



eSchwechat.at



eSchwechat.at's Soft Aid Measures for ICT Start-ups

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Idea and Aims ⁽¹⁾

eSchwechat.at...

... is a five years Information Society programme of the Municipality of Schwechat, Austria (2005 – 2009) to...

- establish an ICT location Schwechat with an internationally known **Center of Excellence in eHealthcare/eHomecare/Ambient Assisted Living and ePlanning/Information Society technologies**
- establish a **Schwechat Information Society** by integrating ICT where ever it is useful and possible: citizens, economy, administration etc.

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Idea and Aims ⁽²⁾

eSchwechat.at's aims are...

- Moving in of ICT firms, **founding** new companies, **growth** of existing enterprises
- Creation of **new and well-paid jobs**
- Influx of **new citizens** (20.000+ planned for 2015)

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Therefore...

eSchwechat.at offers a lot of different **soft-aid** measures for ICT start-ups...

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Perfect Location



- 16.000 inhabitants, 18.000 employees
- several multinational companies (potential clients!) + a lot of SMEs

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Technology Center

concorde technology center schwechat:
An intelligent building with attractive services
within an international sphere – supported by
numerous activities within the Schwechat
Information Society...



- Office infrastructure
- Common marketing
- Matchmaking
- Business development

- Enlargement planned for 2009

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Broadband WLAN Cover

- Covering whole Schwechat (started in 2006, re-designed now)
- Free Internet and improved communication
- Generates need for applications and enables new projects
 - eHealthcare / eHomecare / eGovernment / eVoting / eAdministration / eTraffic / eLearning etc.
- Important R&D and test environment

*WLAN
cover
as enabler*

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CEIT ⁽¹⁾

- **CEIT Central European Institute of Technology**
 - **Non-university** organisation (since April 2006)
 - High-level **R&D** -> technology transfer, R&D-EU-projects with SMS
 - High-level **education & further training** -> well educated employees
 - **Most important measure** of eSchwechat.at to establish a Center of Excellence and to take part in international projects and consortia

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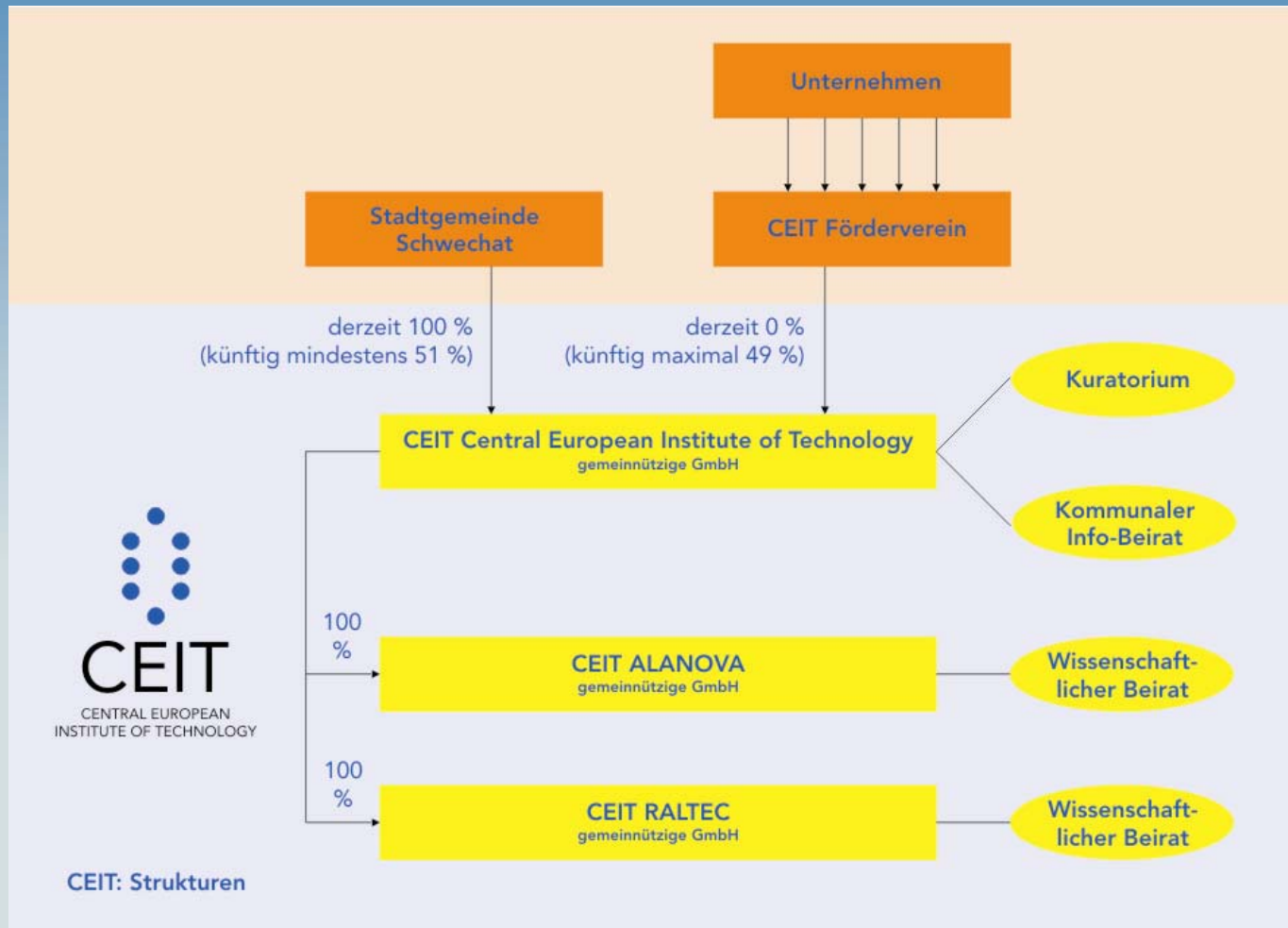
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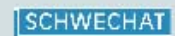
CEIT (2)



