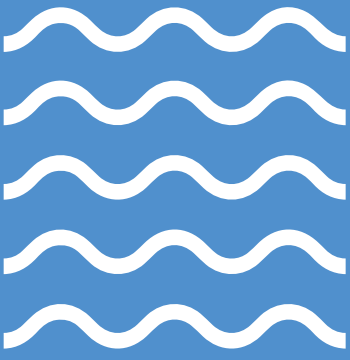
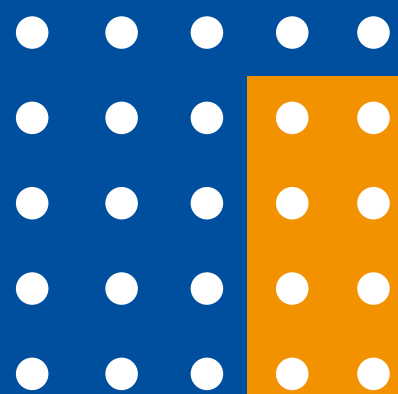


**BERLIN PARTNER**  
for Business and Technology

**BERLIN**



2022





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# EDITORIAL

## DEAR READERS,

Whether it's 1969, 1989 or 2019, some years are inextricably linked to a single game-changing historical event, such as the moon landing, the fall of the Berlin Wall, and the final year before the pandemic. In contrast, there are other years where not just one but an entire series of events take place in such rapid succession that it's difficult to keep track of them all. 2022 was one such year. It was a year where breaking news poured forth at a breathtaking pace: the Russian Federation's invasion of Ukraine, the subsequent displacement and flight of millions of Ukrainians, the energy crisis in Germany and the brutal repression of Iranian citizens - just to name a few. In light of these and other events, it's understandable that many of us felt completely powerless several moments throughout the year.

On the other hand, 2022 was also the year in which Berlin's Tagesspiegel newspaper identified and published 75 unique "visions" for the future of Berlin. This was a great idea - not in spite of the many challenges we face in our time, but precisely because of them. Indeed, good ideas are always in high demand and, as our most recent slogan suggests, Berlin is the "Zukunftshauptstadt der Ideenrepublik" - a city of the future in a country brimming with ideas. It's not difficult to find evidence of Berlin's leading standing. For the second year in a row, roughly 1,400 founders voted it the best city in Europe to start a business. This proves that good ideas - "visions"! - are always highly sought-after commodities, even in times of crisis. We are very proud of our Berlin-based founders and their innovative ideas, which once again placed them in the top spot, far and above all other cities. And yet, we still want more.

The strong commitment to Berlin displayed by many companies, including Siemens (Siemensstadt<sup>2</sup>), Mercedes (Digital Factory Campus), Schindler (Campus Marienfelde) and, last

but not least, Tesla (Gigafactory), should not obscure the fact that these and other investment projects were also met with considerable resistance. At the same time, it should be pointed out that, for example, the decision by Mercedes-Benz and Siemens to work in tandem on digitalizing technology, fostering sustainable production and transforming the world of work is an undertaking that will further sharpen Berlin's profile as a state-of-the-art business location. News of this partnership was very welcome in Berlin. It marks a key step towards the future for both companies and will no doubt also have a global impact. In fact, this innovative collaboration is a true "future pact" and underscores Berlin's value - not as a city with smoking chimney stacks, but as a place where people's minds are on fire with new ideas. No other city is better suited to host such a project, and no other city has internalized these themes as much as Berlin. I hope we will ultimately see an even greater number of Berliners express support for such decisions and perhaps even recognize them as outstanding opportunities.

Today, more than ever before, Berlin Partner sees itself as the city's official "ideas promoter." For us, Berlin is the "Zukunftshauptstadt der Ideenrepublik Deutschland" - a city of the future leading the way in a country brimming with ideas. This motto has proved quite appealing and even made it into the coalition agreement of Berlin's state government. In 2023, we will continue to build on our approach - with great ideas, strategic advice and effective assistance, together all the way.

Sincerely,

Dr. Stefan Franzke  
CEO

# BERLIN P ARTNER 2 022

## A STEP AHEAD WITH PASSION AND CREATIVITY

The Berlin metro area, as Germany's region for innovation, technology and R&D, is one of Europe's most economically dynamic locations. Berlin Partner is committed to fostering economic growth, promoting business, technology and innovation, and keeping entrepreneurs, investors, startups and talent around the world informed of the benefits the capital city has to offer.



Berlin Partner also helps those companies and research facilities already settled in Berlin build their business and regional networks - in part by providing them opportunities to tap into Berlin Partner's own extensive network. We foster networks between the business and research communities and help companies achieve their international goals. The experts at Berlin Partner also keep the business community informed of funding opportunities and help companies looking to set up shop in Berlin find the right location and qualified personnel. Our clusters and industry units offer relevant input for economic development.

The evidence for Berlin Partner's impact in fostering business development is in the facts and numbers: First, there are the number of jobs that have been created or safeguarded as a result of Berlin Partner support. Other tell-tale signs of success include the investment volume and third-party funds obtained by projects supported by Berlin Partner.

- 20** Energy Technology
- 33** Healthcare Industries
- 76** ICT, Media and Creative Industries
- 33** Manufacturing Industries\*
- 18** Photonics
- 38** Transport, Mobility and Logistics
- 21** Service Industries\*

\* Outside of the cluster



Despite the persistence of economic crises throughout the year, the city of Berlin, its economy and business development advocates were able to post positive results. Indeed, this trend is reflected in Berlin Partner for Business and Technology GmbH's balance sheet: Through 239 successfully completed projects, Berlin Partner has supported companies that have created a total of 8,389 new jobs in the city. This involved nearly €1.1 billion in investments and the acquisition of €140.1 million in third-party funds for research and development.

# 239

SUCCESSFULLY  
COMPLETED  
PROJECTS

107 | 45 %

PORTFOLIO MANAGEMENT

73 | 30 %

RELOCATIONS

59 | 25 %

INNOVATION  
PROJECTS

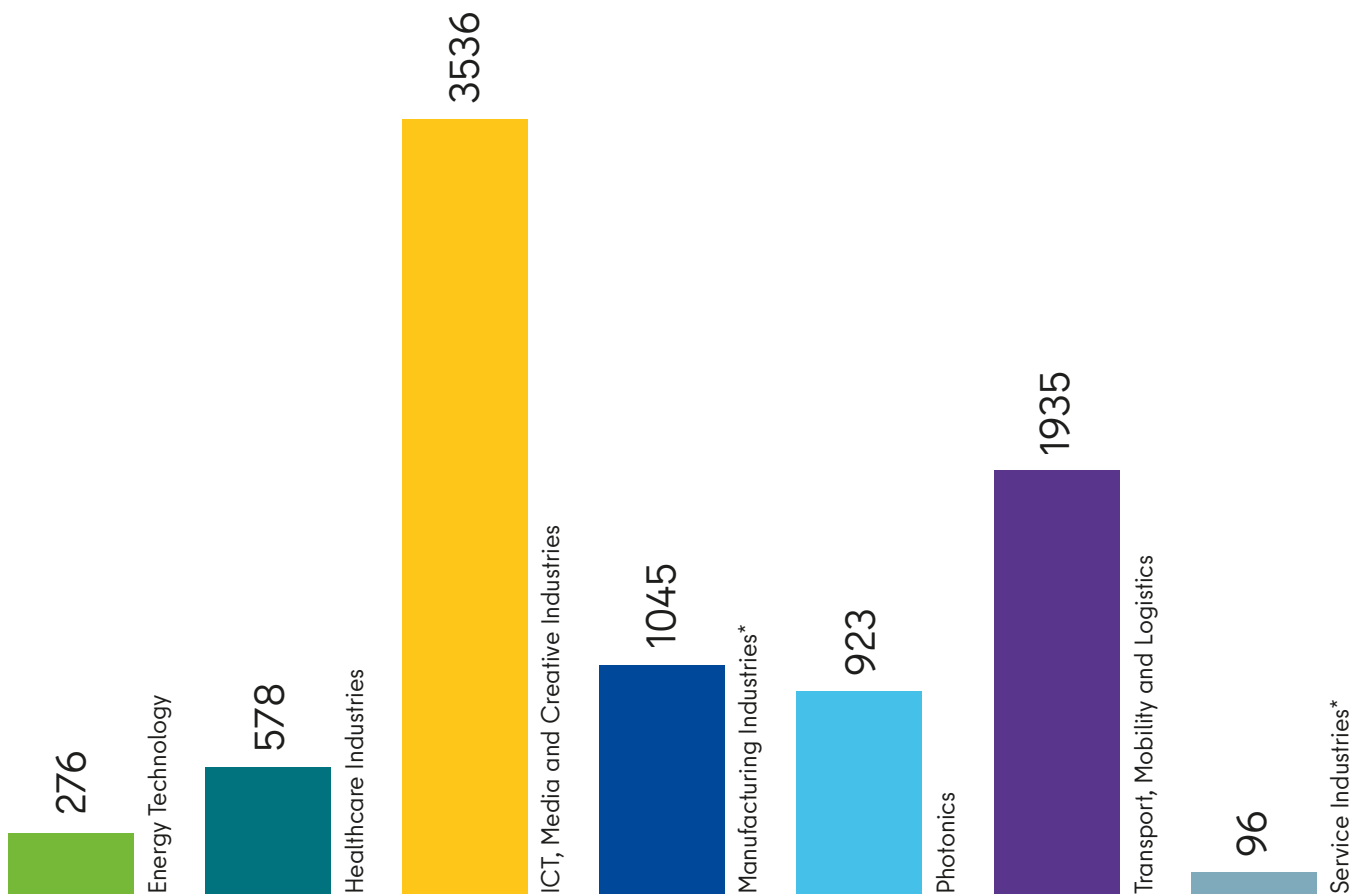


4102 | 49%  
PORTFOLIO MANAGEMENT

4287 | 51%  
RELOCATIONS

# 8389

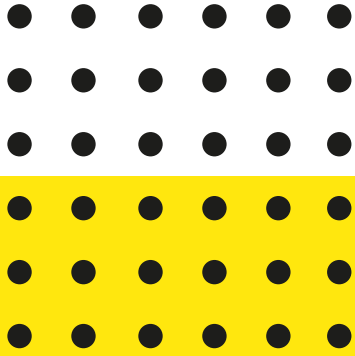
NEW JOBS CREATED



\* Outside of the cluster

## IBB REGIONAL IMPACT CALCULATIONS

To calculate additional economic effects for the Berlin region, economists at the state of Berlin's business development bank, the IBB, apply a tailored-to-Berlin macroeconomic model to determine the impact of economic policy measures and structural changes to the Berlin economy. The model can simulate sectoral effects and calculate the impact of a shock or economic event on regional growth. An economic reference scenario underlies this macroeconomic model.



# € 1.9 BILLION

INCREASE IN GDP\*

# € 260 MILLION

INCREASE IN PUBLIC REVENUE\*

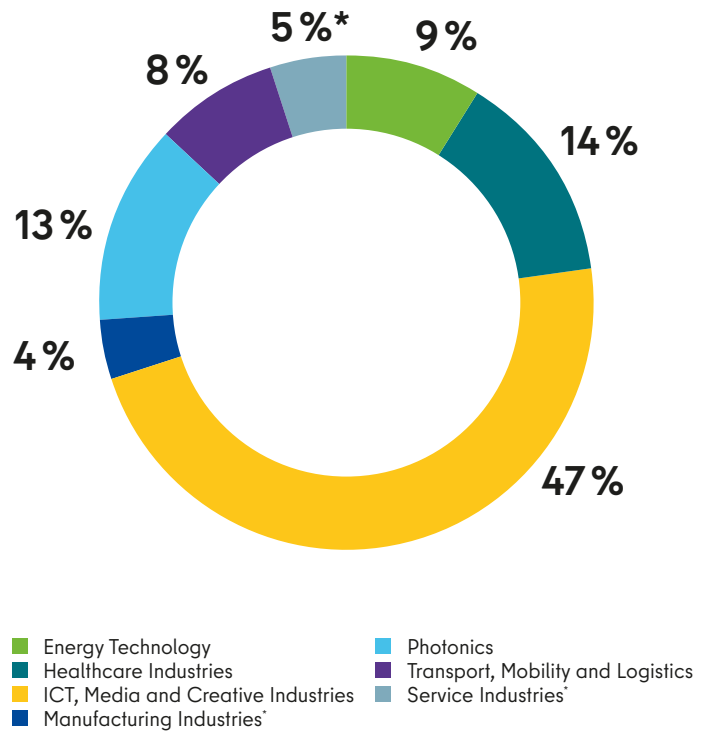
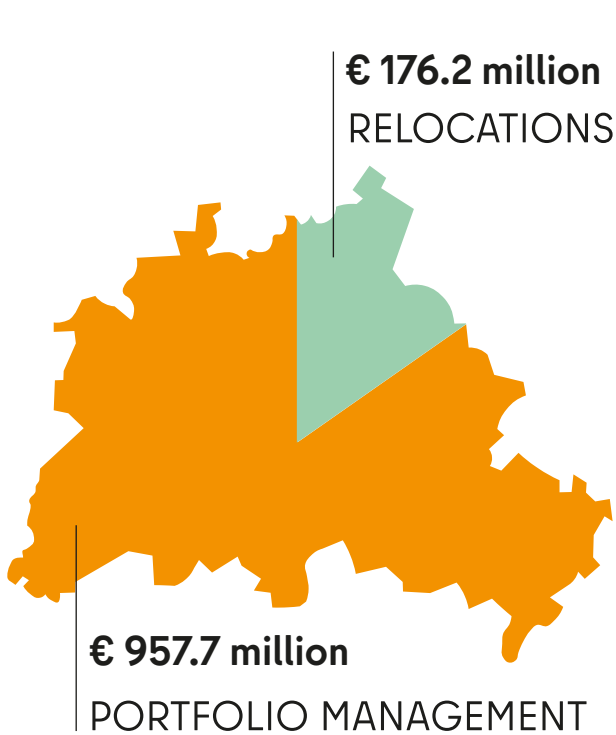
# 1450

