BERLIN to go

BUSINESS NEWS TO TAKE AWAY











DEAR READERS & SPORTS ENTHUSIASTS,

Berlin is the sportiest city in Germany. Roughly 83% of Berliners engage in sports and other forms of exercise on a regular basis, and more than half a million of them are members of sports clubs or associations. On average, Berliners devote 4.3 hours each week to sports. They run, bike and play soccer at sites throughout the city, including various gymnasiums and fields, but also in Berlin's many natural parks, forests, lakes and rivers.

Sports are not only good for athletes; they're also great for the city. With an annual turnover of more than €1 billion, the sports sector has emerged as a key economic factor in Berlin. Today, almost 20,000 individuals are employed at roughly 3,000 companies active in the sports industry. Conversely, many sports associations receive financial backing from Berlin-based companies. In other words, Berlin and sports make a great team.

This summer, as Berliners continue to pursue their favorite sports regimens, many of them will also be enjoying watching other athletes perform, for example at the Soccer World Cup in Russia and the European Track & Field Championships in Berlin. For this reason, we decided to devote the latest issue of Berlin to go to the theme of sports. In this issue, we take a look at sports from a number of unique perspectives, such as the connection of humans to technology (page 18), the festival "LAUFEN.SPRINGEN.WERFEN" associated with this year's European Athletics Championships in Berlin (page 10) and the new and exciting world of e-sports (page 28) – to name just a few.

I hope you enjoy reading our sportiest issue ever! Sincerely,

Dr. Stefan Franzke CEO, Berlin Partner





























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BERLIN to go

BUSINESS NEWS TO TAKE AWAY

is a Berlin Partner publication

Publisher:

Berlin Partners Holding Capital City Marketing Ltd. Fasanenstrasse 85 · 10623 Berlin

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Published by:

RAZVERLAG

Am Borsigturm 13 · 13507 Berlin Tel.: 030-4377782-0 Fax: 030-4377782-22

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Production:

LASERLINE

Druckzentrum Berlin KG Scheringstrasse 1 · 13355 Berlin-Mitte www.laser-line.de

Copies printed:

10,000. Any media data used in this publication are taken from January 2018.







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Willkommen im Berliner Golf & Country Club Motzener See: www.golfclubmotzen.de









Support for startups

New businesses create the basis for economic growth. In order to render the current support landscape for startups more transparent, the Federal Ministry for Economic Affairs (BMWi) commissioned the Institute for Innovation and Technology (iit) to examine the public and private instruments of non-monetary support available to startups today. In addition to providing an overview of the general support structures, the study also offers information on various national and international trends as well as an evaluation of the different startup support mechanisms. The study also highlights the challenges and opportunities associated with the support services provided to startups by established medium-sized companies. To view the study, visit www.bmwi.de



Apprenticeships make good investments

In May 2018, the number of unemployed persons in Berlin was 156,786. That was 3,174 fewer than in April and 11,174 fewer than one year ago. In fact, unemployment has fallen by around 40,000 individuals and around 20% within the last three years. Bernd Becking, Board Chairman of the Berlin-Brandenburg Regional Office of the Federal Employment Agency, had the following tinctions. For example, Berto say about the state of the labor market: "The job market in Berlin and Brandenburg is in strong condition. Many companies are looking for employees. Skilled workers are especially in demand. This underscores how important it is-for young people and companies in equal measure-that students complete their vocational training. And this is why we're calling on employers to provide as many apprenticeships as possible. It's a good investment in the future." At the moment, however, 7,976 training spots are still vacant In Berlin.



Berlin honored once again

How attractive do investors find Europe's cities? This was one of the key questions involved in this year's "European Cities and Regions of the Future 2018" ranking, which is published by fDi Magazine, a subsidiary of the British business newspaper The Financial Times. According to the ranking, Berlin came in among the top regions and once again won several dislin was named "Runner-Up: Best for Human Capital and Lifestyle" and received numerous other distinctions in the categories "Major Cities" and "Mid-Sized Regions of the Future."



Economic growth above 3%

For three years now, Berlin's economy has been growing by more than 3% each year and thus finds itself undergoing a sustained economic boom. In fact, growth in the past four years was recently adjusted upwards as a result of revisions made by the Office of Statistics. Growth is measured in terms of gross domestic product (GDP), and in 2017, Berlin's GDP was 3.1%, making it almost one percentage point above the national average. For 2018, experts are predicting GDP growth in Berlin of almost 3% (Germany: 2.4%). However, Berlin will most likely reach the peak of its sustained growth cycle very soon; experts are expecting a slight weakening already in 2019.



Sluggish gains in industrial activity

Positive developments were also seen in terms of industrial activity in Berlin, with the number of orders coming into the city's industrial sector showing steady growth in early 2018. For example, domestic orders were up by 5.3%, with foreign orders also experiencing a rise (2.7%). In 2017, Berlin's industrial sector weighed down the city's 2017 GDP with a decline of €400 million; in 2018, however, experts predict that industry will contribute positively to Berlin's economic growth, especially considering the recent noticeable upturn in the global economy. With its roughly 10% export share, the United States continues to be Berlin's largest trading partner and was able to maintain its high pace. Growth in China was also remarkably stable and continues to be high compared to other countries. One risk for world trade, however, is the U.S. trade conflict with China.



35,000 new apartments

In the Berlin construction industry, it is possible that the expansion of production will be restricted due to shortages of skilled workers. For this reason, it's also possible that the strong impulses currently coming from building activity will lead to a dampening of the overall economic expansion in the capital in the coming months. Still, Berlin is expected to have a total of roughly 35,000 newly built apartments in the current and coming year. In 2018, the strongest growth impulses for the Berlin economy continue to come from the service sectors, which most recently reported GDP growth of just under 4%. The largest engine driving this growth is the digital economy, where employees receive above-average wages and where GDP growth amounted to almost 10%.

