

# Berlin to go

Business news to take away

1/2016

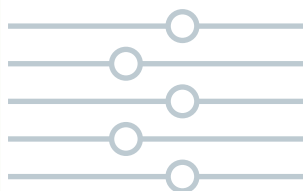


### INTERVIEW:

Dr. Jürgen Allerkamp  
CEO of Investmentbank Berlin



Würth Opens its Competence Center in Berlin



Schönevide – A New Life for Historical Halls



### INTERVIEW:

Doodle CEO Michael Brecht on the Digital Hub Berlin



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*“Why Berlin? –  
The capital as a magnet for investors,  
talent and global corporations”*



## EDITORIAL

**Dear Reader,**

Berlin's appeal is stronger than ever before. Investors, talented people of all kinds, global corporations – everyone's flocking to the city. But why Berlin? Because the German capital is on the upswing. Last year, economic growth was once again above the national average. Berlin's €2.1 billion of venture capital in 2015 stole Europe's startup crown. How can a company resist the mating calls of innovation radiating from the city's startup scene? Those in search of talented individuals will also strike it rich in Berlin.

We are actively fomenting this growth with economic promotion. In 2015, Berlin Partner for Business and Technology helped 99 companies find their way to Berlin – that's 60% more than the previous year. In this issue of Berlin to go, we've given space to companies, which have opted for Berlin, to answer the question "Why Berlin?" For example, Würth explains why the digitization of screws is happening in Berlin. Corning Cable reports on how its vision of "A day made of glass" is taking shape in the capital area. And the IT experts at Doodle outline the reasons they chose Berlin as a base for taking their company global.

Happy reading!

Best wishes,  
Dr. Stefan Franzke

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THE  
STORY**

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It isn't  
the way  
that a  
shuttle  
launch  
looks that's  
most amazing  
it's how it  
— feels.

I was in prime  
position 3 miles  
away to watch  
this great great  
cathedral  
leave Earth.  
For the first  
20 seconds,  
it was almost  
~~was~~ silent.  
And then it  
hit me —  
a thunderous  
rumble so  
strong it turned  
my insides to  
mush. It's a  
feeling you'd  
only ever know  
from living it.

**David  
Shukman**  
Science  
Editor

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YOU  
SEE  
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With journalists in more countries than any other international news broadcaster, we don't just report a story, we live it.



# A STRONG START TO THE YEAR FOR BERLIN

With growing tourist numbers and falling unemployment, the capital is a role model in Germany

## An economy in good spirits

The economic climate in Berlin-Brandenburg is already looking very good at the beginning of 2016. According to a survey conducted by the Chamber of Industry and Commerce, the economic climate index for the region recently reached 135 points – the highest count since its launch in 1995. The climate index provides information on companies' current state of business and their outlook for the future. In all sectors, the overall good mood is directly linked to the flourishing business environment. In fact, most companies expect this upbeat economic activity to continue in the coming months.



## Unemployment down considerably

At the end of 2015, Berlin's unemployment rate reached a historic low. For the first time since 1991, it reached the 10% mark. As recently as November 2011, the rate was at 12.2%.



## Flourishing revenue stream

A new study conducted by the Investitionsbank Berlin shows that congresses and tradeshows are key factors driving the economy in Berlin. Last year, exhibitors and tradeshow visitors spent roughly €1.4 billion while staying in the city. According to the study, €5.10 in additional purchasing power is generated for every €1 in turnover at tradeshows and events in Berlin. Over the course of one year, guests attending everything from the "Green Week" agricultural fair to various doctors' congresses generated roughly €65 million in tax revenue alone.





## Berlin outdoes national average

According to an analysis by the Investitionsbank Berlin, Berlin's gross domestic product will grow by 2.0% in 2016, albeit with a volatile run in the first two quarters (+2.1% and +1.8%). In other words, the capital is set to once again grow at a faster rate than the German average (+1.8%) this year. This outlook was also confirmed by a recent survey of medium-sized companies conducted by the German Institute for Economic Research (DIW).

## Increased funding for digitization

The Senate Department for Economics, Technology and Research recently published new guidelines outlining the parameters of its updated and expanded Transfer BONUS funding program in effect as of 1 January 2016. The updates place the focus firmly on the field of digitization. Berlin companies can now receive a one-time grant of up to €45,000 when cooperating with a scientific institute on a project. By extending the funding program, the Senate Department is looking to encourage small and medium-sized companies to pursue digitization and Industry 4.0. The funding program is carried out by the IBB Business Team GmbH, a 100% subsidiary of the Investitionsbank Berlin (IBB). Applications can be submitted online at the website of Transfer BONUS.



# Transfer BONUS

## Matching platform brings together companies and projects for refugees

Berlin Partner has launched a matching platform called "alle-helfen-jetzt.de" ("everyone help now") designed to encourage the support and integration of refugees. It aims to showcase the capital's many aid projects and social entrepreneurs. Companies interested in working to help refugees can use the platform to gain an overview of opportunities and support specific projects. This allows help to get to the people who need it faster while also fostering integration.





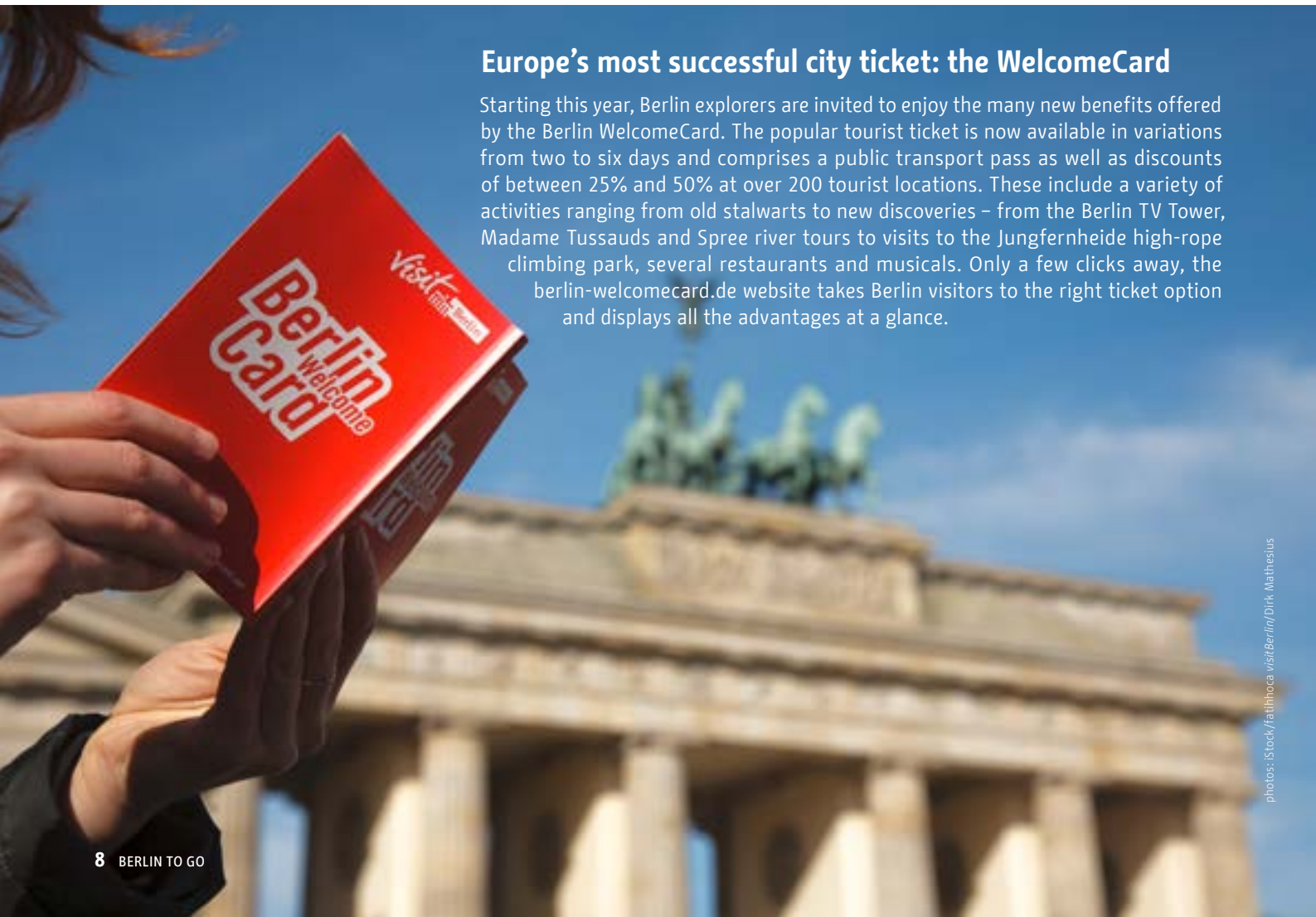
## Berlin Partner balance sheet: 6,650 jobs for Berlin

The Berlin economy continues to grow. This positive development is also reflected in the 2015 balance sheet of Berlin Partner for Business and Technology, which provided support for companies in the form of 289 projects generating a total of 6,650 jobs in Berlin. Roughly €723 million is going to be invested. Europe's digital heart beats in Berlin: over half of the jobs are emerging in future-oriented sectors, including ICT, media and the creative industries. Heavy industry is also growing in the capital; roughly half of investments are flowing into the industrial sector. Berlin proves that it's the place to be in particular at the interface of these two sectors. With its many start-ups and innovative research environments, the German capital provides an ideal landscape for sectors relating to Industry 4.0. More and more national and international companies are moving their development and innovation centers to Berlin. With the help of know-how from the local startup scene, they are working from Berlin to move their companies forward into the digital age.



## Europe's most successful city ticket: the WelcomeCard

Starting this year, Berlin explorers are invited to enjoy the many new benefits offered by the Berlin WelcomeCard. The popular tourist ticket is now available in variations from two to six days and comprises a public transport pass as well as discounts of between 25% and 50% at over 200 tourist locations. These include a variety of activities ranging from old stalwarts to new discoveries – from the Berlin TV Tower, Madame Tussauds and Spree river tours to visits to the Jungfernheide high-rope climbing park, several restaurants and musicals. Only a few clicks away, the [berlin-welcomecard.de](http://berlin-welcomecard.de) website takes Berlin visitors to the right ticket option and displays all the advantages at a glance.





## Tourism figures continue to grow

It's hard to forget the literal high-light of 2014: the "Lichtgrenze" ("Wall of Lights") celebrated the fall of the Berlin Wall and drew many tourists to Berlin in November 2014. Even though the Lichtgrenze didn't light up the sky in November 2015, increasing numbers of tourists nevertheless paid a visit to the capital. In fact, according to the latest tourism data issued by the Berlin-Brandenburg Office for Statistics, the number was 4.2% more than in the previous year. In 2015, Berlin welcomed a total of 12.37 million guests and had 30.25 million overnight stays (+5.4%). With an increase of 9.2%, the year also saw an above-average rise in visitors from abroad.

