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DEAR READER,

"Berlin is more than a city, it's a continent of its own." These words, written by the German poet and journalist Jean Paul more than 200 years ago, continue to be a fitting description of Berlin's cosmopolitan character, even today. Indeed, no other city in Germany has as much international flair, with people from more than 190 nations calling the capital their home. It's a diversity that has also proven to be a tremendous asset to the Berlin economy.

Berlin-based companies with international business operations increasingly benefit from the city's multifaceted talent pool. Whether it's a business strategist from China, a U.S. marketing expert or a Portuguese native speaker able to handle service inquiries – Berlin is the place where entrepreneurs can find the specialists they need to serve their target markets. The city has such a great reputation that it's easy to attract professionals from abroad, and it's long since become a place where creatives from all over the world dream of living and working. One look at the city's booming startup scene underscores this trend. Founders from all over the globe are choosing Berlin as the location to develop their innovative products and also bring them to market. Of course, the startup scene has a very global orientation as well: roughly 50% of employees at Berlin startups come from abroad.

These days, the scope of Berlin's global reach is growing even further. Thanks to the variety of internationally renowned researchers hard at work here, the city is now a global player in a number of scientific and business fields – one might even say that Berlin operates at an interplanetary level (see page 14).

I'm proud to live in such a diverse, open-minded and cosmopolitan city – or "continent," to use the words of Jean Paul. And it's true; very few other cities could produce all the fascinating success stories featured in this current issue of Berlin to go.

Wishing you a pleasant read!

Sincerely,

Dr. Stefan Franzke, CEO Berlin Partner



CONTENTS



NEWS TO GO

Eye on Berlin News from the capital

TITLE

Berlin's international 8 nature

Facts and figures about Berlin

Global business at 10 home in Berlin

Ideal conditions for startups and global corporations alike

Next stop: Planet Mercury 14
Berlin is good at outer space – whether its research, space travel or networks

Successful landings 18 in Berlin

The capital continues to attract founders from across the globe

PERSPECTIVES

Berlin originals 20 Kieback&Peter sets standards in intelligent building solutions Steering into the future 24
Drivery is generating the mobility of the future

BERLIN vs. BEIJING

Broiler vs. Peking Duck 23

COFFEEBREAK

Lukas Breitenbach talks 26 to Berlin's Governing Mayor Michael Müller

STARTUP

antike.antenne.jung? 28
Three words are all you need to determine every single point on the globe

RECOMMEN-DATIONS

Die Finals – Berlin 2019 30 News from Berlin's world of sports

Culture tips 32
Highlights on Berlin's
event calendar

BERLIN TO DO

Dates and events34Tech festivals, concerts,
open-door days and more





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startupmap.berlin goes online

Startups are a key factor in Berlin's ongoing economic boom but, until recently, it was hard to say exactly who was doing what, where and when. In order to remedy that situation, the Berlin Senate Department for Economics, Energy and Public Enterprises initiated a brand-new website called "startup-map.berlin" designed to provide better orientation through the city's multifaceted startup ecosystem. At the moment, the site lists roughly 2,350 Berlin-based startups that have been around for less than ten years. The data on the site will continue to gain in scope in the course of the year. Founders and entrepreneurs are invited to submit details about their own companies to the website as well. Access to the site is free of charge and open to the public.



A new leitmotif for Berlin

Berlin is so many things at once: a dream destination for many, but also a metropolis full of contrasts and contradictions. What makes Berlin what it is? The Berlin Senate Chancellery took up this question and others as part of a recent "research trip" in search of the "DNA of Berlin." A total of over 2,500 people from Berlin, Germany and other countries were asked for their opinions on the German capital. The quintessence of their response was that Berlin will always be different, Berlin is courageous and future-oriented, Berlin shows solidarity and Berlin is an open, free and honest city. Thus Berlin's search for a new official leitmotif will center on freedom and a sense of community. As soon as it is chosen, the new leitmotif will serve as a compass for the city's official public communication. Together with Berlin Partner, visitBerlin and Kulturprojekte Berlin, the Senate Chancellery will soon put out a tender for the conception of the new leitmotif, image and slogan.



Handing out the bear

The "Green Buddy Award" an environmental prize organized by the Berlin district of Tempelhof-Schöneberg – will be handed out for the ninth year in a row in November 2019. In the category of "Smart Cities Solutions," Berlin Partner and Investitionsbank Berlin are now looking for innovative solutions designed to foster the city of the future, for example, in the areas of administration, residential living, mobility, public security and energy. Ideas that limit the use of resources, improve the quality of Berliners' lives and increase the competitiveness of the local economy have the best chances. The winner in each category will be awarded an individual "Buddy Bear," prize money totaling €2,000 and an official certificate. The ceremony will take place on November 6, 2019 in the Malzfabrik in Schöneberg. Companies interested in submitting ideas to the competition should visit www.berlin.de/greenbuddy



Award-winning research in Berlin

Four scientists from Berlin have been chosen as among the recipients of this year's prestigious ERC Advanced Grants. which are endowed with a total of €9.3 million. The Berlin-based prizewinners are physicist Roland Netz from the Freie Universität Berlin, physicist Thomas Elsässer from the Max Born Institute for Non-Linear Optics and Short-Pulse Spectroscopy, mathematician Dr. Gavril Farkas from the Humboldt-Universität zu Berlin and archaeologist Svend Hansen from the German Archaeological Institute. The ERCs are considered the most important European honor for researchers. Upon hearing the news, Berlin's governing mayor Michael Müller said: "I am delighted that the latest round of awards includes acknowledgment for the groundbreaking research ideas of four outstanding minds from Berlin."



Number 1 in economic growth

The Berlin economy grew by 3.1% in 2018, thus outshining all other federal states and marking its fifth consecutive year with a growth rate above the national average. In 2018, growth was at 1.4% in Germany overall. As Berlin Senator Ramona Pop noted, "The city's success was generated by the mix and breadth of its industries. Particularly strong growth came from the services sector and modern industrial production at the interface between industry and digitalization." Stable domestic demand and ongoing increases in employment have made Berlin's economic outlook for 2019 quite favorable. Senator Pop: "At an expected growth rate of 2% in 2019, Berlin is again set to grow at a faster pace than the national average. Year after year, we continue to make good ground and broaden the basis for prosperity in our city." Berlin's sustainable economic upturn has also brought an unprecedented drop in the number of unemployed in the city.



Building permit numbers increase

Berlin's construction industry continues to operate at a very high level, with 24,218 building permits issued in 2018. This number marked a slight 2.1% drop in comparison to 2017 (24,743). In the realm of new buildings in the multi-family home sector, the number fell by 1.4%. Nationwide, the number of approved new homes last year dropped by 0.2% to reach roughly 347,300 permits. In Brandenburg, the number of new permits fell by 21.9% in 2018. Berlin's Senator for Urban Development and Housing, Katrin Lompscher, noted: "We were able to keep the number of building permits at a high level in spite of the increasingly complicated situation. And we will continue to do our utmost in the coming year to work with the districts and make advances in the construction of new residential buildings."

