#SCCON2025: Driving Digital Transformation in Germany.

Exploring Investment Opportunities in the German Public Market

Bitkom & Messe Berlin

January 22nd, 2025

Bitkom

We are Germany's digital association.

- Bitkom advocates the digitization of the economy, our society and public administration.

- Founded in Berlin in 1999, we represent more than 2,200 companies of the digital economy.

- Our membership spans more than 1,000 SMEs, including half of the 40 DAX companies, over 500 startups and virtually all global players.

»A future-proof administration strengthens confidence in the ability of the state to solve problems.«
Bitkom position paper "On the path to a digital state"

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Driving Digital Transformation

Germany's Action Plan

- **Digital Strategy**, August 31st, 2022 : »…brings together the key political priorities of the federal government regarding the cross-cutting issue of digitization under one roof and provides the overarching framework for digital policy until 2025.«

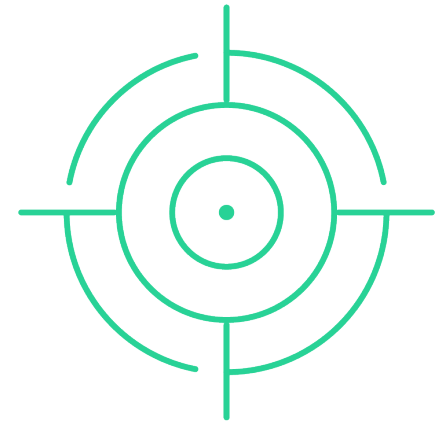 - Strategic goal: To be among the top 10 in the DESI-Ranking.

  146 digital policy initiatives

- **Coalition Agreement**, December 7th, 2021: »… Germany needs a comprehensive digital leap. We want to harness the potential of digitization for the development of individuals, prosperity, freedom, social inclusion, and sustainability...«
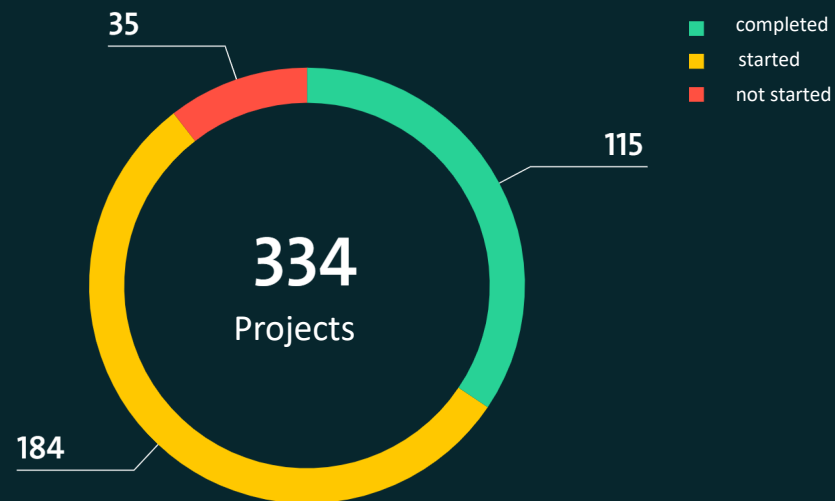
  186 digital policy initiatives

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From Strategy to Action: Current Initiatives

- **Online Access Act 2.0 (OZG 2.0):** The aim of the online access act was to have all government services available online by the end of 2022. This goal was missed. The OZG 2.0 is intended to catch up as a follow-up act.

- **Modernization of Registers:** Aims to create a central component system, known as the Once-Only-Technical-System (NOOTS). Modern registers are the basis for delivering administrative services to citizens and businesses digitally and for making government processes more efficient.

- **Smart City Action Plan ("Stufenplan"):** Aims to support cities and municipalities in Germany with their digital transformation by introducing a marketplace and a competence center.

- **MPSC Funding Program:** Supports municipalities in Germany in the implementation of digital transformation projects by providing funding. It focuses on enhancing digital infrastructure, modernizing public services, and promoting smart city initiatives.

30 bn. €

annual ITC procurement value
in Germany

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The Case for a Digital State

- **Climate Goals Drive Digital Sustainability Strategies:** Achieving climate targets requires data-driven solutions and digital infrastructure that enable local governments to monitor, manage, and optimize sustainability efforts efficiently.

- **The Pandemic Redefined Digital Living and Working:** The COVID-19 pandemic accelerated the need for digital transformation in how we live and work. A digital state ensures the adoption of remote services, digital education, and e-government solutions to adapt to these new realities.

- **Urbanization Demands Smart, Digital Solutions:** As cities grow, a digital state can leverage IoT, AI, and smart city technologies to improve infrastructure, enhance mobility, and deliver public services that are efficient, sustainable, and scalable.

