

Berlin to go

Business news to take away

 Berlin
Partner

2/2016

BERLIN GOES INTERNATIONAL



TUI: Shows Made in Berlin



INTERVIEW:

Head of the
BMW Group
Plant
Berlin
**Dr. Marc
Sielemann**



Startup Meets
Grownup:
Pop-up-Lab
On Tour



**Technologie-Park
Humboldthain**
Where Industry
Meets Science



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“Berlin Goes International –
Products, Technologies and Innovative Ideas
Made in Berlin Make it Big in the World”

EDITORIAL

Dear Reader,

Berlin is not only Germany’s most cosmopolitan city; it also has an international presence that reaches across the globe. Many products made in Berlin are already top sellers in the global market, while innovative solutions generated from Berlin can now be found on all continents (p.8). Berlin’s startup scene, in particular, continues to be the subject of significant international attention. For this reason, Berlin Partner recently launched Start Alliance Berlin, a startup exchange program designed to foster business activities that take companies beyond German and European borders. The program sends young entrepreneurs on exciting journeys of discovery to partner cities in Tel Aviv, New York, Shanghai, Los Angeles and Paris. These creative minds are thus given the opportunity to test their skills on an international stage and make valuable contacts in the startup ecosystems in the partner city (p.24).

In order to drive forward innovations from Berlin, we work together with European and worldwide partners to provide companies with EU and internationalization services that assist in the search for ideal global business collaborations. We also assist companies interested in discovering international markets by supporting their involvement in tradeshows and business delegations (p.20). We are currently expanding our internationalization services even further so that we can tailor them to fit the individual needs of Berlin-based companies.

We also showcase the diversity of Germany’s capital city on the international stage by means of the “Pop-up-Lab Berlin,” which allows us to foster fresh ideas with formats such as “Startup Meets Grownup.” This creative lab is complemented by a program highlighting Berlin’s unique cultural scene and lifestyle. The Pop-up-Lab is now preparing to take this eclectic mixture on an international tour, stopping first in southern Germany, followed by stops in New York and Tel Aviv this fall (p.28).

The Berlin economy is booming, and internationalization efforts help fuel this growth even further. As Berlin’s economic development agency and capital city marketer, we are always eager and delighted to have a hand in the city’s further success!

We hope you enjoy reading this issue of *Berlin to go*, which explores a selection of the many international success stories “Made in Berlin”!

Sincerely,
Andrea Joras

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CAPITAL IN THE LEAD

Berlin is a role model when it comes to being a leading location for FinTech or in the realm of “green” innovations – and employment figures point to a strong economy

Unemployment Rate under Ten Percent

Good news from the labor market: on May 31, 2016, the regional director of the Federal Employment Agency in Berlin and Brandenburg announced that the unemployment rate in Berlin in May was 9.7% – 1.1 percentage points lower than in May 2015. A total of 181,166 unemployed persons were registered in May 2016 at Berlin’s employment agencies and 12 job centers. This marks the first time since German reunification that Berlin was able to crack the 10 percent hurdle.

Source: Federal Employment Agency in Berlin and Brandenburg



€200 Million for Small and Medium-Sized Businesses

“SME Offensive 2016” was the motto behind the second Berlin Business Development Day in early April this year. Several Berlin companies attended the event to find out more about the many funding opportunities offered by the Senate Department for Economics, Technology and Research and the Investitionsbank Berlin. The event focused primarily on how the Berlin Senate can support companies in their transition to digitization and in following Germany’s “Industry 4.0” policy. Roughly €200 million will be available as part of the SME Offensive in the coming two years.

Source: Senate Department for Economics, Technology and Research

Green Oasis

The countdown to the 2017 International Garden Exhibition (IGA) is on. The IGA provides the perfect framework to showcase Berlin’s “green” side and its strong economy to an international audience. In order to creatively showcase the capital’s economic vitality, Berlin Partner is co-initiating the Berlin “Company Garden Competition” 2016. The competition is designed to acknowledge and honor the commitment of Berlin-based companies who go beyond prioritizing economic success to also take on responsibility for the environment by implementing sustainable natural resource policies. Among the initiators of the competition are the IHK Berlin, Berlin Partner and the Berlin-Brandenburg Federation of German Landscape Architects (BDLA).

Source: Berlin Partner

Berlin's Senator for Economics Works to Promote Berlin as a FinTech Capital

Berlin is not a traditional banking city, but the German capital has nevertheless already become a leading location for FinTechs. And this is why Berlin's Economics Senator Cornelia Yzer invited experts from the fields of crowd-funding, credit and investment portals as well as from established banks for a round of talks and an exchange of ideas. The Senator promised these financial representatives that she would work to further foster Berlin as a strong FinTech location. Berlin has roughly 70 FinTech companies, placing it ahead of Frankfurt in this regard. And these companies attracted over \$79 million venture capital to Berlin in 2015.

Source: Senate Department for Economics, Technology and Research



Berlin Business Office Opens in Istanbul

Turkey is one of the most important trade partners for the Berlin economy. And for Turkish companies, Berlin is a key market for investment in Germany. In keeping with the long-standing relationship between Turkey and Berlin, State Secretary Dr. Hans Reckers recently opened the first Berlin Business Office abroad in Istanbul. The Berlin Business Office is designed to attract new and potential investors from Turkey and support Berlin-based companies in their attempt to access Turkish markets. It provides information to companies active in all sectors with regard to the respective location and investment conditions and offers practical help in relocating businesses and connecting to business partners. The representative of Berlin's business community in Istanbul is Zafer Koç, a man with extensive knowledge about German-Turkish economic and cultural relations and also the Energy Secretary of the German-Turkish Energy Partnership. From 2009 to 2014, Berlin exports to Turkey grew by 32%. In 2015, the volume of trade was at €155 million. Many Turkish companies have offices in Berlin, and 17.5% of all foreign entrepreneurs in Berlin are of Turkish origin. The most important Berlin export goods to Turkey are engines, data processing equipment as well as pharmaceutical, electric and optical products.

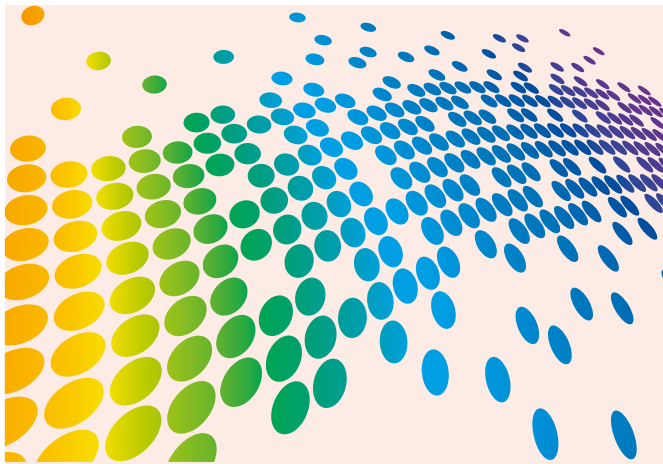
Photos: iStock.com / toshphoto; Berlin Partner / Einsfelder, Goenz

Innovative Building Materials Win Over Jury

The annual GreenTec Awards honor ecological and economic commitment as well as green innovation and technologies. Berlin Partner for Business and Technology recently took on the patronage of the "Urbanization" category and awarded the lucky winners their prize at a Berlin-Partner network meeting. The winner was STEAG Power Minerals GmbH and their innovative concrete admixture Photoment®. Surfaces using Photoment® reduce harmful nitrogen oxides from the air. At the same time, they stay dirt-free longer and are self-cleaning. In other words, this construction material contributes to the improvement of air quality and thus to the quality of life in urban areas. The award was given to Andreas Hugot, Management Spokesperson of STEAG Power Minerals GmbH, by Berlin Partner's CEO Dr. Stefan Franzke together with GreenTec Awards founder Sven Krüger.

Source: Berlin Partner





Berlin Economy Continues to Boom

In the first quarter of 2016, the Berlin economy grew by a considerable 2.7%. These numbers even outperformed the strong GDP growth achieved at the end of 2015. And economists at the Investitionsbank Berlin, which issued the positive statistics, remain optimistic in terms of their growth forecast for 2016. They are predicting a growth rate of roughly 2.5%, which would mean that Berlin would once again lie above the national average (1.6%).

Source: IBB

Just a Click Away – Conference Hotels, Locations and More

The Berlin Convention Office (BCO) operated by visitBerlin is enhancing its services for event planners. The Meeting Guide Berlin now has a new design alongside additional content and simplified menu navigation. After only a few mouse clicks, the comprehensive online tool at meetingguide.berlin will provide a list of the perfect conference hotels, locations, service partners, agencies, catering companies, tech companies, suppliers and mobility partners in the German capital. In June, the site will feature a further category that lists more than 120 incentive programs offered by the capital.

Source: visitBerlin



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“MADE IN BERLIN” ACHIEVES

Berlin products are in demand worldwide. People are even talking the success of products “Made in Berlin” has always been based

Berlin products are in demand worldwide. People are even talking about record exports. But this isn't the first time. In fact, the success of products “Made in Berlin” has always been based on a unique mixture of technical know-how, creativity and vision.

In Berlin-Kreuzberg, a 28-year-old man tinkers with a product that will have a profound effect on the world. He only recently completed his degree in engineering, and he didn't last very long at his first job. This man wants to make a difference. And he will.