Sports in Berlin – keeping the economy in great shape

xt: Simone Fendler

EFFECTIVE ECONOMY

The Berlin Marathon, the Istaf Athletics Meeting and the DFB Cup Final are visitor magnets, but they also have a tremendous economic and advertising impact. Indeed, sports events continue to bring thousands of athletes to the city, which, in turn, attracts national and international audiences that bring considerable purchasing power. This cycle has positive effects on the city's employment figures; more than 2,900 companies and self-employed individuals work in the sports industry in Berlin. Over two thirds of them are active in sports-related services, followed by the sports retail and sporting equipment sectors. One industry that profits considerably from sporting events is the hotel and restaurant sector. Berlin offers roughly 800 hotels and other non-private accommodations with more than 142,000 beds. In total, the Berlin sports industry generates an annual turnover of more than €1 billion and employs almost 20,000 people.

BERLIN IS A CONTENDER

Berlin has an excellent international reputation as a venue for major sporting events. The capital has proven its excellent hosting abilities on many occasions, whether it be the 2006 Soccer World Cup or the 2009 World Championships in Athletics. Indeed, Berlin not only has outstanding sports venues, it also has an exceptional infrastructure. Sporting events inevitably give the city a tremendous image boost and also function as a major tourist attraction. The most famous sports hotspot is probably the 75,000-capacity Olympiastadion with its unique blue running track. The large Olympic grounds also comprise the Sportforum, the Olympia Hockey Stadium, the Olympia Equestrian Stadium, the Olympic Swimming Pool, the Waldbühne concert venue, the vast field known as the Maifeld and much more. Berlin also has several facilities that serve as additional venues for sports and other activities, including the Sportforum Hohenschönhausen, the Friedrich Ludwig Jahn Sport Park, the Mercedes Benz Arena, the Max Schmeling Hall and the Velodrome. In total, Berlin has more than 2,000 facilities that can act as venues for competitive and recreational sports.

BERLIN'S "BIG SIX"

Where do the Eisbären (Polar Bears) play hockey? And where do the Füchse (Foxes) play handball? In Berlin, of course. The city is home to six national teams: Hertha BSC (soccer). Eisbären Berlin (hockey), Alba Berlin (basketball), 1. FC Union (soccer), Füchse Berlin (handball) and Berlin Recycling Volleys (volleyball). In addition to these "Big Six," there are also a further 145 national teams at home in the capital. Taken together, these teams attract almost one million visitors from outside the city each year, roughly 92% of which can be attributed to the Big Six. The most recent statistics - gathered in 2011/2012 indicate that visitors who travelled to Berlin from outside the city to attend sporting events and home games of Berlin-based national teams generated a primary economic stimulus of roughly €129.1 million. Berlin sports clubs and associations - led by the Big Six, but also including other popular annual sporting events - are important engines behind the development of the sports economy. Without a doubt, Berlin is the place to be for sports.





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In August 2018, Berlin will play host to the rest of Europe at the European Athletics Championships and the World Para Athletics European Championships, both of which will take place in the same month in the same city for the first time ever. Berliners will be encouraged to watch all the top athletes compete, but also to get involved themselves! As part of a sports festival called Laufen. Springen. Werfen., everyone will be invited to get actively involved and participate in sporting events in their neighborhoods free of charge.



GEN. WERFEN.

The Run.Jump.Throw. Berlin festival, which got underway in May, was initiated by the Berlin Senate Department for the Interior and Sport, the Berlin Senate Department for Education, Youth and Family, the Berlin Athletics Federation (BLV) and the Berlin Sports Association for the Disabled (BSB). The festival program's three sections - Urban Athletics, Interactive Athletics and Schooletics - offer sporting activities and local networking for all ages. Schooletics is aimed at elementary school students, who will be invited to get involved in more than 1,200 mostly athletics-oriented activities free of charge from June 18-22. Special highlights in this section include a tour of Berlin's Olympiastadion, a workshop with Paralympics champion Niko Kappel and world champion Mathias Mester as well as BMX riding with world champion Lara Lessmann. All students participating in the Scholastics week will receive a reward, namely free admission to the European Athletics Championships at the Olympiastadion.

The Urban Athletics section of the program will bring sports activities directly to Berliners' doorsteps. In each district, there will be hands-on activities; for example, locals will be invited to attain sports badges from the German Olympic Federation (DOSB) or take part in a wheelchair circuit challenge. The heart of the Urban Athletics program will be the KIEZ CUP Run over 2018 meters. Local athletes will also talk about their successes, challenges and journeys to the finish line. These athletes will include individuals with physical disabilities who made it to the top of the world rankings. The program got underway in early May, but no worries: at the final on August 11, 2018 at Breitscheidplatz, everyone will be able to display their own athletic abilities once and for all. All activities are free of charge and require no previous registration.

And, last, but not least, the theme of Interactive Athletics will also be on the program. Digital approaches will create a modern and barrier-free world of experience focusing on the topic of athletics in Berlin. Sports enthusiasts will be able to use the interactive platform to learn more about a variety of sports offerings and inclusive events. Sports clubs, in particular, can take the opportunity to showcase their activities. At berlin.sportsconnected.de, a broad range of events, associations, clubs and networking opportunities will be offered and sorted according to districts.





UPCOMING DATES FOR THE URBAN ATHLETICS "KIEZ CUP" IN VARIOUS BERLIN NEIGHBORHOODS

June 23 Pankow

June 30 Friedrichshain-Kreuzberg July 7 Neukölln

July 14 Treptow-Neukölln

July 28 Spandau

August 4 Charlottenburg-Wilmersdorf

August 11 Final on Breitscheidplatz

For more information (in German only), please visit www.laufenspringenwerfen.berlin

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Dr. Georg Duda founded this institute

associated with the Charité - Universi-

tätsmedizin Berlin ten years ago. Since then, he has worked in cooperation

with the HU's Sports Sciences Depart-

ment under one roof to develop a leading site of research into the interplay

between medicine and sports.