## Visitors from all over the world

Many tourists from all over the world visited the capital again in 2015:

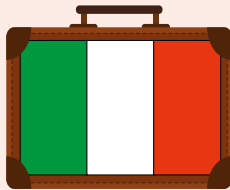
### Netherlands

0.85 million guests  
(+ 2.2%)



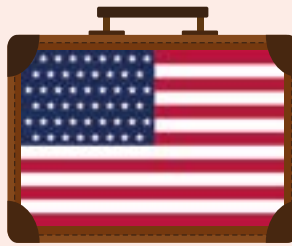
### Italy

0.94 million guests  
(+ 1.2%)



### USA

1.1 million guests  
(+ 17%)



### Great Britain

1.5 million guests  
(+ 19.6%)



NO TRAFFIC  
NO STRESS  
NO CO<sub>2</sub>

WITH CARGO!BIKE

# WHY...

Berlin is more popular than ever as a location for investors, companies, researchers and young talent from across Germany and abroad. What makes the capital so appealing?

**B**erlin continues to expand its position as a leading European startup hub: last year, new companies in the capital received a massive injection of funding totaling €2.1 billion. No other startup scene in Germany was able to attract investors as effectively as Berlin. In addition to financial players from all over the world, major corporations also discovered Berlin's startup community last year. Today, at several innovation centers spread out over the entire city, these global companies are tinkering together with young founders on new products and the digitization of processes and services. Last October, the screws and fasteners manufacturer Würth opened a Competence Center at the Adlershof Science and Technology Park designed to foster the company's approach to its digital future, that is, away from screws and towards wireless solutions such as charging smartphones via electronics integrated into tabletops (see p. 12).

**E**ver since the Wall came down, Berlin has made the most of its many wide open spaces. Initially, empty buildings and cellars were transformed by the techno community into sites of pulsating beats and all-night dancing. Today, it's Berlin's creative freedom that fuels the development of innovation in the economy. Even in the realm of cooking and cuisine, it would seem that there are no limits; indeed, the range of culinary highlights in Berlin now appears infinite.

**R**arely has a city undergone such a drastic transformation in such a short time. And yet, study after study proves that Berlin has done just that. In the city ranking issued by the international news and lifestyle magazine Monocle, Berlin occupied the third spot of the 2015 list of the world's best cities to live in. The German capital shared the podium with Tokyo (1st place) and Vienna (2nd place). No doubt one of the city's most decisive advantages is the fact that it's relatively affordable to live and work in Berlin. The city is also very green – hardly any other capital in the world has so many parks, gardens and green areas. It's a major reason why so many families like to move here.



**L**ast year's data issued by the Berlin Brandenburg Office for Statistics showed that roughly 30,000 students graduate on average each year in their various academic programs at Berlin universities. In other words, it's not hard to find fresh young talent in Berlin. Plus, if you can't find what you're looking for here, just mention Berlin and it won't be hard to attract skilled workers from other parts of Germany and the world. Very few people are able to resist Berlin's magnetic pull. Yet another plus for the city is its international flair; people from over 180 nations call the city their home. For companies with an international orientation, it is often important to be able to have a staff with heterogeneous national and cultural origins so as to be able to operate successfully in their target markets. This was the case for the company known as Doodle, maker of a highly popular online scheduling tool. In fact, it was the decisive argument for setting up their first international subsidiary in Berlin (see p. 14).

**I**n Europe, Berlin is considered to have one of the largest and most diverse science regions on the continent. The city's special feature is that research and science cover an enormous range of themes and subjects – and experts can be found for every field of specialization. The Brain City campaign launched by Berlin Partner in early March serves to showcase some of these figures. In Berlin, business and science work very closely together in many areas. This collaboration is particularly evident at Berlin's so-called Zukunftsorte ("growth areas"), such as Schöneweide (see p. 25) and Campus Charlottenburg/City West (see p. 24).

**N**ot only is Berlin the capital of digitization in Europe; it also offers ideal conditions in which to explore and find solutions to future challenges, for example in projects relating to Smart City, Industry 4.0 and Green Technologies. Entrepreneurs, researchers and founders are currently working in Berlin to find answers and smart solutions to the following questions: How will urban populations in the cities of the future get from A to B without harming the environment? How can we automate recurring processes in the industrial sector? What processes can be used to manufacture products in the industrial sector by means of a resource-friendly approach? There is no doubt that our growing society will have to face these questions and challenges in the future. In this context, digitization has emerged as an engine driving many new business models forward. For example, the startup Inventorum developed its digital cash register for retailers from its offices in Berlin (see p. 28). *cb*



# “ALL ROADS LEAD TO BERLIN”

With its new Competence Center in Berlin-Adlershof, the globally active Würth Elektronik eiSos Group is focusing strongly on research and development

**The Würth Elektronik eiSos Group, with about 6,100 employees worldwide, is a subsidiary of the Künzelsau-based Würth Group, which has itself made business history as a global market leader in assembly materials. The overall enterprise, led by Prof Dr. h.c. mult. Reinhold Würth, is a pioneering company in many respects. A visit to Pierre Lohrber, who heads the brand-new Würth Elektronik eiSos Competence Center, swiftly offers an impression of why: Innovation lies at the heart of the Würth mission.**

Newly laid roads, ultra-modern offices and business complexes, with spacious atriums and meeting places between the buildings. Science, research, industry and technology are represented by turns, while international players are clearly as comfortable here as the small startups and think tanks. This is Berlin-Adlershof, which has created a name for itself as a new science and business center in the city's east. As a mini-“Stanford Industrial Park” (the birthplace of the future Silicon Valley), the location helps link the key actors of Industry 4.0. Helping to lead the charge is the Würth Elektronik eiSos GmbH & Co. KG Competence Center, which opened on 23 October 2015.

Pierre Lohrber, head of the new facility, is excited about the opportunities this presents. He has worked for the Baden-Württemberg company for more than four years, and is

responsible both for the Berlin location and the firm's capacitor division. “Our company manufactures electronic and electromechanical components, particularly passive components, power modules and LEDs. In recent years, our goal has been to distinguish ourselves in these areas by providing excellent service to the market. What drives us is innovation from the initial moment of design. Rather than developing just a single component, we're involved early in the design process, and work with our partners' overall solutions as a systems provider.” Lohrber's team consists primarily of development and application engineers who develop new components or work closely with customers on application development and integration tasks. The facility also offers seminars and training sessions.

Innovation has been a corporate value for the Würth Group since 1945. Its driving force, Reinhold Würth, took over the company at just 19 years old following the death of his father, and built it with unparalleled strategic skill into a global corporation. His guiding principle has always been to please customers through high-quality work. The company's international slogan - “More than you expect” - clearly reflects this. “The quality of our products and services has always been a clear focus for us,” says Lohrber. This is equally true of the parent company and all Würth subsidiaries. But what exactly does this mean? “Anyone who wants to deliver quality must remain innovative,” answers Lohrber. “And if you



Soon possible thanks to Würth technology:  
loading smartphones simply by laying them on the tabletop.

want to be innovative, you have to develop in a sustainable way. Thus, innovation and sustainability are the real factors behind our success.”

The decision to locate in Berlin’s international industry and technology hotspot was for this reason a natural one. “Berlin has a real draw. As the capital, it’s incredibly cosmopolitan and liberal, and has an unassuming, even rough charm that comes from its history as a working-class city. It offers a huge diversity of cultural attractions and professional and networking opportunities. Any company wanting to do forward-looking work with today’s key Industry 4.0 players will find Berlin a perfect place to be.” Lohrber’s enthusiasm for the city on the Spree is evident as he speaks. After traveling for business 150 days out of the year, the native Berliner is always happy to come home, and he appreciates the unpretentious character of his hometown. The Adlershof Technology Park functions as an incubator for his company. “The ability to network with our on-site neighbors – research institutions, university partners, customers – is outstanding. Berlin Partner has helped us very actively with networking as we’ve established our presence here,” Lohrber says. For him, the access to young engineers and developers from startups, scientific forums and think tanks is particularly exciting. “So many young people from all around the world are working on technological innovation here. The opportunity to combine their know-how and our strengths in imple-

## Facts and figures

- **Würth Group** (parent): Headquartered in Künzelsau, approx. 69,000 employees in over 400 companies and 80 countries around the world. Annual turnover 2015: approx. €11 billion. Würth Group is the world market leader in its core business, trade in fastening and assembly materials. Chairman of Supervisory Board: Prof. Dr. h.c. mult. Reinhold Würth.
- **Würth Elektronik Group**: Headquartered in Niedernhall, approx. 7,400 employees in 50 countries. Annual turnover 2014: approx. €527 million, one of the most successful companies of the Würth Group. Management: Jürgen Klohe, Jörg Murawski.
- **Würth Elektronik eiSos Group**: Headquartered in Waldenburg, approx. 6,100 employees in 50 countries, annual turnover 2015: approx. €475 million. Core business: passive components, power modules and LEDs. One of the largest European manufacturers of passive components. Management: Oliver Konz, Thomas Schrott.



Würth Elektronik's Competence Center under construction.

mentation gives this site an enormous advantage.” To this end, the company provides internships for students working toward bachelors’ and masters’ degrees on relevant subjects, and offers diverse early-career opportunities.

The Würth Elektronik eiSos Group Competence Center is initially staffed by 40 employees, but is expected to expand to around 100, with further growth options remaining open. By 2020, the parent company’s corporate strategy projects yearly revenues of €800 million for the subsidiary. This is a formidable goal, to which Lohrber looks forward energetically: “Business evolution is a question of development options. We have the perfect conditions for this in Adlershof – you can really build something here. And here in Berlin, we offer the ‘place to be,’ which makes our company more attractive for applicants from all over the world.” It’s thus no accident that the company’s Adlershof building also houses two other internationally active firms that have established a presence here with the same objective in mind. However, the fact that these two companies also coincidentally come from Künzelsau makes Lohrber smile. “All roads lead to Berlin,” he says. *ih*



Dr. Stefan Franzke, Managing Director, Berlin Partner; Pierre Lohrber, Head of Würth Elektronik eiSos’ Competence Center Berlin; Michael Müller, Governing Mayor of Berlin; Jörg Murawski, Managing Director, Würth Elektronik Group; and Oliver Konz, Managing Director, Würth Elektronik eiSos Group (left to right).

# “GLOBAL GROWTH GENERATED IN BERLIN”

Serial entrepreneur and Doodle CEO Michael Brecht talks to *Berlin to go* about the future of his company and Berlin’s status as a digital hub

**Some 28 million people currently use the online scheduling tool Doodle each month. In February 2015, the Swiss company set up its German subsidiary in Berlin. The company’s global expansion is now managed from its offices in the capital. Before joining Doodle, CEO Michael Brecht founded several companies in the field of digital business, so he knows what it takes to succeed. Here, he talks about his company’s growth initiative and choosing Berlin as a location.**

**Doodle is a word used in English to describe the act of scribbling or drawing casually. It’s a catchy word in the same vein as Google. This is probably the reason why many people think Doodle is an American company from Silicon Valley. What’s the real story?**

**Michael Brecht (MB):** It’s true, very few people know we’re a Swiss company that was founded in 2008 in Zurich by two graduates of the ETH Zurich. In 2014, both founders sold their shares to Tamedia AG, which now drives Doodle’s global expansion as its parent company.

