

A Digital Media Center in Stockholm

Research Tour – London & Berlin
February 23 & 24

A Digital Media Center in Stockholm

Research Tour – London & Berlin
February 23 & 24

TECH CITY VISIT

23rd February 2012

TechCity – London



TechCityUK is a governmental initiative launched in March of 2011 aimed at turning the East London Shoreditch neighborhood into an international tech cluster. The initiative is run by the Tech City Investment Organization, a branch of UK Trade Investment (UKTI), and has drawn significant international attention since being heralded by David Cameron.

TechCity is not a physical location, but a concept driven by a team of people working to connect companies already within Shoreditch and to encourage other technology companies to move or start there as well. The ultimate aim is to increase the presence and success of digital startups in London through creating a digital hub akin to Silicon Valley in the US. The TechCity team's major activities include hosting and partaking in neighborhood events such as job fairs, conferences, international meet-ups and press events.

The neighborhood of TechCity has been both organic and planned. Initially, many startups within the city settled in that particular location due to the low rent, while now, companies are flocking to be in a dynamic environment amongst potential customers and collaborators. East London is also home to London's 2012 Olympic park, which will play a large part in future for TechCity, being converted to an accelerator space for new companies out of TechCity in order to continue to take advantage of the high tech communications infrastructure built for the Olympics.

The Tech City Investment Organization works very closely with politicians and has managed to help influence policy in a favorable direction for startups, including helping to establish an entrepreneurs' visa for non-Brits wishing to start companies in the UK, an R&D tax credit, and capital gains tax relief for startup owners. In the past year, the number of startups in East London has grown from 200 to 600, with some of those companies relocating from other areas of London, and other companies started within the community.

PARTICIPANTS FROM STOCKHOLM

Ulla Hamilton	Vice Mayor, City of Stockholm
Olof Zetterberg	CEO - Stockholm Business Region and Chairman of Stockholm Innovation & Growth
Carl Höglund	Political Advisor to the Vice Mayor
Wadih El-Achkar	CEO and founder of Jobblotsen Sverige AB
Sara Öhrvall	Senior Vice President, Bonnier Research & Development
Pontus Schultz	Head of Business Development, Bonnier Research & Development
Andrea Mazey	Bonnier Research & Development

ITINERARY

Thursday 23 February	0900	Arrive London City Airport and Transfer to Tech City
	0945	Arrive at Preloaded, 16-24 Underwood Street, London, N1 7JQ Meet with Adrian Tipper from the Tech City Investment Organisation to discuss the day and the Tech City initiative. Also joined by Jenny Gardner, Director of UKTI Stockholm.
	1030	Joined by Paul Cauty, Managing Director of Preloaded, who will outline the company and show some of their award-winning casual games Tel: +44 (0)20 7684 3505 E-M: paulcauty@preloaded.com www.preloaded.com
	1130	Leave for Shoreditch
	1145	Short walking tour of Tech City to understand the environment and see the location of some co-working/incubator facilities.
	1230	Lunch at The Rivington, 28-30 Rivington Street EC2A 3DZ, joined by: Andrew Humphries, Deputy CEO of the Tech City Investment Organisation Guy Nicholson, Member for Regeneration in Hackney
	1430	Leave for London & Partners, 2 More London, SE1 2RR - the Mayor's inward investment agency for London

1500	<p>Arrive London & Partners. Met by Pru Ashby, who manages the agency's Tech City activities and Maria Corts who leads on Scandinavia</p> <p>Joined by</p> <p>Mark Kleinman, Assistant Director of Economic and Business Policy at the Mayor's Office</p>
1530	<p>Joined by</p> <p>Kulveer Ranger, the Mayor's Director of Environment & Digital London</p>
1615	Depart for London Heathrow
1730	Arrive Heathrow Terminal 1
1925	Flight BD 3131 leaves for Berlin

CONTACT INFORMATION

Adrian Tipper
Tech City Investment Organisation
1 Victoria Street
London SW1H 0ET

Office: +44 (0)20 7215 8481
Mobile: +44 (0)7793 803835
e-m: atipper@techcityuk.com

Pru Ashby & Maria Corts
London & Partners
2 More London
London SE1 2RR

Office: +44 (0)20 7234 5800
e-m: pashby@londonandpartners.com
e-m: mcorts@londonandpartners.com

