

EDITION N° 04/2018

BERLIN *erün* *to go*

BUSINESS NEWS TO TAKE AWAY

WE'RE CHANGING BERLIN

AN ISSUE DEVOTED TO BUSINESSWOMEN

COFFEE BREAK WITH RAMONA POP
BERLIN'S MOST PRECISE FAMILY
WASTE NOT, WANT NOT

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DEAR READER,

This year, we are celebrating the 100th anniversary of women's suffrage in Germany and thereby marking a milestone in the history of gender equality. Today, women make a significant contribution to creating new jobs and fostering the dynamism and innovativeness of the Berlin economy. And yet, women are still not equally represented in the political realm nor in top management positions. In fact, women's hourly wage is still more than one-fifth lower than men's, and women will once again work "for free" until March 18th in 2019. This is something we need to work together to change! After all, Berlin is the capital of female founders. More women start their own company in Berlin than in any other German city. Berlin owes many aspects of its booming economy to the work of female entrepreneurs.

At this moment, you are holding a very special issue of Berlin to go in your hand - one devoted entirely to women. Milena Glimbovski, for example, is 28-year-old entrepreneur who opened Berlin's first zero-packaging supermarket in 2014 and was named Berlin's Female Entrepreneur of the Year 2018/2019 (page 8). Another female innovator, Verena Pausder, started a company called Fox & Sheep, which offers apps that introduce children all over the globe to the digital world in a playful and safe way (page 16). Ute Franke heads up 5micron, a measurement equipment company that supplies data to Airbus' R&D department that makes it possible for the aircraft manufacturer to further improve wing aerodynamics (page 12).

Successful women have always been role models - for other women and but also for men. In Berlin, we have many highly impressive female role models. They inspire girls and women to pursue careers, to seize the opportunities offered by digitalization and to start their own businesses. Milena Glimbovski, Verena Pausder and Ute Franke are only three of many successful women bosses whose extraordinary ideas and commitment shape the city every day.

Let's work together to make women's achievements more visible and bring women forward even further!

Sincerely,

Ramona Pop

Ramona Pop
Mayor of Berlin and Senator for Economics,
Energy and Public Enterprises



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Milena Glimbovski is Berlin's Female Entrepreneur of the Year

Photos: © Birte Filmer



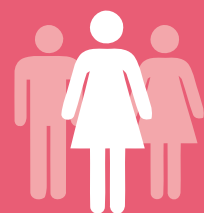
Record low unemployment

According to the Berlin-Brandenburg Regional Directorate of the Federal Employment Agency, the unemployment rate in Berlin in October 2018 was 7.7%. At roughly 149,253, the number of Berliners without a job fell below the 150,000 mark for the first time in decades. The Governing Mayor of Berlin, Michael Müller, welcomed the most recent labor market figures: "At no time since German reunification has unemployment in Berlin been as low as in October 2018. It's a tremendous success for everyone who lives and works in the city. We also have the strongest population growth of all federal states in Germany. This proves that Berlin is continuing to make the most out of its favorable economic conditions, especially thanks to the Senate's effective economic and labor market policies."



Female professors at the top

Berlin is at the top of the list in terms of female professors. In fact, 45% of all professorships here are held by women. This puts the capital city clearly above the national average. Nationwide, only roughly 24% of professorships are held by women. This year, 223 positions were advertised in Berlin, 45% of which were filled with female professors. According to the Senate Chancellery, that number was still at 40 in 2017; in 2016, it was only 29%. By the end of September 2018, a total of 47% of newly appointed professorships at Berlin's three large universities and the Charité University Hospital went out to female academics. At the city's four art colleges, the share was 58%; and at the four state-run technical colleges, it was 37%.



A woman joins the board

On January 1, 2019, Angeliki Krisilion was appointed to the board of directors of the Investitionsbank Berlin (IBB) representing the company's risk management unit. She will replace Dr. Stephan Brandt, who has been holding the position on an interim basis since September 1, 2018, following the departure of Sonja Kardorf. "In Angeliki Krisilion, we were able to attract an experienced professional to the IBB board. She has tremendous expertise in the areas of risk management, credit risk controlling and analysis," explains Ramona Pop, Mayor of Berlin and Senator for Economics, Energy and Public Enterprises and chair of the IBB board of directors. "She won us over with her expertise, in-depth knowledge of banking regulations and clear and assertive manner, and she will no doubt bring the IBB forward and thus also foster Berlin as a business location."



A sunny outlook for the economy

Roughly 95% of Berlin companies describe their economic situation as "good" or "satisfactory." These are the findings of the economic survey of more than 1,200 companies undertaken every fall by the Handwerkskammer Berlin and IHK Berlin. The good mood among companies is clouded only by the increasing shortage of skilled workers. As IHK Berlin managing director Jan Eder noted, "Berlin companies and their markets are growing rapidly. And yet, the business location is not growing fast enough alongside it. More and more companies are reporting growth risks due to a shortage of space and skilled workers, but also a lack of transport and digital solutions. Berlin needs to work on its structural fitness as a business location, and the Senate needs to invest in infrastructure and education while also securing and developing commercial space. Otherwise, the economic boom will peter out."



Siemens to invest €600 million

Siemens AG has sent out a strong signal in favor of Germany as an industrial location and Berlin as a capital of innovation. With an investment of over €600 million, the company is set to work together with local and state administrators to develop a new city district in Siemensstadt, a historical site that continues to embody urban modernity by linking working, living and recreational spaces. The project will generate synergies through the interplay of science and business, all of which will be leveraged in specific fields of innovation and technology that are key to Siemens and Berlin. These joint efforts will strengthen Berlin's status as an industrial location and also foster it along its path to becoming a Smart City.



Equality wins award

Berlin's "Gleichstellung gewinnt" (Equality wins) campaign now boasts even more high-level support. Senator Dilek Kolat recently joined with Charité CEO Karl Max Einhäupl to sign the "Gleichstellung gewinnt" charter, which seeks to foster a new corporate culture in Berlin. The Charité university hospital is a major employer in Berlin and already known for its commitment to gender equality. Initiatives include offers designed to facilitate the compatibility of work and family, the targeted promotion of young female scientists and the issue of sexual harassment prevention in the workplace. The Charité is clearly committed to a corporate culture of equality between women and men – in line with the "Gleichstellung gewinnt" campaign.

