

## **ITG: innovation consulting and location development**

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As Salzburg's provincial development agency ITG coordinates and implements the technology-, innovation-related policies of the regional government especially through SME support, Cluster Networks and knowledge/technology transfer into SMEs. ITG raises awareness for promising future-oriented business topics and brings these to businesses in Salzburg. After this manner ITG advances existing Salzburg's economic strengths in cooperation with other institutions and is thus an important partner for the implementation of Land Salzburg's economic model.

ITG focuses on the realization of innovative projects like DIGITRANS. Additionally ITG provides know-how in business creation, fosters collaboration, activates regional hubs and provides consulting services. Businesses are accompanied throughout their entire innovation processes, new methods are introduced via workshops or one-to-one meetings. By cooperating with national and international networks and research facilities, ITG establishes access to cooperation beyond the region for Salzburg's economy and research facilities.

The mission is to establish a creative and dynamic climate for innovation and cooperation in Salzburg as a business location. International exchange with partners from other regions or countries is vital for our work.

**In its capacity as one of DIGITRANS regional incubators ITG is highly involved in implementing DIGITRANS innovation method through workshops which enable SMEs to innovate their traditional business models.**

### **Contact information**

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#### **ITG - Innovationsservice für Salzburg**

Südtiroler Platz 11, 5020 Salzburg

**Phone:** +43 662 254 300-0

**Fax:** +43 662 254 300-80

**E-Mail:** [info@itg-salzburg.at](mailto:info@itg-salzburg.at)

**Web:** [www.itg-salzburg.at](http://www.itg-salzburg.at)