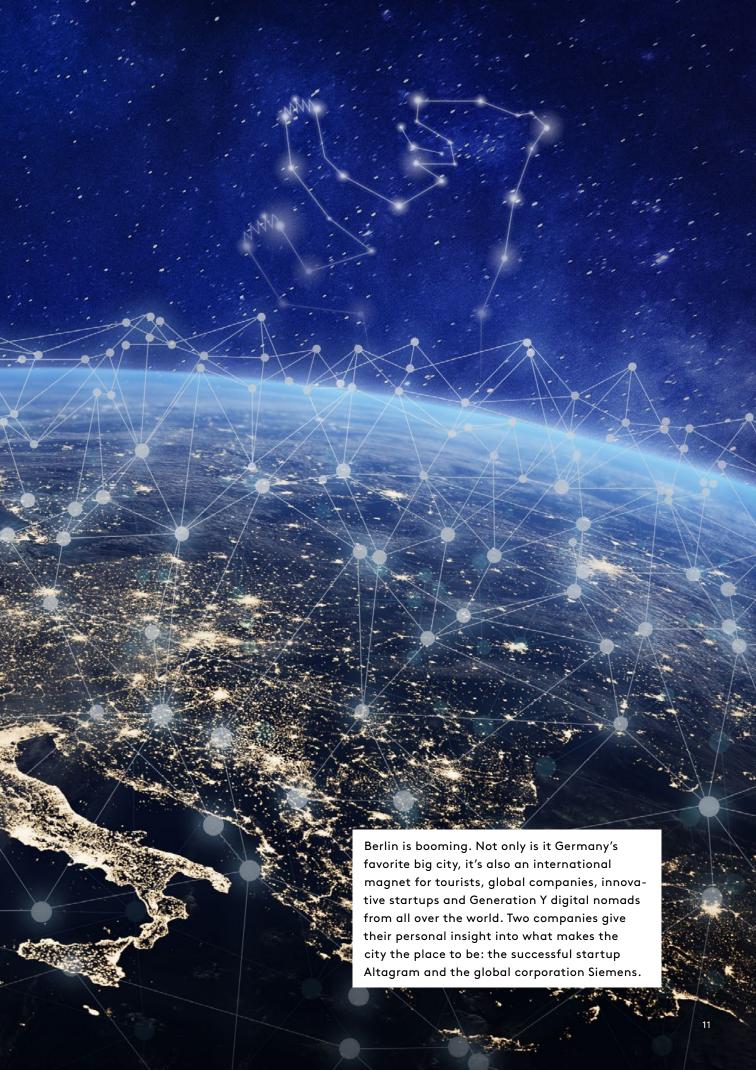




GLOBAL BUSINESS AT HOME IN BERLIN

Berlin provides ideal conditions for startups and global corporations alike





After the initial economic slumber that followed the fall of the Berlin Wall in 1989, it took only a couple of years for the so-called "Metropolis on the Spree" to emerge as a top-notch business location. One reason for this success is Berlin's tangible international flair – a characteristic that no other German city can top to this day. Berlin has 17 city partnerships, including ones with Buenos Aires, Los Angeles, Paris and Tokyo, and these close ties have helped transform the city into the globally networked hub it is today – only 30 years after the Iron Curtain came down. Many of the people who traveled to Berlin out of a fascination for the formerly divided city ended up staying here. And today,

the city continues to offer the best of many different worlds: a high and comparatively affordable quality of life, a vibrant and extremely open-minded society, a rich cultural life and, last but not least, a flourishing business landscape. This economic standing continues to attract numerous professionals from all over Germany, but also from across the globe. In 2018, roughly 3.7 million people were living in the German capital, and the number of inhabitants with a foreign passport is on the rise - around 725,000 people from over 190 nations are at home in the city on the

Spree. These Berliners have primarily Turkish roots or come from Arabic-speaking countries and the former Soviet Union. Almost one in three Berliners has what they call a "migration background," and almost two million inhabitants in the capital speak at least two languages.

In the first six months of 2018, 63 companies from Europe, China and South America moved their offices to Berlin and brought 2,200 jobs with them. They were quickly followed by talented professionals from all over the world eager to live and work in the capital. This trend is especially noticeable in the Berlin startup scene. Almost 50% of the people employed at startups

come from abroad. A survey conducted by the German Startup Monitor in 2017 shows that this is no coincidence: almost 80% of Berlin startups fully agreed when asked whether the startup landscape profits from migration. This puts them far ahead of the national response, which averaged around 64%. Much of the venture capital flowing into the city also comes from international markets; a recent Technologiestiftung Berlin report showed that as much as 35% of the risk capital in Berlin was invested by foreign investors. The key reason for this trend is that international VC donors are often most interested in trade, delivery services and innovative distribution platforms, all of which are

areas in which Berlin offers an ideal basis in terms of infrastructure, technology, personnel and culture.

"The international spirit of this city is unique," argues Marie Amigues, CEO and founder of Altagram. The startup she launched in 2013 has now become a globally active specialist in video game localization. The almost 60-person Altagram team is made up of people from all over the world. which means that the lingua franca at the office is usually English. The company offers language adaption and preparation services for game content in

over 45 languages, so the theme of multiculturalism is an everyday lived experience here. With more than 600 freelancers and 44 sound studios worldwide, Altagram is able to carry out full-service contracts for the global video game sector. In addition to her Berlin-based team, Amigues also has employees in Seoul and Montreal. Originally from France, she came to Berlin in 2006 after stops in Paris, Ottawa and New York. "Thirteen years ago, just by chance, I met someone at a party in Paris who wanted to found a company in Berlin. I was excited by the idea right away," says Amigues, recalling the beginnings of her first Berlin company. "I launched Altagram in Berlin in 2013, primarily because the local market here is



"The international spirit of this city is unique."

Marie Amigues, CEO and founder of Altagram so attractive for the games industry thanks to its international flavor. Everyone wants to come here!" For Amigues herself, Berlin is a great place to live, but it's also a great place to do business, especially because these days even administrative tasks can be carried out in English too. "People in Berlin recognize and accept the fact that people speak their own languages. This is not necessarily the attitude in other parts of Germany," gushes Amigues. From her perspective, there's no need for Berlin to shy away from comparison to Paris or New York. "I value the spirit of this city very much. It's a place where freedom is lived out every day. The high quality of life here is a huge plus. And there's one more insight: the uniquely

Berlin definition of success means doing whatever you have a passion for."

Stefan Moschko, head of **Human Resources Germany** at Siemens AG, describes the business location of Berlin as a big world in a small world. Siemens is now in the process of expanding its location in an impressive manner. "Our Siemensstadt project represents the neighborhood of the future," says Moschko. "We are integrating production, research, learning, working and residential living into one district, and thereby showing what work will look like in the future.

