

EDITION N° 03/2019

# BERLIN *to go*

BUSINESS NEWS TO TAKE AWAY



25 YEARS OF CAPITAL CITY MARKETING

HORSEPOWER-DRIVEN SUCCESS

COFFEEBREAK WITH CARSTEN JUNG

INTERNATIONAL

COSMOPOLITAN

ALL DAY  
SCHOOLS

CREATIVE

RELIABLE  
AND PROVEN

ALL EXAMS

GRADES  
1-13

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# DEAR READER,

This year we're celebrating the 25th anniversary of Partner für Berlin and thus a quarter century of capital city marketing. These 25 years were shaped by the success stories of one outstanding product above all, namely Berlin. Our city is like no other in Germany - always on the move, versatile, open and tolerant, reliably surprising, colorful and full of energy. It's every marketing professional's dream product, that is, a huge success story built on countless small successes. Our task at Partner für Berlin for the past twenty-five years has been to publicize these success stories and let them speak for Berlin across Germany and abroad. At times we highlighted the city's hidden treasures, other times we underscored its more obvious facets in ways that attracted great attention, and sometimes we asked Berliners themselves to take the stage and tell their own stories. Our objective throughout the years has always been to boost enthusiasm for Berlin as a leading business location among entrepreneurs, investors and talent, who then ideally go on to write even more new success stories.

Partner für Berlin is indeed an expert storyteller when it comes to our city's success. But our activities also leave their mark on the history and progress of Berlin. Together with the over 280 members companies in our Berlin Partner network and working hand-in-hand with the Berlin Senate, we continue to shape the image of the capital both nationally and internationally. At this point, we would like to express our sincere gratitude to our Berlin Partner members, the Berlin Senate and all of our colleagues for their contributions and cooperation as part of this unique public-private partnership. We look forward to many more years of telling the success stories of Berlin together with you!

Partner für Berlin has been marketing and shaping Berlin's success story for the past 25 years, and this issue of Berlin to go takes the time to tell the success story of Partner für Berlin itself. We wish you a pleasant read!

Sincerely,



Carsten Jung  
Supervisory Board Chairman, Partner für Berlin

Sincerely,



Dr. Stefan Franzke  
CEO Partner für Berlin



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# BERLIN to go

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# Start frei für die Energie von morgen.

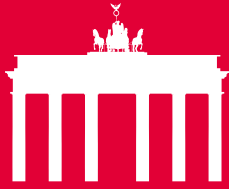
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## 2018+ is one year old

It's been one year since the Berlin Senate adopted the "2018+" tourism concept, and now Ramona Pop, Senator for Economics, Energy and Public Enterprises, and visitBerlin Managing Director Burkhard Kieker are pleased to present several positive outcomes. The goal of the concept is to make tourism in Berlin more city-friendly and sustainable. Among the first measures implemented are three new bike routes in the southwest of the city, a more intensive clean-up process for the city's parks and the re-launch of the "Going Local Berlin" app with more than 700 excursion tips in all districts. According to IBB CEO Jürgen Allerkamp, tourism is one of the capital's most important economic sectors: "Gross added value from tourism is estimated to have been around €5.7 billion in 2018, and tourism now provides jobs for roughly 250,000 people."



## Record finan- cing for Ber- lin startups

In the first half of 2019, German startups were able to attract more fresh capital than ever before in a six-month period. In total they received €2.8 billion, which is 13 percent more than in the same period last year. At 332, the number of financing rounds even rose by 19 percent over the first half of 2018. According to the startup barometer published by Ernst & Young, the lion's share of overall investment capital flowed to Berlin, where startups received a total of €2.1 billion in the first half of 2019 as part of 131 financing rounds, thus marking an increase of 28 percent. By far the largest deal was the €428 million cash injection given to the travel startup GetYourGuide. In second and third place were the online bank N26 (€266 million) and the ad-tech startup Adjust (€201 million). Of the ten largest investment rounds this year, nine went to companies based in Berlin.



## Basic income for all

The Berlin Senate has passed a state guideline for a pilot project called "Solidarisches Grundeinkommen" (Basic Income or SGE), which was jointly developed by the Berlin State Chancellery, the Berlin Senate Department for Integration, Labor and Social Affairs and the Senate Department for Finance. The goal is to fill 250 SGE positions this year, and in the course of 2020 to fill all 100 positions. „inclusion through work is the SGE motto," notes Berlin's Governing Mayor Michael Müller. The SGE is aimed at long-term unemployed individuals immediately after their transition to ALG II unemployment insurance, with a maximum period of unemployment of up to three years. These individuals receive a contract of employment at an SGE employer, which the federal state of Berlin then supports over the course of five years. Coaching sessions and training programs will also be offered. The goal of the SGE is to foster the transition to jobs in the primary job market.



## Berlin science excels

It's a major achievement for the Berlin University Alliance: in mid-July 2019, the Wissenschaftsrat (German Science Council) in Bonn announced that this "network of excellence" will receive funding as part of the excellence strategy of the federal government and federal states. The four Berlin institutions that make up the alliance – Freie Universität Berlin, Humboldt-Universität zu Berlin, Technische Universität Berlin and Charité – Universitätsmedizin Berlin – were able to win the council over with their submission under the title "Crossing Boundaries toward an Integrated Research Environment." Starting on November 1, 2019, they will receive up to €196 million for an initial seven years. An additional €6 million annually will come from the Berlin Senate via the Einstein Foundation Berlin as support for top-level appointments and research projects.



## 10 years of Sport-metropole

In celebration of the 10th anniversary of the "Sport Metropole Berlin" initiative on August 14th, 400 leading decision makers from the worlds of business, politics, sports and culture gathered in the Verti Music Hall to mark the beginning of the new Berlin sport season. After a welcome by Berlin's State Secretary for Sport, Aleksandar Dzembitzki, who emphasized the importance of sports for society, the discussion centered on the training and promotion of young athletes, as well as their impact on sports. Among those participating in the discussions were Füchse Berlin managing director Bob Hanning, Alba Berlin managing director Marco Baldi, former professional athlete and current managing director of Jugend trainiert für Olympia Friederike Sowislo, as well as Thomas Härtel, President of the Berlin State Sports Association. An appearance by the Flying Steps Academy rounded off the stage program. AOK Nordost and DKB, both of which foster sports in Berlin as partners of the initiative, were also in attendance.



## Grants boost new businesses

A "business establishment bonus" of up to €50,000 is an impressive thing. For just over a year now, founders, microenterprises and freelancers in Berlin have been eligible to receive such grants to help start their new business. "The funding program is called 'Gründungsbonus,'" explains Christine Heuer from the IBB Business Team GmbH. "With the help of start-up financing of up to €50,000, which recipients can use to cover things like the cost of materials, investments, personnel and ongoing operating costs, the goal is to support new businesses and startups on their path to developing and implementing innovative products and services and getting them to market." The program is already a success, and the IBB received a total of 356 submissions from July 1, 2018 to the end of June 2019. "We were able to approve 170 applications with a volume of €8.4 million by the beginning of July," explains Christine Heuer. A total of €2.3 million has already been paid out to recipients.

# HAPPY BIRTHDAY, PARTNER FÜR BERLIN!


## 25 years of capital city marketing

Initially known as the capital of construction sites after the fall of the Wall, Berlin underwent a breathtaking transformation over the past two-and-a-half decades and emerged as a sought-after business location, a magnet for entrepreneurs and one of Europe's most livable cities. With its various capital city marketing campaigns, Partner für Berlin has helped shape Berlin's development and image domestically and internationally since as early as 1994.

