

Message of Greeting



Information and communication technologies (ICT) are the technological basis for our modern knowledge society. ICT products and services, in particular in the form of consumer electronics (CE), can be found in all areas of life and facilitate our daily life. They will continue to considerably change information pathways, media use and communication behaviour.

However, ICT are also an indispensable driver of innovation. Today, more than 50 percent of Germany's industrial production and over 80 percent of its exports depend on modern ICT applications. The ICT industry is more dynamic and faster-growing than most other industries. This cutting-edge field is a breeding ground for start-up companies, new

research clusters, innovations and markets. ICT are the pacemaker and the backbone of industry and thus also a guarantor of new, future-oriented jobs in the global competition. The biggest growth in the industry will be generated by those ICT services which are tailor-made for meeting commercial and private customers' needs. This is becoming particularly clear in the digital media with innovative services and concepts.

It is the aim of research policy to support the dynamic growth of the ICT sector through the rapid translation of research results into products and services. Germany's leading position in the field of ICT is to be consolidated and expanded. This aim is also reflected in the Federal Ministry of Education and Research's research funding. The Ministry's research programme "ICT 2020" is pointing ICT funding towards selected fields of application, for example cars, logistics, mechanical engineering, communications, media technology and health. The Federal Ministry of Education and Research (BMBF) will have provided funds totalling approximately 1.5 billion euros by the year 2011. The IFA's Technical Scientific Forum is a showcase for future-oriented research results and scientific excellence in ICT. The Forum presents the fruits of the BMBF's research and innovation funding in this field of technology. Be prepared for some surprises and look forward to exciting ideas and insights into a fascinating world of innovative media technology.

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