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# ANNUAL REPORT

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**DEAR READERS,**

When Tesla announced in November 2019 its plans to build its Gigafactory Europe in Berlin, it was clear to me that news like this only comes around once in the career of an economic developer. At the time, I couldn't have imagined that I would repeat that sentence, and certainly not so quickly. The coronavirus pandemic caught the Berlin economy entirely by surprise at an exhilarating moment filled with boundless energy and enthusiasm for the future. The year 2020, which began so promisingly, suddenly presented us with an unprecedented situation that continues to challenge all of us - as a society, as a company and each of us individually.

More or less overnight, the business development agency Berlin Partner became an aid organization for Berlin's business community. "We're working for growth" is part of our mission. Yes, we work to promote growth - but we're not alone in this effort: Throughout the last year, entrepreneurs throughout Berlin, the city's administration and, not least, my colleagues, have demonstrated over and over again their commitment to this goal. Embracing flexibility and spontaneity, they answered tens of thousands of calls on our hotline, providing information about support measures and advising businesses in crisis. They organized town hall calls to meet the overwhelming demand for information and, in particularly acute periods, were available around the clock. It was, to put it mildly, an exceptional situation. Part of what made it so exceptional was how we all responded - together - to an entirely unpredictable situation, demonstrating level-headedness, commitment, resourcefulness and understanding when something didn't work out as planned. I am proud of this fact

and would like to express my gratitude once more by saying: Thank you!

We've also learned a lot in the past year - about the coronavirus and how it spreads, and about conspiracy theories and how they spread. Thankfully, we now have vaccines for the former. We've established new routines and channels to communicate with and stay connected. And it's now clear that hitting "reset" is not the way out of the pandemic. Things certainly won't simply be as they once were - and that's a good thing. We will become more agile and more digital as we build on what we've learned and continue to improve. Billie Holiday has been quoted as having said that "Everybody says I'm making a comeback, but nobody ever tells me where I've been." Having survived several disasters, Berlin knows how to pull itself back up again. And this year is no different: it will prove itself the comeback city once again. However, I know that some entrepreneurs are hit particularly hard by the measures being taken to stop the spread of the coronavirus and are grappling with concerns about the future. To those of you in this predicament, I promise: We are here for you!

Sincerely,



Dr. Stefan Franzke  
CEO



# SUPPORT AND OPPORTUNITIES

## From developing business to providing aid

The coronavirus pandemic presented Berlin's economy with major and unexpected challenges in 2020. Addressing the economic impact of the crisis quickly and efficiently with appropriate measures demanded that flexible and creative action be taken.

**16,000**  
CONSULTATIONS

**50**  
PANDEMIC-RELEVANT  
PROJECTS

**14**  
TOWN HALL CALLS\*

The virus's arrival in Germany and Berlin in March 2020 turned Berlin Partner - overnight - into an aid organization for the Berlin economy. "Economic development in good times is easy," said Berlin Partner CEO Stefan Franzke. "But in times of crisis, we're here to help Berlin businesses!" And with that, Berlin Partner rolled up its sleeves. Berlin's economic development agency began immediately to help businesses and firms with advice regarding support measures and efforts to secure jobs during the coronavirus crisis.

### HOTLINES

In order to better serve small and medium-sized enterprises as well as the self-employed, state-owned businesses such as the tourism agency visitBerlin, Berlin's business development bank IBB and Berlin Partner worked together in setting up crisis hotlines. In addition to informing callers on the specifics of the various forms of financial aid being provided, such as the state of Berlin's emergency aid package or federal grant monies, hotline workers advised callers on a variety of other issues, including canceled orders, interrupted supply chains, and how to manage matters involving short-time work compensation, sick leave and quarantined employees. The goal of each call was to develop a crisis management action plan tailored to the particular case. The nature of the support provided was designed to help the Berlin economy more broadly and did not focus on innovative, high value-added companies alone. In fact, micro-enterprises and the solo self-employed were a particular focus of support. From March through the end of August 2020, nearly 16,000 consultation calls were conducted on the hotline. Up to sixty Berlin Partner employees were deployed to provide support through the hotline.

\* From April to December 2020



## POSITIVE DEVELOPMENTS DURING THE CRISIS

The coronavirus has had the effect of accelerating the process of digital transformation in society and the economy. As the need to socially distance ourselves from each other became a necessity, many people living in Germany began working from home with the help of digital tools. But a number of new creative ideas for dealing with the pandemic also emerged. In 2020, fifty individual coronavirus-relevant business projects were carried out by companies supported by Berlin Partner. The newcomer Delco International, for example, built a production facility for FFP2 masks. Berlin's longstanding company Neukölln Spezialpapier began manufacturing non-woven materials and produced an eco-friendly mouth and nose mask. Shoecare manufacturer COLLONIL responded to the coronavirus crisis by switching to the production of disinfectants, thereby successfully bringing its employees out of short-time work.

## TOWN HALL CALLS

Berlin is our passion. In times of crisis, we are strengthened by our network that allows us to take advantage of a variety of opportunities. Together with its clients and partners, Berlin Partner found and implemented various innovative solutions. Throughout, we drew upon the skills, commitment and creativity of our team to support, network with and inform Berlin's business community. In a total of fourteen town hall calls, Berlin Partner kept the city's business community informed of economic aid packages such as the Überbrückungshilfe as well as funding opportunities for kickstarting digitalization processes.

In November and December alone, more than 1,200 people participated in the online info sessions.

## BEST PRACTICES IN THE BERLIN PARTNER NETWORK

Through an online video series, Berlin Partner showcased a variety of creative ideas and solutions with which companies from the Berlin Partner Network dealt with the crisis. Berlin's first "anti-corona" hotel, built by the BOB Immobilien Group, kicked off the project. In the second best-practice video, Berlin partner Vattenfall explained how it guarantees the supply of environmentally friendly heat and electricity to 1.3 million residential units in the city - even in times of crisis. The third best-practice video featured a cooperation between SPRK.global and Optimahl, two companies that have joined forces to develop a solution to food waste by producing fresh, sustainable meals from perfectly edible, surplus food.

## WORKING DIGITALLY IS THE WAY FORWARD

Those who are shaping the future of digitalization emerge triumphant from the crisis. Berlin Partner's innovation strategy has for years focused on those fields that will be in particular demand after the pandemic, such as the health, energy and mobility sectors. Berlin is home to major players in business and research in these areas. A key lesson to be learned from the virus is the need to strengthen our crisis-resilience, advance digital transformation and achieve industrial decarbonization in time to successfully address the climate crisis. And these are the challenges for which Berlin's business community will be offering solutions.

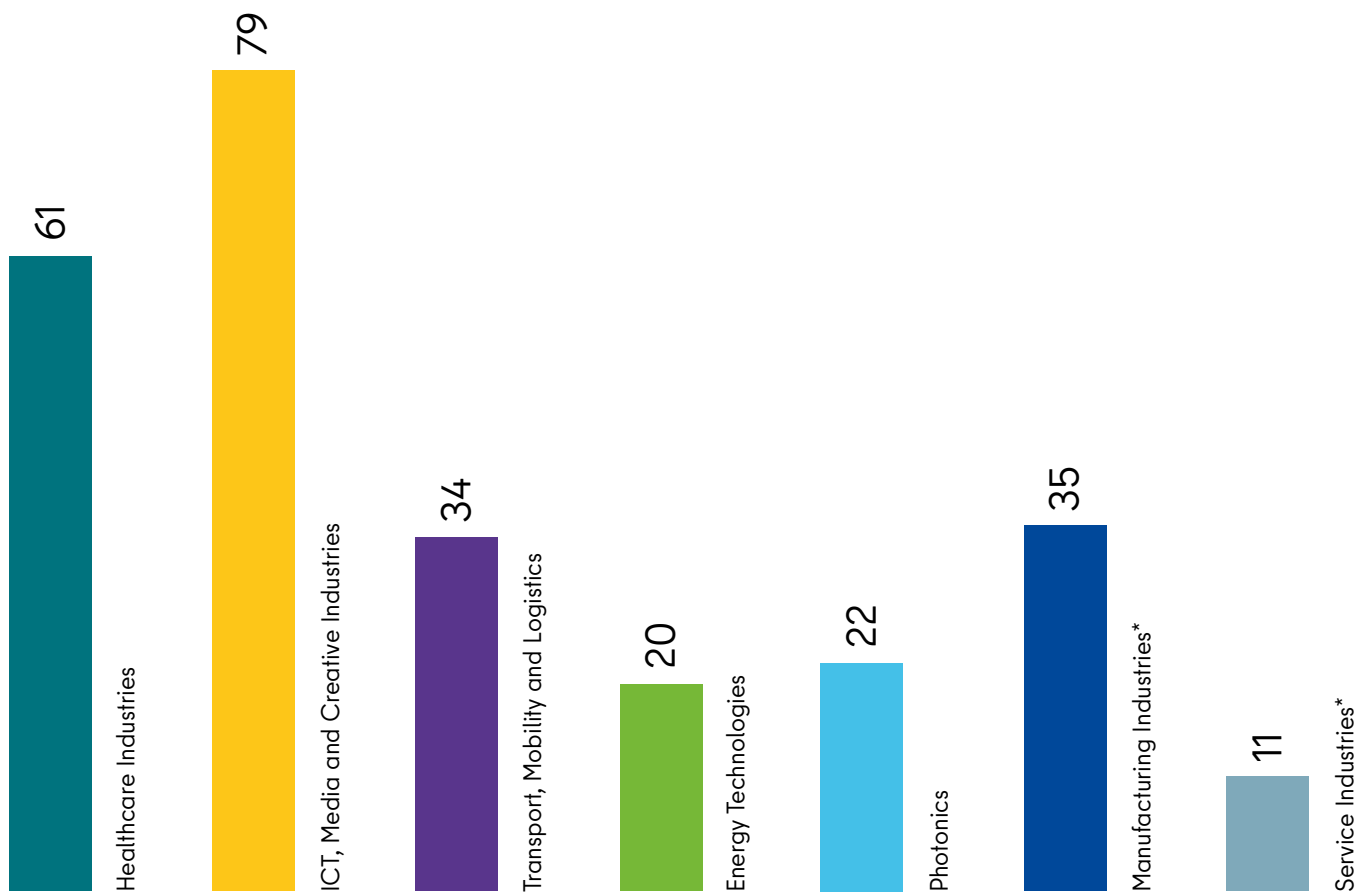
# BERLIN PARTNER 2020

The Berlin metro area, as Germany's region for innovation, technology and R&D, is one of Europe's most dynamic economic locations. Berlin Partner is committed to fostering economic growth, promoting business, technology and innovation, and making sure entrepreneurs, investors and talent around the world stay informed of the benefits the capital city has to offer.

Berlin Partner also helps already established companies and research facilities build their business and regional networks - in part by providing them opportunities to tap into Berlin Partner's own extensive network. In addition, Berlin Partner's experts help others with information regarding funding opportunities, as well as finding suitable locations and qualified personnel for their business.

