



City of
Düsseldorf

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Mobile Capital
Düsseldorf
—
Hub for Chinese companies






Düsseldorf – Heart of the European Market

Strong market, easy access



- 155 million people live within a day's distance by lorry (500 km./310 miles)
- 31 % of the EU's total population (i.e. 55 % of EU purchasing power) live less than 500 km/310 miles away from Düsseldorf.
- European Economic capitals within a radius of a „one-hour flight“: Amsterdam, Brussels, London, Paris, Zurich
- Düsseldorf is Heart of the Rhein-Ruhr-Area with 11.5 million people and 500.000 companies with 1 hour's drive by car)

 500 km/310 miles radius encompasses 155 million inhabitants



Air Traffic and Messe Düsseldorf in Figures

- Third biggest international airport in Germany
- 180 destinations worldwide
- 17.8 million passengers
- 214,024 flights p.a.
- 65,286 tons of airfreight p.a.
- Ten minute city
- Messe Düsseldorf as the world leading trade fair company:
- About 40 fairs in Düsseldorf, Shanghai and Moscow





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Düsseldorf – the Mobile Capital in Germany



More than 50% of mobile phone sales in Germany are managed from the Düsseldorf region.



More than 50% of all German mobile telecommunications SIM cards come from Düsseldorf.



Düsseldorf is home to global players and innovative mobile sector companies on all levels of the value chain.



International industry giants like Huawei, METRO GROUP and Vodafone Deutschland initiate pilot projects in Düsseldorf to test promising future technologies such as NFC, LTE and RFID.



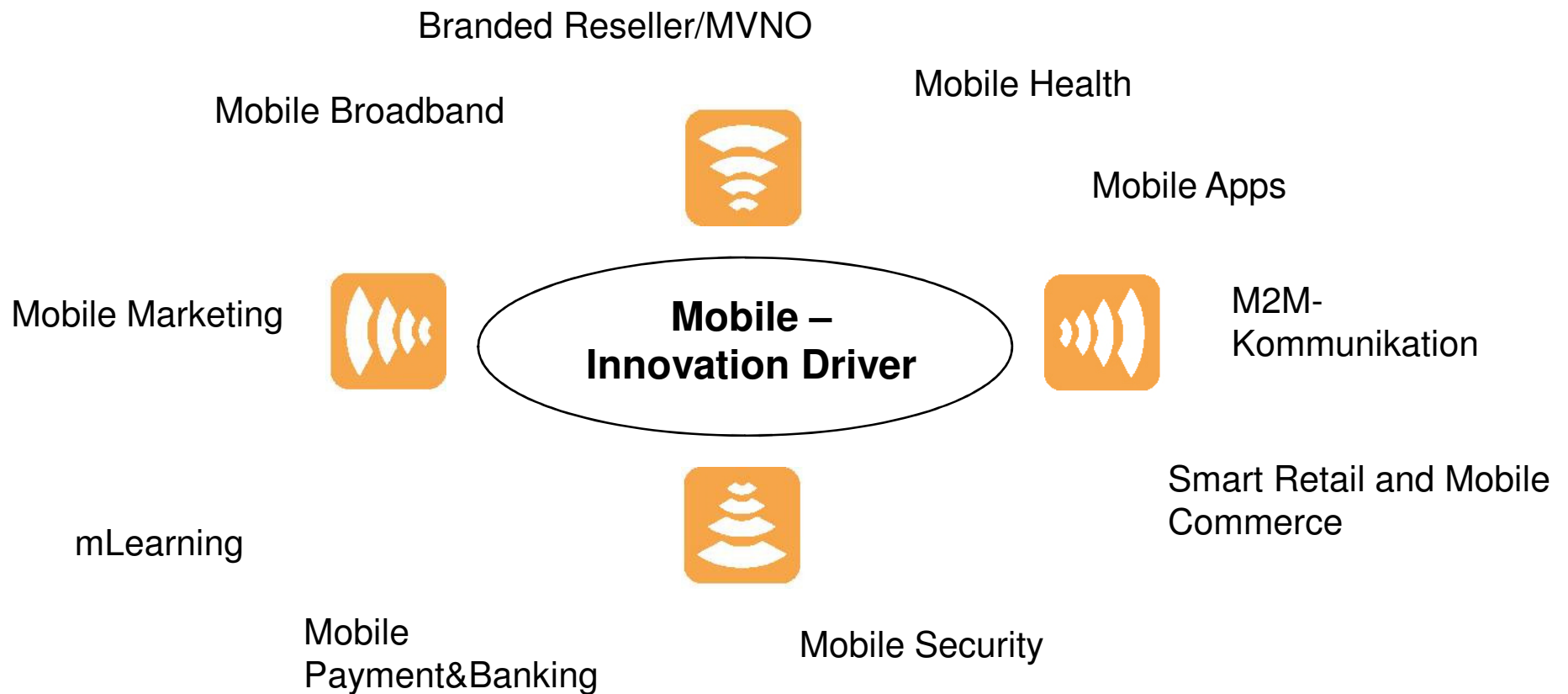
Düsseldorf is home to many industry associations and business networks related to the mobile sector:

