

HANNOVER



hannoverimpuls

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ABOUT US

REGION HANNOVER LIVABLE. THAT'S WHAT WE WORK FOR.

hannoverimpuls is the business promotion agency for both Hannover City and the Hannover Region. Our tasks include promoting highly promising business ideas, boosting long-term growth for local industries and supporting companies in **internationalisation**.

We focus on four areas that hold particular potential for long-term growth and innovation in the region: 'Energy and Mobility', 'Digital Economy and Production Technology', 'Life Sciences and Medical Technology' and 'Creative Industries and Multimedia'.



hannoverimpuls promotes close networking between business and academia to create optimal conditions for developing innovations as well as for companies and industries to operate. The focus here is on promoting startups and the relocation of businesses, supporting internationalisation for both local and foreign businesses, and increasing the innovative capabilities of existing businesses. As a service provider for the regional economy, hannoverimpuls has a range of instruments, measures and initiatives to provide support across the whole spectrum of modern business development.

A photograph of a man and a woman standing in an office. The man on the left is wearing a pink t-shirt, glasses, and has his arms crossed. The woman on the right is wearing a green cardigan over a white polka-dot blouse and jeans, also with her arms crossed. They are both smiling warmly at the camera. The background is a bright, modern office with large windows and a computer monitor visible on the right.

STARTUPS



STARTUPS

hannoverimpuls provides all-round support for becoming self-employed and setting up startups.

Startups and entrepreneurship

The startups and entrepreneurship team is the main point of contact for people interested in setting up businesses in the Hannover Region.

- Personal advisory services from startup experts at hannoverimpuls
- Events, seminars and workshops to support all startup phases and issues
- Comprehensive information on financing: grants, crowdfunding, bank loans, etc.

1,000
startup
projects
supported
every year

www.hannoverimpuls-gruendung.de

Gender-sensitive consultancy

Increasingly more women want to start their own businesses. hannoverimpuls has a specific programme to meet and promote this growing demand. Gründerinnen-Consult advises, trains and networks new and established female entrepreneurs.

www.gruenderinnenconsult.de

Intercultural startups

A specialised consultancy concept is also available for people from different cultural backgrounds interested in starting a business. The focus here is on the special needs and issues of entrepreneurs with migration backgrounds. Multilingual experts provide all-round support ranging from business plans to official formalities.

www.hannoverimpuls-gruendung.de

starting business

A startup service run jointly by Leibniz Universität Hannover and hannoverimpuls, as well as a startup consultancy service with Hannover Medical School (MHH), offers advice to startups at the point where an idea is conceived. The requirements for setting up a business and the market potential of ideas are examined and advice is provided on funding opportunities.

www.starting-business.de



FUNDING AND FINANCING

Business startups generally not only require entrepreneurial ability but also practical support. In addition to financial support in the form of prize money, coaching programmes and office and work space, hannoverimpuls also provides equity capital under the Invest-Impuls umbrella organisation and invests in innovative, technology-based startups to keep them in the region.

Startup-Impuls

Startup-Impuls is an ideas competition that promotes the development and realisation of business concepts in the Hannover Region:

- With prizes worth over EUR 100,000
- Through personal coaching sessions
- Through feedback from experts on business ideas
- Through a wide range of contacts with financially strong and experienced partners and like-minded people

Around 115 participants annually!

Startup-Impuls has been a success. Since its launch in 2003, an average of around 115 startups per year have submitted business concepts to an ideas competition.

www.startup-impuls.de

Growth impulse: Equity capital for startups

Under Invest-Impuls, hannoverimpuls enables startups to smoothly transition from the seed to growth phases with a strong regional financial partnership via the Hannover Beteiligungsfonds (HBF) and the Invest-Impuls Scale growth fund.

Up to EUR 3 million in equity capital!

VentureVilla: Startup center with 100-day program

The experienced seed accelerator team provides support in bringing products to market maturity, establishing networks and facilitating access to funding. Interested start-ups are offered the opportunity to rent office space.

www.venturevilla.de

INCUBATORS: NURTURING BUSINESS CONCEPTS

hannoverimpuls provides startups and new businesses with space for offices, laboratories and production at attractive conditions at several locations in the city. Shared infrastructure, variable rental units, numerous services and immediate proximity to partners and businesses in similar sectors offer ideal conditions for startups and innovation in Hannover.

TECHNOLOGIE ZENTRUM I and **TECHNOLOGIEZENTRUM II**, located opposite each other in **SCIENCE AREA 30X**, provide businesses and startups in the digital economy and production technology sectors with the ideal environment for business development.

Creative businesses will find a home in **HALLE 96**. This includes businesses in the music, film, design, architecture, software/games and advertising sectors.

Every fifth new business in Germany is now being started by a woman. The **UNTERNEHMERINNEN ZENTRUM HANNOVER** provides advice, office space and a strong support network for women.