ADDITIONAL JOBS\*

\*2022 - 2024

# € 1.1 BILLION

IN PLANNED INVESTMENTS



\* Outside of the cluster

# 249

RESIDENCY PERMITS ISSUED FOR 150 COMPANIES  
WITH ASSISTANCE FROM THE BUSINESS IMMIGRATION SERVICE

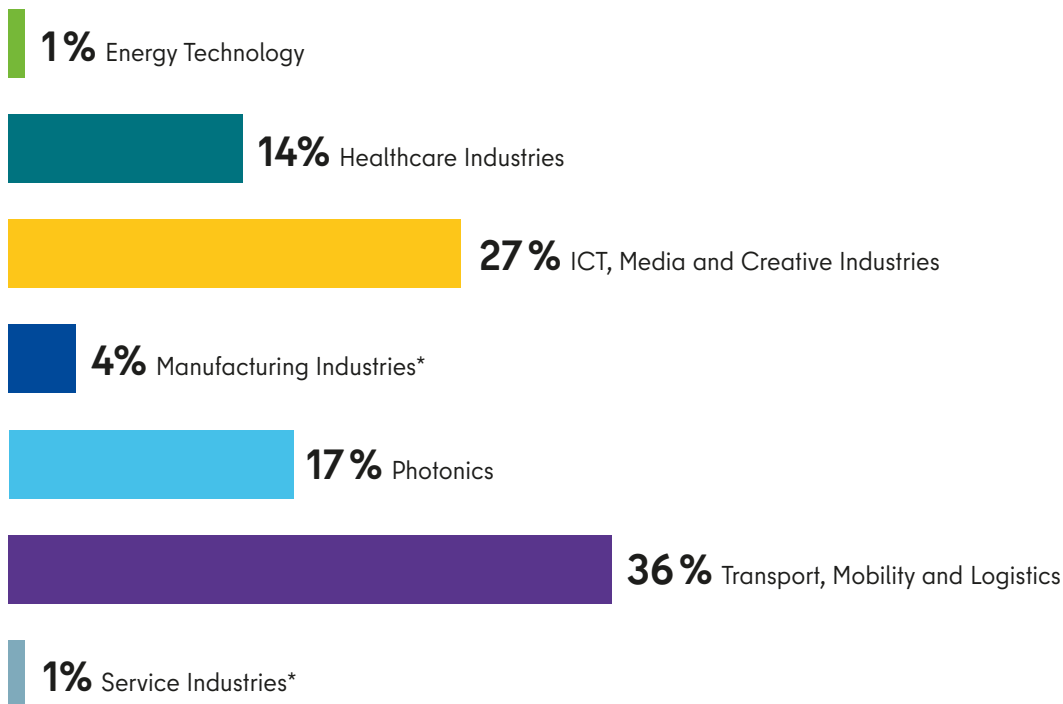
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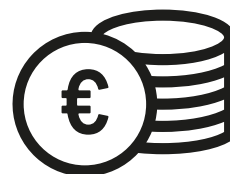


# € 140.1 MILLION

IN THIRD-PARTY FUNDING FOR RESEARCH AND DEVELOPMENT ACQUIRED



\* Outside of the cluster



**€ 6.8 million**  
EU funding

**€ 72.2 million**  
Federal  
funding

**€ 13.7 million**  
Berlin state  
funding

**€ 47.4 million**  
Companies'  
equity capital

# 73

## BUSINESS RELOCATIONS

- 24 | 33% Germany
- 23 | 32% Europe
- 14 | 19% North, Latin and South America
- 12 | 16% Middle East, Asia and Oceania

# ENERGY TECHNOLOGY



## BERLIN - PIONEERING THE ENERGY TRANSITION EVEN DURING HARD TIMES

The year 2022 demonstrated just how crucial innovation and the capacity to scale good solutions are to making the energy transition a reality. Thanks in no small part to the advantages Berlin offers as a location, as well as the trusted support provided by Berlin Partner, some of those businesses offering innovative solutions are proud Berliners. Looking back on the year, our key accounts Enpal, thermondo and ZOLAR reflect on how they navigated their way through the crisis.

“The year 2022 made it abruptly clear to everyone that we need to achieve independence from fossil fuels. We need solar power systems on every rooftop, energy storage units in every basement, and an e-car in every garage. We’re driving this mission forward from Berlin – and we thank Berlin Partner for their support.”

MARIO KOHLE  
FOUNDER AND CEO of ENPAL GMBH

“thermondo is a pioneer of the heating transition. Shifting our focus toward heat pumps in June of 2022, we installed nearly 800 units in Germany by the end of the year. Our goal for 2023 is to have installed 10,000 heat pumps in single- and two-family homes across Germany by the end of the year. From our new headquarters in Berlin-Kreuzberg, we coordinate and support more than 400 full-time trained specialists nationwide so that they can work with optimal efficiency. We’re eager to build on our fruitful cooperation with Berlin Partner in 2023.”

PHILIPP PAUSDER  
FOUNDER AND CEO THERMONDO GMBH

## THE CIRCULAR ECONOMY - MORE THAN JUST A TREND FOR US

Our Energy Technology and Smart City unit addresses a variety of issues such as clean technologies, which includes the topics of material and resource efficiency, sustainable water management and efforts targeting a circular economy.

Circular economy (CE) issues topped our agenda in 2022. The growing importance of CE issues is reflected in, among other things, the number of press inquiries and foreign companies’ interest in locating here as well as the increase in the number of CE innovation projects we stewarded in the last year. While the city’s innovative startups and vibrant civil society networks have proved crucial to Berlin’s ecosystem, one thing is clear to all involved: In 2023, we’ll need to focus on restructuring the city’s rather decentralized ecosystem through strategic lighthouse projects and transferring the various innovative approaches at work in the city into larger companies’ and SMEs’ daily operations.

“The climate crisis, energy security issues, and high oil, gas and electricity prices mean that we have to act quickly. By making access to solar energy as easy as possible, we’re jump-starting the energy transition and making a relevant contribution to climate protection. At our Berlin location, we can speak directly with policymakers and work together in expediting the development of sustainable energy sources.”

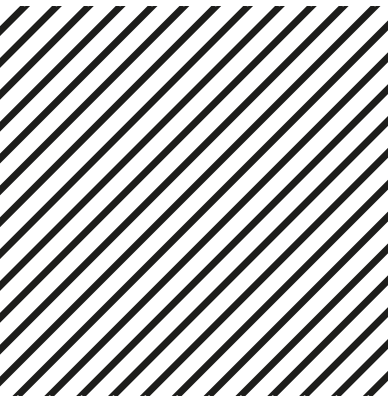
ALEX MELZER  
CO-FOUNDER AND CEO of ZOLAR GMBH



## SMART CITY EXPO WORLD CONGRESS 2022

In November, Germany's capital region presented itself at the Smart City Expo World Congress in Barcelona with a joint stand of featured companies and 11 Berlin-based and two Brandenburg-based co-exhibitors. Dr. Ralf Kleindiek, Chief Digital Officer of the State of Berlin and State Secretary for Digital Affairs and Administrative Modernization, also attended the congress for two days, speaking at various Berlin-related events. Representatives from the three Brandenburg Smart City pilot project municipalities of Potsdam, Guben and Bad Belzig were also in attendance. As part of Germany Trade and Invest's (GTAI) "Germany Works" campaign, eight exhibiting German states and several municipalities and companies presented their projects and services at on-stage events at the Congress. This was the Congress' 11th year, and Germany, with 150 out of 853 exhibitors, was the second-largest exhibiting country after Spain, the event's host country.

# URBAN TECHNOLOGIES "MADE IN BERLIN"



DR. RALF KLEINDIEK  
CHIEF DIGITAL OFFICER BERLIN



**THE DISCUSSIONS HELD AT THE GERMAN CAPITAL REGION'S STAND - ESPECIALLY WITH THE PARTNERS AT THE BERLIN STAND - WERE REALL GOOD. BEING ABLE TO SHARE EXPERIENCES LIKE THIS HELPED ME AND THE TEAM WITH CONTENT-RELATED MATTERS, AND WE ALSO RECEIVED POSITIVE FEEDBACK ON OUR WORK.**

# SMARTLY NETWORKED AND INNOVATIVE FOR THE MEDICINE OF TOMORROW

The capital region's robust life sciences, healthcare industries and healthcare services are built on a unique community of research facilities and clinics and the close-knit networks of those working in R&D, clinical practice, national associations and the manufacturing industry. Together, they create solutions for the pandemic, the energy crisis and climate change, as well as the medicine of the future. The recent rounds of financing secured by local companies and their expansion speak to the faith invested in them.

For example, the Berlin-based start-up Aignostics, a spin-off from the Charité hospital, recently raised €14 million. The company, founded in 2020 by Viktor Matyas and Maximilian Alber, is developing an AI-based solution for pathology.



# HEALTHCARE ARE INDUSTRIES

» DOZENS OF INSTITUTIONS GEARED TOWARD THE LIFE SCIENCES ARE LOCATED IN THE BERLIN REGION. WE HAVE EXCELLENT UNIVERSITIES, THE CHARITÉ, AI KNOW-HOW, AND WE HAVE SEVERAL NON-UNIVERSITY RESEARCH INSTITUTIONS. ALL OF THIS IN A RELATIVELY SMALL AREA - IDEAL CONDITIONS FOR CUTTING-EDGE RESEARCH AND INNOVATION.

PROF. MAIKE SANDER  
SCIENTIFIC DIRECTOR MAX DELBRÜCK CENTER

# 3 QUESTIONS FOR



DR. FRAUKE HEIN, CEO SCIENION GMBH

**SCIENION has been located at Berlin-Adlerhof's Science and Technology Park since 2001, when the company was launched. The company's new headquarters are now under construction here. Why is this location so ideal for your company's expansion?**

Throughout each phase of our company's development, we've received the best support imaginable for flexible solutions from the WISTA management and Berlin Partner. A particular advantage of Adlershof is that there's still room for expansion. When the decision was made to build a new SCIENION headquarters in Berlin, we all agreed: We're staying in Adlershof! We're really looking forward to moving into our new premises in 2023.

**What makes the Berlin-Brandenburg region an attractive location for the development and marketing of next-generation diagnostic solutions?**

SCIENION's founding story as a spin-off of the renowned Max Planck Institute for Molecular Genetics is exemplary for many companies in this region. Berlin's strong draw among people with a wide range of qualifications from all over the world is crucial to our growth.

Given what we do in diagnostics and in producing the technical equipment needed for related manufacturing processes, our collaborations with local hospitals and medical universities such as the Charité are particularly critical for developing and approving our products with regard to the needs of medical professionals.

**Which megatrends in the field of diagnostics determine SCIENION's research and development activities?**

One ongoing megatrend is the need for multiplexing, miniaturization and automation in the manufacture of advanced diagnostic tests and biosensors. SCIENION's precision dispensing technology does an outstanding job of meeting the demand for multiplexed, easy-to-use point-of-need or self-testing solutions. Another megatrend is single-cell analysis in genomics and proteomics. Single-cell handling is a major driver of our R&D activities, in which we focus on proteomics - for academic research to high-throughput industrial applications.

Other companies already located in Berlin also benefit from a thriving environment. In 2022, SCIENION celebrated the new building's groundbreaking ceremony in the Adlershof Technology Park.



## READY FOR CRISES TO COME

Global crises of recent years – from the coronavirus pandemic to the war in Ukraine – have repeatedly tested the resilience of local service systems. But how might we prevent a supply and delivery crisis from taking on catastrophic proportions? According to Professor Dr. Thomas Hoppe, project lead at the Fraunhofer Institute’s FOKUS program and professor at Berlin’s University of Applied Sciences (HTW), together with Christoph Stiller, sub-project lead at the Berlin Fire Department, with the ResKriVer project, the impact of bottlenecks in supply chains on companies and public service providers are to be predicted with the help of AI technology.