CEIT: Strukturen

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CEIT ⁽³⁾

CEIT ALANOVA (ala nova (lat.): the new wing; latin name for Schwechat) – **Institute of Urbanism, Transport, Environment & Information Society**

- Urban, environment and transport technologies
- Information Society Technologies
- Sustainability and Resource Management
- Urban and Regional Planning
- Geographic Information Technology and Spatial Knowledge Management

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CEIT ⁽⁴⁾

CEIT RALTEC – Institute of Rehabilitation and Assisted Living Technologies

- eHealthcare and eHomecare systems for the elderly population and those with special needs
 - Smart home solutions – Sensor technology
 - Wearable Electronics
 - Technologies for overcoming barriers and increasing security
 - AI-Systems
 - Wireless communication
 - Embedded Systems Design
 - Usability Engineering, User Interface Design
 - Ethical Analysis and Monitoring

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CEIT ⁽⁵⁾

CEIT EDUCATION

- **CEIT Abend-HTL** (extra occupational technical highschool) **for Information Technology**
 - Since 2006
 - Private school of Municipality of Schwechat
 - Parallel to job, evening classes
 - 8 semesters: matriculation examination

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CEIT ⁽⁶⁾

CEIT EDUCATION

- **CEIT University of Cooperative Education**
 - Dual study: combination of university study + training on the job (2,5d job, min. 2d study)
 - Study courses for Business Informatics and Logistics (October 2007)
 - Study courses for Systems Engineering, Informatics and Business Administration (planned for October 2008)
 - 6 semesters: Bachelor degree

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LivingLab Schwechat

- Whole Schwechat as a **LivingLab** (testbed) for common ICT developments with end-users of Schwechat-based ICT firms and R&D institutions
 - Running and planned projects
 - eShoe + eHome: CEIT RALTEC + Schwechat's residential home for the elderly
 - CEIT RALTEC + BEKO + Schwechat's residential home for the elderly: AAL
 - CEIT RALTEC + Telekom Austria + Schwechat city administration: IP-TV

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Events

- **match.IT! / talk.IT! / talk&match.IT**
 - **2004 – 2006:** event series **match.IT!** (international matchmaking) & **talk.IT!** (national information transfer): 7+4 events, participants from AT, CA, CZ, DE, FI, HU, RO, SI, SK)
 - **since 2007:** **talk&match.IT** (international information transfer and matchmaking): 3x p.a.
- **IT Forum Schwechat**
 - **Contact/lobbying/information transfer cercle** for ICT location Schwechat with important people of Austria's ICT branche and Schwechat's citizens: 3x p.a.

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Early Stage Investment Company

- Aim: **growth stimulation** for ICT start ups
- **Private company** with guarantees or silent partnership by Municipality of Schwechat
- Starting fund volume: **EUR 2 Mio.**
- Average investment / company: **EUR 200.000.-**
(EUR 100.000.- to 250.000.-)
- **Combination with incubator** (housing, coaching, networking, first clients etc.)
- Planning tasks ready, guarantees awaited for beginning of 2008

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Summary

Schwechat –
Austria's ICT site no 1 – offers a lot of soft
aid measures to stimulate growth.
Schwechat – a perfect place to locate your
business!

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