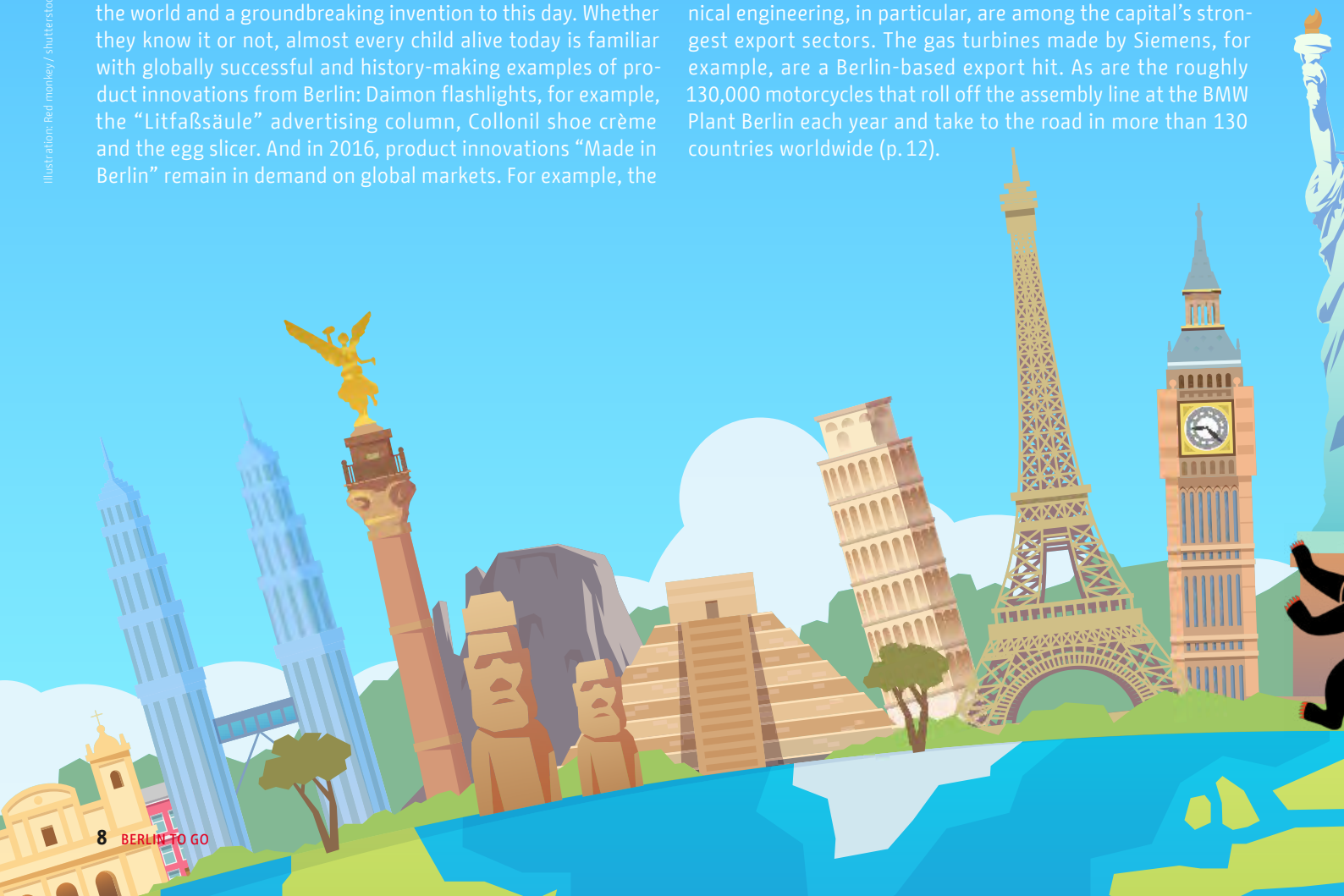
The story couldn't get more “typically Berlin” than this. However, this young man doesn't just work at one of the city's many startup hubs or coworking spaces. And we're not talking about the year 2016 either: rather, let's head back to 1938, as this young man named Konrad Zuse tinkers with his “Z1,” which would turn out to be the world's first electrically driven mechanical calculator. In 1941, the further development of this “prototype” would lead to the Z3, the first working computer in the world and a groundbreaking invention to this day. Whether they know it or not, almost every child alive today is familiar with globally successful and history-making examples of product innovations from Berlin: Daimon flashlights, for example, the “Litfaßsäule” advertising column, Collonil shoe crème and the egg slicer. And in 2016, product innovations “Made in Berlin” remain in demand on global markets. For example, the

biological heart valves made by Auto Tissue Berlin are used in many hospitals across Europe. And the theater blood made by Kryolan is famous even in Hollywood (p. 17).

More and More Berlin Products Making it Big in the World

The numbers don't lie; according to a recent study by the Investitionsbank Berlin, the volume of Berlin exports rose by 6.1% throughout 2015 – compared to just 2.9% in 2014. Overall, Berlin-based companies achieved export sales of €14.1 billion in 2015. This record value underscores Berlin's increasing strength and competitiveness as a leading location for business. This was not the case even as late as five years ago, when the Berlin industrial sector was lagging behind nationwide in terms of its export ratio. Today, the capital has an above-average export ratio of 55.7% and counts among the top scorers in the ranking of German states.

The pharmaceutical industry, along with electronics and mechanical engineering, in particular, are among the capital's strongest export sectors. The gas turbines made by Siemens, for example, are a Berlin-based export hit. As are the roughly 130,000 motorcycles that roll off the assembly line at the BMW Plant Berlin each year and take to the road in more than 130 countries worldwide (p. 12).



LASTING GLOBAL SUCCESS

about record exports. But this isn't the first time. In fact, on a unique mixture of technical know-how, creativity and vision

What makes Berlin products so unique? On the one hand, it's their high level of innovative strength that comes from that typical Berlin mix of future technologies and modernizing traditional sectors. It also comes from the vibrant entrepreneurial spirit found in Europe's leading startup community as well as from the close collaboration between high-end research and business in the region. And then there's Berlin's famous blend of creativity and culture. Offering fertile ground for fresh ideas and the creation of an entrepreneurial identity, the capital acts as a magnet for creative minds and young talent from all over the world. For example, Ralph Anderl, Managing Director and Co-Founder of the Berlin designer glasses manufactory ic! Berlin, describes his company as a "super-realistic art installation." It might sound wacky at first, but the company's success proves him right. In Taiwan, one out of every eight individuals who wears eyeglasses now owns a pair of these light-as-a-feather glasses from Berlin-Prenzlauer Berg with their unique spring-hinge connector system. The product not only stands for sophisticated technology, it also represents the consistent focus on generating new ideas. (p. 14).

"Visionary in their materials and design" is one way to describe the eyeglass frames made by Mykita. The Kreuzberg-based company, which now has 13 stores worldwide and does 20% of its turnover in the USA, places the emphasis in terms of development on interdisciplinary cooperation with experts drawn from the fields of fashion, the automotive industry and rapid prototyping (p. 14). And these experts are easy to find and foster in Berlin, because the city continues to be inventive, dynamic and international. This is a compelling reason to choose Berlin, not only for Mykita, but also for Europe's largest online optician, Mister Spex (p. 15).

But it's not just "hard products" that make their way from the German capital to the rest of the world. One example of creativity as an export product comes in the form of show programs "Made in Berlin" that provide entertainment on TUI Cruises (p. 10). As early as 2008, the two heads of the Arts & Entertainment department of the cruise-ship company founded a "culturetainment" agency in Berlin. This would most definitely have pleased the art-loving Konrad Zuse. *vdo*





WAVES OF ENTERTAINMENT

Entertaining audiences on all seven seas – TUI Cruises relies on show programs “Made in Berlin”

The cruise industry is riding a wave of success. Each year, the number of passengers reaches new record highs. And even though Berlin doesn't have a port or direct access to the sea, the city continues to be an exciting location for companies in the booming cruise-ship sector. TUI Cruises has the entertainment programs for their on-board stages developed and rehearsed in the creative and cultural German capital.

Berlin by the sea: On Bouchéstraße in the district of Treptow, the light blue TUI Cruises flags flutter in the spring breeze. Even the rustle of leaves in a nearby park resembles the sound of waves. One also gets a very nautical feeling upon entering the brick building, which was built in the 1920s and now forms part of the Bouché Business Park. Here, on a 4,000 m² space, shows and entertainment programs for TUI Cruises' “Mein Schiff” (Atlantique) ships are conceived, developed and rehearsed. And the sector is booming: in 2015, the German cruise-ship industry achieved a new record with 1.8 million passengers. As a result, TUI Cruises GmbH is expanding its fleet and plans to add by 2019 four new ships to the four already in operation. Each of the ships can accommodate from 2,000 to 2,500 guests. As Dr. Thomas Schmidt-Ott, Director Arts & Entertainment at TUI Cruises noted: “This means that the need for high-

profile on-board stage entertainment programs will continue to rise.”

The days when a solitary pianist comprised the full extent of on-board cruise-ship entertainment are finally over, at least in the opinion of Schmidt-Ott, who happens to have a doctorate in musicology and business: “We offer professional entertainment with elaborate stage sets and costumes, exhilarating choreographies and original compositions performed by world-class singers, musicians, dancers and artists.”



Entertainment programs for TUI ships are created in Berlin-Treptow.



Professionalism both on stage and behind the scenes – even on the high seas.

Berlin is the perfect spot to find precisely these performers. Indeed, when Berlin's Governing Mayor Michael Müller describes the capital as "a magnet for young talent, artists and creative minds of all kinds," the head of Arts & Entertainment can only agree wholeheartedly: "We cast many Berlin-based artists active here on the freelance market." Schmidt-Ott also notes that the city is a hub for Eastern Europe, which attracts several high-end artists to Berlin.

In order to be able to offer a thrilling entertainment program and fill 1,000-seat theater spaces on TUI Cruises Entertainment Liners night after night, the Trier-born Schmidt-Ott also relies on "many different networks and links" in the capital itself. He has been cultivating these connections ever since he moved to Berlin in 1985 to pursue his studies. Among his closest partners are the Deutsches Symphonie-Orchester Berlin and other cultural institutions such as the Schlossparktheater headed up by Dieter Hallervorden. Together with Wolfram Korr, artistic director of the on-board shows and presentations, the 50-year-old Schmidt-Ott boasts extensive experience in the realm of "culturetainment." These two classically trained musicians have worked together in the cruise-ship business since their student days. In 2008, they founded "Soko Arts, Event and Entertainment GmbH" in Berlin and began offering cultural programs for companies, the tourist industry and the political community. After two years, the original company became the Arts & Entertainment Department of TUI Cruises.

What's the recipe for success in "feel-good entertainment" on the high seas? On the one hand, TUI Cruises relies on high-tech stage technology; for example, floating theaters are equipped with height-adjustable double-ring revolving stages, mobile LED walls and structures that let artists fly above the heads of audiences and across the stage. On the other hand, self-made productions also play a key role. One successful example that bears the creative signature of the Berlin team from start to finish is "Das Lied der Gezeiten"

("The Song of the Tides"), an elaborate show directed by Arthur Castro that features captivating visual effects. It also won the 2015 Kreuzfahrtpreis (Cruise Ship Prize) for Best Show.

On TUI's trips across the oceans of the world, the on-board entertainment offerings include stage shows with numbers drawn from musicals and operas, but also concerts ranging from Classical to Jazz, variety shows, comedy shows and nighttime readings under the starry skies. Back on land, there are 50 employees in Berlin working to prepare the up to 30 different shows that will be shown on board the cruise ships. In addition, up to 1,000 singers, dancers, actors and artists use the rehearsal center each year for intensive two-month training sessions before setting out on their four-month cruise-ship gigs. The former TUI Cruises Arts & Entertainment offices on Checkpoint Charlie were no longer able to meet the requirements of this creative machine working under such high pressure. Among other things, the space did not offer a pillar-free dance floor that corresponded to the cruise-ship stage dimensions, which are 12 x 16 meters.