WASTENOT, WANT NOT



Milena Glimbovski was named Berlin's Female Entrepreneur of the Year for her "Original Unverpackt" supermarket

Text: Christin Berges



Milena Glimbovski offers over 600 unpackaged items in her supermarket



We've all been there. After a trip to the supermarket on Saturday, you come home with a week's worth of groceries and prepare a delicious evening meal for the whole family. However, in addition to empty plates and full bellies, what's left is a heap of packaging that includes the net the potatoes were in, the plastic wrap that covered the cucumber, the bag that held the walnuts, etc. One sight of all this waste is enough to satiate your conscience with guilt.

Milena Glimbovski is all too familiar with this. She's also aware of the associated consequences, such as polluted oceans, overflowing landfills and studies that show how plastic makes

us ill. When she was a student in her early 20s, her friend cooked her a meal one evening, and after they had finished eating, Milena once again became irritated by the resulting garbage bag full of plastic. That night, the two friends came up with the idea to open a supermarket that didn't use any packaging. They envisaged how they would offer people nuts, rice and gummy bears in large containers. Their customers would bring jam jars and cloth bags and fill them with the exact amount of food they needed from the dispensers.

Today, Milena is 28 years old and her idea has become a reality. In 2014, she opened the first supermarket in Berlin to go entirely without non-reusable packaging. Located on Wiener



Original Unverpackt on Wiener Straße in Kreuzberg

Straße 16 in Kreuzberg, “Original Unverpackt” offers more than 600 non-packaged items, including food, sweets, spirits, cosmetics, cleaning products and books. Milena raised the money she needed for the store with the help of a crowdfunding campaign that brought in over €100,000.

These days, Milena Glimbovski has become the voice of the zero-waste movement in Germany. She avoids waste wherever she can, makes her own cosmetic products and buys her clothes second hand. She elucidates and shares her commitment to the cause in interviews, Ted Talks and in her book *Ohne Wenn und Abfall*. As a young entrepreneur, she uses her online shop to sell non-food products that foster a zero-waste lifestyle, including washable and reusable cotton make-up-remover pads. She also now has many imitators: as of today, there are more than 50 “Unverpackt” supermarkets in Germany.

As of November 2018, Milena Glimbovski can also call herself “Berlin’s Female Entrepreneur of the Year 2018/2019.” As the first-prize winner in that competition, she received a trophy and funds totaling €3,000, which she no doubt will invest in her latest projects, for which

she is currently looking for investors. With regard to her future plans, Milena Glimbovski explains: “We started producing our own cosmetics and drugstore products, all of which provide better and more ecological alternatives to what’s on the market these days, either because they use no plastics and micro-plastics, such as our bamboo toothbrushes, or because they are vegan, such as our tooth floss, or they foster do-it-yourself methods such as our D.I.Y. sets.”



A cloth bag for a zero-waste lifestyle

10 FACTS ABOUT FEMALE FOUNDERS IN GERMANY

Women increasingly discovering the joys of founding their own companies

If their startup fails, women are less likely than men to launch a new one

Women tend to launch startups that have long-term stability

Female founders seek to attain profitability as quickly as possible and on their own merit

Female founders prioritize profitability; male founders prioritize business growth

Women are more likely to start a business on their own and for the first time

Women found more companies in e-commerce and education; men found more companies in IT and software

FEMALE FOUNDERS DRAW LESS OFTEN ON EXTERNAL CAPITAL AND FINANCE THEIR COMPANIES LESS OFTEN WITH HELP FROM BUSINESS ANGELS OR VENTURE CAPITAL

Female founders rate the innovativeness of their startups more cautiously than male founders

Female founders see digitalization as having a lesser influence on their business model

Source: Female Founders Monitor, 2018

MADE TO MEASURE

5micron founder Ute Franke stands for innovative optical measurement techniques

Text: Anke Templiner

One day in the late 1990s, civil engineer and aviation enthusiast Ute Franke was piloting a Cessna over southeast Brandenburg when she noticed a gigantic steel-dome hangar below. The structure, which today houses the Tropical Island resort, was headquarters of the airship company Cargolifter AG until 2002. Out of curiosity, Ute Franke contacted Cargolifter to inquire as to what they were planning – and soon found herself in the middle of a job interview. This marked the start of her career in aviation and also provided the eventual foundation for her own company.

Although she had never worked in the industry, her passion and experience in the world of aviation and flight theory led her to become part of the multicultural team – roughly 450 engineers from all over the world were working at the time on the renaissance of heavy-life airships in Brandenburg.

Although the ambitious project failed in 2002, the experience Ute Franke had garnered in project management and the aerospace industry would determine her future career path. A company called FTI Engineering Network GmbH was soon created out of Cargolifter's flight test instrumentation (FTI) unit, and Ute Franke went on to work at the aviation industry supplier for twelve years, most recently in their R&D unit. During that time, she also developed business contacts to Rolls Royce and Embraer. But FTI's biggest client from the very beginning was Airbus. Even back then, aircraft manufacturers were working on how to reduce friction on airplane wings.

In 2014, when revenues in aviation R&D shifted to production, FTI reacted accordingly and reduced its R&D projects to focus more on production. Once again, Ute Franke found herself at a turning point, and once again, fate played into her hands. In spite of restructuring measures, Airbus decided to stick to research projects and made it clear that they wanted to continue having those specific measurements that the R&D department at FTI had been carrying out on the surfaces of aircraft wings.

Ute Franke saw an opportunity and took advantage of it. As she notes, when asked about this phase of upheaval and key decisions: "When one door closes, another one opens up somewhere else." In January 2015, together with her colleague, Dr. Jean Blondeau, she founded 5micron GmbH and began offering measurement solutions directly to clients. The name of Franke's company reflects its product: the English word micron stands for the most precise measurements possible, and 5 micron is the area in which measurements for the aviation industry maneuver.





All project partners have signed on to the Airbus 340 Flight Lab: Ute Franke for 5micron.

The measurement system that 5micron was working on for Airbus eventually culminated in the European research project “Clean Sky.” In addition to Airbus, more than 20 other partners are working as part of this project to reduce CO2 aircraft emissions. At the center of this research is the analysis of the air flow around aircraft wings in a project called BLADE.