Our Berlin location already has a fully international outlook today, with 90% of the products we manufacture here going abroad. Plus, roughly 11,500 employees from a wealth of different nationalities are at home here." Indeed, diversity is not a mere marketing slogan in Siemensstadt; it's an everyday lived reality. The company's history has proven that innovative strength derives from business agility and flexibility. So it's not surprising that the amount Siemens spent on R&D in 2018 was \in 5.6 billion, slightly more than the \in 5.2 billion in the previous year. The corporation is committed to developing innovative and sustainable solutions for its clients – in additive manufacturing, autonomous robotics,

networked mobility, artificial intelligence and many more. Talented professionals are decisive in achieving this, stresses Moschko: "For us, internationalization always means diversity, too. Studies prove what we've discovered in our operations worldwide, namely that teams with a diverse make-up are simply more success-oriented than non-diverse teams." This mix creates the framework for innovation and employee performance strength. "In Berlin, we have a business location that is absolutely exciting for many young talented professionals from abroad. We see a clear advantage here." One local highlight is the international Tech Apprenticeship@ Siemens, which allows Siemens to offer young

people from all over the world apprenticeships to become an electronics technicians or mechatronics engineers in Berlin. Right now, 100 apprentices from 27 countries, including Iraq, Egypt, Algeria and Mozambique, are being trained for a period of three-and-a-half years. Moschko is delighted about the personal achievements of his up-and-coming apprentices: "It's a great program, especially for individuals coming from countries with high levels of youth unemployment. It equips them with the skills and abilities they'll need to carry out their jobs, while

also supporting them in their personal careers."



"Berlin is a very exciting business location for foreign talents."

Stefan Moschko, Head of Human Resources Germany for Siemens AG

Roughly 3,000 young people worldwide are currently completing an apprenticeship at Siemens. "We're seeing an increasing number of international contracts being tied to the requirement of creating apprenticeships in the country concerned," explains Moschko. "We're doing our utmost to make this happen, and we're very proud of our efforts!" In other words, the openness and agility that is a part of everyday life at Siemens in Berlin is also setting precedents abroad. Instead of asking "How international is Berlin?" perhaps we should be asking "How much of Berlin has made its way out into the rest of the world?"

NEXT STOP: PLANET MERCU

Berlin is good at outer space – whether it's research, commercial space travel or innovative networks

Interview: Inka Thaysen

You might say space research in Berlin got its big break in the fog. Of course, we don't mean the weather phenomenon, but rather engineer Rudolf Nebel, whose last name means "fog" in German. In the summer of 1930, Nebel succeeded in firing a liquid oxygen and gasoline-fueled rocket motor. Only a few years after that, the first "rocket airfield" in the world opened in Berlin-Tegel, which just happens to be the site of one of Berlin's major airports today. In reaction to the work of Nebel and his partners, Albert Einstein himself is quoted with having said: "This will form the basis of space travel." Almost 90 years later, groundbreaking work on the future of space travel is once again being done in and around the city. Berlin to go spoke with Sebastian Scheiding, engineer and managing director of Astro- and Feinwerktechnik Adlershof GmbH, about this exciting field of research.

DR. SCHEIDING, WHEN MOST PEOPLE
THINK OF SPACE TRAVEL, THEY THINK OF
STAR WARS AND STAR TREK. HOW MUCH
REALITY IS THERE IN CLASSIC SCI-FI
MOVIES LIKE THESE?

Scheiding: Star Trek and Star Wars are works of fiction that have entertained people all over the world. Here in Berlin, we work on tangible reality, and by that I mean the reality of science. Still, our fascination for the subject is very similar to the enthusiasm audiences feel when they watch sci-fi movies. This is most likely due to the urge all human beings have to explore new worlds and pull off pioneering achievements. We are all driven to better understand our earth, outer space and so much more. We want to further explore the moon, Mars, Mercury and Saturn, and that's exactly what we're doing. Our work in Berlin continues to set standards in the field, just like Captain Kirk - or perhaps more like Scotty in the engineering room.





Engineer Sebastian Scheiding, managing director of Astroand Feinwerktechnik Adlershof GmbH, with "RW90," a reaction wheel for satellites

DOES BERLIN-BASED SPACE RESEARCH ALSO HAVE AN INFLUENCE ON OUR EVERYDAY LIVES HERE ON EARTH?

Indeed, our lives would look a lot different without aerospace technology. It starts already when you turn on the television: things like TV reception, live reporting on the evening news and even the weather forecast are made possible thanks to satellites. There's also navigation systems in cars, location services on your cell phone, traffic reports, the networked applications associated with the Internet of Things, even "big data" research findings. Each one of us uses aerospace technology roughly one hundreds of times a day and doesn't even notice. And then there are many other higher-ranking facets: for example, a DLR project at Adlershof is revolutionizing agriculture technology with regard to the right times to water and fertilize crops using information from space through the eyes of the "DESIS" spectrometer. The Berlin startup LiveEO works on infrastructure monitoring using satellite data; for example, it can determine where and which type of trees are standing too close to train tracks or whether there's a threat of a landslide somewhere.

Our satellites "TET-1" and "BIROS" are part of the DLR's "FireBIRD" mission and make it possible to detect fires at an early stage, even lowenergy fires such as peat and coal-seam fires. This serves primarily to prevent disasters, but it's also a very important component in protecting the climate. It allows us to identify environmental polluters and put a stop to their game. These are just a few examples of the versatile work being done in Berlin.

APROPOS ... WHAT ARE THE PARTICU-LAR STRENGTHS OF YOUR COMPANY BESIDES SMALLSATS?

We are a medium-sized aerospace company. My father founded it in 1993. Today, we have roughly 80 people working for us here in Adlershof. Our team develops, manufactures and tests aerospace components, especially position control components and systems as well as complex mechanisms for satellites. We take up a leadership role and are involved in many exciting missions both as part of national pro-

jects initiated by the DLR as well as for the European Space Agency (ESA). We generate 50% of our sales on international markets, and this makes us one of the region's master exporters.

WHAT ROLE DOES BERLIN PARTNER PLAY FOR YOUR COMPANY AND IN THE BERLIN SPACE INDUSTRY AS A WHOLE?

Berlin Partner is the glue that brings together various companies, mostly SMEs like us, and the vital startup scene. These networks generate a wealth of innovative ideas that then go on to receive funding. Especially in this field, Berlin Partner is a great place to get helpful tips. Each aerospace company has its own unique interests, but with Berlin Partner we speak with one common voice.

AND WHAT DOES THIS COMMON VOICE AIM TO ACHIEVE? WHAT DOES THE FUTURE OF THE SPACE INDUSTRY IN BERLIN LOOK LIKE?

Aerospace is sexy and will always be that way. In order set ourselves apart from other strong regions in Germany, our sector needs political support and dialogue so that we can strengthen our standing and prevent high-tech from moving abroad. If we succeed at doing that, I see Berlin's aerospace sector having its own state-of-the-art profile within 20 years - along with many spinoffs. It will be a healthy ecosystem that creates many jobs in the realm of cutting-edge technology and makes it possible for research and industry to complement each other in optimal ways. In a couple of decades, instead of having a rocket airfield in Tegel, we might actually have a spacefield in Tempelhof where we can launch our SmallSats into space.



SUCCESSFUL LAN

Founders from all over the world have chosen the German capital to turn their dreams into reality

Text: Christin Berges

EUROPEAN TRAVEL MADE EASY _____

In 2010, Indian-born Naren Shaam embarked on an extensive backpacking trip through Europe. He already knew where he wanted to go, but it wasn't always easy to find the best and most affordable way to travel, such as the cheapest bus ticket, the right train, etc. That's when he came up with the idea of a multimode travel site that would bring budget-oriented travelers to any location in Europe. Things went fast after that: he quit his job in New York and set off to Berlin. Today, his Omio is one of the most valuable tech companies in Germany, with more than 300 employees from over 45 different countries. The Omio platform allows travelers to find the fastest and cheapest way of traveling online - whether by bus, train or airplane.

