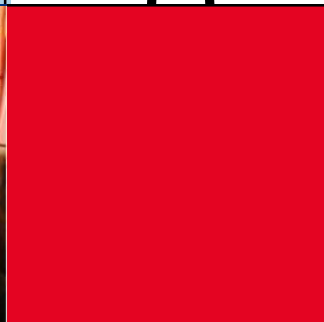
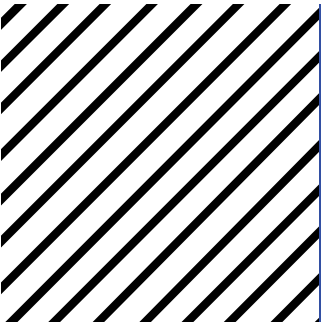


# BERLIN-PARTNER NETWORK

Decisive for decision-makers



# **BERLIN-PARTNER NETWORK:**

Strong partners for a strong Berlin.  
We provide the right networking.



# BERLIN PARTNER

Success model Public-Private-Partnership



45 private shareholders and  
240 Berlin partners from business  
and science (Holding) ←

**Investitionsbank Berlin**  
31,5 %

**Technology Foundation Berlin**  
(Technologiestiftung Berlin)  
30,0 %

**Partner für Berlin Holding  
Gesellschaft für Hauptstadt-  
Marketing mbH**  
28,0 %

**Chamber of Crafts Berlin**  
(Handwerkskammer Berlin)  
3,5 %

**Berlin Chamber of  
Commerce and Industry**  
(Industrie- und  
Handelskammer zu Berlin)  
3,5 %

**Federation of Business  
Associations Berlin and  
Brandenburg e. V.** (Vereinigung  
der Unternehmensverbände Berlin  
und Brandenburg e.V.)  
3,5 %





**Kai Wegner**

The Governing Mayor of Berlin

Senate Chancellery

As Berlin, an international metropolis, embraces its diversity, it becomes a thriving hub of opportunities. I am fully committed to harnessing this diversity to the city's advantage.

Our collective goal should revolve around making Berlin function more efficiently each day, and the most effective way to achieve this is through working together. For over 25 years, Berlin Partner, along with its 240+ partners from business and science, has been a prime example of successful collaboration.

Together, they've embraced the path towards a better future for our city. Their shared mission is to craft Berlin into an alluring metropolis, offering an exceptional quality of life to its inhabitants. Partners for Berlin also enjoy the great advantages of a robust network, an extensive range of services, and detailed location insights, exclusively provided by Berlin Partner.

Our Berlin-Partner-Network consists of members who contribute to our city's economic prosperity, and it continues to thrive. Thus, I extend a warm invitation to you to join this dynamic network.

By tapping into the wealth of knowledge within our business community and actively participating, you can be a driving force for progress. Rest assured, with Berlin Partner by your side, you'll have an exceptional partner to facilitate your journey.

Kai Wegner  
The Governing Mayor of Berlin





**Tobias Weber**

Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH

Chairman of the Board

City Clean GmbH & Co. KG  
Managing Director



**Dr. Stefan Franzke**

Berlin Partner für Wirtschaft und Technologie GmbH as well as  
Partner für Berlin Holding-Gesellschaft für Hauptstadt-Marketing mbH

Managing Director CEO

Initially 17 companies and now more than 240 partners from business, science, sports, media and culture, wanted to bring the capital back into people's minds after the fall of the Wall. This founding idea has been realized. Berlin has established itself as a strong business and science metropolis and exerts great international appeal - to talented people, to people who are founding companies, doing scientific work or setting up and expanding their businesses in Berlin. This success is due to great commitment. The Berlin-Partner-Network is undoubtedly one of them.

What's more: In many areas it has made success possible in the first place, because it opens up space for ideas, facilitates exchange and connects people from a wide variety of fields. Your ideas and suggestions for marketing our capital city shape Berlin's image in the world. Your involvement ensures that our strong network continues to grow and that Berlin becomes even more attractive as a business location.

After World War and division, a unique success story began with the fall of the Berlin Wall: Berlin, the come-back city. For more than 25 years, the Berlin-Partner Network has been a part of this history. It is a story of longing, diversity, and inventiveness, with ups and downs, with many heroes and few villains, sometimes science fiction, sometimes thriller, and never boring.