BLADE stands for “Breakthrough Laminar Aircraft Demonstrator in Europe.” The measurement and testing work is done in the Airbus 340 flight test lab. Since September 2017, a measurement system developed by 5micron for Airbus has been in operation there, measuring aircraft wing surfaces during flight. The technique uses “deflectometry,” which involves optical and thus contactless surface measurement. This method makes it possible to record deviations in the laminar flow that occur on wings during flight. In turn, these measurements allow aviation experts to optimize the profile, material and surface area of aircraft wings, thus improving air

flow and reducing fuel consumption as well as related CO2 emissions. BLADE is set to last until the end of 2018.

Thanks to her experiences at Cargolifter and FTI, Ute Franke knows that a big client and a prominent project are no guarantees for sustainable business success. Her goal from the very beginning was to attract clients from sectors other than the aviation industry. And it worked. For example, for clients in the film industry, 5micron developed a special technique that allows archived film material from the 1920s and 1930s to be “diagnosed” using dark-field diagnostics. The key feature of this method is a diagnostic sensor that detects surface deficits and records them in detail. This information is used for decisions to be made with regard to which of the available copies is most suitable for digitization and what to pay attention to when restoring of the film material.

Wherever optical solutions for high-precision surface measurements in the micrometer range are needed – even in extreme environments – 5micron is there. And Ute Franke is a master of the game. She is the interface between client, team and solution. She uses her networks to listen, her task being to recognize what clients need and what problems they’re facing. It’s usually her business partner, Jean, who comes up with the ideal measurement method. The task of developing a specific measuring process – from the idea to the prototype – usually takes about 6 months to a year. In this process, it’s always Ute Franke who checks whether the development meets the client’s requirements and expectations and where some tweaking is necessary.

Today, the 5micron team has grown to seven employees. Ute Franke is still the only woman in the company. “I’m used to it,” she concludes. “The aviation industry has even fewer female professionals than the construction industry, where I worked previously. This is why it’s important to me to foster the potential held by women, especially in supposedly male domains, and to give women of all ages a career boost.”

Photos: © Airbus, S. Remondier

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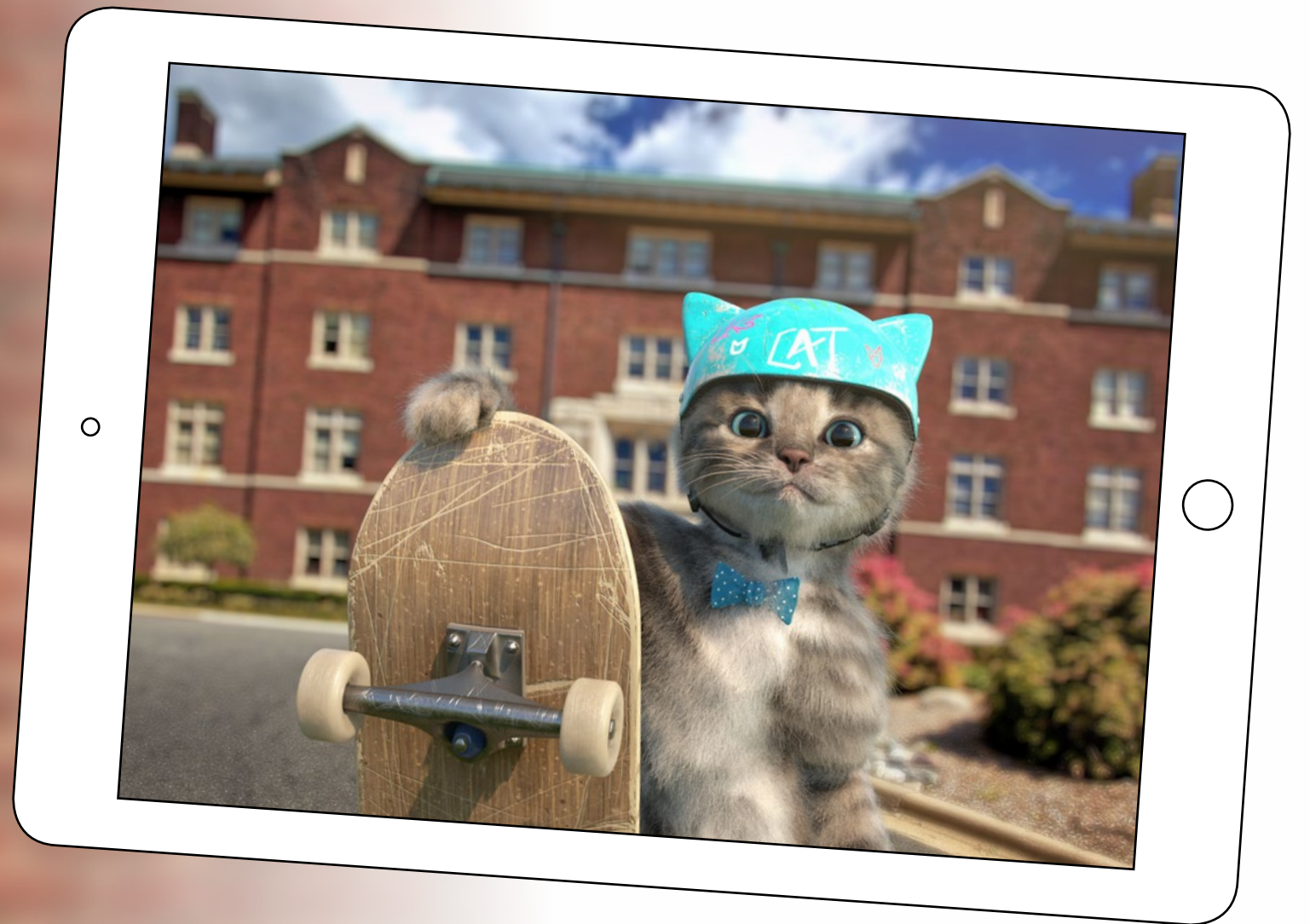
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KID-FRIENDLY

In 2011, Verena Pausder founded an app studio to introduce children to the digital world in a safe and playful manner

Text: Ines Hein



One of the most important issues parents and educators face these days is how to teach children about digital media. What kinds of content – whether online, on tablets or on mobile phones – provide the most age-appropriate fun while also being educationally valuable? This is a question that Verena Pausder was also asking herself in 2011. Soon thereafter, she founded and became managing director of the Berlin app studio Fox & Sheep, a company that specializes in high-quality children's apps designed to foster playful learning and exploration. The studio has received numerous awards for its lovingly animated and illustrated products, including "App of the Year" and "#1 iPad App in Germany." Today, it is the largest developer of children's apps in Germany; its over 20 million downloads also rank it among the top ten providers on the European app market.

