MOBILITY MEETS LOGISTICS
HOLM: FROM THE CONCEPT TO A SUCCESS STORY.

“In Hesse, global, continental, and national traffic infrastructures intersect. As a significant logistics hub, our federal state is substantially dependent on traffic but also has to face its consequences for the environment, resources, and quality of life.

However the rule that ecology and economics can no longer be pitted against each other applies in the domain of traffic as well. We need concepts for sustainable mobility and logistics of the future and we need places where these concepts can be devised. That is what HOLM has been founded for.”

“Innovation is the implementation of knowledge into practice. At HOLM, people from the industry and science work on the future innovations in this field by sharing their knowledge and expertise in joint projects. These synergies have created a hub of knowledge at Frankfurt Airport where international businesses along with renowned universities shape the future of the mobility and logistics industry.

As a partner of HOLM you are part of a unique infrastructure of knowledge and innovation at one of the most accessible locations in Europe.”

“One of Europe’s most important transport hubs – on the road, on the railways, and in the air – with an ever increasing traffic volume, Frankfurt has been the source of innovative and efficient solutions for logistics and mobility over the past decades. With the advancing digitalization of processes and products, a vast array of possibilities is opening up for the sector.

We would like to take advantage of these possibilities and we have united industry and science into an active cooperation at HOLM in order to successfully shape and implement the future of traffic and the transport of goods. HOLM is the place to be for the logistics and mobility industry.”
Dear readers,

The quick and reliable supply of goods as well as the possibility to be mobile make up the foundation of modern economies and societies based on the division of labor. But increasing passenger and freight transport poses a considerable global challenge to the logistics and mobility industry. Most of all: How will the industry change in the course of digital transformation which will restructure our lives and work at a previously unknown speed unlike any other innovation before?

It offers a neutral physical platform on which universities and businesses cooperate and give answers to these challenges with their projects. Against this background, HOLM sees itself as a pathfinder for logistics and mobility and supports the development of ideas and innovations.

With kind regards,

Michael Kadow
CEO of HOLM
A HOTSPOT FOR LOGISTICS AND MOBILITY

In our building we bring together the industry, science, and society in order to advance topics of the future, creative processes, and innovations in the field of logistics and mobility. Various events, projects and offices in close vicinity to each other allow for the involved partners to meet. This is meant to facilitate the exchange of information and to inspire and promote cooperation. In order to generate business ideas and jobs, we focus on strengthening the competitiveness of universities, businesses, and startups in the region.

Below we provide an overview of our activities:

PROJECTS AND INNOVATIONS

We proactively work on the planning and implementation of innovative ideas and pilot projects at the intersection of science, industry, and society – and promote them.

EVENT VENUE MANAGEMENT

We guide you through the planning and realization of your individual event. Take advantage of our modern event facilities with various capacities for up to 490 people. Meet up, connect and network with your guests and benefit from our network in the logistics and mobility industry.

OFFICE LEASE MANAGEMENT

On six floors we go beyond the limits of conventional offices. As a tenant of HOLM’s project spaces, offices, and representative offices, you benefit from unique possibilities to network and cooperate: the close proximity of universities, businesses, and startups promotes interaction and thus adds to the generation of new ideas.

NETWORK AND COOPERATION

We offer our partners a platform for their public image and collaborations. This way, we create interest in the network and the innovative solutions devised here. We bring you together.

PARTNER SERVICES

Play an active part in our substantive work and help us shape our focus area: As a premium partner you benefit from in-depth support and receive various services according to your level of partnership.
BUSINESS UNIT: PROJECTS AND INNOVATIONS

HOW GLOBAL TRENDS BECOME REGIONAL PROJECTS

The business unit “Projects and innovations” is the centerpiece of our activities. We identify the global trends in the area of logistics and mobility from which we derive our focus areas. Along with our partners we hold events, initiate actively develop projects. As a service provider we take care of both project development and project management:

- Guidance for or joint realization of research projects
- Development of innovative products and services
- Organization of important industry events
- Initiatives for the promotion and commercialization of the network

As a partner you benefit from our extensive network and our office and event venues specifically designed for cooperation. Take advantage of the profound interdisciplinary cooperation, the access to the partners’ knowledge and expertise – as well as the enthusiasm for logistics and mobility at HOLM.

GLOBAL TRENDS

Identification and analysis of global trends that are highly dynamic and have a strong influence on logistics and mobility.

FOCUS AREAS

Definition and development of future focus areas – in which networking and the exchange of knowledge and ideas take place.

FOCUS TOPICS

Prioritization for specific projects and identification of relevant collaborations.
**HACKATHON / FIELD OF ACTION “DIGITAL TRANSFORMATION”**
Meeting point of developers and big players of the logistics and mobility industry to develop common applications, solutions, and business models.

**DieMoRheinMain / FIELD OF ACTION “ENERGY AND CLIMATE CHANGE”**
Connecting Frankfurt RheinMain — services promote electric mobility. A joint project that aims at developing innovative services and providing relevant facts to facilitate the introduction of electric vehicle networks.