At the two locations that make up the Julius Wolff Institute, more than 80 scientists perform basic applied research in the fields of orthopedics and trauma surgery. They explore the stresses and strains placed on the human musculoskeletal system while also examining new regeneration procedures, athletes' performance capacities and the effectiveness of training and rehabilitation. They not only focus on the bodies of professional and amateur athletes, but also on the regeneration and rehabilitation of average patients. The kinesiological focus at Campus Charité Mitte complements the regenerative focus at the Campus Virchow-Klinikum.

Professor Duda completed his studies in precision engineering and biomedical engineering at Technische Universität Berlin (TU) and went on to focus on the interplay between mechanics and biology in the field of orthopedics. In 2008, he became director of the Julius Wolff Institute and professor of biomechanics and musculoskeletal regeneration. As Professor Duda explains, "Here at the institute, we work in the tradition of Julius Wolff, that is, we perform research into how movement leads to stress and changes in bones, muscles and joints, but also how movement promotes the healing process." In 1892, the German orthopedist Julius Wolff postulated what came to be known as "Wolff's Law" regarding the transformation of bones. This law states that bones will adapt to the load under which they are placed; for example, if loading on a bone increases, it will remodel itself over time to become stronger in order to resist that form of loading. The inverse of this law is also true. In other words, bones build up and are strengthened when loaded, but will degrade when only slightly loaded or not at all.

The work done by Professor Duda and his team at the institute unites several different approaches, including methods of prevention, new insights into degeneration and athletes' aspirations to achieve ever new records. As Duda notes, the team focuses on sports performance as well as the effectiveness of training, regeneration and rehabilitation: "At our institute, we are able to analyze, evaluate and optimize procedures that were developed under laboratory conditions - including procedures designed for the rehabilitation of top athletes, performance diagnostics and the analysis of athletes' motor skills - only under real-life conditions."

COOPERATION WITH ATHLETES

In order to gain a more comprehensive understanding of physical measures' influence on movement and the loading of joints, the team at the Julius Wolff Institute is using systems designed to measure movement and external forces through medical imaging in combined form. This versatile approach is then used to establish preventive measures. As Professor Duda explains, "This is the way we work, for example, in the field of injury prevention and competitive sports, but also with regard to the early diagnosis of degenerative diseases like osteoarthritis." For example, the team at the institute is currently supervising the German national

volleyball team, looking especially at how high levels of stress during training affects the structure of cartilage. Indeed, volleyball players are at an especially high risk for joint injuries. The goal of the analysis is to identify players with more unstable joints early in order to reduce the risk of injury. The team closely and continuously Professor Duda



monitors the cartilage of athletes who are deemed to be susceptible. At the same time, they provide the athletes with training recommendations designed to maximize joint stability and thus minimize the risk of osteoarthritis and injury. The junior soccer players on Berlin's 1. FC Union team are also being treated by the experts at the Julius Wolff Institute. Among other

things, the researchers measure joint stability in players' knees; in turn, these measurements allow them to make recommendations for holistic training concepts. "We monitor our subjects to see to what extent we can improve joint stability by means of special exercises so that we can reduce the risk of injury and arthrosis," explains the institute director.

Using this early detection of joint instability in top athletes, scientists are able to come up with custom-made training programs and then evaluate the impact of different rehabilitation and prevention methods on the functionality of the joints. As professor Duda explains, "We are increasingly becoming aware of the importance of the entire muscular system. All muscle areas are relevant, from the ankle joint and the knee joint to the hip joint and ultimately to the spine. Our major goal is to understand this interplay along the entire chain of joints."

RUNSCAN: BIOMECHANICAL **RUNNING ANALYSIS**

In the past two years, researchers at the Julius Wolff Institute developed RunScan, a biomechanical walking and running analysis system that allows them to determine the individual running styles and patterns of athletes and orthopedic patients. "For example, we can use RunScan to analyze the running pattern of someone who is eager to run a marathon, but who would like to avoid provoking any chronic overloading of their joints due to stress or their particular running style," says Professor Duda. RunScan can also determine how quickly athletes will be able to return to their sport after suffering an injury.

The first step involves recording the athlete's comprehensive medical history. After that, he or she runs on the instrumented treadmill, where all major stress parameters are measured to determine the load on the feet and the distribution of body weight. Every step is monitored and all force parameters are recorded, with the athlete's movements captured by two high-speed cameras and a motion analysis system. As soon as the results have been evaluated, the most important task is to provide the athlete with a custom-made training recommendation.



RUNSCAN

is system, also targets recreationa lyze gait and running characteristics between €150 and €170. Further in-

THE INTERPLAY OF MEDICINE AND SPORT

The Julius Wolff Institute cooperates with a number of partners, including the Olympiastützpunkt Berlin, 1. FC Union Berlin, SV Babelsberg and various ALBA baskeball players. For a while now, the team has also been working together with dancers at the Staatsballett Berlin, where the injury rate can quickly reach 80% per season. The team's goal here is to identify dancers who might have instabilities in their knees and hips or any problems with their ankles and backs; after that, their job is to offer them support and advice. The research institute is closely connected with the Center for Musculoskeletal Surgery at Charité Hospital and the HU's Department of Training and Movement Sciences. The Julius Wolff Institute is looking forward to creating an even closer exchange among athletes, scientists and physicians. "Sports are a key theme in Berlin, and so, too, is science. I'm hoping these two fields work more closely together in the future, as we would benefit tremendously from more interfaces between the two worlds," argues Professor Duda.

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HUMANS & TECHNOLOGY

Top athletes are expected to deliver an invariable level of peak performance.

For athletes with disabilities, the challenges are even greater. In our interview with Ottobock Manager *Ralf Stuch*, he explains how innovative medical technologies enable mobility.