This story has a very special appeal for people all over the world. People from more than 170 countries live and work here. Our network is an image of the diversity of this city - of everything that makes this city so lovable and worth living in. Together with the political leadership and the administration, we work for this place to live and do business. Berlin's popularity with start-ups, investors, and talent also reflects the success of our economic development work.





Its benefits are obvious:

## **BERLIN-PARTNER NETWORK**

- ✓ A unique public-private partnership model since 1994
- ✓ 17 founding partners - today the network comprises over 240 partners from business, science, media, culture, and sports
- ✓ USP: The Partners for Berlin are committed to Berlin as a business location and at the same time they are part of an unique business network.
- ✓ Exclusive event formats for the Partners for Berlin  
- Interaction with the authoritative stakeholders of the capital
- ✓ Targeted international marketing campaigns for Berlin - with the involvement of the Partners for Berlin





# OVER 240 PARTNERS...

BERLIN-PARTNER-NETWORK. Decisive for decision makers. PARTNER FÜR BERLIN 

CATEGORY D-PARTNERS												
CATEGORY C-PARTNERS												
CATEGORY B-PARTNERS												
CATEGORY A-PARTNERS												
SCIENCE PARTNERS												
STARTUP PARTNERS												

...joint commitment to Berlin for more than 25 years.



# YOUR ADVANTAGES OF THE BERLIN-PARTNERSHIP AT A GLANCE

## NETWORK

with the  
decision makers of the city

- + Access to more than 230 Berlin partners at the decision-maker level, to political decision-makers, representatives from science, culture, and sports
- + Exclusive event platforms for networking
- + Initiation of collaborations and new projects

## SHAPE

the future  
of the German capital

- + Be part of our regional, national, and international events and activities
- + Place your topics and visions and shape the future of the capital together with us.

## PROFIT

from Berlin's  
radiant power

- + We provide visibility for you and your brand
- + We communicate your selected B2B news and thus increase your reach
- + We support you in the search for talents







# BERLIN-PARTNER NETWORK: Decisive for decision-makers.

List of Services and Prices

[Click here for our List of Services](#) 

<b>Use of the Logo</b>				
<input checked="" type="checkbox"/> Become part of the brand				
<b>Events/Networks</b>				
<input checked="" type="checkbox"/> Be an active part of a strong and exclusive business network in Berlin				
<input checked="" type="checkbox"/> Participate in exclusive events with Berlin's commerce, politics, media, sport, culture, startups, and science				
<b>Communication/Positioning</b>				
<input checked="" type="checkbox"/> Visibility as a strong partner of Berlin				
<input checked="" type="checkbox"/> Targeted communication via Berlin Partner's channels				
<b>Integration in Activities/Campaigns</b>				
<input checked="" type="checkbox"/> Profit from the image of the capital and show your presence				
<input checked="" type="checkbox"/> Integration of your business in capital city marketing activities				
<b>Talent Marketing</b>				
<input checked="" type="checkbox"/> Finding talent together				
<input checked="" type="checkbox"/> Position Berlin as a top location for talent				
<b>Categories</b>				
<b>STARTUP</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
2,5k   4k   6k EUR	14.000 EUR	23.000 EUR	46.000 EUR	92.000 EUR



# USE OF THE LOGO

Use the official Partner for Berlin logo for your external communication.

Be an ambassador for the capital, because your success stories are the success stories of Berlin.

Possibility to use co-branding with your own company logo



# GUIDING THEMES FOR CAPITAL CITY MARKETING

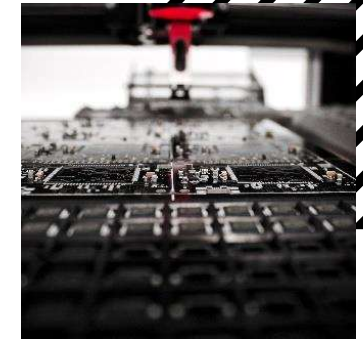
Integration into our capital city marketing campaigns and activities

- ✓ Drive the city's issues with us and we will actively involve you in the activities/campaign
- ✓ Communicate the topics of the city
- ✓ Get involved in the topics of the capital and gain visibility
- ✓ Show your social engagement and benefit from the campaigns