There are hundreds of reasons to love Berlin - even if our city is not always perfect. When the marketing team at Partner für Berlin was formed in 1994, Berlin was still one big construction site. The team saw this as a positive sign of transformative change and established the event series known as "Schaustelle Berlin." They also sought to draw attention to other capital city merits, for example, by launching the Berlin Master Chef awards in 1997. This was followed by further highlights, such as the first Berliner Hoffest (Courtyard Festival) of the Governing Mayor in 1999 and other large-scale image campaigns. In 2008, Mayor Klaus Wowereit launched the *be* Berlin capital city marketing campaign, which was then expanded to the international stage in 2009 under the motto "the place to be" with the goal of positioning Berlin as an attractive business location and a great place to live and work. The start of the #FreiheitBerlin campaign in 2017 was yet another important milestone. On pages 10 to 15, we travel through time to relive some Partner für Berlin highlights from 1994 to today.

Since being founded in 1994, the backbone of Partner für Berlin has always been a public-private partnership that started with only 21 founding members. The model was unique in Germany at the time and has since grown into a strong community of over 280 partners that together form the Berlin Partner network. Longstanding Berlin-based companies work side-by-side with startups, medium-sized enterprises and science institutions to create a strong economic base in the capital and actively shape the image of Berlin. Hand-in-hand with the federal state of





Berlin, Partner für Berlin was able to use this unique model to successfully market Berlin as a top location in Germany and the world.

The foundation and pillars of Berlin's location marketing efforts are provided above all by the success stories of Berlin Partner member companies themselves. Whether as protagonists, ambassadors, exhibitors or experts - Berlin Partner members and their own achievements serve to attract investors, new companies and talents to discover the virtues of living and doing business in Berlin. For example, the #BERLINPRODUZIERT campaign was launched in 2018 with 25 Berlin-based manufacturing companies, R&D institutions and Berlin Partner member companies as a way to spotlight the innovative capacity of Berlin industry, which has that typically Berlin combination of know-how, inventiveness and a vibrant high-tech founders' scene. Among the highlights of the campaign so far was the design of shop windows at the KaDeWe in 2018 and the appearance at the Hannover Messe this year.

Berlin continues to develop rapidly, even after 25 years of Partner für Berlin. The Senate Chancellery has now set out in search of that unique "DNA of Berlin." A total of over 2,500 people in Berlin, Germany and other countries were surveyed about the German capital. The quintessence of the survey's findings: Berlin will always be different. People see the German capital as being courageous, forward-looking, open, free, honest and standing in solidarity with others. The concepts

of freedom and community form the core of Berlin's identity. Moving forward, these leitmotifs will serve as a compass for the city's marketing efforts.

# A JOURNEY THROUGH OF CAPITAL CITY MARK

For a quarter of a century, Berlin Partner has been committed to successful location marketing and created a strong network for the Berlin economy

## Our roots

In order to enhance Berlin's draw as a capital city, the city first needed to engage in some professional business-location marketing. One of the earliest opportunities to do so came in 1993 when Berlin made a bid to host the 2000 Olympic Games. In the course of preparing their application, the Berlin Senate and Magistrate decided to found a company called Olympia Berlin 2000 GmbH that was set to manage the public funds. The bid failed, but in 1994, Olympia 2000 Marketing was transformed into Partner für Berlin Gesellschaft für Hauptstadt Marketing mbH.

Initial launch with 21 members: Industrie- und Handelskammer zu Berlin | Handwerkskammer Berlin | Bankgesellschaft Berlin Aktiengesellschaft | Berliner Volksbank e.G. | Deutsche Interhotel GmbH | Daimler-Benz Aktiengesellschaft | Asea Brown Boveri Aktiengesellschaft | Berliner Hypotheken- und Pfandbriefbank Aktiengesellschaft | DEKOM-Kommunikationsgesellschaft der Bahn mbH | Deutsche Lufthansa Aktiengesellschaft | DIAL Berlin Tourismus-Förderung GmbH | Herlitz Aktiengesellschaft | Hertie Waren- und Kaufhaus GmbH | LAT-Fernmelde-Montagen und Tiefbau GmbH | Prinz zu Hohenlohe-Jagstberg & Banghard Beratungs GmbH & Co. Vermittlungs-KG | Radio Hundert, 6 Medien GmbH | Ruhrgas Aktiengesellschaft | Schindler Aufzügefabrik GmbH | Siemens Aktiengesellschaft | Deutsche Bundespost Telekom | Vereinigung der Unternehmensverbände in Berlin and Brandenburg e.V.



## Schaustelle Berlin 1996–2005

The Bundestag's decision to relocate the German capital from Bonn to Berlin triggered a flurry of construction projects. One prominent example is Potsdamer Platz, which soon became known worldwide as the largest construction site in Europe. A bright red "Info Box" was set up at Potsdamer Platz to document the construction. The building became so popular that it had 8.6 million visitors by the time it was dismantled in 2001. An event series called Schaustelle Berlin was then created to effectively showcase Berlin's urban development as a positive sign of the city's new spirit. Under the motto "trespassing encouraged," the event series granted access to sites and locations that were usually closed to the public, and introduced a wide variety of Berlin cultural highlights - from the Love Parade to concerts at the Waldbühne and Gendarmenmarkt.

# TIME: 25 YEARS ETING

## Berlin Master Chefs

By honoring the crème de la crème in cuisine and hospitality as part of the Berlin Master Chefs since 1997, Berlin Partner has consistently been able to showcase the city's upscale and diverse restaurant scene as an important economic contributor, a key image factor and a major source of pride for the city.



## Image campaigns 1998–2008

From the very beginning, one of the key strategic and operative tasks of the marketing company was to promote and position Berlin as a leading business location. The aim of image campaigns was to raise awareness among international decision-makers and increase their interest in Berlin as a place to do business. The campaigns communicated the top three strengths chosen for emphasis by Partner für Berlin: namely its status as the German capital, as an East-West metropolis and as a city of science and research.

## The New Berlin 1998–2001

The Berlin brand reinvented. The public-private partnership Partner für Berlin was founded in 1994 and took on no less a task than the complete revamping of Berlin's image. Berlin was in a state of massive transformation, with all the construction sites and the federal government's move beginning to make newspaper headlines and shaping the city. Shortly before the turn of the century, the "Das neue Berlin" ("the new Berlin") campaign was launched, targeting the residents of Berlin as well as national and international visitors, but also the business community and potential investors. "The new Berlin" showcased an emerging capital city brimming with new ideas: dynamic, creative, with cultural as well as scientific potential, as well as with East-West expertise in growing together. And, for the first time, Berlin Partner member companies are themselves the initiators.



## Berlin Hoffest – Courtyard Festival

Starting in 1999, the Governing Mayor of Berlin joined with Partner für Berlin to organize the Berlin Hoffest. In its first year, it functioned as a welcome gathering for new ministries, members of parliament, diplomats, associations and business representatives. Today it is a fixed date on the social calendar of Berlin's political and business communities.

## Science marketing

The year 2004 marked the launch of Berlin Sciences, the capital city's science portal. This created the "science marketing" strategy that had long since gotten underway with projects such as the Long Night of the Sciences and the Berlin-Brandenburg Innovation Prize. In 2017, Berlin Sciences was replaced with the science campaign known as "Brain City Berlin," which uses Berlin-based scientists, researchers and entrepreneurs to promote Berlin as a great location for science and R&D.



**Partner für Berlin**  
Capital city marketing

+

**Berlin International**  
Business development

=

**Berlin Partner GmbH**

## 1st Fusion

The year 2005 sees the creation of Berlin Partner GmbH, a company that brings together business development and capital city marketing in one single source. It merges the popular location-marketing and investor-acquisition activities, enhances cooperation with the ZukunftsAgentur Brandenburg GmbH and strengthens the joint marketing of the Berlin-Brandenburg economic region under the slogan "The German Capital Region: More Value for your Investment."