THE FUTURE OF SPORTS HAS MANY DIFFERENT COMPONENTS

In addition to innovative new sports and exercise trends, increasing focus is being place on top disabled athletes seeking to achieve r ximum performance in their field. The f digitization plays a decisive role in this real and ultimately the following questions arise What is medical technology capable of achie ving, and are there any limits to what it should be allowed to accomplish?

At its Science Center Berlin on Potsdamer Plat the med-tech company Ottoback shows quit impressively what makes people move. One of the areas this world market leader in technical orthopedics focuses on is electronically intelligent prostheses. Berlin to go spoke to Ralf Stuck Chief Sales & Marketing Officer (CSMO) at Ottoback and the man responsible for the themes of Paralympics and sport prostheses, about the present and future of technical orthopedic solution for athletes.

OTTOBOCK HAS SUPPORTED THE PARALYM-PICS MOVEMENT FOR THE PAST 30 YEARS. HOW WOULD YOU RATE THE LAST WINTER PARALYM-PICS, WHICH WAS THE LARGEST EVER?

Ralf Stuch: We worked with a total of 287 athletes from 39 countries at the last games. Our 23 technicians put in 2,152 hours and provided athletes with support 410 times, for example with repairs of wheelchairs, monoskis and hockey frames. This was an enormous accomplishment, seeing as we expected to be responsible for around 260 repairs in the run-up to the games. So we had a lot of work to do. We were delighted to be able to help so many athletes. Our focus at the Paralympics has been the same from the very beginning: We want to use our technical support to provide athletes with the opportunity to participate as effectively as possible in the competitions they have been preparing for years. No one should be prevented from starting their race due to a technical defect.

YOUR COMPANY WORKS TOGETHER WITH LEADING SCIENTISTS. THE COMPANY BIONX IS ALSO A SUBSIDIARY OF OTTOBOCK. WHAT INNOVATIONS ARE YOU CURRENTLY WORKING ON?

It's no secret that our acquisition of BionX and our work with Professor Hugh Herr from the Center for Extreme Bionics at the Massachusetts Institute of Technology is aimed at transferring the intuitive control systems that already work well in arm prosthetics to leg prosthetics. At the moment, various sensors and microprocessors integrated into the prosthesis determine the precise energy, resistance and ankle joint flexion required for every step, which are then

adjusted to fit each respective situation. In the future, it will be the nerves that provide the decisive impulses necessary to control the active component.

YOU RECENTLY ATTENDED THE OTWORLD, YOUR INDUSTRY'S LEADING WORLD CONGRESS, WHERE YOU PRESENTED NEW PRODUCTS FOR DISABLED ATHLETES AND MUCH MORE. WHAT WERE THE BIGGEST HIGHLIGHTS?

We attended the OTWorld in Leipzig where we introduced the new generation of the C-Brace®, a microprocessor-controlled orthotic system

used in cases of paralysis in the lower extremities. Our orthopedic technicians are able to adapt the C-Brace® to each patient using a specially developed app on a tablet. After that, each user can operate it on a LED display directly at the joint via a smartphone app. Another highlight was the presentation of our Myo Plus hand prosthesis. This prosthesis is equipped with so-called pattern recognition, which recognizes movement via different muscle activities, while also enabling various movements and control of the hand.

INNOVATION THRIVES ON A MULTIPLICITY OF INFLUENCES. WHAT KINDS OF INSIGHTS DID YOU GAIN FROM YOUR ATTENDANCE AT THE SXSW?

SXSW is an annual tech and cultural festival in Aus-

tin, Texas, and what was most fascinating there was the convergence of approaches. For example, Silicon Valley tech companies like Tesla are thinking just as much about advanced human-machine interfaces (HMI) as we are. In Austin, the global tech community even stated that mechatronic hand prostheses, knee joint systems and feet and ankle



Ralf Stuch, Chief Sales & Marketing Officer (CSMO) at Ottobock

joints were the ideal components for future generations of cyborgs. While that's clearly still a long way off, Ottobock head Hans Georg Näder and Tesla founder Elon Musk agreed that the iPhone – "as

"No matter how far we come, we can never lose respect for nature."

an extended brain with high computing power" – was a first step is that direction. One aspect that remains crucial, however, is that no matter how far we come, we can never lose respect for nature.

IN OTHER WORDS, THERE ARE TECHNOLOGICAL BUT ALSO ETHICAL LIMITS?

We follow a very clear maxim that states that our most important standard of measurement



is the positive effect our products have on users. The individual is always at the center of our attention. Technology is not an end in and of itself. An individual who is restricted in their mobility due to paralysis or amputation wants nothing more than to regain the largest possible degree of natural freedom of movement. As a company, we follow the ethical principles of our strict Code of Conduct, whereby we commit ourselves to social responsibility, among other things. We also orient ourselves to the universally acknowledged principles involved in the Global Compact of the United Nations regarding inter-



Anna Schaffelhuber, a top Monoski athlete, 2-time gold medal winner at the 2018 Paralympics in Pyeongchang and Ottobock ambassador

national standards on human rights, labor equality, environmental protection and the fight against corruption.

FINALLY, LET'S TAKE A LOOK INTO THE FUTURE: TODAY, DIGITIZATION IS UNIVERSAL. BUT WHAT CHALLENGES WILL YOUR COMPANY HAVE TO FACE TOMORROW?

Our industry is undergoing a major transformation. Digitization is radically changing technical orthopedics and work processes in workshops. Digital production, including 3D printing, creates the freedom to treat patients more intensively and individually. These are wonderful outcomes of this transformation process. We've experienced technological leaps in our product development in the past, too. Our mechatronic leg prosthesis "C-Leg" in the late 1990s was one of them. At the moment, the pattern recognition mentioned above is a milestone. These are important advances. But what we're facing is a fundamental technical revolution, one that we have to be prepared for. Anyone who wants to stay ahead of the competition needs to anticipate

the emergence of different customer needs and market requirements. One example would be exoskeletons, which have the ability to allow paraplegics and MS patients to move. In other words, they enable patients with limited movement resulting from a stroke to stand up and walk again. Exoskeletons will no doubt soon become the biggest driver of growth in the field of orthotics.