A number of facts and figures testify to Berlin Partner's impact in fostering business development. First, there are the number of jobs that have been created or safeguarded as a result of Berlin Partner support. Other tell-tale signs of success include the investment volume and third-party funds obtained by projects supported by Berlin Partner.

In 2020, the city of Berlin, its economy and business development advocates were able to post positive results - despite the coronavirus crisis. Indeed, this encouraging trend is reflected in Berlin Partner for Business and Technology GmbH's balance sheet: Through 262 successfully completed projects, Berlin Partner has supported companies that have created a total of 6,866 new jobs in the city. This involved nearly €872.8 million in investments and the acquisition of €116.2 million in third-party funds for research and development.



\* Outside of the cluster

# 262

SUCCESSFULLY  
COMPLETED  
PROJECTS

102 | 40 %

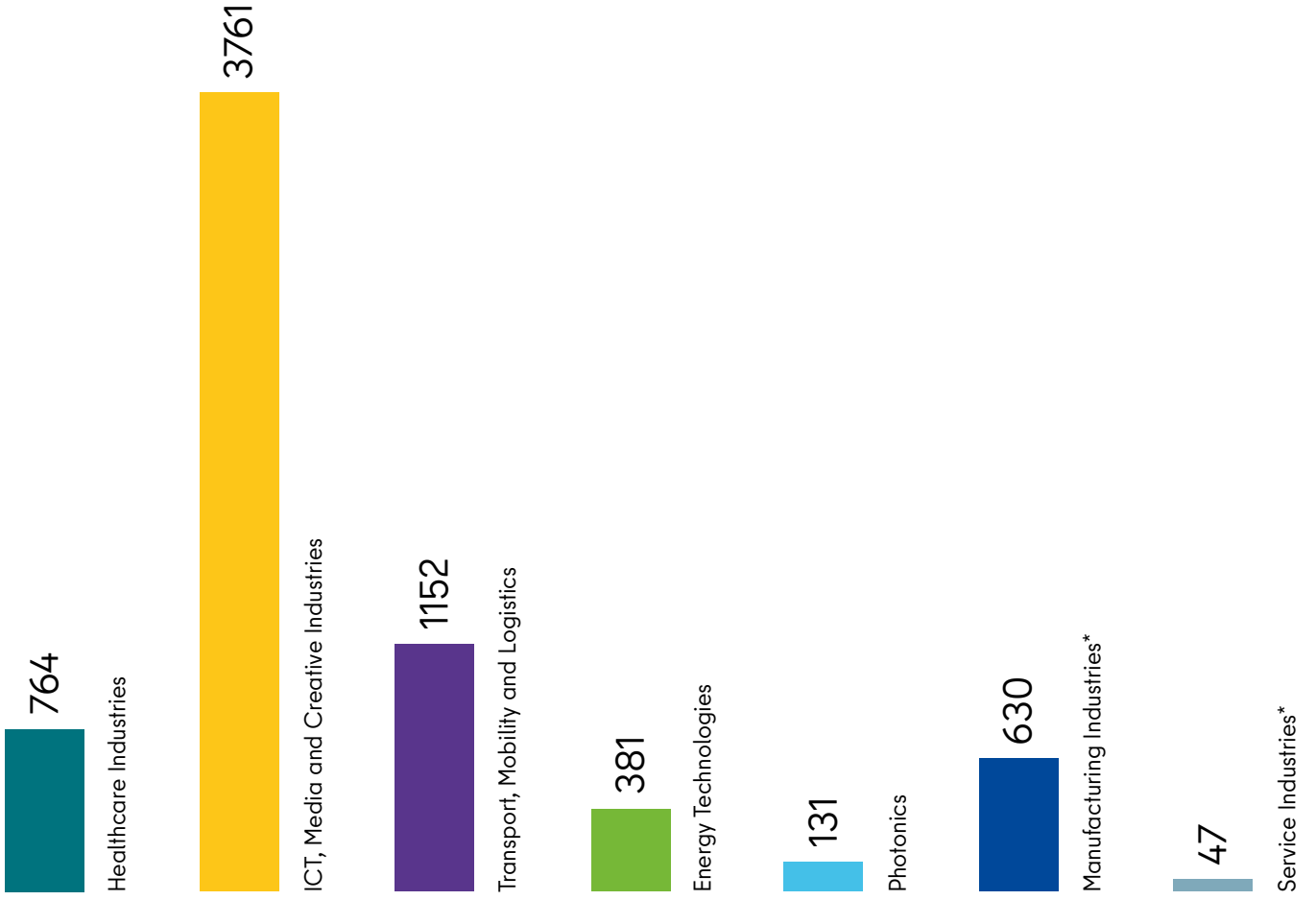
Portfolio Management

80 | 30 %

Relocations

80 | 30 %

Innovation  
projects



\* Outside of the cluster

**3845 | 56 %**

Portfolio Management

**3021 | 44 %**

Relocations

**6866**

NEW JOBS CREATED



# €1.6 BILLION

INCREASE IN GDP\*

# €200 MILLION

INCREASE IN PUBLIC REVENUE\*

# 1,500

ADDITIONAL JOBS\*

\*2020 - 2022

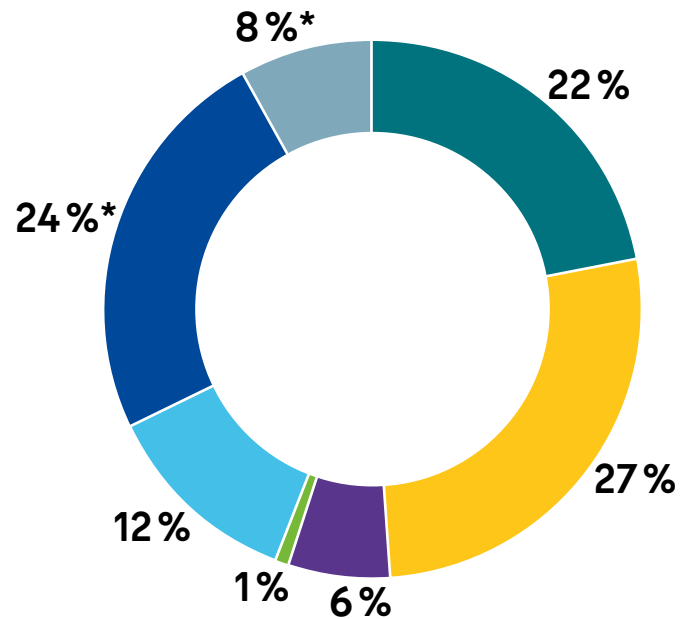
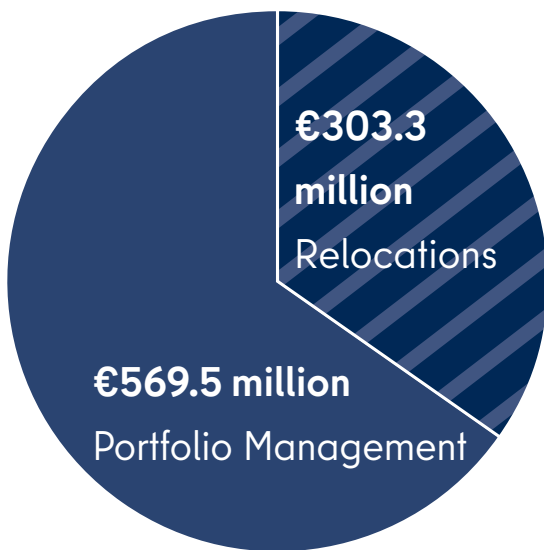


## IBB REGIONAL IMPACT CALCULATIONS

To calculate additional economic effects for the Berlin region, economists at the state of Berlin's business development bank, IBB, apply a Berlin-tailored macroeconomic model to determine the impact of economic policy measures and structural changes to the Berlin economy. The model can simulate sectoral effects and calculate the impact of a shock or economic event on regional growth. An economic reference scenario underlies this macroeconomic model.

# €872.8 MILLION

IN PLANNED INVESTMENTS



- Healthcare Industries
- ICT, Media and Creative Industries
- Transport, Mobility and Logistics
- Energy Technologies
- Photonics
- Manufacturing Industries\*
- Service Industries\*

\* Outside of the cluster

# 323

RESIDENCY PERMITS ISSUED FOR 223 COMPANIES WITH ASSISTANCE FROM THE BUSINESS IMMIGRATION SERVICE

origin of recipients



106



76



63



32



31

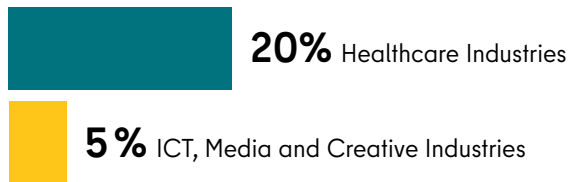


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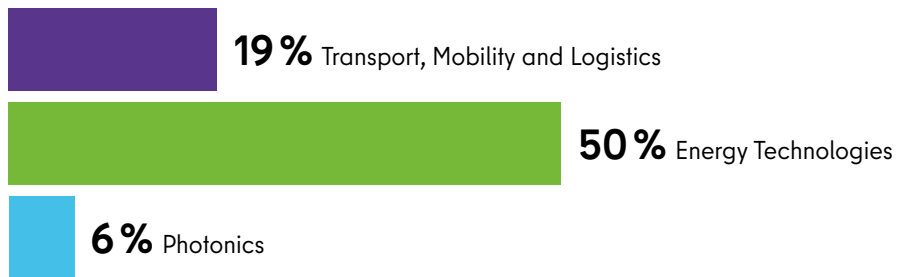
# €116.2 MILLION

IN THIRD-PARTY FUNDING FOR RESEARCH AND DEVELOPMENT ACQUIRED

**€4.5 million**  
EU funding



**€34 million**  
Federal funding



**€45.1 million**  
Berlin state funding

**€0.3 million**  
Brandenburg state funding

**€32.3 million**  
Companies' equity capital

# 80

BUSINESS RELOCATIONS



39 | 49% Germany  
12 | 15% Europe and Russia  
14 | 17% North, Latin and South America  
15 | 19% Middle East, Asia and Oceania

# HEALTHCARE INDUSTRIES

Berlin-Brandenburg numbers among the most robust and vital healthcare industry locations in Europe. The region's strong economic growth, together with its excellent research community and outstanding healthcare services creates an environment conducive to the rapid translation of new research findings into innovative healthcare products. This dynamic is driven by more than 500 biotech, pharmaceutical and med-tech companies, nearly 40 major research facilities and universities conducting life sciences research, and more than 130 clinics and hospitals, including Europe's largest teaching hospital, the Charité Universitätsmedizin Berlin. In addition to local and international patients who come to the region for medical treatment, people around the world benefit from the products developed here, thanks to our high rate of exports.