Photos: Kim Keibel (portrait), Fox & Sheep

In other words, Verena Pausder is one of the most successful international tech founders. In fact, entrepreneurship is in her blood. She comes from the Delius textile dynasty in Bielefeld and founded a sushi bar at the age of 20 together with her sister. At the time, she was studying business administration at the University of St. Gallen, and after completing her degree, she founded Delius Capital. In 2006, McKinsey named her a "CEO of the Future," and in 2016, she was named a "Young Global Leader" at the World Economic Forum. In 2018, she made it to Forbes Europe's Top 50 Women in Tech list. Born in Hamburg, she launched an initiative called "Startup Teens" and is a member of the board of trustees of the Alfred Herrhausen Gesellschaft. She is a consultant on the German federal government's Innovation Council and the initiator of the Ladies Dinner, a Germany-wide network of female entrepreneurs in the media industry. →

“LOOKING BACK, I’M VERY HAPPY I DARED TO FOUND THE COMPANY”

A conversation with Verena Pausder about starting a successful business and other entrepreneurial insights

WHERE DID YOU GET THE IDEA FOR FOX & SHEEP AND HOW DID YOU COME TO FOUND THE COMPANY?

When the iPad came on the market in 2011, there was hardly any content for children, even though the device was predestined for it. My co-founder Moritz Hohl and I came up with the idea to position ourselves on the market with great products as early as possible before it became saturated. From the very beginning, we wanted to think globally, hence the name Fox&Sheep. In 2012, we founded our app studio in Berlin with the goal of distributing high-quality apps for children worldwide.

HOW DID YOU MANAGE TO THINK SO BIG FROM THE VERY BEGINNING AND THEN ACTUALLY GET BIG?

During our initial market research, we came across two apps from Berlin that had a great design and were enjoying success in the app store in three or four languages. We immediately met with the developers to exchange ideas, which is the way you do it in Berlin. It turned

out that they were eager to sell the apps. Our decision didn't take long. We immediately translated the two apps into 14 languages and marketed them worldwide. After only three years, we had already cracked the ten million download mark! In 2014, the toy manufacturer Haba contacted us as part of their search for a partner in the digital business segment. In late 2014, Haba acquired a majority stake in Fox&Sheep. At the time, my co-founder left, and I've been the sole managing director and minor shareholder ever since. That step marked the moment our startup grew out of its infancy and became a big company.



YOU ARE A MOTHER OF THREE CHILDREN. WHAT TIPS WOULD YOU GIVE MOTHERS EAGER TO FOUND A COMPANY?

When you're a freelancer with children, it's good to be self-employed, because you have the flexibility to combine your job and your family. But when you're an entrepreneur, it doesn't work as easily. The market is so hard and the workload is so heavy that you really have to want it. If you want to succeed, you need childcare that gives you full support, financing that allows you to think big from the get go and a willingness to accept that you can't have it all. If all of that is in place, everyone can be happy. In that case, my job is like having time for myself, and then I can have a clear head in the evening to concentrate on my family.

FOX & SHEEP ISN'T THE FIRST COMPANY YOU FOUNDED. HOW CRUCIAL WAS THE KNOWLEDGE YOU GAINED FROM YOUR PREVIOUS COMPANIES TO YOUR CURRENT SUCCESS?

Very important. One key insight is that venture capital is not the right form of financing for every company, because it means your priority is growth at any cost and everything has to be subordinate to sales. We founded Fox&Sheep with as little external capital as possible and kept 85% of the seats until recently. This was a decisive point in the negotiations with Haba. And we paid close attention to our profitability at an early stage and always had very clear goals. We pursued these systematically while also managing our costs very closely. Looking back, I'm very happy I dared to found the company, and that I was able to apply everything I had learned up to that point. I just needed the courage to do it. Otherwise all of my prior experiences would have been for naught!

FROM YOUR PERSPECTIVE, ARE THERE DIFFERENCES BETWEEN MEN AND WOMEN WHEN IT COMES TO FOUNDING A COMPANY?

I believe that women approach founding a company differently than men. Women are probably more reserved when it comes to their vision, their trust in themselves and thus also the size and scope of the company they envisage. They lead with empathy and often pay close attention to corporate culture. Men often have greater faith in numbers and aren't as readily dissuaded by subjective opinions from their environment. A combination of these strengths is ideal. That's why I believe in mixed teams.

FEMALE FOUNDER POWER IN BERLIN

From green chemistry to job sharing – these startups are looking to change the world

Text: Christin Berges



HOP ON AND RIDE AWAY!

With her Berlin-based startup Byke, founder Julia Boss offers an alternative to foreign rental-bike providers. Since mid-2017, she has been working together with her co-founders, Martin Voss and Eric Wang, to position their startup effectively on the bike-sharing market. In addition to Berlin, the company intends to open up cities in the Rhine-Main and Ruhr areas to the blue Byke bicycles. In order to make the rental process as simple as possible, Byke is using IoT technologies: no key, no cash, no ID and no deposit are needed to use the bikes. Just a few clicks in the app and users can hop on and ride away.



SEEING DISEASE THROUGH THE EYE

Neurological diseases, such as multiple sclerosis and optic neuritis, are among the most common chronic illnesses. To simplify the diagnosis of such diseases, Dr. Ella Maria Kadas joined Dr. Sunil Kumar Yadav and Dr. Alexander Brandt this year to found a startup called Nocturne, a spin-off of the Charité university hospital in Berlin. The startup extends the application of ophthalmic devices (optical coherence tomography) to include analyses specially formatted to address neurological issues. For the first time, the software supports neurologists in the direct diagnoses of neurological diseases, as well as in selecting an appropriate therapy and evaluating the course of the disease.