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FIT AND DELICIOUS

Get in great shape with game apps and superfoods – these Berlin examples show you how



BOULDERING TODAY, ZUMBA TOMORROW

If you're into flexibility and variety, you'll be spoiled for choice by the sports flat rate from Urban Sports Club. With everything ranging from A for aerobics to Z for Zumba, members are invited create their own individual workout plan by choosing from more than 50 sports and roughly 1,700 training sites across the globe and then simply checking in via app. The company offers three different monthly memberships costing between €29 and €99. Spots in courses and team sports can be reserved directly; at fitness studios and climbing gyms, members can check in on-site via a QR code scan without the need for any prior registration. Urban Sports Club was founded in Berlin in 2012 and continues to expand, continuously motivating its members to engage in sports via its largest and most diverse offering of activities. Since being founded, the company has recorded almost one million check-ins.



CONCENTRATED HEALTH

Healthy eating should be natural, simple and honest - but it also has to taste good! The Berlin startup nu3 stands for intelligent eating that's easily to implement in your everyday life. nu3 offers a wide range of ideas, including natural food products and superfoods but also lowcarb products, sports nutrition and health products. Especially in the case of superfoods, the concentration of nutrients is often much higher than in conventional foods. These nutrients are great for your overall health, for achieving the right weight, for a strong body, for an intact immune system and for a balanced body image. The experts at nu3 consist of ecotrophologists, sports scientists and physicians, among others; the team is constantly on the lookout for new and innovative ideas for their growing range of products, which currently comprises roughly 6.500 items. Founded in 2011. nu3 is active in 24 countries and employs roughly 100 employees.



EVERYONE CAN LEARN TO JUGGLE

Super-slow motion, 360°videos and Mixed Reality Content - top athletes are already profiting from technological opportunities like these to perfect their movement patterns. The mobile sports academy Mospac is eager to make these technical applications available to the general public engaging in popular and competitive sports. Mospac creates instructional video sequences that present the movements of professional athletes. Users are then able to copy these movements and compare them via split screens and layovers. Gone are the days of lengthy instruction videos; instead, there are short sequences illustrating the movements, ideal even for beginners. Their first online course - "Learn to Juggle -Step by Step" - is already up and running. The Berlin-based artist Alan Blim from Just Juggling shows users how to juggle from one to up to five balls in 25 steps.







PHYSICAL ACTIVITY MADE FUN

Fitness Race offers the ideal combination of game app and real fitness. Users who want to get ahead in the game must get moving - in real life. The rule in this battle involving up to nine players is whoever moves the most, wins. The iPhone pedometer measures each user's progress and presents it virtually in the game. The players can "run through" famous locations across the world that are recreated - in a comic style and as a 3D landscape - in the app. In Fitness Race, it's all about physical activity and fun. Instead of doing complicated exercises, the steps we take in everyday life are used to create exciting races. It's exactly what makes sports fun.

NUMBERS TO GET YOU GOING

Almost 660,000 members! This is the number of members active in Berlin sports clubs and no doubt music to the ears of the State Sports Federation Berlin (LSB). The LSB is open to all, serving to connect people of different cultures and ethnic origins. Almost 80 member organizations are affiliated with the LSB with over 2,400 sports clubs. The largest associations in terms of members are the soccer clubs, followed in second by the Gymnastics and Recreational Sports Federation and the Students Sports Association. The smallest sports clubs in Berlin offer Aikido, water skiing and bowling golf. Thanks to the tremendous work of almost 60,000 volunteers, it is possible for children, adolescents and adults to engage in sports and leisure pursuits in a meaningful and healthy way - something they've been doing in the LSB since 1949.

DIGITAL FITNESS

machtfit allows you to organize your company's health management in ways that are attractive, up-to-date and effortless. machtfit provides a digital health platform that encourages companies to digitize their health promotion activities. Employees can use the platform to book health and fitness courses chosen from a nationwide health network. Any existing internal offerings - such as company sports activities and health days - can be effortlessly integrated into the platform. machtfit thus makes it super easy for a company to organize their health management. All health related themes are presented together and are available to all employees at all times. This makes company health management fun while also providing an attractive and easy way to communicate to employees.

Lukas Breitenbach meets *Dr. Johannes Evers*, Chairman of the Board, Berliner Sparkasse

MR. EVERS, CONGRATULATIONS ON YOUR ANNIVERSARY. HOW DOES IT FEEL TO BE 200 YEARS OLD?

Thank you very much! We're proud to be so old, but we also still feel quite young. Sparkasse has proved successful for 200 years now. This means we've stuck to our values, which are security, expertise and respect for Berliners' financial concerns. At the same time, we've always responded to evolving customer needs. Indeed, change is an integral part of our long biography. Plus, there are very few other Berlin-based companies that are as connected to the city as we are. We've accompanied Berlin's development over two centuries – and we intend to continue to do so in the future.

HOW ARE YOU CELEBRATING YOUR 200TH ANNIVERSARY?

With a year full of exciting projects and get-togethers. For example, we awarded €1,000 each to 200 Berlin-based social clubs and projects. We also got to know several young startups and sponsored workstations for them at some of the city's many co-working spaces. In October, we're going to be supporting Berlin on the "Day of German Unity," which is also the day we'll be celebrating the reunification of the Sparkasse banks in East and West Berlin. We're also going to be active all year round with events in Berlin neighborhoods: for example, we're organizing several "Kiezfeste" (neighborhood festivals) and a "S 25 Berlin" city

run through Olympiastadion and the Brandenburg Gate. Our mascot, a red piggy bank, will also be travelling the world in a photo competition with many Berliners.