TUI offers its guests a wide array of colorful and entertaining shows.

Since June 2015, the new space on Bouchéstraße offers more space and custom-made facilities. In addition to the office space, there are also rehearsal areas for actors, a studio and recording cabins for singers and musicians spread out over four floors. The costume cabinet and on-site sewing department also take up considerable space. In a new white building that resembles the bow of a ship jutting out of the historical brick building, there are even three dance halls, one on top of one another. And Thomas Schmidt-Ott, who radiates excitement when talking about the modern studio technology and stage equipment, is already planning for the future. He has personally scouted the surrounding commercial areas and notes: "As of 2017, we are going to be in urgent need of additional space!" *es*

BEHIND THE SCENES AT THE

In an interview with *Berlin to go*, Dr. Marc Sielemann, Head of the BMW Group Plant Berlin, talks

The numbers are impressive. On an area of roughly 220,000 m² in the Berlin district of Spandau, one finds the world's only full-scale production facility for BMW motorcycles. Over 2.5 million motorcycles have been manufactured here since 1969. The Berlin plant also produces BMW scooters over 500 ccm and roughly 5.3 million automobile brake pads each year. The interview took place at BMW's historical site in Berlin.

The BMW Group and its Berlin plant count among the most important employers in the capital region. How many people work here and on how many models?

Dr. Marc Sielemann (MS): Roughly 2,000 highly-qualified employees work on 20 different models at our Spandau plant. And these numbers will no doubt increase, especially as several models will be celebrating their production launch this year. Our employees have different professional profiles that range from trainees, mechatronic engineers, assembly staff, painters and planners all the way to quality assurance specialists and road testers. The special feature of our Berlin operations is that many of our employees are motorcyclists themselves and identify deeply with our products. We produce more than 700 motorcycles here every day, which means that one motorbike drives off the assembly line every 70 seconds. That makes for more than 130,000 motorcycles each year.

With an export rate of 80%, which target markets are most important and what is your best-selling product?

MS: Our largest single market remains Germany, followed by France, Italy and the USA. Overall, we export to 130 countries. Our leading BMW motorcycle remains the Reise-Enduro BMW R 1200 GS and its sister model the BMW R 1200 GS Adventure. In 2015, we sold almost 42,000 of these two bikes. We also sold over 11,391 Boxer GS bikes in the first three months of this year.

What kind of trends and potential growth do you see on international markets that you serve from here in Berlin?

MS: There is a revived interest in motorcycle riding, plus a tendency to prioritize a certain lifestyle, individuality and flexible, urban mobility. You can see this trend everywhere, and our new models are a response to it. Our Heritage segment, in particular, provides numerous opportunities to personalize each motorcycle. We see tremendous potential here in the U.S. market. What I value the most about BMW motorcycles in this context is the diversity of our models and our rigorous forward-looking strategy. This is the secret to our success.

How are you linked from Berlin to your assembly plants in Brazil and Thailand? What role does Berlin play in this network?

MS: The BMW Motorcycle Plant in Berlin is the world's only primary, full-assembly plant in the international production network. Not only do we produce the majority of units



Dr. Marc Sielemann, Head of the BMW Group Plant Berlin.

here, we are also the backbone of BMW's motorcycle production. In other words, we supply our international production sites in Thailand and Brazil with parts and ensure BMW's uniform high-quality standards in the assembly process. In order to achieve this, we carry out regular training sessions with our international colleagues in Berlin and teach them how to build motorcycles according to German standards. Of course, this is also subject to regular monitoring.

In the next several years, the BMW Group is set to invest over €100 million in the Berlin plant, among other things, to transform it into the world's most modern logistics center in the motorcycle manufacturing sector. What is the company's special focus in this case?



BMW GROUP PLANT BERLIN

about his perfectly tuned team, sales records and that famous Berlin air



Highly innovative and powered by electricity: the new BMW C evolution electroscooter.

MS: The focus of our investment will be on the expansion of our painting capacity as well as the construction of the world's most advanced logistics center in the motorcycle industry. This site will move more than one million parts per day. Our goal is to almost double our production volumes in the medium-term and increase the load at our Berlin plant even further. With the help of these investments over the coming years, we aim to design our plant structures for the long term and thus ensure sustainable jobs and the competitiveness of the location.

The Berlin plant has a long history. Motorcycle production began here in 1969. What made the company choose Berlin back then, and what does the Berlin plant mean for BMW today?

MS: BMW has been manufacturing in the historic halls at the Juliusturm since 1939. In those days, this involved producing aircraft engines. Later, seeing as our motorcycle production plant in Munich was reaching full capacity, BMW gradually began producing components in Berlin. Starting in 1969, Berlin became the site for all BMW motorcycle and scooter production with the help of our most modern facilities. We are proud to have been manufacturing in Berlin for over 45 years now and to have proven our mettle in the capital city. We

Photos: BMW AG

profit tremendously from this location. In fact, mobility on two wheels is a perfect fit for Germany's largest metropolis. In Berlin, we can find answers to challenges posed by urban spaces in which people adapt their mobility according to their own needs. In the past several years, a highly innovative environment has emerged in Berlin comprising many startups, and this is complemented by the sheer proximity to scientific and R&D institutes. This is what makes Berlin so attractive from a production point of view.



The BMW R nineT Scrambler: A Heritage model with all the latest technology.

How much of Berlin's heart and soul is in each BMW motorcycle, considering that BMW is essentially a Bavarian company?

MS: Each BMW motorcycle definitely contains a good dose of that famous Berlin air in its tires alongside a major portion of our employees' passion and grit! Our team's expertise is incredibly broad and deep, which is of great help when tackling major technical challenges in particular. In addition to motorcycle montage, we also manufacture all high-performance Boxer engines and four and six-cylinder engines in Berlin. We also have our own paint shop here. But we never forget our Bavarian roots. The Munich headquarters continues to be home to BMW's development and design departments as well as its marketing unit.

Where would you like to see your plant on its 50th anniversary in 2019?

MS: By the time 2019 comes around, we will have completed the expansion of our plant and already be operating our largest construction project, the new logistics center. We will have set a firm course for the future and continued to pursue the successful course of BMW Motorcycles. Our goal is to expand our deliveries by the year 2020 to 200,000 motorcycles worldwide.

Thank you for the interview!

Interview by Ines Hein

WHAT THE WORLD LOOKS LIKE THROUGH “BERLIN EYES”

Thanks to a number of innovative and creative thinkers, the craft of eyewear design is experiencing a remarkable development

One in every eight wearers of eyeglasses in Taiwan owns a pair of glasses from Berlin. To be more precise, from ic! berlin, one of the many up-and-coming eyewear companies using innovations generated at their headquarters in the German capital to attract global markets. Indeed, glasses developed and hand-made in Berlin are shipped as part of full-service packages throughout the world. Berlin to go pays a visit to ic! berlin, Mykita and Mister Spex, three companies that are shaping the future of their market.

No other human aid has had such an illustrious career as eyeglasses, whether as a brand, a fashion accessory, a mode of expression or simply as a tool to enhance vision. Indeed, eyewear is much more than just two framed eyeglasses. The eyewear design company ic! berlin lives and breathes this notion with every piece that leaves their Berlin production site. The unique selling point of this company founded in 2003 is its spring-hinge connector system, a joint solution that is unique in the world and requires no screws, no welding, no gluing and no soldering. It is a technical feat that has already won several design awards. Managing Director and Co-Founder Ralph Anderl has his own concept of what his company represents: “ic! berlin is, in fact, a super-realistic art installation performed by a company with a maximum reality effect. The perfection of the installation – it has real employees, produces and distributes real glasses and even pays taxes – has reached a radical level over the years! Many individuals, customers and press reps are duped by their initial impression that ic! berlin is a simply an eyewear seller. But I must emphasize once again, this is not the case! ic! berlin is a hyper-realistic art installation.” The company’s team of 140 employees creates, designs, manufactures and sells their entire collection in line with this unique approach, from the cutting of their materials all the way to their global supply logistics.



Managing Director and Founder of ic! berlin, Ralph Anderl.



Glasses for customers around the globe are manufactured at ic! berlin.

The result is a series of unconventional, high-quality, almost unbreakable and light-as-a-feather eyewear that delights customers all over the world. These designer eyeglasses are sold across the globe via the company’s own shops, at opticians and by independent distributors. One in every eight wearers of eyeglasses in Taiwan looks through lenses made by ic! berlin, which makes it almost as important in the field of eyewear as Audi is in the automobile industry. The secret to the company’s success lies in its meticulous commitment to fostering new ideas. And these new ideas thrive in Berlin’s vibrant environment, which Anderl confirms: “Berlin is the only possible home for us. The city is East and West simultaneously. It is open and colorful and, in a certain way, lacking in a specific tradition. And we are like the city: the keyword here is mix. Small towns want to be homogenous, but major cities thrive on colorfulness.”

A wealth of ideas combined with that fresh Berlin air – this mix drives the success of another Berlin-based eyewear company, Mykita. Also founded in 2003, this multi-award winning company has 400 employees today and sells its hand-made-in-Berlin glasses to 80 countries worldwide. Their signature product is a screwless glasses frame with a patented joint manufactured with highly innovative technology and offered in several different models. The heart of the company beats in the Mykita-Haus in Berlin-Kreuzberg. This is where designers, opticians, marketing strategists and technicians work under one roof to take the concept of eyewear to new heights.

As Mykita CEO Moritz Krueger explains: “We are always looking for innovation. ‘Finding beauty in technology’ is our guiding principle. And this means: We take a visionary approach to material and design equally. Every technical solution that we seek to achieve must always also be aesthetically pleasing.” For this purpose, Mykita regularly

brings prominent partners on board. For example, fashion collaborations with Bernhard Willhelm, Damir Doma and Maison Margiela or partnerships with experts drawn from the automotive industry or rapid prototyping. And the interdisciplinary network of innovation that develops under the Mykita umbrella continues to enjoy success. The company carries out 20% of its global sales in the USA, followed by France and Germany. In their 13 stores worldwide, the eyewear experts use their own unique retail concept to showcase how to successfully combine aesthetics with functionality.



The Mykita shop in New York offers a wide selection of eyewear.

Mykita celebrated their latest opening in Copenhagen, and their next store is scheduled to open this summer in L.A. At these stores, the company's quality standards go beyond just frames. A Zeiss Relaxed Vision Center is integrated into each store; this is where optometric precision meets Berlin design. And the spirit of innovation exuded by these Berliners from Kreuzberg never wanes. In 2016, they are getting ready to introduce a new milestone, as Krueger is happy to report: "My Very Own represents the union of three digital technologies - 3D scan, parametric design and additional 3D manufacturing - to create glasses that adapt to the topography of the wearer's face. We worked with a Swedish development partner to create an algorithm for individual customization and a facial scanner that generates the 3D scan for tailor-made glasses. The frames are then produced by means of additional 3D manufacturing."