GROWING UP BILINGUAL

Yvonne Wende founded EBS Europäische Bildungsstiftung gGmbH, an educational foundation, in 2009. But her history of founding companies began five years prior after an unsuccessful attempt to find bilingual childcare for her daughter, Sophia. Yvonne Wende quickly opened Berlin's first bilingual kindergarten with a group of 18 children. Today, roughly 750 children and adolescents are receiving their education and being cared for by around 170 caregivers and educators at the combined nursery (Kita), primary school (Grundschule) and high school (Gymnasium) at the Berlin Cosmopolitan School (BCS), a not-for-profit international school focusing on science, music and dance.



GREEN HIGH-TECH CHEMISTRY

When she launched her startup DexLeChem, Sonja Jost set herself the goal of fostering a shift towards the more intelligent use of raw materials in the field of chemistry. DexLeChem is a high-tech company that offers the pharmaceutical and fragrance industries product improvements that reduce or reuse essential, expensive resources. The company's "green chemistry" contributes to enabling the chemicals industry – whose raw materials are almost entirely based on crude oil – to transition to a sustainable circular economy. DexLeChem combines high-tech methods drawn from the realms of chemistry, physics, mathematics and process engineering and works to develop and optimize chemical and biotechnological production processes.



MY JOB IS YOUR JOB

Anna Kaiser and Jana Tepe have been attracting attention with their job sharing platform Tandemploy since 2013. Their platform matches employees interested in sharing a full-time position and brings them together with companies open to job sharing. Today, these two female founders also develop and distribute software made for medium to large companies eager to migrate to flexible working models and all kinds of collaborative support. Their software connects colleagues interested in new forms of work, such as job rotation, working circles, mentoring and job sharing.



USING APPS TO ESTIMATE SENIORS' RISK

Diana Heinrichs' company Lindera specializes in AI-based motion analysis via smartphone camera for use in the healthcare industry. The first solution she developed is an app-based mobility test that determines a senior's individual risk of falling. The app is suitable for use by caregiving relatives as well as in outpatient and inpatient care. Using a simple video recording, the algorithm is able to recognize a person's complex walking movement. On the basis of this 30-second video alongside a psycho-social evaluation of the senior's personality and living situation, Lindera is able to analyze the risk of falling, generate a plan of action and create a template for decision-making at the touch of a button.

COFFEE BREAK




Christin Berges talks with Ramona Pop, Mayor of Berlin and Senator for Economics, Energy and Public Enterprises

IN EARLY NOVEMBER, YOU ORGANIZED THE "BERLIN UNTERNEHMERINNENTAG" (FEMALE ENTREPRENEURS DAY). WHY WAS IT IMPORTANT TO HAVE AN EVENT FOR WOMEN ONLY?

Berlin has many fantastic female entrepreneurs who are successfully implementing their ideas. They are an important pillar of Berlin's economy, plus they create jobs and apprenticeship positions. However, women in leadership positions are still a minority. I want to work to change that. The "Berlin Unternehmerinnentag" is intended to act as a platform to allow for networking, information exchange and the showcasing of female entrepreneurs. The event highlights the fact that the Berlin economy is shaped by women in a variety of industries and in a lucrative way. Berlin-based female entrepreneurs are key role models, and an event like this lays the foundation for them!

ACCORDING TO THE BERLIN STARTUP MONITOR, ONLY 16.2% OF STARTUPS IN BERLIN HAVE FEMALE BOSSES. HOW DO YOU EXPLAIN THAT NUMBER?

In comparison to the rest of Germany, Berlin has the largest percentage of female participation in founding companies. But this number is still too low and we need even more female founders. We've already started a process of

catching-up. However, many startups are launched in the tech sector, which means that the general underrepresentation of women in MINT areas becomes apparent. Women are more frequently involved in the realm of "social entrepreneurship," where they pursue social goals via entrepreneurial means. But we need women to be active in all industries and disciplines, rather than just leaving the business playing field to men. We need to unite women's wealth of skills and bring Berlin forward as a business location.

NOTWITHSTANDING THE LOW PERCENTAGES, WHAT DO WOMEN DO DIFFERENTLY – AND PERHAPS EVEN BETTER – THAN MEN WHEN IT COMES TO FOUNDING A COMPANY?

The first Female Founders Monitor helps us to better analyze and understand the challenges faced by women in startups. It shows that teams of women tend to finance their startups using their own savings and bank loans, while teams of men more often profit from Business Angels or VCs. In Berlin, we have an effective microcredit program that caters to low credit needs in uncomplicated ways and thus makes it easier for many women to start their own business. It's possible that women's teams are less likely to use external financing because, as the

study showed, they tend to prioritize the goal of becoming profitable quickly. At events like the Berlin Unternehmerinnentag, my goal is to thematize different ways of approaching the subjects of money, profit and growth. For me, it's all about the question of what framework conditions need to be in place so that good ideas – big ones, small ones, tech-based or socially oriented – can find a space to grow. I invite anyone interested in this subject, both men and women, to contribute any innovative concepts they might have.

YOU SAID "WE NEED MORE FEMALE FOUNDERS." HOW WOULD YOU PERSONALLY MOTIVATE WOMEN WHO ARE THINKING OF STARTING A BUSINESS?

First of all, every potential female founder should have access to information, advice and support. Berlin is well positioned in this sphere, that is, we have a large number of consulting, networking and funding structures available to every female founder. One example would be the Berlin Brandenburg Business Plan Competition, which has just begun its 2018/2019 cycle. I'm delighted about every new female founder we see today. Indeed, Berlin's economy relies on the ideas, strength and creativity of women. And every new female founder is a role model for the next generation!

About Ramona Pop

Born in Rumania, Ramona Pop studied political science in Münster and Berlin. She became a member of Berlin's House of Representatives in 2001 while still completing her studies. Five years later, she was named deputy chair of the Bündnis 90/Die Grünen parliamentary group, becoming chair in 2009. Since 2016, Ramona Pop has been Mayor of Berlin and Senator for Economics, Energy and Public Enterprises.