SCIENCE AREA 30X



HALLE 96



Unternehmerinnen-Zentrum Hannover



TRENDS & INNOVATION

TRENDS AND INNOVATION

Growth for small and medium-sized enterprises requires: ideas, technologies and also financial support. hannoverimpuls provides companies with all-round support ranging from developing new products and identifying suitable co-operation partners through to evaluating market opportunities. hannoverimpuls is also the ideal partner for identifying suitable financing and funding opportunities.

Help for small and medium-sized enterprises focuses on:

- › Networking with partners from academia and business
- › Supporting businesses expanding into other countries or entering the German market
- › Supporting funding acquisition (state, federal, EU) and corporate financing
- › Connecting stakeholders to specific industry networks
- › Hosting events for specific industries to promote partnerships
- › Raising awareness of new technological trends and forms of work and organisation

Business consultancy +

Entrepreneurs are constantly confronted with new responsibilities and change. Having access to in-depth know-how and networked expertise is therefore highly supportive. The Hannover Region business promotion agency provides advice that is impartial, free, practical and purposeful.

hannoverimpuls has identified four areas with especially high growth potential. These offer major economic opportunities and characterise Hannover as a business location:

- › **Digital Economy and Production Technology**
- › **Energy and Mobility**
- › **Creative Industries and Multimedia**
- › **Life Sciences and Medical Technology**

hannoverimpuls promotes interdisciplinary co-operation in these areas to drive innovation forward and achieve synergy benefits.

Digital Economy and Production Technology

Hanover IT Network
 Close links between academia and business
 Virtual Reality
 Blockchain
 Machine Learning
 Robotics
 Internet of Things
35,200 employees
 Competence centre Industry 4.0 'mitunsdigital'
 Mechanical Engineering

Energy and Mobility

Intelligent emission reduction
 Climate Protection Agency Hannover Region
Smart Homes
 Institute for Wind Energy Systems (IWES)
 Combined Heat and Power Autonomous Driving
 Institute for Solar Energy Research (ISFH)
 Wind and Energy: Trade Fairs Locally
30,000 employees in the automotive and mobility sector
 Grid Management & Virtual Power Plants
 Geozentrum Hannover



Creative Industries and Multimedia

Design UNESCO City of Music
 4,100 companies and self-employed
 EUR 2.4 billion turnover
 kre|H|tiv – Germany's largest creative network with 350 members
 Music IDN.Blvd.
 Freaky Fashion Festival
 Giving impetus Promoting growth Strengthening location
 Games Innovation driver
 Initiative 'Digitales Hannover'

Life Sciences and Medical Technology

Hannover Medical School (MHH)
 Regenerative medicine
 Transdisciplinary networking
 Infection Research
 Transplantation Medicine
Biomedical engineering Spin-offs
 Nanotechnology 66,000 employees
 Implant Research
 Optical Technologies





INTERNATIONALI- SATION

FUNDING AND CONSULTANCY FOR INTERNATIONAL EXPANSION

hannoverimpuls is a driving force in supporting companies that want to expand their business activities into international markets or are looking to set up a branch in Hannover.

The business development agency accompanies companies from the initial contact and consultation through to the successful establishment of a presence in Hannover or the respective target country.

This comprehensive support is available to all types of companies, from start-ups to established firms.



Hannover International Business Services (HIBS)

The "Hannover International Business Services" platform was set up to facilitate the establishment and cooperation of international companies. It offers detailed information about Hannover as a business location as well as the necessary steps for a successful expansion from abroad into the German or European market.

The services offered include:

- Complete support in the search for local strategic-partners in production and research.
- Advice on cooperation opportunities in various areas.
- Direct contact to partners and supporters with expertise in all relevant business development issues.



Plug & Work:

With a company foundation in Hanover to international success.

Plug & Work

From start-up to established company: with its Plug & Work competition, hannoverimpuls supports companies and start-ups from Germany and abroad in establishing themselves in Hannover. Our service package minimizes bureaucratic effort and enables entrepreneurs to concentrate fully on their business activities. We offer subsidized office and laboratory space, support with bureaucratic, tax and customs issues, as well as the opening of a company account. Through strategic coaching, the establishment of business relationships and access to extensive customer networks, we create the ideal conditions for a successful start in Hanover and expansion on the German and European markets.

Our international network

With the aim of strengthening global networking and creating concrete business opportunities, hannoverimpuls maintains cooperative ventures and intensive contacts in important economic areas worldwide.

Particularly noteworthy are:

- Long-standing cooperation with India and Turkey, exemplified by the German-Indian Business Center (GIBC).
- Expanded relationships with the **USA, China, Japan, Israel, Vietnam**, the Scandinavian countries, **Ukraine** and many other countries. These international networks facilitate both the establishment of foreign companies in Hannover and the expansion of Hannover companies abroad.





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www.hannoverimpuls.de