## New formats

The creative industries were then identified as an attractive growth area and marketed via the Kunstherbst Berlin (1997–2008), the Berlin Fashion Week (2007 to today) and the Berlin Music Week (2010–2014). Other "week"-related formats were created to give these growth sectors additional international appeal, including Berlin Web Week (2007–2016), Berlin Health Week (launched in 2013) and Berlin Sports Week (2015).



## Launch of the *be* Berlin campaign

In 2008, Governing Mayor Klaus Wowereit launched the *be* Berlin capital city marketing campaign designed to present Berlin as a great place to live and do business in. The goal of the campaign was to assert Berlin's position among other international cities as a leading business and science location, as a creative metropolis, as a media hub and as a great place to live and work. The campaign was also designed to further consolidate a sense of community in the reunited Berlin. The campaign therefore asked Berliners themselves to submit their personal Berlin-related success stories and to help shape the campaign with their own ideas. The campaign's unique photo frame in red and the phrase "*be...*, *be...*, *be berlin*" became the city's new trademark.



## BERLINternational „the place to be“

In 2009, *be* Berlin took the international stage with a new motto “the place to be.” The unique red frame and the slogan “*be...*,*be...*, *be* berlin” became the city’s trademark and took on a constant flow of reinterpretations that reflected the varied facets of the city. The message from Berlin to the rest of the world focused on success stories, a city in transformation and a great place to live, all of which have been showcased at several events in over 50 countries to date. Berlin and Brandenburg also continued to present themselves at numerous tradeshows worldwide as “the place to be for business.”



## Launch of the industry campaign

In 2010, in cooperation with 13 well-known Berlin-based industrial companies, *be* Berlin launched an industry campaign focusing on Berlin’s cutting-edge and future-oriented industry. The initiative “ich bin ein Berliner” presented outstanding industrial products from various fields. Themes such as electromobility, Berlin as a startup metropolis and as a city with a highly unique pool of talent were high on the agenda of this campaign.

2nd Fusion

+

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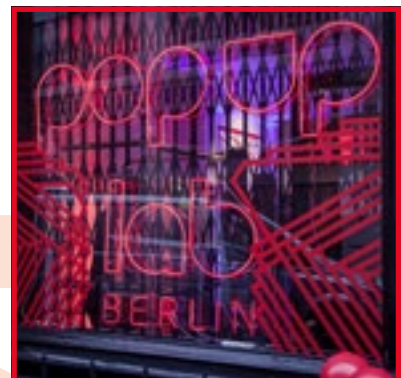
**Berlin Partner GmbH**  
Capital city marketing  
Business development

**TSB Innovationsagentur**  
Innovation and technology funding

**Berlin Partner for Business  
and Technology GmbH**

## Berlin tours the world 2015–2017

In 2015, Berlin set out on a word tour, initially with pop-up stores created jointly with *visitBerlin*, and later with so-called pop-up labs. In Stockholm, London, Amsterdam, Vienna and Paris, these pop-up stores showcased the German capital. At the Hannover Messe in 2016, the pop-up lab “Startup meets Grownup” celebrated its premiere, with Berlin Partner member companies designing almost the entire exhibition. After that, the pop-up lab set out on a tour of Germany and the world with stops in Munich, Stuttgart, Tel Aviv and Los Angeles, showcasing Berlin in all its diversity: the “Mitmach-Labor” (hands-on lab) invited people to discover Berlin business, science, culture, music, cuisine, design, tourism and sports in an interactive setting.





## 20th anniversary of the Berlin Master Chef Awards

In 2016, the Berlin Master Chefs celebrated their 20th anniversary. More than 130 chefs and restaurateurs had received acknowledgement as part of these awards in the different categories to that date. Among the previous prizewinners were such names as Daniel Achilles, Sebastian Frank, Tim Raue and Markus Semmler.

## # FreiheitBerlin

Four out of five Berliners associate their city with Freiheit, the German word for freedom. Starting in 2017, the capital city marketing team began communicating this very special Berlin feeling through the #FreiheitBerlin initiative, in which everyone was invited to share their personal messages of freedom with the world in the form of images, stories, videos and quotes. The ideas behind these messages were then translated into campaign slogans by *be* Berlin. Berlin-based companies and institutions also participated in the initiative with a number of different events. Among the highlights of the regional campaign were the projection of submitted “freedom messages” onto the Brandenburg Gate as part of the city-wide festival of lights known as “Berlin leuchtet” in 2017 and the #FreiheitBerlin art installation, which was on display from May to August 2018 at Washingtonplatz near Berlin’s Hauptbahnhof.



## Supervisory Board Chairmen

since 2018	<b>Carsten Jung</b>	<b>Berlin Partner Network 5.0</b>
2008-2018	Dr. Holger Hatje	Berlin – the place to be
2005-2008	Rolf Eckrodt	Business development & capital city marketing from a single source
1994-2005	Dr. Heinz Dürr	Anchoring the capital city to people’s minds



## # BERLINPRODUZIERT

In 2018, together with 25 Berlin-based manufacturing and research companies, the campaign #Berlinproduziert started spotlighting Berlin-based industry’s massive innovation potential, which results from that typical Berlin mix of know-how, inventiveness and a vibrant high-tech founders’ scene. Also typical of Berlin is the high level cooperation between established industrial players and young digital companies, but also close networking among leading-name science and R&D institutions in the city. This is a key business-location advantage in the complex realm of Industry 4.0. Highlights of the campaign include the design of the showcase windows at the KaDeWe Department Store in 2018 as well as the joint appearance at the Hannover Messe in 2019.



## # FreiheitBerlin for Europe

In 2019, the motif of freedom associated with the #FreiheitBerlin campaign was extended to the European stage. Prominent Berliners took a stand for Europe as a free and tolerant place that is open to the world. Their statements were seen in May on posters throughout the city. Even more support came from the world-famous Mona Lisa, who visited and gazed out over Berlin in the form of an oversized image directly on a building façade at the famous East Side Gallery – that is, until she suddenly disappeared and set off on a tour of Europe. On Instagram, she reported on her tour, its different stops and her European experiences. In early May, Mona Lisa returned to Berlin to raise awareness for the European elections on May 26, 2019.

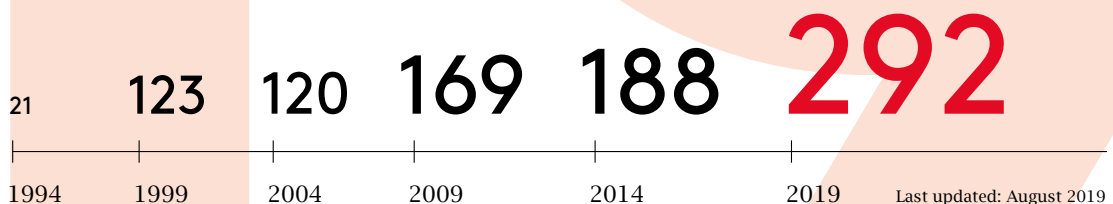


## 10th anniversary of the Sportmetropole initiative

The Sportmetropole Berlin initiative is celebrating its 10th anniversary this year. It was launched in 2009 to spotlight Berlin's status as a leading sports city in the world and to maintain that status in the future. The most important decision-makers in the Berlin sports community joined with the Berlin business community to form a cooperative project that was the first of its kind in Germany. The campaign continues to showcase the German capital on a national and international level as a leading location for sports.