**You’ve worked in the field of digital media for over 20 years, and in that time you lived in Australia and Asia. What brought you to Doodle?**

**MB:** I took over the reins as CEO of Doodle in 2014. As far as I’m concerned, Doodle has everything a company needs to foster digital evolution, especially as part of Tamedia

AG, the largest media house in Switzerland, but also as an innovative company that has grown into the world’s most popular online tool for scheduling.

**What made you choose Berlin as the site of Doodle’s German subsidiary?**

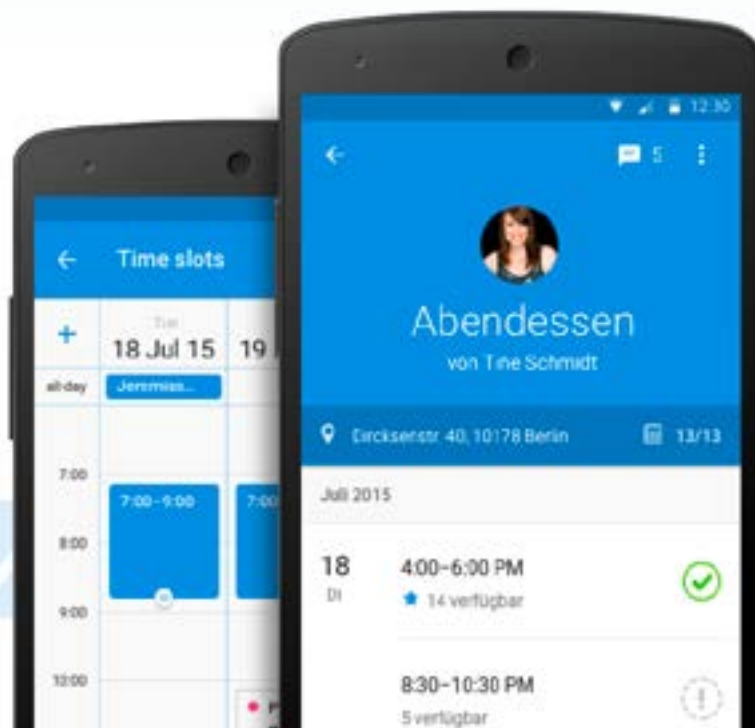
**MB:** We always knew we were going to need a second location in Europe for our international expansion. I lobbied very strongly for Berlin because I had lived here after the Wall came down and literally fell in love with the city. Plus, as a major digital hub, Berlin offers us ideal opportunities for our growth initiative.

**What mission did you bring with you to the German capital?**

**MB:** We’re working with our own team of on-site developers to further enhance the Doodle mobile app for iOS and Android. We used to work with external developers, but in the past roughly two years, we’ve seen a very strong shift to mobile. In other words, it was essential that we use our own experts to navigate the mobile shift. And, of course, Berlin is the perfect place to do just that.

**How so?**

**MB:** Berlin has the right people with the right know-how. Plus the city has a thriving networking culture. For example, we were able to find an external agency here to handle our search engine optimization, and we work very



*Paper calendars were yesterday; today’s schedules are managed via smartphone.*



	Di 14 Jul 15 8:00-9:00	Mi 15 Jul 15 8:00-9:00	Di 21 Jul 15 8:00-9:00	Mi 22 Jul 15 8:00-9:00
Tine Schmidt	5	3	7	7
Ben Günther		✓		
Chiara Fischer		✓	✓	✓
Mats Isner	✓	✓		✓
Daniel Walter				✓

*Doodle makes it easy to coordinate schedules with others.*

closely and successfully with them. We are now live in 21 languages, which makes it all the more important that we receive effective support from our external partners on site. It works very well, and we are delighted to contribute to Berlin's status as a digital hub! Not only have we established viable partnerships, we also get asked by startups to install Doodle for them. Of course, we're always very happy to do so.

**You have a passion for startups. In fact, you've founded several successful companies, including *urbia.com* and *52weine*. How do you support young founders?**

**MB:** In two ways. On the one hand, I function as an advisor in the growth phase. On the other hand, by focusing on productivity in line with the motto: We help you to work smarter – not harder! I recently published a book of interviews on the subject of productivity (Editors note: The Productivity Book. 30 Professionals Talk about their Time Management), and I also give lectures and keynote speeches on the subject of business productivity, among others. Of course, Doodle is a great instrument to achieve just that.

**Speaking of growth: What are your goals with regard to the expansion of Doodle?**

**MB:** In addition to being the site of our development, Berlin is also the place where we're expanding our marketing and support divisions. Until now, our client support had been in German and English, but we're growing tremendously in Spanish and Portuguese-speaking markets. That's why we're working at the moment on expanding our support team in these languages. Berlin is an excellent choice in this respect because the city attracts professionals from all over the world. And these are exactly the people we need.

**What goals have you set for Doodle?**

**MB:** As things stand today, 28 million people worldwide use our tool every month to coordinate their schedules. What's keeping us from bumping that number up to 200 million? In other words, our task is to showcase Doodle's productivity advantages worldwide. In the past, we underwent a viral and massive growth. More recently, we've begun to position

ourselves strategically in less strong markets and to make Doodle better well-known. However, the same also applies to fast-growing markets, such as Brazil. We're increasing our presence there especially in the run-up to the 2016 Olympics. And we're managing this global strategy and our entire global growth from here in Berlin.

**What is your personal vision for Doodle?**

**MB:** I would like to see Doodle establish itself as the worldwide standard for time management and schedule coordination. Our key advantage is that we function independently of manufacturers. In other words, we can export the scheduling results of our users to all kinds of external calendar systems without being tied to a specific technical platform.

**You mentioned earlier that you fell in love with Berlin after the Wall came down. What is it like for you today coming back to the city after so many years abroad?**

**MB:** I lived in Australia for six years, and my family and I feel at home in five different countries. It was a tremendous joy to come back to Berlin. I got to know the city right as the Wall came down, so it was a very exciting time! Berlin was so colorful, so wild, so different. Of course, today, 25 years later, the city has changed tremendously.



*Doodle CEO Michael Brecht: Spearheading his company's global expansion from Berlin.*

**What kind of impression does Berlin make on you today?**

**MB:** It's hard to say. Berlin is still very spontaneous. I love the way the city is still so unpolished, unlike many other cities. It reminds me of the creativity one feels in New York, a city that's also very close to my heart. Berlin used to be brimming with an exuberant force. Today, this feeling can still be found, but only in those areas that have stayed true to the original creative spirit of the post-Wall era. And yet, despite all the changes, the city's unique character still shines through. Berlin was and still is spontaneous, creative and unpretentious. I missed that spirit, so I'm very happy to be back in Berlin with Doodle!

**Thank you very much for the interview!** *Interview by Ines Hein*

# CORNING MAKES BERLIN ITS WINDOW ON EUROPE

Thomas Edison created light in the laboratory, but before he could take it anywhere he needed something to put it in. He turned to Corning for a solution, and the glass light bulb was born.

**Almost 140 years after helping Edison light the world Corning is still producing innovations and new technologies that touch millions of lives in Europe and around the globe. The company has a major presence in Berlin – the Corning Technology Center in the Adlershof Science and Technology Park.**



*Corning's Gorilla glass is used on smartphones, tablets and touch screens around the world.*

Despite its presence in Germany and its long history of innovation, Corning might be the best-known American company that most German consumers have never heard of. And many of them are holding a piece of Corning in their hand right now.

Corning® Gorilla® Glass is thin, damage resistant, optically clear, and has been used on 4.5 billion smartphones, tablets and touch screens to date. Many of those same devices communicate over fiber optic strands, another Corning invention. Corning's reach also extends well beyond handheld electronics. Corning ceramic substrates are in the catalytic converters of millions of vehicles. Pyrex laboratory glass and cookware was also invented by a Corning researcher.

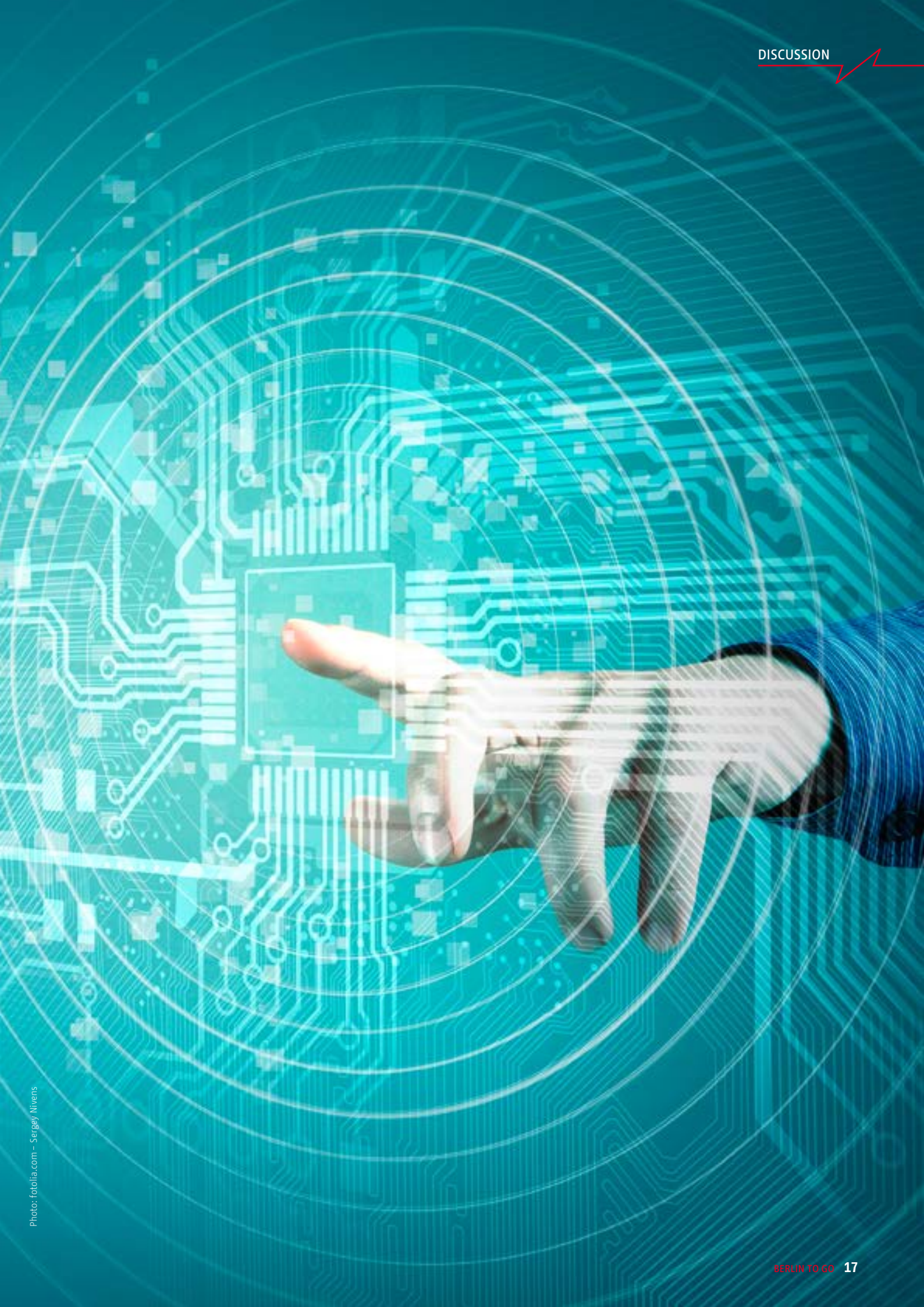
Corning has consistently advanced glass technology through an innovation model supported by extensive scientific research. The company opened its Berlin technology center in 2012 to be close to the city's depth of engineering and scientific talent in optics, materials science, chemical and mechanical engineering.