CHRISTOPH STILLER  
SUBPROJECT LEAD, BERLIN FIRE DEPARTMENT

# BETTER-PREPARED THANKS TO ARTIFICIAL INTELLIGENCE

## Professor Hoppe, how does your digital platform work and what role does AI play here?

The basic idea behind the platform is to describe the respective application area through semantic modeling using methods of symbolic AI. In the context of ResKriVer, we also use different AI methods, including language processing

techniques to help analyze social media postings, Bayesian networks to analyze supply chain vulnerabilities, and reinforcement learning techniques that are useful in optimizing simulations. We also want to use Bayesian networks to identify high-risk patients in need of urgent treatment during a crisis, as well as learning techniques to compress sensor data that has been collected by drones.

ICT, MEDIA  
AND CREATIVE  
INDUSTRIES



PROF. DR. THOMAS HOPPE  
PROJECT LEAD, FRAUNHOFER FOKUS  
AND UNIVERSITY OF APPLIED  
SCIENCES (HTW)

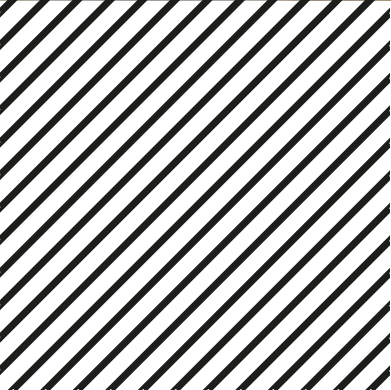


40,745

Companies

€ 32.8 BILLION

Revenue



**Mr. Stiller, how can ResKriVer help us manage crisis situations more efficiently?**

ResKriVer contributes to an overall increase in resilience by making information accessible, rapidly and consistently. This includes information such as stockpiles and other available resources, information about hard-to-reach areas that are accessed by drones, and information about populations that is gathered by monitoring social media. A reliable source of information is essential to decision-making, not only in crisis scenarios. One of the major questions right now is how, in the event of a power outage, we can maintain communication channels for essential information. But this is also relevant to the daily operations of emergency services and can strengthen the resilience of an organization by identifying potential challenges early on and making processes within one's own organization transparent and communicable.

**BLOCKCHAIN IN USE CONFERENCE 2022**

Together with the Berlin blockchain network BerChain, Berlin Partner, represented by the IMK cluster, organized the Blockchain in Use Conference 2022 (BiU22), which was held on September 15, 2022. As part of Berlin Blockchain Week 2022, the conference provided an overview of how the use of blockchain can be used to support specific industries. In 2022, the conference focused on use cases in the following areas: finance, the creative industries and interoperability. After the welcoming address by State Secretary Michael Biel, more than 140 participants attended inspiring keynote lectures, use case presentations and panel discussions in which current opportunities and challenges were debated.



# CAPITAL OF ADDITIVE MANUFACTURING

The Manufacturing Industries cluster serves primarily companies from manufacturing sectors with a wide range of applications that do not fall within the five clusters' themes. These include, for example, companies active in plant and mechanical engineering, electrical engineering, and the food and beverage industry. The cluster's support for innovation focuses on cross-cutting technologies such as smart manufacturing (digitalization in industry), lightweight construction and additive manufacturing, all of which is supported by the current Industrial City Berlin master plan. Some notable examples of projects and activities from 2022 are highlighted in what follows.

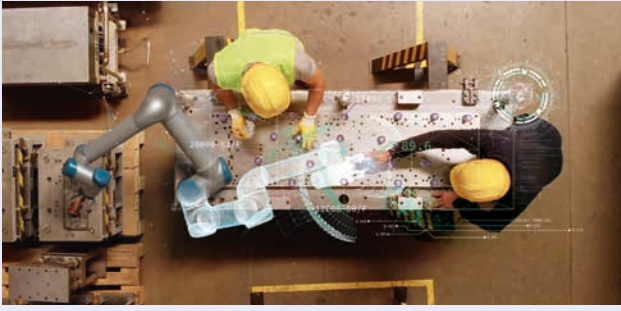


## AMBER - THE NEW UMBRELLA BRAND FOR ADDITIVE MANUFACTURING IN THE CAPITAL REGION

Additive manufacturing is a steadfast feature of the capital region's industrial policy. The recently relaunched Industrial City Master Plan 2022 - 2026, once again identified additive manufacturing (3D printing) as a key technology. The region's 2022 funding call in excess of €14 million points to the importance of research and development projects in Berlin. The focus here was on personalized medical technology, additive manufacturing with bio-based materials, construction and lightweight design, and additive manufacturing in and for space. University, research institute and corporate stakeholders from the capital region submitted proposals on these priority issues and will start work on them at the beginning of 2023.

The network behind the new umbrella Brand AMBER (Additive Manufacturing Berlin Brandenburg), which is coordinated by Berlin Partner, aims to bundle regional competencies while bringing a boost and greater transparency to the synergy potential between those active in 3D printing and industry. A further goal is to rapidly translate research findings into sustainable innovations that will prove internationally competitive. AMBER's broader goal is to foster new test fields, flagship conferences, advanced training programs and cutting-edge research as part of an effort to make Berlin an international platform for innovative production technologies while establishing Berlin as the European capital for additive manufacturing.





### NEW BERLIN ROBOTICS NETWORK

Berlin is home to more than 60 robotics companies, countless research facilities and powerful user potential, all of which are involved in this cross-cutting technology. This was reason enough for Berlin Partner to celebrate with a kick-off event for a regional robotics network in the fourth quarter of 2022. Thanks to the overwhelming positive response to the event, Berlin Partner has decided to bring the city's robotics community together for a series of events starting in 2023 to help create a platform for robotics and those interested in the field.

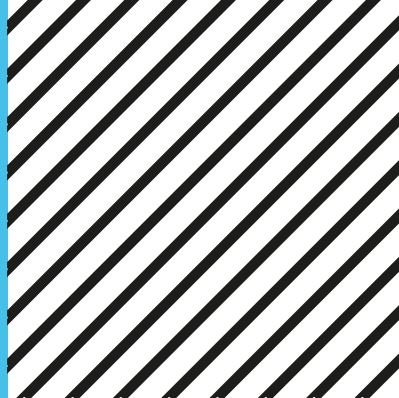


# MANUFACTURING INDUSTRIES

» **AS A BERLIN-BASED SMART MANUFACTURING COMPANY, WE HAVE AN AMBITIOUS MISSION: ELARA IS SET TO BECOME THE NEW LEADING CLOUD PLATFORM FOR THE SMART MAINTENANCE NEEDS OF SMALL AND MEDIUM-SIZED MANUFACTURING COMPANIES ACROSS EUROPE SO THAT THEY CAN MAXIMIZE PRODUCTIVITY AND ASSET AVAILABILITY. OUR COMPANY WAS SUPPORTED BY THE BERLIN-BASED LOGISTICS COMPANY BUILDER BEAM.**

AKRAM ALRAAI  
CO-FOUNDER AND CEO ELARA DIGITAL GMBH

# PHOTONICS



Light is the key to the future: Photonics – the physical science that manipulates light for scientific and commercial purposes – and microelectronics number among the most important technologies of digitization.

Berlin-Brandenburg has established itself as one of the world's most important locations for this sector, offering top conditions for bundled research, development and production processes. Key factors in this regard include a thriving research community, a highly diversified industrial sector and extensive reach of networking among those active in the sector.

New focal points of cluster development include quantum technologies and functional materials.



# THE SEMICONDUCTOR INDUSTRY – BERLIN GOES GLOBAL

The Dutch ASML Group develops and produces high-tech lithography equipment for chip manufacturing and, with a market capitalization of €224 billion, is the eurozone's second most valuable public company.

“ASML in Berlin is an important team for us. In the last 12 months alone, we already increased our activities here in Berlin by more than 30 percent. Today, more than 1,400 employees are working to develop and manufacture critical components for our lithography systems, without which, our machines would not function. The Berlin staff's know-how and the location's machinery are unique in the ASML family; they form a cornerstone of our future success and the success of the entire semiconductor industry.

We will therefore continue to invest in Berlin and are planning to increase our number of employees to more than 2,000 in the next five years, which will result in an increase in our office and production space by an additional 30 percent. We're investing heavily to achieve this and to become the employer of choice in Berlin while having a positive impact on our community and the ecosystem. Berlin Partner has supported us in carrying out our expansion plans, support that we will continue to rely on in the years ahead.”

CHRISTOPHE FOUQUET  
EXECUTIVE VICE PRESIDENT ASML BUSINESS LINES



# SUCCESS IN LOS ANGELES AND TOULOUSE

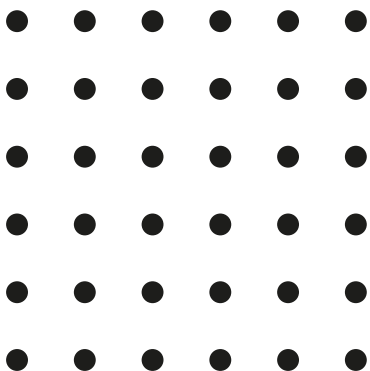


“Transformation by Transportation” - this was the motto of the ITS World Congress (Intelligent Transport Systems & Solutions) held from September 18 to 22, 2022, where Berlin Partner and the Transport, Mobility and Logistics (TML) cluster held three events. The first was a panel discussion on “Innovative Technology Solutions from Los Angeles and Berlin.” Together with experts from the Los Angeles Department of Transportation and delegates from the LA startup scene, the Berlin-based startup Swobbee and Berlin Partner discussed the current mobility challenges facing cities and presented innovative ideas for solutions.

In addition, Swobbee and IAV, two Berlin-based companies, were integrated into the presentation program of Germany Trade & Invest (GTAI)’s joint stand. At the “Los Angeles Meets Berlin: Accelerating Mobility Tech” networking event, participants celebrated 55 years of the two cities’ sister-city partnership.

Berlin Partner and the TML cluster also presented the capital region’s strengths in intelligent transportation systems and solutions at the European ITS Congress, which took place from May 31 to June 2 in Toulouse under the theme of “Smart and Sustainable Mobility for All.” Together with experts from Barcelona and Toulouse, the Berlin Mobility Hub Drivery and Berlin Partner were featured in a panel discussion addressing the challenges faced in all three cities. The cities of Berlin and Barcelona committed to deepening their strong cooperation in the field of autonomous driving; in the area of aerospace and drone technology, everyone agreed to build on the contacts made with actors in Toulouse and to intensify cooperation efforts.

TRANSPORT  
MOBILITY  
AND LOGISTICS



## INNOTRANS 2022

After four years of a Covid-induced hiatus, InnoTrans – the world’s leading trade fair for transport technology – was held once again (September 20-23, 2022) at Berlin’s Messegelände exhibition grounds. A total of 91 companies and institutions representing the capital region took part at the more than 1,200 m<sup>2</sup> joint stand organized by the Economic Development Agency Brandenburg and Berlin Partner, where they presented the capital region’s strengths in the rail and mobility sector to 140,000 visitors. Berlin and Brandenburg thus showed themselves to be bigger than ever players at the world’s leading trade fair for transport technology.

In addition to Berlin and Brandenburg’s presence at the trade fair, there were more than 50 events and presentations held at the joint stand as part of the InnoTrans BUSINESS DAYS, which included the RAILTALKS talk format, the Women in Mobility Luncheon, and the ERCI Innovation Awards ceremony.

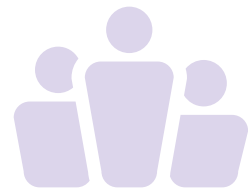
Once again, Berlin Partner’s Delegation Service unit provided comprehensive support for the delegations and key multipliers attending the InnoTrans. The unit took trade visitors and members of the Women-in-Mobility network on two business tours each – to more than 20 Berlin-based companies and research facilities that included global players such as Alstom, Siemens Mobility and Stadler, as well as SMEs such as BigRep, Photon Laser Manufacturing or IVU Traffic Technologies. In cooperation with Messe Berlin, 15 business delegations from 10 countries, including Canada, the United States, Korea, Japan and Brazil, were hosted.



The capital region’s gala reception for 600 guests and featuring Berlin State Secretary Tino Schopf and Brandenburg State Secretary Hendrik Fischer highlighted the capital region’s success at the trade fair.

# 112,017

Employees in the cluster



## NIO’S BERLIN INNOVATION CENTER

As part of its expansion into Europe, smart electric vehicle company NIO opened a research and development site in Berlin in 2022. In July, NIO founded the Berlin Innovation Center, focusing on digital cockpit solutions, autonomous driving, and renewable energy research and development. NIO’s power and charging solution, enhanced by cloud technologies, is based on chargeable, swappable and upgradable batteries. Committed to the development of a comprehensive

battery charging system in Europe, NIO has access to 380,000 charging facilities in Europe.

By the end of 2022, the company built more than 15 battery swap facilities in Europe. One of the first power swap stations in Germany was built in the Berlin district of Spandau. The doors to Germany’s first NIO House, an innovative space for NIO’s user community, products and services, were also opened in the capital city in 2022.

