Today in BNN:
Interview with Matthias Hornberger

Karlsruhe, May 22nd, 2015

Chairman of CyberForum accompanies Prime Minister Kretschmann on Silicon Valley-Tour

Prime Minister Winfried Kretschmann is visiting the Silicon Valley with a delegation of economy, science and politics in order to obtain information about local developments in areas such as digitization, industry 4.0 and electro-mobility. And of course to make Baden-Wuerttemberg even more known in California as an excellent location for IT and innovation.

The Chairman of the CyberForum Board Matthias Hornberger is participating in the delegation visit and speaks about his impressions in today's edition of the Badische Neueste Nachrichten (BNN), a local newspaper. According to Hornberger, the development in the Silicon Valley has a very high pace, which lacks in Baden-Wuerttemberg. However, Baden-Wuerttemberg is taken very seriously in the Silicon Valley and is also more than equal in terms of industrial know-how.

For Matthias Hornberger this prominently staffed delegation trip to Palo Alto is "a proof that the Digital Transformation is at the top of the agenda", although still some more fundamentals have to be established, for example concerning broadband access. In addition to the State of Baden-Wuerttemberg, also the Federal Government and Europe will play an important role.

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It is important for Matthias Hornberger to emphasize: "The trip also shows that the issue is not to rationalize jobs with technology but to use existing technologies to be more productive and to improve."

The delegation tour to the Silicon Valley is a further step towards internationalization activities in the US, which have started already last year with financial support of the UPSIDE project. One of the main targets of UPSIDE is to establish partnerships abroad in order to enable especially SMEs to enter international markets. In order to do so, CyberForum has overtaken the Business Roaming Agreement that connects 48 clusters worldwide, from Rejkjavik via Berlin to Melbourne and Shenzen via Barcelona to Los Angeles, in total 69 locations in 28 countries. All UPSIDE partners and their member companies will benefit from these internationalization activities proceeded by CyberForum – they will not only receive insights into the target countries first-hand, but also get new contacts to foreign clusters.

About UPSIDE

The project UPSIDE – User-driven Participatory Solutions for Innovation in Digitally Centred Eco-Systems aims at delivering economic and societal benefits by fostering the emergence and development of User-driven Participatory Solutions for Innovation in Digitally-centred Ecosystems. The project aims at promoting the development of cooperation frameworks and synergy linkages between research, innovation activities within the companies, urban development policies and open user-driven innovation ecosystems "which are close to the interests and needs of cities and their stakeholders, including citizens and businesses, and which may bridge the gap between short-term city development priorities and longer term technological research and experimentation."[1]

Project Facts

Project Acronym: UPSIDE

Project Title: User-driven Participatory Solutions for Innovation in Digitally Centred Eco-Systems

Project Reference: FP7-REGIONS-2012-2013-1, Grant agreement no: 319962

Project Type: Coordination and supporting actions

Project Duration: 36 months from 01.07.2013 – 30.06.2016

Budget: €2,791,323 (total, EC Funding: €2,601,967)

Web: http://www.upside-project.eu/

Project Partners

- CyberForum e.V. (LEAD partner / coordinator)(Germany)
- Wirtschaftsförderung Karlsruhe - Economic Development Department Karlsruhe (Germany)
- inno AG (Germany)
- Stiftelsen Elektronikcentrum i Kista (Sweden)
- eGovlab ,Stockholm University (Sweden)
- Interactive Institute Swedish ICT (Sweden)
- Bevel (Sweden)

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[1] Hans Schaffers et al.: Smart Cities and the Future Internet: Towards Cooperation Frameworks for Open Innovation. SpringerLink.com

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- Baltic Innovation Agency OÜ (Estonia)
- Tartu City (Estonia)
- E-Zavod (Slovenia)
- Mestna Obcina Maribor / City of Maribor (Slovenia)
- Samenwerkingsverband Regio Eindhoven (The Netherlands)
- Vereniging EIT ICT Labs Eindhoven (The Netherlands)
- Technische Universiteit Eindhoven (The Netherlands)
- Living Labs Global (Denmark)

Contact (Coordinator)

Tamara Högler | CyberForum e.V. | Germany
Phone: +49 721 602 897 29| Email: hoegler@cyberforum.de

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