SPARKASSE'S FORERUNNERS WERE SET UP TO MANAGE ORPHANS' PENSIONS, AMONG OTHER THINGS. A LOT HAS HAPPENED SINCE THEN. WHAT WOULD YOU SAY HAS CHANGED?

For one thing, we no longer keep our customers' money in the cellar vaults at City Hall. But seriously, our business has changed profoundly, mostly due to technological advances, the diversity of financial products and increasingly complex customers concerns. Not to mention all the profound political and economic developments. The good old savings account, for example, is no longer a viable solution in our current era of low-interest rates. Interestingly, after our joint excursion into history together with the German Historical Museum (DHM), we found out that little has changed in terms of the idea of saving and its importance for Germans. People who save money refrain from consuming and take responsibility for shaping their own lives, and these people are thinking clearly about the future and participating in growth. Even today, this is a reasonable way to approach things, thus reflecting the spirit of Sparkasse's founders during the Enlightenment era. By the way, the exhibition at the DHM will be on display until the end of August.



YOU RECENTLY UNDERTOOK A COMPLETE REDESIGN OF TWO LOCATIONS IN BERLIN. WHAT DOES THE SPARKASSE BRANCH OFFICE OF THE 21ST CENTURY LOOK LIKE?

It's become much less a traditional branch and much more a neighborhood meeting point. For example, as part of our new branch design, one of our customers from Kreuzberg crafted a "Kiezwand" (neighborhood wall) consisting of an element with a multimedia screen and wooden shelves with which local retailers. associations and artists can showcase their neighborhood. These days, our branches are sites of one-onone customer consultations, above all. Although many people do their everyday banking exclusively online, when it comes to determining their best and most secure position in terms of financial matters, most customers want to be able to have a personal exchange with someone who is able to explain complex facts in an understandable way. In other words, they want to interact with people who know the pros and cons of financial investments, people who ultimately give them a good feeling. These are exactly the people our customers find on site at our branches.

WHAT WILL BANKING LOOK LIKE IN 200 YEARS?

Honestly, I don't know. I do think it's crucial that Berliner Sparkasse stays true to itself throughout the transformation we're facing. We've always been able to master things well, and we can definitely build on the values I mentioned above, which have carried us well over the past 200 years.

About Dr. Johannes Evers

Johannes Evers holds a doctorate in business mathematics and began his career at Hypo-Bank AG in Munich. After that, he held positions at McKinsey & Company and Hypo Service-Bank in Leipzig. Evers has been a Berliner Sparkasse management board member since 2000. In 2009, he was named its chief executive. Even before this year's anniversary, he was able to successfully complete the bank's official transformation from a "Landesbank" to a "Hauptstadtsparkasse."

About Berliner Sparkasse

With nearly two million private and corporate clients and roughly 1.3 million savings accounts, Berliner Sparkasse is the market leader in the capital's finance sector. The bank recently gave two of its branches in Mitte and Neukölln a brand-new guise. At the same time, the bank's internet branches are being expanded and its products and services digitized. Since 2017, Sparkasse consultants have also taken to the streets, either with the Sparkasse bus or at public institutions, for example in neighborhood centers.





The 17,500 tickets for the event at the Mercedes Benz Arena had sold out within 90 seconds. When the players entered the arena, the stands shook under the frenetic applause. The fans were electrified as the teams battled it out. Indeed, the athletes were competing for prize money worth over \$1 million USD. But we're not talking about soccer, football or hockey here; the excited masses had gathered in Berlin for the World Cup of League of Legends (LoL) 2015. LoL is a computer game; however, it would be an understatement to leave it at that. It is much, much more. It's the premier league of the relatively new and exciting environment of e-sports.

300 million players worldwide play LoL, making it one of the most successful games titles in the world. The game was developed in 2009 by Riot Games in Berlin, a subsidiary of the U.S. company of the same name. Today, e-sports thrive on professional players and public competitions. The professionals earn their living by winning prize money at tournaments; and in order to be able to compete, they train like all real athletes several hours per day. The competitions increasingly feature all conceivable light and sound effects, with the players lit up in such a way that fans in the arena - as well as livestream audiences - can follow their movements on high-resolution screens. Among other things, the athletes engage in campaigns, battles and skirmishes. The most common disciplines are strategy games, ego shooters and sports simulations. Usually as part of a team, the avatars experience unexpected adventures

with the help of amazing graphics and individually designed characters. They kill dragons, hunt down terrorists and score amazing goals - the world of e-sports is inexhaustible.

The LAN parties of the 1990s originally set the trend for e-sports. With the spread of the internet and ever-increasing software and hardware capabilities, more and more gamers joined the scene. Everyone could play everyone else, all over the world. At the end of the 1990s, the first European e-sports leagues and teams emerged. And, alongside rules, referees and prize money, e-sports turned professional. The teams – or clans, as they are called in e-sports – have physical and mental abilities, a deep understanding of the game and a tactical orientation. Both the players and the fans are usually on the edge of their seats with pulses racing: events usually also

have an official host and associated events and side programs. These are all things you would expect from a real sport; still, e-sports are not (yet) recognized as an official sport.

This is changing, however. E-sports are experiencing increasing acceptance among traditional athletes and clubs. In the meantime, German soccer clubs, such as VfL Wolfsburg and RB Leipzig, as well as international clubs, are setting up their own e-sports divisions. FC Schalke 04 even has its own e-sports team for LoL. Clubs take advantage of the potential that e-sports provide with regard to strengthening their brands and brand awareness, but also to avoid missing the boat in terms of digitization. In the spring of 2018, Hertha BSC (Berlin's 1st division soccer club) announced that it was founding its own e-sports academy with the goal of fostering and training unique FIFA e-sports talents from the region.