**21,800**  
COMPANIES\*

**383,000**  
EMPLOYEES\*\*

**€28**  
BILLION IN REVENUES\*\*\*

Sources: Statistical Office for Berlin-Brandenburg, \*\* Federal Employment Agency, \*\*\* Statistical Office for Berlin-Brandenburg, Healthcare Industries Cluster, \*\*\*\* Berlin Partner for Business and Technology GmbH



**34 pharmaceutical companies**  
with 11,000 employees\*\*\*\*



**255 biotech companies**  
with 6,200 employees\*\*\*\*



**332 medical technology and digital health companies**  
with 14,400 employees\*\*\*\*

The capital region's unique concentration of interdisciplinary cutting-edge research and global industry sets new standards in the life sciences and healthcare. Above all, the region's flourishing startup culture and the extent to which the pharmaceutical industry, science and healthcare services have gone digital has drawn international attention toward the Berlin-Brandenburg HealthCapital cluster.

## ROX HEALTH GMBH

Since February 2020, RoX Health GmbH, a subsidiary of the Roche healthcare group, has been active in Berlin as a company builder and accelerator. Its mission is to help startups with digital health solutions scale their business idea and bring it to the healthcare market. Berlin Partner provided support with location searches and establishing contacts with other leaders in the capital's healthcare industry.



” NUVISAN opened the doors to its INNOVATION CAMPUS BERLIN in Berlin in July 2020. The research institute was created through the acquisition of an entire research unit from Bayer. Thanks to Berlin Partner and their Talent Services, we mastered the challenge of finding additional highly qualified employees even faster than anticipated. Berlin’s power to attract talent is another success factor.

**Hans Lindner**  
Managing Director, Nuvisan ICB GmbH



” Berlin Partner was important to us at Sony Music in ensuring optimal planning for the relocation of our headquarters. Providing assistance with everything from our search for funding, to finding a location, to recruitment issues and helping our employees with the transition, Berlin Partner’s support was comprehensive and very helpful to management as well as our staff. We’ve gotten things off to a strong start here in Schöneberg and are elated to be back in Berlin, the creative epicenter of Germany.

**Philipp von Esebeck**  
Sony Music Germany

# ICT, MEDIA AND CREATIVE INDUSTRIES

Information and communication technology, digital media and the creative industries are key drivers of innovation in Berlin's economy. Software, digital services and products as well as design are increasingly claiming larger shares of value creation in the application sectors. Fields of technology such as artificial intelligence (AI), the Internet of Things (IoT), blockchain, IT security as well as virtual and augmented reality are increasingly important to the economy. Berlin remains a particularly attractive location for the media and creative sectors: Thanks to its robust infrastructure, funding opportunities and creative culture, the region is a major draw for inspiring minds from across the globe. Having cultivated a diverse environment populated by everything from musical artists to media companies and fashion labels, Berlin remains the place to be for international creatives. This diversity also includes powerful networks, associations, hubs, labs and institutes as well as universities and research facilities.

## **MXC FOUNDATION GGMBH**

MXC Foundation gGmbH develops smart city solutions that are built on blockchain and IoT technologies. These are the solutions helping cities, companies and people operate digital networks, as well as exchange and manage data. In addition to helping MXC with the Start Alliance's startup program, Berlin Partner provided the company with support in navigating visa matters, questions about funding, and operating joint stands at trade fairs. MXC plans to hire 100 people at its Berlin office and invest €15 million in the location.

## **HUBSPOT**

Founded in the United States in 2005, HubSpot is a leading advertising, marketing and customer care company for international partners that supports customer acquisition with its software. Two years after setting up shop in Berlin with 150 employees, Hubspot increased its staff by an additional

75 employees in 2020 and announced plans to create even more jobs. Berlin Partner provided Hubspot with assistance in the search for a new office space, which resulted in the company renting 5,200 square meters of office space in the Spree Tower.

**52,015**  
COMPANIES\*

**289,848**  
EMPLOYEES\*

**€33.8**  
BILLION IN REVENUES\*

Source: \* Senate Department for Economics, Energy and Public Enterprises

# TRANSPORT, MOBILITY AND LOGISTICS

Berlin-Brandenburg's innovative products and services make it a leading location worldwide for sustainable, intermodal and networked transport, mobility and logistics systems. All forms of transport in such systems are represented in the region's business and research communities. The inter- and multimodal nature of this environment fosters cooperation across traditional sectoral boundaries and helps inspire new solutions built on the strengths of individual modes of transport. These efforts address the significant challenges ahead that include developing scalable transport systems, decarbonizing transport and creating innovative business models. Berlin's dynamic startup ecosystem also helps foster the innovations delivered by such efforts. The digital transformation of the Transport, Mobility and Logistics cluster is thus opening up new opportunities for young companies in particular - on their own or in cooperation with other firms.

## IOCHPE-MAXION

lochpe-Maxion is a global leader in the manufacturing of wheels for the automotive industry that employs nearly 15,000 people. The company opened its Maxion Advanced Technologies innovation lab in Berlin as a strategic innovation initiative designed to connect the firm's core business with the future of mobility while identifying new business opportunities for lochpe-Maxion. The newly formed team is headquartered in The Drivery, Europe's largest mobility innovation community and marketplace.

17,969

COMPANIES\*

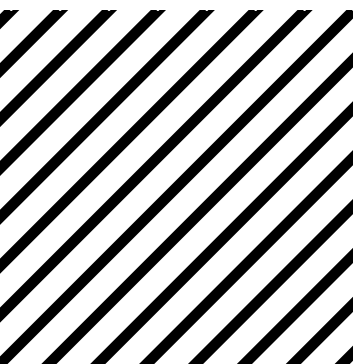
222,104

EMPLOYEES\*

€32.37

BILLION IN REVENUES\*

Source: \* January 2020 report on the InnoBB







## INNOTRANS BUSINESS DAYS

After the international trade fair for transport technology, innovative components, vehicles and systems – InnoTrans 2020 – had to be postponed, the Enterprise Europe Network Berlin-Brandenburg held the conference’s matchmaking event as a virtual event online. From September 22 to 25, more than 250 participants from 30 countries met at some 200 online meetings. Participants from Berlin-Brandenburg included startups such as Brighter AI Technologies, LiveEO and nxBASE technologies as well as innovative SMEs such as Deutzer Technische Kohle, BAE Batterien and Knick Elektronische Messgeräte. In addition to providing participants the opportunity to engage in B2B matchmaking, the event offered online seminars on sector-specific topics, including the future of EU funding under Horizon Europe in the field of rail transport technology and the Innovation Awards of the European Railway Clusters Initiative (ERCI).

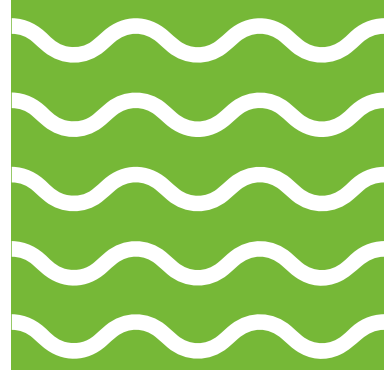
Like the Transport, Mobility and Logistics Cluster Berlin-Brandenburg, the ERCI is a cooperation partner with InnoTrans Business Days. The virtual platform for the InnoTrans Business Days is still accessible online at <https://innotrans-business-days.b2match.io/> and can be used to pursue fruitful contacts with others in the sector around the globe. In addition, the platform will continue to feature technical online seminars on a regular basis. A major event is planned for spring 2021 as part of the European Year of Rail 2021.



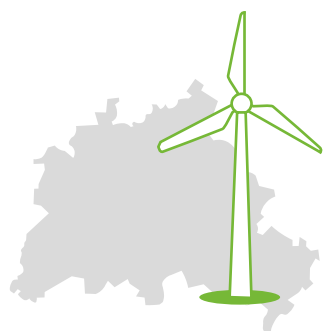
## SIEMENS ENERGY

Berlin has a long history with energy technology. For more than 150 years, the city has been host to a variety of innovations. Global leader Siemens Energy is soon to arrive in the city and will play a key role in shaping the energy sector both regionally and nationally. In fall 2020, the company announced its plans to locate its headquarters in the German capital. As a partner with the city of Berlin, Berlin Partner actively supported this decision.

# ENERGY TECHNOLOGIES



Throughout 2020, the capital region's energy technology sector continued to demonstrate its importance in terms of innovation and public utilities. In addition to ensuring the supply of electricity, gas and heat in times of crisis, utilities in Berlin increasingly rely on sector coupling in order to provide the smart integration of more renewable energies into the broader system. This can be seen, for example, in the regional initiatives and projects aimed at leveraging the potential to use green hydrogen as a low-emission source of energy. For example, the Werner-von-Siemens Centre for Industry and Science e.V., a research campus located in Berlin's district of the future Siemensstadt, is a vital change agent in innovation. The campus provides an environment in which leaders from industry, science, small and medium-sized enterprises as well as startups can work together in developing future-driven solutions for the changes underway in manufacturing engineering technology, mobility and energy. This process involves applying digitalization, additive manufacturing and new materials.



## WINDNODE

WindNODE stands out in the capital region as a real-life laboratory for smart energy that showcases its potential. By engaging more than 70 partners from business and research, WindNODE generated important findings relevant to the systemic integration of renewable energies. Berlin Partner has been involved as a project partner and steering committee member since the was launched over six years ago. The project aims to incorporate these findings into future innovation projects in Berlin.

## REGIONAL WATER MANAGEMENT

A study on water management in the capital commissioned by Berlin Partner, "Wasserwirtschaft in Berlin," has underscored the sector's significance and economic relevance. The interviews, surveys and empirical data collected point to a relatively small-scale but highly diverse and innovative water management sector. The study also identifies climate change, digital transformation and stormwater management as key trends for the coming years. Regional leaders in the sector see themselves as well equipped for these developments.

**750**  
ACTORS\*

**10,500**  
EMPLOYEES\*

**€2**  
BILLION IN REGIONAL  
WATER SECTOR REVENUES\*

Sources: \* "Wasserwirtschaft in Berlin - Innovationskraft entlang des Wasserkreislaufes," June 2020 study commissioned by Berlin Partner for Business and Technology GmbH.

# PHOTONICS



..... **2,200 EMPLOYEES**  
in research and science\*

..... **11,500 EMPLOYEES**  
in manufacturing industries\*\*

**400**  
COMPANIES\*

**36**  
RESEARCH FACILITIES\*

**€1.3**  
BILLION IN REVENUES\*

Light is the key to the future: Photonics – the physical science that manipulates light for scientific and commercial purposes – and microelectronics number among the most important technologies of the 21st century. In addition driving innovations in technology for mobility, agriculture and medicine, they deliver finished products in lighting technology, optometry and device engineering. Berlin-Brandenburg has established itself as one of the most important locations globally for this sector, offering top conditions for bundled research, development and production processes. Key factors in this regard include a thriving research community, a highly diversified industrial sector and extensive reach of networking among those active in the sector. Quantum technologies will soon benefit as well from these conditions, as Berlin’s revised photonics strategy includes a new focus on this area for cluster development.