Berlin Partner was at NIO’s side at every step along the way, helping them find the right locations for the center and battery swap stations, identify appropriate funding programs and recruit new talent.

“We feel welcomed in Europe and at home in Germany. With the Berlin Innovation Center, we aim to further expand our presence in Germany and look forward to working even more closely with Berlin Partner.”

HUI ZHANG  
GROUP VICE PRESIDENT NIO

# SUSTAINABLY MOBILE

## PARKING LOT OF THE FUTURE AT GLEISDREIECK

The creation of a fit-for-the future parking garage at Gleisdreieck in Berlin-Kreuzberg, which went into operation in November 2022, demonstrates the importance of strong partnerships, in this case between property development group COPRO and the Berlin Agency for Electromobility eMO, Tesla, Jelbi (BVG) and TotalEnergies. As part of a larger project to create an urbane Mitte in Berlin, the garage stands as a reference project for smart mobility in Germany. As Gernot Lobenberg, Head of eMO at Berlin Partner, stated: “The ‘Parking Garage of the Future’ shows how existing spaces can be upgraded with new services, making a sustainable contribution to the transportation transition.” Equipped with everything from charging infrastructure and zero-emission sharing options to digital networking – the range of featured services is broad. Tesla is providing a station, the first of its kind, with 20 superchargers in a parking garage. Furthermore, 20 electric charging stations from TotalEnergies with eleven kW each and one Jelbi station were put into operation.

## OPERATIONAL MOBILITY MANAGEMENT - THE EXAMPLE OF BERLIN-HAVELHÖHE HOSPITAL

Community hospital Gemeinschaftskrankenhaus Havelhöhe’s idyllic surroundings, conducive as they are to creating a peaceful environment for patients, pose a challenge to staff members who do not have a car. For those who work shifts, having their own car is a must in order to get to work. In order to ensure employees a comfortable and environmentally friendly commute to work, the hospital began looking for new

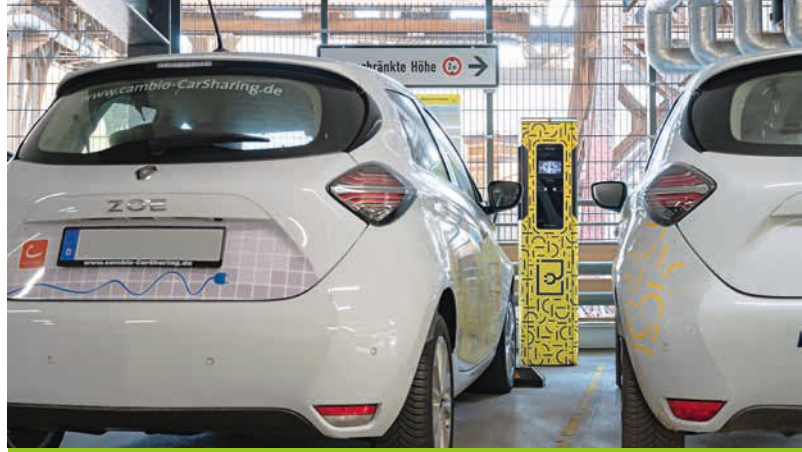
**+ 60%\***

E-vehicles in Berlin  
in comparison to  
2021



\* As of September 2022

Source: Federal Motor Transport Authority



# EMO

# BERLIN AGENCY FOR ELECTROMOBILITY

mobility solutions. Since November 2022, it has relied on carpooling, reducing the number of cars used for commuting and cutting emissions. The hospital incentivizes this by providing financial support to those who carpool. In addition, eMO has helped the hospital with its introduction of corporate mobility management.

## MOBILITY2GRID - MORE EFFICIENT AND NETWORKED RESEARCH CAMPUS FOR THE CLIMATE-NEUTRAL CITY

The Mobility2Grid (M2G) research campus, led by Technische Universität Berlin and numerous industrial partners, entered its second funding phase in 2022. Over the next five years (2022-2027), the network, which includes 10 scientific and business partners, will receive funding of €10 million from the German Federal Ministry of Education and Research. The total project volume is around €35 million. In line with its vision of “Mobility2Grid – efficient, networked systems for a climate-neutral city,” M2G promotes the development and implementation of concepts supporting low-CO<sub>2</sub> transport and a safe, quiet city with minimal air pollutants.

# SUCCESS THROUGH EU FUNDING

Support in applying for EU funding is one of the core competencies of the EEN at Berlin Partner. In 2022, we continued to help Berlin companies acquire this funding by providing them an introduction to the application process, answering their questions about funding details and proofreading their applications. The EEN has an important job here, because there's still a certain stigma associated with EU funding in particular as being too complicated, too lengthy, too international, and involving too many reporting obligations. However, the term EU funding actually refers to a variety of instruments and programs, each with their own requirements and objectives.

As a company, it's important to identify the right program for your needs, to be properly prepared for the application process and to involve support services such as EEN at an early stage in the process. Whether acquiring EU funding is actually a worthwhile effort for companies, however, is something they can best answer for themselves. This is what successful Berlin applicants Carbon Instead and Inter 3 have to say about it:

## EU FUNDING HAS BEEN WORTHWHILE FOR US BECAUSE ...

"... it was a very carefully tailored program, and the idea of strengthening the nascent CO<sub>2</sub> removal (CDR) industry through networking and dialogue was, in our opinion, quite successfully implemented. Being able to dialogue with other startups, but also with experts from the CDR market as well as the intensive business coaching sessions proved quite helpful for us and created a valuable network. Last but not least, grant money was also an important aspect of our bootstrapping approach."

## CLIMACCELERATOR OF THE EIT CLIMATE KIC



JULIA ROTH  
FOUNDER AND CEO CARBON INSTEAD UG

» YOU LEARN A LOT MORE THROUGH A TRANSNATIONAL PROJECT THAN YOU DO THROUGH A NATIONAL PROJECT BECAUSE THE DIFFERENCES IN TERMS OF INTERCULTURAL AND POLITICAL-LEGAL ISSUES ARE CONSIDERABLE.

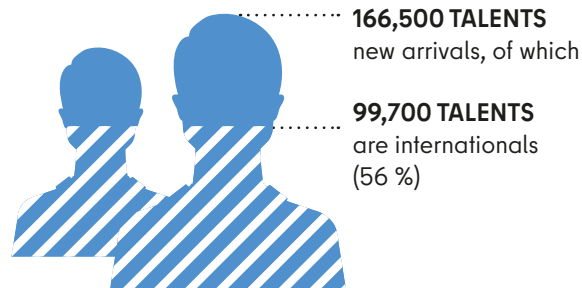
HORIZON EUROPE

DR. SHAHROOZ MOHAJERI  
MANAGING DIRECTOR INTER 3 GMBH

EEN  
ENTERPRISE  
EUROPE NETWORK  
ORK

# TALENT LOVES BERLIN

Despite decelerating growth, most companies continue to struggle with a shortage of skilled workers. A look at demographics alone makes it clear that the local labor market is becoming increasingly decoupled from economic growth. That's why Berlin's Talent unit continues to market Berlin as an ideal location to build a great career. The capital city has several advantages in this regard. Compared to other major cities such as London or Amsterdam, Berlin is quite affordable.



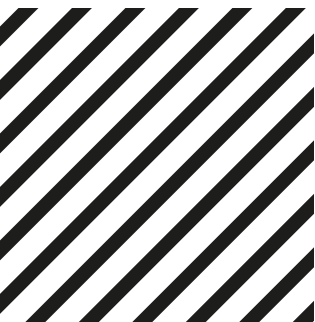
Source: Statistical Office for Berlin-Brandenburg

In the expanding digital economy, there are many interesting jobs with salaries that are increasing. At the same time, many of the growing startups and scale-ups are built on value-driven business models. Our job portal incorporates this aspect by highlighting green jobs, for example. Underscoring the international character of the Berlin job market, the presence of English-speaking employers is of great interest to incoming talent. The hashtag #chooseeurope highlights the values-driven approach we share with other European business development organizations. The project because.berlin focuses on the theme of freedom: "Berlin - the place where freedom drives business." These activities help render Berlin and its jobs market more visible while distinguishing it from other locations. Berlin Partner has also been a member of the European network EURES, which is affiliated with the German Federal Employment Agency, since 2022. The goal here is to attract skilled workers to Berlin and broaden the reach of marketing activities.

# TALENT.B ERLIN

»» THE CAPITAL REGION IS A MAGNET FOR SKILLED WORKERS FROM ABROAD. SIX OUT OF TEN NEWLY CREATED POSITIONS IN BERLIN ARE CURRENTLY FILLED BY IMMIGRANTS.

ALEXANDER SCHIRP  
DEPUTY MANAGING DIRECTOR OF THE  
UNTERNEHMENSVERBÄNDE BERLIN-BRANDENBURG





# BERLIN - ALWAYS A GOOD IDEA



# KNOWLEDGE AND EXPERIENCE FOR FOUNDERS



## 3 QUESTIONS FOR

LEONIE MOOS, PARTNER AT IGNORE GRAVITY

### 1 What is Grace and who's behind it?

Grace Accelerate Female Entrepreneurship creates impactful programs for female founders that are designed to accelerate their personal development as well as business growth. The company ignore gravity is the driving force behind Grace. Addressing topics such as leadership, culture, transformation and innovation, ignore gravity helps organizations implement accelerator programs, among other things. The company initiated Grace as part of its efforts to create a more diverse startup environment. Sponsors and partners such as Berlin Partner, which actively promotes impact, female entrepreneurship and empowerment, provide support for the implementation of such programs.

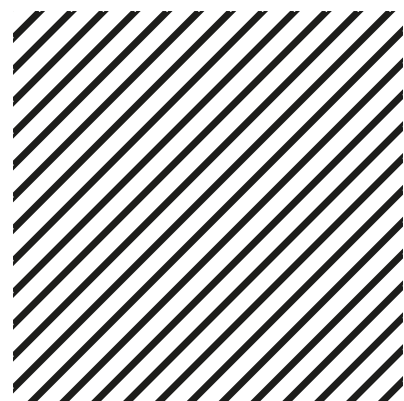
### 2 What was the scope of the program?

During the Grace Summer Accelerator 2022, we accompanied 19 (aspiring) female founders with a total of 15 ideas in the health, femtech, social impact and sustainability fields as they developed, tested and prepared their startup ideas for market entry. At Grace, we focus primarily on the personal development of female founders, which includes facilitating empowerment, clarity of purpose, vision and purpose, and a founder mindset. This is how we go about helping ignite impactful business ideas while also ensuring that our participants determine their own startup path. Our workshops, co-creation and coaching strategies help participants expand their skill sets, inspire them to experiment with new things, and offer them a broad range of knowledge, tools and methods to apply in taking their next steps. Our mentoring sessions open up opportunities and help create

an important network for the future. On Demo Day, which marks the end of the program, our participants really impressed the jury and audience.

### 3 What trends have you noticed? What lessons have you drawn from the program?

In addition to the Grace Summer Accelerator program, we've started another program called Grace Scale. It's designed for female founders in the growth phase of their business; we've gained substantial experience and have learned a lot from developing and running both programs. We look forward to applying all of this during the 2023 Grace programs. One of the trends we've observed (again) is that female founders need this kind of space where they can work together, discuss things, learn from each other, and encourage each other to keep at it. The power and energy that this delivers has an impact that continues beyond the actual program, thanks in large part to the methods and formats we use.





**... THE VIVATECH EVENT IN PARIS WAS OUR FIRST INTERNATIONAL TRADE FAIR AND GAVE US THE OPPORTUNITY TO TAKE A CLOSER LOOK AT THE FRENCH MARKET. WE WERE ABLE TO MAKE A LOT OF INTERESTING CONTACTS THAT HELPED US BUILD UP OUR COMMUNITY IN FRANCE. AFTER OUR MARKET ENTRY IN GERMANY, FRANCE WILL PLAY AN IMPORTANT ROLE IN OUR INTERNATIONALIZATION, NOT ONLY IN THE D2C BUT ALSO IN THE B2B SECTOR.**

**MIRIAM SANTER  
CO-FOUNDER THE SMART PERIOD BLOOD GMBH**

#### **DUBAI AND PARIS FOR STARTUPS**

On several occasions throughout 2022, Berlin Partner traveled abroad with various Berlin startups to help them gain a foothold in foreign markets. This included attending two major trade fairs in particular.

At the beginning of the year, Berlin Partner organized a delegation trip to Dubai with a total of 14 startups and 24 founders. During the trip, participants had the opportunity to meet companies, investors, potential business partners

and customers from Dubai in face-to-face meetings. In June, Europe's largest startup and tech event, VivaTech, was held again in Paris after a two-year hiatus. Berlin Partner went to the fair with 11 dynamic startups as representatives of "Innovation Made in Berlin." Aside from being able to showcase themselves, all of the attending startups had the opportunity to introduce themselves to investors, corporates and other trade fair attendees while networking with other potential investors and business partners.