Corning also wanted a place in Germany to collaborate more closely with its European customers. The Adlershof technology center showcases new innovations from Corning.

As a leading developer of touchscreen materials, Corning has envisioned a universe of new applications to surround people with touchscreens to make their work easier and their lives more pleasant. Some of those applications are depicted in Corning's video, "A Day Made of Glass." In these videos, an interactive screen used as a closet door helps a girl assemble her outfit for the day while in a room away, her mother checks her office calendar on a screen in the vanity mirror. The video also showcases a medical technician in a local hospital using interactive display screens to precisely position a scanner as well as a passenger darkening a car window against morning glare by gliding her finger over it. In addition, the video also shows a professional giving a presentation using an entire wall of the conference room as her palette.

Corning demonstrated innovations like these at the International Consumer Electronics Show in January 2016. The company expects to collaborate with European companies through its technology centers in Paris and Berlin to make the vision expressed in "A Day Made of Glass" a reality.

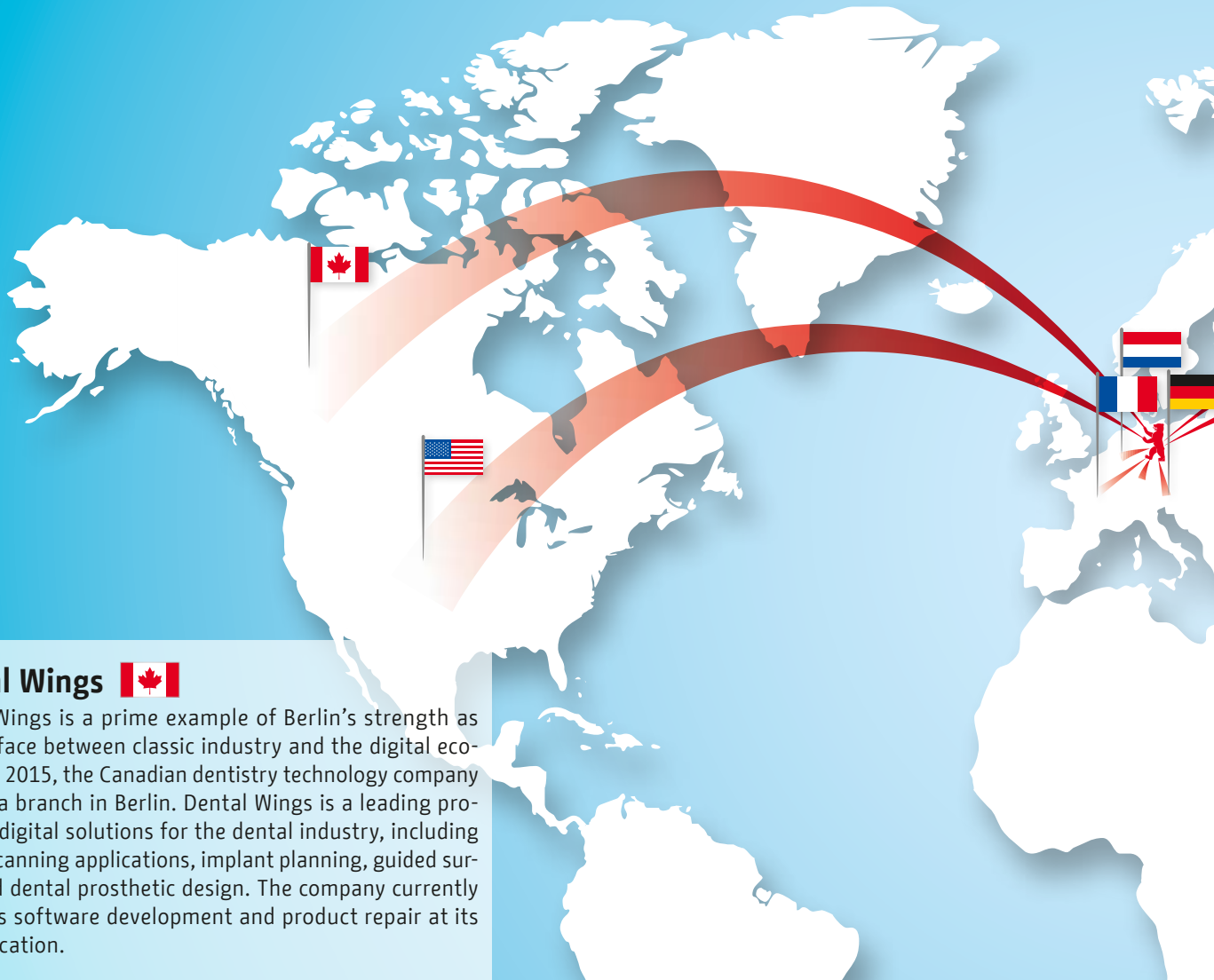






# BERLIN IN NATIONAL AND INTERNATIONAL FOCUS

Whether for their headquarters, innovation center or production site – more and more companies are choosing Berlin as a business and technology location



## Dental Wings

Dental Wings is a prime example of Berlin's strength as an interface between classic industry and the digital economy. In 2015, the Canadian dentistry technology company opened a branch in Berlin. Dental Wings is a leading provider of digital solutions for the dental industry, including dental scanning applications, implant planning, guided surgery and dental prosthetic design. The company currently conducts software development and product repair at its Berlin location.

## Techstars and WeWork

Techstars, one of the leading startup accelerators in the USA, chose Berlin as its second location in Europe and takes on ten startups for each three-month program it offers. Each startup receives \$120,000 of financing as well as mentoring. The program began in summer 2015. It was Berlin's dynamic startup landscape that convinced Techstars to select Berlin as an additional company location. WeWork, the American coworking office-space provider, soon followed in 2016. The company, valued at around \$10 billion, is set to open three Berlin locations with work spaces for startups.

## Cisco Systems

In 2014, Cisco opened the Cisco Center of Innovation Berlin; openBerlin is one of six such innovation centers around the world and promotes solutions for the "Internet of Everything." At its Berlin location, Cisco develops open, high-tech innovation platforms for the industry areas of transport, mechanical engineering and "City of the future." The Berlin location is assuming global responsibility for the development of these solutions within Cisco Corporation. Customers, startups, researchers, entrepreneurs and technology experts now have the opportunity to develop new ideas and technologies together in Berlin.

## Booking.com

Booking.com is one of the world's leading hotel reservation portals and is a member of the Priceline Group. The company is headquartered in Amsterdam and is represented globally by 150 offices in 59 countries, including 12 customer service centers in Asia, Europe and the USA. Every day, more than 700,000 overnight stays are booked through the portal, whose global customers include both businesspeople and private individuals. Booking.com's new service center at Potsdamer Platz provides around 450 jobs.

## BeanAir

BeanAir is a manufacturer of sensor technologies for the aerospace industry and for the structural monitoring of buildings. In 2015, BeanAir moved its entire headquarters, together with its production facilities, from France to Berlin. The company is investing around €2 million to set up their headquarters and will create 30 new jobs. The deciding factors for BeanAir's move were Berlin's skilled personnel in the field of electrotechnology and its location as a base for expanding the company's international operations.

## Sanofi Pasteur MSD

From Leimen to the heart of the healthcare industry – in 2014, Sanofi Pasteur MSD relocated its headquarters for Germany and Austria to Berlin. Sanofi Pasteur is the only company in Europe to focus exclusively on vaccines and has created around 180 jobs in the city. Berlin's top-notch scientific and research institutions, along with its inspiring atmosphere, convinced Sanofi Pasteur of the city's advantages as an innovative location for the healthcare industry.

## Interbran Systems AG

In 2015, Karlsruhe-based Interbran Systems AG opened a distribution and production location in Berlin-Adlershof. Interbran develops and manufactures high-efficiency compound system solutions for thermal insulation. The company is creating 40 new jobs in Berlin. The city's strong energy technology cluster and countless scientific institutions focusing on energy were deciding factors in Interbran's decision to expand to the capital.

## Gumi, Nexon, Gree, Smilegate and Gamevil

The digital heart of Europe beats in Berlin, the home of a booming video game industry. In 2015, five game developers from Japan and South Korea – Gumi, Nexon, Gree, Smilegate and Gamevil – moved to Berlin, creating around 300 new jobs for the city. Two European headquarters were established as part of the move. The companies were ultimately persuaded by Berlin's wealth of skilled personnel in the field of software development.

## Uniqlo

Uniqlo is owned by Fast Retailing, a Japanese consortium of clothing retailers listed on the Tokyo stock exchange. Its most important subsidiary is the Uniqlo chain of stores, Japan's largest clothing retailer. It has more than 1,200 shops worldwide, of which over 750 are in Japan and 15 are in Europe. In 2014, Uniqlo opened a 2,700 m<sup>2</sup> store in Berlin – its largest in Europe – and created around 200 jobs. Uniqlo was won over by Berlin's status as a trendsetting capital of fashion.



# “FREEDOM IS AT THE HEART OF THE BERLIN BRAND”

Dr. Jürgen Allerkamp, CEO of Investitionsbank Berlin, in an interview on Berlin's development as a business location – and what makes the city unique

**Berlin's economy is on the rise. Investitionsbank Berlin (IBB) projects a growth in GDP of 2% for 2016. In the past year, revenue from retail sales, industry and the hospitality sector increased by 4.5%, while exports grew by 4.2%. Berlin offers the right conditions for companies looking to relocate or expand their operations. Berlin to go spoke with Dr. Jürgen Allerkamp and asked for his opinion.**

**What's the role of Investitionsbank Berlin in fostering the capital as a business location?**

**Dr. Jürgen Allerkamp (JA):** First and foremost, we're a bank for startups, which make up almost half of our customers. Among Germany's top-ten, we're actually the most active capital investor for startups in terms of number of investments. Thanks to the SME campaign by IBB and the Berlin Senate, we're also a strong supporter of small and medium-sized companies. As two-thirds of our financing commitments are to cutting-edge companies in Germany, we also promote innovation. And last but not least, we stimulate housing construction by financing affordable housing in the city – an issue that has become particularly important of late.