LIFE IN THE VIRTUAL WORLD

Klang is an independent developers' studio for online games with offices in Berlin-Kreuzberg. The company was founded in the spring of 2013 by three Iceland natives who see games as a way to bring people together in elaborately designed virtual worlds where they are emotionally involved and can interact socially - just like in real life. In July 2015, Klang launched its first project - ReRunners: Race for the World - for iOS and Android devices. The multiplayer racing game has been very well received both by the gaming press and the gaming community. At the moment, Klang is working on its next project, Seed, which is gearing up to become one of the largest online computer games in the world. Seed will involve thousands of gamers populating a planet and building up a new society in the virtual world.

SMART LAB ASSISTANT

The Berlin-based startup, LabTwin. has created the world's first voice and AI-powered lab assistant. Scientists in large research institutes such as Deutsches Primatenzentrum, biotech and pharmaceutical companies use the LabTwin voice-powered assistant to streamline their workflow and make their research more efficient. After gaining traction locally in Germany and other European countries, LabTwin has expanded to the U.S. market. They were officially launched at the 2019 BIO International Convention in Philadelphia in June. LabTwin is a collaborative venture with a mission to create digital tools that empower scientists. To achieve this goal, LabTwin is open to exploring possible partnerships with other industry players and leading academic institutions.

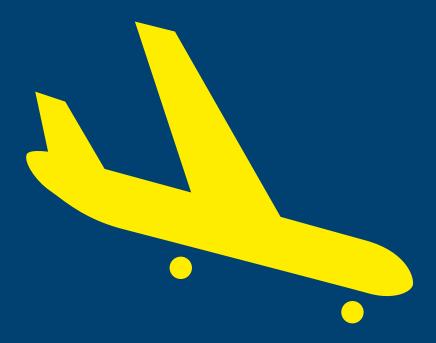
DINGS IN BERLIN

MOBILE ENERGY FOR SMARTPHONES

Berlin's urban landscape is constantly evolving. One of the main challenges in ensuring this development is moving towards a yet greener and more liveable city as well as creating a sustainable intersection of energy-mobility-resource efficiency. The Berlin-based cleantech Startup SunCrafter has invented a solution, that will help the city face this challenge head-on. With their decentral solar power stations, they provide a discriminatory-free energy solution for people on the go. By upcycling disused solar modules into one-unit solar generators, which operate independent of any infrastructure (off-grid) and in any environment, Berlin can offer clean and reliable access to electricity in all public spaces, for example to charge micro-emobility and mobile handhelds. A pilot project in Berlin is currently in planning.

NEVER FORGET YOUR KEYS AGAIN

IDENCOM is among the world's leading providers of biometric fingerprint-recognition dooropening products. Founder Qiuping Zeng is from China, studied at TU Berlin and developed a fingerprint-recognition algorithm as part of his graduating thesis. He later took a job in Switzerland, where he had the software implemented into a tiny micro-controlled circuit board and had his invention patented. Shortly after founding his company IDENCOM AG in Zurich, he collected 5 million Swiss francs in venture capital. After that, the company began selling licenses for biometric software in 2002. The progressive success of the BioKey software led to the founding of IDENCOM Germany GmbH in Berlin in 2003. It started as a development center, but later the company's entire operation was relocated to Berlin.







TRADITION MEETS INNOVATION

Kieback&Peter sets standards in intelligent building solutions

Text: Gabriele Schulte-Kemper

On 24 February 1927, two engineers by the name of Paul Peter and Erich Kieback founded a small "factory for mechanical regulators" in Berlin. What the founders couldn't have known back then was that they were laying the foundation for a company that is a global leader in its field today. They also could not have anticipated how dramatically their field of business would change in the subsequent decades.

The original idea behind Kieback&Peter centered on the regulation of high-temperature furnaces for the then booming electrical industry. Their guiding principle was to find the simplest and most effective solution possible for their clients. The company's early days brought pioneering achievements in control systems engineering. In what was then a very analogue age, Kieback&Peter primarily developed room thermostats, actuators,

outdoor and flow-temperature sensors, with the founders increasingly transferring their expertise in industrial applications to residential and commercial buildings. Skills, enthusiasm and a large degree of daring allowed the entrepreneurial duo to quickly get its first large-scale contract: the closed-loop control of the heating systems at Berlin-Tempelhof Airport, which at the time had the largest surface area of any building in the world.

The company continued to grow steadily with each new advance in technology. In the 1980s, the team created their "control optimization processor" (ROP), the first digital controller to rely intentionally on an analogue user interface. Long before concepts such as "usability" and "user experience" became fashionable, Kieback&Peter were already committed to a user-friendly philosophy that allows users to actually enjoy the simple and intuitive operation of their products.

The history of the company is also closely interwoven with their location in Berlin. "We became what we are in Berlin, that is, a leading provider of building automation," says Christoph Paul Ritzkat, Board Chairman of Kieback&Peter since 2017. "For this reason alone, we feel very rooted in the city. Berlin has always been an exciting place to live and do business. Today, it's a hotspot for the startup scene, but there are also many long-established Berlin companies that make the city an important industrial location. We've been contributing to this great reputation for over 90 years now, and we see ourselves to a certain extent as the oldest startup in the city. Although our size and many decades of experience don't really fit the bill, we still have the spirit, heart and passion of a young startup."

The fall of the Berlin Wall and the end of the Cold War in the latter half of the 1990s created a spi-

rit of optimism throughout Germany - one that was also felt at Kieback&Peter. In addition to their branches in the former West Germany, the building automation experts set out to establish new locations in the states of the for-

mer East Germany. The company also acquired its brand-new company headquarters in the district of Berlin-Neukölln. The Mittenwalde production factory was set up at the gates of the freshly minted German capital and helped create jobs for the adjacent state of Brandenburg as well. After founding new subsidiaries abroad, the company's internationalization process progressed rapidly. "While our founding fathers focused on Berlin, we



Kieback&Peter are currently equipping the entire Berlin Stadtschloss with building automation systems.

"We see ourselves

as the oldest

startup in Berlin."

Christoph Paul Ritzkat

see the market today from a global perspective and are active in 50 worldwide locations in eleven countries," explains Ritzkat. "We've been communicating this approach especially recently in our

> new brand claim 'Smart Buildings are Orange.' This helps us to position ourselves as a leading provider of intelligent building solutions far beyond the borders of Germany." Among the company's inter-

manufacturers, such as Airbus, and automotive groups such as Daimler. That Stuttgart-based carmaker most recently contracted Kieback&Peter with the complete networking of water, energy and waste systems for an engine plant in Beijing. It's a challenging task that involves processing the combined data of roughly 500 electric meters, 40 warm- and cold-water measuring points and compressed air counters in one system.