About the Berlin Senate Administration

One of the core tasks of the 340 people working at the Berlin Senate Department of Economics, Energy and Public Enterprises is to create ideal economic framework conditions that allow existing Berlin companies to expand their global competitiveness, while also attracting new companies to Berlin. The department's highest priority is to secure and generate as many jobs as possible for Berlin.



A BERLIN ORIGINAL

THE MOST PRECISE FAMILY IN BERLIN

The Knauer family produces high-tech measuring instruments and an excellent working environment

Text: Anke Templiner

Anyone noticing the group of individuals going about their weekly sports workout on Monday afternoon at Hegauer Weg 38 in the Berlin district of Zehlendorf might find it hard to imagine that this is the same place where Knauer manufactures its high-tech lab measuring devices. At the center of the group is usually Alexandra Knauer, the company's managing director and owner. Since taking over the company from her parents in 1995, she has successfully maintained its motto: "We separate molecules and unite people."

Knauer is a family-owned company and manufacturer of instruments for the analysis of liquids. One of the company's core areas of

expertise is the development of pumps, detectors and separation columns for high-performance liquid chromatography (HPLC). This separation method is used in several fields, including chemistry, pharmacy, biotechnology and environmental monitoring. The measuring principle is based on the process of separating substances, even when they are chemically quite similar.

These instruments were first developed in 1962, when Herbert Knauer created a highly accurate temperature measuring device in his own home kitchen. At the time, the young chemist was still working with a hand drill and a soldering iron. His wife, Roswitha, was there from the very beginning, taking care of the business side. She

Fotos: Knauer

saw the young company as a child that needed care and dedication for it to grow and thrive. "We always worked as a couple," remembers Herbert Knauer. These joint efforts were a vital key to the success of the company.

For the first few years, the family home continued to act as company headquarters. The lathe was in the cellar, and the four children – including Alexandra Knauer, who heads the company today – played alongside her three siblings with the packaging material stored in the attic. In 1974, Knauer moved into the building on Hegauer Weg, where it remains today. The years since that move were marked by exciting developments and entrepreneurial success.

In the early 1990s, the fall of the Berlin Wall ushered in a number of changes for Knauer. In Eastern Europe, and especially in the former GDR, where the company had done well over 50% of its business, the ensuing social changes brought about several problems. In 1994, a further challenge arose when Roswitha Knauer took ill and was temporarily unable to work. That was the moment when Alexandra Knauer offered to support her parents and start working at the company. Alexandra had learned from a very early age what it meant to run a company, and she was able to draw on her theoretical knowledge garnered from her studies in business.

"We unite people"

Alexandra Knauer



Knauer employees during their daily active break

Starting in 1995, Alexandra became managing director and headed up the company for a time together with her father. In 2000, her commitment and entrepreneurial talent were enough to convince Herbert Knauer to hand over the company shares to his daughter. Today, he is very proud and happy that his life's work has now become his daughter's life work.

Alexandra Knauer runs the company in close cooperation with its procurists and department heads. Unlike her father, who did many things himself, such as installing and testing the devices, she places more emphasis on employee know-how and a cooperative leadership style. "The members of our team have my full trust," she notes. "I know they are committed to the company and are always looking to find the best solution."

To this day, Knauer's main products are measuring instruments, so-called chromatography systems. They find application in cancer research labs and drug quality controls, among others. For example, the precise analysis of the ingredients and composition of a drug or other product make it possible to say whether it was prepared in accordance with regulations. In this sense, Knauer analytical instruments can be used to determine the level of caffeine in coffee or



Knauer among the winners at the 2018 Grand Prix for Small and Medium-Sized Enterprises



Modern CNC workshop in Berlin-Zehlendorf: production site of high-tech lab measuring instruments


pesticide in baby food. For example, a few years ago, Knauer chromatography systems were used to test whether milk powder from China had been mixed with melamine.

Knauer products are in demand worldwide, with their analysis instruments exported to more than 70 countries. The “Made in Germany” label continues to impress clients in the industry, and Knauer continues to perform groundbreaking research and invest heavily in the Berlin location. In addition to cooperative activities with industrial partners and research institutes, the exchange of ideas with clients plays an important role in the company’s ongoing product development. In fact, clients’ experiences and suggestions are gladly accepted and integrated into the development of new devices. The company also offers customized solutions for customers.

Knauer’s success on the market for lab measuring instruments is due in no small part to Alexandra Knauer’s leadership. In 2004, she was named Berlin’s Female Entrepreneur of the Year. A similar honor followed at the national level in 2010, when she was named German Female Entrepreneur of the Year. In 2014, her company was named one of the top 100 most innovative medium-sized companies in Germany. She has also received prizes for her family-friendly policies.

Alexandra Knauer created conditions that make it possible for her employees to maintain a healthy

work-life balance by means of flexi-time work, part-time work and other family-friendly measures, including the opportunity for employees to bring their children to work. But also in the overall working environment, Alexandra Knauer focuses on her team’s ability to find meaning in their work. Her ultimate goal is to foster team spirit. “The team is very important,” she notes. “We have colleagues here who are highly specialized, highly educated and highly motivated.” She encourages this form of togetherness by means of joint sports courses and celebrations. And especially when Monday’s training comes to an end with a hearty laugh from all participants, Alexandra Knauer knows she’s on the right path.