**How would you describe your bank's mission?**

**JA:** Our mission is to advise people seeking to implement their business ideas and to assist them with financing. We've been doing this longer than the word “startup” has even existed – from microcredits to venture capital, with both equity and debt financing. For all questions concerning the financing of a business, we're Berlin's number one contact partner. The consulting aspect of our work is very important to us, and it plays a particularly large role in our business plan competition.

**What's special about this competition?**

**JA:** It's the largest regional business plan competition in Germany. We've been organizing it with great success for 20 years. Profitable ideas are presented to us, and we then develop them further in collaboration with the founders, producing profitable companies. Following the competition, we assist these businesses with consulting and coaching tailored to their needs.

**And how does it work with the financing of companies that are already located here or would like to be headquartered in Berlin?**



**JA:** For these cases we have great programs that we've been offering for years, including our well-known GRW program. There are other programs such as ProFIT, which targets young, innovative technology firms, and Berlin Kredit, a financing program for medium-sized companies seeking specialized investments and operating capital. One special offering is our Innovation Assistant, whereby for a limited period, selected university graduates share their knowledge and practical expertise with small and micro-enterprises. Especially in terms of digitization, which is critical in any industry, this fresh research-based knowledge can provide a decisive market advantage.

**Small and medium-sized companies are the backbone of a location's economic development. Are you supporting them in any particular way?**

**JA:** For 2016, Berlin's Senate Department for Economics, Technology and Research and the IBB have developed a four-pillar campaign for small and medium-sized businesses. In short: Our Berlin Innovativ program, which finances innovative SMEs, has raised its loan cap to €2 million. The Berlin Mittelstand 4.0 program focuses on the digitization of SMEs in industry and services as well in the IT sector, with a planned annual volume of around €10 million. We also have the SME Fund, which is vested each year with around €30 million. And in the future, our GRW program will also be available to companies with commission-based models, which are common in startups and in the digital economy. We will elaborate on these topics on Funding Day, 6 April 2016.

**Funding Day is a good opportunity to reach out to you. How do your customers normally get in contact with you?**

**JA:** Any way imaginable, be it through our website or by telephone. We either meet startups and entrepreneurs through our business plan competition, or they are referred to us. Companies looking to locate in Berlin find us through Berlin Partner. We value this cooperation very highly and would like to explore new ways to cooperate in the future. We're frequently contacted by principal banks that involve us in financing processes.

**How would you rate Berlin's appeal for new businesses over the past year?**

**JA:** It was a terrific year for development which, if I may be frank, we've had a part in. We're thrilled how Berlin is developing, and we'll do everything we can to ensure that Berlin continues to provide attractive startup conditions for businesses looking to locate here!

**What's key to insuring such conditions?**

**JA:** The city must remain attractive in all aspects – cultural, scientific, economic – in order for businesses to attract promising and skilled professionals. This also means that



*Dr. Jürgen Allerkamp, CEO of Investitionsbank Berlin, has ambitious plans for 2016 as well.*

Berlin must continue to offer comparably low rents in the commercial as well as residential market. Digital infrastructure also plays a sizable role. If we do what is necessary to maintain Berlin's status as the digital heart of the republic, the expected growth over the next 15 years could mean a quarter of a million new jobs for the city. The task for all those involved in location development is thus to sustain Berlin's capacity as the most dynamic economic region in Germany. After all, success feeds success.

**How can this be achieved?**

**JA:** By continuing to do as we have in the recent past. There is very close cooperation between Berlin's institutions for economic promotion – including Berlin Partner, Technologiestiftung Berlin and the Chamber of Industry and Commerce – and we're all enthusiastically doing our part. One good example is the Startup Unit, in which all relevant parties have joined forces.

**How do you rate today's Berlin as a location for business?**

**JA:** Two or three years ago, funding commitments for companies looking to locate to Berlin were often decisive. Today, financial support is no longer a primary incentive. This is telling: Being based in Berlin is of economic value in itself, especially for new companies.

**How would you personally answer the question "Why Berlin?"**

**JA:** Why Berlin? For me, the DNA of this city is freedom. Freedom that we, historically speaking, have drawn from others. Freedom in the sense of culture and way of life, as was the case so remarkably in the 1920s. Even Frederick the Great let "every man seek heaven in his own fashion." Berlin is colorful, creative, innovative, forward-looking and utterly tolerant. Freedom is, if you will, the brand essence of this city. I'm almost a bit sad that I didn't move here five years earlier!

**Many thanks for the conversation!** *Interview by Ines Hein*

# IDEAL SUPPORT ON THE ROAD TO BERLIN

Berlin Partner fosters growth in business and technology while supporting companies and research institutes relocating to Berlin

When locating your business at a new site, the factors driving success are the same as for any other service

- There needs to be a general market interest: growing companies eager to position themselves globally
- An attractive product: Berlin!
- Marketing that appeals to customers: *be* Berlin
- A dedicated sales staff, appealing services tailored to clients: the Berlin Partner Service Packages
- Sustainable customer care

## SUCCESS STORIES

### 60 percent more new companies in 2015

Berlin Partner serves both as a business development agency and a cultivator of new technology. This enables it to provide many of the different resources needed to support companies locating in Berlin. In 2015, the agency contributed to the rising number of successfully completed relocation projects and related new jobs in Berlin, thereby fostering the significant increase in investment volume. As Dr. Kai Uwe Bindseil, Berlin Partner's business relocation expert, notes: "These multiple success stories are the result of our annually optimized business relocation strategies for each individual cluster and sector. Of course, it's also due to the increasing attractiveness of Berlin as a place to live and work. In the past several years, more than 50% of our business relocation projects originated from abroad." In fact, the largest source of new companies was the USA. In 2014, business relocations from China and

Japan came in second and third respectively, while in 2015 these spots were taken up by Great Britain and Switzerland.

## STRATEGY

### Convincing business location factors

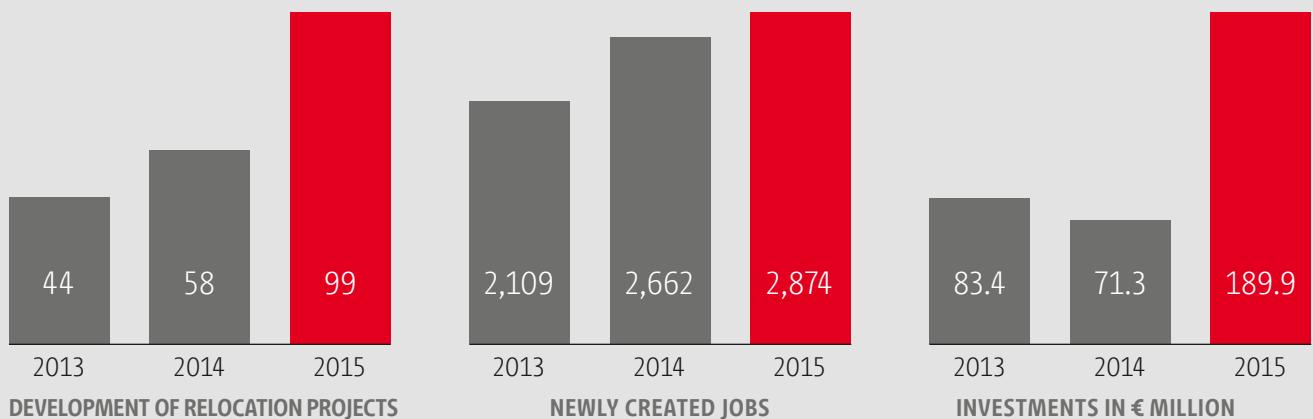
Berlin Partner's business relocation strategy is based first and foremost on intensive marketing:

- The Berlin Partner marketing campaign known as *be* Berlin showcases the city as a highly positive brand with all of its associated attributes.
- Building on that, Berlin Partner's business location and cluster management services then showcase facts and figures as well as tangible experiences that various players have had in Berlin.

The agency then specifically targets companies that would enrich Berlin's leading clusters and sectors:

- Berlin Partner visits more than 25 leading tradeshows abroad each year; they also invite companies from all over the world to attend Berlin-related events. One of the new and highly successful formats is the Berlin pop-up store.
- When seeking to identify the right companies and contact partners, Berlin Partner receives decisive support from its cluster networks and the overall Berlin Partner network.

## Relocation Project Successes



## FUTURE

## Digitization as an engine of growth

Berlin Partner expects to see special opportunities in the following areas:

- Companies looking to set up initial business locations in Europe and Germany. In this case, Berlin benefits in particular from its status as Germany's capital as well as from the city's ongoing attractive cost levels.
- Companies looking to set up business locations to handle their digitization activities. In this case, Berlin benefits from innovative startups and the city's appeal to urban professionals.
- Companies looking to set up new R&D activities. No other site in Europe offers such a density of high-quality research institutes. These include universities and other university-level bodies as well as the various institutes belonging to the Max Planck, Helmholtz, Fraunhofer and Leibniz societies. In the field of healthcare, one also finds the Charité and the Berlin Institute of Health (BIH).

After making the decision to relocate to Berlin, companies looking to set up operations here are provided with tailor-made service packages and comprehensive hands-on support:



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# MORE THAN JUST NEIGHBORS

Thanks to a number of collaborative urban projects, Campus Charlottenburg and City West continue to merge into an attractive common center in Charlottenburg

**This Zukunftsort (“growth area”) in the western center of Berlin is marked by the university, science and R&D institutions associated with the Campus Charlottenburg as well as by the established urban commercial landscape of the City West area. This area of roughly 400 hectares is where the bedrock of cutting-edge technologies, projects and collaborations can be found.**

Campus Charlottenburg is a joint initiative of the District of Charlottenburg-Wilmersdorf, the Technische Universität Berlin (TU) and the Berlin University of the Arts (UdK). Together, they form one of the largest networked university-related complexes in Europe. Roughly 38,000 students and 10,000 professors and research associates study, teach and conduct research here. The Campus sees itself as a living network of individuals and institutions that cooperate across all organizational borders and academic disciplines. This alliance and the close links between technical and creative education make up the campus’ unique quality and highlight its status as Zukunftsort.

Several companies have located themselves close to the science and R&D opportunities provided through Campus Charlottenburg in order to establish and maintain contacts to potential young talent. A number of collaborative activities have proven successful in the areas of information tech, 3D tech, telecommunications, electronics, driveline development and automobile engineering, in particular. One example of a product emerging from this environment is the Hybrid Platform, a network and project lab fostering interdisciplinary projects conducted near world-renowned R&D institutes, including the historical National Metrology Institute (PTB) and four Fraunhofer institutes.