In the past several years, a number of specialized congresses and trade fairs have emerged to promote exchanges between e-athletes, sports agencies, companies and the media. More than 100 participants met at the German ESports Summit in April in Berlin, where they were followed by up to 3,000 online viewers. Among the items on the agenda were current challenges and key questions occupying representatives of organized e-sports, sports associations, politics, sponsors and media.

E-sports is coming out of its niche and making its way to the middle of society, even though some people still look askance at the genre. In some countries, e-sports are already recognized as a sport. Germany, too, has its eye on the future. In fact, the federal government has taken up e-sports in its official coalition agreement, which states the following: "We recognize the growing importance of the e-sports landscape in Germany. E-sports train key skills that are important beyond the digital world, and they also require training and sports structures, and for this reason we will fully recognize e-sports in the future as a separate sports discipline with association and federation rights and also support the creation of an Olympic perspective."



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THE NOMINEES FOR THE BERLIN MASTER CHEFS 2018

Berlin Partner is once again looking for the cream of the crop on Berlin's restaurant scene

Berlin Partner is gearing up to honor the Berlin Master Chefs for the 22nd year in a row. In fact, the members of the independent Berlin Master Chefs jury have announced the nominees in the following categories: "2018 Berlin Master Chef," "2018 Newcomer of the Year," "2018 Best Berlin Host," "Berlin Scene Restaurant 2018" and – for the very first time – "2018 Berliner Kiezmeister" ("Kiez Master").

Dr. Stefan Franzke, CEO of Berlin Partner: "Berlin represents freedom, diversity, creativity, international flair and the joy of experimentation – all of these come together to make the city an extraordinary location for fine cuisine. At the same time, the city is constantly changing. We decided to pay tribute to this transformation by devising a brand-new category, "Kiez Master," to honor culinary artist whose uniqueness has made them well-known far beyond their own neighborhood, city and country and who has helped to make their neighborhood particularly attractive and a great place to live. Berlin Partner has been accompanying the dynamic development on the restaurant scene since 1997 with its Berlin Master Chefs format. Today's nominees are further evidence of Berlin's high quality and strengths in the field. I'm already looking forward to the final!"

Jury chairman, Dr. Stefan Elfenbein, on the selection of the nominees: "Reindeer meat on Ku'damm Blvd., erotic pasta on Friedrichstraße, the first gourmet corner bar, the 'no waste' leitmotif and monstrousness in Neukölln! The thing many people feared was that rising prices and structural change in Berlin would hinder the city's culinary creative potential. But instead,

what's happening in the city today is even better, more colorful, surprising and imaginative than ever before. Roughly 100 chefs, restaurants, sommeliers and hosts made it to the jury's list this year - clearly more than ever; that number was at 72 last year, 71 in the year before. The 20 best have now been nominated in four categories. On the other hand, Berlin's base in under pressure: I'm talking here about the city's culinary heritage and product pool, those masters, butchers, bakers, unique spots, pub owners and barkeepers that represent Berlin and its colorful neighborhoods. This is why we decided this year to consider an additional 38 people for a new category of "Kiez Master." The jury is eager to set new standards with this fifth category. We are going to do without the "Master Chef of the Region." We also terribly miss our long-time jury member Jürgen Schiller, who passed away last year. New in our group is Tina Hüttl, a delightful voice from the Berliner Zeitung."

The voting results for the "2018 Berlin Master Chefs" will be announced on 30 August at a press conference in Mampes Neuer Heimat. The ceremony honoring the winners will take place on 13 October as part of a gala dinner at Vollgutlager Berlin.

THE 2018 NOMINEES:

BERLIN MASTER CHEF:

- ★ Daniel Achilles, "reinstoff"
- * Arne Anker, "Pauly Saal"
- * Alexander Koppe, "SKYKITCHEN"
- ***** Gal Ben Moshe, "GLASS"
- * Micha Schäfer, "Nobelhart & Schmutzig"

NEWCOMER OF THE YEAR:

- * Nicholas Hahn, "Restaurant am Steinplatz"
- * Sauli Kemppainen, "SAVU"
- * Daniel Lengsfeld, "CRACKERS"
- * Andreas Rieger, "einsunternull"
- * Sophia Rudolph, "Panama"

BEST BERLIN HOST:

- * Maria Hinrichsen, "Schmidt Z&KO." (Gastronomische Leiterin)
- * Bini Lee, "Kochu Karu" (Gastgeberin)
- * André Macionga, "Restaurant Tim Raue" (Restaurant Manager and Sommelier)
- * Jakob Petritsch, "Restaurant Horváth" (Host and Sommelier)
- * Emmanuel Rosier, "Schwein" (Sommelier)

BERLIN SCENE RESTAURANT:

- * CRACKERS
- **∗** Kin Dee
- * MontRaw
- * TISK Speisekneipe
- * Ungeheuer Neukölln

BERLINER KIEZMEISTER:

- * Barcomi's, Kreuzberg
- * Blomeyer`s Käse, Charlottenburg
- * Blutwurstmanufaktur Benser, Neukölln
- * Kumpel & Keule, Kreuzberg
- * Rogacki, Charlottenburg

For further information on the "Berlin Master Chefs" and its history, please visit www.berliner-meisterkoeche.de. The "Berlin Master Chefs" can also be found on Facebook under https://www.facebook.com/BerlinerMeisterkoeche and on Twitter under #berlinisst.

THE BERLIN MASTER CHEFS

Berlin Partner has honored the best chefs in the Berlin-Brandenburg capital region annually since 1997. By honoring Berlin's master chefs, Berlin Partner helps to showcase the region's high-end restaurant culture and the diversity of its gastronomy scene, both as an important economic factor and as the embodiment of a distinct regional spirit. So far, 130 chefs and restaurateurs have been honored in the various Berlin Master Chef categories. Former honorees include, among others, Kolja Kleeberg, Tim Raue and Markus Semmler.

