



CLEANTECH

Initiative Ostdeutschland

CLEANTECH -

Green Innovation from Eastern Germany



Initiative:



Die Beauftragte der Bundesregierung
für die neuen Bundesländer

Network management



RKW Sachsen
Wege für die Wirtschaft

www.cleantech-ost.de

CLEANTECH INITIATIVE FOR EASTERN GERMANY



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The global economy and population are expanding quickly, resulting in a rapid rise in the use of the world's energy, water, and other natural resources. If we want to succeed in preserving both our prosperity and our natural environment in the future, we will need to come up with innovative solutions. This is a new market with tremendous growth potential. Eastern German companies have spotted this trend early and picked up on it. They have a whole host of attractive solutions on offer. These put the Eastern German cleantech industries in a position to significantly foster economic development in Eastern Germany.

Our vision

The goal of CLEANTECH Initiative for Eastern Germany (CIO) is to create a lasting network for cleantech companies, research institutes and other organisations involved in this sector and based in Eastern Germany. By bringing together all these players from different industries, CIO aims to strengthen Eastern Germany's position in Europe's cleantech landscape and foster overall economic development in the region. In fact, the initiative strives to establish Eastern Germany as a well known centre of cleantech. Most importantly, it aims to raise the profile of our innovative Eastern German SMEs in this sector. In this, CIO activities are focused on three fields of action: **Innovation, investment, and internationalisation**. All of these are key requirements for lasting economic success.

KEY MARKETS FOR CLEANTECH

Cleantech is a blanket term covering myriad different industries that have one thing in common: they help us combat climate change and preserve the environment. These are all fast-paced industries with enormous growth potential for the future, which can be divided up into six lead markets:



The lead market for **environmentally-friendly energy and energy storage** covers renewables, energy storage, efficient grids, and environmentally-friendly methods of using fossil fuels.



The lead market for **energy efficiency** ranges from energy-efficient buildings and industrial plants to energy efficient appliances and production methods.



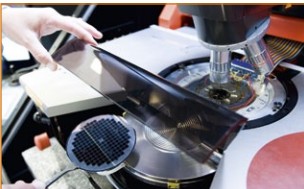
The lead market for **sustainable mobility** covers all types of alternative fuels and driveline technologies, as well as green transport infrastructure and traffic control.



The lead market for **recycling** covers waste collection and transport, waste management, landfills, and environmental rehabilitation and the technologies required for those.



The lead market for **sustainable water management** covers water production and treatment, waste-water management, and technologies designed to boost efficiency.



The market for an **efficient use of commodities and materials** covers new materials, more efficient use of materials, and technologies cutting across various sectors, e. g. nano or biotechnology.

CLEANTECH NETWORK

Joint projects for Eastern German cleantech companies

For any company, winning international contracts and participating in innovative research projects are an excellent way of ensuring its long-term success. At the same time, it is very difficult for small and medium-sized firms to shoulder projects of this kind on their own. This is why the CIO supports companies, research institutes and other organisations from the new German states that are willing to take on large and complex projects of this kind collectively.

The work of the CIO extends to gathering and disseminating information on international calls for tender, finding suitable sources of funding for the project, and, on your request, helping you find suitable partners for cooperation and submit your project consortium's offer.

How do cleantech companies benefit from this?

- They can apply for projects that they could never take on by themselves.
- They are informed on relevant calls for tender.
- They receive support as they seek suitable partners from Germany and abroad that can help complete their project consortium and ensure that all of the project's requirements are met.
- They get advice as they design and plan joint projects
- They receive information on potential sources of funding and support as they choose the right funding mechanism for their project.
- They are supported in compilation and submission of their offers.

Use these services to make your company more competitive, venture into new markets, and generate greater growth!

EVENTS

CIO suppliers' workshops

The suppliers' workshops are designed to forge and strengthen B2B relations. Large cleantech companies present themselves to SMEs and outline their requirements regarding products and services they buy.

These events are a way of drastically improving SMEs chances to win contracts with larger firms, and give them an excellent opportunity to extend their professional networks.

CIO Campus

This involves excellent research institutes and universities presenting themselves to cleantech companies in Eastern Germany, opening up opportunities for cooperation between science and business. Companies get first hand information about the latest trends and innovations, and meet young high potential staff. Furthermore, this type of direct contact between business and science provides for an excellent basis for joint development work on innovative technologies and products.

CIO Network

- **Expert working groups** for expert dialogue, for building long-term cooperation, for advice, and for the implementation of joint projects
- **Meetings and information events** on topical issues
- **Trade-fair displays and joint stands**
- **Business missions**
- **CIO-Website**, an information and communication platform, featuring a database and portals for cooperation and Bachelor's and Master's thesis.

CLEANTECH HUB

CIO HUB is an umbrella network formed by regional business development associations from each of the new German states and from Berlin.

- Saxony Economic Development Corporation (WFS)
- Brandenburg Economic Development Corporation (WFBB)
- Saxony-Anhalt Investment and Marketing Corporation (IMG)
- Berlin Partner for Business and Technology
- State Development Corporation of Thuringia
- enviMV e. V. from Mecklenburg-Western Pomerania
- Germany Trade and Invest (GTAI) - Powerhouse Eastern Germany



CLEANTECH Initiative Ostdeutschland is an Initiative of the Federal Government Commissioner for the New Federal States

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