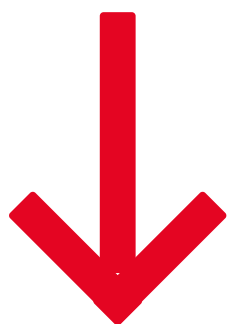
# STARTUPS S BERLIN



# OUR SERVICES



Berlin Partner offers special service packages that are tailored to meet the individual needs of companies and research facilities. Our services include providing support with customized funding concepts, assistance in hiring qualified personnel and help in locating the ideal commercial space. Berlin Partner helps members of the business and research communities establish valuable contacts, promotes tech transfers and advises companies in achieving their international goals.



## BUSINESS PROMOTION SERVICES IN BERLIN DISTRICTS

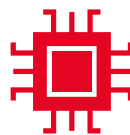
Our on-site services



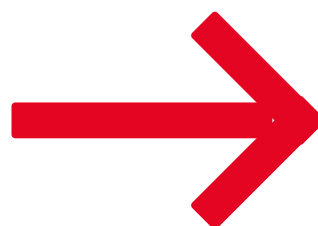
The Business Promotion Berlin Districts and Startups unit specializes in providing customized support for innovative and growing companies in Berlin. A team of twelve on-site project managers plays a crucial role in each Berlin district, offering guidance and support for companies looking to expand, relocate or launch their innovation projects. The unit provides cross-sectoral support to businesses ranging from established SMEs to tech-oriented Hidden Champions and startups. The Berlin Districts and Startups teams were merged into one unit in an effort to link up the growing segment of tech-oriented, high-growth startups with the SMEs that form the backbone of Berlin's economy. An essential feature of the unit is its capacity to ensure the close cooperation of district and state-level administrative bodies. Together with the economic development agencies of the twelve districts, the Berlin Senate Department for Economics ensures all businesses smooth, unbureaucratic access to the city's economic development services. Both also are committed to ensuring strong support for networking opportunities between startups and established companies.

## INNOVATION SERVICES

Increase innovation through collaborative research



When it comes to innovation efforts, startups and established companies alike can benefit in a variety of ways from the strategic ties to be made with local institutions of higher education and research facilities. Berlin Partner's Innovation Service stewards companies toward implementing innovative technologies and promotes networking between the business and research communities. The opportunities provided in knowledge and technology transfers are of particular importance to SMEs looking to rapidly implement innovations. The range of services provided include introducing companies to research experts, helping with the development of project concepts and plans, as well as advising on financing opportunities. Berlin Partner's Innovation Services team provided assistance with the new and ongoing development of products and processes in one-half of all the companies it advised in 2022. This involved helping with efforts to define the initial product, identify partners and providing financing opportunities. The team also facilitated a variety of exchanges between research facilities and companies at the European level. The Enterprise Europe Network Berlin-Brandenburg, for example, keeps local companies apprised of EU developments related to innovation, initiatives and programs. It also helps these companies scout for business and technology partners throughout the EU.



## FINANCING SERVICES

Funding programs for investment and innovation



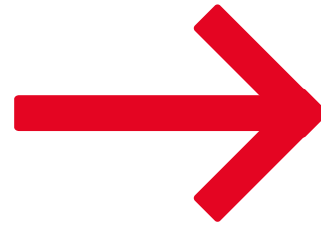
Berlin offers attractive financing and funding opportunities for companies in all phases of development - from startup to growth financing. This can involve obtaining support for planned investments through the GRW competition program, or participating in innovation-oriented programs such as Pro FIT and Transfer BONUS. The experts at Berlin Partner's Financing Services unit meet with companies to discuss their plans in Berlin, help them select the right funding and financing instruments, and assist with submitting applications for various programs. Throughout the process, Berlin Partner works with Investitionsbank Berlin (IBB). Thanks to its Financing Services unit, Berlin Partner was able in 2022 to help more than two-thirds of all project plans get underway and acquire the necessary approvals and relevant financing.

## TALENT SERVICES

The right talents for your jobs



As Germany's most international city, Berlin is very popular among talents at home and abroad. To meet the Berlin economy's need for skilled workers, our Talent unit traveled to several trade fairs and events in cities such as Cairo, Vienna and Stuttgart, presenting the capital city as a livable location for career-seekers. Targeting students and experienced professionals, the unit also presented multiplier projects that provide assistance to talent interested in coming to Berlin for work. The goal here is to initiate and harness robust networks that can help Berlin-based employers find talent in Africa and South America, for example.



## INTERNATIONAL SERVICES

Building strong global ties, from Berlin



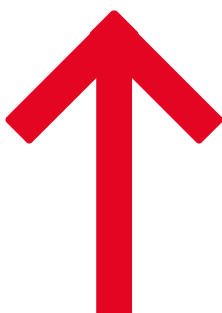
Berlin offers ideal conditions for businesses looking to expand into foreign markets. We help Berlin businesses with implementing their internationalization strategies in several ways: by hosting international trade fairs through the Berlin-Brandenburg trade fair program, offering internationalization programs and by having them participate in delegation trips. We also bring them into networks with potential business partners and key multipliers in their targeted region. In 2022, for example, we brought business delegations to Dubai, Singapore, Bengaluru and Silicon Valley. Further activities designed to promote Berlin as a business location and improve the city's visibility abroad are planned for 2023 in the United States, Brazil, Poland and France, among other locations.

## LOCATION SERVICES

The fast track to commercial property and real estate



Berlin Partner's Business Location Package offers companies exceptional assistance with scouting the right location for their business - free of charge. In addition to providing details regarding Berlin's property market, package services include assistance with finding the right commercial property irrespective of ownership status, arranging commercial property tours, and helping establish contact with providers.



Berlin Partner works with all relevant market actors such as owners, developers and brokers. Details regarding these services are available at the real estate portal [www.businesslocationcenter.de/immobilien](http://www.businesslocationcenter.de/immobilien). After entering individual criteria, such as object type, rent/buy preferences, price range, location and provider, companies receive information regarding available spaces and objects in Berlin.

## BUSINESS LOCATION CENTER

### A 3D look at Berlin



The Business Location Center (BLC) is the business portal for companies in Berlin. In addition to the latest data on

specific actors and the labor market, the portal offers information on funding programs, coworking spaces, future locations, commercial space layouts and infrastructure. The Economic Atlas brings this data to life by allowing visitors to explore Berlin virtually through either a 2D map view or image-based 3D surface modeling. The showroom gives investors a unique opportunity to experience the city as a business location.

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



## SUSTAINABILITY SERVICE

### Sustainability strengthened by co-operation within Berlin's ecosystem

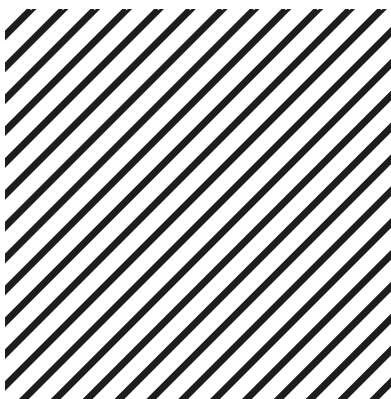
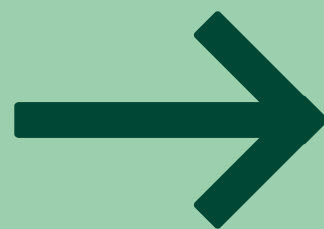


To achieve a sustainable economy, Berlin is pushing hard toward the UN's 17 Sustainable Development Goals.

In order to promote the capital as a location that targets a sustainable economy, Berlin Partner launched its new Sustainability Services in the beginning of 2022. Helping businesses respond to a shifting set of requirements, the unit also provides assistance with developing the new business areas that companies need in order to remain competitive and attractive to international talent. The unit's services focus primarily on the key issues of climate protection, resource efficiency and a circular economy, as well as sustainable and transparent supply chains.

As part of making products, processes and services more sustainable, we help companies finding partners to work with and advise on how to establish and maintain sustainability management practices, reporting obligations, standards and certification processes, as well as training and funding programs. In addition to helping firms identify their intrinsic sustainability potential, we create opportunities in which companies can share their experiences with each other and promote cooperation between them, all with the aim of developing sustainability-driven innovation projects and business models.

As a business development agency, we're committed to strengthening the ESG performance of Berlin companies and contributing positively to socio-ecological transformative change in the city. As the top location in Germany for social- and green-impact startups, Berlin features an excellent ecosystem brimming with collaboratory opportunities for sustainable business development in line with the goals of the European Green Deal.

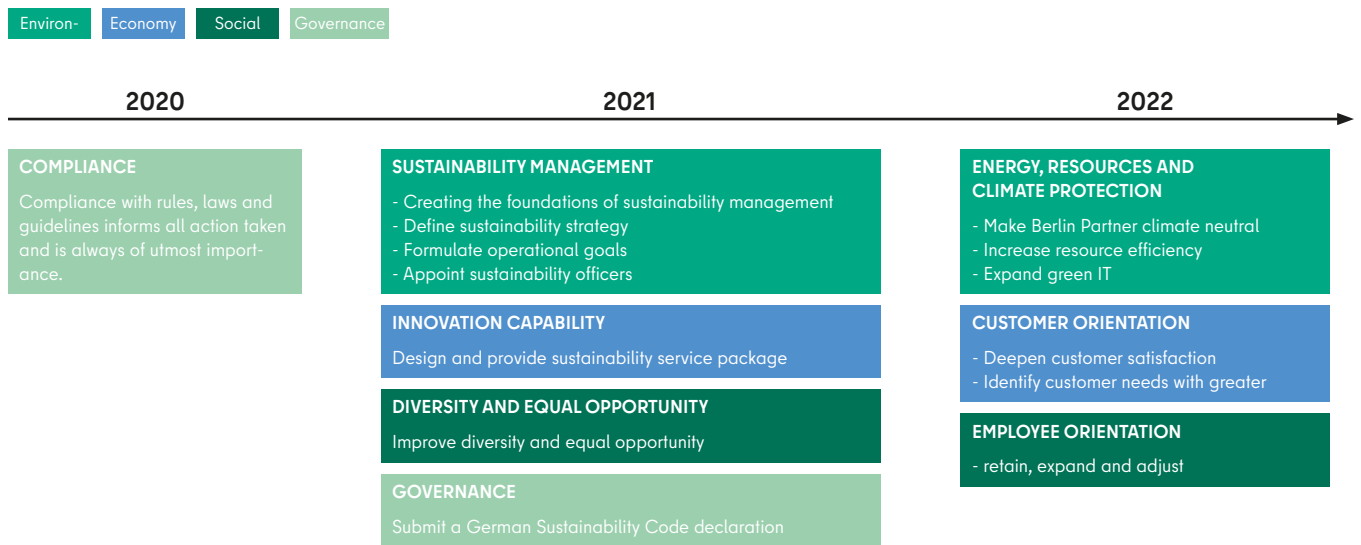


As the state of Berlin's business development agency, we take seriously our responsibility to engage in sustainable practices and act as a role model, even in the absence of legal requirements. In fact, we've been expanding our sustainability management efforts since 2019. In line with the German Sustainability Code (DNK), we are committed to transparency in reporting on our progress and will publish our second Sustainability Report in summer 2023.



Our Sustainability Report

## OUR SUSTAINABILITY STRATEGY - INTERNAL AND EXTERNAL IMPACTS



# SUSTAINABILITY

### WE START WITH PURPOSE

Sustainability management is an ongoing process of improvement. Our efforts in this area began by engaging in a process of dialogue and exchange with our internal and external stakeholders in order to identify our core sustainability issues. Topping the list once again this year was our own contribution to climate protection and resource preservation strategies, followed by the continued development of future-oriented services for Berlin-based businesses.

### OUR SUSTAINABILITY STRATEGY

Our sustainability strategy targets goals in the areas of environmental issues, economy, social affairs and governance. We set two clear priorities by launching our Sustainability Services on January 1, 2022 and by targeting climate neutrality by the end of 2022. Our diversity and equal opportunity goals, as well as our employee-centered goals remain with our Human Resources department.



# OUR SUSTAINABILITY PLAN

## PRACTICAL IMPLEMENTATION

### WHAT WE'RE DOING...

Together with everyone at the Ludwig Erhard Haus, where our offices are located, we target energy-saving goals.

We keep our employees up-to-date on our current sustainability activities.

We are in 100% alignment with the TVL.

Our modern employee contracts allow everyone up to three days a week of telework.

Hybrid working arrangements are even easier to implement thanks to our new office concept.

We emphasize sustainability issues at our innovation cluster events.

We emphasize “digital first” production with advertising and information materials. Where print processes are required, we embrace the efficient and sustainable production of materials.

Whenever possible, we avoid domestic air travel and compensate CO<sub>2</sub> emissions with certificates.

We take care to ensure environmental and social sustainability protocols are followed in our events, awards and purchases.