The company now employs 1,400 employees worldwide and follows a unique mission to make buildings smarter and more sustainable. "We see ourselves as a type of 'human-building interface!' Our technology makes it possible for us to ensure the optimal interaction between both sides." Using networked meta-systems, virtual services and artificial intelligence, buildings today can indeed become even more efficient, secure and comfortable. "Our software

national clients are aircraft

Paul Peter and Erich Kieback founded the small "factory for mechanical regulators" in 1927.

and hardware create the basis for this efficiency. And our interdisciplinary teams work together with various partners to generate a steady flow of new smart solutions. One example would be predictive electric control, which draws on building data but also weather forecasts and energy prices to create the ideal regulation strategy," explains Ritzkat.

Kieback&Peter are currently involved in one of the most exciting projects in Berlin – a building that is also the largest construction project in the company's history to date in Germany. They are equipping the entire Stadtschloss (City Palace), which is scheduled for completion in 2020, with its building automation systems. Modern sensor technology including highly precise temperature and humidity sensors will guarantee the ideal air and room conditions needed to protect centuries-old works of art on the palace walls. "Many great buildings in the world are already equipped with our regulators. Berlin's Stadtschloss is

the most recent example and also a very demanding project. We're working very hard to tackle the complexities and live up to the expectations placed on us every day as part of this project, and we're using cutting-edge expertise and technology, but also our heart and soul, to get it done," summarizes Ritzkat enthusiastically.

Kieback&Peter

- Company founded: 1927

– Headquarters: Berlin

- 50 locations worldwide

- Employees: ~ 1,400

- Turnover: €200 million

Chairman of the Board:
 Christoph Paul Ritzkat

 For more information, visit www.kieback-peter.com



Berlin hat beste Perspektiven. Bei der Aussicht kein Wunder.





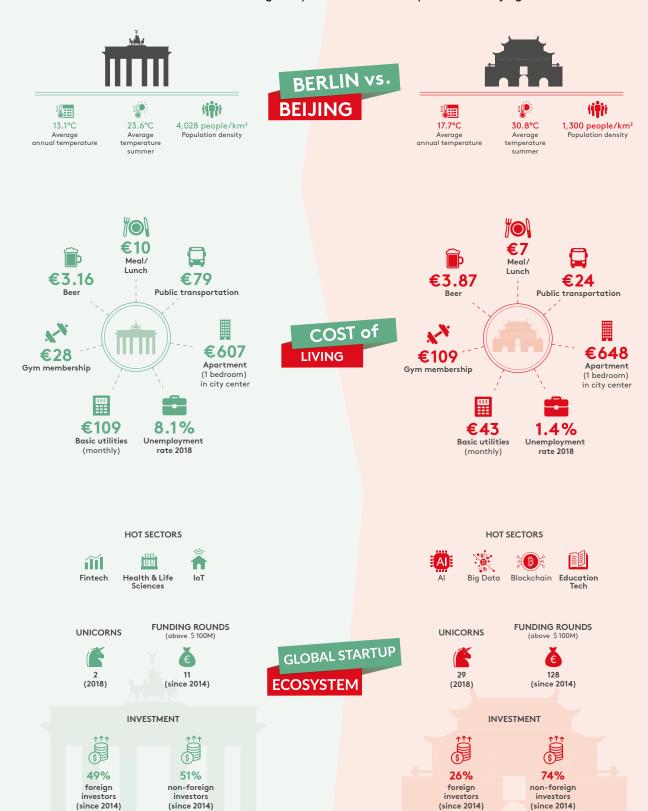


Willkommen im Berlin Capital Club - Germany's Leading Business Club.

Seien Sie dabei, wo sich Unternehmer und Entscheidungsträger vernetzen. Entspannen Sie in exklusivem Rahmen. Und genießen Sie den Ausblick über die Dächer des Gendarmenmarkts: Im Berlin Capital Club, dem ersten privaten Businessclub der Hauptstadt, öffnen sich beste Perspektiven – und das weltweit. Denn durch Ihre Mitgliedschaft genießen Sie alle Privilegien und Annehmlichkeiten des International Associate Clubs Netzwerkes, dem weltweit fast 250 Clubs angehören.

BROILER CHICKEN VS. PEKING DUCK

What makes Berlin a great place to live in comparison to Beijing?



Sources: Global Startup Ecosystem & Sub-Sector Strengths Both: https://startupgenome.com/all-report-thank-you/?file=2018 (Page 166 – Berlin; Page 191 – Beiljing); Cost of Living-Berlin-https://www.expatistan.com/cost-of-living/berlin/Beijing-https://www.expatistan.com/cost-of-living/berlin/Beijing-https://www.expatistan.com/cost-of-living/berlin/Beijing-https://www.wetter.de/klima/devin-poi/deutschland/berlin-s99000032.html/Beijing: https://www.wetter.de/klima/devin-berlin-self-living-berlin-self-livin

PEDAL TO THE METAL

The mobility of the future is being created at The Drivery

Text: Christin Berges

As soon as you approach the large glass entrance to The Drivery at Berlin's Ullsteinhaus, you'll notice that things are going to be a little bit different here. Instead of a designated "reception" area, you'll find the word "Inception" in large black letters on the door. "When our members enter the building, they're already invited to start dreaming and thinking about how to turn their ideas and visions into reality," explains Timon Rupp. "That's why we have the reference to the film on our door." Rupp is the founder of The Drivery, a marketplace for mobility innovations that opened in March. For him, the "Inception" desk and the rest of the over 10,000 square-meter complex represent a dream come true: a modern hub where creative minds can work with the necessary infrastructure to create the mobility of tomorrow.

On a tour of The Drivery offices, one also notices quite quickly that Rupp and his team have meticulously aligned the complex to fit with cutting-edge technologies mobility. Indeed, the refurbishment of the offices in the Ullsteinhaus took a full year. On the ground floor, an auto repair shop moved into a space where fashion

labels used to sell their latest collections to retailers. In eight so-called "hardware studios," developers can install and test the technology they just programmed on the computers in the upstairs office directly on electric cars and autonomous vehicles. Seeing as few software developers are also auto-mechatronic engineers, these developers work side-by-side with specialists in high-voltage equipment. It takes a bit of imagination, but the inner courtyard, currently used as a parking space, will soon be used as a test track for autonomously driving cars. As soon as the permit arrives, there will also be drones taking off and landing here. At an adjacent port called Tempelhofer Hafen, The Drivery will even have access to a pier for boats.

Back in the office, Rupp is greeted by Frida, a black French bulldog and the company's "Chief Happiness Officer." Frida shares an office with the six-person team that manages The Drivery. Their team shirts feature the question "Got drive?" on the back. A look at the company's interim balance may provide an answer to that question: in the long-term, The Drivery could accommodate between 1,000 and 1,500 members – depending on their needs and distribution. Only four weeks after they launched, The Drivery already had roughly 200 registered members. These members include freelancers and startups, but also large mobility corporations, each one of them invited to







rent a space in the refurbished complex, whether it's a flexible or fixed desk, an incubator or an entire development department. "The response we've got proves that an industry-specific marketplace for the development of modern mobility solutions was missing," Rupp points out. "We don't see ourselves just as a co-working space, but

more as a place where all aspects of new mobility converge. Of course, part of this involves entering into a dialogue with the political sphere, cultivating good relations with public transport companies and building up international networks." Berlin's Governing Mayor Michael Müller was one of the first prominent visitors to The Drivery after it launched. For Rupp, who hails from southern Germany, Berlin is the

ideal location to bring innovative mobility solutions to the streets: "From my perspective, you need three ingredients for success: smart and creative minds, a specific infrastructural challenge and thus a great desire for change and, finally, a close proximity to the political sphere."