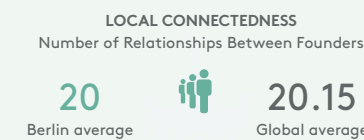
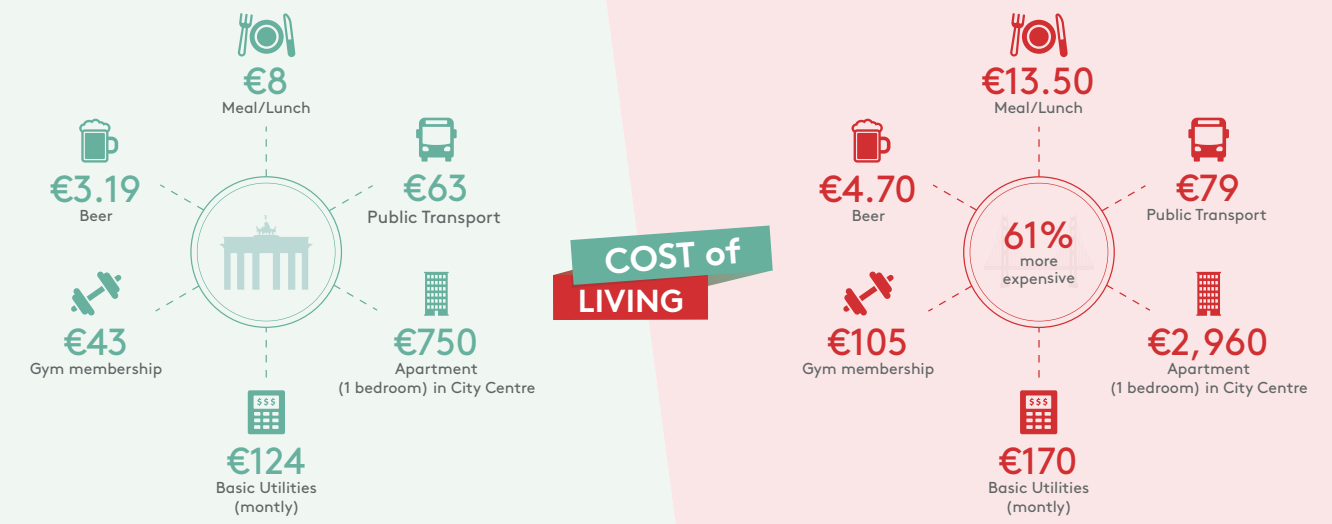


Founded	1962 in Berlin
Location	Berlin-Zehlendorf
Employees	135
Revenue 2017	€ 19.5 million
Managing Director / Owner	Alexandra Knauer
Location highlight	Student lab “KNAUER Entdecker Klub” for groups of school children starting from Grade 6
More information	www.knauer.net

Photos: © Knauer

HIPSTER VS. HIPPIES

What makes Berlin a great place to live in comparison to San Francisco?



GLOBAL STARTUP ECOSYSTEM

Sources: Startup Ecosystem & Sub-Sector Strengths - <https://startupgenome.com/all-report-thank-you/?file=2018> (Page 166 - Berlin; Page 152 - San Francisco); Investment volume: [http://www.ey.com/Publication/vwLUAssets/ey-start-up-barometer-europa-maerz-2018/\\$FILE/ey-start-up-barometer-europa-maerz-2018.pdf](http://www.ey.com/Publication/vwLUAssets/ey-start-up-barometer-europa-maerz-2018/$FILE/ey-start-up-barometer-europa-maerz-2018.pdf); <https://thenextweb.com/contributors/2017/10/29/berlins-silicon-alley-vs-silicon-valley-better-startup/>; Weather: <https://www.wetter.de/klima/europa/deutschland/berlin-s9900032.html>; <https://www.wetter.de/klima/nordamerika-mittelamerika/usa/san-francisco-s724940.html>; Comparison Cost of living: <https://www.expatistan.com/cost-of-living/berlin/>; <https://www.expatistan.com/cost-of-living/san-francisco/>



AN EVENING WITH THE MASTER CHEFS

The 22nd annual gala dinner showcased Berlin's culinary diversity

In honoring Berlin's "Master Chefs" each year, the Berlin Partner business development agency seeks to showcase Berlin's culture of fine cuisine and hospitality as a key factor in the city's positive image and economic boom. Whether its top cuisine or street food, an established stalwart or a creative newcomer, a specific neighborhood or an entire region – Berlin has a range of chefs and restaurants that can compete on an international scale. This year's prizewinners showed their skills at a gala dinner at Vollgutlager Berlin, where they

presented their joint "Berlin Menu" to the roughly 400 invited guests. The Berlin Menu 2018 brought together each prizewinner's culinary philosophies in a unique way, with each different category and each course of the menu reflecting a unique facet of Berlin's international food landscape as well as the regional origins of its chefs.

Flip to the next double page to see the menu at the 2018 Berlin Master Chefs gala →

Photos: © Berlin Partner - phorothek.de

AMUSE-BOUCHE

Berliner Kiez Master 2018
"Rogacki"

Homemade potato salad with mayonnaise and boulette
Hand-picked soused herring with peeled potato



AMUSE-BOUCHE

Best Berlin Host 2018
André Macionga,
"Restaurant Tim Raue"

Green curry stock with exotic fruits



FIRST COURSE

Berlin Master Chef 2018
Daniel Achilles,
"reinstoff"

Veal & carrot



STARTER

Berlin Scene Restaurant 2018
"TISK Speisekneipe"

Cucumber salad + unrolled mackerel



2ND INTER-MEDIATE COURSE

Culinary Innovator 2018
Billy Wagner,
"Nobelhart & Schmutzig"

Celery / Erdhof Seewalde blackcurrant



1ST INTER-MEDIATE COURSE

Newcomer of the Year 2018
Nicholas Hahn,
"Restaurant am Steinplatz"

Kebab of watermelon / Melon paprika tartar / Paprika sorbet



CULTURE TIPS



THE BOLSHOI ON THE SCREEN

Four traditional ballets (“La Sylphide,” “Don Quixote,” “La Bayadère” and “Sleeping Beauty”) will be presented alongside the popular Christmas fairy tale “The Nutcracker” and the modern ballet “The Golden Age,” the latter being shown exclusively at the Bolshoi. Two other famous pieces – “Carmen Suite” and Edward Clug’s new creation “Petruschka” – complete the list. Filmed specifically for the big screen and shot with over ten cameras in HD and 5.1 surround sound, these Bolshoi broadcasts give audiences the unique opportunity to get closer to the dancers than ever before.

www.yorck.de/kinos/delphi-filmpalast

NINETIES BERLIN IN MULTIMEDIA

Experience Berlin’s legendary way-of-life in the 1990s after the fall of the Wall! It was a decade in which subcultures and creative artists took over the playground that was the post-Wall city of unlimited opportunities. This exhibition showcases how people worldwide flocked to Berlin to make new and original use of the city’s open spaces while also creating a groundbreaking new club culture and rapidly transforming life in the formerly divided capital. Prominent eyewitnesses provide exclusive testimonials about their unique experiences, with personalities drawn from the alternative scene in both East and West reporting on “their” Berlin. The exhibition will run until February 28, 2019 at the Alte Münze in Berlin.

