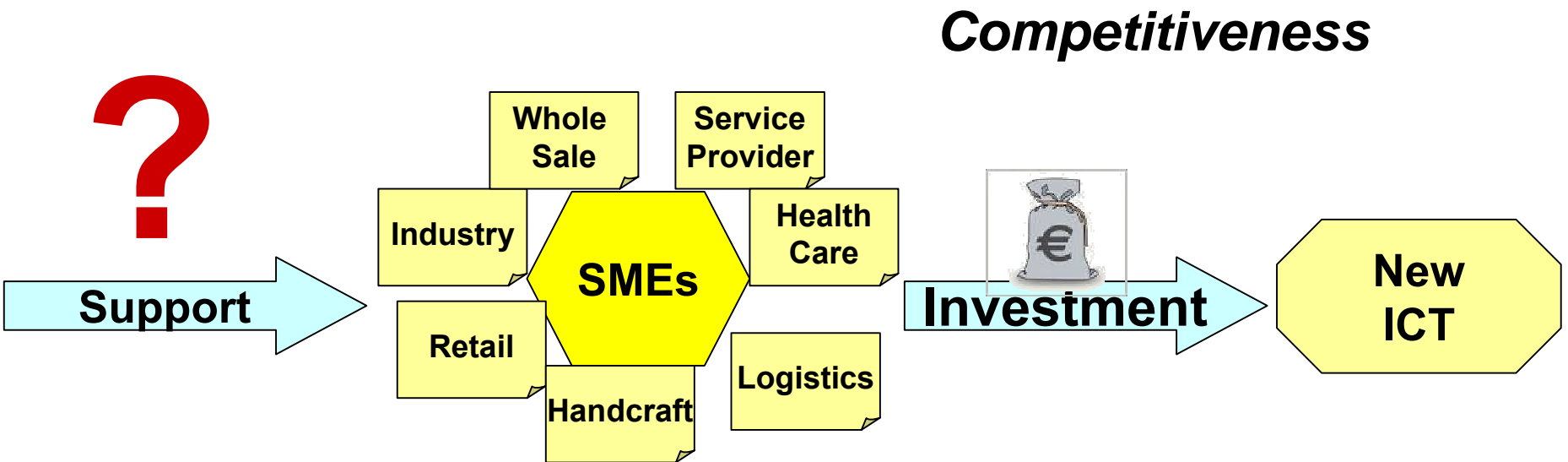
ICT support in Bremen

Funding and Support Programmes



- Bremen in t.i.m.e. (2000 – 2005)
- Mobile Bremen Initiative (ERDF / Innovative Actions) (2002 – 2004)
- InnoVision 2010 (2006 – 2009)
- Over 300 supported projects, over 340 newly created places of work, over 1000 saved places of work (Status: 2006)