In order to bring those creative minds together, Rupp was willing to go out of his way and tread new paths: he actually bought a DeLorean, the car that doubles as a time machine in the Back to the Future trilogy. The plan in the coming two years is to have experts convert the car into an autonomous driving electric car as part of an open project. Rupp intends to take the DeLorean out for its first drive on Berlin's prominent

Ku'damm Boulevard. The investor behind Drivery is a large auto supplier, but in the long-term, the plan is to maneuver the hub into a position from which it is able to finance itself primarily by means of membership fees – which start at $\mathfrak{C}50$ per month for a flexible table – as well as by renting out of the complex as an event space. When

asked about the requirements to become a member, Rupp says: "Anyone who's working on mobility is welcome." Startups such as Tier (eScooters), Air2E (electric charter flights), AIPARK (real-time parking tickets) and LiangDao (test systems for autonomous driving) are among the first members and have already relocated their headquarters to the Ullsteinhaus. "The Drivery is an ideal platform for us to estab-



Timon Rupp. Founder & CEO, The Drivery GmbH

lish contacts with other companies active in the mobility sector, and if the fit is right, to also work together," says engineer Shengguang Lei, CTO of LiangDao, a startup from China that moved its twelve-person team from TechCode in Mitte to its new offices in Tempelhof. The company develops test systems for autonomous driving and is planning to grow strongly and hire more employees by the end of the year. And, of course, the flexibility offered by The Drivery is very much in tune with LiangDau's expansion plans.

Back at the Inception, Rupp talks about his next big vision. "When The Drivery really gets going in Berlin, I can imagine opening further marketplaces in the whole world."



Lukas Breitenbach talks to Berlin's Governing Mayor Michael Müller

MR. MAYOR, A NUMBER OF NEWSPAPERS HAVE REPORTED THAT THE *BE* BERLIN MARKETING CAMPAIGN IS GOING TO BE REPLACED BY SOMETHING ELSE. WHY THE CHANGE?

be Berlin has been the city's official national and international campaign for over a decade now. It achieved a great deal and represents the outstanding work of many contributors who care a lot about our city. The call to "be Berlin - sei Berlin!" was an outspoken invitation to anyone interested in enjoying Berlin's creativity, individuality and development opportunities. And many people accepted that invitation. When be Berlin first launched, nobody was talking about things like housing shortages, energy transitions, new mobility and security the way we do today. Indeed, the city has changed over the past ten years. Berlin has become more densely populated as more people make it their home. The economic framework has changed, too. We're now a European metropolis, an internationally prominent location for science and research. And we're eager to take on this responsibility, which means that our city marketing also needs to react to these changes. We're far from being some sort of superficial party metropolis. We're now THE European capital, the city of freedom.

WHAT KIND OF DIRECTION WOULD YOU LIKE TO SEE THE BERLIN BRAND TAKE UP?

If we take a look back, it's not hard to see that what made Berlin what it is today is a sense of unlimited freedom, with no rules and lots of individuality in the sense of a "I can do anything I want here, or not." Today, our city marketing studies show that Berliners have a tremendous desire for solidarity, for community. They love freedom, of course, and will never give that up, but they also want to prevent the reign of reckless egoism. Berliners want to live together, side-by-side with their neighbors, taking care of each other, handling each other with respect and agreeing to follow mutually beneficial rules. This includes everything from keeping the sidewalks clean and noise levels down to occasionally gruff encounters at the nearest Currywurst station. It also encompasses the outstanding commitment of our many volunteer workers and the work done by Berlin-based companies under the banner of sustainability. While never losing sight of our commitment to individual freedoms, openness and tolerance, Berliners should also contain a dedication to improving the quality of our community and fostering collective freedom.





"BERLIN IS A COMPLETE CATASTROPHE THAT I LOVE WITH ALL OF MY HEART." THIS WAS THE RESPONSE OF ONE PARTICIPANT IN THE RECENT CITY MARKETING SURVEY. WOULD YOU AGREE WITH THIS STATEMENT?

This statement shows how Berlin has a unique impact on everyone who lives here. Sometimes it drives us crazy, but it inevitably fascinates us even more. Berlin demands certain things from its inhabitants. And we have an obligation to take care of it.

WHAT'S NEXT IN TERMS OF THE MARKETING CAMPAIGN RELAUNCH?

We've taken the first step, and now I'm hoping that as many people as possible will see our survey findings so that the discussion continues. There are a number of important questions that must be asked. For example: How many Berliners share our description of the city. Do our findings accurately reflect their opinions of the city? Do Berliners have a sense of pride in their often "acerbic" city? Do they share a "defiant love" for it? Do we all mean the same thing when we say "Berlin is gutsy." And is everybody on board when we confidently say "Berlin still has to prove itself?" The team at the Senate Chancellery is now ready to continue the process. We are going to call on the expertise of an external advisor to steer us in the right direction and make sure that as many

partners and stakeholders as possible are involved. We want the residents of this city to see the new marketing campaign as being "fitting." And, of course, we want to involve the input of each unique district and their administrative bodies. I would like it to conducting a large orchestra; ultimately, we want all players to produce a beautiful melody in harmony with one another. The current process is a very important part of that harmony. Of course, it also involves initiating a contract award procedure that will find us the best agency to foster our city's future visibility and answer the question: What will follow 'be Berlin'?

DO YOU ALREADY HAVE A FAVORITE NEW SLOGAN FOR BERLIN?

No, I don't have any favorites. I'm not even completely convinced that the Berlin brand needs a new slogan. It's possible one slogan might narrow things down too much. For example, we don't need to say that Berlin is "the land of early risers," as they do in Saxony-Anhalt, or that Berlin can do anything "except speak High German" (Baden-Würtemberg) or claim "It can be so easy," like they do in Brandenburg. I'm looking forward to the discussions, but I don't want to predict what the results are going to be. We might even come to the bold conclusion that we don't even need a slogan. Berlin is Berlin.





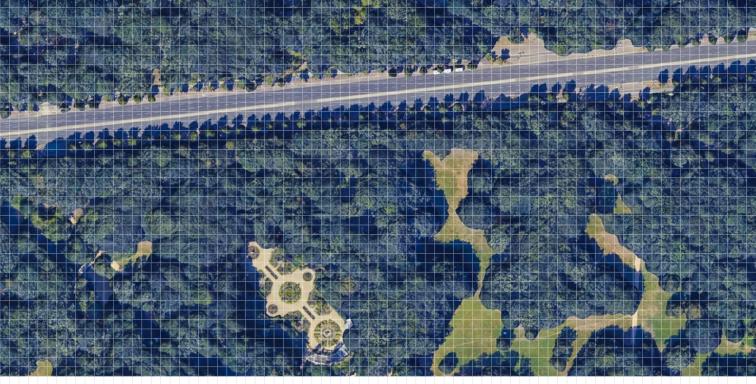
Three words are all you need to determine any point on the globe

Text: Ines Hein

It's a deceptively simple system that uses only three coordinates to determine any point on earth. The worldwide address system what3words – the company's name provides a hint as to how its system works – turns words into coordinates and provides much-needed orientation for everything from rescue operations in inaccessible disaster areas to music festival meeting points. Besides that, some of the three-word addresses are quite intriguing.