www.nineties.berlin/de



Photos: ©Bolschoi Ballett, © nineties berlin, © Nevin Aladag, © pamela raith, © klezmer-musik-berlin.de

AND BERLIN WILL ALWAYS NEED YOU

From March 22 to June 16, 2019, this group exhibition at the Martin Gropius Bau will present contemporary works by over 20 artists living in Berlin. These artists were invited to present new or existing installations and artworks dealing with craftsmanship, décor, materiality and artifacts. Among those artists showing works will be Haris Epaminonda, Nevin Aladag, Leonor Antunes, Antje Majewski, Alice Creischer and Andreas Siekmann, Mariechen Danz, Olaf Holzapfel and many more. The “Art, Craft and Concept Made in Berlin” exhibition will be curated by Natasha Ginwala, Julienne Lorz and Stephanie Rosenthal.

www.berlinerfestspiele.de/de/aktuell/festivals/gropiusbau/

EVITA

Radiant beauty, dazzling charisma and style: “Evita” tells the story of a woman caught between love and power, adored by the people, hated by her political opponents and defined by more than just her tragic end. This opulent production of the famous musical, which received an Olivier, a Tony and a Drama Desk Award for “Best Musical,” uses monumental images and enthralling music to transport audiences to Argentina in the mid-1950s. After enjoying success in Great Britain and Germany, the acclaimed production now returns to Berlin with a star cast from London’s West End. Runs from January 2-13, 2019 at Berlin’s Admiralspalast.

www.mehr.de/spielstaetten/admiralspalast-berlin/programm-tickets/evita/



GINZBURG DYNASTY – JAZZ FESTIVAL

After 150 years of musical journeying across four continents, the Ginzburg dynasty will return to its historical roots. The Ginzburg family is a band in its sixth generation that features clarinets, saxophones, pianos, accordion, vocals and percussion. At this celebration of Jazz, it will present entertaining Swing by Benny Goodman, Glenn Miller, George Gershwin and Louis Prima as well as West Coast Jazz, New Orleans Jazz and short Latin interludes. The festival will take place on February 8, 2019 in the Kammermusiksaal of the Philharmonie Berlin.



LEGAL NOTICE

BERLIN to go

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DATES & EVENTS

January

1 January, Brandenburg Gate
BERLIN NEW YEAR'S RUN
 As one (sports) year comes to a close, the SCC is wasting no time getting 2019 underway, in this case with a running event. Around 3,500 runners take part in the New Year's Run held at the Brandenburg Gate each year.
www.berliner-neujahrslauf.de

7 January, Wintergarten Varieté
TALKSHOW "KURTZ AUF DER COUCH" ("KURTZ ON THE COUCH")
 Columnist Andreas Kurtz in conversation with actress Caroline Peters, who will be treated to personal films about her life featuring commentaries from prominent personalities and people from her family and circle of friends. Tickets and information:
www.wintergarten-berlin.de/show/kurtz-auf-der-couch

10 January, Mercedes-Benz Arena
HANDBALL WORLD CUP 2019 IN BERLIN
 Preliminary round of the Handball World Cup: in January 2019, Germany and Denmark will host the Handball World Cup in which 24 teams from Europe, America, Asia and Oceania will compete against each other.
www.mercedes-benz-arena-berlin.de

15 to 18 January, various locations in Berlin
BERLIN FASHION WEEK
 Twice a year, Berlin becomes an international stage for fashion and lifestyle. Fashion enthusiasts, buyers, trade visitors and media representatives will meet at the Berlin Fashion Week to attend shows and award ceremonies, but also to gather information at expert fairs, exhibitions and off-site events.
www.fashion-week-berlin.com

18 to 27 January, Exhibition grounds under the Berlin Radio Tower (Funkturm)
INTERNATIONAL GREEN WEEK BERLIN
 The International Green Week is the world's largest trade fair for agriculture, nutrition and horticulture. National and international exhibitors present their local products and invite visitors to go on a culinary journey of discovery. In 2018, 400,000 visitors spent over €50 million.
www.gruenewoche.de

24 to 27 January, Messe Berlin
HIPPOLOGICA BERLIN
 The Hippologica Berlin is the largest equestrian event in Berlin. With a mixture of shows, riding tournaments, shopping opportunities and educational offers, this equestrian sports fair attracts over 22,000 trade visitors and horse enthusiasts annually to the exhibition grounds at Berlin's Radio Tower (Funkturm). Roughly 190 exhibitors from five nations will offer a broad array of equestrian products and horse accessories.
www.hippologica.de

24 to 29 January, Velodrom
BERLIN SIX-DAY RACE
 For the 108th time, Berlin will officially come down with racing-bike fever. The best cyclists in the world will compete at this track-cycling competition for the top spots at the Six-Day competitions as well as in the sprint and standing tournaments.
www.sixday.com/berlin

February

1 February, Mercedes-Benz Arena Berlin
6TH ISTAF INDOOR
 Track and field enthusiasts can once again expect a unique and impressive combination of athletic excellence and high-class running, throwing and jumping disciplines. Get your tickets now:
www.istaf-indoor.de

4 February, Wintergarten Varieté Berlin
TALKSHOW "KURTZ AUF DER COUCH" ("KURTZ ON THE COUCH")
 Columnist Andreas Kurtz in conversation with singer Maite Kelly. Tickets and information:
www.wintergarten-berlin.de/show/kurtz-auf-der-couch

7 to 17 February, various locations in Berlin
69TH BERLINALE – BERLIN INTERNATIONAL FILM FESTIVAL
 The Berlinale is one of the most important events in the global film industry. Up to 400 films will be screened in different genres. Every year, roughly 300,000 tickets are sold to the public.
www.berlinale.de

23 February, Hotel InterContinental
69TH VBKI BUSINESS BALL
 At Berlin's largest annual ball, roughly 3,000 guests are invited to enjoy a glittering night in an extraordinary atmosphere. On a space of roughly 3,000 square meters, guests are offered a wide variety of culinary delights and a lively program schedule in the festive ballroom, the modern pavilion and the colorful strolling area.
www.vbki.de



OUR NEXT ISSUE WILL FOCUS ON THE THEME OF ARTIFICIAL INTELLIGENCE AND IS SET TO APPEAR ON 18 MARCH 2019

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