29 April 2013

# UBC Business Commission

# Berlin Meeting 21-22 May 2013

## Science Parks – Creative Industries – City Branding

The Union of the Baltic Cities (UBC) is the leading city network in Northern Europe, representing over 100 cities of the 10 countries of the Baltic Sea Region.

The UBC Business Commission links professionals from across the Baltic Sea Region and provides services that drive growth and effectiveness for their members through innovation, entrepreneurship and the transfer of knowledge and technology.

The first meeting of the UBC Business Commission in 2013 in Berlin (Germany) concentrates on Science Parks, Creative Industries and City Branding. It is open to politicians, experts and entrepreneurs from Baltic Sea Region Cities.

**Science Park Berlin Adlershof**

Meet the General Management of Science Park Berlin Adlershof and discover the park. Adlershof is Germany's leading [science](http://www.adlershof.de/wissenschaft/?L=2) and technology park and the capital's # 1 location for [business](http://www.adlershof.de/wista-management-gmbh/?L=2) and [media](http://www.adlershof.de/medien/?L=2). Eleven [non-university research facilities](http://www.adlershof.de/igafa/?L=2), six institutes of [Humboldt University](http://www.adlershof.de/hu/?L=2), over [900 companies](http://www.adlershof.de/firmendatenbank/?no_cache=1&L=2) in a modern technology and enterpreneurial center.

[www.adlershof.de/en/willkommen/](http://www.adlershof.de/en/willkommen/)

**Aufbau Haus Berlin**

Discuss with the Managing Director of Aufbau Haus Berlin and discover this European role model for supporting companies from the creative industries. Aufbau Haus Berlin is an extraordinary synergy between contemporary artistic and creative industries. It is an innovative new presence on Berlin’s creative and cultural landscape.

[www.aufbauhaus.de/aufbau-haus-english-summary](http://www.aufbauhaus.de/aufbau-haus-english-summary)

**Berlin Partner**

Inform about the world known “be Berlin” campaign and business support in Germany’s captal. Berlin Partner is Berlin’s corporation for economic development and location marketing. Its business promotion divisions assist investors who wish to start businesses in the city while supporting Berlin companies in their efforts to expand, internationalize and secure their economic futures in Berlin. Berlin Partner markets the city’s strengths and potential, regionally, nationally and internationally, and uses the “be Berlin” campaign to promote the capital as a strong brand.

[www.berlin-partner.de/?id=1243&L=1](http://www.berlin-partner.de/?id=1243&L=1)

**Costs**

Attendance at all meetings and the dinner is free of charge. Only travel and accommodation costs must be covered by the participants.

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## Agenda

**Tuesday, 21 May 2013**

 **Arrival to Berlin**

14:00 **Shuttle Hotel to Science Park Berlin Adlershof**

Motel One Berlin-Hauptbahnhof

Invalidenstraße 54
D-10557 Berlin

15:00 **Science Park Berlin Adlershof**

18:00 **Shuttle to Hotel**

19:30 **Dinner**

**Wednesday, 22 May 2013**

09:00 **Shuttle Hotel to Aufbau Haus Berlin**

09:30 **Aufbau Haus Berlin**

11:00 **Shuttle to Berlin Partner**

11:30 **Berlin Partner**

13:00 **Shuttle to Hotel**

13:30 **End**

# UBC Business Commission

# Berlin Meeting 21-22 May 2013

## Registration form

# Name Mr/Mrs/Ms

**Position**

**City:**

**Address**

**Phone**

**E-mail**

**Arrival date**       **time**

**Departure date**       **time**

# Date and name

**Please send this registration form by e-mail to Wolfgang Schmidt**

**wolfgang.schmidt@kiel.de**

**Registration deadline: 13 May 2013.**

**This is not the hotel booking! Please book your hotel directly at the hotel.**

**Price: 76,50 EURO/night incl. breakfast buffet. Keyword: UBC Berlin Meeting**

**Motel One Berlin-Hauptbahnhof**

**Invalidenstraße 4**

**D-10557 Berlin**

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