## Number of Berlin Partner member companies over the years



## Partner für Berlin's 25<sup>th</sup> anniversary

Partner für Berlin is turning 25 years old and will be celebrating over a quarter century of successful capital city marketing on September 6th at the Siemens area soon to become the "Kiez der Macher" (district of innovators). Attendees will include Berlin Partner members companies as well as leaders from Berlin's political, cultural and civil social communities. Today, over 280 companies, scientific institutions and startups have joined the network of Berlin Partner member companies and continue to work together to promote Berlin as a great place to live and do business.

# COFFEE BREAK



## Lukas Breitenbach talks to Carsten Jung, supervisory board chairman of Partner für Berlin Holding

### **MR. JUNG, CONGRATULATIONS ON YOUR TWENTY-FIFTH ANNIVERSARY!**

Thank you! Twenty-five years of Partner für Berlin are indeed a reason to celebrate, for our partner members, for Berlin and also for me personally.

### **IS THERE ANYTHING YOU'RE LOOKING FORWARD TO IN PARTICULAR?**

I've been working alongside the Berlin Partner network for some time now, and I've also been supervisory board chair for just over a year. The things that Berlin Partner, the network and the Berlin economy have achieved over the past 25 years are entirely unique. Even the manner in which the company was founded is noteworthy: it all began with Berlin's application to host the 2000 Olympic Games. Although Berlin didn't win the bid, the teamwork between business, science and politics that gave rise to back then is as successful as ever.

### **WHAT'S CHANGED IN THE PAST 25 YEARS?**

Berlin is developing so fast that we probably only have to time to talk about what has changed in the past 25 days, let alone the past 25 years. I recently met up with Dr. Franzke for

an interview, and we came to the conclusion that the city has first and foremost become more international, with people and companies from all over the world – including global players such as Amazon, Google and Microsoft – moving here and discovering the city for themselves. This is all due to teamwork. After the fall of the Wall, everything seemed possible in the reunited city. From the very beginning, our campaigns have done nothing else than spotlight the diversity and often hidden beauty of the city, first with Schaustelle Berlin, then with *be* Berlin and then all around the world with “the place to be.”

### **HOW HAS PARTNER FÜR BERLIN'S NETWORK OF MEMBER COMPANIES CHANGED OVER THE YEARS?**

More than anything else, it has grown. We started 25 years ago with 21 partners; today we have more than 280 members from the business and science communities in our network. Our partners are just as diverse as the Berlin economy itself, and yet they all have one thing in common – they're all committed to shaping Berlin's present and future as a location for





business. I'm delighted to see the passion with which our members work to promote Berlin as a great place to live and work. We will no doubt continue to see that our network has a great impact on the city, that it can actually get things done with a common message. Berlin's popularity among founders, investors and talented individuals is further evidence of the success of our coordinated economic development efforts in all areas. As members of our network, our partners make an invaluable contribution to the Berlin economy: their commitment and know-how provides the ideal foundation for positioning Berlin on the international stage. Their inspirations and ideas on how to best market our city help shape the image of Berlin worldwide.

**DO YOU HAVE ANY SPECIFIC WISHES ON THIS 25TH ANNIVERSARY?**

I would like to see the city's key focuses continue to be tackled as powerfully as they have been. What's most important to me is that we preserve our coexistence and sense of togetherness. Partner für Berlin can indeed make a great contribution to this.

## About Carsten Jung

Carsten Jung has been CEO of the Berliner Volksbank since January 2019. Born in Berlin in 1967, this banker and economist completed his studies and training in Berlin and also started his professional career here. Developments in the city were just too exciting to go anywhere else. In June 2018, Jung was elected to the supervisory board at the shareholders meeting of Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH. At the constituent meeting, he was then elected chairman of the new supervisory board. His predecessor in office was Holter Hatje.

# BERLIN CHA

## AND THEIR // FUTURE THEMES

The Berlin Partner network now unites over 280 members cooperating for the benefit of one city. The network is where successful longstanding companies, dynamic startups, international players, committed middle-sized enterprises and leading science institutions come together in driving Berlin's development forward. Today, the capital city's business community plays an even more active role in fostering a strong and growing capital city, continuing to work hand-in-hand with the federal state of Berlin in a unique public-private partnership.

### FOUNDING MEMBER

## SIEMENS

// Future of Work  
// Innovation  
// Digitalization

The new Siemensstadt: freedom, tolerance and technological innovation in 940,000 m<sup>2</sup> of space. The historic complex is the setting for a soon-to-emerge new neighborhood that is open, diverse and technologically. The project, which marks Siemens' long-term, future-oriented commitment to Berlin, aims to transform the Siemens area in Spandau into a state-of-the-art location and incubator by 2030. By combining cutting-edge technology with modern lifestyles and the new world, the location will create an open ecosystem and great place for everyone to live that combines work, research, day-to-day-life and learning.

### SHAREHOLDER

## GASAG

// Energy transition  
// CO<sub>2</sub> neutrality  
// Digitalization

Congratulations to Partner für Berlin! 25 years is enough time to notice one thing for certain, namely that change is a part of life, the market and politics. In 1994, GASAG was still a state-owned gas utility. Today, we are a comprehensive energy service provider that provides comprehensive electricity, heat, gas and cooling services. By means of the production and storage of renewable energies as well as innovative energy concepts for individual buildings and entire city quarters, we are actively committed to creating a carbon-neutral future. With this goal always in mind, we see ourselves as a loyal partner to the city of Berlin. In 1996, GASAG was the first company to sign a climate-protection agreement with the state of Berlin. Partnerships are the key to our success. For this reason, we look forward to many more successful years as a Berlin Partner member.

### INDUSTRY CAMPAIGN PARTNER

## OTIS

// Digitalization  
// Urban mobility

Otis is the world's largest manufacturer and maintenance-provider of elevators, escalators and moving walkways at the interface between industry and technology. Since the 1980s, the company has been driving the digitalization of the elevator industry forward by developing socially relevant and future-oriented technologies for urban mobility. Otis is continuously expanding its digital offerings in Germany, among others with the cloud-based IoT solution known as Otis One. Related services enable more efficient building management, thus paving the way for predictive maintenance.

# RACTERS



## SCIENCE PARTNER TU BERLIN

- // Digitalization
- // Machine learning
- // Sustainability

The modern iteration of the Technische Universität Berlin was founded in 1946. At the moment, roughly 35,000 people from 147 countries are being educated for the industry and society of the future as part of over 120 degree programs focusing on engineering, natural sciences, planning sciences, social sciences, business and the humanities. With its staff of more than 350 professors and its roughly 20 spin-off companies each year, the TU Berlin is both a strong driver of the local economy and an important center of innovation for the entire capital region. The TU is heavily involved in the Einstein Center Digital Future (ECDF), the Weizenbaum Institute for the Networked Society and the Werner von Siemens Centre for Industry and Science. It is also a partner in the “excellence network” known as the Berlin University Alliance.

## ONE OF THE MOST MOBILE PARTNERS

## DEUTSCHE BAHN

- // Better track infrastructure
- // S-Bahn PLUS quality initiative
- // Smart solutions for the last mile

Deutsche Bahn AG was founded in 1994 and is today one of the leading climate-friendly mobility and logistics companies in the world. Transporting 12.8 million passengers and more than one million tons of goods every day, the railway is the company’s backbone. Roughly 315,000 employees work to ensure environmentally friendly mobility and logistics and to efficiently control and operate the associated transport networks by rail, land, sea and air freight. DB AG has roughly 20,000 employees and around 800 apprentices in Berlin, which is home to the company’s headquarters at Potsdamer Platz, making it the largest local employer after the civil service.

## NOT-FOR-PROFIT PARTNER

## GRC

- // Climate change
- // Digitalization
- // Global migrant movements

The German Red Cross (GRC) is part of the international Red Cross and Red Crescent movement, which makes it part of the largest humanitarian network in the world. Day after day, the Red Cross works to help people in desperate need of support. The GRC provides emergency humanitarian aid in roughly 50 countries and is involved in welfare and social work as well as civil health protection in Germany. Its 435,000 volunteers and 177,000 full-time employees form a strong community across all generations. Companies can become part of this unique global network via donations and long-term collaborative projects, both of which serve to support the GRC in its mission to help those in need.