**BEING PROUD OF BERLIN**

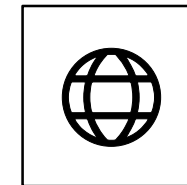
**THE NEW FACE OF THE CITY**



**INNOVATION**



**SUSTAINABILITY**





# EVENTS

## Format descriptions

With you as an ambassador, we design exclusive live communication platforms on current topics in Berlin. In doing so, we actively support you in matchmaking at the decision-maker level with Berlin's business community, political stakeholders, startups, science partners, sports, and culture. Here are a few example formats

Additional event formats [→](#)



### BERLIN-PARTNER-Talk

At the Berlin-Partner-Jour-Fixe, decision-makers from the Berlin Partner Network and other exciting companies in the region meet for an exclusive networking event. Together with and at partners, a special emphasis is placed on a current Berlin topic in each case

### SEASON OPENER OF THE SPORTS METROPOLIS BERLIN

The season opener of the Sports Metropolis Berlin is the annual highlight event of the association of Berlin's top sports. Around 400 decision-makers from business, politics, sports, science, media, and culture will come together to highlight the importance of sports and further strengthen cohesion within Berlin as a Sports Metropolis.

### BERLIN MAYOR'S HOFFEST

The Governing Mayor of Berlin and Partners for Berlin invite representatives from politics, business, science, media, sports, and culture to a matchmaking event at the highest level in the courtyards of Berlin City Hall.

### PARTICIPATION IN OTHER NETWORKS

Over the course of a year, we offer a variety of events for special occasions. These formats allow people to get to know one another and to exchange with members of other networks.







## EXCLUSIVE

### WORKING LUNCH WITH BERLIN POLITICIANS

This event format promotes exchange between companies, science, and politics at the highest levels in a small and exclusive setting with approx. 12 individuals.

### EXCLUSIVE SPORTS BOXES

The Berlin-Partners are invited to exclusive sports and entertainment experiences to see the image factors of sports and entertainment live and to network in small groups.



## AWARDS + ENGAGEMENT

### BERLIN MASTER CHEFS

The Berlin Master Chefs are awarded annually by Berlin Partner in an exclusive setting. The aim is to position the upscale gastronomy scene as an important pillar of the Berlin brand by means of the ambassadors of the Berlin Master Chefs. The target group of the format is the Berlin Partner network as well as the Berlin gastronomy scene.

### BERLIN AGAINST ANTISEMITISM

Together, we want to take action and, in particular, establish addressing the issue as a natural part of Berlin's corporate culture. The Berlin-Partner Network has been operating as a platform for the initiative "Berlin against Antisemitism" since May 2021, and stands for a diverse society as well as communal togetherness.



## INTERNATIONAL + MISCELLANEOUS

### PRESENCE AT INTERNATIONAL TRADE FAIRS

At international trade fairs, we promote Berlin as an attractive business, technology, and investment location. In cooperation with the Berlin Chamber of Industry and Commerce (IHK) and supported by the state of Berlin, we organize information and joint stands for small and medium-sized enterprises and scientific institutions from the capital region.



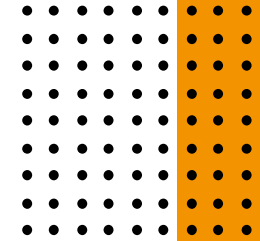
### INTERNATIONAL HIGHLIGHT-EVENTS

At international highlight events, we promote Berlin as a captivating business, technology, and investment location, but also as a city worth living in for talents from all over the world. Partner participation is mostly content-related, with the goal of presenting the Partners as employers, technology partners, etc.



# COMMUNICATION CHANNELS

Use the various communication channels to be visible, exchange with other Partners, and place your topics and events.