- Fachgruppe Mobile im BVDW ('Mobile' Specialist Group)
- Digital City Düsseldorf
- The German Council of the Mobile Marketing Association
- MobileMonday Düsseldorf



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Mobile - Innovation Driver: new segments of mobile life





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Selected companies of the mobile sector value chain

**01 Networks,
MVNEs**

**02 Infrastructure,
appliances**

**03 Managed services,
outsourcing**

**04 Service providers,
MVNOs, branded
resellers**

05 Mobile devices



allMobility
E-Plus Mobilfunk
Simfonics
Vodafone Deutschland

Alcatel-Lucent
Deutschland
Ericsson
EVOC
Huawei
NEC
Nokia Siemens
Networks
Oracle
Renesas Electronics
yokowo
ZTE

Atos Origin
CGI
HP Enterprise
Services
IBM
Siemens IT
Solutions and
Services
Tata Consultancy
Services
Tech Mahindra

AY YILDIZ
Communications
ecotel
freenet
Ortel Mobile
ring Mobilfunk
simyo
youngtel

Hewlett-Packard
Novero
Research In Motion
Sony Ericsson
Mobile
Communications
Toshiba Europe



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Selected companies of the mobile sector value chain

06 Content providers

07 Value added services, mobile apps & solutions

08 Mobile marketing/ advertising/media

09 Trade, services, M-commerce

10 Consulting



RP Online
Ubisoft
Verlagsgruppe
Handelsblatt

Appseleration
Babiel e-Information
Bob Mobile
DOCOMO
Deutschland
net mobile
Nokia
Secusmart
SES RFID Solutions
SHL Telemedizin
sipgate
Vitaphone

BaM! Interactive
Marketing
BBDO
Euroweb
GREY Worldwide
GroupM
MediaCom
OMNICOM Media
Group Germany
Out There Media
TWT Interactive
VivaKi