THE JURY OF THE **BERLIN MASTER CHEFS**

The independent 13-member jury, which is headed by chairman Dr. Stefan Elfenbein, is drawn from Berlin's leading food journalists and experts. In addition to the quality of the cuisine, the jury evaluates the originality of the creations, the presentation of the food, the service and the ambiance. With its Berlin Master Chefs format, Berlin Partner seeks to publicize and better position the capital's upscale restaurant culture and diverse gastronomy as an important economic factor and major feature in Berlin.

Meisterköche

DATES & EVENTS

35TH ANNIVERSARY OF THE BERLINER WOCHENBLATT

The "Berliner Woche" was founded on 30 May 1983. At roughly 1.6 million copies, it is the local weekly newspaper with the highest circulation in the capital and is distributed free of charge to Berlin households. The paper is particularly committed to fostering neighborly relations under the heading "Berlin engagiert." The paper has also received the "Durchblick" award from the Federal Association of German Advertising Papers for its social engagement with citizens and consumers.

GREEN BUDDY AWARD

This prize honors companies that integrate ecology and sustainability into their own corporate philosophy. It also recognizes dedicated project groups and private individuals who have made a name for themselves through their exemplary initiatives targeting sustainable development. The registration deadline is 24 August 2018. For more information and to register, visit www.berlin.de/greenbuddy

July

21 July, Friedrichshain-Kreuzberg **BERLINER SPÄTIVAL**

The second annual Spätival will take place at five select convenience stores – called "Spätis" – in Berlin. The event will feature a number of different bands and young musicians. www.spaetival-berlin.de

95TH ANNIVERSARY OF FRANCOTYP-POSTALIA

Francotyp-Postalia (FP) was founded on 11 July 1923 and is today a listed, globally active company with headquarters in Berlin. The company's leading motto is "The right solution for every demand!" FP is a pioneer in the realm of loT and a specialist in the secure mail business, digital communication processes. The company also develops and manufactures franking systems.

27 July to 5 August, Trabrennbahn Mariendorf

GERMAN HARNESS

RACING DERBY

It's one of the most important harness racing tracks in the country: this year will mark the 123rd German Harness Racing Derby in Berlin-Mariendorf. There will be show acts, fireworks and a program for kids.

www.berlintrab.de/derby-2018

28 July, Kurfürstendamm, near Kaiser Wilhelm Memorial Church

ADIDAS RUNNERS CITY NIGHT BERLIN

Traffic will come to a standstill on Berlin's world-famous boulevard as skaters, runners power walkers and wheelchair users take over the streets. www.berlin-citynight.de

150TH ANNIVERSARY OF THE HOPPEGARTEN RACE TRACK

Rennbahn Hoppegarten GmbH & Co. KG is the largest and most beautiful racetrack in Germany. It was opened on 21 July 186, with Kings and Kaisers among its guests. In 2018, spectators will be treated to an exciting racing calendar with many highlights – a unique experience.

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August

7 to 12 August, Olympiastadion Berlin

ATHLETICS EC 2018

1,600 athletes from all over the world will participate in the 24th European Championships. This makes it the largest sports event carried out in Germany in 2018. Up to 270,000 visitors are expected to attend this year. For more information and tickets, visit www.berlin2018.info

25 August, ESMT Berlin

SUMMER FEST OF BERLIN'S MERCHANTS AND MANUFACTURERS

Celebrate the end of summer with roughly 1,000 guests from Berlin's business, political and cultural communities. www.vbki.de

31 August to 1 September, On the Maifeld

PYRONALE

FIREWORKS SHOW

After the success of the last "Pyronale," this fireworks summit will take place again this year, once again with teams from around the world. Join the fun at end of August 2018. www.pyronale.de

31 August to 5 September, Berlin Exhibition Grounds

IFA – INTERNATIONAL CONSUMER ELECTRONICS SHOW

The world's leading tradeshow for consumer electronics and home appliances will take place on 159,000 square meters. Last year, more than 1,800 exhibitors presented their latest tech highlights and provided insights into the pioneering technologies of the future. www.ifa-berlin.de

September

2 September, Olympiastadion Berlin

ISTAF BERLIN

Sports enthusiasts can look forward to seeing 200 of the world's best athletes in 16 disciplines. Over 50,000 spectators attend the games each year. www.istof.de

3 September, in the Europa Center

TALKSHOW "KURTZ ON THE COUCH"

Columnist Andreas Kurtz will surprise actor Boris Aljinovic with short films in which prominent personalities and members of his friends and family will talk about him. For more information and tickets, visit www.diestachelschweine.de

7 September, Various locations

"STARTUP NIGHT BERLIN"

One of the largest startup events in Europe, where startups can showcase their work to companies, investors and potential clients. For more information and to register, visit www.startupnight.net

15 to 16 September, Straße des 17 June, between Brandenburg Gate and "Kleiner Stern"

45th BMW BERLIN MARATHON

The Berlin Marathon is one of the top running events in the world. More than 40,000 runners from roughly 120 countries take part. In addition to the marathon, thousands of wheelchair athletes, handbikers and skaters also take part. There is also a mini marathon and a "Bambini Run" for the little ones. www.berlin.de/events/62716-2229501-berlin-marathon.html

17 to 23 September, Kaufhaus Jandorf

BERLIN FOOD WEEK

Food as an essential part of modern lifestyle: the fourth annual Berlin Food Week gives professionals and hobby chefs a platform for exchange. For more information, visit www.berlinfoodweek.de

10TH ANNIVERSARY OF AIRBNB

Airbnb was founded in 2008 and continues to pursue the mission of creating a world in which people can feel at home all over the world, taking part in local life in the context of unique travel experiences. The community marketplace makes it possible for travelers to find millions of unique lodgings in over 65,000 cities and countries.

For more information on tradeshows, event and initiatives, visit www.berlin-partner.de/ infothek/veransta

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AND WILL COVER
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