ONE OF THE FIRST  
STARTUP PARTNERS

## I LIKE VISUALS

// Appreciation  
// Communication  
// Creativity

The future never stops changing! Given that over 20 million videos are posted on Facebook alone each month, the medium of video has become essential to everyday communications on our planet. Companies or brands looking to reach specific target groups can no longer rely simply on producing a video and posting it on their website. As a creative agency focused on the moving image, we cover the entire visual process from your initial idea to production and the final marketing on all relevant channels. Along the way, we help our clients navigate the increasingly fragmented audiences in the diversified marketplace and bring their own message to those areas where it will be most effectively seen and understood.

ONE OF OUR SPORTIEST  
PARTNERS

## HERTHA

// Berlin  
// Diversity  
// Digitalization

Professional soccer clubs have become modern enterprises measured indeed by sporting achievements, but increasingly also in terms of financial figures. At Hertha BSC, a process of rapid change is in full swing, which is why it's important for management to be creative and innovative, but at the same time to remain authentic and approachable to fans. This balancing act between tradition and modernity was reflected in a special campaign for the 2018/19 season organized by the „Alte Dame,“ the nickname for Berlin's Hertha soccer club: the slogan was „In Berlin you can be everything. Herthaner, too!“ The Hertha team actively involved their fans by featuring them on eye-catching posters plastered throughout Berlin during the season. This and many more puzzle pieces made up the overall picture of the campaign, which was nothing less than a declaration of love to Berlin.

ONE OF OUR SWEETEST  
PARTNERS

## FLORIDA EIS MANUFAKTUR

// Electromobility  
// Stop climate change  
// Animal welfare

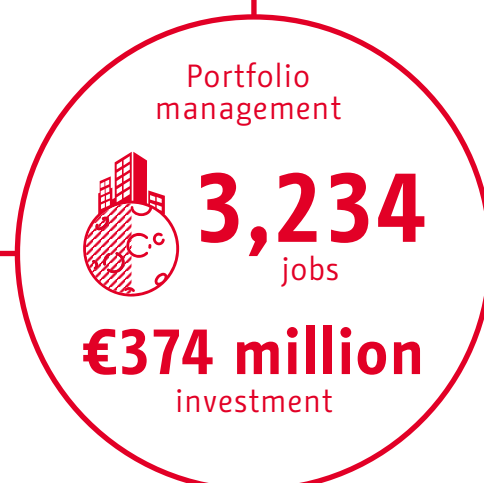
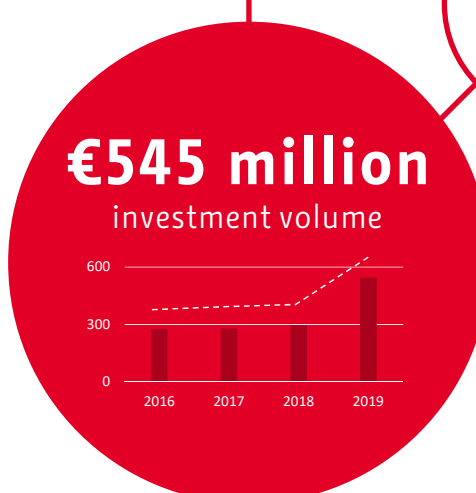
When a small ice cream parlor opened on Klosterstraße in the Berlin district of Spandau in 1927, no one could have guessed that it would one day become Germany's most eco-friendly ice cream producer. Not only did we come up with CO2-neutral production, we also maintained the tradition of making 100% artisanal ice cream. It wasn't always easy to stick to these traditions and produce an "honest," air-free ice cream. Nor was it easy to focus on ecology as a flagship for ice cream making. Today, we know that quality and ecology are closely connected to one another and that this is the most honest way to contribute to making a change, which is of great importance to a medium-sized company. Consumers have realized that it's more important than ever to consider one's environmental impact while also emphasizing quality. Enjoy our hand-made Florida Eis ice cream and help protect the environment.

# KEY GROWTH IMPULSES FOR THE BERLIN ECONOMY

## Business figures for Berlin Partner for Business and Technology GmbH in the first half of 2019 are also positive

The capital city economy continues to perform well, and this growth is also reflected in the recent figures posted by Berlin Partner for Business and Technology GmbH. In the first half of 2019 alone, 6,060 new jobs were generated as part of the 126 projects organized and carried out by Berlin Partner for Business and Technology. Roughly 3,234 jobs are set to be created in associated expansion projects. The investment volume of Berlin Partner projects in the first half of 2019 amounted to around €545 million. The amount of third-party funds raised for innovation is around €38.6 million.

At well above the national average of two percent, Berlin also continues to lead the nation in terms of economic growth. The number of persons employed increased by 3.4 percent. In the last three years, the number of employed persons subject to social insurance in Berlin rose by more than 162,000. This positive development is also reflected in the results generated by Berlin Partner.





**A BERLIN  
ORIGINAL**

Michael Wrulich, managing director of the Hoppegarten Racecourse since early 2019

# HORSEPOWER- DRIVEN SUCCESS

## Hoppegarten Racecourse celebrates 151 years of racing history in Berlin

Text: Inka Thaysen

Those historic brick buildings, those grand old trees, that unique glow and old-fashioned flair; to this day, Hoppegarten Racecourse remains enveloped in a tangible spirit of history and tradition. When the starting bell rings and those muscular thoroughbreds burst from the starting gates, the entire site is transformed into a state of euphoric turmoil, with the crowds cheering ecstatically and then holding their breath in anticipation of seeing who wins. In these moments, the air at this spacious complex just outside of Berlin is charged with pure excitement, today as in days of old.

The Hoppegarten Racecourse now has over 151 years under its belt. Inaugurated on May 17, 1868 in a ceremony attended by Kaiser Wilhelm I and Otto von Bismarck, it quickly became one of the most prominent racetracks in Europe. “Back then, horseracing was the top sport,” explains Managing Director Michael Wrulich. “If someone said ‘my son does sports,’ it meant the son was a jockey at the Hoppegarten. Sport meant equestrian sports. Even the train station at Hoppegarten was extended and enlarged because of the racecourse.” Almost 1,000 horses had their stables at this leading national training center all the way up to 1945.

Today, the site is a popular hotspot for VIP racing enthusiasts, but also for people of all ages looking to spend a fun day in the fresh air: “Families are a big priority for us,” emphasizes Wrulich. “We have something for everyone here. Next to racing, betting and all that, we also have a wide range of culinary delights, bouncy castles, pony rides, face painting and more for the kids. The average amount of time our guests stay with us on any given day is five hours, and our number of guests has been growing for years.”

This wasn’t always the case. Indeed, the site has had its fair share of obstacles and setbacks over the past one-and-a-half centuries. It has felt the impact of historical events and political decisions, and also a number of ownership changes, uncertainties and dry spells. The four large historically protected grandstands were built immediately after World War I. In 1934, Grunewald Racecourse on the opposite side of Berlin was closed to make way for the construction of the Olympic Stadium, and the Hoppegarten grandstand was expanded even further. At the end of the 1930s, horseracing and breeding began to recover from the paralyzing world economic crisis, and people’s enthusiasm returned. During World War II, after an air raid on Hamburg, that city’s traditional derby took up temporary quarters in Berlin. Horse races took place even towards the end of the war, albeit with record low numbers of visitors and betting revenues. In 1944, the main grandstand even became an armaments factory. After Germany’s defeat, many racehorses were taken into possession by the allies or simply eaten by starving Germans. Due to a lack of high-class horses, the site hosted “Bauernrennen” (peasant races) with non-thoroughbreds and unregistered horses well into the 1950s.