SME's need for ICT support



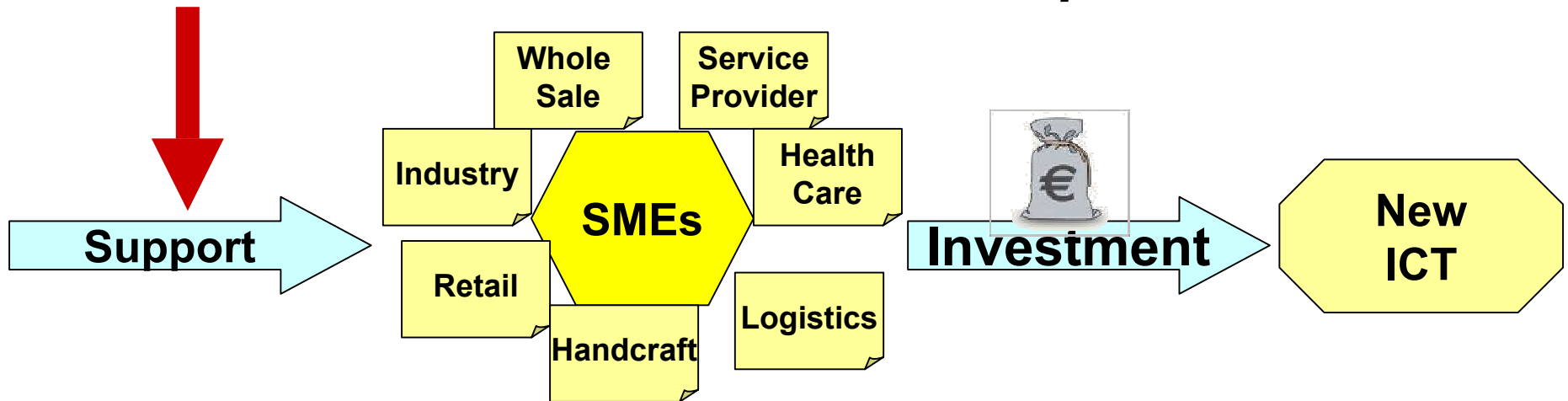
SME's need for ICT support

**Mittelstands-
offensive**

Eine Initiative der Freien Hansestadt Bremen
und der Deutschen Telekom AG



Competitiveness



Key Project Data

Project Partners

Cooperation project

- Federal State of Bremen
- Deutsche Telekom AG
(German Telecom)

Duration

- 01/2004 – 12/2008

Aim

- Support SMEs in implementing new ICT applications.
- Special target SMEs that are unfamiliar with innovative ICT applications.
- Consultations for SMEs on invest in ICT.
- ICT investment to boost the regional economy and thus create employment.



Eine Initiative der Freien Hansestadt Bremen
und der Deutschen Telekom AG



Approach

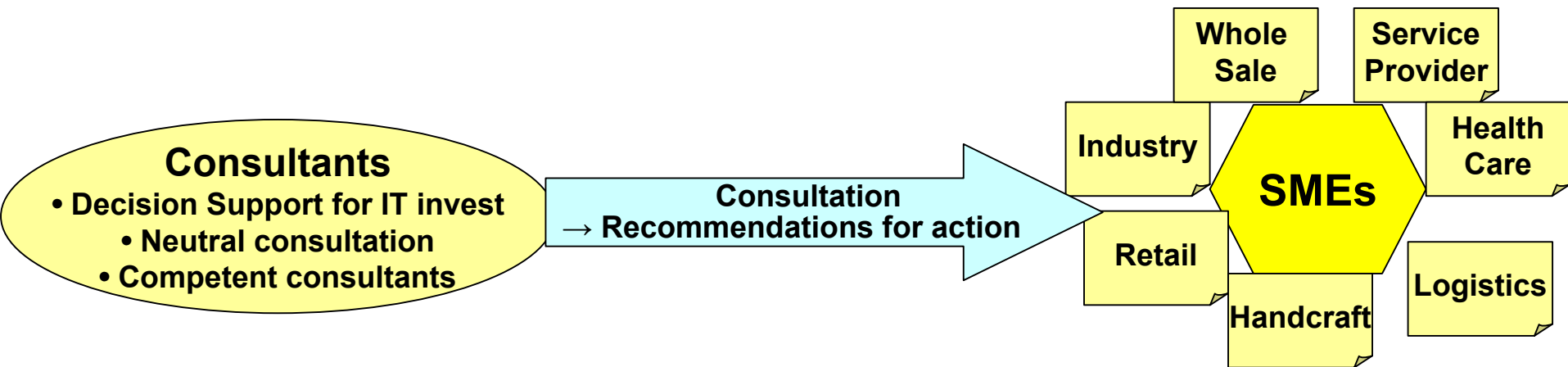
Consultation

- Consultants: IT consultants, IT developers, lawyers
- Two day consultation
- Neutral consultation
- Two ways to apply:
 - application of SME
 - application of consultant

Information

- Information events
- Workshops, Seminars
- Information material (brochures etc.)

Consultation



Consultation

Mittelstands-offensive

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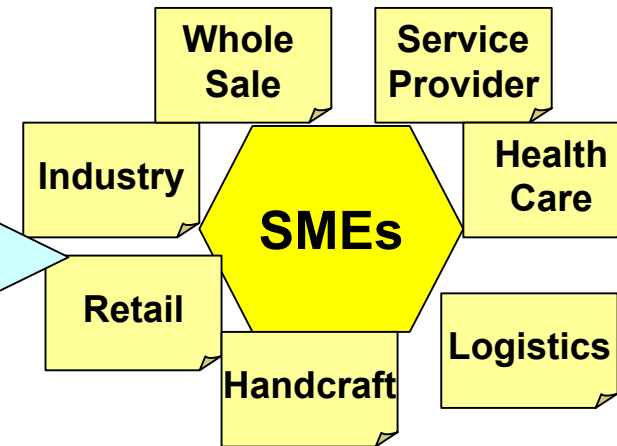