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Smart City as a Key Factor

The vision of digitally connected cities that pursue socially, environmentally and economically sustainable goals.

- Bitkom has defined **5 crucial areas** for the development of smart cities.
- At **SCCON 2025**, we bring together stakeholders from all 5 areas.

Public Administration

IT & Communication

Energy & Environment

Mobility

Society & Education

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Smart City Index

Digital Ranking of the 82 Major German Cities

- **Framework:**

  - **5 Categories**: Public Administration, Energy & Environment, IT & Communication, Mobility, Society & Education (≈ **13.000 data points**)

  - City surveys, official statistics, and desk research

  - **Communication:** Website, Smart City Awards, and study report

- **Goals:**

  - Highlight the **status quo** and development of cities

  - Activate cities: create motivation and **spark debates**

  - **Ensure transparency** for the public

Partners:

VISA   **pwc**   **Bentley**
Advancing Infrastructure

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What Defines a Smart City?

Public Administration	IT and Communication	Energy and Environment	Mobility	Society and Education
▪ ?	▪ ?	▪ ?	▪ ?	▪ ?

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What Defines a Smart City?

Public Administration

- Internal processes
- Payment
- Online appointment
- OZG services
- Community issues
- Website and social media
- Service portal
- Other projects

IT and Communication

- Broadband
- Fiber optics
- 5G
- LoRaWAN
- Open data plattform
- Geodata portal
- Smart city data
- Other projects

Energy and Environment

- Smart street lighting
- Energy solutions
- Environmental monitoring
- Share of e-vehicles
- Charging infrastructure
- Low-emission buses
- Other projects

Mobility

- Parking
- Smart traffic management
- Smart public transport
- Sharing services
- Multimodality
- Last-mile logistics
- Other projects

Society and Education

- Digitization concept for schools
- Digital competencies
- Digital scene
- Local trade and startup hubs
- FabLabs and coworking
- Public participation
- Other projects

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Top Rankings of the Smart City Index 2024

Rank	Trend	City	Overall	Public Administration	IT and Communication	Energy and Environment	Mobility	Society & Education
1	→ 0	München	**88,3**	91,9	90,8	67,6	98,4	93,0
2	→ 0	Hamburg	**86,2**	82,9	86,4	68,8	98,5	94,5
3	→ 0	Köln	**83,2**	92,4	83,2	68,0	84,4	87.8
4	↑ +7	Bochum	**82,3**	89,6	80,0	67,9	84,0	90,1
5	↗ +1	Dresden	**81,3**	75,2	77,5	63,0	99,3	91,4
6	↑ +8	Freiburg im Breisgau	**81,2**	87,8	81,5	76,5	81,9	78,1
7	↗ +1	Stuttgart	**80,5**	69,2	83,8	79,2	82,4	87,7
8	↑ +11	Lübeck	**80,4**	81,6	80,6	66,5	82,5	90,5
9	↘ -5	Nürnberg	**80,2**	90,1	58,7	71,0	91,5	89,9
10	↘ -1	Ulm	**79,8**	77,7	78,1	81,8	72,3	89,1
			.....					
23	↑ +19	Ingolstadt	**76,6**	70,1	83,8	85,7	61,2	82,1
25	↘ -4	Düsseldorf	**75,9**	88,0	56,6	51,0	87,6	96,3
28	↘ -4	Berlin	**73,9**	66,7	70,2	54,9	100,0	77,6

The results for all 82 analyzed cities are available at ↗ www.smart-city-index.de

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München Defends Top Spot

Leading in Digital Infrastructure, Strong in Administration

- The Bavarian state capital defends its first place and increases the lead over Hamburg.

- In the category of IT and Telecommunications, Munich ranks first, with 100 percent 5G coverage and nearly nationwide gigabit internet. It is also highly advanced in fiber-optic and LoRaWAN expansion. Through open-data and geoportals, a wide range of data is made available, and a "digitalization radar" shows the status of all digitalization projects.

- Munich also excels in other categories: 2nd place in administration, 3rd place in society and education, and 4th place in the mobility category.

- Pilot project "Connected Urban Twins" (with Hamburg and Leipzig).

- Pilot project "MUCGPT" (AI-based language assistant for municipal employees).

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E-Government Best Practice: AI in Action

F13 in Baden-Württemberg

In Baden-Württemberg, the use of artificial intelligence in public administration is being promoted with the "F13" project.

- F13 is the first prototype based on a large-scale AI language model in German public administration, providing AI support for employees when working with text.

- Functions:

  - Summarizing texts

  - Providing answers to state policy research questions and deliver text modules for creating documents.

  - Converting extensive cabinet documents into concise notes.

  - Assisting in answering state policy research questions.