Another tangible result of this collaboration is the founders’ center known as the Charlottenburger Innovations-Centrum (CHIC), which was set up on the campus in 2013 and now fosters interaction between creativity and technology. The CHIC offers 5,500 m<sup>2</sup> of space to young companies and founders working in creative and R&D-oriented fields, such as digital media, IT and high tech.

In addition to university buildings and R&D institutes, the site features the established economic structures of Berlin’s City West area, which is home primarily to upscale retail shops and the high-end service sector on and around the historical Kurfürstendamm and Tauentzienstraße boulevards. The area around Kantstraße has also shown remarkable growth as a location for design and creativity in the past couple of years. Retail centers such as the KaDeWe department store, the stilwerk Berlin design center and the BIKINI Berlin complex are internationally renowned and unique in Berlin. These areas are enhanced on a cultural level by international events such as the Berlin Film Festival, the two-week Theaterreffen theater festival, the Tanz in den August dance festival, the Design Mile and various top gala film award ceremonies.

Part of the task facing the area is to link the location advantages of the City West area to the innovative economic potential of the Campus Charlottenburg and CHIC. The ultimate aim is to further integrate the Campus into the surrounding urban environment and to generate a site with short routes between science and industry and an attractive urban center for science, business and art. *at*

## Campus Charlottenburg/City West at a glance

- Located between the Berlin Zoo and the Spreeknie area and between Savignyplatz and Tiergarten S-Bahn station
- Focus on ICT, creative industries, arts, transport, mobility
- Science and R&D institutes: TU, Berlin University of the Arts (UdK), Fraunhofer FOKUS, Fraunhofer IPK, Heinrich Hertz Institute, DFG Research Center MATHEON (math research), National Metrology Institute (PTB)
- A selection of companies active in the area: Deutsche Telekom, MetaDesign AG, Siemens Power Generation, SGS Institut Fresenius, Teles AG, 4flow AG



ZUKUNFTSORTE

be mit Berlin

# A NEW LIFE FOR HISTORICAL HALLS

Berlin's historically industrial district Schöneweide is fast becoming a popular location for science, business, culture and art

**Schöneweide is often described as the “birthplace of the Berlin electropolis.” In the early 20th century, it was the site of one of Europe’s largest electric power complexes in a fast-growing industry. Today, after many breaks and shifts in its history, Schöneweide has become an attractive science, business and technology location that serves also as a laboratory and showcase for smart urban development projects and new manufacturing techniques.**

The history of Schöneweide is closely linked to the history of the electric power company known as AEG. By setting up operations in Schöneweide, AEG transformed the area into an industrial and workers’ district. At the beginning of the 20th century, Peter Behrens constructed a series of impressive industrial buildings for AEG on Wilhelminenhofstraße. In the years following WWII, Schöneweide became the location for leading companies in the electro-technical and electronics industry, including the Kabelwerk Oberspree (KWO), the Transformatorenwerk Oberspree (TRO) and the Werk für Fernseh elektronik (WF). In setting up their plants here, these companies took up the tradition previously established by AEG. Up until the fall of the Berlin Wall, roughly 25,000 people worked here along Wilhelminenhofstraße. In the post-Wall era, none of the large-scale companies continued to operate on the site, leaving behind several history-laden brick structures as outstanding testimonies to a unique era in industrial architecture. They also left behind an inimitable complex consisting of roughly 300,000 m<sup>2</sup> in effective floor area and an additional 250,000 m<sup>2</sup> space for new structures along the Spree river.

Schöneweide not only holds tremendous potential for new projects and facilities, it also offers a wide array of open spaces for fresh thinking. One of the reasons behind the decision to designate Schöneweide as an official Zukunftsort (growth area) was to redevelop these spaces and transform them by means of a viable concept.

The heart of Schöneweide’s industrial heritage is the former AEG complex along Wilhelminenhofstraße. In addition to large-scale companies, such as the battery manufacturer BAE and the sensor specialists at First Sensor, the profile of this Zukunftsort is shaped primarily by the HTW University of Applied Science, which offers many different tech-related and creative study programs and has been housed at the former location of the Kabelwerk Oberspree since 2006. Roughly 9,000 students are currently pursuing their studies in the old and new buildings along the Spree – some of

them even live here, for example in the student housing area in the former TRO Polyclinic. After completing their studies, many students also work in one of the companies active in the creative industries and high-tech sector that have since set up operations here. In fact, it is the close cooperation of companies and R&D facilities in a context of close proximity to each other that drives forward the development of innovative products. This networking receives support primarily from the InnovationsWerkstatt Berlin Schöneweide, where select Schöneweide companies come together with HTW students from the fields of industrial design, environmental informatics and communication design to work on subjects relevant to individual companies, creative ideas and the design of new product prototypes.

The historical area along the Spree is especially eager to attract players from knowledge-based industries, such as companies active in the optical sector and electromobility. However, it is also designed to act as a home for the creative industries and companies with a focus on industrial design, fashion and online commerce.

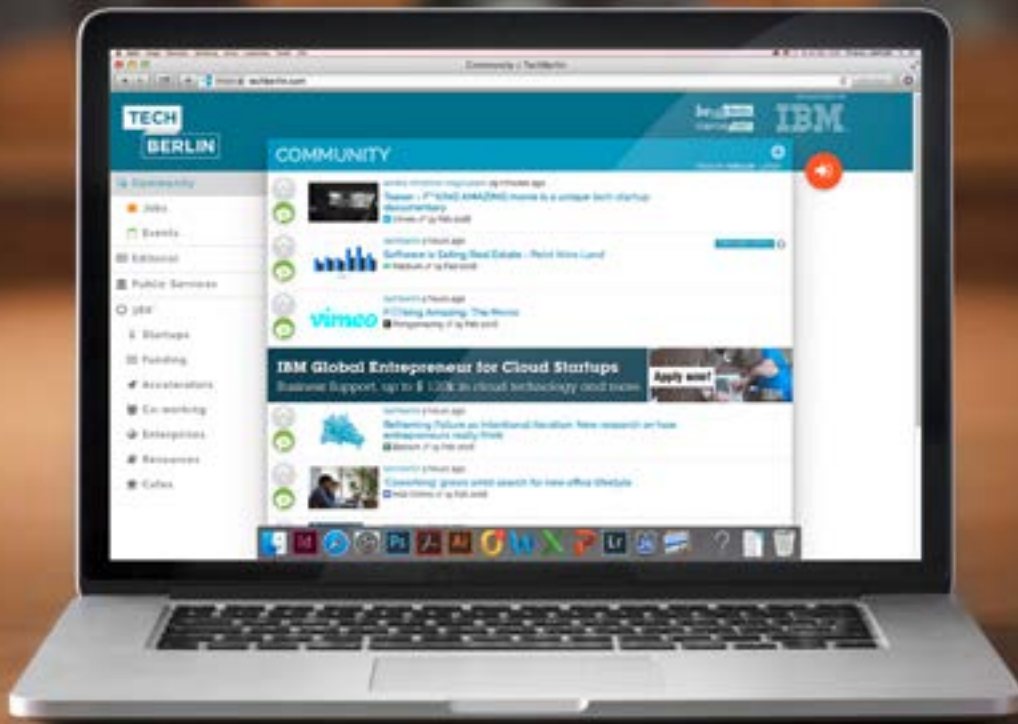
Other sites that make up the Schöneweide area include the old AEG industrial complex, the Leuchtenfabrik, formerly known as the Spreehöfe on Edisonstraße, as well as the Funkhaus on Nalepastraße. Today, the site of the former GDR Rundfunk is owned by Uwe Fabich, who also owns the Postbahnhof complex further in town and has announced plans to create one of the largest music centers in the world on the site. *at*

## Facts and figures on the Schöneweide science and technology area

- Encompasses roughly 80 hectares with a variety of well-preserved industrial structures and architectural gems
- Lab and showcase for smart urban development projects and sustainable production technologies
- Site of the HTW University of Applied Science with 200 professors and 9,000 students
- Practically oriented on-site training attracts companies in the high-tech and creative industries
- The ZEWE (Center for Energy Efficiency Research) and Training and the InnovationsWerkstatt act as interfaces between science and business
- Goal: intelligent linkage of work, science, housing and urban society







# A HOTBED OF NEW IDEAS AND ENTREPRENEURS

A growing number of accelerators and incubators are being launched in the capital – offering ideal environments for startups to develop ideas and bring them to market

**More and more companies are moving to Berlin to gain access to the city's creative startup scene. Together with young founders and entrepreneurs, these companies are working to create and sustain a new digital future. In order to meet the growing demand, a number of innovative accelerators and incubators have been established in the German capital. Techberlin provides an overview.**

The portal techberlin.com lists and showcases Berlin-based incubators and accelerators where founders can bring their ideas to market maturity. The portal has been around since 2015 and now acts as the digital contact point for wide-ranging information on Berlin's ever-growing tech and startup scene. Following the example of digital.nyc, the Berlin platform allows young entrepreneurs, developers, venture capitalists and tech enthusiasts of all kinds to gather information and exchange ideas. The techberlin.com platform offers news and resources regarding public offerings, event tips, job offerings, office spaces, work spaces and business startups. It was launched as a result of a collaboration between Berlin Startup Unit IBM, which acts as its industry partner, and Openers, which handles the networking. While incubators usually emerge at university-based founders centers, such as the TU Berlin's Centre for Entrepreneurship, these days increasingly more large corporations are turning to incubators/accelerators as a way to get involved in innovation directly with startups. These companies seek to foster rapid growth by contributing

money, know-how and strategic contacts. In Berlin, internet and software companies like Microsoft and Cisco aren't the only ones supporting incubators and accelerators; consumer goods manufacturers like Henkel and pharmaceutical companies and energy providers like RWE are also getting involved.

## Incubators/Accelerators

Both incubators and accelerators carry out the work of supporting startups by providing coaching sessions, networks, know-how, jobs and resources. Accelerators offer services and support measures designed to encourage the fastest possible success with the help of already existing business models. At accelerators, a business idea is fleshed out and turned into a reality as part of an accelerator program. An incubator, on the other hand, is based on a concept taken from the world of medical technology and is seen as a breeding ground for creative startup ideas and their founders. Ideas are "hatched" in the incubator and then nurtured through making office space, networks, capital and know-how available. Incubators also organize and carry out brainstorming sessions. Axel Springer's Plug and Play is one example of a well-known Berlin accelerator. Deutsche Telekom's hub:raum and Project A Ventures by Otto are examples of leading incubators in the capital.





