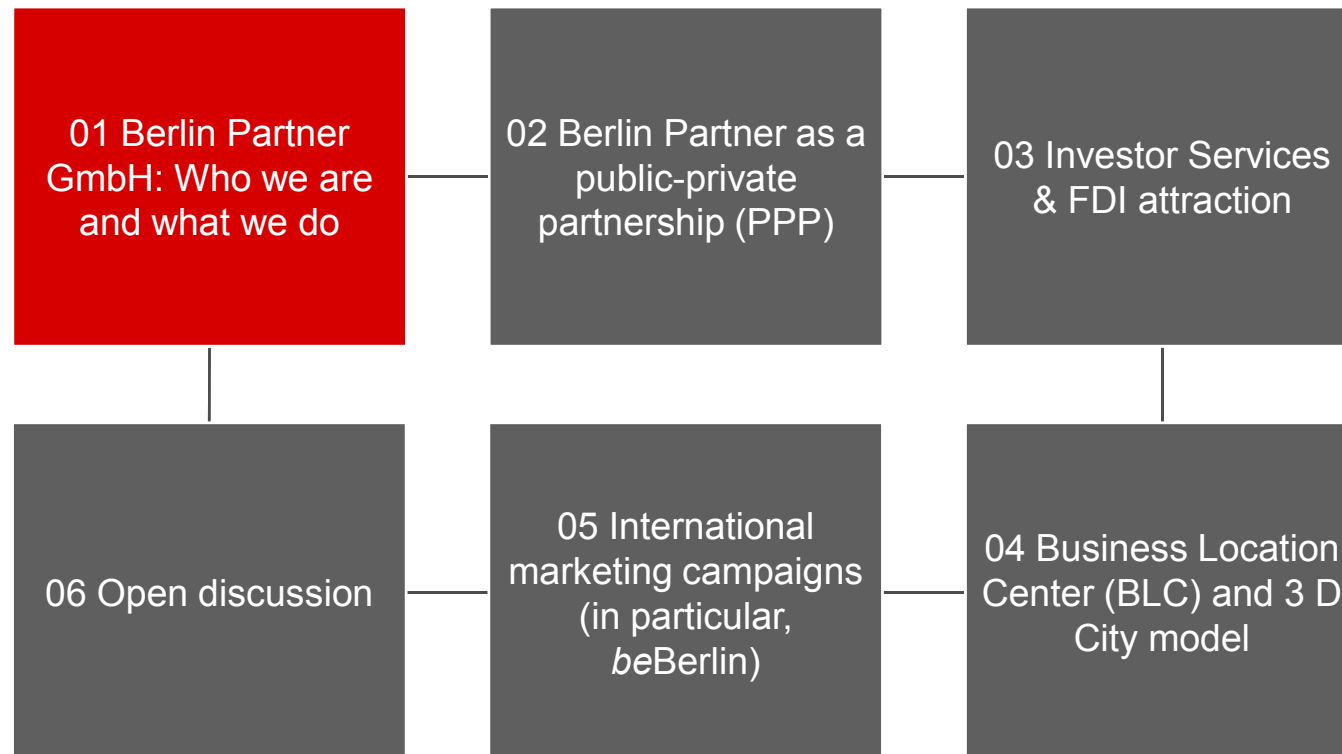




## **Berlin Partner GmbH & Business Development in the Capital Region - A Presentation for the UBC Business Commission**

May 22, 2013

Dr. Philip Steden / Sebastian Holtgrewe









## 10 reasons to choose Berlin

- Germany's largest city
- Highly qualified and motivated workforce
- Competitive wages and flexible working hours
- Germany's highest concentration of R&D
- Future-oriented tech clusters
- Challenging projects
- Modern infrastructure
- Low-cost real estate
- Extraordinarily attractive work-life balance
- High quality of life



## Modern infrastructure

- Berlin's Hauptbahnhof train station:  
Europe's largest and most high-tech railway junction
  - 300,000 travelers and visitors per day
  - 800 employees (150 belonging to Deutsche Bahn)
  - 50,000 m<sup>2</sup> office space
  - 20,000 m<sup>2</sup> commercial and service space
  - 900 parking spaces
- Outstanding extensive public transport system with 24-hour service and 2.4 million passengers per day
- Optimized traffic control thanks to Berlin's central high-tech traffic management office
- **2014: Berlin-Brandenburg International Airport**