Order

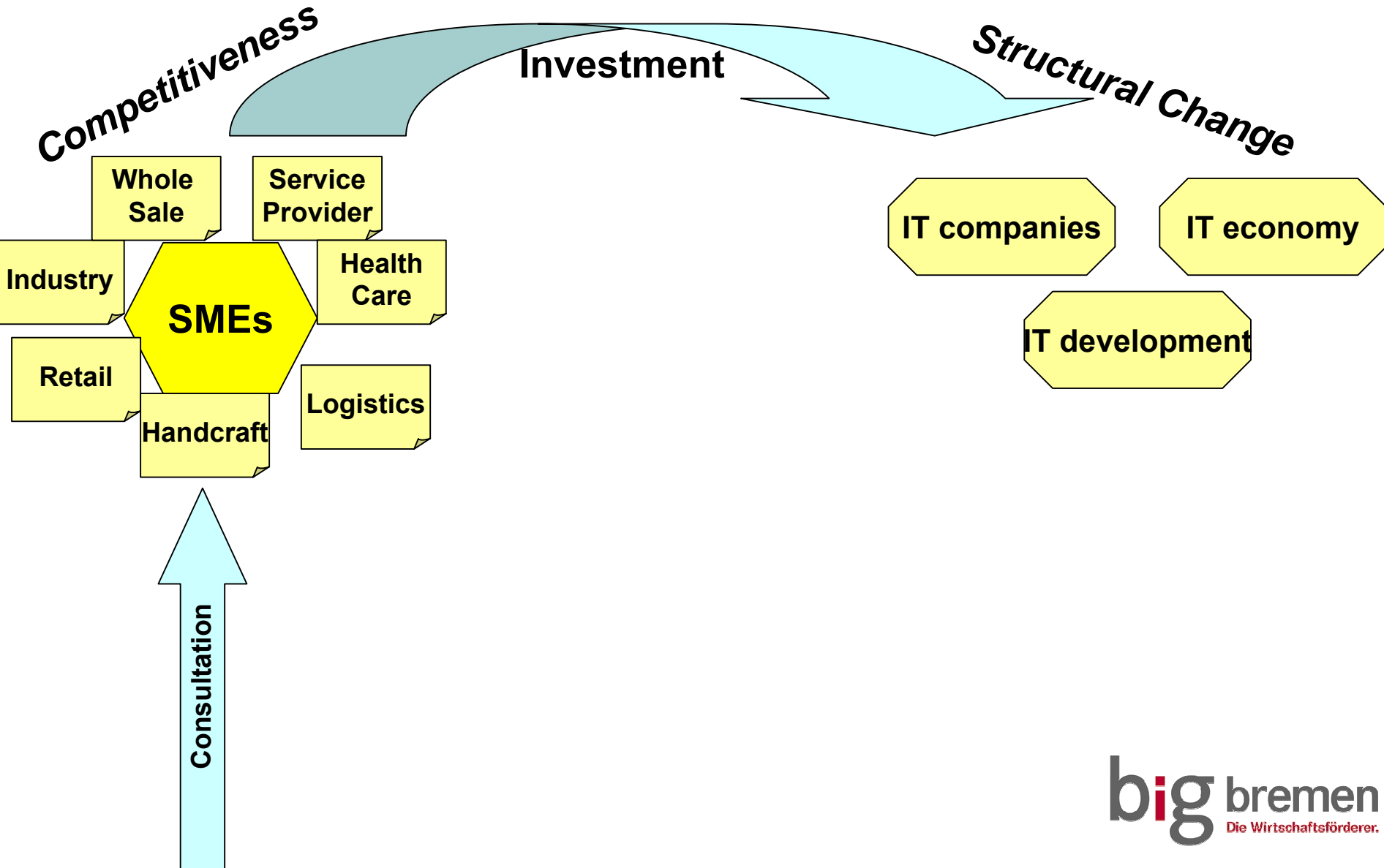
Consultants

- Decision Support for IT invest
- Neutral consultation
- Competent consultants

Consultation
→ Recommendations for action



Investment in ICT



Results: Consultations (1)