## Lufthansa (Innovation Hub)

Lufthansa is the world's largest airline and will have invested a total of €500 million in business and tech innovations by 2020. The company founded its "Innovation Hub" in order to remain as close as possible to the startup and digital technology community. Lufthansa supports startups with expert knowledge that allows young companies to create new and innovative solutions in the field of aviation. <http://hub.lh.com>



## Microsoft Ventures Accelerator Berlin

At the Berlin branch of its Microsoft Ventures Accelerator program, the company uses its know-how to foster tech ideas in a 3,000 m<sup>2</sup> co-working space. Over the course of a four-month program, startups receive first-class mentoring, technical training and the opportunity to network with investors, capital lenders, Microsoft experts, various industry professionals as well as with the local media.

[www.microsoftventures.com/locations/berlin](http://www.microsoftventures.com/locations/berlin)



## Axel Springer Plug and Play

Axel Springer Plug and Play is a fusion of Axel Springer SE and a leading startup investor from Silicon Valley known as the Plug and Play Tech Center. Three times each year, the program supports up to ten startups working on digital and media-related business ideas. The program comprises an initial financing package alongside office space, mentoring, workshops and access to the international networks of both partners.

[www.axelspringerplugandplay.com](http://www.axelspringerplugandplay.com)

## hub:raum – Deutsche Telekom

Deutsche Telekom's Hubraum program is located in a 2,000 m<sup>2</sup> space in Berlin-Schöneberg and offers an ideal environment for startups at different development stages, whether in the accelerator or the incubator. The program offers mentoring, seed funding and networking opportunities.

[www.hubraum.com](http://www.hubraum.com)



## Techstars Metro Accelerator

METRO AG's Techstars Metro Accelerator provides mentorship for startups in the gastronomy and hospitality sectors. This accelerator supports tech-driven startups with innovative ideas for digital products and services across the value chain. Support is given in particular to new solutions for payment, ordering, delivery, warehouse management, supply chain optimization, logistics, Big Data, SaaS and much more.

[www.techstarsmetro.com](http://www.techstarsmetro.com)



## Project A Ventures

Project A Ventures is an incubator financed by the German mail-order company Otto. An investment fund and its associated management agency support startups in the fields of e-commerce and marketplaces, infrastructure and data, as well as software as a service. [www.project-a.com](http://www.project-a.com)



## GTEC – German Tech Entrepreneurship Center

Henkel founded the German Technology Entrepreneurship Center (GTEC) in Berlin in cooperation with RWE, assorted foundations and the ESMT (European School of Management and Technology). This platform brings tech-based startups together under one roof with international companies, academic institutes and investors. Their objective is to support innovative founders during their early development phases. The GTEC integrates teaching, education and business creation into one institution and is open to both German and international founders. <http://gtec.berlin>



## FinLeap

FinLeap is an international FinTech incubator active in Berlin and San Francisco. At FinLeap, new technologies and scalable business models are developed in order to make digital services in the field of financial services more affordable, simple and transparent.

[www.finleap.com](http://www.finleap.com)



St. Oberholz on Rosenthaler Platz has been the cradle of many successful startup ideas.



# A DIGITAL CASH REGISTER

A point of sale system with an integrated online shop – the Berlin startup Inventorum simplifies digital business processes for retailers

**Berlin inspired founder Christoph Brem to try something new: He created Inventorum, an iPad-based point of sale (POS) system specially designed for stationary retailers. The app is more than a cash register, though, as retailers can also use the software developed by Brem's Berlin startup to handle their entire business, including inventory management, accounting, customer relations and web shop services.**

In the summer of 2012, when Christoph Brem moved his family to Berlin after 16 years of launching successful startups in the USA, he knew he had found the perfect location to live and work: "Berlin was an inspiration," explains the founder and managing director of Inventorum. After the move, the idea of creating an iPad-based POS and inventory management system for the retail sector quickly became even more than that. Brem has high praise for Berlin, especially for its high quality of life and affordable cost of living, but also in particular for the networks available to startups in the capital: "Within a very short period, I was able to find people who believed in my idea and were willing to invest risk capital." One of them was the well-known Business Angel Michael Brehm, with whom the Bavarian-born Brem founded Inventorum in Berlin in early 2013.

From wine merchants to paper supply stores: Brem's business software is specifically tailored to small retailers. In taking this approach, his startup occupied a niche. "While a number of digital POS systems already exist for the restaurant industry, we're the only ones in Germany to offer such solutions for local retailers," explains the entrepreneur, who just happens to come from a family of retailers. The Inventorum app turns an iPad into a cockpit that retailers can use to manage their business. It integrates a POS system with all popular payment methods such as credit cards, invoices and PayPal as well as inventory management, customer service and accounting. Users can also activate a web shop with little effort and even connect automatically to online marketplaces such as eBay. According to Brem,

retailers benefit additionally from the opportunity to access new forms of commerce without having to grapple with complex and expensive IT solutions: "All processes run seamlessly, synchronously and across all channels."

Since its founding, Inventorum has undergone solid growth as 600 paying customers in Germany, Austria and Switzerland are now using the iPad-based POS system. The Berlin startup was also able to attract new investors with its vision of uniting the future of local retailers in one simple app; in addition to venture capital entrepreneur Dr. Max Iann, Funke Digital and Berliner Volksbank Ventures also got on board as partners. And, seeing as things were getting a bit cramped for Inventorum's 37 employees, they rented out additional space at the Technology and Innovation Park on Voltastraße in Berlin. Looking to expand even further in 2016, the company has its eyes set on attracting customers first in the EU and then in Asia. *es*



The founders of Inventorum, Michael Brehm (l) and Christoph Brem (r).



# THE SCIENCE OF BEAUTY

Swiss Cosmeceuticals manages its European business from Berlin, where it's also creating a high-quality spa retreat

**The Swiss cosmetics company Swiss Cosmeceuticals opened in mid-2015 its first office in Berlin and is currently setting up a branch to manage its business on the European market. A team of 13 employees now works in offices on Potsdamer Platz. Roughly 100 jobs are planned in the medium term, and the task of these employees will be to establish the la clé brand worldwide. Swiss Cosmeceuticals has ambitious plans, and in a city like Berlin, nothing is impossible.**

The Swiss company was founded in Appenzell and is closely tied to the biography of its founder Masha Pavlovic. As a successful businesswoman, Pavlovic has lived in a variety of international contexts. On her business travels, she was often unable to find cosmetic products that provided a clear and transparent list of their ingredients. Drawing on these experiences, she decided to take things into her own hands and went on to launch the world's first beauty society for successful modern women. She worked together with scientists and experts to develop products that offer a high degree of quality and transparency. Driven by her passion and attention to detail, Pavlovic sought to list all ingredients openly alongside the reasons why they were used. As she argues, knowing the ingredients and their effects is "the key to individual well-being." The idea for la clé – French for "the key" – was born.

Since that moment, Swiss Cosmeceuticals has built la clé into a global luxury cosmetic brand that offers more than just cosmetic care products. The company provides exclusive spas and a unique knowledge platform covering the subjects of beauty, skin care and success, while also using a unique distribution model. From the very beginning, it was clear to the founders and management team – which includes Pavlovic, her husband Jean-Paul and Fabian Keller as CEO – that a luxury brand would thrive in metropolitan areas. In 2013, Swiss Cosmeceuticals undertook a comparison of various candidate cities and ultimately decided in 2014 in favor of Berlin. In 2015, they opened their office in the German capital.

For CEO Fabian Keller, Berlin has the best pool of professionals in any major city. Here, he was able to find dedicated

and highly educated individuals eager to create something new and use their own creativity to move beyond existing ways of thinking. According to Mr. Keller, a lifestyle brand "must be present in a modern, hip city. And Berlin is definitely both," he argues. The city also has a positive and charismatic appeal to countries in Asia, which is a very important market for Swiss Cosmeceuticals. The Asian market is also one of the key reasons for setting up offices on Potsdamer Platz. Indeed, as an international attraction, Potsdamer Platz is a popular site for Asians visiting Berlin. Fabian Keller explains the decision to set up shop in Berlin by pointing to the cosmopolitan and international flair of Potsdamer Platz.

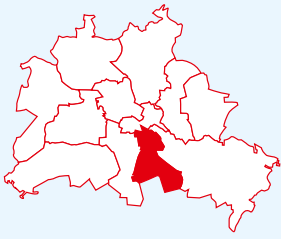
Swiss Cosmeceuticals has big plans for its Berlin office. Their European business – which they also see as including Middle Eastern markets – will be managed from here, and roughly 25% of its global sales are expected to come from Europe. In addition, over 100 new employees will join the team by 2017. Professionals are being sought especially in the areas of sales, product development and project management.

In the coming year, the company will open its exclusive la clé spa at Potsdamer Platz, the first to be found at a European hotspot. This roughly 300 m<sup>2</sup> flagship spa will provide a special refuge where customers from all over the world can get to know la clé care products and maybe even network, which would be very much in the spirit of the founder, who sees her company as a holistic platform for the modern woman. *at*



*The Swiss Cosmeceuticals team in its office at Potsdamer Platz.*



**FACTS:****Residents: 325,716****Area: 4,493 ha****Companies: 9,500**

# VIBRANT DIVERSITY IN THE SOUTH OF BERLIN

Neukölln is a melting pot of cultures. The diverse district is home to people from nearly 160 countries

Germany's federal government has honored Neukölln as a "location of diversity" for its demonstrated commitment to town-twinning activities. This title gets to the heart of the fact that Neukölln, with its roughly 326,000 residents and altogether five distinct urban areas, offers one thing above all: diversity! Among other factors, this reflects the broad spectrum of industries represented by its local companies. Neukölln is among Berlin's most important industrial districts –

a fact attributable to its outstanding access to water and rail networks that have been in place since the start of the 20th century. Neukölln also enjoys excellent infrastructure and a quick and direct connection to Berlin Brandenburg Airport via the new A 113 highway, which leads from Dreieck Neukölln, past Schönefeld and to the southern stretch of Berlin's outer highway ring. In recent years, cultural and creative industries in Neukölln have been booming.



## Broad spectrum of industries

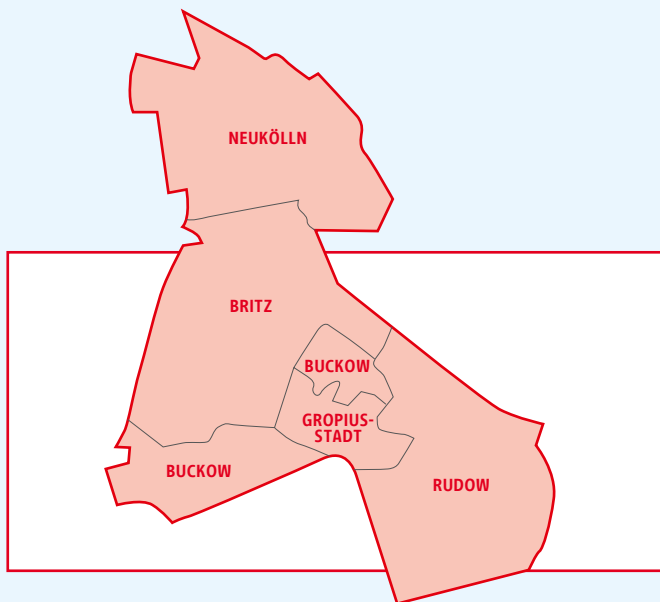
Neukölln's commercial and industrial landscape comprises a wide range of sectors – from traditional businesses to innovative and creative firms. While BIOTRONIK, Kraft Foods, Philip Morris, PUK-Werke and Viessmann-Werke are a few of the large corporations headquartered in Neukölln, the district is also home to a multitude of small and medium-sized companies. A total of nearly 9,500 businesses in Neukölln provide more than 50,000 jobs subject to social security contributions. The corporate network Neukölln-Südring e.V. represents the interests of companies active in Neukölln.