At Europe's largest online optician, Mister Spex, everything revolves around individual customer needs. Founded in 2007, this e-commerce leader offers over 7,000 brand-name eyeglasses and sunglasses as well as contact lenses and accessories. And their service portfolio reads like an "all-around, worry-free" package for eyeglass wearers: one per-

sonal consultation, one virtual 3D fitting, one free fitting using four selections sent by mail, quality glass, grinding and adjustment in the master workshop in Berlin, comprehensive services via 600 local partner opticians and a 30-day free return policy.

The unrivalled position of this Berlin online-order company lies in its approach to sales and service. As Managing Director Dr. Mirko Caspar explains, "We believe in a strong multi-channel concept that connects the best of online and offline worlds. This concept allows us to grow at a considerably stronger rate than traditional stationary opticians." With roughly 400 employees, his team serves more than 2 million customers in eleven countries in Europe. On peak days, 9,000 packages leave the logistics center. This spring, the company celebrated its offline premiere with the opening of a flagship store in Berlin's Alexa shopping mall. Caspar notes further: "In late 2007, the four founders chose to establish the company in Berlin because of the city's entrepreneur-friendly environment: rent was affordable, there was a strong exchange network of investors and other entrepreneurs, and the city was already home to potential employees from all over the world. It was only logical that we would open our first store here in our home city. Berlin is vibrant, dynamic and always producing new ideas. It's an international city, and we are absolutely an international company that speaks several different languages. These are the things that characterize our employees and the culture at Mister Spex. We are nimble, focus entirely on the needs of customers and are able to change quickly and consciously." Knowledge and experience drawn from their offline business will no doubt deliver new ideas for their overall customer service and allow the company to take full advantage of their cooperation with opticians. Here, too, craft meets innovation and quality meets customers' needs. And the results are easy to see. *ih*



Dr. Mirko Caspar is Managing Directors of Mister Spex.

FROM HIGH - TECH TO EVERYDAY HELPER MADE IN BERLIN BERLIN PRODUCTS MAKE IT BIG IN THE WORLD

Metal and Glass – A Fashionable Guise for House and Façade

Everything started in 1903 with the manufacturing of roof gutters. And then, over the years, what was once a plumbing business evolved into a highly innovative Berlin company. Today, Karl Dieringer is a successful industrial company for metal fabrication and sheet metal working. A number of award-winning structures across the globe are “dressed” with metal from Berlin: for example, the roof of the Berlin Philharmonic and the storefront of Uniqlo in Marseille contain metal and glass from this Berlin-based industrial company. Dieringer also dressed a very special façade with a moving background for a funeral hall in Beslan; this city in the North Caucasus was the site of a terrorist attack in a school in 2004. The shell of the memorial is an elliptical funeral wreath. The holes punched into the delicate golden elements give it the appearance of a spring rose.



Lifesavers from Berlin

Cardiovascular tissue engineering: it sounds like a highly specialized field, and it is. Complex processes are used to process animal tissue in such a way to make it suitable for use in patients. The implants produced for heart and circulatory systems are then used to replace or regenerate sick tissue in patients. Auto Tissue Berlin GmbH, founded in 2000 by scientists at the Charité, is a biotech company and Germany’s foremost producer of biological heart valves. For patients with serious heart defects or damage to the pulmonary valve, these biological implants mean an enormous improvement in the quality of life. In the past several years, countless implants were manufactured and used successfully in hospitals throughout Europe.



Measuring with Ultrasound

In 1990, four university graduates from Berlin and Rostock founded a company called Flexim. One year later, they began selling their first clamp-on ultrasonic flow meters. These ultrasound meters enable all types of liquid and gas contained in pipes to be measured from the outside without having to intrude into the pipe. The determination and courage it took to found the company has been crowned with success. Twenty-five years later, the company has 400 employees worldwide, roughly 250 of which work at the headquarters in Berlin. The company offers solutions for process instrumentation in all areas of industry with the help of its Fluxus ultrasonic flow meter. Fluxus reliably measures everything that flows, from the smallest lines in painting systems for the automobile industry all the way to the gigantic pipes belonging to hydropower stations. Flexim now has a global network of companies that stretches from Singapore, China and Europe all the way to North and South America and the Near East.



Shedding Light on Things

Batteries as we know them today are so-called “dry” batteries. And while there are “wet” batteries still in use today – for example, the starter batteries for automobiles – it was the invention of the dry battery that revolutionized battery use. Paul Schmidt invented the transportable electric battery in 1901 in Berlin. He invented what we call today a “flat” battery for use in flashlights. He was awarded the patent for both types in Germany and paved the way for mass production. Soon thereafter, his “Daimon” flashlights made in Berlin conquered global markets.



With 5 HP from A to B

In today’s world, mobility is taken for granted as even long distances can be covered in a short time. In the mid-19th century, however, things looked quite different. With the advent of electricity, urban transport became much more dynamic. The first electric tram, which is now regarded as the first worldwide, ran from Lichterfelde to Kadettenanstalt in southern Berlin in 1881. Back then, the companies Siemens & Halske called this vehicle an “electric railway.” The stretch was 2.4 km long and the railcars were made out of converted horse-drawn carriages. They could handle up to 26 passengers and used 5 horsepower to reach an average speed of roughly 15 km/h.



Hollywood Stars Love Berlin Make-Up

What would the bird-catcher Papageno from *The Magic Flute* be without his distinctive make-up? And what would a splatter film be without liters and liters of blood? Things would be half as exciting, thrilling and worth-watching. Kryolan is a company that has been providing professional make-up to film, theater and TV artists for 70 years now. Founded in Berlin in 1945, the company now produces over 16,000 make-up products and accessories. And their high-quality standards have paid off. This medium-sized company is now the market leader and famous – not only in Hollywood – for its fake blood. They now supply customers in over 90 countries worldwide. And Kryolan products have been featured in innumerable blockbusters and theater productions.

Eggs on Toast

It’s subtle but incredibly useful: the egg slicer. Many Germans love to eat delicious sandwiches topped with sliced egg. And thanks to the ingenuity of Willy Abel, egg fans can enjoy evenly cut slices. Abel developed his small kitchen device around 1900 and manufactured it and other kitchen aids in the Harras-Werk in Berlin-Lichtenberg, a factory Abel himself founded. He did the same with his invention of the bread-slicing machine and the heart-shaped waffle iron. His Harras Original Egg Slicer, however, was a high-quality mass product. Roughly 10 million units were sold within a short time. It was a tremendous success even in the USA, where there was a large demand for mass commodities at the beginning of the 20th century. Today, the egg slicer might seem rather simple, but back in 1911, Abel was able to get the patent for the product. We’re pretty sure that the utensil can still be found today in countless kitchens around the world.





Advertising in the Round

Long before online event notices and ad flyers, people in Berlin would put up innumerable announcements for theater and circus shows all over the city. At the time, this inflation of posters was an annoyance to all, and especially to a man named Ernst Litfaß. In 1854, he was granted the concession to “set up a number of advertising pillars at street level.” Originally, he set up 100 such columns; today, there are roughly 67,000 “Litfaßsäule” – literally “Litfaß columns” – throughout Germany. In other words, Mr. Litfaß can claim to have the most monuments bearing his name. There are countless similar advertising columns worldwide today, and many are used for additional purposes. For example, they provide internet access, protection from the wind and weather, or function as public toilets.

Berlin Expertise Travels to All Corners of the Globe

It's not just Berlin products, but also Berlin know-how that can be found all over the world. Berlin has four universities alongside several other university-level institutions, many of which have partnerships and lively exchanges with institutes around the world.

For example, Technische Universität Berlin (TU) has had a satellite campus in El Gouna/Egypt since 2012. Three Masters programs for 90 students are offered there: energy engineering, water engineering and urban development. In October 2016, two further study programs for 60 students will get underway. This will mark a yet another progressive transfer of knowledge in both directions. Inquisitive young people profit from the comprehensive knowledge of their instructors and simultaneously provide inspiration and input for R&D and on-site collaboration projects.

Free University Berlin (FU) relies on a global network of offices abroad. Scientists, academics and students from local universities are invited to connect via this network and draw on support facilitating the exchange of ideas. There are representative offices from Moscow to Beijing and New York, and they all work in cooperation with strong partners, major R&D institutes and universities. Students have the opportunity to take part in a stipend or exchange program that allows them to study abroad or enroll in courses as a guest student. The contacts that emerge as a result of these exchanges foster global cooperation in science and academia.



A Prehistoric Smartphone

Where would we all be today without the Z3! The Z3? In 1941, a graduate of the Technical University Berlin-Charlottenburg made use of his special talent and built a central processing unit out of telephone relays in his Berlin engineering office – he called it the Z3. Today, the Z3 is considered to be the world's first functioning computer. The tech-savvy man who built it was Konrad Ernst Otto Zuse. And it may be rightly claimed that Zuse laid the foundation for today's PC technology. The Z3 was light-years away from a smartphone. It weighed 1,000 kilograms (over 2,000 pounds), was as big as a wall unit and was able to execute only basic arithmetic operations and save a maximum of 64 words. The results of the calculations were then seen on punched tape.



Brilliant Prospects for Shoes

No one likes to shine shoes. But properly cleaned and shiny shoes make a much better impression. The company Collonil was a leader in the development of leather oil and the first tubes featuring sponge applicators. 1909 marked the beginning of the ascent of this company founded in Berlin-Kreuzberg. Today, the brand is represented in 93 countries on all continents and exports make up 70% of its sales. Berlin continues to be the headquarters of this leader in innovation and technology in the field of high-end leather and shoe care.

More products “Made in Berlin” at www.talent-berlin.de/en

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NEXT STOP: THE GLOBAL MARKET

The EU and International Services Unit at Berlin Partner helps companies achieve their global objectives

Germany's capital region has a distinct and well-known international character. In fact, foreign companies and institutions repeatedly choose Berlin as the site of their German offices and satellites. The path from Berlin out into the world is also often the key to success for many companies. Thomas Einsfelder, Head of the EU and International Services Unit at Berlin Partner, works with his team of experts to provide customized services designed to help companies gain access to international markets. His offerings range from up-to-date information and international cooperation opportunities to participation in international tradeshows.

