



# IT & Services in Rostock

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## Location

Rostock is the economic hub in the North East of Germany. It combines **hanseatic tradition and modern technologies**. The city provides **ideal preconditions** for the establishment of companies in the fields of IT, dialog marketing and BPO services.

- ▶ Business and buro real estate at attractive price conditions
- ▶ Qualified employees as well as temporary workers (e.g. students of the University of Rostock)
- ▶ Completely up-to-date communication technologies
- ▶ Highly qualified IT partners on site
- ▶ Collaboration possibilities with technology centers and institutes

## Dialog marketing/service

- ▶ Diverse services in different domains, e.g. tourism, car rental, telecommunications, customer service
- ▶ Qualified professionals due to apprenticeships in future-orientated professions
- ▶ No regional dialects and very good knowledge of foreign languages
- ▶ Realization of high-quality outsourcing processes

## IT engineering and consulting

- ▶ Concentration of data processing services
- ▶ Providers of IT system solutions
- ▶ High numbers of new university graduates
- ▶ Apprenticeships for IT specialists and software engineers
- ▶ Growth industries with innovative partners

## Research and networks

Professional **networks support the successful collaboration** between the companies:

- ▶ Telemarketing Initiative MV (TMI)

- ▶ IT Initiative MV
- ▶ Technology Centers
- ▶ Fraunhofer Institute for Computer Graphics Research
- ▶ Galileo Research Harbor
- ▶ Steinbeis Transfer Center

## Rostock's success stories:

### Servicecenter:

**Sixt GmbH** – European Servicecenter

**Call4Cruise GmbH** – bookings for AIDA Cruises and Costa Crociere S.p.A.

**IKEA GmbH** – Servicecenter

### IT-Companies:

**SIV AG** – software development for the energy industry

**SYSGO AG** – software development, safety engineering

**Marinesoft GmbH** – maritime software solutions

**More information at: [www.rostock-business.com/service](http://www.rostock-business.com/service)**



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