Neukölln's deep structural transformation over the past 15 years has made companies in the district modern, competitive and highly productive. Classic industrial firms are able to network with high-tech companies and service providers; grounds formerly used for production have been transformed into facilities for logistics and production-related services. Companies in Neukölln can cooperate closely with Science and Technology Park Berlin-Adlershof which focuses on the research, development and marketing of cutting-edge tech-

nologies. After fifteen years of profound structural change, Neukölln has become a modern, innovative and competitive location for successful companies, industry, trade/crafts and services. In recent years, worldwide leading companies have located here.

While traditional sectors like the electronics industry, automotive technologies, engineering, control systems engineering, foodstuffs and luxury foods are closely tied to Neukölln, the chemical-pharmaceutical industry, with firms such as B. Braun Melsungen, has a foothold in the district as well. Neukölln is also known for its retail stores and services; Gropius-Passagen is Berlin's largest shopping center and Estrel Berlin is the largest hotel complex in Germany.

Neukölln comprises a total of 307 hectares of commercial space. The districts four industrial parks – Teltowkanal-Süd, Grenzallee, Nördliche Sonnenallee and Kanalstraße – host a full range of commercial uses, from industrial production to modern, single-person office space.



### An overview of Neukölln's location advantages

- Close relations with Science and Technology Park Berlin-Adlershof
- Excellent infrastructure
- Close proximity to the airport
- Teltow Canal, harbors
- Connections to the A 100 and A 113
- Cultural diversity; residents from 160 countries



### Hidden Champion

Every year, more than 2,500 km of cable ducts leave the grounds of **PUK-Werke** in Neukölln. If laid in a straight line, this much cable would stretch from Neukölln to Lisbon and then 400 km further out into the Atlantic. As one of PUK-Werke's three managing directors, Dr. Stefan Romberg leads a company that has undoubtedly earned the label "Hidden champion." PUK is a traditional, medium-sized company formed in 1969 from the merger of Hermann Pohl OHG and Anton Klein OHG. Both parent companies began their success stories manufacturing cable clamps, products still known today as "Pohl clamps" and "KSV clamps." PUK now offers a product line that includes new, patented solutions for underfloor systems.

### New momentum from the creative scene

For several years, the creative and cultural industries in Neukölln have been undergoing a dynamic shift, giving new momentum to urban development and industry. Individual regions, particularly in the northern part of the district, where socially based neighborhood management programs have been established, are experiencing a boom. Examples include the areas around Reuterstraße and Weserstraße, which have become trendy neighborhoods, the region around Schillerpromenade near the former Tempelhof Airport, the neighborhood comprising Richardplatz and, finally, Körnerpark, which is increasingly attracting young creative professionals, students and artists. The result is a new series of projects and initiatives, including new studios, shops, galleries and venues that are forever changing the face of Neukölln.

Neukölln is also home to an active startup scene. In 2013, its 51 startups per 100 existing companies made it the Berlin district with the highest concentration of new businesses, especially in the sectors of information and communications technology as well as freelance, technical and scientific services.

## 3

## questions for... District Mayor Dr. Franziska Giffey

### Dr. Giffey, what distinguishes Neukölln from Berlin's other districts?

For many years, Neukölln, with its 326,000 residents, has been affected by immigration more than almost any other district. Developments taking place now in many German cities as well as in other districts of Berlin have been underway in Neukölln for quite some time. Our policy of openly addressing integration problems, educational disadvantages and parallel societies, and our open approach to developing innovative solutions for this intercultural metropolis, especially in terms of education, is certainly a reason for the increased media attention Neukölln is attracting. In many respects, Neukölln is a blueprint for questions of integration policy.



### Which prejudice against Neukölln would you most like to dispel?

That Neukölln is Germany's most problematic district. Sure, Neukölln has some significant social problems, but the many cultures living together here provide our district with enormous potential. We have feasible concepts of how to address the challenges. Neukölln has become the hip district in Berlin, a hot spot for the creative and cultural scenes. Large firms in our four large industrial areas produce goods for the global market while offering good jobs and training opportunities.

### Where in Neukölln do you like to go after work?

As district mayor, I'm virtually always on duty. But when I'm on my way somewhere in Neukölln and I start up a conversation with people, I get to learn more about local problems. But if you're asking me where I like to go when I'm not at the town hall, I have the following tips for you: Britzer Garden, Körnerpark, Comenius Garden, Richardplatz, Gutshof Britz, Hufeisensiedlung, the old town centers of Rudow and Buckow and and and...

### Thanks for the conversation.

*Interview by Gabriele Schulte-Kemper*

### District Consultant for Neukölln

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## Did you know that ...

... Klinikum Neukölln is Germany's number one **birthing center**?



... Stadtbad Neukölln is modeled after **antique thermal baths** and offers relaxation among columns, covered walkways and mosaics?

... the **"Mother of the Nation"** actress Inge Meysel (1910–2004), was born on 30 May 1910 in Neukölln?

... the **security pigments for bank notes**, security documents, stock certificates and postage stamps are produced in Neukölln by Gleitsmann Security Inks GmbH?



... two companies from Neukölln, Moll Marzipan and Georg Lemke, produce **one-third of the world's marzipan**?

... the entire **global production of Jacobs Coffee Pads** is produced in Neukölln?





# BRAIN CITY PROMOTES BERLIN AS A SCIENCE LOCATION

A Berlin Partner campaign showcases the diversity and quality of Berlin as a research location

**Mathematical operations are Prof. Günther Ziegler's passion. As a professor of discrete geometry at the Free University of Berlin, it's not every day that posing in front of a camera is part of his job. But for a new campaign by Berlin Partner, he's happy to do just that. He can currently be seen on posters, advertisements and social networks as living testimony to Berlin as a location for science.**

With its new Brain City campaign, Berlin Partner is highlighting the unique nature of Berlin's scientific landscape. The capital has an expert in nearly every discipline – from basic research to applied research. The research atmosphere is one of openness; universities and research institutes cooperate in many areas, and partnerships between established industry and the start-up scene are a matter of course. This strong message will be conveyed not only through the advertising campaign – Berlin Partner is also working together with ambassadors of Berlin's universities and scientific institutions who, as part of their professional lives, would like to pitch for the capital city area as a region for science. With speeches at conferences or as a guest professor abroad, the opportunities are growing. Berlin Partner is assisting the campaign ambassadors with a toolkit and other means of support.

Are you an internationally active scientist from Berlin interested in promoting Berlin as a science region? If so, please contact Maria Habigsberg at [maria.habigsberg@berlin-partner.de](mailto:maria.habigsberg@berlin-partner.de).



“Berlin is one of the largest and most diverse science regions in Europe, making it an ideal environment for research and development. Businesses creating innovations and seeking to develop new products benefit from Berlin's countless opportunities for cooperation with scientists and researchers.

This is what makes the science landscape of a city a major location factor. Berlin's vast spectrum of research themes makes it particularly attractive. Our Brain City campaign demonstrates this location advantage and positions Berlin as an ideal interface between industry and science.”

Andrea Joras, CEO  
Berlin Partner for Business and Technology

## Hosting the world

An interview with Ekkehard Streletzki, owner of the Estrel Hotel Berlin



### Mr. Streletzki, you built Berlin's largest hotel. In fact, the Estrel entered the Guinness Book of World Records as the biggest hotel complex in Germany. What made you choose Berlin?

I recognized early on that Berlin was going to be a flourishing city, and I saw the district of Neukölln as an alternative location to the more downtown city areas. Plus, as a traveler myself, I had often been irritated by the volatile pricing policies of Berlin hotels, so I was eager to build a hotel with a fair and stable price-performance ratio.

### What goals have you set for yourself and your hotel?

We're in the process of gradually expanding our convention services and keen on continuing to offer our national and international clients the best possible conditions for their conferences. In order to achieve that goal, we're investing non-stop in the product. I am also delighted about the motivated teams working at both of my hotels.

My most important goal at the moment is the construction of the Estrel Tower opposite from the Estrel Hotel. At 176 meters, it is set to be an imposing structure and perhaps even the gateway to the city.

### How do you see the city developing in the next ten years?

The city will no doubt become even more international; it's a trend we see quite clearly when we look at the booking statistics for overnight guests at the Estrel Hotel and Hotel Ellington. The influx of refugees to Germany involves both opportunities and challenges; integration will certainly be a key task to face as a company, especially if we want to get this difficult situation under control as quickly as possible and steer it in a positive direction.

### Where do you like to go when you're not working?

I enjoy going to the Paris Bar and all the city's great Italian restaurants. There's also the Grill Royal, Borchardt and Mr. Hai. Of course, if I want to enjoy great wine with friends, I go to the Weintresor in the Ellington Hotel.

### Do you have a personal tip for visitors to Berlin?

The galleries in Berlin alone are worth making a short trip here. Considering the huge and diverse array of events the city has to offer, I would strongly suggest taking a long look at the event calendar, just so you don't miss anything between the Berlinale and the T-Rex.

### Thank you very much.

*Interview by Gabriele Schulte-Kemper*



## Personal details

Ekkehard Streletzki began construction on the Estrel Hotel in 1993 and welcomed his first guests only one year later. Prior to building his own hotel, he studied civil engineering in Koblenz and worked as a structural engineer. In 1967, he founded his own Munich-based structural analysis firm and soon developed it into a successful group of companies. After that, he focused on setting new standards by establishing his own vision of what a hotel should be. In 1999, for the second year in a row, the Estrel had the highest turnover of any hotel in Berlin. In 2000, the Estrel reached the top spot on the list of German hotels and even became the first hotel in German history to exceed 100 million Deutschmark in revenue. Since then, the Estrel Berlin has remained at the top of the list of hotels with the strongest turnovers in Germany. In 2000, Streletzki was named "Hotelier of the Year." In 2005, he was awarded Germany's Federal Cross of Merit in honor of his professional work and social commitment. In 2007, he opened his second hotel, the Ellington Hotel Berlin on Nürnberger Straße. In 2009, he also became the leaseholder and operator of the Restaurant Schloss Britz. Ekkehard Streletzki's motto is "You always have to be a bit more creative than others."

Portrait: Marc Steffen Unger, Manuel Frauenhofer

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