  - Training staff. The prototype allows employees to explore generative AI not only in their personal lives, but also in their professional environment.

F13 is a cooperation between InnoLab_bw and AlephAlpha, a member of Bitkom.

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Smart Country Convention
City.Country.Tech

The leading event for the digital state and public services.

Three days of congress, expo, workshops & networking.
30 September – 02 October 2025
#SCCON25

SMART COUNTRY CONVENTION

Impressions – play the film!

Explore our expo through a virtual tour

Building bridges – the leading event for gov-tech and smart cities

Digital Business

Providers of digital solutions for smart cities and the public sector present themselves at the Smart Country Convention in presentations, workshops and the expo.

Public Decision Maker

There they meet decision-makers from politics, local, state and federal administration and subordinate authorities, public services as well as public companies and suppliers.

SMART COUNTRY CONVENTION

The Facts

18.000 +
Participants

650 +
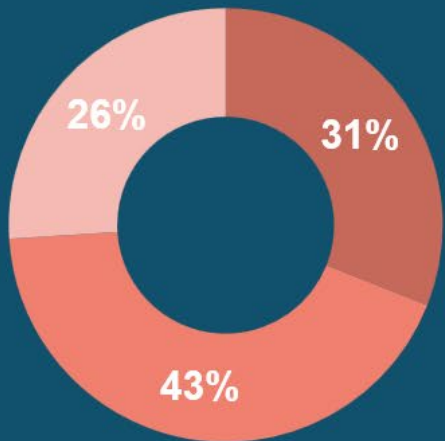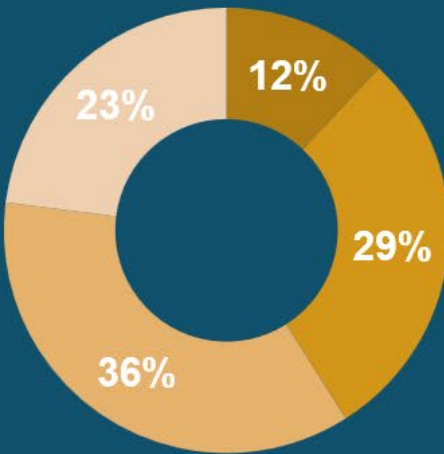Speaker

900 +
Sessions

70 +
Workshops

7 +
Stages

17.500 + sqm
Expo Area

18.000+ Participants

- 31%
- 43%
- 26%

- from public sector
- from the digital economy
- science, associations andfederations

77% of our trade visitors influence purchasing/ procurement decisions

- 12%
- 29%
- 36%
- 23%

- decisive
- co-decisive
- consultative
- not involved

Source: 2024 SCCON exhibitor and attendee survey

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COUNTRY
CONVENTION

Our Topics and Top Speakers*

Procurement and Project Management

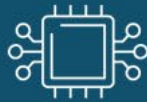Cloud solutions and IT infrastructure

Legal Tech

Digital Inclusion and Accessibility

Digital Administrative Services

Digital Skills and New Work

AI and Data Economy

Best Practices

Mobility & Energy

Sustainability

State Sovereignty and Cyber Security

Networking Technologies

NANCY FAESER
Federal Minister of the Interior and Community

EDGARS RINKĒVIČS
President of the Republic of Latvia

CEM ÖZDEMIR
Federal Minister of Food and Agriculture

VOLKER WISSING
Federal Minister for Digital and Transport

VIKTORS VALAINIS
Minister of Economics of the Republic of Latvia

AGNES HEFTBERGER
Chairwoman of the Management Board at Microsoft Germany

DANIEL RISCH
Head of Government and Minister for Presidential Affairs and Finance of the Principality of Liechtenstein

LISA PAUS
Federal Minister for Family Affairs, Senior Citizens, Women and Youth

*Excerpt from 2024

Become
SCCON
partner

Your participation opportunities as an exhibitor

In the exhibition halls

Your individual stand space from as little as 12 m² - without stand construction included. Additional booking of stand construction possible via our exhibitor store.

