

NIK

Network for Innovation and Cooperation

The Nuremberg Initiative for the communications industry was founded in 1995 and is the co-operation and innovation platform for the information and communication technology in the metropolitan region of Nuremberg.

NIK embraces internationally operating companies as well as medium-sized specialists, research institutions, universities and institutions. NIK supports its members in the broad public and towards politics and local government. It initiates innovative projects, offers information events on technology issues, advises the local economy and supports ICT companies with a large service portfolio tailored to their individual needs.

■ NIK, the Service Partner

NIK not only brings companies, politics, development and research together, but offers its members service benefits, covering all aspects of cooperation and (customer) contact management, technology, marketing (event management, trade shows, customer events), technology development (research, design, funding, project management), press and general public relations.

We also arrange partnerships over and above the Nuremberg area – e.g. as member of Initiative D21, as part of the Association of Bavarian IT Networks, partner of the leading nationwide ICT association BITKOM and as well by our participation in other international networks within the information and telecommunications industry.

Partnership for NIK is a wide range: It reaches from one2one co-operation in R&D and commercial projects to the acquisition of a company in a target technology field or a certain market.

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for the Communications Industry
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■ Technology Marketing

We design and organize your individual event. We focus on current issues in the area of the IT and telecommunications market, economical competition, research and development. Due to our experience you can rely on a professional fulfillment: We provided up-to-date informations for over 15 years hosting more than 50 events per year discussing ICT solutions, technologies and trends.

NIK takes care of

- creation, organization, implementation and facilitation of events,
- acquisition speakers from industry, science, politics, administration and media,
- advertising, public relations and mailing,
- integrating partners, companies and institutions,
- providing rooms, catering, technology and supporting program,
- conference office with included subscriber registration, hotel reservations and travel booking,
- accompanying trade exhibition,
- post processing of the event, controlling, etc.

Our profession is

exhibitions, conferences, congresses, symposia, forums, inaugurations, seminars, workshops, training and company events.

■ Technology Projects

NIK provides information on funding opportunities. We support innovative ICT companies in research and development projects all the way from application to final report on state, federal and EU level. This will benefit especially small and medium sized enterprises, which often lack the resources for their own research and development departments.

NIK provides its members with

- informations on support programs, requirements, funding guidelines and framework conditions,
- advice before and during application processes,
- help finding suitable and reliable cooperation partners,
- research and administrative support of the grant programs,
- external experts,
- advice on the creation of project descriptions, interim reports, reports on expenditure of funds, final reports.

■ Press and Public Relations

Successful public relations are based on a precise knowledge of the particular media landscape. Topics can only be addressed correctly, when mode of operation and effectiveness of the varying media are judged correctly. To implement every public relations strategy, professional press work is required, including a continuously maintained mailing list, write press releases and a well-organized press conference.

Media and Public Relations made by NIK include

- an individual press mailing list for your objectives of communication, ranging from local to nationwide ICT key media
- writing, editorial support and mailing of press releases and public relations publications,
- technical papers in various media,
- drafting of speeches and lectures,
- mediation of professional press photographers,
- organizing interviews, informative meetings, press conferences or press trips.

We specialize in

Information and telecommunications technology, consumer electronics, technology, electronics and general topics for the business press.