# Berlin Partner GmbH: We enable growth!



- We are the **official investment and business promotion agency** for companies in Berlin.
- We support investors in starting businesses, assist local companies in expansion, foreign trade and funding, and we market Berlin as a business location and vibrant capital city.
- We receive 1/3 of our **financial backing** from private companies and are commissioned by Berlin's government to develop and implement city marketing campaigns and business development strategies.)
- Berlin Partner GmbH is a groundbreaking model that combines **integrated business development with intelligent city marketing**.
- **236 companies, science-related institutions and foundations** support our activities in the form of a **public-private partnership** to promote city marketing and influence Berlin's economic future.
- **30 companies** back the Business Location Center (BLC) .
- **Employees:** 125
- **Annual budget:** approx. €20 million (gross, incl. the "be Berlin" campaign)

# In der Privatwirtschaft zuhause – Organizational Structure Behind Berlin Partner





- The Berlin-Partner network is **the** business network in Berlin.
- Our numerous target-oriented events provide opportunities to establish contacts and solidify existing business relationships.
- Our network supports the active and ongoing exchange of information among Berlin-Partner member companies.
- Berlin Partner generates and encourages contacts linking the fields of business, science, media and politics.



The **Berlin-Partner** network is the business network in Berlin

Numerous **target-oriented events** provide opportunities to establish contacts

**Custom-fit support**, flexible implementation

**Linking business, science, media and politics**



## Investor Services for companies coming to Berlin

On behalf of the Senate Department for Economics, Technology and Research, Berlin Partner acts in a strategic partnership with local authorities and business promotion organizations

### Investment Promotion

Information on  
what Berlin has to  
offer

### Aftercare for companies

Project  
management and  
services related to  
opening a new  
business

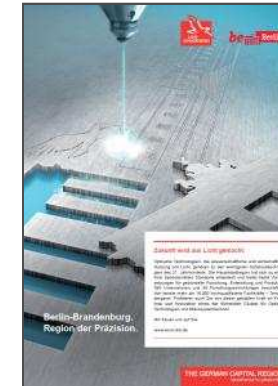
### Retention Strategies

Additional  
resources for  
securing  
businesses'  
futures in Berlin

### Networking

Working hand-in-  
hand with  
companies;  
facilitating contacts  
with chambers and  
the authorities