If you've ever waited in vain for the pizza guy to show up to your new apartment, if you had to call emergency services but couldn't say exactly where you were in the forest, or if you ever booked a holiday house in the dunes and couldn't find it - well, then you're already familiar with the dilemma. Addresses are helpful when looking for locations that are clearly identifiable. However, according to a survey carried out by what3words, over 55 million people in Germany have an address that doesn't lead directly to the entrance of their home or company. In fact, even in our current digital age, one in ten people actually use pen and paper to describe how to get to their location. "We wanted to create a brand new form of assigning addresses to locations," explains what3words managing director Clare Jones. "We wanted to create a system that was reliable, simple, and frustration-free." Her company was founded six years ago in London and today has just over 100 employees worldwide. what3words now operates in 27 languages soon to be 34 - and recently had the pleasure of attracting Daimler and Deutsche Bahn as participating interest holders. The word-based address system is already being integrated as a standard component in new Mercedes and Ford models. Airbnb and the travel-guide publisher Lonely Planet have long since been working with threeword addresses. Interest in British tech startups on behalf of international corporations is huge, and rightly so.

"We divvied up the world into 57 trillion grid squares, each comprising three by three meters," explains Jones. "We randomly assigned a unique three-word address to each of these squares in 27 languages. For example, our headquarters in London is ///fenster.ausgleichen.nahezu" in German." This allows the company to determine every point on the globe in a precise way. "The charming aspect is that it's easy to remember three words in one's own native language," says Jones. "By avoiding numerical coordinates, we



Every point on the earth has its own address: what3words has received several awards for their idea

are able to get considerably closer to the intuitive navigation skills of human beings." The service can be used on smart devices using a free app or via an online map at map.what3words.com. The code can also be integrated into apps and websites as a paid service for companies. Just like private users, not-for-profit organizations are exempted from the obligation to pay to use the service.

Yet another special feature about what3words is its ability to integrate into existing map and navigation systems. Anyone who enters their threeword address into the app or web map will be led to their desired destination by that navigation system in their smartphone or car. what3words is also incredibly easy to use and can be applied in many different situations. As Jones points out, "one of the biggest problems we see today when natural disasters occur across the globe is that addresses have been erased or emergencies happen where there is no infrastructure." Her company has helped rescue workers get to the right location for emergency operations in the Philippines and Nepal. The UK Emergency Services now use what3words to determine locations in emergency cases. Even ride-share providers like the Berlin-based company Allygator have integrated

the address system into their search mask, thus enabling them to pick up guests exactly where they're standing. "Especially in places like Berlin, where there are a number of streets with the same name or where you won't find new streets in any navigation system, we make people's lives much easier," says Jones with delight.

In addition to its existing offices in the US, South Africa, Saudi Arabia and Mongolia, where what-3words supplies the official address systematics, the company is planning to open an office in Berlin. "For us, Berlin is the place to be," says Jones. "Due to its history, the city is predestined to have a new address system, plus Berliners are up on all the latest tech and always open to new things." In the face of all these practical advantages, it's important to make sure to have a splash of what one might call "tech poetry," too. This comes in the form of the addresses themselves, which are generated randomly, with only prominent locations getting special - usually short - three-word compounds that are easy to note. "Our address in Mongolia is ///powerful.gains.animates.", explains Jones. "For me, these are three strong words that also sound quite intriguing." And for all you curious minds out there, why not see if you can find out where ///reste.gründete.antraten. is?

News from the world of Berlin sports

Text: Christin Berges

Sports fans are really going to enjoy this summer of 2019 in Berlin: over 3,000 athletes are set to compete for 190 titles as part of ten German sporting events – all on one weekend only. On 3 and 4 August,

Berlin will host "Die Finals," at which the country's best will compete in disciplines ranging from track cycling, archery, boxing, flat-water racing and track & field to modern pentathlon, swimming, gymnastics, triathlon and observed trials.

Berliners will get a chance to witness these exciting competitions and extraordinary athletes live – all within the space of 48 hours. Among the prominent names participating are Gina Lückenkemper, Germany's fastest woman and a European sprint vice-champion, Thomas Röhler, a 2016 Olympic gold-medal javelin thrower and 2018 European champion, and Franziska Weber, an Olympic sprint canoer.

The venues for these German championships are spread out across the entire city. For example, spectators can watch competitions at the Olympic Stadium, the Europasportpark swimming and diving arena, the Max Schmeling Halle and the open-water Strandbad Wannsee. Sports enthusiasts can get tickets for the track& field, swimming, gymnastics, boxing and track cycling competitions at www.finals2019.berlin.de. All events in the other sports disciplines are free of charge.

BERLIN MOVES UP

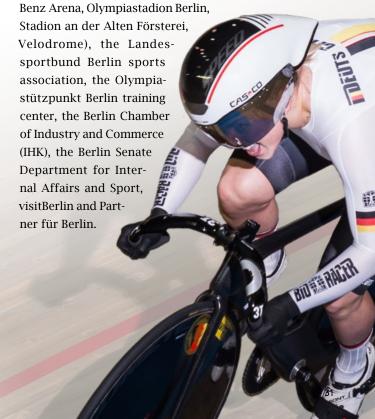
HERTHA BSC was a founding member of Germany's premiere soccer league and has long since earned the nickname "Alte Dame" - or "Her gray eminence." However, the club will not be Berlin's sole representative in the upcoming season, seeing as 1. FC UNION BERLIN from Berlin-Köpenick just made the leap from second to first league. The "Eisernen" - the "iron ones" - were able to prevail over VfB Stuttgart in their relegation games. In fact, in the return leg at their home stadium (the "Alte Försterei") all they needed was a 0:0 to move up to the first league. In other sports news: the EISBÄREN BERLIN have already won seven German championships in ice hockey; ALBA BERLIN continues to be one of the leading teams in German and European basketball; the FÜCHSE BERLIN continue to fight on the national and European levels for handball titles; and the BERLIN RECYCLING VOLLEYS just proved their dominance in German volleyball at this year's finals, where they once again put their longtime rivals, VfB Friedrichshafen, in their place and secured the German Championship-for the seventh time in the last eight years and the fourth time in a row - with a 3:2 win in the playoffs.

Audiences who can't make it to the live events will be able to watch almost 20 hours of live broadcasting from the competitions throughout the weekend on the German TV stations ARD and ZDF. Diehard fans are invited to see full-length coverage of all competitions on the internet. ARD will broadcast "Die Finals" on Saturday, 3 August from 10 am to 7:50 pm. ZDF will broadcast the competitions and supporting program on Sunday, 4 August from 10 am to 7 pm. In addition, a sports program for recreational athletes will take place at the same time as "Die Finals." The state sports association known as the Landessportbund Berlin is organizing a family sports festival at the Olympiapark complex expected to attract roughly 70,000 over the course of two days. Plus, up to 800 individuals are expected to take part in the Jedermann Triathlon on 3 August. In other words, "Die Finals – Berlin 2019" is gearing up to combine a multitude of synergies that will allow Berliners to experience and take part in sports.