### HOW WE HELP OTHERS ...

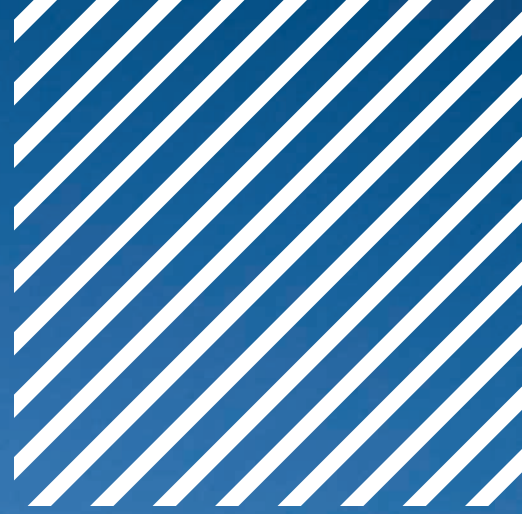
Our sustainability package, on offer since 2022, was developed by an agile project group and is informed by a needs survey of the companies we target. We are committed to supporting the state of Berlin's sustainability strategy and its efforts to achieve climate neutrality, which includes meeting the growing requirements placed on companies with regard to transparency in disclosing their sustainability activities. As a point of contact and steward for businesses interested in Berlin, we support businesses in efforts to make products or processes more sustainable and help them find appropriate partners for every step along the way, including financing. Drawing on an IÖW study of strategic players essential to a sustainable economy for Berlin, we are continually deepening and expanding our knowledge of those who play a relevant role in advancing this goal. A team of staff members who work across divisions and a coordinator have been tasked with delivering this new service.

### CONTACT:

DR. DIANA WOELKI AND ROBIN BRUCK  
NACHHALTIGKEITSMANAGEMENT@BERLIN-PARTNER.DE



# CULT APPEAL AND CULTURE - BERLIN HAS BOTH



# TUNE IN AND TURN A PROFIT



A PERFECT MIX  
OF GOOD BUSINESS  
AND GREAT FOOD

Guest  
Jonathan Kartenberg



BETWEEN TRADITION  
AND MODERNITY:  
INDUSTRY IN BERLIN

Guest  
Helmut Schramm

If you're looking to do business in Berlin, this is the podcast for you. Entrepreneurs reflect on their capital-city success stories with host Lukas Breitenbach, press spokesperson at Berlin Partner. Breitenbach takes listeners behind the scenes of these success stories and spotlights other innovative Berlin projects. The podcast also provides key information and helpful tips in conversations with in-house Berlin Partner experts.



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Guest  
Rasmus Rothe

BERLIN: HOTSPOT  
FOR ARTIFICIAL  
INTELLIGENCE



Guest  
Dr. Katharina

SHAPING  
CAPITAL CITY MARKETING



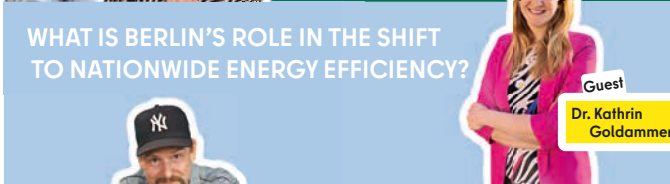
Guest  
Sven-Joachim  
Irmer

Q-COMMERCE: NEW  
DELIVERY SERVICE FOR BERLIN



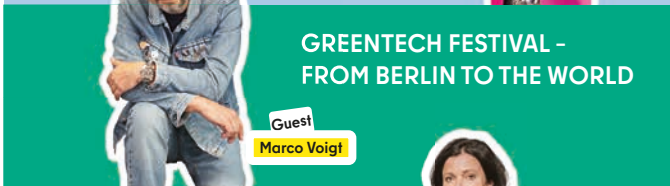
Guest  
Larissa  
Zeichhardt

BERLIN AND THE  
SHIFT TO ENERGY-EFFICIENT MOBILITY



Guest  
Dr. Kathrin  
Goldammer

WHAT IS BERLIN'S ROLE IN THE SHIFT  
TO NATIONWIDE ENERGY EFFICIENCY?



Guest  
Marco Voigt

GREENTECH FESTIVAL -  
FROM BERLIN TO THE WORLD



Guest  
Daniela Teichert

WHAT DOES THE HEALTHCARE  
SYSTEM OF THE FUTURE  
LOOK LIKE?

# BERLIN B BUSINESS PODCAS T

# SUSTAINABLE MARKETING



## SUSTAINABLE INDUSTRY - BERLIN PARTNER TALK

Berlin Partner works together with its over 240 member companies and research institutions to raise the city's profile as a business location.

To this end, we organize several networking events that bring decision makers together for an active exchange of ideas on current themes, such as climate protection and resource efficiency. The Berlin Partner Talk held on June 9 focused on the theme of sustainable industry. Berliner Morgenpost Editor-in-Chief Christine Richter joined with representatives of the Berliner Hochschule for Technik (BHT), Huawei Germany, Körber Digital, Siemensstadt Square, Vattenfall Wärme and others to discuss how leaders in the fields of business, science and energy-supply can foster Berlin's status as a sustainable industrial location and structure the city in such a way that it is equipped for the future.

# CAPITAL CITY MARKETING



## BERLIN FASHION WEEK - AN ENVIRONMENTALLY AND FASHION-CONSCIOUS CITY

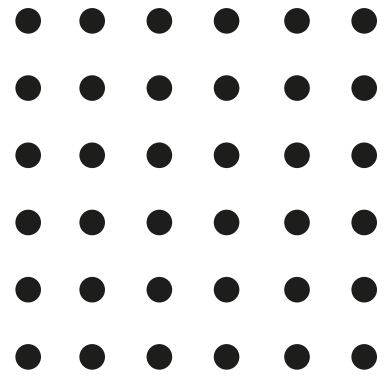
Twice a year, Berlin becomes a Mecca for the international fashion scene. In 2022, the Berlin Fashion Week took place in March and September, that is, with a slight delay due to the Covid-19 pandemic, but nevertheless with a fresh and dynamic approach. Most shows were held as in-person events or hybrid formats that could also be attended online. Berlin Partner organized a comprehensive range of marketing measures designed to promote Berlin as an attractive, sustainable, open-minded and politically conscious fashion capital

as well as to shed light on local designers. We organized a broad B2C online and offline campaign and focused specifically on reaching trade visitors via PR activities and trade-media ads. Editors and buyers from Germany and abroad were treated to an intensive guest management program. The centerpiece of our marketing activities was the Berlin Fashion Week website, which featured facts and figures about Berlin as a fashion capital.

05-10/SEP. 2022 **BERLIN FASHION WEEK**  
FASHIONWEEK.BERLIN **BERLIN FASHION WEEK**  
**BERLIN FASHION WEEK**  
**BERLIN FASHION WEEK**

DER BERLINER SALON / STUDIO2RETAIL BY FCG /  
MBFW / ESTETHICA / 202030 THE BERLIN FASHION  
SUMMIT / HIGHSNOBIETY / NEO.FASHION

BERLIN



# CAMPAIGNING WITH EACH OTHER

## BERLIN AT THE DAY OF GERMAN UNITY IN ERFURT - #ZUSAMMENWACHSEN22

On October 1-3, 2022, under the motto “zusammen wachsen” (growing together), 185,000 visitors gathered in Erfurt to celebrate the 32nd Day of German Unity. Berlin showcased its profile under the hashtag #Zukunftshauptstadt (capital of the future) at the citizens’ festival held in downtown Erfurt. The capital offered hands-on activities, such as silk-screening, as well as other fun handicrafts and a raffle, all of which were – alongside the culinary delicacies – a big hit among visitors young and old. Music acts also brought some nice sounds and good vibes from Berlin to the Thuringian state capital.



## #BERLINFLUENCER 2022 - GREAT STYLE FOR A GOOD CAUSE

The Berlin Bear sometimes takes on a Panda look, sometimes rainbow colors and sometimes even the team colors of the Berlin Recycling Volleys volleyball team. For a charity campaign in support of Ukraine, eleven BerlinFluencers created a limited-edition t-shirt series in eleven individual designs. Berlin Mayor Franziska Giffey was also on hand for the occasion, as were the Zoo Berlin, the Tierpark Berlin, the FC Viktoria soccer club, the Flying Steps, Gasag, Six Day Berlin, Tulus Lotrek, the Eisbären Berlin hockey club, the Recycling Volleys and the Füchse Berlin.

The stylish pieces were sold online, at BIKINI BERLIN and at select events, such as the Berlin Hoffest, Berlin Photo Week and the launch of the latest “Sport Metropolis Berlin” season. The robust result of the campaign: 1,400 t-shirts sold and a sum of €25,000 donated.

## SPORT MARKETING CAMPAIGNS

“Block your opponents, not me,” suggests one athlete with Down syndrome. Yet another says: “See me, don’t stare at me.” In 2022, Berlin Partner organized a total of 13 projects and campaigns on behalf of the Berlin Senate Department of the Interior, Digitalization and Sport, including this awareness campaign to mark the Special Olympics World Games. Each campaign sought to boost awareness for sports as an economic and image factor at the regional, national and international level as well as to raise enthusiasm among Berliners for major sporting events in the city.



## VEJA X BERLIN: THE CAPITAL CITY SNEAKER

A sporty shoe in a futuristic retro design with the lettering BERLIN on the back and the characteristic Berlin bear on the tongue and insole: the fair-trade company VEJA created a high-top sneaker under the name BERLIN in cooperation with the city, but also as an homage to the German capital. The campaign also served a good cause with Veja donating €25,000 to the Obdachlosenhilfe, Berlin’s homeless aid organization. From November 2022 to February 2023, almost 150 pairs of Berlin sneakers were also raffled off to charitable organizations and non-profit initiatives on Instagram via @wir\_berlin.



## “BERLIN AGAINST ANTI-SEMITISM” - TAKING A STAND AGAINST HATRED

Hatred and intolerance have no place in a city as diverse and cosmopolitan as Berlin. This firm stance is expressed in the “Berlin against Anti-Semitism” initiative launched by Berlin Partner in 2021. More than 50 Berlin Partner members have since become active in the fight against anti-Semitism by means of joint activities and projects. Among other things, testimonials from the network of Berlin Partner members were featured on posters throughout Berlin, just as they were in the previous year.

# MARKETING INNOVATION

## BERLINER MASTER CHEFS 2022 - A CULINARY JOURNEY THROUGH THE HALL OF TASTE

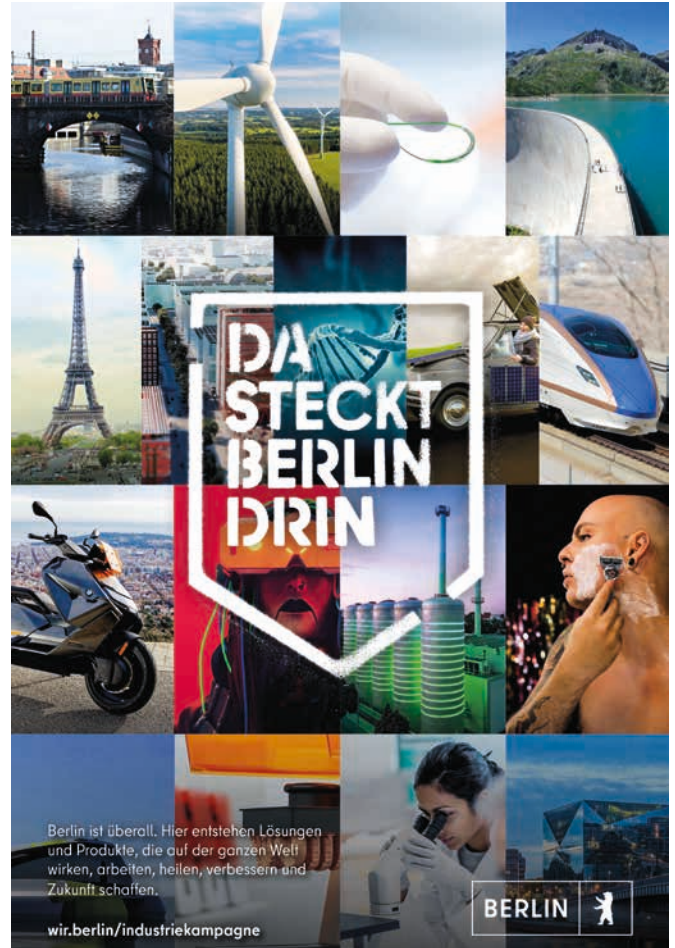
Restaurant-hopping through a factory hall with a different group of fellow diners at each stop: this is what those attending the Berlin Master Chefs’ “Hall of Taste” experienced on November 12 at an S-Bahn production plant in Schöneeweide, where the restaurants of Berlin’s Master Chefs 2021 (KINK, BRIKZ, Irma la Douce and eins44) were recreated as pop-up locations for one evening.