Results 2004-2006

- 266 consultations of SMEs
- Size of SMEs:
 - 47% companies with 1-10 employees
 - 29% companies with 11-50 employees
 - 11% companies with 51-100 employees
 - 13% companies with more than 100 employees
- Most important topics of consultation:
 - IT security
 - Enterprise Resource Planning (ERP)
 - Shop Systems
 - Internet, Telecommunications

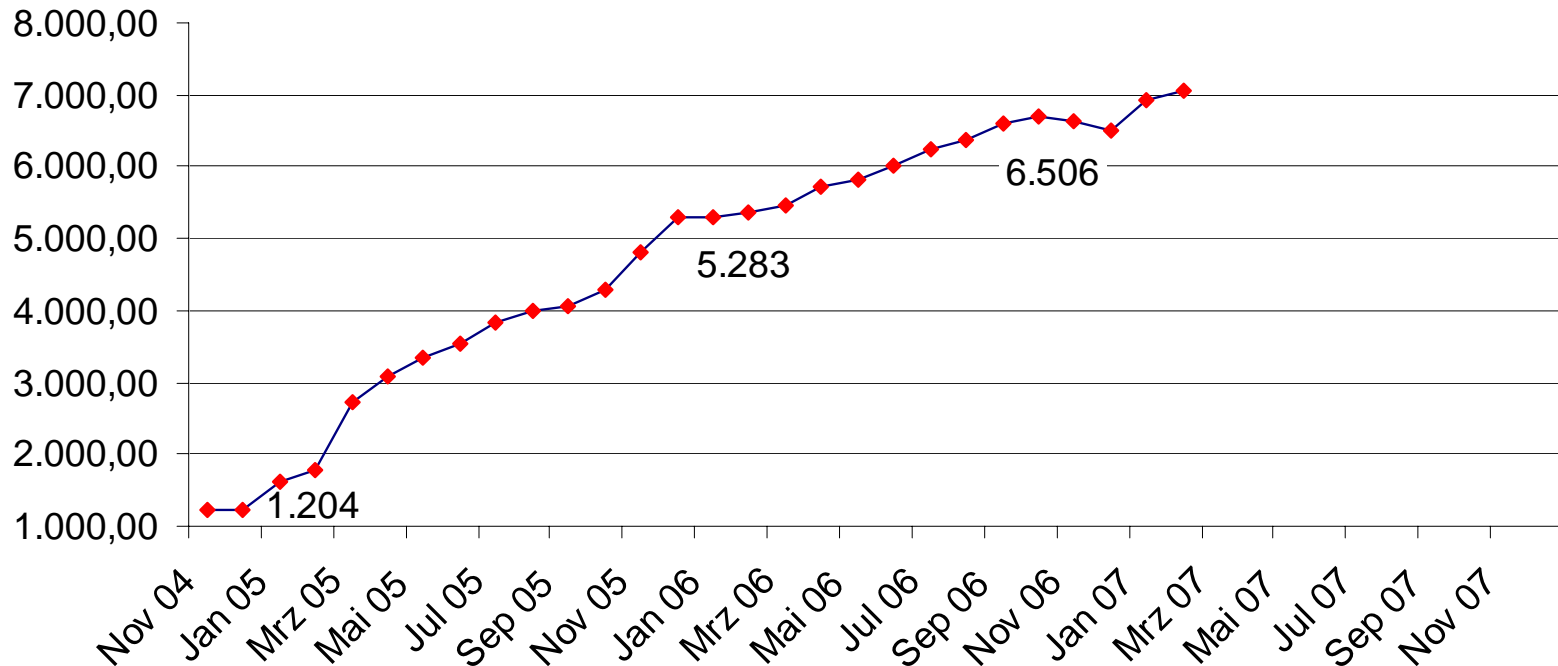
Results: Consultations (2)

Results 2004-2006

- Sectors of SMEs
 - Services Industry
 - Trade
 - Handcraft
 - Logistics
- Average investment of SME after consultation: 24,500 €
- Total investment into regional economy: 6.5 million €