# The Place to be for Technology – Strong and sustainable tech sectors



**Strong performance in key areas of expertise**

**Attractive investment conditions and efficient investment services**

**Successful mix of future industries and modernizing traditional industries**

**Manufacturing firms in Berlin as a driver for innovative industries**

**Media, ICT & Creative Industries**

**Life Sciences**

**Energy / Clean Tech / Transportation**

**Service Industries**

**Manufacturing Industries / Optics**

**Districts Team**



## Our Main Service Areas (focal points)

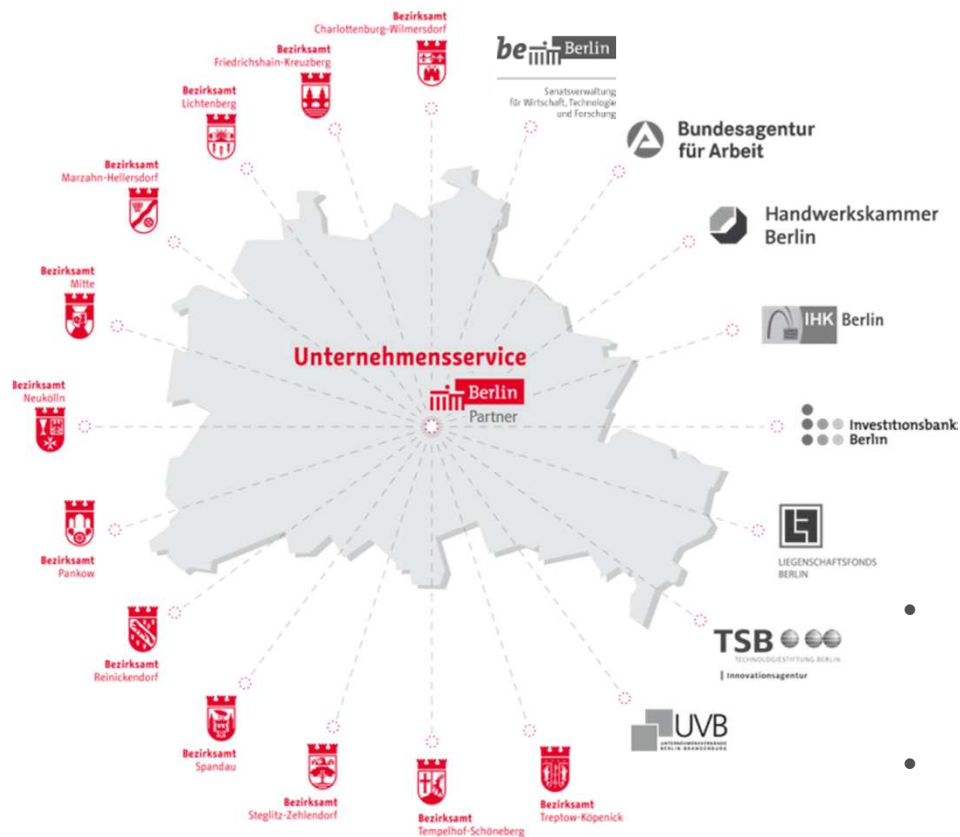


## Service at Foreign Trade Fairs:

- Take advantage of our joint trade fair stands.  
(Image from the Medica 2012)



# Solutions for Corporate Investment and Expansion Projects



- Berlin Partner offers services targeted and tailored support from one source.
- We ensure a coordinated communication with all partners.
- Berlin Partner GmbH organizes the Investor Services on behalf of the Berlin Senate Department.

“Berlin has been ranked by the independent judging panel as the best European city of the future for FDI promotion strategy 2012.”  
*FDI magazine/FDI Intelligence, Feb/March 2012*



#### TOP 10 MAJOR CITIES FDI STRATEGY

RANK	CITY	COUNTRY
1	Berlin	Germany
2	Munich	Germany
3	Hamburg	Germany
4	Barcelona	Spain
5	London	UK
6	Vienna	Austria
7	Dublin	Ireland
8	Warsaw	Poland
9	Tbilisi	Georgia
10	Moscow	Russia

#### TOP 10 SMALL CITIES FDI STRATEGY

RANK	CITY	COUNTRY
1	Antwerp	Belgium
2	Plymouth	UK
3	Bristol	UK
4	Lyon	France
5	Katowice	Poland
6	Sheffield	UK
7	Liverpool	UK
8	Lublin	Poland
9	Lisbon	Portugal
10	Murcia	Spain



**fDi-Ranking 2012**



**CUSHMAN & WAKEFIELD**  
**European Cities Monitor 2011**



**Technology Fast 50 2011**



**Kongressmetropolen 2011**



**European Green City  
Index 2011**



**Karriere-Ranking  
„Die Stadt der Zukunft“**



**Gründerindex 2012**



**Bundesländerindex Mobilität**



**Dynamik-Ranking**



## The Business Location Center (BLC) offers:

- All relevant information for setting up operations in Berlin, including industry data, labor market data, floor plans, subsidy programs, foreign trade information, etc.
- modern presentations involving the use of a virtual 3D city model
- regularly updated information on available commercial space at the BLC's Real Estate Web Portal
- over 1,500 data pages and more than 90 related databases that provide answers to investors' questions in three different languages.





## Goals

- Communicating the capital's strengths and prospects
- Positioning Berlin nationally and internationally as an innovative and vibrant business location