GDR-era land reform led to the expropriation of Union-Klub, the horseracing organization that owned the racecourse, with VE Rennbetriebe becoming the new owner in 1952. In 1974, operations at all East German racecourses were taken over by VEB Vollblutrennbahnen. Many leading studs, owners, trainers and jockeys emigrated to the West at this point. The “International meeting

of socialist countries“ was held eight times here and recalled the former glory and glitter, albeit with no horses or people from the West in attendance.

Soon after German unification, the Hoppegarten hosted a very special event, perhaps Michael Wrulich’s favorite in the history of the racetrack: “On May 31, 1990, we held the first ‘German-German’ race day with almost 30,000 spectators, who were invited to place their bets in two different currencies, D-Mark or Ost-Mark. Even Gerhard Schöningh, our current owner, was there on that day as a regular visitor and experienced that historical moment.” However, many difficult years would pass before Schöningh actually joined the company and got the business off to a new start: the Union-Klub from back in 1867, which had become the “new old” owner after the Rennbahn Hoppegarten GmbH, was not able to sustain operations, so the racecourse changed hands back to the previous owner, who then put it up for sale and waited for a buyer.

**“If someone said ‘my son does sports,’ it meant the son was a jockey at the Hoppegarten.”**

*Michael Wrulich*

The rejuvenation finally came in March 2008, when the Hoppegarten Racecourse, including its training complex, was sold to the London-based fund manager and horseracing enthusiast Gerhard Schöningh, thus making it the first German racecourse with a private owner, Racecourse Hoppegarten GmbH & Co. KG, which immediately set off on an exciting new course. The number of race days has since grown to eleven, with large-scale races coming back to Berlin, too. Germany’s national racing elite – some even coming from abroad – also rediscovered the Hoppegarten. In 2011, the Berlin Grand Prix was held on its founding track for the first time since 1944. In 2013, Hoppegarten Racecourse received the official title of a “nationally valuable cultural monument,” which meant that it could now benefit from subsidies from federal and state governments, for example, for refurbishments and structural preservation. Schöningh saw this as an acknowledgement of the steady growth in the quality of the races, the number of visitors, betting and sponsorship revenues and the success of trainers. Since the beginning of this year, Michael Wrulich, co-managing director with

owner Gerhard Schöningh, has been responsible for the company's various management areas.

Conclusion: Hoppegarten Racecourse is located in the racetrack commune of the same name and is today one of the leading addresses for horseracing in Germany, increasingly attracting international stables. At the season opener 2019, for example, Dubai's ruler, Sheikh Mohammed, owner of the world's largest number of through-bred horses, garnered a spectacular victory with the mare "Fountain of Time" from his Godolphin stable. In the year prior, he had won the season highlight Longines Grand Prix of Berlin with "Best Solution."

What does the future hold for the Hoppegarten Racecourse? At 207 hectares, the complex is as big as the Tiergarten in Berlin and is set to undergo further optimization with the refurbishment of stands II and III, the grandstand, the stud farm and the entrance area. "We're going to continue to improve everything we offer our guests,

and we're already working to attract new target groups to our fantastic facility and race days. We'll also continue to develop the racecourse as an attractive event location in the green countryside," says Wrulich. "No matter what happens, we will always remain a racecourse. It is our core business and we're the biggest possible fans of our own sport!"

## HOPPEGARTEN

SINCE 1868

- Opened in 1868
- Company headquarters:  
Hoppegarten, Brandenburg
- Employees: 15 permanent staff,  
race days up to 200 temporary  
staff and service providers
- Management:  
Gerhard Schöningh, Michael Wrulich
- For more information, visit:  
[www.hoppegarten.com](http://www.hoppegarten.com)



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# TRANSFORMING IDEAS INTO SUCCESS STORIES

The Enterprise Europe Network operated by Berlin Partner fosters small and medium-sized companies, in particular

Text: Gabriele Schulte-Kemper

Today the perfect idea, tomorrow the finished product; these days, it sometimes seems as if companies are bringing new products to the market at lightning speed. But it's not always as easy as it looks. Companies need staying power, unrelenting motivation to navigate potential defeats and the ability to invest in prototypes, test their marketability and subsequently manufacture them. These things are often impossible without the backing of strong partners.

Engineer and architect Bertram Thyssen speaks from personal experience. In 2001, he launched his architectural office in Berlin, thereby unknowingly laying the foundation for a successful product known as roometric 3D. The technology uses a smartphone for the non-contact measurement of interior dimensions, which is especially helpful in the case of hard-to-access building areas such as the surface of sloping roofs. "I first realized there was a great need for simple measurement solutions without large hardware while I was

working as an architect,” explains Thyssen. Calculating surface areas was part of his daily work back then, and the idea of making the process as simple as possible became his passion. After entering the first test phase, he began searching for a strong partner to provide that necessary boost for the ongoing development. “It costs money to start a company,” recalls Thyssen. At the time, he simply entered the word ‘Wirtschaftsförderung’ (business promotion) into a Google search; the results he got were Berlin Partner and Enterprise Europe Network.

Thyssen’s request ultimately made its way to the team at the Enterprise Europe Network (EEN). The EEN has over 600 partner organizations in more than 60 countries; it is the world’s largest support network for small and medium-sized companies (SMEs) and has a European and international focus. “We’re networked with experts from all over Europe,” explains Elena Arndt, who has worked at

the Enterprise Europe Network Berlin-Brandenburg (EEN BB) since 2004. “This network makes it possible for us to find cooperation partners for R&D, production, distribution and trade for companies on the European and global stage. We also provide support by supplying market information and helping to search and apply for EU funding.” This was exactly the case with Bertram Thyssen. In May 2013, his architectural office made contact with Berlin Partner for the first time via a federal service called SIGNO-Erfinderfachauskunft, and Thyssen presented his innovative solution for the smartphone-based measurement of interiors.

In addition to helping him apply for the federal “SIGNO KMU” patent program, Thyssen and the EEN also discussed the funding opportunities available to him after the company was founded. The patent application was submitted in February 2014, and after the founding



Engineer and architect  
Bertram Thyssen

of roometric GmbH in January 2015, Thyssen received further assistance regarding business plans and prototype construction. The support measures offered by Berlin, which include the CoachingBonus, Innovationsassistent and TransferBonus, were considered as possible funding paths. “We then registered the patent for our product and received support from Berlin Partner for this step, too,” notes Thyssen.

That was followed by an orientation session with the EEN where other funding opportunities were explored. Thyssen decided to apply for funds as part of the European program known as “KMU-Instrument” in the framework of “Horizont 2020.” “We accompany applicants through that process and provide support,” says EEN’s Elena Arndt. This funding allowed Thyssen to further develop a prototype as well as to acquire the first test customers and write a sound business plan. “We also looked for and found a suitable EEN coach to help Mr. Thyssen during this time,” says Arndt.

After successfully completing Phase 1 of the “KMU-Instrument” as part of “Horizont 2020” with help from the EEN at Berlin Partner, Thyssen will soon move on to Phase 2 of the pilot program organized by the EU’s European Innovation Council so as to be able to finally get his product to market.

Bertram Thyssen strongly encourages all small and medium-sized companies to look into and take advantage of funding opportunities. “Our experience of European funding is that it’s quickly processed and payment is uncomplicated. We even got an email from one of our contact partners in Brussels telling us that there was one small item missing on our website. We fixed it immediately, and a couple of days later the money was on our account.” An email to the EEN can be the first step to success.