Investment

Investment of all consultancy cases



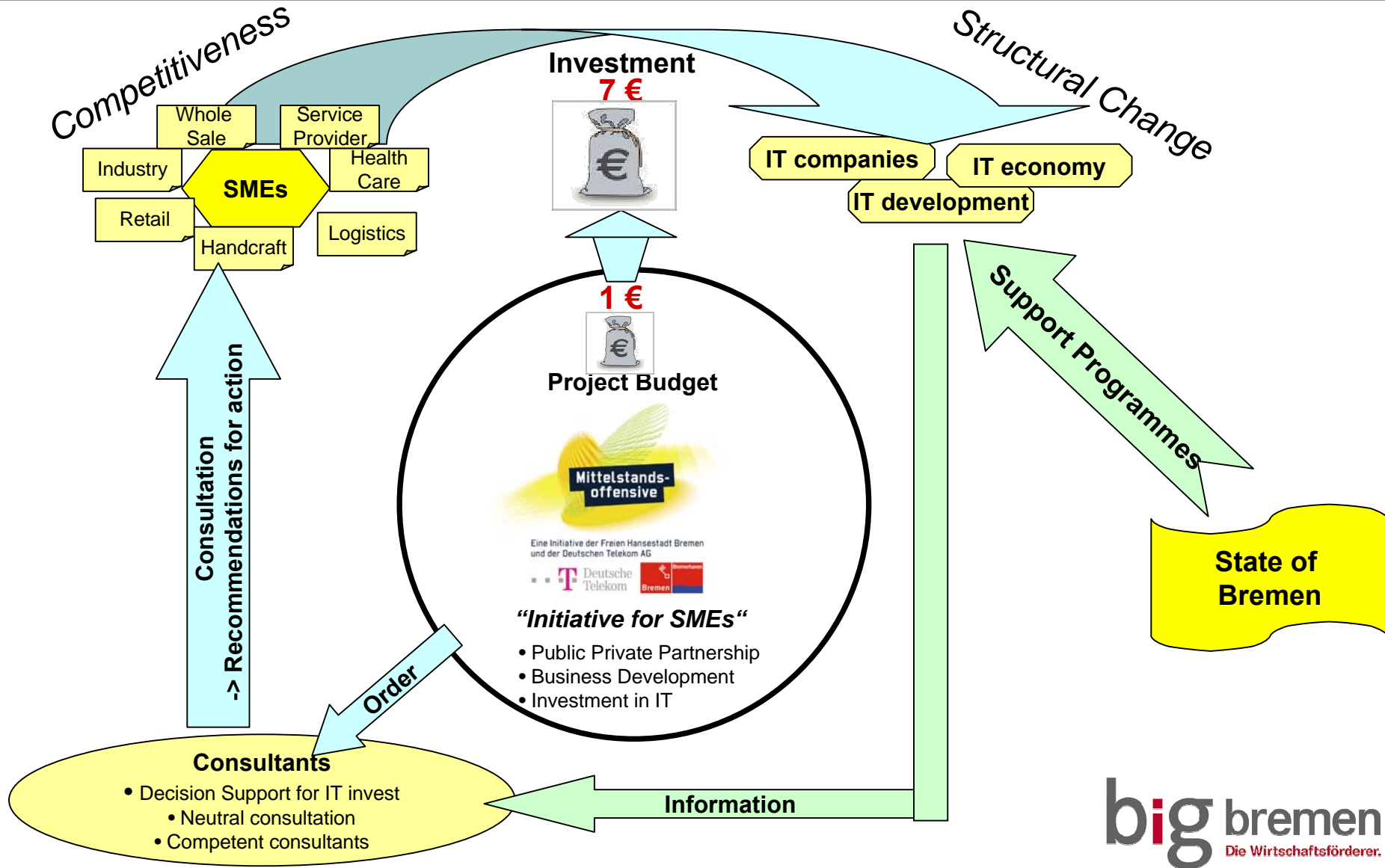
⇒ Support for regional economy and structural change!

Evaluation

Evaluation at regular intervals

- Behaviour of consultant (*average grade: “very good” – “good”*)
 - Friendliness
 - Competence
 - Neutrality
- Quality of consultation (*average grade: “good”*)
 - Approach
 - Quality of report
- Implementation
 - Implementation of recommendations (93% yes!)
 - Investment (80% yes!)
 - Regional products (91% yes!)

Mittelstandsoffensive – Initiative for SMEs





Thank you for your attention

Telse Jochims

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