The next big step. It's often a magical threshold where companies in the expansion phase must undertake precise planning. Especially when the next big step involves going international. Which target markets make the most sense for us? How do we go about finding the right production partners in foreign countries? Are there funding opportunities that might support our internationalization projects? Thomas Einsfelder, Head of the EU and International Services Unit, has answers to questions such as these. Depending on the project, Einsfelder manages a team of up to 20 members that coordinates its work as a "task force" consisting of in-company experts, and it is their job to help Berlin-based companies and institutions achieve their international goals. In addition to comprehensive cooperation services, the assistance offered by this unit includes international tradeshows services, delegation services and funding for internationalization efforts. These services provide companies with up-to-date international market information as well as expedient market-entry support.

Information, Advisory Services, and Partnership Matching Services through the Enterprise Europe Network

Indeed, as Einsfelder argues, "Innovation-oriented companies seeking to enter international markets require up-to-date information and customized services. And our cooperation service provides both." Since 2008, the Enterprise Europe Network

Berlin-Brandenburg has operated under the Berlin Partner umbrella as the largest SME consulting network in the world. It offers the international and EU-wide provision of cooperation partners with the help of its Partnership Opportunity Database, which is updated on an ongoing basis. In fact, one could liken it to a dating agency for companies. Among its 25,000 database entries are descriptions of partners active in the tech, R&D and distribution sectors from 27 EU member states. "We accompany our clients from the no-cost creation of their company profile to the marketing of their services and products abroad," explains Einsfelder. As soon as the target market has been determined, the Enterprise Europe Network organizes various meet-and-greet events for interested parties, whether in Berlin or abroad. A wide variety of options are created – including joint meetings at international tradeshows such as the ILA or the Innotrans and matchmaking sessions and networking events – which let participants stretch out their feelers and get to know new markets and partners.

Meeting Services for Business-Relevant Events all over the Globe

Tradeshows are the ideal setting in which to generate these contacts. The Berlin Foreign Trade Program organized by the Senate Department for Economics, Technology and Research, one of Berlin Partner's many service partners, places the emphasis on support for international tradeshows participation. The team at Berlin Partner is responsible for coordinating the international tradeshows meetings for Berlin-based companies as well as handling tradeshows participation. Tradeshows



are thoroughly scrutinized to determine which ones promise to offer a competitive edge. “Only a couple of years ago, the SXSW Festival, which today is the most important date on the new media and mobile tech calendar, was nowhere to be seen on the list of priority gatherings. These days, things are different, and we keep an eye on developments such as these,” explains Einsfelder. Pooling information is one of his unit’s core activities. The unit’s “Preview of Upcoming International Dates” identifies dates, events and hotspots on international target markets, such as those in China, Turkey, North America and Asia, and collates them based on the forward-looking themes they address. As Einsfelder emphasizes, “The challenge facing our internationally active partners lies less in finding relevant information and much more in filtering it effectively. Our preview of upcoming international dates sorts out the top events and pools current knowledge from out of the entire network.”

Advisory Services and Concrete Support for EU Projects

The Belgian capital of Brussels functions as the key hub for European-wide networking projects. With the help of two Berlin Partner employees at their Brussels office, the Enterprise Europe Network manages the EU’s “Horizon 2020” (H2020) research and innovation program, among other initiatives. Hidden behind this auspicious name is the largest research and innovation program in the world with a total volume of roughly €80 billion. The Berlin Partner employees in Brussels support Berlin-based businesses in formulating proposals for themselves and their international partners and then submitting their applications within the appropriate

timeframes. The services range from project application workshops to meetings with EU Commission representatives. “The procedure is complex,” admits Einsfelder, “because we are dealing here with the Rolls Royce of R&D funding. And yet, our concrete support measures have already enabled us to help many projects gain funding.” In 2015 alone, the Enterprise Europe Network advised 178 companies and scientific partners on matters relating to H2020.

Having the right information at the right time is worth its weight in gold. All the latest data, cooperation searches, events and workshops are pooled, listed according to theme and sent out every two months via an associated email service. The experts at Berlin Partner are then available for deeper discussions. These activities are complemented by membership in ERRIN, the European Regions Research and Innovation Network in Brussels. As an on-site network, it offers a direct connection especially to European regional offices; this is a partnership that led to nine collaborative projects in 2015.

VIP and Delegation Services in Berlin and Abroad

The path out into the globalized world begins in Berlin. As Einsfelder explains, “In order to generate sustainable partnerships in business and politics, we make it possible for companies and individuals to gain personal knowledge of the capital region, it’s business advantages and resident companies.” With help from Berlin Partner’s VIP and Delegation Service, his unit showcases the Berlin-Brandenburg business region in various formats, from trips abroad for business delegations accompanied by political figures to trips here at home. The service portfolio, which is jointly carried out by Berlin Partner and InPolis, ranges from welcome greetings and traditional half-day city tours to customized two-day program schedules, for example, on the theme of Berlin as a startup metropolis with individual theme-related stops at coworking spaces and incubators. In other words, it encompasses everything that serves to set the course for internationalization. As Einsfelder sums it up, “A strong home base is what makes international success possible in the first place. And we provide for both.” *ih*



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HIGH-TECH AND INNOVATION FROM THE MIDDLE OF BERLIN

Technologie-Park Humboldthain is generating diverse synergies through the cooperation of industry and science

Technologie-Park Humboldthain (TPH) – one of Germany’s first technology parks – is one of Berlin’s Zukunftsorte (growth areas) combining the industrial tradition of the 19th and 20th centuries with the cutting-edge technology of the future, while offering the perfect conditions for cooperation between industry, science and research.

Humboldthain was the setting for a piece of Berlin’s industrial history. The historic AEG factory building on Ackerstraße and the AEG turbine hall by Peter Behrens on Gustav-Meyer-Allee still bear testament to Berlin’s achievements as it rose to become an industrial metropolis at the end of the 19th century.

World War II also left its mark on this location, although the site suffered only minimal war damage. In the 1960s and 1970s, its commercial importance increasingly lost traction until new location concepts were developed and implemented to give the large site a new purpose. Nixdorf, a Paderborn-based computer manufacturer, had large swathes of the surviving historical buildings demolished in and around Brunnenstraße in order to install its computer production facilities there in a modern glass palace. This building complex is currently in use by BankenService, a subsidiary of Landesbank Berlin.

The area received a significant boost when the Berliner Innovations- und Gründerzentrum (BIG) was established in the old AEG factory. BIG – a joint project of TU Berlin and the Federal State of Berlin, and represented by the GSG (Gewerbesiedlungs-Gesellschaft) – was Germany’s first technology and business incubator. Here – in the immediate vicinity of the wall separating the two halves of the divided city – lay an innovation laboratory set on uniting technology, science and industry at one location.

After reunification, Technologie-Park Humboldthain, formerly situated at the edge of West Berlin, suddenly found itself in the center of Berlin – without even having to move. To further promote the location, a network was founded on 17 October 2012 comprising a community of locally resident companies and research institutions. Just as before, the former AEG factory grounds – now under landmark protection – are the prominent

focal point of the location, where 165 companies are currently established with qualitatively premium products and services, including the Fraunhofer Institute (IZM), the University of Applied Sciences for Media, Communication and Management (HMKW) and more than 22 research institutes at TU Berlin’s Campus Wedding.

The cohabitation and cooperation of industry and science fosters a culture of technology transfer able to attract new companies looking to settle here, especially those in technology- or industry-related fields. Above all, TPH is populated with leading-edge technology companies and renowned institutions for research and science in the sectors and clusters of automotive and transport technology, mobility, building technology, energy and environment technologies as well as microsystem and automation technology. Everyone together uses Technologie-Park Humboldthain as a location for exchange and the development of synergies; this is where new ideas meet established entrepreneurs, making the Zukunftsort in the middle of Berlin an established location for evolution. *at*

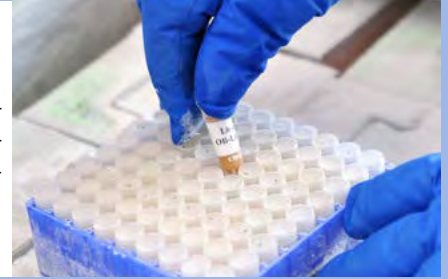
Things to know about Technologie-Park Humboldthain

- 25 hectares of total area on the former AEG factory grounds
- ca. 320,000 m² of usable commercial space
- Germany’s first business incubator (1983)
- 165 resident companies
- Research and science location: 22 institutes of TU Berlin, the Fraunhofer Institute for Reliability and Microintegration IZM
- Leading-edge technology companies from the clusters/sectors of automotive technology, electronics, building technology, energy and environment technologies as well as microsystem and automation technology, information technology, media, printing, biotechnology, medical technology and healthcare technology
- Good opportunities for technology transfers through the cooperation of industry and science

The diverse range of projects and solutions found in and around the old AEG factory halls demonstrates just how fruitful this network of science and industry is

Organobalance – Developing Protective Microbial Shields

Since 2001, the biotechnology company has been tapping the wholesome effects of lactobacilli and yeasts for new applications while developing probiotic bacterial cultures and yeast production strains for industrial biotechnology. This includes the filtering of micro-organisms that establish a protective microbial shield and help counterbalance irregularities. Organobalance uses a unique collection of strains comprising yeast and lactobacilli cultures that date back to the 1920s.



Surface Analytics to Keep Pace with the Times

Specs Surface Nano Analysis GmbH is a leading manufacturer of components and individualized systems for nanotechnology, material science and related disciplines. Their solutions, such as the Phoibos electron analyzer and the STM 150 Aarhus scanning probe microscope, benefit not only Berlin's research institutions; institutes and universities the world over also make use of Specs products. One current highlight from the innovation incubator is EnviroESCA, which enables research on material surfaces under real operating conditions.



Mecca for Concrete Constructors and Bridge Builders

Those interested in concrete construction or bridge building are sure to have heard of the TU Institute for Conceptual and Structural Design. Professor Dr. Mike Schlaich has been teaching here since 2004. He and his colleagues have realized suspension bridges and support structures all over the world, such as the Ting Kau Bridge in Hong Kong, Berlin Central Station, the airport terminal in Dusseldorf and the trade fair center in Hanover. His team is currently planning the support structure for a massive sculpture in the desert of Abu Dhabi made from 410,000 oil drums; Christo – the wrap artist – already has plans to envelop it.



Laserline – Innovations in Quality, Environmental Protection and Service

From its headquarters in Wedding, Laserline has been fueling the printing trade with dynamism for 20 years. Over ten million printing products can be ordered online from its Berlin printing center. Specializing in commercial and advertising products, Laserline produces classic offset and digitally printed material as well as state-of-the-art printing technology. And it offers everything from template production to end-product enhancement – all from under one roof. Laserline is one of the first global printing houses to operate on a fully climate-neutral basis; every last mouse click in the online shop is compensated for.