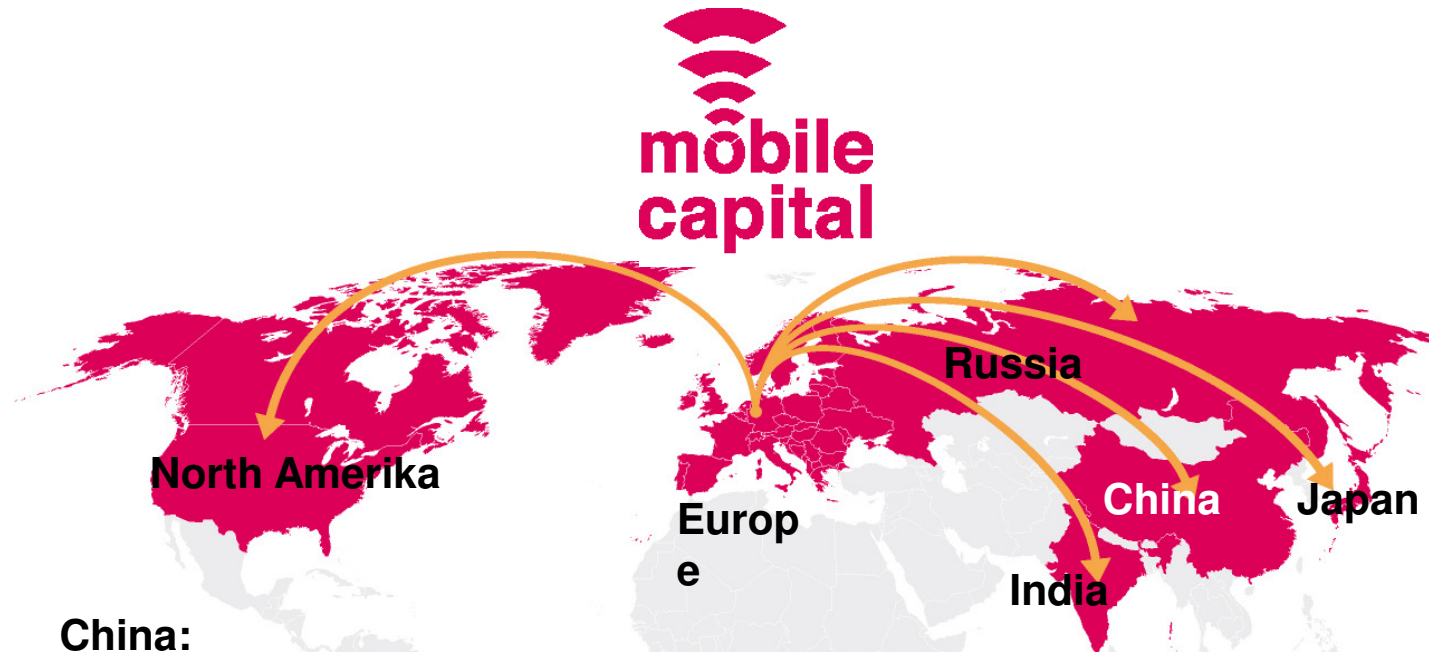
ElectronicPartner
METRO GROUP
Mitsui

Arthur D. Little
A.T. Kearney
McKinsey &
Company
Shark Holding
7P Solutions &
Consulting



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Globally connected - Düsseldorf the Mobile Capital



China:

Düsseldorf is home to 280 Chinese companies such as

- EVOC
- Huawei
- ZTE

Düsseldorf the capital of the Chinese mobile scene in Europe.

Düsseldorf is also linked to Chongqing via a Sister Cities partnership.



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Chinese Organizations in Düsseldorf

- Chinese Enterprise Association
- Düsseldorf China Center
- Association of Chinese Companies
- German-Chinese Industry & Trade Association
- Confucius Institute Düsseldorf



Chinese Companies: 280

for example:

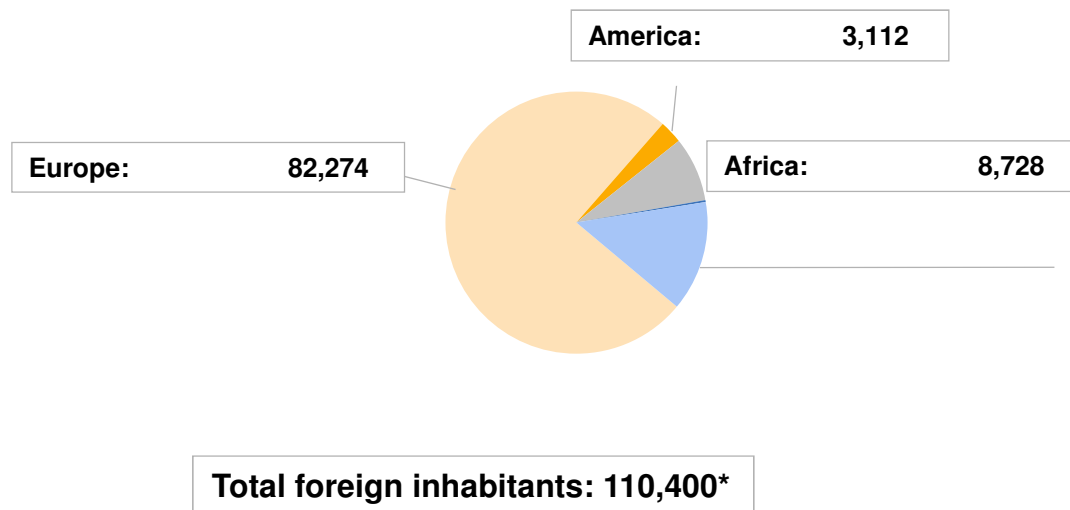
- Huawei Europe
- ZTE Germany
- Angang Steel
- Minmetals Germany
- Hisense
- WISCO (Wuhan Steel Corporation)





International life in Düsseldorf

Foreign inhabitants in Düsseldorf according to the strongest countries of origin



Asia:	16,073
in detail:	
Japan	4,936
China	1,784
Iran	1,443
India	1,147
Korea	1,116
Irak	977
Thailand	532
Vietnam	474
Georgia	361

Source: Municipal census record of the city of Düsseldorf 2010. Status as at 31.12.2009. *=Total number of foreign inhabitants rounded down without taking into account persons without country data.



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International Business Service, City of Düsseldorf

Our Services for Chinese Companies

- Support with applications for work and residence permits
- Assistance in finding a suitable real estate
- Referrals to legal and tax consultation professionals and human resources service providers
- Support for newcomers from China with social and cultural integration
- Continuous information flow by means of events, newsletters, mailings
- and other activities



Your Chinese-speaking consultants at the Office of Economic Development's China Competence Centre, who provide first-class services for these companies:

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**Thanks a lot for your attention and
please visit us at Expo 2010:**

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EXPO 2010 Shanghai
ZONE E, Urban Best Practices Area,
Pavillion Case Central, B3-1**



More information:

www.duesseldorf-expo2010.de

www.duesseldorf.de/eng/mobilecapital

www.duesseldorf.cn