SPORTMETROPOLE BERLIN INITIATIVE 10TH ANNIVERSARY

Berlin is Germany's sports capital - both for recreational and professional sports. Back in 2009, in an attempt to secure Berlin's status as a city of world-class sports, a unique initiative called the "Sportmetropole Berlin" was launched. It began marketing the German capital as a leading location for sports on a national and international level. The initiative marked a unique collaboration in Germany by gathering the most important decision-makers in the world of Berlin sports with those from the world of Berlin business. First conceived as a "Sports and Business" working group at the IHK Berlin, the initiative will celebrate its 10th anniversary this year. On 14 August, there will be a special Sportmetropole Berlin initiative "season opener" at the Verti Music Hall. Leading decision-makers drawn from the worlds of business, politics, sports and culture are expected to attend.

Among the initiators of the Sportmetropole Berlin initiative are Berlin's professional sports clubs (1. FC Union Berlin, ALBA Berlin, Berlin Recycling Volleys, Eisbären Berlin, Füchse Berlin, Hertha BSC), the BMW BERLIN MARATHON, major Berlin sports venues (Max Schmeling Hall, Mercedes



CULTURE TIPS

UNA NOTTE ITALIANA IN POTSDAM

Magnificent masks, lavish costumes, a Venetian gondola and sophisticated light installations will provide the backdrop to this year's "Potsdamer Schlössernacht" (Potsdam Palace Night) at Sanssouci Palace on 16 and 17 August 2019. This year's events will focus on Italy under the motto "Una Notte Italiana." Organizers will transform Potsdam's Sanssouci Palace – an official World Heritage Site – into the stage of a visually stunning and musically entertaining scene. Guests will be invited to stroll the grounds and take in the magical atmosphere. The literary program will provide something for the ears, too, with "Pinocchio," "Don Camillo and Peppone" and "Casanova" read aloud by prominent actors such as Katharina Thalbach, Matthias Matschke, Andrea Sawatzki.

www.potsdamer-schloessernacht.de

BARENBOIM AT THE WALDBÜHNE

The annual Waldbühne concert by the West-Eastern Divan Orchestra under the direction of Daniel Barenboim has been an absolute must on Berlin's calendar of open-air events for a long time. Still, this year's event on 17 August will mark a very special milestone, namely the orchestra's 20th anniversary. The musicians will also be honoring the 250th birthday of Ludwig van Beethoven, thereby helping to usher in the official Beethoven Year taking place in 2020. Beethoven's work will dominate the evening's musical program at the Waldbühne, as his Violin Concerto and Seventh Symphony will be performed by the orchestra with Michael Barenboim as soloist.

www.waldbuehne-berlin.de/event/west-eastern_divan_orchestra_2019-08-17_19





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"ZILLE SEIN MILLJÖH" -A MUSICAL REVUE

Heinrich Rudolf Zille was a true Berlin original. An illustrator, painter and photographer active in the early 20th century, he is particularly known today for his portrayals of Berliners from a working-class milieu or "Milljöh." For the past several years, the Theater im Nikolaiviertel has been taking audiences on a scenic stroll through Zille's work in a musical revue called "Zille sein Milljöh," which can be seen this year until 29 June. Arranged and set to music with a great attention to detail, tickets to this piece of authentic Berlin "Schnauze" (raw attitude) performed in the heart of the city cost €18.50.

www.theater-im-nikolaiviertel.de/zille-sein-milljoeh

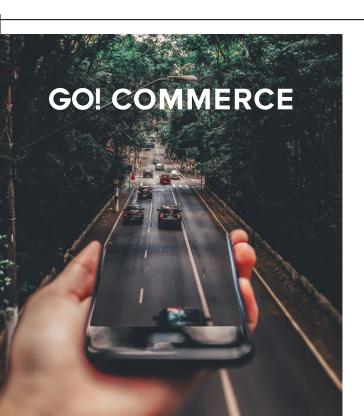
LOCAL HISTORIES

olaiviertel, © The George and Helen Segal Foundation/VG Bild-Kunst, Museen zu Berlin, Nationalgalerie/Andres Kilger

The exhibition "Local Histories" is spotlighting pieces from the Friedrich Christian Flick Collection, the Nationalgalerie collection and other loans at the Hamburger Bahnhof Museum for Contemporary Art until 29 September. The exhibition sets out in search of the original contexts of these works, thereby tracing the relationships and conditions under which key components of the collection emerged in the second half of the 20th century. A number of unusual constellations provide snapshots of daily life in New York and Düsseldorf in the 1960s and 1970s, Berlin and Cologne in the 1980s and Los Angeles in the 1990s.

www.smb.museum/ausstellungen/detail/local-histories.html





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DATES & **EVENTS**

Juli

2 to 5 July, Funkhaus Berlin

TOA is Europe's leading technology festival, and its mission is to help people "futureproof" their businesses and their lives. The organizers believe that technology is changing the way we live and work, and that only if people understand technology can they take advantage of the opportunities it creates.

www.toa.berlin

4 to 8 July, Gendarmenmarkt Square

CLASSIC OPEN AIR ON GENDARMENMARKT

Audiences will once again be treated to a program of songs and melodies from opera, classical and pop music on five evenings under the starry sky surrounded by the splendid architecture on Berlin's famous Gendarmenmarkt Square, which includes the Konzerthaus, French Cathedral and German Cathedral.

www.classicopenair.de

20 July, Botanical Garden Berlin-Dahlem

BOTANICAL NIGHT

As part of the 10th annual Botanical Night, the paths through Berlin's Botanical Gardens will be illuminated to create a magical atmosphere. This year, the gardens will be divided into ten themebased areas comprising the enchanted country of Botania. www.botanische-nacht.de

August

17 to 18 August

GERMAN GOVERNMENT OPEN DOOR DAY

The 20th annual Open Door Day will see the Federal Chancellery, Federal Press and Information Office and various federal ministries invite the public to tour their premises once again.

31. August

LONG NIGHT OF MUSEUMS

As part of the annual Long Night of Museums, roughly 80 museums and exhibition sites will open their doors from 6pm to 2am and give visitors the opportunity to view exhibitions, collections and installations as well as participate in workshops, express tours and artists' talks. www.lange-nacht-der-museen.de

September

6 September, various locations

STARTUPNIGHT

With over 4,000 participants and 250+ startups from all over the world, Startupnight is one of the largest startup events in Europe. Startups are invited to present their work and ideas to companies, investors and potential customers. 2019 marks the seventh time Startupnight will take place in Berlin. www.startupnight.net



OUR NEXT ISSUE WILL SPOTLIGHT THE 25TH **ANNIVERSARY OF** PARTNER FÜR BERLIN **AND APPEAR ON 4** SEPTEMBER.

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LEGAL NOTICE

BERLIN to go

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