## PHOENIX+

The Photonics and Optoelectronics Network PHOENIX+ has selected three R&D&I projects as part of its fourth call for proposals, the “Photonics and Quantum Technology as Key Enablers for Production Processes, Sensing, Metrology and Smart Systems.” Successfully launched by Berlin and Polish stakeholders, the three winners – ROYCE, MILEWIANSE and AI-ARTIQ were selected to receive funding in 2020. In 2021, PHOENIX will continue its activities by issuing a fifth call focusing on deepening cooperative efforts with Poland.

Sources: \* Berlin Partner for Business and Technology, GmbH, \*\* Senate Department for Economics, Energy and Public Enterprises, 2017

” ASML supports our expansion project at the Berlin location. ASML is planning to make significant investments in order to expand Berliner Glas’s production capacity to include the components used in ASML systems.

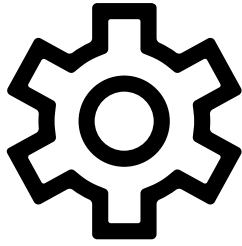
**Dr. Andreas Nitze**  
CEO of the Berliner Glas Group

#### **BERLINER GLAS KGAA HERBERT KUBATZ GMBH & CO.**

Berliner Glas is a manufacturer of key optical components, building groups and systems, as well as refined technical glass. The company has more than 1,200 employees in Berlin and generated revenues of €229 million in 2019. At its headquarters in Berlin, Berliner Glas is investing in, among other things, a new building featuring nearly 8,000 square meters of production and office space as well as in equipment for the space. This investment will create more than 50 new jobs in Berlin. On November 2, Berliner Glas announced that the Dutch photolithography specialist ASML, a long-standing partner and trusted customer, is acquiring 100 percent of Berliner Glas shares. With a market cap of nearly \$150 billion, ASML is one of the most valuable listed companies in the European Union. The acquisition will have no impact on Berliner Glas’s ongoing expansion plans.



” We are very pleased to have opened the Industrial Additive Manufacturing Hub Berlin in October 2020. Thanks in part to the intensive support provided by Berlin Partner at every stage of the planning process, we’ve been able to welcome the first tenants to the newly established coworking space and look forward to the next steps we’ll be taking together to make Marienpark Berlin’s additive manufacturing center and Berlin itself the capital of 3D printing.



**Stefanie Brickwede**  
Managing Director MgA e. V.



# MANUFACTURING INDUSTRIES

# 768

COMPANIES\*

# 111,700

EMPLOYEES\*

# 7.8

PERCENT OF BERLIN'S GDP\*

Manufacturing industries in the capital region have responded creatively to the challenges faced in the coronavirus crisis. Pandemic-related declines in sales, as well as bottlenecks in, for example, personal protective wear such as masks and disinfectants, were compensated for by a variety of creative business models and moves to engage in the cooperation needed. This resulted in, for example, 3D printing processes helping with the response to the demand for face shields, and some Berlin companies adapting their production lines to meet pandemic requirements. The constraints brought on by the crisis have underscored the urgent need for manufacturers to initiate digitalization or, for those already engaged in the process, to take it to the next level. Berlin's infrastructure, with its vast information and support service opportunities, offers an optimal environment for leveraging the crisis in digitalizing manufacturing processes and services.

## KÖRBER

Hamburg-based technology group Körber, with 10,000 employees worldwide, has decided to manage its digital business from Berlin. As a company builder, Körber Digital aims to deliver two to three smart manufacturing startups in the form of spinoffs. The objective is to use artificial intelligence, data science and deep tech to increase the efficiency of machines. Berlin Partner supported Körber's digital unit with visa matters and with their questions regarding funding opportunities.

## JONAS & REDMANN GROUP GMBH

At the end of 2020, Jonas & Redmann Group GmbH, Berlin's largest builder of special-purpose machinery for medical technology, photovoltaics and battery technology, opened its new headquarters in the Adlershof Science and Technology Park. Supporting the company's expansion plans from the very start, Berlin Partner helped the company find suitable real estate and coordinate with district authorities on the purchase of property and leasehold issues.

Source: \* Companies with 20+ employees - Senate Department for Economics, Energy and Public Enterprises, Statistical Office for Berlin-Brandenburg

# EMO

## BERLIN AGENCY FOR ELECTROMOBILITY

In its tenth year, eMO initiated or supported 13 projects with a total volume of more than €26 million. It held several events and, due to coronavirus restrictions, modified established formats to make them digital or hybrid events. Launched by the Senate Department for Economics, Energy and Public Enterprises and managed since the summer of 2018 by eMO, the industry-focused electromobility (WELMO) program has helped significantly increase the number of e-vehicles used in Berlin. Nearly 4,700 applications were received by the end of March, when the funding was exhausted. In October, WELMO launched a new round of funding focused on promoting e-powered commercial vehicles as well as small and light vehicles.

# 23,344

E-VEHICLES  
IN BERLIN-BRANDENBURG\*

# 11,107

NEW REGISTRATIONS\*\*

# 2,025

CHARGING STATIONS  
IN BERLIN-BRANDENBURG\*\*\*

Throughout the year, eMO continued to develop its strategy and catalogue of measures designed to help relevant target groups such as housing associations, employers and retailers invest as effectively as possible charging infrastructure and e-vehicles.

## NEW MICRO HUB

Berlin's new Micro Hub opened at Tempelhofer Damm on the first of October. The hub is part of a micro-depot system allowing for the delivery of goods by small CO<sub>2</sub>-neutral vehicles. The hub thus lowers local emission levels and enables targeted last-mile deliveries. As a provider-neutral concept, the hub was launched with three local delivery services and will be under DB operation for an initial one-year period. eMO played a major role in project development and assisting with getting the pilot project underway.

## GRID-DRIVEN CONTROL OVER CHARGING

The Netz\_eLOG project is developing and testing concepts for charging and controlling charging processes for use in e-fleet logistics. The focus here is on grid management that can calculate and monitor optimized, grid-driven charging behavior. The monitoring system developed at Netz\_eLog is being tested with StreetScooter Work XL vehicles at a Deutsche Post DHL distribution center in Kleinmachnow near Berlin.

## ELECTROMOBILITY AT BERLIN'S FIRE DEPARTMENT

Berlin's fire department is also increasingly relying on sustainable drive systems. eMO supported the department with project development and in procuring the world's first electric and digitally networked fire engine as well as four hydrogen vehicles for emergency command with the help of the Berlin Program for Sustainable Development (BENE). Successful completion of the project involves a significant expansion of the department's e-fleet.



Sources: \* Federal Motor Transport Authority (as of Oct. 10, 2020),  
\*\* Federal Motor Transport Authority (from January to October  
2020), \*\*\* Federal Network Agency (as of Nov. 5, 2020)



## Prepare for landing.

Get access to 34 business locations close to the new BER airport.

**airport region**  
berlin brandenburg



# ART

The Airport Region Team (ART), as a cooperation between the two business development agencies of Berlin and Brandenburg, promotes the airport region internationally. It is the first point of contact for companies interested in settling in the region. In 2020, the ART launched several effective marketing initiatives for the airport region, primarily through its presence at trade fairs and by engaging in direct contact and network development.

The team placed a particular focus on the opening of the BER airport on October 31. It was able to use the surge in media interest to promote the Airport Region Berlin-Brandenburg as a business location in various online and print formats. This included various business news publications such as the New York Times, Bloomberg, Business Insider, The Guardian, Singapore Business Review, Newsweek as well as fDi Magazine (a publication of the Financial Times).

“As a driver of economic growth, BER will boost the entire regional economy. We’re already cooperating very closely with the business development agencies of Brandenburg and Berlin in developing the surrounding area. This cooperation between the airport company, the Economic Development Agency Brandenburg and Berlin Partner represents added value for the entire region. We’re very happy that these economic development agencies also see BER as a business location advantage for the region.” – Engelbert Lütke Daldrup, FBB CEO.

# SMART CITY

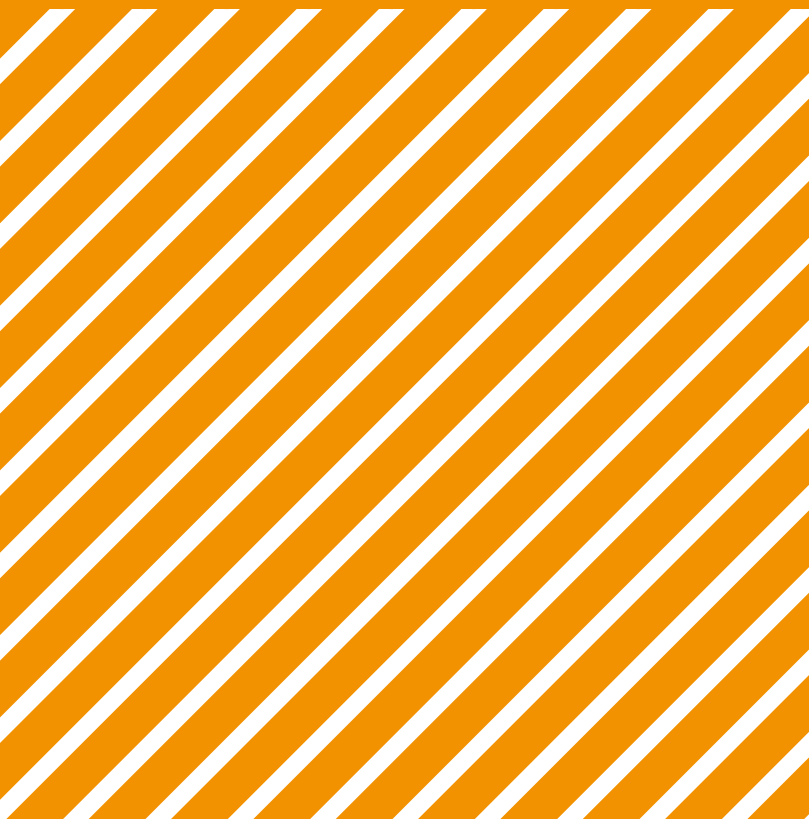


Berlin is one of the smart city pilot projects participating in the Federal Ministry of the Interior, Building and Community (BMI)'s funding program launched in 2019. The Smart Cities Pilot Projects program supports selected cities with grants to foster digitalization targeting an integrated, sustainable urban development. Funding from the program is intended to develop and test cross-sector digital strategies for future urban life. As one of the chosen cities, the state of Berlin has

been awarded a seven-year grant totaling €17,5 million. As a member of Berlin's application consortium, Berlin Partner's Smart City unit contributed significantly to the content of the application and, thanks to its expertise, was able to integrate various issues, processes and actors into project planning. Berlin Partner continues to play a key role in the transfer of knowledge and in advising the city's public administration offices throughout the process.