Bios

**Andrew
Humphries, CEO
Tech City
Investment
Organisation**



A 20 year corporate sales career within large IT organisations culminated with Andrew as Sales & Marketing Director of Siemens Computer Systems. Since 1999 he has co-founded 2 successful technology businesses, growing them both in Europe and the US. In 2003 he successfully exited his last business via a trade sale to its largest client. An inspirational influencer and motivator, a fascinated student of the complex dynamics of motivation and happiness, Andrew has since been coaching executives, individuals, entrepreneurs and teams in business to achieve and exceed their highest objectives. Alongside this work, as a Dealmaker for the UK Government Global Entrepreneur Programme he uses his skills and experience to encourage Foreign Direct Investment in the UK and to help entrepreneurs and their businesses go global from a UK HQ. As Tech City Champion, he focuses on fuelling the growth of the entrepreneurial ecosystem in one of the world's fastest growing creative digital and tech clusters.

**Adrian Tipper,
Tech City
Investment
Organisation**



Adrian has 20 years' experience of helping international companies from around the globe set up or expand in the UK. He has worked with companies of all sizes including many household names such as RIM, Samsung, Dell, IBM and LG to name but a few. In recent years Adrian focused on IT, software and digital media clients. Adrian was drafted in to the Prime Minister's Tech City initiative upon its formation to make use of his client relationship management skills and knowledge of the digital space.

Prior to discovering the enjoyable arena of foreign direct investment, Adrian held positions within the Department of Trade & Industry's (DTI) Secretaries of State's Private Offices and joined the DTI in 1987, arranging court hearings on patent infringements and disputes at the UK's Patent Office.

Adrian is from the UK's scenic Peak District but studied Business & Marketing in London and has been in the capital ever since. Married with two teenage children Adrian enjoys technology, live music, travelling and supporting his son's football and cricket teams. He is also a keen follower and watcher of Major League Baseball.

Councillor Guy Nicholson, Member for Regeneration in Hackney



Guy Nicholson is an elected Councillor for the London Borough of Hackney, first elected in 1998 and holds the Borough's Cabinet portfolio for Regeneration and the 2012 Olympic & Paralympic Games.

His role includes the strategic planning and delivery of social, economic, cultural and environmental Regeneration in Hackney and across London. He serves on the Boards of Greater London Enterprise (GLE), the European Programmes (ESF and ERDF) Committee for London. He is a Board member for the 6 Host Borough Partnership and the London Thames Gateway Development Corporation bringing forward regeneration into the east London sub region. In the north London sub region he is a Board member for the North London Strategic Alliance and a member of the London Anglia Growth Partnership. He sits on a number of Local Government Association Boards, representing local government in England and Wales, these are the Economy & Transport Board, the European and International Board and the LGA Urban Commission.

Guy is a Council member for the London Regional Council of Arts Council England and a member of the board for the Barbican Centre and the Borough's nominee to the board of the Hackney Empire Theatre. He is a Director for CREATE, the festival for the Arts that has grown out of east and south east London to engage the wider community as part of the Cultural Olympiad and as a legacy for the Arts to come from 2012.

He represents the Borough on the board of the Shoreditch Trust, a community led neighbourhood renewal initiative in Shoreditch and he is a member of the East London Business Alliance Hackney Forum, bringing social responsibility investment into the community alongside colleagues from the private corporate sector. He co chairs Hackney's successful Economic Development Partnership, part of the Borough's strategic partnership, which tackles unemployment and encourages enterprise in the Borough. He has led on Hackney's Regeneration and Planning policy bringing forward the Borough's new Local Development Framework alongside an improved Planning service.

Before being elected as a Councillor in 1998, he worked in the Theatre industry having graduated in Theatre Design from the Central School of Art & Design in London. He worked for over 15 years with a broad range of UK and international producing companies staging many productions in the UK, Europe, the United States and the Far East.

Mark Kleinman,



Mark Kleinman is Assistant Director of Economic and Business Policy at the Greater London Authority (GLA). Mark joined the GLA in November 2009. Mark heads up the GLA's Economic and Business Policy Unit, which is responsible for providing an integrated policy development and delivery service to the Mayor and his office across the whole field of economic and business policy.