## Partner Portal

Digital matching and information platform for Partners for Berlin

- Announce your daily news and events
- Network with other Partners via direct access to contact details at decision-maker level
- Introduce your company and yourself
- Gain visibility



## Berlin-Partner-Newsletter

- Place your news or event announcements in the Berlin-Partner-Newsletter
- Be informed about the topics of the Partners, Berlin Partner, as well as Berlin itself
- Publication: six times a year, each time to more than 1,000 decision-makers from the Berlin-Partner-Network



## Social Media

- Publish your news and event announcements on Berlin Partner's social media channels (Twitter/Facebook)
- Increase your Berlin-related reach beyond the network as well
- Exclusive Berlin-Partner-Interview via Berlin Partner's social media channels

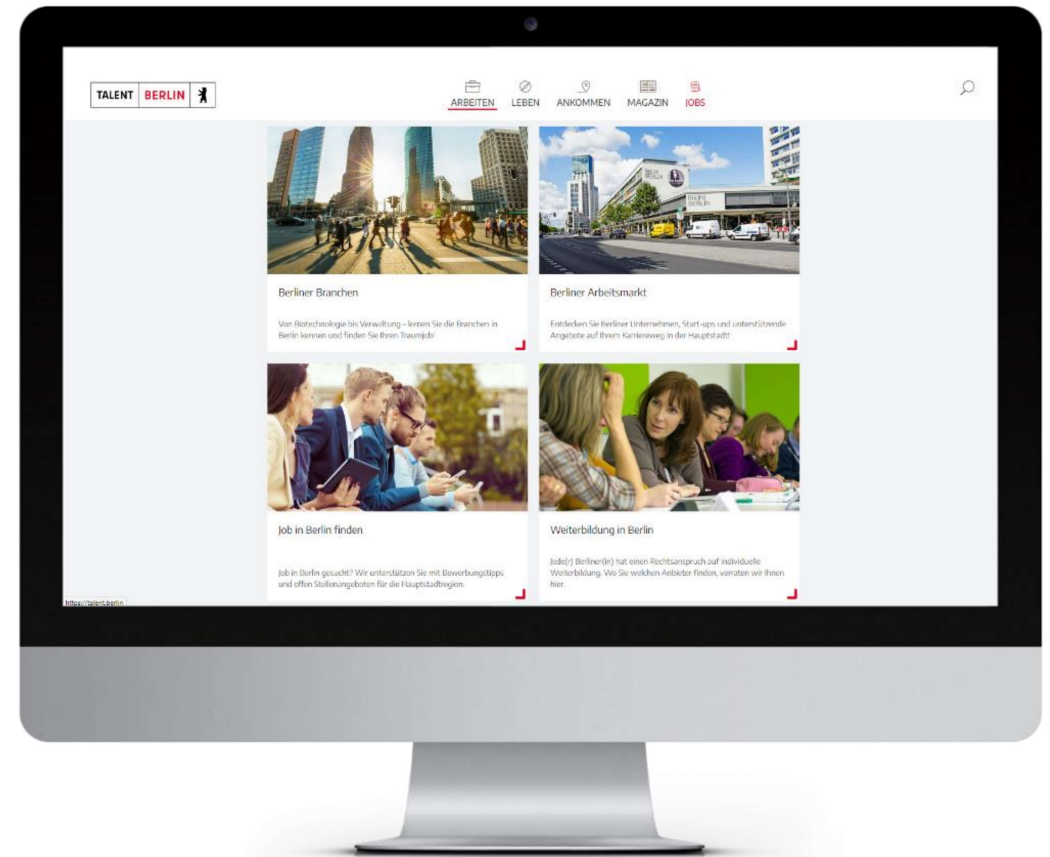




# TALENT-MARKETING

Position Berlin as a top location for talent

- We support you in talent recruiting and marketing
- Support for visibility as an employer in Berlin
- Visibility via our social media channels
- <https://talent.berlin/>





## YOUR INTRODUCTION TO THE BERLIN-PARTNER NETWORK UPON ENTRY

### **Receive a custom door plate**

with your logo and the official  
Berlin-Partner-Logo

### **Event**

Presentation of your company at a  
Berlin-Partner-Event

### **Partner Portal and Newsletter**

Presentation of your company  
with integration of your logo

### **Logo board**

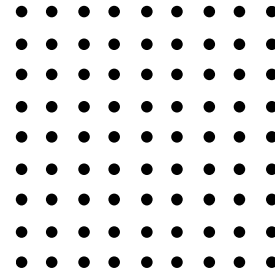
Integration of your  
company logo

### **Brief social media profile**

Publication on the  
website and social media



# YOUR CONTACTS



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