**Contact: Berlin Partner for Business and Technology**  
**Phone: +49 30 46302 195 · E-Mail: eu-beratung@berlin-partner.de**



# BEAUTIFUL NEW WORLD

Zalando's headquarters at Berlin's East Side Gallery are more than just a statement; they embody a cutting-edge approach to work

Zalando is a part of Berlin, and Berlin is a part of Zalando. Especially since the end of June, the capital and the online mail-order company have combined forces in unique ways. At their new headquarters in Friedrichshain, the company has managed not only to make a bold statement, but also to round off the sweeping Zalando campus in a fundamentally new way.

A minimalist glass façade with concrete pillars and simple wooden stairs in a multiple-storey atrium; the design concept behind Zalando's new headquarters was inspired by Berlin itself. The structure reflects two key components of the capital's vibrant flair, namely openness and creativity. As Zalando VP Corporate Real Estate Raimund Paetzmann notes, „The way a building

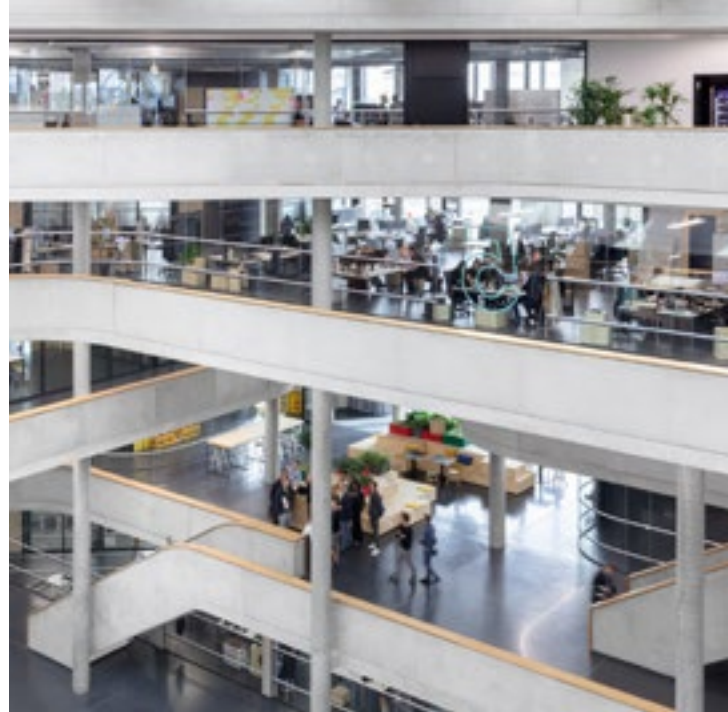
is designed and furnished has an impact on the way we work. In the past, offices reflected hierarchies and classic silos. Today, our new headquarters were built to encourage people to move between floors without having to use an elevator. This makes for random encounters between different workspaces and teams.”

The new headquarters consist of two structures, an x-shaped and an o-shaped building. The first is home to 1,500 work stations on seven floors with a total of 30,000 square meters. The second features a showroom and an auditorium for hosting major events such as press conferences and presentations. The look and feel of the buildings was created in cooperation with the construction company Porr, the client UBM, the architect Henn and the interior designer

Kinzo. The structures form the latest and final addition to the 100,000-square-meter Zalando campus in Berlin-Friedrichshain, located near the East Side Gallery. It is a site brimming with history, and just like the people who work at Zalando, the location today is exciting, hip and diverse. The complex offers plenty of room for joint projects, creativity and flexible work.

More than 6,000 Berlin-based employees work together in the multiple-building complex to perfect the company's vision - which is to become the first stop for fashion. Staff members have a wide range of facilities available to them: fitness rooms, prayer rooms, open work areas and relaxation areas as well as a rooftop terrace with a basketball court. Like all other Zalando sites in Germany, the Zalando campus is powered exclusively by green electricity.

“Our new headquarters and the entire Zalando campus allow us to work together even more effectively to develop innovative solutions for our customers. The complex is a place that



Wide open spaces for creativity at the new Zalando headquarters

brings our employees closer together, and it represents another milestone in our growth. We look forward to the next decade of Zalando history,” says Michael Menz, SVP Corporate Governance and Corporate Real Estate at Zalando.



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Jonas Kremer, founder and CEO of citkar, with one of his Loadsters

# I'M A BICYCLE – COME ABOARD!

The Loadster might look like a small car, but it's actually a bicycle

Text: Ines Hein

It was a rainy day in 2013. Jonas Kremer was on his way home in the pouring rain with his groceries when he saw a little kid whizzing by on one of those four-wheeled pedal cars known in Germany as a Kettcar. That was the moment Kremer came up with the idea for a sit-down bicycle that had a roof and was able to transport cargo at the same time. It was the birth of citkar, a bicycle now making a splash on bike paths everywhere. We paid a visit to the e-mobility startup citkar at MotionLab.Berlin.

Co-working spaces continue to sprout up everywhere in Berlin like mushrooms. There's hardly a neighborhood in the city that hasn't witnessed

the transformation of some old factory hall into an agile, open-space office. At first glance, the MotionLab.Berlin in Kreuzberg doesn't look much different from all the other ones. Take a closer look, however, and you'll see that this site offers members of the startup community Europe's largest hardware co-working space. In addition to the regular meeting rooms and coffee bar, it has become a real makerspace featuring a product garage and four areas with opportunities for 3D printing and work on metal, wood and electronics. At the heart of this site - with its old-factory flair and ideal location along the shores of the Spree River in Treptow - sits the e-mobility startup citkar. Thanks to his youthful appearance, company founder Jonas Kremer is

often asked at entrepreneurship events and conferences what he wants to study when he finishes high school. "I usually respond by telling them that I'm the CEO of citkar and the boss of twelve employees!" he explains, laughing. Kremer first came up with the idea for a bicycle with a canopy, comfortable seat and cargo-transporting abilities back in 2013. Initially financed with funds from family members and designed for private use, the idea quickly turned into a startup that today focuses on B2B customers. This was the moment at which Jonas Kremer, who had been working at the federal Chancellery up until that point, became an entrepreneur.

The citkar then emerged in close cooperation with his growing team. The bicycle was quickly renamed the "Loadster" and its prototype presented on the red carpet at the Velo Berlin tradeshow last year. That same summer, Kremer succeeded in finding a large investor for his startup. Since then, citkar has been working tirelessly on bringing the Loadster to maturity. Kremer and his team are all about details: the bicycle design originated with invivo Design in Berlin-Pankow, the high-end brakes are from the premium bike equipment manufacturer Magura, and the e-engine is from Mando in South Korea. "We attach a great deal of importance to direct feedback loops," explains Kremer with regard to the principle of "iterative optimization." This means that the function and design of the Loadster are improved in loops. Nothing is overlooked and nothing is left to chance when equipping the innovative new vehicle in the most optimal way possible. It's not surprising that citkar received the German Design Award this year, with series production set to get underway this fall - between 500 and 50,000 bikes per year, everything is scalable. "Working on citkar means working on the future. The mobile revolution of the 21st century is going to take place on bike paths as well" predicts Kremer, who then refers to the platform for urban mobility that has emerged under the citkar brand name.

The citkar team is driven by urbanity. Not least because so many people call Berlin home, a place where same-day delivery services and on-the-road services, such as home-care and cargo messengers, depend on fast paths through the city. For the

first time ever, the Loadster allows these people to move effectively from the road to the bike path. The underlying principles of the Loadster aren't even new. "E-bikes have been around for a while, as have cargo bikes," explains Kremer. "We simply rearranged their components. The biggest difference lies in the driving pleasure. You have to try it to find out!" And trying-out is actually quite easy to do. Every Saturday between 10 am and 2pm, visitors can take the Loadster out for a test drive at the MotionLab.Berlin. The stable, fully-sprung vehicle has a smooth drive and a trunk box behind the driver's seat. With a length of 260 cm and a width of 99 cm, the Loadster fits remarkably well on the bicycle paths and can move payloads of up to 250 kg including the driver. It also has up to 50 km of battery-operated performance per replaceable battery (2 slots) and a charging time of almost two hours at a home power station. The Loadster is a rival to any small car, cargo bike or messenger e-bike. Especially in the rain. Because it looks like a small car, in order to avoid any misunderstandings, it has the following words emblazoned on its back: "I am a bicycle."