Intellic – The Digital Tachometer for Europe

Intellic GmbH, specializing in products and services related to intelligent transportation technology systems, has won over the European transport market – as both a manufacturer and service provider – with its Digital Tachograph Efás. The digital tachometer charts all legally certifiable driving times, rest periods, driving interruptions, kilometers driven and speed.



SOUNDING OUT MARKET OPPORTUNITIES

Start Alliance Berlin is bringing the startup cities of the world closer together while creating new networks

Berlin, Tel Aviv, New York, Paris, Los Angeles and Shanghai – what do these cities have in common? A whole lot, but for the startup exchange program Start Alliance Berlin, an initiative by Berlin Partner for Business and Technology, it's their startup spirit and their strong interest in fresh ideas that set them apart.

Berlin entrepreneurs can now pack their bags and swap their work desk for a free coworking space in one of five cities, while Berlin becomes a temporary workplace for startups from other partner cities. The program is currently underway with Tel Aviv, Shanghai and New York, with Berlin's Governing Mayor Michael Müller as honorary patron. Paris and Los Angeles are still in the preparation phase.

Those who manage to gain one of the coveted places get a free coworking space for up to four weeks in a different partner city and are networked within the local ecosystem, giving participants the opportunity to meet potential investors or cooperation partners from within the established industry. Startups considering expansion into foreign markets can size up their plans on location. Jeremie Brabet-Adonajlo, founder of Pzartech, won the first free, 10-day stay in Berlin with a pitch in Tel Aviv last October. At Betabreakfast on a Thursday in April, he presented his 3D printing service to industrial companies. "Germany is an important reference for me as a land of industry. Berlin has emerged as a door opener – in the last few days I've been able to speak about innovations with many representatives of large German industrial companies." During his time in Berlin, Brabet-Adonajlo had conversations with Rolls-Royce, Deutsche Bahn, Daimler and SAP. *cb*

Those who would like to apply to the exchange program can find more information at www.berlin-partner.de/gointernational.

From New York to Berlin

The first ticket for the startup exchange between Berlin and New York City has been awarded. At the beginning of May, the New York founders of OdemGlobal, a planning tool for marketing activities, won over the audience at a pitch event in WeWork's coworking space in New York. "We're thrilled to travel to Berlin as the program's first startup so we can size up our market opportunities there," says Frank O'Brien of OdemGlobal. In addition to a free coworking space, the entrepreneurs with the winning pitch receive airline tickets and Berlin hotel rooms for two people for ten days. The event was co-organized by Berlin Partner for Business and Technology and the Metro Group.



COWORKING SPACES IN BERLIN

betahaus www.betahaus.de

Prinzessinnenstraße 19-20 • 10969 Berlin

In April 2009, six entrepreneurs started betahaus in Berlin, which is among the first and best-known coworking spaces in the city. betahaus began with 400 m² of space; its Berlin location now has 2,500 m² and more than 350 permanent members, and the numbers are only rising. Notable startups that were born in the coworking space include Coffee Circle, Ezeep, GoEuro and Clue.

WeWork www.wework.com/locations/berlin

Potsdamer Platz – Kemperplatz 1 • 10785 Berlin

Neue Schönhauser Straße 3-5 • 10178 Berlin

The coworking chain from the US – with various locations throughout Europe, Asia and North America – provides workplaces in Berlin's most exciting spots: in Sony Center at Potsdamer Platz and soon on Neue Schönhauser Straße, near Hackescher Markt. WeWork offers mobile workplaces, individual desks and private offices, as well as a We Membership that allows access to events and to the We Community.

Mindspace www.mindspace.me/berlin

Friedrichstraße 68 • 10115 Berlin

In March of this year, Mindspace, an Israeli company, opened new coworking offices on Friedrichstraße, where innovation and entrepreneurship converge on 5,000 m² at one of Berlin's most exclusive locations: The Q. Teams of any size can find a home at Mindspace, be they freelancers, young startups or small companies. Stylish conference rooms, top-notch office equipment and expansive service contribute to making Mindspace a coworking environment where ideas ripen and are followed by success.

Factory Berlin www.factoryberlin.com

Rheinsberger Straße 76-77 • 10115 Berlin

Founded in 2011, Factory Berlin is a community centered on innovation. Factory offers office space, services and attractive partnerships to startups and established firms while operating the first and largest startup campus in Berlin-Mitte. Young companies and experts from large companies or medium-sized firms converge here for various events on over 16,000 m². Even Twitter is based in the Factory.

Rainmaking Loft www.rainmakingloft.de

Charlottenstraße 2 • 10969 Berlin

Rainmaking Loft, the coworking space for tech startups, is an international startup incubator run by entrepreneurs and investors with the goal of supporting and promoting the local startup community. Rainmaking Loft is home to a vibrant coworking and event space, the accelerator program called Startupbootcamp Berlin and the stylish bar for the 20-something set, Le Labo.

Ahoy! Berlin www.ahoyberlin.com

Wattstraße 11 • 13355 Berlin

Alongside the more traditional business incubator, BIG, Technologie-Park Humboldtthain on Wattstraße also plays host to Ahoy! Berlin. The fashionable 3,000 m² coworking space is home to entrepreneurs, startups and freelancers, creating an ideal location for working, collaborating and exchanging ideas. Ahoy! Berlin offers fully furnished workspaces, quiet offices and event rooms, all of which can be rented under flexible conditions – a good environment for hard work in a creative atmosphere.

Anzeige



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Our main focal points: Neurology, Orthopaedics, Sports medicine and Internal Medicine/Cardiology

www.medicalpark.de

ARTGUARDIAN: THE GUARDIAN ANGEL FOR ART TREASURES

Transporting and presenting art safely – ArtGuardian’s high-tech sensors protect the irreplaceable

Unfavorable environmental conditions like exposure to UV radiation and strong temperature fluctuations expedite the deterioration of delicate artwork. Protecting these treasures from light or temperature damage means following the golden rule of “an ounce of prevention is worth a pound of cure.” If you need to transport and exhibit art or cultural artifacts under optimal climatic conditions, technology from Berlin has the answer; the innovative sensor system from ArtGuardian GmbH measures local climate data and sends it to the web.



Many works of art are sensitive and require protection against changes in temperature.

It all began with the most famous hare in the world. In 2007, the Albertina museum in Vienna wanted to lend Albrecht Dürer’s Young Hare to Asia and wondered how much light the precious watercolor could tolerate without suffering damage. The museum turned for help to the Fraunhofer Institute for Reliability and Microintegration (IZM), where Dr. Stephan Guttowski had been at work developing tiny sensors. “I explained the situation to Johannes Noack, a restorer at Berlin’s Hamburger Bahnhof museum. When he also said ‘Good idea, it can be done,’ the project – the development of a climate-measuring device to be placed directly on a work of art – really began to materialize,” recalls the doctor of electrical engineering. Once financing was secured in 2011, IZM, along with other Fraunhofer institutes and partners like the Rathgen Forschungslabor, began working meticulously on the first-of-its-kind sensor system. Three years later, the research project became a company, when the Fraunhofer colleagues Dr. Stephan Guttowski, Jan Hefer and Dr. Volker Zurwehn founded ArtGuardian GmbH.

“When climatic fluctuations occur, the various materials the artwork is comprised of often begin to work against one another, which, for instance, can cause paint to become brittle and flake off,” explains Stephan Guttowski as he describes the nightmare

of any restorer. For reasons of conservation, Dürer’s hare was forbidden to travel to Asia. However, thanks to this Berlin innovation, museums, private collectors and corporate collections can now safely exhibit works of art and send them all over the world as items on loan. Thus, equipped with the ArtGuardian system, Rembrandt’s Jacob Blessing the Sons of Joseph, which belongs to Museumslandschaft Hessen Kassel, was exhibited in London and Amsterdam from the end of 2014 to mid-2015. And restorer Johannes Noack is currently monitoring – from Berlin – a Sigmar Polke painting that is on exhibit in Palazzo Grassi in Venice.

How does the high-tech system work, this technology the Fraunhofer Society promoted to the tune of 2.8 million euros? “Very thin sensors affixed to the back of the painting by a clip system continually measure climate data such as humidity and temperature. Light intensity and movement are also tracked, allowing ArtGuardian to help prevent theft as well,” explains CEO Guttowski. The data is transmitted to a base station and from there to a web-based information and communication platform. After logging in, the user can monitor, in real time, the conditions the artwork is exposed to locally. The guardian angel for art has recently expanded; it now functions not only on the frame of a painting, but also within a so-called climate protection envelope, in vitrines as well as in storage and filing cabinets. “ArtGuardian can now also monitor textiles, musical instruments, books and even mummies,” says Stephan Guttowski. In the future, the award-winning technology will expand beyond the borders of Europe; approval procedures are currently underway all over the world. *es*

www.artguardian.com



The ArtGuardian sensor monitors climatic fluctuations.

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Science For A Better Life



STARTUP MEETS GROWNUP

After drawing visitors to this year's Hannover Messe, *be* Berlin's exhibition and pop-up lab "Startup Meets Grownup" is setting out on a five-city international tour

What is the secret behind the success of the Berlin economy? The initiators of the "Startup Meets Grownup" pop-up lab have an answer to that question: "Digital startup spirit x established industry + high quality of life = innovation." To demonstrate this winning formula, the *be* Berlin team invited guests to visit their creative lab at the 2016 Hannover Messe, where they showcased a number of successful collaborations among innovative startups and established industrial companies. The popularity of the exhibition illustrated once again that Berlin is a one-of-a-kind creative metropolis in Europe.

As Andrea Joras, Managing Director of Berlin Holding Gesellschaft für Hauptstadt-Marketing, explained: "Together with 25 partners drawn from the startup scene and the established industrial sector, we were able to prove that Berlin is Europe's number-one creative metropolis. Indeed, the campaign and each of the individual cooperative activities show that creativity in the German capital has become a major source of economic growth."

In 2014, Berlin took Europe's pole position in terms of startup investment as entrepreneurs invested €2.1 billion in Berlin startups. Consequently, in the past several years, a number of

large industrial players have opened Berlin-based incubators or accelerators designed to lead their companies into the digital era. Today, roughly 60,000 people are employed in Berlin's digital sector. And, according to experts at the Investitionsbank Berlin, the city could see roughly 270,000 jobs created in the Berlin digital economy by 2030. The digital industry is complemented by more than 7,000 established companies working in Berlin's industrial sector, which employs over 100,000 people and comprises the likes of Siemens, Daimler and BMW Motorcycles.