Mark started his career as an academic including teaching for eleven years at the London School of Economics where he was involved in urban policy and urban economics, particularly London-based research and policy advice. His time at the LSE included the period leading up to the creation of the GLA. Mark then became Professor of International Social Policy at the University of Bristol, and subsequently took various roles in government, starting with a year in the Prime Minister Strategy Unit working on migration policy. Mark moved to the GLA in 2003 to be Head of Housing and Homelessness. Mark then moved on to work in the Office of the Deputy Prime Minister (now the Department of Communities and Local Government) where he was Director of Urban Policy. He has been a consultant to the OECD, the European Commission, the UK Film Council, English Heritage, and many government departments and local authorities. He has given lectures and seminars in New York, Boston, Toronto, Paris, Rome, Bologna, Madrid, Barcelona, Bilbao, Kyoto and Osaka. He is a visiting Professor in the Cities Programme at the LSE.

Kulveer Ranger,



Kulveer was previously the Mayor's Transport Advisor between 2008 and 2011, sitting on the board of TfL and chairing the Mayor's River Concordat. Before joining the Mayor's Office, Kulveer spent ten years in management consultancy. He is also a former Vice-Chairman of the Conservative Party and was an advisor to two Shadow Cabinet members in Opposition.

Kulveer was born in Hammersmith in 1975. He graduated with honours from University College London in Architecture and also has a business diploma from Kingston Business School.

Project Future – Berlin



Projekt Zukunft (Project Future) — a Berlin Senate Initiative

Projekt Zukunft is an initiative for structural change in Berlin to turn it into an information and knowledge society. The goal is to develop the city into an internationally recognized, competitive and attractive location. Projekt Zukunft supports the up-and-coming branches of media, IT and creative industries, interlinking them with scientific, political and management structures. Through strategies, initiatives and projects, public-private-partnerships, events, information campaigns and publications, Projekt Zukunft supports technological, economic and societal innovations, and enhances the general conditions of the city's growth areas.

Projekt Zukunft is an initiative of the Berlin Senate for Economics, Technology and Women's Issues. The communication, media, and creative industries cluster of Projekt Zukunft oversees one of the most successful fields of Berlin's economic policy. Numerous institutions, organisations and individuals from finance, politics, administration, science and culture have committed to this Berlin state initiative.

Projekt Zukunft's broad service portfolio makes it the city's largest communications and support network. The initiative is financed through funding from the state of Berlin and the EC (European Regional Development Fund) as well as from contributions from the network partners, such as other administrative departments, institutions and enterprises. (Text from: <http://www.berlin.de/projektzukunft/>)

Project Future is active across the following areas: 1. R&D, Publishing, Software, TV & Radio, Design, Music, Film, Toys & Games, Advertising, Architecture, Performing Arts, Crafts, Video Games, Fashion, and Art

“Berlin’s digital media start-up scene”

Delegation visit of the City of Stockholm to Berlin, Germany
February 24th 2012

Program draft

Visit accompanied by Mr. Ares Kalandides, managing director INPOLIS UCE GmbH

February 24th 2012

- 08.30 am departure from Hotel Scandic by private bus
Gabriele-Tergit-Promenade 19, 10785 Berlin
- 09.00 am Visit to Berlin Senate for Economics, Technology and Research
Talk with Mr. Christoph von Knobelsdorff
Permanent Secretary, responsible for ICT and Creative Industries
and
Mrs. Ingrid Walther
Head of Division Communication, Media, Creative Industries
Initiative: Project Future (Projekt Zukunft)
Martin-Luther-Str. 105, 10825 Berlin
- 10.30 am Visit to Investment Bank Berlin Beteiligungsgesellschaft (providing venture
capital for Berlin-based technology-oriented companies and companies from the
creative industries)
Talk with Mr. Mischa Wetzel
Investment Manager, Team Creative Industries, focus on music / entertainment,
games, consumer internet / mobile
Bundesallee 171, 10715 Berlin
- 12.00 pm Visit to Betahaus
Prinzessinnenstraße 19-20, 10969 Berlin
- Talk with Mr. Ares Kalandides, expert on urban development and the creative
industries (former board member of Create Berlin)
Talk about the development of creative industries in Berlin and governance
structures within creative industries
- 12.30 pm Tour of the Betahaus
Presentation of start-up projects working at Betahaus
- 01.30 pm Lunch and discussion about the findings of the trip
- 03.00 pm End of program, transfer to the airport