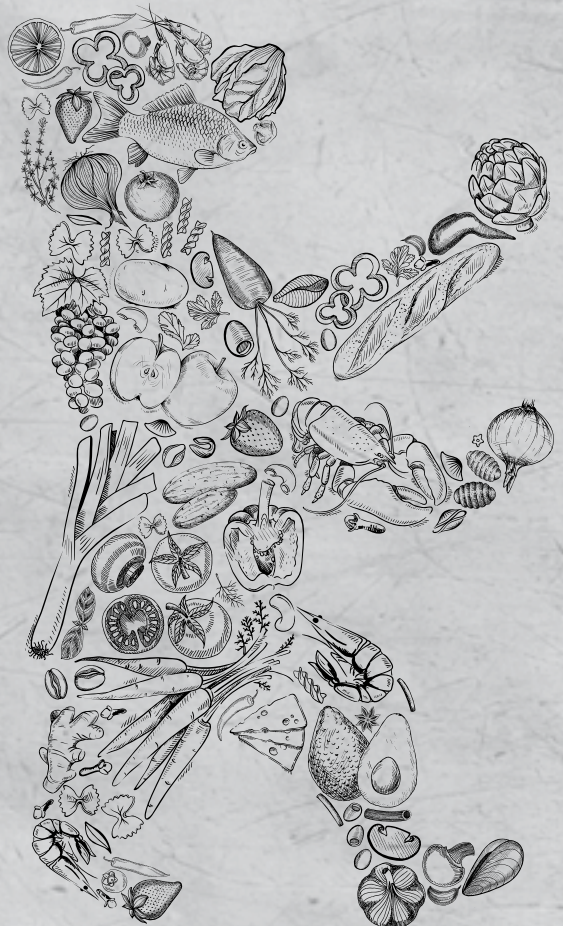
"The greatest advantage of the Loadster is that almost anyone can drive it, even people who don't have a driver's license," explains Kremer, also pointing out the bike's positive cost balance. "A caddy costs roughly €1.20 per kilometer. With the loadster, we move somewhere between 15 and 25 cents." The latest sales trends in the area of bike mobility prove him right. In 2018, roughly 36,000 e-cars were newly registered. In that same year, roughly 980,000 e-bikes left the stores, of which an estimated 39,200 were e-cargobikes, thus reflecting a whopping 80% market growth (Source: ZIV e.V.). Citkar is committed to urban mobility based on sustainable standards. They're also committed to Berlin as a key location for innovation.

As a startup Mecca and an ever-transforming capital city, Berlin is the perfect place for pioneering work on innovative mobility solutions. "Berlin is a laboratory. The city and its inhabitants are incredibly creative and open minded. They have no fear of new trends, and their approach is always 'Let's just do it!' The same goes for us. Berlin now has a great opportunity to become a key center for alternative mobility. We're driving this development forward."

# SHORT CHATS WITH THE 2019 “BERLINER KIEZMEISTERS”

Berlin is all about freedom, diversity, creativity, international flair and a love of experimentation – which makes the city an extraordinary place for food

In 2019, Berlin Partner will be handing out the awards known as the Berlin Master Chef (Berliner Meisterköche) for the 23rd time. The members of the independent Master Chefs jury recently announced the nominees in the categories “Berlin Master Chef 2019,” “Newcomer of the Year 2019,” “Best Berlin Host 2019,” “Berlin Scene Restaurant 2019” and – for only the second year – “Berliner Kiezmeister 2019,” which can be very loosely translated as “master of a particular neighborhood flair unique to Berlin,” and whose nominees we would like to showcase here. Thanks to its inimitable history and present-day growth, Berlin is the city of diverse and vibrant neighborhoods or “Kieze,” and the “Kiezmeister” category spotlights five nominees who embody the enjoyment, tradition, quality of life and outstanding cuisine found in one neighborhood. Jury chairman Dr. Stefan Elfenbein: “Our Kiezmeisters inspire us all with their style and charm, with their natural wines from Bohemia, Moravia and Palestine, and with their open, retro cornerstores and “Tante Emma Läden” where they bake bread like in the old days. Germany’s first vegan zero-waste restaurant just opened up and is among Berlin’s top 5 ‘Most Fashionable’ restaurants.”







Blomeyer's Käse, Charlottenburg

## Fritz Lloyd Blomeyer

### HOW LOCAL DOES GOOD FOOD NEED TO BE?

I love cuisine that is seasonal and influenced by regional products. But I also love a number of other things you can't find in and around Berlin, like oysters, lobster, wild salmon, etc. For me, good cuisine has to be made from good products, with love and understanding, and with regional products, if possible, but it's not a must.

[www.facebook.com/blomeyers.kaese](http://www.facebook.com/blomeyers.kaese)

Blutwurstmanufaktur Benser, Neukölln

## Marcus Benser

### WHEN I'M HUNGRY, I GO ... ?

... to my walk-in fridge and get a Bockwurst sausage! Well, maybe not all the time. There are so many great places to discover new food in Berlin, and all those small and lovingly operated kitchens in the city have my full appreciation. Just to name a few, Hackbert Burger Neukölln, Baraka Kreuzberg, Thai Cuisine Zehlendorf Mitte.

[www.blutwurstmanufaktur.de](http://www.blutwurstmanufaktur.de)



Domberger Brot-Werk, Moabit

## Florian Domberger

### WHAT IS YOUR IMPRESSION OF BERLIN'S FOOD CULTURE?

I would say Berlin's food culture is slightly bipolar. On the one hand, you'll find a lot of cheap food, simple and unhealthy stuff that fills you up and shouldn't be questioned. On the other hand, there's an increasing number of people calling for a more conscious and healthier cuisine, which is ushering in a more sophisticated and innovative food culture, which usually costs a bit more. I see Berlin's food culture as being fast and changing and sometimes beautifully imperfect.

<http://domberger-brot-werk.com>



Du Bonheur Anna Plagens, Mitte

## Anna Plagens

### WHAT WOULD YOU PREPARE IF THE GOVERNING MAYOR OF BERLIN WERE COMING TO VISIT?

He would get the same selection as everyone else, which means the most beautiful tart showcase and the largest selection of Viennoiseirie that Berlin has to offer.

[www.dubonheur.de](http://www.dubonheur.de)



Wilmerdorf

## Maître Philippe & Filles

### DO YOU HAVE ONE PARTICULAR GASTRONOMIC HERO?

**Anaïs:** When I left home in my early 20s, it was definitely Jamie Oliver; I still have a lot of his cookbooks. My current hero is ...

**Anaïs and Noémie:** Ottolenghi!

[www.maitrephilippe.de](http://www.maitrephilippe.de)

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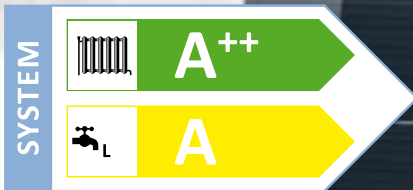
By 2021 a mixture of revitalised historical halls and new building will emerge on the grounds of the former slaughterhouse in the Prenzlauer Berg district of Berlin – an innovative, flexible-use ensemble of offices and commercial spaces.

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

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