# OUR SERVICES

Berlin Partner offers special service packages tailored to meet the individual needs of companies and research facilities. Our services include providing support with customized funding concepts, assistance in hiring qualified personnel and help in locating the ideal commercial space. Berlin Partner fosters valuable contacts between business and the research community, promotes tech transfers and advises companies as they target international goals.



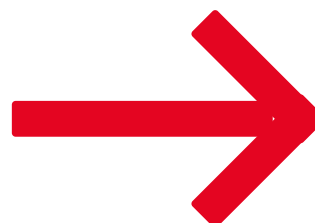
## BUSINESS PROMOTION SERVICES IN BERLIN DISTRICTS

### Our on-site services



The Business Promotion Berlin Districts unit specializes in providing individual support for innovative and growing companies in Berlin. A team of twelve

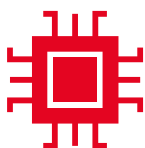
on-site project managers play a crucial role in each Berlin district, offering guidance and support for companies looking to expand, relocate or launch innovation projects. The unit provides cross-sectoral support for everything from established SMEs to tech-oriented Hidden Champions and startups. The unit was expanded at the end of 2019 with the addition of a project manager from the startup scene, thus linking this rapidly growing sector with the traditional backbone of Berlin's economy. The needs specific to this young sector are thus given a voice in the city's administrative bodies. An essential feature of the unit is its capacity to ensure the close cooperation of district and state-level administrative bodies. Together with the economic development agencies of the twelve districts, the Berlin Senate Department for Economics ensures all businesses smooth, unbureaucratic access to the city's economic development services. Both also are committed to ensuring strong support for networking opportunities between startups and established companies.



Services ranged from helping define the product to partner scouting to help with financing opportunities. The team also facilitated a variety of exchanges between research facilities and companies at the European level. The Enterprise Europe Network Berlin-Brandenburg, for example, keeps local companies apprised of EU developments related to innovation, initiatives and programs. It also helps these companies scout for business and technology partners throughout the EU.

## INNOVATION SERVICES

### Increase innovation through collaborative research



When it comes to innovation efforts, startups and established companies alike can benefit in a variety of ways from

the strategic ties to be made with local institutions of higher education and research facilities. Berlin Partner's Innovation Service provides companies guidance with implementing innovative technologies and promotes networking between the business and research communities. The opportunities provided in knowledge and technology transfers are of particular importance to SMEs looking to rapidly implement innovations. The range of services provided include introducing companies to research experts, helping with the development of project concepts and plans, as well as advising on financing opportunities. Berlin Partner's Innovation Services team supported the new and ongoing development of products and processes in over one-third of the companies it advised in 2020.

## FINANCING SERVICES

### Funding programs for investment and innovation



Berlin offers attractive financing and funding opportunities for companies in all phases of development - from

startup to growth financing. This can involve obtaining support for planned investments through the GRW competition program, or participating in innovation-oriented programs such as Pro FIT and Transfer BONUS. The experts at Berlin Partner's Financing Services unit meet with companies to discuss their plans in Berlin, help them select the right funding and financing instruments, and assist with submitting applications for various programs. Throughout the process, Berlin Partner works with Investitionsbank Berlin (IBB). The unit was also particularly active in helping with inquiries regarding coronavirus-related emergency aid. Thanks to its Financing Services unit, Berlin Partner was able in 2020 to help more than one-half of all project plans get underway and acquire the necessary approvals and relevant financing.

## TALENT SERVICES

Locating skilled labor suited to your business



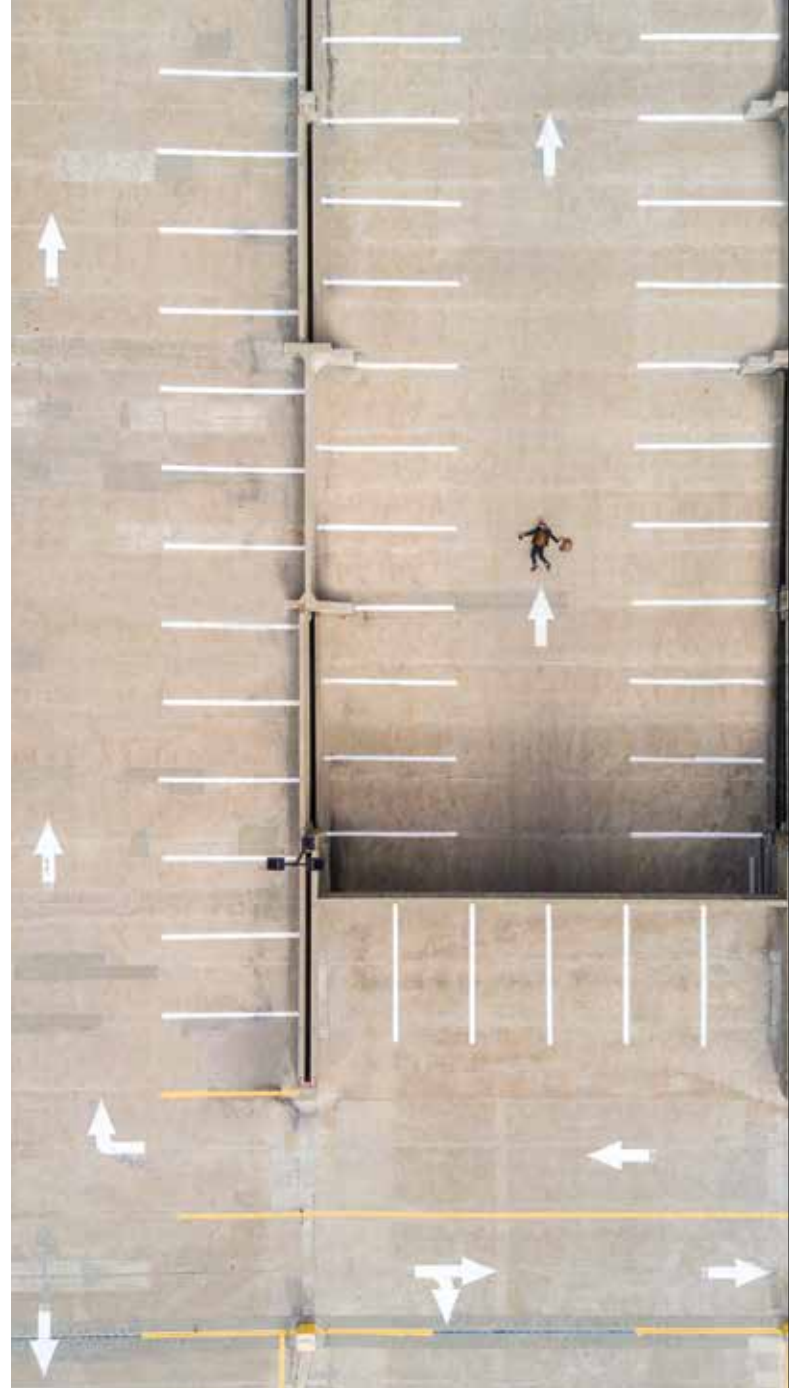
The labor market was hit hard by events in 2020. The de facto closure of borders cut off the flow of incoming global talent and left many international professionals in limbo. Our Talent Services unit fielded many of the questions that emerged in the context of Business Immigration Services. Dedicated town hall calls were set up for the expat English-speaking, Turkish and Brazilian communities through the because.berlin project. A separate campaign was launched targeting the additional staff needed to handle the crisis and the new jobs this involved ([www.berliner-heldinnen-jobs.de](http://www.berliner-heldinnen-jobs.de)). And there were also new hires made through, for example, pharma and fintech recruiting campaigns. Together with its partners in the research community, the Talent Service unit went online to deliver answers to various labor market and residency permit-related questions. In addition, there were virtual career fairs held with universities in Israel and Jordan. The Dual Career Service was focused on digital formats and supplemented by networking with families in similar situations as a result of the restrictions placed on interpersonal contacts in 2020.

## INTERNATIONAL SERVICES

Building strong global ties from Berlin



The coronavirus crisis had a significant impact on delegation services. Yet thanks to our close cooperation with INPOLIS UCE GMBH, we were able to set up new digital formats that have proved very popular. The new virtual delegation service platform was used during Science Week for the digital journalism program and the 15 participating journalists from across the globe. In addition to the Welcome Tours for new professionals, which were carried out until March, a virtual Welcome Tour was produced for long-term use. Africa was the focus in 2020 of international services. A study was conducted to determine those locations in Africa that could prove to be a good fit for Berlin in terms of technology, startups, and talent. Exchange activities are scheduled to start in 2021.



## LOCATION SERVICES

The fast track to commercial property and real estate



Berlin Partner's Business Location Package offers companies outstanding, free-of-charge assistance with scouting the right location for their business. In addition to providing details regarding Berlin's property market, package services include assistance with creating search profiles, finding the right commercial property irrespective of ownership status, arranging commercial property tours, and matching services.



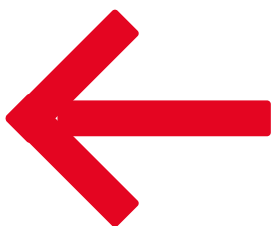
## BUSINESS LOCATION CENTER

A 3D look at Berlin



The Business Location Center (BLC) is the business portal for companies in Berlin. In addition to the latest data on specific actors and the labor market, the portal offers information on funding programs, coworking spaces, future locations, commercial space layouts and infrastructure. The Economic Atlas brings this data to life by allowing visitors to explore Berlin virtually and online through either a 2D map view or image-based 3D surface modeling. The showroom gives investors a unique opportunity to experience the city as a business location.

[www.businesslocationcenter.de](http://www.businesslocationcenter.de)



Berlin Partner works with all relevant market actors such as owners, developers and brokers. Details regarding these services are available at the real estate portal [www.businesslocationcenter.de/immobilien](http://www.businesslocationcenter.de/immobilien). After entering individual criteria, such as object type, rent/buy preferences, price range, location and provider, companies receive details regarding available spaces and objects in Berlin. A variety of offerings are also featured at Berlin Partner's Business Location Center showroom.



# CAPITAL CITY MARKETING

Highlighting Berlin's advantages as a livable and cosmopolitan city as well as marketing it as an attractive location for business and research is Partner für Berlin's mission. On behalf of the state of Berlin and with the active support of over 230 Berlin partners, we've been advancing this mission for more than 25 years. Partner für Berlin launched two exceptional projects that supported the state and city of Berlin in this unusual year: developing and implementing rapid and agile information campaigns to keep citizens informed of ongoing pandemic-related issues and developing an entirely new brand image for the state of Berlin, which was introduced on September 12.