Also in the halls:
Forum Stage, Atrium Stage, Focus Stage, Podcast Area, Startup Area, VIP Lounge, Speaker-& Presslounge, Career Lounge & Digital Jobwall, Networking Lounges und Food Courts
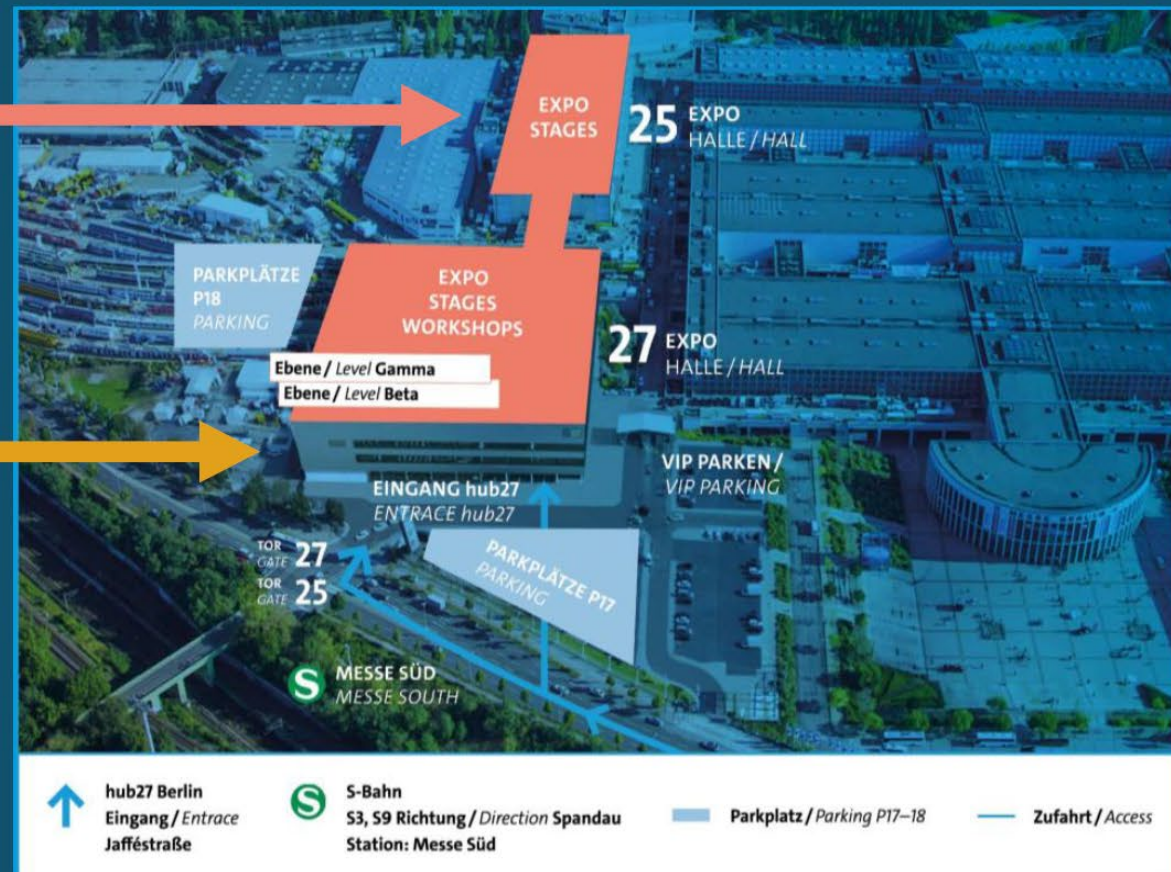
At the hub27

Our exclusive partner packages
Stand areas from 10 -400 sqm, including stage presence from 100 sqm, visitor tickets for your customers and branding packages, etc.

Also at hub27:
Plaza Stage, Arena Stage, Workshop Area, Networking Lounges and Food Courts

↗ Location & Hall Plan | Virtual tour of the exhibition hall

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Previous Partner Countries

Pioneers in eGovernment and smart cities have been partner countries of the Smart Country Convention in recent years.

Denmark, Lithuania, Austria, Ukraine and Latvia presented innovative digital applications for local government, public sector companies and the digital transformation of cities, municipalities and districts.

Through the international exchange and the presentation of best practice use cases during the Smart Country Convention, all important communities were able to benefit from each other.

Denmark

Lithuania

Austria

Ukraine

Latvia

SMART COUNTRY CONVENTION

The partners of SCCON*

*Excerpt of previous exhibitors and partners

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Your direct line to us

LET'S #SCCONNECT

Contact us!

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Smart Country Convention
30.09. – 02.10.2025
hub27 Berlin

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14055 Berlin

Patronage

Bundesministerium des Innern und für Heimat

Organizers

bitkom

MESSE BERLIN

Institutional Partners & Media Partners

Behörden Spiegel

CitiesToday
Connecting the world's urban leaders

DEUTSCHER LANDKREISTAG

Deutscher Städtetag

DStGB
Deutscher Städte- und Gemeindebund

eGovernment Podcast

eGovernment
VERWALTUNG DIGITAL

Future City Alliance

innovative VERWALTUNG

Kommune21
E-Government, Internet und Informationstechnik

NEGZ
Nationales E-Government Kompetenzzentrum e.V.

Österreichischer Städtebund

smart city hub

public

TAGESSPIEGEL BACKGROUND

VITAKO

VKU
VERBAND KOMMUNALER UNTERNEHMEN e.V.

The SCCON Team