**HR-BOARD / FIELD OF ACTION “LOGISTICS, MOBILITY, AND SOCIETY”**
Together with our partners from businesses and universities we discuss the impact of social change and digitalization on the workforce and jobs, and develop appropriate concepts for education, organization, services, and more.
BUSINESS UNIT: PROJECTS AND INNOVATIONS

HOW TO TURN INNOVATIVE IDEAS INTO YOUR PROJECTS

HOLM is a neutral platform for interdisciplinary and application-oriented project work, research, as well as education and qualification around the topics of logistics and mobility.

As the project management organization within the framework of the Hessian innovation promotion initiative, HOLM GmbH is responsible for the implementation of the innovation promotion guidelines of the federal state of Hesse. HOLM directs the distribution process for funds from the state of Hesse for the promotion of innovation and cooperation in the area of logistics and mobility.

RESEARCH AGENDA

Along with HOLM’s focus areas, HOLM research agenda makes up the content framework for innovation projects at HOLM. It is based on HOLM’s understanding of the issues, which is continuously refined with its network of partners. The innovative ideas surrounding logistics and mobility are driven by dynamic developments of the global economy, the challenge of social change as well as opportunities and risks that result from global interconnectedness and large information flows.

INNOVATION MARKET PLACE

The annual HOLM innovation market place offers all universities that have completed projects funded and promoted by the state of Hesse according to HOLM innovation guideline the opportunity to publicly and effectively present their results and to win networking partners from HOLM’s pool of premium and cluster partners for potential follow-up projects.
PROMOTED PROJECTS

The promotions aim at supporting innovative project ideas in logistics, mobility, and neighboring fields which contribute to HOLM’s research agenda. The research agenda is geared to the guiding question as to in which areas logistics and mobility benefit from each other. In addition to new technologies and societal trends, the key topics include primarily the development of new business models.

Optimization of commercial transport in Frankfurt’s city center.

**Client:** Frankfurt University of Applied Sciences

**Project management:** Prof. Dr. Petra K. Schäfer

“The interdisciplinary cooperation initiated and promoted by HOLM along with the unique atmosphere constituted the cornerstone of perfect and long-term cooperation.”

The aim of the project was to establish a database on commercial transport in downtown Frankfurt based on traffic flow, inactive traffic as well as loading and unloading processes. The collected data and results from surveys constitute the future base on which concepts and measures concerning inner city commercial transport can be more accurately adjusted to the given conditions and to enable the easier development of traffic planning measures.

Integration of intercity bus lines into city traffic.

**Client:** Goethe University Frankfurt

**Project management:** Prof. Dr. M. Lanzendorf

“We still know far too little about the prospects of an innovative mobility policy that can help to make mobility more ecologically sustainable, more socially equitable, and more economically efficient in the future.”

The project looks at the need for action in city traffic planning from the passengers’ perspective. Under the impression of the growth dynamic of the intercity bus line market and a survey among passengers about their requirements for accessibility and location of intercity bus terminals as well as their preferred means of transport and travel chains, the project devised courses of action regarding urban development and traffic with the focus on the intermodal link between intercity bus lines.

Image copyright: Goethe University/ Uwe Detmier
BUSINESS UNIT: EVENT VENUE MANAGEMENT

WE CREATE SPACE FOR GOOD IDEAS

With our event spaces we contribute to your event’s success and support you in implementing your projects and ideas.

We see ourselves as pathfinders when it comes to events as well and offer you the space to realize your outstanding ideas. 28 different event spaces on an area of 2,195 square meters (23627 ft²) with room for 1,749 people — our open structure offers you countless possibilities to stage multiple events simultaneously in the modular event spaces:

Use the X-lounges on six floors as networking and communication spaces, HOLM-eXpo for exhibitions, HOLM_meaX for events for up to 490 people, HOLM gallery for evening receptions, or the Open_Lounge with its rooftop terrace for exclusive events with a view over Frankfurt Airport. The rooms’ extensive top-grade technical equipment allows for flexible use — be it for presentations, panel discussions, or casual events.

We invite you to come see our event venues for yourself and do not hesitate to contact us.
BUSINESS UNIT: OFFICE LEASE MANAGEMENT

MORE THAN JUST AN OFFICE

How to live innovation: On six floors, HOLM offers modern project spaces, offices, and representative offices between 15m² (162ft²) and 500m² (5382ft²) – and yet it is so much more than just an office building. We think of ourselves as a central think tank in the green center of Frankfurt Airport City. We offer our tenants more than just space for their ideas but an infrastructural platform that is unique to Germany and that by far exceeds established standards:

- Intense exchange with other tenants and partners
- Various types of events and networking sessions
- Thematic cooperation on projects
- Generation of knowledge and ideas

What's more, HOLM's outstanding connection to Frankfurt Airport, public transport, and the autobahn offers real added value.

The configuration of your office space leaves nothing to be desired: we offer everything from freely customizable office spaces to ready-to-use offices. Many tenants from science and the industry already call it home. Become a part of the community!

office space RMV, 362 m² (3896ft²), team and group offices, fixed desks

Office space DB, 304 m² (3272ft²), creative and flexible work areas with quiet zones
TENANTS AT HOLM

“Because it is so centrally situated at Frankfurt Airport, HOLM is the ideal location for mobileeee. This optimal environment gave us the opportunity to bridge the gap between cost awareness and proximity to location, easy reachability, and the best possible infrastructure, which is a vital step especially in the early stage of every start-up.