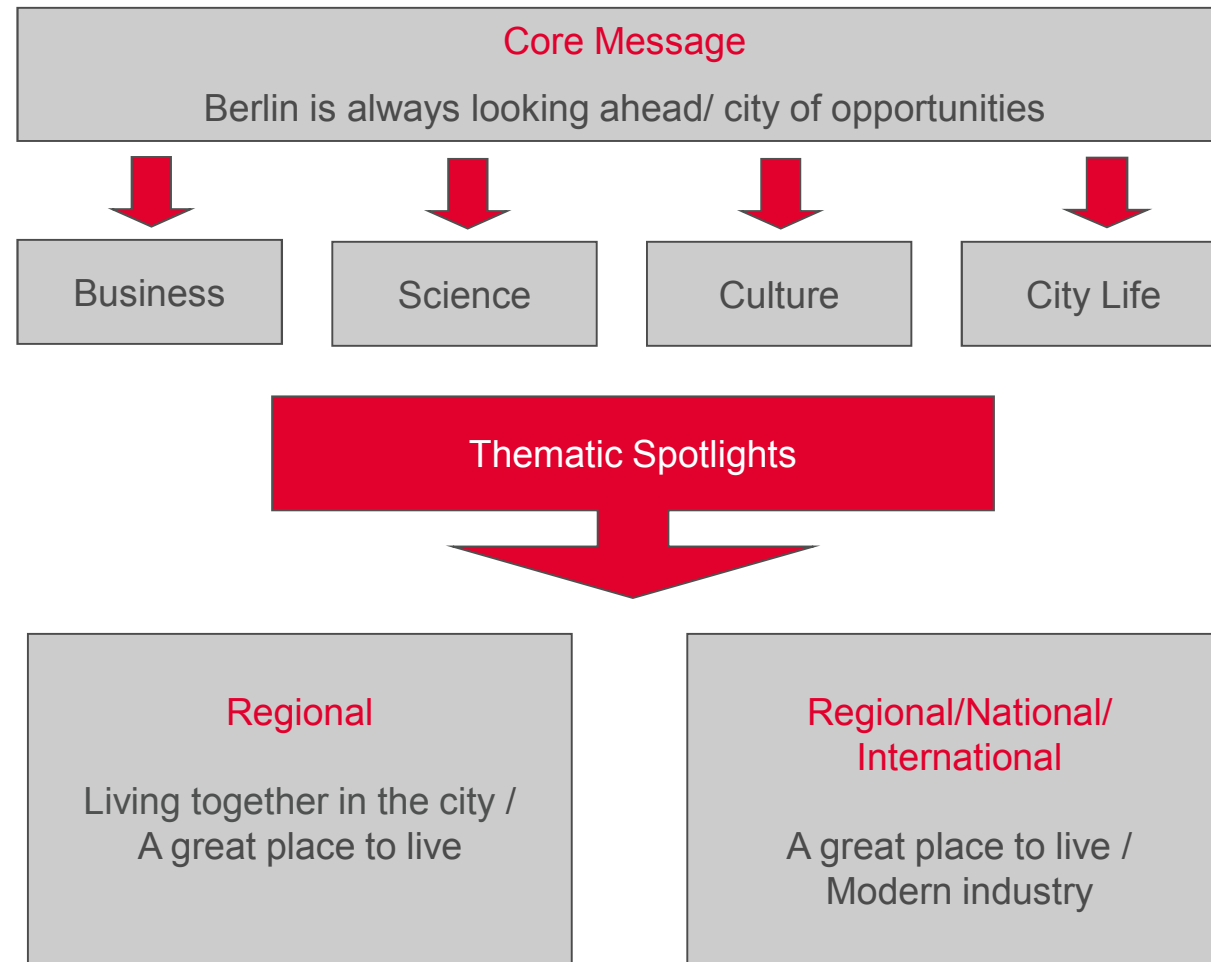
## Target Groups

- Potential investors
- Berlin-based companies
- National and international decision makers
- Key figures from the fields of business, science, politics and culture

## Target Markets

- (Western) Europe
- North America
- Asia

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On March 11, 2008, the Mayor of Berlin joined with the Berlin Senate to officially launch the new **be Berlin** capital city marketing campaign.



# Installations of Berlin Frame



Quelle: be Berlin

## Permanent Installation of *be* Berlin Outdoor-Frame

The *be* Berlin-Outdoor-Frames beautify the cityscape of Berlin and are located at various tourist centers:

- Schönefeld Airport
- Main Train Station
- O2 Arena
- Olympic Stadium



2008

*be Berlin geht an den Start*  
*be Berlin gets underway*



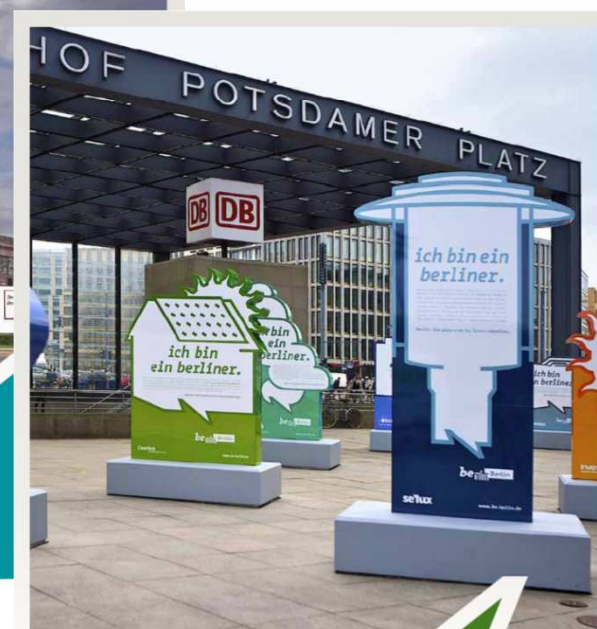
2009

*be Berlin wird international*  
*be Berlin goes international*



2010

*Industrie und Soziales*  
*Industry and engagement*



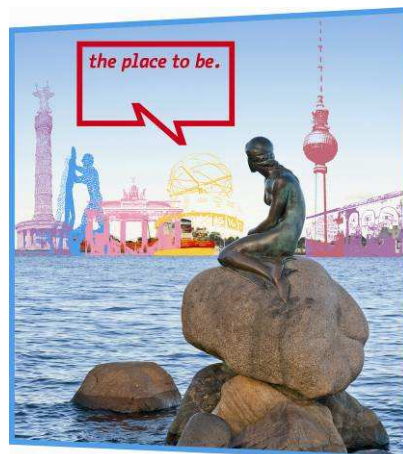
2011

*Lebenswert und innovativ*  
*Innovative and a great place*

## Regional Activities: to showcase the international Berlin (2011)



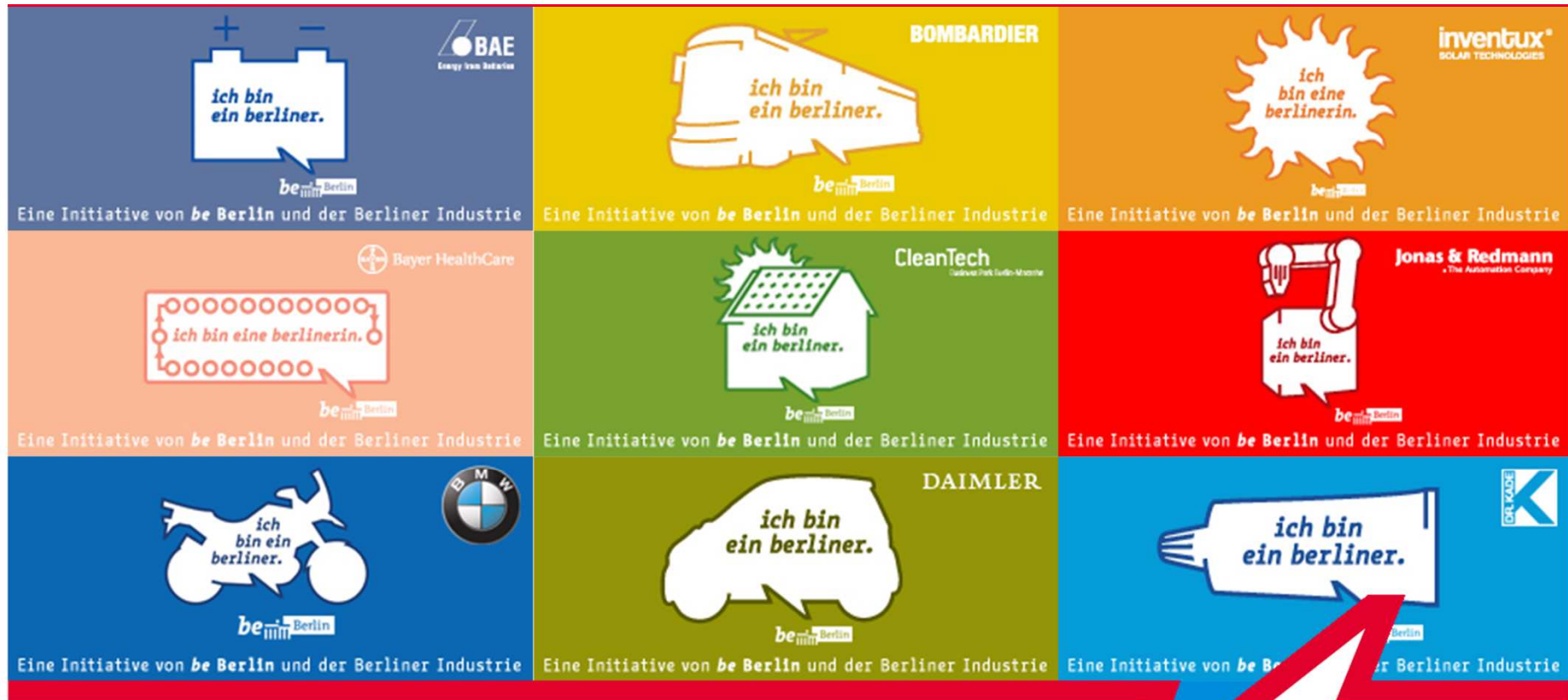
Berlin Days – 13 cities  
12 countries



## Launch of the Campaign

Before the campaign, Berlin's image suffered from a severe discrepancy between extremely diverging national and international perceptions of the city.





## The *ich bin ein Berliner*. Marketing Campaign Manufacturing industries

# The *ich bin ein Berliner.* Marketing Campaign





A thick red horizontal line with a jagged arrowhead pointing downwards on the left side.

## Thank you for your interest in Berlin!

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## We are Berlin Partner: We enable growth.