

Press release

Hamelin/Bremen, 22. September 2020

Digital power for Bremen and Lenze

Foundation stone laid for the Digital Hub Industry

The starting signal for Bremen's latest innovation project: Construction work on the Digital Hub Industry began on September 22 with a ceremonial laying of the foundation stone in the Technology Park of the University of Bremen. Bremen's Senator for Economics, Labor and Ports, the automation specialist Lenze, and the University of Bremen are cooperating in building this new, future-oriented infrastructure. In the immediate vicinity of the university, an innovation ecosystem for knowledge and technology transfer between companies and research departments is being created in the form of the Digital Hub Industry. Hamelin-based Lenze will bundle its digital competences in the new building. "We are pleased about the start of the project in several respects. It will be the new home of our Lenze.Digital and encoway teams, which are currently spread across the city. For our customers, we will become even more attractive as a partner for comprehensive automation and digitalization solutions along the entire value-added chain," says Frank Maier, Chief Technology Officer Lenze.

"Without the right infrastructure and strong partnerships, the digital transformation will not succeed. Lenze recognized this at an early stage and, together with our subsidiary encoway, created the basis for successful technology and knowledge transfer in Bremen 20 years ago. With the construction of the new building and the integration of the Digital Hub Industry, we are now opening the next chapter in this success story and bundling our digital activities at the Bremen location in the future. We have found the perfect location for this here in the Technology Park on the university campus, which also gives us access to new digital talents and experts to further expand our digital business," Maier explained.

The hub will house the growing encoway under the Lenze.Digital umbrella, as well as a new office for the subsidiary logicline and the digital laboratory DOCK.ONE.

Christoph Ranze, founder of encoway and head of Lenze's digital business, added: "As the driving force behind this dream project, we at encoway are naturally particularly looking forward to the new building. With the enlarged DOCK.ONE and its integration into the Digital Hub, we will create an extremely attractive melting pot for innovation and cooperation in the field of digital transformation. The highlight: We invite our customers to become part of this innovation ecosystem. Whether CPQ, IIoT or artificial intelligence - the know-how of our hub network is already impressive. I am sure that with this new form of future-oriented cooperation, we will boost our profile far beyond national borders".

"We are very pleased that Lenze SE and its Bremen subsidiary encoway have decided to further expand the Bremen location. I am particularly pleased that we will jointly develop the Digital Hub Industry, a key project of Bremen's digital strategy *Bremen Digital*, at this location. The Digital Hub Industry will bring business and science closer together in the field of digitization. Bremen is at the forefront of application-oriented research, and the Digital Hub will enable us to anchor knowledge and technologies in companies even more firmly than before. This transfer to companies is ultimately decisive for Bremen as a business location and this is precisely what our efforts to date have been based on. That is why the laying of the foundation stone today is an excellent signal for Bremen," explained Economics Senator Kristina Vogt.

As a space for ideas, experimentation and collaboration with an industrial focus, the Digital Hub Industry is geared towards development and transfer: The basic idea is to create a place for exchange between companies and research areas of the university and colleges. On the one hand, cooperating companies such as Lenze provide their industrial know-how and contribute their digital challenges and current problems as concrete objects of investigation for research projects. On the other hand, the companies benefit

from the research results and can transform them into new digital products, services or business models.

Mayor Bovenschulte: "The Digital Hub Industry is a showcase project with international appeal and another good reason for companies to settle at the site in the future. The young, creative environment of the University of Bremen with its numerous research facilities and well-trained specialists is extremely attractive for many companies. I am delighted that the activities of recent years and the joint work on the concept of the Digital Hub are now bearing fruit and becoming reality".

In the Digital Hub, start-ups will have the opportunity to find, found and develop themselves. In addition to pure office space, the hub's offerings therefore include an event center, innovation labs, co-working and so-called maker spaces, where new project ideas can be developed and implemented together with a network of supporters.

In her welcoming address, Dr. Claudia Schilling, Senator for Science and Ports, expressed the significance of the new building for the State of Bremen: "The Digital Hub Industry will provide important impulses for knowledge and technology transfer for our science location. I am proud that the University of Bremen and non-university institutes in particular will be involved in the Digital Hub Industry in a variety of ways. This will provide our students - potentially even founders themselves - with valuable insights into the entrepreneurial practice of companies".

The Digital Hub Industry will be located in a new building called NEOS. This seven-storey building offers modern coworking and conference rooms, innovative lab facilities as well as office and technical space on a total area of more than 12,000 m². The project company "Konrad-Zuse-Straße GmbH" was won as the client for the new building. The planning and implementation of the construction project is the responsibility of the project development company Powerhouse. The building was designed by the Bremen-based architectural office GMD according to the wishes of encoway and Lenze.

Caption: (from left to right) Andreas Krone, Powerhouse project development company, Patrick Denker, GMD architectural office, Christoph Ranze, founder encoway and head of Digital Business Lenze, Andreas Bovenschulte, Mayor of the Free Hanseatic City of Bremen, Frank Maier, CTO Lenze, Dr. Claudia Schilling, Senator for Science and Ports, laid the symbolic foundation stone for the project, in which a stainless steel capsule was previously embedded.

About Lenze

Lenze is a leading automation company for the machine-building industry and a specialist in Motion Centric Automation. As a systems supplier with solutions competence, Lenze works for and with its customers to create high-quality mechatronic products and packages, powerful systems consisting of hardware and software for machine automation, as well as digitalization services in areas such as big data management, cloud or mobile solutions, and software for the Internet of Things (IoT).

Lenze employs 3,969 employees worldwide and is represented in more than 60 countries. Lenze's growth strategy will see the company continuing to invest strongly in the areas relating to Industry 4.0 in the coming years – with the aim of increasing sales revenue and profitability.

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