## A NEW BERLIN CAPITAL BRAND

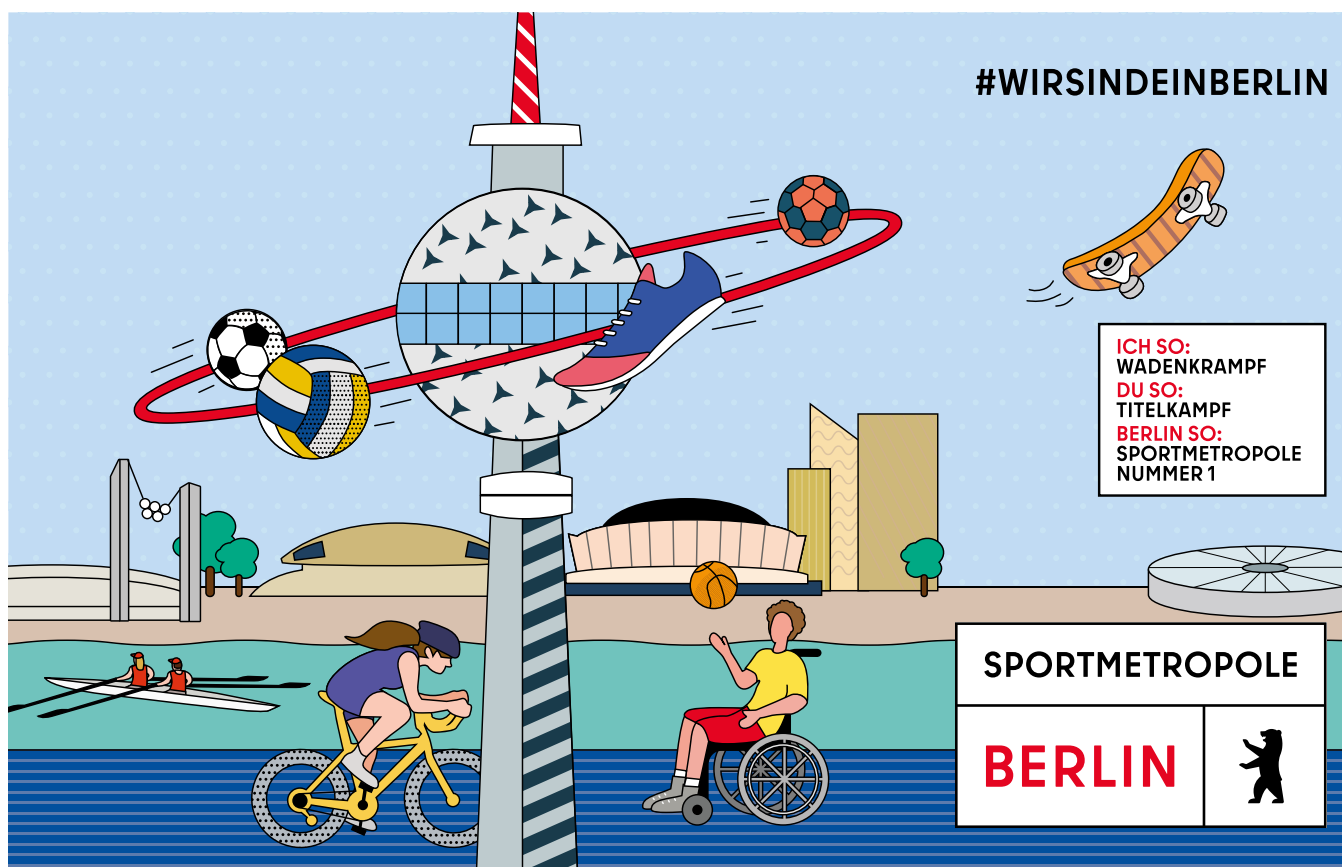
Following an intensive analysis and redevelopment of our mission statement, as well as a redefining of Berlin's brand essence, our work in 2020 focused on the launch and roll-out of Berlin's new capital city brand. The aim of the brand development process, which was announced by the Senate Chancellery in September 2019, was to strengthen the sense of unity and solidarity within the city. The launch and rollout of the new brand was carried out by the Berlin Senate Chancellery, Berlin Partner, the creative agency Jung von Matt and other marketing partners such as visitBerlin and Kulturprojekte. On September 12, 2020, Berlin's new brand was officially introduced by Governing Mayor Michael Müller in an event held in partnership with the Festival of Lights that also marked the end of the 12-year be Berlin campaign. "Berlin is the city of freedom, tolerance and pluralism. Berlin's new brand identity is not purely about the existing individual diversity, but also about emphasizing what unites us as people in Berlin. It's all about community spirit. I am delighted to be able to present a brand that focuses on exactly that," announced Governing Mayor Michael Müller.

Following the launch event, the Berlin Bear, boasting a fresh and modern design, was introduced to Berliners across all twelve districts as a key marker of the campaign's brand.

The launch was accompanied by an eye-popping 360-degree campaign under the #WirSindEinBerlin slogan that has – since September – been featured on digital and analogue billboards across the city, as well as in the Berlin window, on the EUREF campus and as a mural on Prinzessinnenstraße in Kreuzberg. The slogan is also to be found in newspapers as an advertisement.

The campaign was also accompanied by a new website launch and a redesign of social media channels. Information on the new brand design and the campaign can be found at <https://wir.berlin>. The website includes the participatory Bear Generator tool, which allows users to create their own Berlin Bear logo.

The sports metropolis Berlin communicates the values of integration, community, diversity and inclusiveness. Sports in Berlin is more than an economic factor for the city; it is important to society and is highly valued by Berliners. A new sports marketing campaign has been created for the city as part of the Berlin brand. In addition to positioning the sports metropolis Berlin as a key aspect of the Berlin brand, the campaign aims to strengthen sports and its relevance for the city while communicating its values. The campaign thus targets (sports-interested) Berliners, sports enthusiasts and fans of the sports metropolis Berlin. Brand ambassadors of the sports metropolis Berlin, which include Berlin's professional clubs as well as the BMW BERLIN MARATHON or the ISTAF Outdoor, will be featured prominently. The first theme taken up by the sports marketing campaign represents all different types of sports in Berlin. Additional themes under development will focus on various aspects of Berlin sport.





# #WIRSINDEINBERLIN

## OUT-OF-HOME-CAMPAIGN

Two flights, from September to November  
Digital channel reach:

**21.1 MILLION**  
CONTACTS

## “ICH-SO-SLOGANS”

360-degree campaign (print, digital, online,  
social media, ambient, cinema, influencer, mural)

**50**  
SLOGANS POSTED

## PRINT

Circulation of print products featuring  
advertisements: 504,045

**273,817**  
TOUCHPOINTS

Oranienstraße mural:

**> 5.5 million**  
TOUCHPOINTS

## SOCIAL MEDIA



**26,100**  
FOLLOWERS WITH

**9.1 million**  
IMPRESSIONS



**30,700**  
FOLLOWERS

**1.3 million**  
IMPRESSIONS

## SPORTS METROPOLIS BERLIN

Total reach in 2020 for the event  
formats ISTAF and the 2:01:39 Challenge,  
which replaced the  
BMW BERLIN MARATHON

**9 million**  
TOUCHPOINTS



## #BERLINGEGENCORONA

Berlin Partner was commissioned by the state of Berlin to design and implement a pandemic info campaign. As part of the #BerlinGegenCorona campaign, Berlin citizens were educated, kept up-to-date and informed of developments throughout the crisis through positive messaging. In order to highlight the variety of state and federal government support services available to regular citizens, companies and the self-employed, Berlin Partner set up a hotline and coronavirus news website with helpline offerings at [www.berlin-partner.de](http://www.berlin-partner.de). Both were successfully promoted through social media channels and were overwhelmingly well received.



## INDUSTRY CAMPAIGN

To draw attention to Berlin as a strong industry location, a Berlin-wide media flight was carried out as part of our industry campaign. This involved prominently displaying the logos of each 16 partners across the city via various advertising media.

## THE DAY OF GERMAN UNITY - UNITYEXPO IN POTSDAM

In celebration of the Day of German Unity 2020, the UnityEXPO was held in Potsdam under the slogan "Wir Miteinander" (Us, together). Each federal state presented itself at the event with a glass cube. Berlin Partner's mission was to emphasize the capital city's unity and diversity. The new Berlin brand was thus presented to the German public at a major national event.



## TWO CORONAFLIGHTS

# 54 million

## TOUCHPOINTS

(Advertising supplements, digital, radio, out-of-home advertising, programmatic and native, commercial and daily newspapers)

## DIRECT MAIL

# 2.2 million

## HOUSEHOLDS

## AIRPORT REGION BERLIN-BRANDENBURG

An international advertising campaign for the Airport Region Berlin-Brandenburg was launched at the opening of the capital city's Willy Brandt airport.

# > 10 million

## TOUCHPOINTS

### BER

A campaign marking the opening of the new capital city airport was launched across regional, national and international media that included the German dailies Süddeutsche Zeitung, F.A.Z. and WELT, as well as Newsweek, the Daily Beast, the New York Times and CNN. The airport region with its 34 commercial locations was highlighted by the campaign, which aimed to encourage companies to settle in the region.



## Bereit machen zur Landung.

Rund um den neuen Flughafen BER finden Sie 34 attraktive Standorte für Gewerbe und Industrie. Das gemeinsame Airport Region Team der Wirtschaftsförderungen Berlin und Brandenburg bietet Ihnen einen schnellen und unkomplizierten Zugang und unterstützt Sie bei der Umsetzung Ihres Vorhabens. Kontaktieren Sie uns.

[airport-region.de](http://airport-region.de)

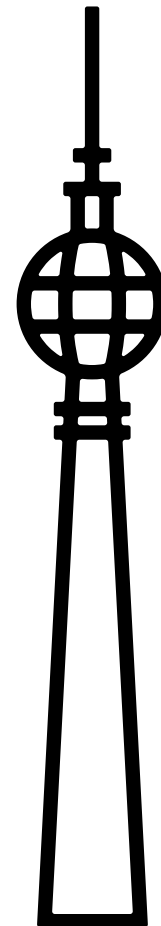


**airport region**  
berlin brandenburg



## THE BERLIN PARTNER NETWORK

Alongside the state of Berlin, the Berlin Partner Network forms the second (financial) pillar of capital city marketing. Berlin Partner Network members are invaluable to Berlin's economy. Demonstrating ongoing commitment to the city as a location, their inspiration is crucial, as they help shape the future of our capital. Our partners' profound commitment and extensive know-how, combined with our intensive dialogue, formed the foundation of our ability to master together the challenges faced in 2020. It was important for us this year to demonstrate solidarity within the network and cultivate an even stronger sense of partnership.