Roughly 250 guests from the world of politics, business and gastronomy arrived on a dedicated train, each with a “ticket-to-taste” their way through a journey of culinary delights. Because each participant was provided their own personalized itinerary, everyone was presented with a variety of networking opportunities. Later on in the evening, the winners of the Berlin Master Chefs 2022 were announced. At the after-show party, guests enjoyed drinks mixed by barkeepers from the Green Door Bar as well as French delicacies from the Du Bonheur pastry shop – both of whom were winners of the 2021 Berlin Master Chefs.



## AI CAMPAIGN - #AI\_BERLIN

Berlin is known worldwide as a cutting-edge location for the cross-cutting technology of artificial intelligence. The website [ki-berlin.de](http://ki-berlin.de) offers insights into Berlin’s unique ecosystem and information about current and forthcoming developments in the rapidly growing field of AI. The site also has a blog showcasing innovative AI players from Berlin’s business and science sectors and an ever-growing database of roughly 170 companies active in the fields of mobility & city intelligence, business intelligence and health intelligence.



## INDUSTRY CAMPAIGN - #BERLINWITHIN

In 2022, Berlin Partner’s industry campaign showcased the capital with the help of 17 new partner motifs under the motto #Berlinwithin. Each partner company embodies the innovative strength and diversity of Berlin as a leading location for industry. Several different campaign activities throughout the year, which included an appearance at the Hannover Messe, a series of social media flights and a national media flight, brought global attention to the 17 partner companies and their “Made in Berlin” products.

### DECISIVE FOR DECISION MAKERS



The Berlin Partner Network  
**Our new image film**  
Scan this QR code



## BERLIN PARTNER NETWORK

**251** COMPANIES

**35** NEW PARTNERS

**220,000**

EMPLOYEES in member companies

## BERLIN PARTNER EVENTS

**40** EVENTS

**> 6,000**

PARTICIPANTS

Stand: Dezember 2022

## SPORTS MARKETING CAMPAIGN



**440MLN**

TOUCHPOINTS  
in Berlin and across Germany

## DUBAI WORLD EXPO

**1 MLN**

VISITORS TO THE  
BERLIN PAVILION



## IMAGE MARKETING

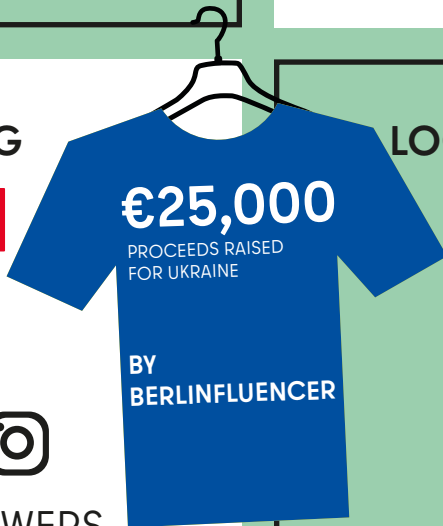
**260 MLN**

TOUCHPOINTS  
in Berlin and across Germany

**32,920**

WIRBERLIN FOLLOWERS

**+14%** INCREASE



## LOCATION MARKETING

**152 MLN**

TOUCHPOINTS  
in Berlin and across Germany

**1 MLN**

Page views reason-why.berlin



**+230%**

increase

**1,184**



SNEAKERS SOLD

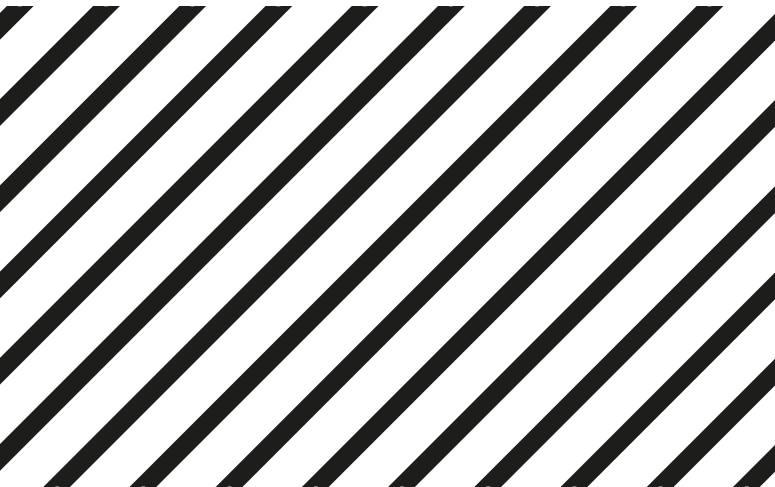
€25,000 donation to  
Berlin homeless aid organization

# EXPERIENCE A CITY IN TRANSFORMATION



## BERLIN HOFFEST - #ZUKUNFTSHAUPTSTADT (CAPITAL OF THE FUTURE)

On July 5, 2022, Berlin Mayor Franziska Giffey welcomed around 3,500 guests hailing from politics, business, science, diplomacy, culture, media and sports to the Hoffest celebrations held in and around the Rotes Rathaus. Under the motto #Zukunftshauptstadt (capital of the future), roughly 100 cooperation partners – many of them Berlin Partner member companies – were on hand to showcase Berlin’s unique diversity and send out a positive signal for the future by means of informative offers, cultural highlights and culinary delights. A number of Berlin Master Chefs gave on-site tastings of the products of their award-winning skills and, for the first time, Berlin startups presented their innovations in a dedicated area. The proceeds from an art event went to support two Berlin associations that organize Ukrainian aid projects.



## PODCAST “KIEZ & SCHNAUZE” – BERLIN IN YOUR EARS

“So maybe you already know what a Späti is and that Trep-tow is pronounced with a long ‘e’? And maybe you know that Kotti, Görli and Boxi aren’t singers in a boy band and that ‘nothing is Hertha than Union’?”

The podcast known as “Kiez & Schnauze: Our topics, our city” was launched in July 2022 and spotlights Berlin in all its colorful contrasts. It’s sometimes enlightening, frequently critical and always humorous. A total of twelve episodes were produced over the course of the year on topics such as current trends and future developments, sustainability and mobility, innovation and integration, digitalization and cities in transition. Berlin Partner was also on hand “in the studio.” Already attracting a strong fanbase, the “Kiez & Schnauze” podcast can be heard wherever you get your podcasts.



To subscribe to the  
**“KIEZ & SCHNAUZE”**  
podcast, scan the QR code



# BERLIN, BERLIN WORLDWIDE

## EXPO 2020 DUBAI - #BERLINWEEKEXPODUBAI

“Berlin is open for Business, Talents, Startups, Music, “Sports and Games” was the motto of the Berlin showcase at the Expo 2020 Dubai from February 14 to 20, 2022. And, nope, that’s not a misprint: due to the pandemic, the first world exhibition in the Arab region (“Expo2020”) was slightly delayed and took place from October 2021 to late March 2022. Berlin’s appearance at the German pavilion’s CAMPUS GERMANY - one of the most popular halls on the Expo site - focused on promoting the city as a creative and innovative place to live and work. Featuring a variety of performances, shows and concerts, the pavilion’s diverse cultural program created an exciting atmosphere. During the third Startupnight Dubai, 14 Berlin startups took advantage of the opportunity to showcase their ideas from the CAMPUS GERMANY pitch competition to jury members from Berlin and Dubai and to network with local business representatives. In the evening, the facade of the Expo site was lit up by the Berlin Bear in the form of a 3D animation.



## BERLIN-BUDAPEST: 30 YEARS OF CITY PARTNERSHIP

In September 2022, Berlin and Budapest gathered in the Hungarian capital to celebrate the 30th anniversary of their city partnership. Roughly 800 invited guests hailing from the two cities’ political and business communities enjoyed a festive evening of networking and music at the stunning Vigadó in Budapest. Berlin Partner supported the event by means of a Berlin exhibition, a participatory art activity and mood-setting visuals, among others.

# BERLIN-PARTNER-NETWORK. Decisive for decision makers.

## CATEGORY D-PARTNERS


## CATEGORY C-PARTNERS


## CATEGORY B-PARTNERS


## CATEGORY A-PARTNERS


## SCIENCE PARTNERS

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## STARTUP PARTNERS

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 netzwerk@berlin-partner.de | www.berlin-partner-netzwerk.de | Updated November 2022.

PARTNER FÜR

BERLIN



**DIE | AG**  
UNTERNEHMENSGRUPPE

**DE DIXONS**

**FLUX FM**



**98.2 PARADISO**

**rbb** RUNDUNK  
BERLIN-BRANDENBURG



Volkswagen **We**

**Wall**

**WELT**

**DAILY BEAST**



FLYING **STEPS**



**Gillette**



**H.O.M.E.**

**SHC.EU**

**TAGESSPIEGEL**

The New York Times

**topmagazin**  
BERLIN

**tv.berlin**

**VONOVIA**



**bdr.**  
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**BECKER & KRIES**  
Wohnen - Arbeiten - Leben

**BE**  
group

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BERLIN-BRANDENBURG



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**DKB**  
Deutsche Kreditbank AG



**ESTREL**  
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*first class*

**FP**

**Kieback&Peter**



**NTT**



**Optimahl**  
Caring Events. Enriching.

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Berlin

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**WE** WURTH  
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**BIBRAUN**  
SHARING EXPERTISE

**becanex**

**BER** Berlin  
Event Network

**CA IMMO**  
ERBAN  
RENTALMARKS

**CINE —  
GRDMM**

**CityClean**  
Sustainable Services Group

**GO** Berlin

**CoEonix**

**Creditreform**

**degewo**  
ANY STATE. ANY LEASE.

**DEHOGA**  
BERLIN

**formlabs**



**STATE GRID**  
DESIGN EUROPE  
AN ENERGY SERVICES COMPANY

**GESOBANU**  
Hier wohnt Berlin.

**Gewobag**

**GO!**  
KARRE & LOGISTIK

**GOLDBECK**



**INPOLIS**



**KNORR-BREMSE**

**K**  
KOMMUNIKATIONSGRUPPE DR. HAGERMANN

**KÖRBER**

**KPM**



**LASERLINE**  
In Berlin. Durchqueren.

**OHDE**  
BERLIN

**OSRAM**

**PAN AM**  
WORLDWIDE

**park inn**  
WIRTSCHAFTS-HOTEL

**Perception & Reality Square**  
Group

**powerstories**

**ProBioGen**  
Intelligent Biopharmaceutical Solutions

**RUNZEL & CASPER**  
WIRTSCHAFTSGRUPPE

**STADT UND LAND**  
LIVING. WORKING. LEARNING.

**Stiftung  
Planetaryum  
Berlin**

**STRATEGIS**

**Takeda**

**T...**

**TEGEL PROJEKT GMBH**

**[time change]**  
communication | optimization

**TOP** Sportmarketing

**WBM.**  
WIRTSCHAFTSGRUPPE  
BERLIN

**WE  
DO**

**WINDROSE AIR  
JET CENTER**

**W  
LOUNGE**

**Zanussi & Partner**  
ELECTRODOMESTICS

**Z** ZEITGEIST  
AGENCY MANAGEMENT

**ZOOLOGISCHE  
GÄRTEN BERLIN**  
2000 JAHRE WISSENSCHAFT

Hochschule für  
Wirtschaft und Recht Berlin  
Berliner School of Economics and Law



**ICN**  
CREATIVE  
BUSINESS  
SCHOOL

**Private Kant-Schulen**  
Supere acad, itcopia.

**SAGE**  
EHB | KHSB | ASH  
Berlin

**TOURO COLLEGE BERLIN**



Universität der Kluge Berlin

**Urania  
Berlin**

**UE** University  
of Europe  
BERLIN

**VICTORIA**  
INTERNATIONALE HOCHSCHULE

**yoona.ai**

# COMMITTEES AND SHAREHOLDERS

The shareholders in Berlin Partner for Business and Technology GmbH include Investitionsbank Berlin (IBB UV is IBB's owner and sole shareholder), Technologiestiftung Berlin, Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH, Berlin Chamber of Crafts, the Chamber of Commerce and Industry of Berlin (CCI Berlin), and the Federation of Business Associations in Berlin and Brandenburg.

## **IBB UV**

The IBB Group, or IBB UV, is the institution incorporated under public law that has been responsible for IBB since January 1, 2021. The State of Berlin is in turn responsible for the IBB UV. As of September 20, 2021, the IBB UV holds interests in other companies that serve the structural and economic policy goals of the State of Berlin, including Berlin Partner for Business and Technology. Prior to this, the IBB itself held these interests. IBB's former subsidiaries have now become subsidiaries of IBB UV. Together they form the IBB Group. As the Federal State of Berlin's business-development bank, the IBB promotes and finances investment projects and is committed to advancing sustainable development in Berlin by

improving economic, environmental and social living conditions in the city. In addition to economic development, real estate and urban development, its portfolio was expanded in 2022 to include efforts to promote the local labor market. Its offerings in these areas help make Berlin an even better place to live and work. IBB offers young, emerging companies a broad spectrum of financing, from microcredits to venture capital. As a bank for Berlin-based entrepreneurs, it helps innovative leaders, startups and SMEs successfully implement their ideas.