In addition to the perfect infrastructure, we benefit greatly from HOLM’s network of tenants from the industry and science. This way, we even managed to launch a joint research project with a university. Because what makes HOLM unique is that you are not just a tenant but you become part of a community that provides mutual promotion, inspiration, and motivation.”

“Questions about mobility are features of our daily lives. At HOLM, we try to give scientific answers which, in coordination with our industrial partners, can be converted into expediently usable solutions and services.”

Prof. Dr.-Ing. Uwe Clausen
Fraunhofer Institute for Material Flow and Logistics (IML), Head of the Traffic Logistics department

Michael Lindhof
CEO of mobileeee
Winner of the 2016 Frankfurt Startup Award

Prof. Dr. phil. habil. Christian T. Haas
Fresenius University, Professor for quantitative research methods
BUSINESS UNIT: NETWORK AND COOPERATION
WE CREATE INTEREST

The business unit “Network and Cooperation” operates as HOLM’s launchpad for services. Here, we develop new offers and platforms for our partners, tenants, and sponsors and together see to their structured implementation. We offer the following individual modules:

PUBLIC RELATIONS
We create interest in and publicity for HOLM network. The focus is on the innovative solutions that result from the interdisciplinary cooperation across industries of the participating partners.

AGENDA SETTING
We effectively communicate the importance and the role of mobility and logistics in the economy, society and politics. We create and raise acceptance for the modern, globalized economy and explain the conditions that warrant logistics and mobility.

NETWORKING
We connect executives, scientists, specialists and representatives from politics and society for the direct exchange within our expertise network and provide the space for ideas to thrive.
WHERE THE FUTURE STARTS TODAY

“HOLM offers science and the industry the opportunity to come together on a unique platform in order to help shape the mobility of the future. This is where RMV’s public transport lab comes in: We drive forward new possible applications of digitalization, e.g. for sales and marketing, customer information, and operational processes, as well as the exploration of innovative drive technologies.

In the same manner, we look for new ways of joint training programs and further qualification because local public transport of the future, too, needs highly motivated and qualified employees.”

“its wide variety of expertise makes HOLM a competent service provider for our company in various research projects and provides consulting at eye-level.

In doing this, HOLM not only raises the right questions but also connects us directly with strong innovation partners from the logistics and mobility industries.”

“Deutsche Post DHL Group has been a supporter of HOLM from the start. We are convinced that HOLM is making an important contribution to the networking of universities, businesses, and the public authorities regarding the innovative topics of logistics and mobility. One example is the ongoing project to improve the infrastructure of intercity bus lines in the greater Frankfurt area. HOLM has brought all involved partners to the table: Especially intercity bus line operators and involved towns and communities, but also other operators of infrastructure as well as the Johann-Wolfgang-Goethe University of Frankfurt, which has compiled a study on the requirements for intercity bus stops. It has resulted in tangible improvements for the highly frequented intercity bus stop at Frankfurt Central Station: a better intermodal link but most of all increased capacity and easier access which means more comfort for the passengers.”

Prof. Knut Ringat
RMV Managing Director and Chief Executive.
HOLM premium partner
Tenant

Dr. Stefan Schulte
Chairman of the Executive Board of Fraport AG
HOLM premium partner

Dr. Joachim Wessels
Deutsche Post AG, Member of Deutsche Post DHL’s Mail Divisional Board, Business Unit Mobility.
HOLM premium partner
BECOME A HOLM PARTNER

Benefit from our diverse portfolio of services! According to the needs of your business you can choose from our three partnership options. This includes access to our wide network in logistics, mobility and adjacent areas, and various services around our content, events, and spaces – all from a single source.

What is more, you can become a partner in thematically specialized clusters such as “Hessen Aviation” or pick your services of choice individually.

PARTNERSHIP OPTIONS

- Network and Cooperation
  - Network management
  - Marketing/communication

- Projects and Innovations
  - Project development
  - Knowledge management

- Event Venue Management

- Office Space Rental
  - 10% off for gold partners

- Services of choice
  - 20% off for gold partners

GOLD PARTNERSHIP

As a gold partner, you benefit in addition to our expertise in eventwork- and project management, from access to exclusive event- and office spaces as well as additional services.

SILVER PARTNERSHIP

As a network member you benefit even more from our expertise in the areas of project development and knowledge management.

BRONZE PARTNERSHIP

Take advantage of a qualified partnership and attend our exclusive networking events. Become part of the community with our entry-level partnership!
COMPETENT PARTNERS IN LOGISTICS AND MOBILITY

We are at your service for further questions, projects or cooperation ideas around the topics of logistics and mobility. We look forward to your contact request:

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Event Venue Management
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Rentals and Facility Management
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Networking and Cooperation
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Shareholder

Partner

DB Mobility Networks Logistics  Deutsche Post DHL  Fraport  Gauff Consultants  Lufthansa

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