Responding quickly and creatively to the unprecedented situation, Berlin Partner introduced new event formats and series, both as digital and hybrid events, thereby giving our partners the opportunity to network and exchange ideas. In addition to briefing Berlin-Partner Town Hall Call participants on the details of aid packages, we provided individuals the opportunity to exchange with others in a context of social distancing through innovative communication formats such as the Berlin-Partner-Digital-meet&eat and the Berlin-Partner-Digital-Jour Fixe. In-person formats, such as the Berlin Partner Lunch Break, which brought together the Berlin Partner network, were conducted in compliance with social distancing and health regulations. One of this year's highlights was the Walk of Taste, at which Berlin Partner could honor and support past recipients of the Berlin Master Chefs award.



THE BERLIN PARTNER YEAR 2020



# BERLIN-PARTNER-NETZWERK. Decisive for decision makers.

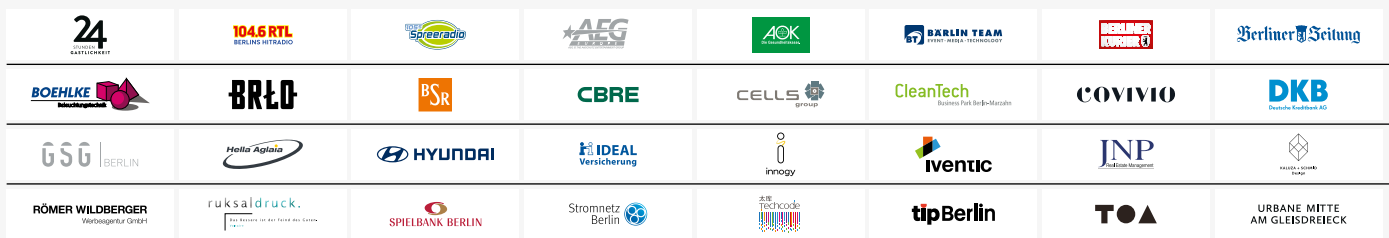
## CATEGORY D-PARTNERS



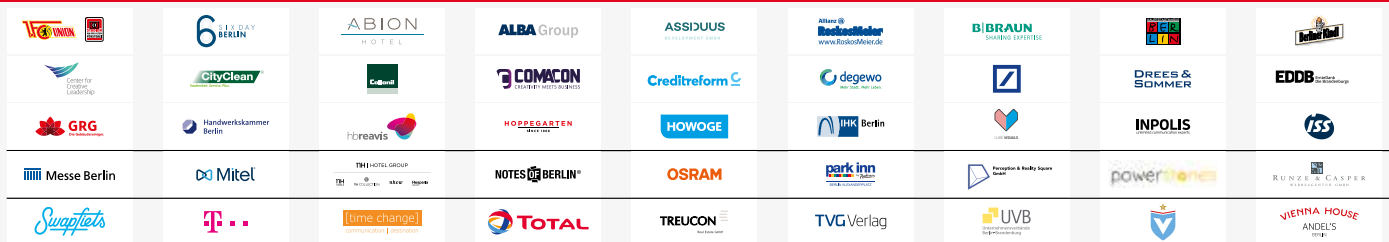
## CATEGORY C-PARTNERS



## CATEGORY B-PARTNERS



## CATEGORY A-PARTNERS



## SCIENCE PARTNERS



## STARTUP PARTNERS



Berlin Partner | Ludwig Erhard Haus | Fasanenstrasse 85 | 10623 Berlin | Tel +49 30 46302-500  
 netzwerk@berlin-partner.de | www.berlin-partner-netzwerk.de | Updated September 2020

PARTNER FÜR

BERLIN



DEBIXIONS

GASAG



GREEN  
TECH  
FESTIVAL

Heise Medien



Investitionsbank  
Berlin

Städteutsche Zeitung

VATTENFALL

Volkswagen We

Wall



COPRO



CURRY 36

DAILY BEAST

DAS MAGAZIN



DEUTSCHES  
SPIONAGE  
MUSEUM  
GERMAN SPY MUSEUM



EUREF Campus  
Berlin

FLUX FM

Die Alternative in Radio



magnation at work

97.2 FM  
RUSSEKIJ  
BERLIN

98.2  
PARADISO

schlager  
radio 82

SANOBI

SHC.EU

SIGNA

TAGESSPIEGEL

The New York Times

bdr  
BUNDESDRUCKEREI



BECKER & RIEBS  
Unternehmensgruppe

BEITEN  
BURKHARDT



bcl

BER  
FLUGHAFEN  
BERLIN-BRANDENBURG

BERLIN  
BOX

BERLIN-CHEMIE  
MENARINI



Berliner  
Wasserbetriebe

Deutsches  
Rotes  
Kreuz



EDGE

ESTREL  
BERLIN

first class

FLYING  
STEPS

FP

Gegenbauer  
Facility Management



GRELFF

Kieback&Peter

METROPOL FM

OMP

Optimahl  
Creating Future Dreams

ORCA AFFAIRS

Pfizer

polyprint

PRINZ MEDIEN  
BERLIN

WE  
WÜRTH ELEKTRONIK

YORCK  
KINGGRUPPE

Berliner  
Sparkasse

Berliner  
Unternehmensgruppe

berlinovo  
MARKET

bike taxi

BIKINI  
BERLIN

BLUMBERRY

BOMBARDIER

CA IMMO  
REAL ESTATE

causales

DINAMIX

formlabs

FORM

GESOBAU  
Wohnort Berlin

Gewobag

GO!  
PERSONAL CARE

GOLDBECK

GOLDEN BOX  
REAL ESTATE

mediaspool

JOBIMEDIA

KNORR-BREMSE

K  
KONZERNKONZERN DER PROLOGER

KPM

K  
KONZERNKONZERN

lecker

LiangDao

media.net  
berlin/brandenburg

mediaspool  
Kommunikation  
Brandenburg  
Brandenburg

Scholz  
ME Scholz de reit

SECURITAS

SNPC  
SINCE 1945

STADLER

STADLER

STADLER

STADT UND LAND  
Gemeinwesen, Stadt, Land, Berlin

Stiftung  
Planetarium  
Berlin

STRATEGIS

Vivantes

WBM  
WIRTSCHAFTSBEREICH BERLIN  
UND BRANDENBURG

WINDROSE AIR  
JET CENTER

W  
LOUNGE

ZIEHER  
BUSINESS CENTER

ZOOLOGISCHE  
GÄRTEN BERLIN  
2001-2024/2025 (Planung)

htw  
Hochschule für Technik  
und Wirtschaft  
Cottbus

Hochschule für  
Technik und Wirtschaft  
Cottbus

Hochschule für  
Technik und Wirtschaft  
Cottbus

hwtk  
Hochschule für  
Technik und  
Wirtschaft  
Koblenz

PFH  
Hochschule für  
Angewandte  
Wissenschaften

Private  
Kunst-Schulen  
Seit 1926 in Berlin

SAGE  
UNIVERSITÄT  
BERLIN

Steinbeis-Hochschule  
Berlin gGmbH

Technische Universität  
Cottbus

TU  
Technische Universität  
Cottbus

Universität der Künste  
UdK

Urania  
Berlin

# COMMITTEES AND SHAREHOLDERS

The shareholders in Berlin Partner for Business and Technology GmbH include Investitionsbank Berlin, Technologiestiftung Berlin, Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH, Berlin Chamber of Crafts, the Chamber of Commerce and Industry of Berlin (CCI Berlin), and the Federation of Business Associations in Berlin and Brandenburg

## INVESTITIONSBANK BERLIN

The Investitionsbank Berlin (IBB) is the Federal State of Berlin's business-development bank. Its offerings in business and real estate development help make Berlin an even better place to live and work. IBB offers young, emerging companies a broad spectrum of financing, from microcredits to venture capital. As a bank for Berlin-based entrepreneurs, it helps innovative leaders, startups and SMEs successfully implement their ideas. This creates jobs and attracts people from around the world to our city. The IBB works closely with Berlin Partner for Business and Technology GmbH in all aspects of business development. For those who already live here or have just arrived, IBB also works to finance affordable and inclusive housing. Its housing and real estate development unit therefore focuses on financing the construction of new rental housing. In line with climate protection efforts, IBB also promotes measures targeting improved energy efficiency in buildings.

## TECHNOLOGIESTIFTUNG BERLIN

Technologiestiftung Berlin promotes shared knowledge about digital opportunities and challenges, develops digital tools, and helps shape Berlin's digital transformation by working with residents, government agencies and companies on collaborative projects. The foundation targets digital inclusion by addressing key issues such as digital education and open data. In cooperation with the Berlin Senate Chancellery, the Technologiestiftung oversees the CityLAB Berlin and is commissioned by the Senate Department for Economics, Energy and Public Enterprises to operate the Open Data center. On behalf of the Senate Department for Culture and Europe, the Technologiestiftung manages the conceptual framework for the Digitalization Fund targeting Berlin's cultural sector. In addition to providing relevant data and information on digital transformation, it hosts a number of events, including a Hacking Box award given to Berliners who hack and write their own code. Other areas of focus include targeting innovations that will help Berlin in its Circles of Sustainability approach and help both the public and business adapt to the changes brought on by digital technologies. The Technologiestiftung also publishes reports on the latest technological developments, showcasing their relevance for Berlin.



### **PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH**

In 1994, 21 Berlin companies joined forces as Partner für Berlin Gesellschaft für Hauptstadt-Marketing mbH with the aim of promoting Berlin's economy, strengthening the capital city's reputation as a business location, and attracting investment to the city. The new organization worked closely with the federal state of Berlin to foster acceptance for Berlin as the nation's new capital, market Berlin as a business location, and develop a comprehensive marketing campaign for the city. As members of Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH, participating companies provide financial support and are actively engaged as shareholders. They also hold stakes in the parent organization, which gives them voting rights at the general meeting.

### **BERLIN CHAMBER OF CRAFTS**

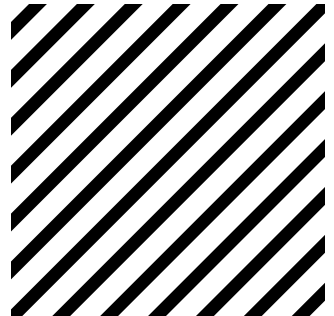
The Berlin Chamber of Skilled Crafts and Small Business (HWK) is a self-governing organization under public law. Its current member companies of more than 30,000 businesses in the craft and craft-like trades offer career prospects to around 9,600 trainees.

### **CHAMBER OF COMMERCE AND INDUSTRY OF BERLIN**

Featuring nearly 300,000 members, the Chamber of Commerce and Industry of Berlin (CCI Berlin) represents the greater interests of the Berlin economy as a customer-oriented service provider for companies, helping them leverage opportunities and overcome challenges. CCI Berlin also provides support for nearly 22,000 apprenticeship positions each year. As a non-partisan organization that represents and promotes Berlin's economy, CCI Berlin also serves an expert and at times critical voice in its exchanges with the government. The CCI Berlin is supported by 750 entrepreneurs who offer their time on a voluntary basis, another 3,000 voluntary auditors and its full-time staff.