After inspiring many industry professionals at the Hannover Messe, the "Startup Meets Grownup" exhibition is now getting ready to introduce further audiences to the infectious spirit of the capital city. The "Pop-up-Lab" made its first stop in Berlin, where it went on display at Bikini Berlin and captivated many visitors, among them Berlin's Governing Mayor Michael Müller. The lab will also make stops in Munich (June 13-18), Stuttgart (September 5-10), Tel Aviv and New York. In addition to the matching business partners, the lab will showcase creative products and culture at the accompanying "Pop-up-Store," which also toured several European cities last year. *gsk*

Pop-up-Lab “Startup Meets Grownup”

The Pop-up-Lab Berlin is an experiment launched by the *be* Berlin capital city campaign that explores what happens when established, innovation-driven industry is combined with a vibrant young entrepreneurial spirit. At the Hannover Messe, Berlin showcased itself as a huge creativity lab in an interactive exhibition that invited visitors to touch, feel and marvel at the city’s unique and successful approach to business.



BigRep Meets BMW Group

The Berlin-based startup BigRep joined with the BMW Motorcycle Plant to launch an innovative experiment in which it printed the BMW S 1000 RR live on the world’s largest serial 3D printer. It was an exciting event for prototype construction at the Berlin BMW Plant, where more than 130,000 premium motorcycles roll off the assembly line each year.



VFXbox Meets Bayer/ B. Braun Melsungen / Raumfeld by Teufel

VFXbox used augmented reality to present three Berlin companies in the Pop-up-Lab, thus giving them the chance to showcase their work in a highly innovative setting. Participants included Bayer, B. Braun Melsungen and Raumfeld by Teufel. VFXbox is an advertising agency, think tank, and film & TV studio all in one. The Berlin-based startup tests new technologies and lines of communication in the capital.

botspot Meets ottobock

Thanks to “botscan,” life-size digital scans of individuals are a reality. The world’s first 3D full-body scanner from the Berlin startup botspot can capture movement with needle-sharp precision. It’s perfect for customizing the high-tech prostheses made by ottobock to fit professional athletes in no time flat.

Panono Meets Berlin Energy Agency / Vattenfall / BTB

The Panono Camera – a made-in-Berlin innovation – has revolutionized conventional photography. The startup’s ball camera captures 360° panorama shots with a resolution of over 100 megapixels. With 36 lenses, the camera also captures every angle within the area photographed. Three Berlin companies are presented using this 360° technology: Berliner Energieagentur’s solar power system on the roof of Berlin’s city hall, Vattenfall’s thermal control center and a day in the life of an employee at the Blockheizkraftwerks- Träger und Betreibergesellschaft (BTB) Berlin.

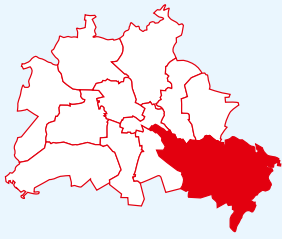


pi4_robotics Meets Laserline

The workerbot from pi4_robotics carefully grips the Laserline print products. The humanoid factory workers at this future-oriented Berlin company have a nice smile and “seeing hands.” The highly modern machinery at Laserline make it an online pioneer in the printing industry.

BärDrones Meets Osram

BärDrones develops industrial drones adapted to specific needs that can be used both indoors and outdoors. Osram’s advanced and high-performing light sources are effective in otherwise challenging areas of application and can therefore be used for a broad variety of drones.



LIFE, WORK AND R&D IN A GREEN ENVIRONMENT

FACTS:

Population: 244,690
Area: 16,841 hectares
Companies: 9,991

A leading location for science and technology, the Berlin district of Treptow-Köpenick also scores major points for its wealth of recreational opportunities

There is a tendency to describe the district of Treptow-Köpenick in superlatives. First of all, with its 170 km², it is the largest district in Berlin. At the same time, this area located in the southwest part of the capital has an abundance of culture, innovation and nature. Treptow-Köpenick has the most lakes, waterways and forests in the entire Berlin metropolitan area. The district is also a popular location for science, technology and services. It is home to Adlershof, one of the most modern

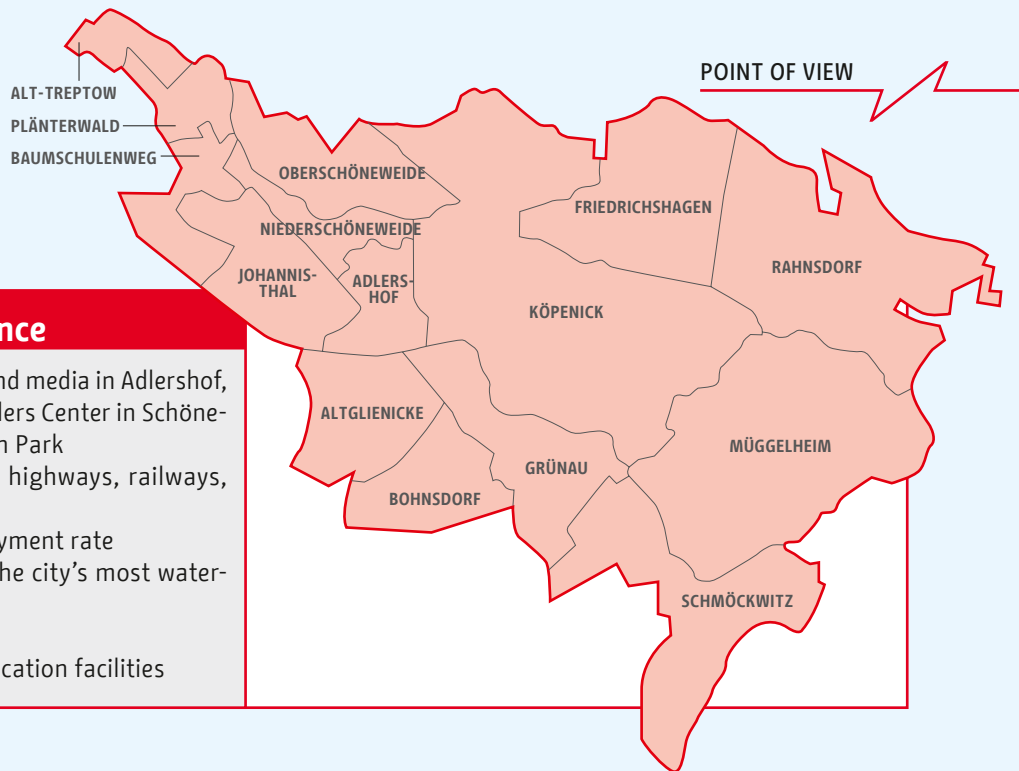
and successful technology parks in Europe. It also combines science, technology and services at three other leading locations: Schöneweide, the Wuhlheide Innovation Park and the Rundfunkhaus on Nalepastraße. These sites continue to attract an ever-growing pool of talent to the district, where they enjoy a unique symbiosis of recreation and comfortable residential living. Berlin's southeastern district is also attractive as a result of its highly convenient location.



High-Tech, R&D and Production

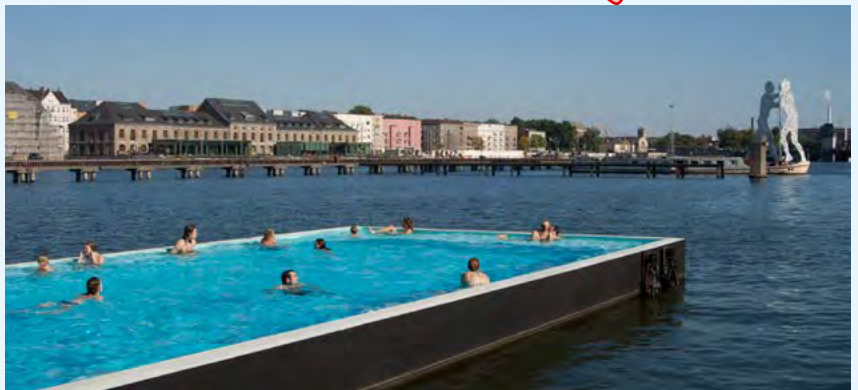
Treptow-Köpenick is a district of contrasts. In addition to new, tech-oriented companies, the economy here is characterized by small and medium-sized businesses. At the same time, it is home to the central offices and key business operations of international corporations, including Allianz, Vattenfall, Siemens and Menarini / Berlin Chemie. Research conducted in close cooperation with companies in Treptow-Köpenick has made this historical site an innovative growth region. Adlershof is an integrated business, science and media location and provides an ideal basis for this growth. Three additional founders' centers are only a stone's throw away from Campus Adlershof: the IGK Innovation and Founders Center, the OWZ International Founders Center and the Spin-Off Zone, a founders' center for students at Humboldt-Universität. Two other

leading tech centers in Treptow-Köpenick provide a complement to Adlershof: at the Wuhlheide Innovation Park, companies active in the fields of tool engineering, optoelectronics and biotechnology have set up shop, and in Schöneweide, where AEG made industrial history over 100 years ago, one finds the TGS Technology and Founders Center, a site designed specifically to foster high-tech companies. Further impetus comes from the roughly 12,000 students at Berlin's largest university, the HTW University of Applied Science located at Campus Wilhelminenhof. The Schöneweide Industry Salon invites visitors to experience industrial culture up-close and personal and proves that tourism is becoming an increasingly important factor for the district.



Location Advantages at a Glance

- Leading centers for science, business and media in Adlershof, at the Spreekie Technology and Founders Center in Schöne-weide and at the Wuhlheide Innovation Park
- Convenient location, quick access to highways, railways, waterways and the airport
- Highly skilled workforce, low unemployment rate
- Berlin’s largest district and home to the city’s most water-ways and forests
- High quality of living
- Excellent social infrastructure and education facilities



Hidden Champion

Iris-GmbH infrared & intelligent sensors in Schöne-weide was founded on 3 September 1991 out of the “WF Plant for Television Electronics,” also in Schöne-weide. The company uses its IRMA (InfraRed Motion Analyzer) product family to develop sensors used to count passenger numbers in public transport. This data allows public transport companies to determine the utilization rates of busses and trains affordably, reliably and continually. This information, which comprises the actual use of different routes depending on the time of day on each weekday, supports needs-based route planning, optimal capacity utilization and transportation services accounting. Today, these sensors are installed in over 50,000 public transport vehicles in more than 40 countries, mostly in Europe and North America. At Berlin’s BVG public transport company, U-Bahn trains are already outfitted with the system, and a current project is now equipping above-ground transport (busses, trams, etc.) with the system as well. Iris sensors are also hard at work in the regional railways of the Berlin-Brandenburg transport network.