### **FEDERATION OF BUSINESS ASSOCIATIONS IN BERLIN AND BRANDENBURG (UVB E.V.)**

The Federation of Business Associations in Berlin and Brandenburg (UVB) is an umbrella organization that focuses on the region's economic and social policies. Its members include some 60 business and employer associations from the industrial, commercial, insurance, service, and craft-trades sectors in Berlin and Brandenburg. The UVB simultaneously serves as the state chapter of the Federal Union of German Employers' Associations (BDA), represents the states of Berlin and Brandenburg in the Federation of German Industries (BDI) and represents their economic interests with the federal government.



**BERLIN  
IS OUR  
PASSION.**



## THE SUPERVISORY BOARD AT BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY GMBH

The Supervisory Board at Berlin Partner for Business and Technology GmbH is comprised of representatives from the business, research and policymaking communities.

### **Dr. Jürgen Allerkamp**

Chair of the Board, Chair of the Supervisory Board

### **Ramona Pop**

Senator for Economics, Energy and Public Enterprises  
First Vice Chair  
of the Supervisory Board

### **Dr. Frank Büchner**

President, Vereinigung der Unternehmensverbände in Berlin und Brandenburg e. V.

### **Hendrik Fischer**

State Secretary at the Ministry for Economic Affairs and Energy of the Federal State of Brandenburg

### **Carsten Jung**

President, Management Board at Berliner Volksbank eG

### **Dr. Beatrice Kramm**

President of CCI Berlin

### **Michael Müller**

Governing Mayor of Berlin  
Senator for Economics, Energy and Public Enterprises

### **Tobias Weber**

Managing Director of City Clean GmbH & Co. KG

### **Carola Zarth**

President,  
Berlin Chamber of Crafts

### **Nicolas Zimmer**

Chair of the Executive Board,  
Technologiestiftung Berlin

## THE TECHNOLOGY ADVISORY BOARD AT BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY GMBH

The Technology Advisory Board for Berlin Partner for Business and Technology GmbH is comprised of representatives from business, science and research, and politics. The Technology Advisory Board supports and advises Berlin Partner management on issues relevant to innovation, technology and technology transfers. The board's term expired on October 8, 2020.

### **Prof. Dr. Christian Thomsen**

President of Technische Universität Berlin; Chair of the Technology Advisory Board

### **Prof. Dr. rer. nat. Monika Gross**

Beuth University of Applied Sciences Berlin

### **Alexander Kölpin**

Managing Director at seed & speed Ventures GmbH

### **Mathis Kuchejda**

Acting Chair, SCHMIDT & HAENSCH GmbH & Co.

### **Ulrich Misgeld**

Chair, Förderverein der Technologiestiftung

### **Matthias Patz**

Head and Vice President, Innovation & New Ventures (T.IVV), DB Systel GmbH

### **Marc Riemenschneider**

Berlin Plant Manager for Pharmaceuticals, B. Braun Melsungen AG

### **Univ.-Prof. Dr.-Ing. Dr.-Oec.**

#### **Thomas Schildhauer**

Managing Director of the Institute of Electronic Business, Berlin University of the Arts

### **Prof. Dr. Peter Seeberger**

Director of the Max Planck Institute of Colloids and Interfaces

### **Dr. Manfred Wittenstein**

Chair of the Supervisory Board,  
Wittenstein AG

## PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH SHAREHOLDERS

The company's funding is secured by shareholders' capital investment. At the annual shareholders' meeting, shareholders are informed of the company's activities and have the opportunity to offer their input on strategic issues. In 2020, 46 of the nearly 280 Berlin Partners were also Partner für Berlin shareholders. They also hold stakes in the parent organization, which gives them voting rights at the general meeting.

### **Shareholders:**

- Abwicklungsgesellschaft Inventux Technologies AG
- Abwicklungsgesellschaft Veloform Media GmbH
- Aengevelt Immobilien GmbH & Co. KG
- ALBA Group plc & Co. KG
- Albeck & Zehden Hotels und Gastronomie B.H.S. – Berlin Hotelmanagement und Service GmbH
- Bayer Pharma AG
- Becker & Kries Holding GmbH & Co. KG
- Berliner Kindl Brewery Aktiengesellschaft
- Berliner Volksbank eG
- Berlinovo Immobilien Gesellschaft mbH
- Bloomberg L.P.
- Bombardier Transportation GmbH
- BRLO GmbH (formerly Braukunst Berlin GmbH)
- bsw Berliner StadtWerbung GmbH
- Bundesdruckerei GmbH
- Business Network Marketing- und Verlagsgesellschaft mbH
- BVG Beteiligungsholding GmbH & Co. KG
- City Clean GmbH & Co. KG
- degewo AG
- Deutsche Telekom AG
- DIAL Berlin Tourism-Förderung GmbH
- Estrel Hotel-Betriebs-GmbH
- Funk Gruppe GmbH
- GASAG Berliner Gaswerke AG
- Gegenbauer Services GmbH
- GO! General Overnight & Express Logistik GmbH
- Berlin Chamber of Crafts

- IDEAL Lebensversicherung a. G.
- Chamber of Commerce and Industry of Berlin
- INPOLIS UCE GmbH
- Landesbank Berlin AG
- Limes GmbH
- Mittel Deutschland GmbH
- Pfizer Deutschland GmbH
- Prinz Medien
- Roskos & Meier OHG
- Runze & Casper Werbeagentur GmbH
- STRATEGIS AG
- Ströer Deutsche Städte Medien GmbH
- The Newsweek Daily Beast Company LLC.
- Vattenfall Wärme Berlin AG
- Vereinigung der Unternehmensverbände in Berlin und Brandenburg e. V. (UVB)
- Wall GmbH
- WBM Wohnungsbaugesellschaft Berlin-Mitte mbH
- WE DO communication GmbH
- WINDROSE AIR Jetcharter GmbH

#### **PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH SUPERVISORY BOARD**

The following members of the Partner für Berlin Supervisory Board are elected by shareholders (each with a minimum of 10 votes in favor):

##### **Carsten Jung**

President of the Management Board at Berliner Volksbank eG, Chair of the Supervisory Board

##### **Peter Albiez**

CEO of Pfizer Deutschland GmbH

##### **Dr. Katharina Kurz**

CEO BRLO GmbH

##### **Tobias Weber**

Managing Director of City Clean GmbH & Co. KG

##### **Dr. Tanja Wielgoß**

Executive Board Chair, Vattenfall Wärme Berlin AG

#### **THE ADVISORY BOARD FOR PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH**

The Advisory Board for Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH advises management on questions of marketing and partner support, and cultivates close relationships between the private sector and Berlin Partner for Business and Technology GmbH.

##### **Members:**

##### **Ute Jacobs**

Managing Director of Estrel Hotel-Betriebs-GmbH, Chair of the Advisory Board

##### **Nicola Brüning**

Head of BMW Group Representative Office Germany, BMW Group

##### **Tomislav Bucec**

CEO RAZ Verlag GmbH

##### **Martin Fensch**

Senior Director Corporate Affairs & Diversified Products, Managing Director at Pfizer Deutschland GmbH

##### **Alexander Jung**

Head of Public Affairs & Media Relations for Germany, Vattenfall GmbH

##### **Thomas Killius**

Director of Corporate Clients, Berliner Volksbank eG (as of June 15, 2020)

##### **Rainer Knauber**

Head of Group Communications, Press spokesperson, Berliner Gaswerke Aktiengesellschaft (GASAG)

##### **Sara Nachama**

Vice President of Touro College Berlin

##### **Wolfgang Sacher**

Managing Director of Go! General Overnight & Express Logistics GmbH

##### **Roland Sillmann**

Managing Director of WISTA/MANAGEMENT GMBH

##### **David Weißert**

Head of Division II A, the Senate Department for Economics, Energy and Public Enterprises

#### **THE BUSINESS LOCATION CENTER ADVISORY BOARD**

The partner companies and institutions of the Business Location Center form an Advisory Board to receive information on the content, technical and commercial operations of the Business Location Center in regular meetings held with Berlin Partner for Business and Technology.

##### **Members:**

(as of November 2020)

##### **Dr. Peer Ambrée**

Division Manager for Technology and Startup Centers, WISTA-MANAGEMENT GMBH

##### **Sebastian Blecke**

Managing Director, Gewerbesiedlungsgesellschaft mbH (GSG)

##### **Alexander Breustedt**

Managing Director, Graef GmbH

##### **Dirk Ditttrich**

Senior Manager Corporate Relations, EDGE Technologies GmbH

##### **Sebastian Fritze**

Direct Marketing & Communications, Cells Bauwelt GmbH

##### **Daniel Ginezki**

Account Manager, SHC Netzwerktechnik GmbH

##### **Frank Hackel**

District Manager Inhouse Services, Randstad Deutschland GmbH & Co. KG

##### **Birgit Kahland**

Head of City Partnership Berlin, Vattenfall Europe Wärme AG

##### **Kathrin Kanzler-Tullio**

Head of Unit IV A, Berlin Senate Department for Economics, Energy and Public Enterprises

**Thorsten Krauß**

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UNDKRAUSS Bau AG

**Dr. Christian Kube**

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**Dipl.-Ing. Thomas Wilde**

Sales Director New Systems Region  
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**Nadja Zivkovic**

District Councillor for Economic Affairs,  
CleanTech Business Park Berlin Mar-  
zahn, District Authority, Marzah-Hellers-  
dorf (Berlin)

**THE BUSINESS LOCATION CENTER  
STEERING COMMITTEE**

The Steering Committee represents the  
Advisory Board in dealings with Berlin  
Partner for Business and Technology  
and, together with Berlin Partner, is the  
public face of the Business Location  
Center. It also prepares proposed re-  
solutions for submission to the Advisory  
Board. The Steering Committee meets  
at its own discretion and upon request  
by Berlin Partner for Business and  
Technology - in advance of Advisory

Board meetings. The Advisory Board  
can transfer decision-making authority  
to the Steering Committee for specific  
issues, though this requires a unanimous  
“yes” vote.

**Members:**

(as of November 2020)

**Markus Weigold**

CEO, Drees & Sommer Projektma-  
nagement und bautechnische Beratung  
GmbH, Executive Committee Chair

**Dr. Peer Ambrée**

Division Manager for Technology and  
Startup Centers, WISTA-MANAGEMENT  
GMBH

**Birgit Kahland**

Head of City Partnership Berlin,  
Vattenfall Europe Wärme AG

**Kathrin Kanzler-Tullio**

Head of Unit IV A,  
Berlin Senate Department for Econo-  
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**Dr. Dietmar Müller-Boruffau**

Attorney, Partner, BEITEN BURKHARDT

**Rüdiger Thräne**

Regional Manager,  
Jones Lang LaSalle SE

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GROWTH AND INNOVATION IN BERLIN**

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**BERLIN PARTNER**  
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**BERLIN**



**Berlin Partner for Business  
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in cooperation with Partner für  
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