Superlatives in Berlin’s Southeast

In Treptow-Köpenick, the urban landscape merges with the green countryside. On the one hand, the district is dominated by densely built housing developments and industrial architecture; on the other, one also finds vast forests, lakes and recreational areas. At the meeting point of the districts of Treptow, Friedrichshain and Kreuzberg stand the “Molecule Men,” a remarkable sculpture that rises from the Spree River and complements the nearby Treptowers, the highest office building in Berlin. Treptow is also a popular tourist destination thanks to the Arena Berlin, the Badeschiff swimming pool, Treptower Park, the Plänterwald, the Soviet War Memorial and the Archenhold Observatory. Treptow’s sister district, Köpenick, also has a long and notable tradition. The historic old town with its neo-Gothic City Hall lies at the confluence of the Dahme and Spree rivers. Köpenick is well-known over the world for the trickery of its “Captain of Köpenick” as portrayed in countless stories and plays. Other tourist highlights include the Baroque Palace and its Palace Chapel as well as the historical “Fischerkiez” area. Treptow-Köpenick is also a paradise for water-sports enthusiasts, especially at the regatta race course on the Lange See in Grünau, on the Müggelsee and five other lakes. The whole family can have fun at the FEZ-Berlin in the Wuhlheide and at the Spiel und Spaß model park. The 1. FC Union Berlin soccer team plays its home games at the Stadion An der Alten Försterei, the largest stadium devoted entirely to soccer in Berlin.

3

Questions for ... District Mayor Oliver Igel

Mr. Igel, what distinguishes Treptow-Köpenick and sets it apart from other districts?

Treptow-Köpenick is the largest district in Berlin in terms of size and also has the highest percentage of forests and waterways in the capital. Our Müggelberge represent Berlin's highest natural elevation (a healthy 114 meters!), while the Müggelsee is the city's largest lake. And there are more superlatives: Treptow-Köpenick has a lot to offer economically as well. Wista's Business, Science and Media Park in Adlershof is Germany's largest technology park and a leader in Europe, with over 1,000 companies at home here. And Treptow-Köpenick is becoming increasingly popular every day. More and more people are looking to move here. In 2015, our district was issued the most building permits for new housing in all of Berlin.

Which locations are the top three must-see sites in Treptow-Köpenick?

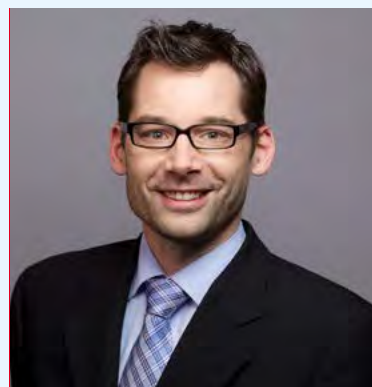
In the north, Treptower Park with its vast and restored historical parks; in the center, the area around Oberschöneweide with its historic industrial complexes that host the HTW University and many artists and creatives; and in the south, the old fishing village of Rahnsdorf, which has Berlin's only regular-service rowing ferry.

Where would we bump into you after work?

As district mayor, I have precious little free time. Even if I'm shopping or out for a walk, it's my job to engage with the people I serve. But you might find me in Köpenick's old town, because that's where my office is, but also because it's a great place to take leisurely strolls. With all its culture and great restaurants, the historic old town is always a highlight too. And especially the Köpenick Palace, which many people don't know about, has a great art museum. Plus there's the delightful Palace Island. All visitors are welcome here!

Thank you for the interview.

Interview by Gabriele Schulte-Kemper



District Advisor in Treptow-Köpenick Alexander von Reden

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Did you know ...

... that Köpenick is older than Berlin?



... that high-performance sports equipment such as bobsleds and racing sleds are made in Köpenick? They are developed and manufactured by a company called FES.

... that Späthsche Baumschule nursery is considered to be Berlin's oldest company?



... that the recording studios at the Rundfunkhaus in der Nalepastraße are still state-of-the-art and used for international music productions?

... that automobiles and electric vehicles were already being built in Schöneweide 100 years ago?



... that Hans Grade carried out the very first powered flight over 100 years ago in Johannistal?

E-MOBILITY: GLOBALLY CONNECTED

Berlin promotes sustainable mobility and sets international standards with innovative mobility solutions

eMO: Internationally Connected

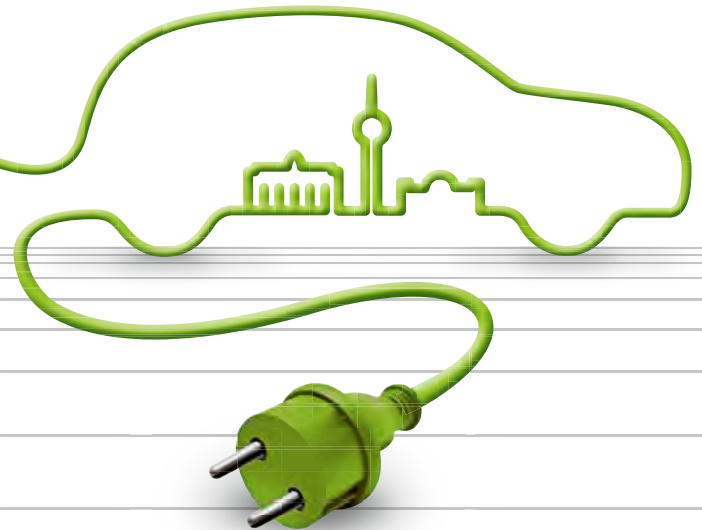
Berlin is on its way to becoming an internationally recognized role model in the field of innovative and sustainable mobility. For several years now, the Berlin Agency for Electromobility eMO has worked in unison with other international cities and regions in Europe, America and Asia. The focus of the collaboration lies in encouraging an ongoing exchange of information and best practices, the development of cross-border projects, the linking of stakeholders and the marketing of sustainable mobility concepts and solutions from the capital region.

In 2014, eMO became a partner in the EU's **"eMOBILITY WORKS"** project, which is focused on the integration of electromobility in European municipalities and companies. Among the results of the project are a series of national and regional networks comprising local authorities and businesses. Each participating municipality generates an action plan designed to integrate electromobility and steer the implementation of activities toward the objective of achieving electromobility. Besides Eberswalde, Hohen Neuendorf and Iserlohn in Germany, municipalities in Finland, Estonia and Greece are involved on the European level. eMOBILITY WORKS is funded as part of the EU's "Horizon2020" program and will be completed in August 2016. For more information, please visit www.emobilityworks.com

In addition to participating in EU projects, eMO also creates networking platforms and supports international business development. On June 17th, a workshop titled **"Electromobility in China – Developments and Market Opportunities"** took place in Berlin in cooperation with the German Chambers of Commerce (AHK) Worldwide Network Greater China Beijing, the Berlin Chamber of Industry and Commerce (IHK) and eMO. The event was aimed at German companies interested in doing business in China.

From June 19 to 22, 2016 eMO will promote "Electromobility Made in Berlin" at the **Electric Vehicle Symposium (EVS29)** in Montréal, Canada. In addition to eMO, a number of other Berlin players will also be involved in the conference program, including the German Aerospace Center (DLR) and the Reiner Lemoine Institute. They will draw on their experience and project findings to enrich the program. Berlin will also be represented at the German Pavilion in the accompanying exhibition. Launched in 1969, the EVS rotates every 12 to 18 months between the continents of North America, Europe and Asia. The symposium is one of the most established events for sustainable mobility worldwide.

www.emo-berlin.de/en



Conversing with Cars

"The intelligent linkage of cars and devices leads to new and individualized fields of application," notes Risto Vahtra, CEO of the Berlin startup High-Mobility, which specializes in the development of software for the "connected" vehicle. Their software enables vehicles to connect to applications in the immediate environment in an easy, safe and direct way. When asked about their move from Tallinn to Berlin, Vahtra and CTO Kevin Valdek responded by saying, "Moving to Berlin made it possible for us to become part of a growing mobility ecosystem in the proximity of the automobile industry. We believe that we can bring intelligent devices together with automobility."



Arena of the Stars

Michael Hapka,
CEO of Anschutz
Entertainment Group



Mr. Hapka, Anschutz Entertainment Group (AEG) is one of the world's leading companies in the field of live entertainment and sports. It operates large arenas and theaters, including Mercedes-Benz Arena, where there seems to be a revolving door of international stars like Adele, Madonna and U2. What makes this arena so attractive?

Berlin is now at the top of the itinerary for almost every touring artist, which was not always the case. For big stars, Mercedes-Benz Arena offers not only plenty of audience capacity, but excellent production conditions and top-notch acoustics as well. For each event, we strive to deliver optimal conditions and first-class service for our audience, so that these emotional, sometimes once-in-a-lifetime experiences become wonderful memories – this is what drives us. But these days, many visitors also want to spend concerts or sporting events in a special setting where they can indulge their own guests – in a “premium” environment. Whether it's just for you and one other person, or for an entire group, no other arena in Germany offers this segment such a wide range of possibilities – and with an accordingly high level of service.

How will Berlin gain from the Entertainment District planned for the area next to Mercedes-Benz Arena?

Just in front of the arena, a new plaza is being developed that will reflect all aspects of urban life. It will include a multifaceted entertainment structure and an attractive public square where residents, tourists and the thousands of people working here in the neighborhood can all spend time. There will also be hotels, shopping venues and a wide variety of restaurants and cafés. In our immediate vicinity lies Berlin's vibrant, organically evolving district of Kreuzberg-Friedrichshain; and, of course, the Spree and the East Side Gallery are just a stone's throw away. In short, old meets new to create a location mix unique to Berlin.

Which international metropolis would you compare most closely to Berlin?

I've often thought about this, but I always come to the conclusion that Berlin cannot really be compared to any other city I know of. It's either that the cityscape is completely different, the cost of living is much higher, traffic is worse or the climate just doesn't measure up. From any angle, Berlin always comes away from these comparisons looking very good. In many respects, we have the conditions for a good quality of life, comparatively moderate prices and dynamic development, and yet – for a metropolis – Berlin still feels rather cozy.

About...

Michael Hapka has been CEO of Anschutz Entertainment Group Operations GmbH since 2013. Prior to that, he served as CEO of Aspria Germany for ten years. Michael Hapka began his career in the hospitality trade with training in hotel management. He subsequently studied business administration. The 54-year-old is married and has two children.



Where do you see further development potential for the city?

I would be happy if the senate were a bit more determined in tackling administrative reforms, so that the citizens of Berlin could settle regulatory issues faster and more easily. The city should accelerate procedural interactions between district and senate-level authorities. For example, the urgently needed construction of new school buildings is proceeding much too slowly. If we can't manage to implement infrastructural measures more quickly, Berlin will suffer as a desired location.

Interview by Gabriele Schulte-Kemper

Photos: Anschutz Entertainment Group

LEGAL NOTICE

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