This creates jobs and attracts people from around the world to our city. The IBB works closely with Berlin Partner for Business and Technology GmbH in all aspects of business development.

For those who already live here or have just arrived, IBB also works to finance affordable and inclusive housing. Its housing and real estate development unit therefore focuses on financing the construction of new rental housing. In line with climate protection efforts, the IBB also promotes measures targeting improved energy efficiency in buildings.

### **TECHNOLOGIESTIFTUNG BERLIN**

Technologiestiftung Berlin promotes shared knowledge about digital opportunities and challenges, develops digital tools, and helps shape Berlin's digital transformation by working with residents, government agencies and companies on collaborative projects. In collaboration with the Senate Chancellery Berlin, the Technologiestiftung oversees the CityLAB Berlin and, in partnership with the Senate Department for Culture and Europe, it has created the kulturBdigital project. Together with the Senate Department for Economics, Energy and Public Enterprises, the Technologiestiftung operates the agency responsible for information regarding open data for Berlin's public administration offices. In addition to ensuring public welfare-driven, digital urban development, transparent data handling in public agencies, and the digital development of the cultural sector, the Technologiestiftung is committed to promoting digital literacy so that everyone can leverage the opportunities associated with digital technologies. The Technologiestiftung also regularly publishes studies featuring the data on emerging developments in technology and their potential relevance for Berlin. It promotes the exchange of knowledge by hosting a wide range of events. Other areas of focus include targeting innovations that will help Berlin in its Circles of Sustainability approach and help the public and industry alike adapt to the changes brought on by digital technologies - all for a livable urban future in Berlin.

### **PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH**

In 1994, 21 Berlin companies joined forces as Partner für Berlin Gesellschaft für Hauptstadt-Marketing mbH with the aim of promoting Berlin's economy, strengthening the capital city's reputation as a business location, and attracting investment to the city. The new organization worked closely with the federal state of Berlin to foster acceptance for Berlin as the nation's new capital, market Berlin as a business location, and develop a comprehensive marketing campaign for the city. As members of Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH, participating companies provide financial support and are actively engaged as shareholders. They also hold stakes in the parent organization, which gives them voting rights at the general meeting.

### **BERLIN CHAMBER OF CRAFTS**

The Berlin Chamber of Skilled Crafts and Small Business (HWK) is a self-governing organization under public law. Its current member companies of more than 30,000 businesses in the craft and craft-like trades offer career prospects to around 9,600 trainees.

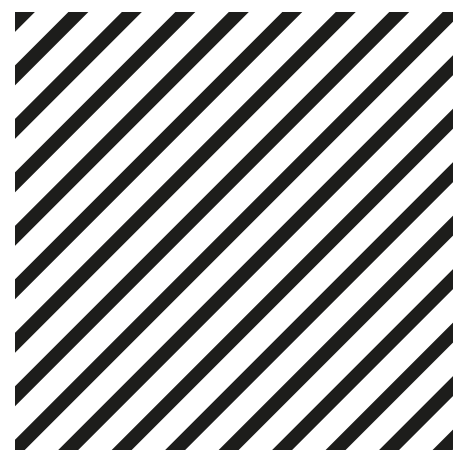
### **CHAMBER OF COMMERCE AND INDUSTRY OF BERLIN**

Featuring more than 300,000 members, the Chamber of Commerce and Industry of Berlin (CCI Berlin) represents the greater interests of the Berlin economy as a customer-oriented service provider for companies, helping them leverage opportunities and overcome challenges. CCI Berlin also provides support for nearly 22,000 apprenticeship positions each year. As a non-partisan organization that represents and promotes Berlin's economy, CCI Berlin also serves an expert and at times critical voice in its exchanges with the government. The CCI Berlin

is supported by 750 entrepreneurs who offer their time on a voluntary basis, another 3,000 voluntary auditors and its full-time staff.

### **FEDERATION OF BUSINESS ASSOCIATIONS IN BERLIN AND BRANDENBURG**

The Federation of Business Associations in Berlin and Brandenburg (UVB) is an umbrella organization that focuses on the region's economic and social policies. Its members include some 60 business and employer associations from the industrial, commercial, insurance, service, and craft-trades sectors in Berlin and Brandenburg. The UVB simultaneously serves as the state chapter of the Federal Union of German Employers' Associations (BDA), represents the states of Berlin and Brandenburg in the Federation of German Industries (BDI) and represents their economic interests with the federal government.



# BERLIN IS OUR PASSION





## **THE SUPERVISORY BOARD AT BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY GMBH**

The Supervisory Board at Berlin Partner for Business and Technology GmbH is comprised of representatives from the business, research and policymaking communities.

### **Carsten Jung**

President of the Management Board at Berliner Volksbank eG, Chair of the Supervisory Board (as of Sept. 01, 2022)

### **State Secretary Michael Biel**

Senate Department for Economics, Energy and Public Enterprises, First Vice Chair of the Supervisory Board as of Feb. 03, 2022)

### **Dr. Hinrich Holm**

Chair of the Management Board at Investitionsbank Berlin, Second Vice Chair of the Supervisory Board

### **Hendrik Fischer**

State Secretary at the Ministry for Economic Affairs, Labour and Energy of the Federal State of Brandenburg

### **Daniel-Jan Girtl** (until June 28, 2022)

President of CCI Berlin

### **Ulrike Gote** (as of March 9, 2022)

Senator, Senate Department for Higher Education and Research, Health, Long-Term Care and Gender Equality.

### **Stefan Moschko**

President, Vereinigung der Unternehmensverbände in Berlin und Brandenburg e. V.

### **Sebastian Stietzel** (as of June 28, 2022)

President of CCI Berlin

### **Tobias Weber**

Managing Director of City Clean GmbH & Co. KG

### **Carola Zarth**

President, Berlin Chamber of Crafts

### **Nicolas Zimmer**

Chair of the Executive Board, Technologiestiftung Berlin

## **PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH SHAREHOLDERS**

The company's funding is secured by shareholders' capital investment. At the annual shareholders' meeting, shareholders are informed of the company's activities and have the opportunity to offer their input on strategic issues. In 2022, 44 of the nearly 250 Berlin Partners were also Partner für Berlin shareholders. They also hold stakes in the parent organization, which gives them voting rights at the general meeting.

### **Shareholders:**

- Abwicklungsgesellschaft Inventux Technologies AG
- Abwicklungsgesellschaft Veloform Media GmbH
- Aengevelt Immobilien GmbH & Co. KG
- ALBA Group plc & Co. KG
- Albeck & Zehden Hotels und Gastronomie B.H.S. – Berlin Hotelmanagement und Service GmbH
- Bayer Pharma AG
- Becker & Kries Holding GmbH & Co. KG
- Berliner Kindl Brewery Aktiengesellschaft
- Berliner Volksbank eG
- Berlinovo Immobilien Gesellschaft mbH
- Bloomberg L.P.
- Bombardier Transportation GmbH
- BRLO GmbH
- bsw Berliner StadtWerbung GmbH
- Bundesdruckerei GmbH
- Business Network Marketing- und Verlagsgesellschaft mbH
- BVG Beteiligungsholding GmbH & Co. KG
- City Clean GmbH & Co. KG
- degewo AG
- Deutsche Telekom AG
- DIAL Berlin Tourism-Förderung GmbH

- Estrel Hotel-Betriebs-GmbH
- Funk Gruppe GmbH
- GASAG Berliner Gaswerke AG
- Gegenbauer Services GmbH
- GO! General Overnight & Express Logistik GmbH
- Berlin Chamber of Crafts
- IDEAL Lebensversicherung a. G.
- Chamber of Commerce and Industry of Berlin
- Landesbank Berlin AG
- Mittel Deutschland GmbH
- Pfizer Deutschland GmbH
- Prinz Medien
- Roskos & Meier OHG
- Runze & Casper Werbeagentur GmbH
- STRATEGIS AG
- Ströer Deutsche Städte Medien GmbH
- The Newsweek Daily Beast Company LLC.
- Vattenfall Wärme Berlin AG
- Vereinigung der Unternehmensverbände in Berlin und Brandenburg e.V. (UVB)
- Wall GmbH
- WBM Wohnungsbaugesellschaft Berlin-Mitte mbH
- WE DO communication GmbH
- WINDROSE AIR Jetcharter GmbH

## **PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH SUPERVISORY BOARD**

The following members of the Partner für Berlin Supervisory Board are elected by shareholders (each with a minimum of 10 votes in favor):

### **Tobias Weber**

Managing Director of City Clean GmbH & Co. KG, Chair of the Supervisory Board (as of September 21, 2022)

### **Martina Hacker**

Managing Director of KPM Königliche Porzellan-Manufaktur Berlin GmbH, Deputy Chair of the Supervisory Board (as of Dec. 7, 2022)

### **Peter Albiez** (until Aug. 25, 2022)

CEO of Pfizer Deutschland GmbH

**Carsten Jung**

President of the Management Board at Berliner Volksbank eG, Chair of the Supervisory Board (until Sept. 21, 2022)

**Dr. Katharina Kurz**

CEO BRLO GmbH

**Prof. Dr. Helmut Schramm**

(as of Apr. 11, 2022)

Head of Production BMW Motorcycle

**Dr. Tanja Wielgoß**

Managing Partner Gipfelglück GmbH, Founding Member of the Board of Trustees of the AllBright Foundation

**THE ADVISORY BOARD FOR PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH**

The Advisory Board for Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH advises management on questions of marketing and partner support, and cultivates close relationships between the private sector and Berlin Partner for Business and Technology GmbH.

**Members:****Ute Jacobs**

Managing Director of Estrel Hotel-Betriebs-GmbH, Chair of the Advisory Board

**Tomislav Bucec**

Managing Partner RAZ Verlag GmbH

**Martin Fensch** (until Oct. 31, 2022)

Senior Director Corporate Affairs & Diversified Products, Managing Director at Pfizer Deutschland GmbH

**Alexander Jung**

Head of Public Affairs Berlin & Media Relations for Germany, Vattenfall GmbH

**Thomas Killius**

Director of Corporate Clients, Berliner Volksbank eG

**Rainer Knauber**

Head of Group Communications, Press spokesperson, Berliner Gaswerke Aktiengesellschaft (GASAG)

**Sara Nachama**

Vice President of Touro College Berlin

**Wolfgang Sacher**

Managing Director of Go! General Overnight & Express Logistics GmbH

**Roland Sillmann**

Managing Director, WISTA-MANAGEMENT GMBH

**David Weißert**

Berlin Senate Department for Economics, Energy and Public Enterprises

**THE BUSINESS LOCATION CENTER ADVISORY BOARD**

The partner companies and institutions of the Business Location Center form an Advisory Board to receive information on the content, technical and commercial operations of the Business Location Center in regular meetings held with Berlin Partner for Business and Technology.

**Members:**

(as of November 2022)

**Dr. Peer Ambrée**

Division Manager for Technology and Startup Centers, WISTA-MANAGEMENT GMBH

**Alexander Breustedt**

Managing Director, Graef GmbH

**Dirk Ditttrich**

Director Acquisitions of EDGE Technologies GmbH

**Marc Eschholz**

Managing Director of Becker & Kries Holding GmbH & Co. KG

**Sebastian Fritze**

Direct Marketing & Communications, Cells Bauwelt GmbH

**Daniel Ginezki**

Account Manager, SHC Netzwerktechnik GmbH

**Felix Gold**

Managing Director of DIE Deutsche Real Estate Development Ltd.

**Birgit Kahland**

Head of City Partnership Berlin, Vattenfall Europe Wärme AG

**Kathrin Kanzler-Tullio**

Head of Unit IV A, Berlin Senate Department for Economics, Energy and Public Enterprises

**Sarah Kocabiyik**

Associate Partner and Head of Acquisition and PR of UNDKRAUSS Bau AG

**Birgit Mack**

Key Account Manager Industry/Services, Investitionsbank Berlin

**Simon Margraf**

Division Manager Economy and Politics Chamber of Commerce and Industry of Berlin

**Engelhard Mazanke**

Director, State Office for Immigration Berlin

**Kai Mende**

Managing Director, CBRE GmbH

**Simon Miller**

Senior Manager Aviation Marketing Operations, Flughafen Berlin Brandenburg GmbH

**Dr. Dietmar Müller-Boruffau**

Attorney & Partner at Advant Beiten

**Jörg Nehls**

Managing Director, JNP Real Estate Management GmbH

**Torsten Nehls**

Managing Director, Belle Époque Gesellschaft für behutsame Stadterneuerung mbH

**Matthias Prennig**

Head of Sales East, GASAG Solution Plus GmbH

**Dr. Lutz Ross**

Managing Director, virtualcitySYSTEMS GmbH

**Kathrin Rüdiger**

Head of the Economic Development Department of the Marzahn-Hellersdorf District Office for the CleanTech Business Park Berlin Marzahn

**Cem Saka**

Head of Leasing of Caleus Commercial Asset Management GmbH

**Dr. Ulrich Scheller**

General Manager, Campus Berlin-Buch GmbH

**Oliver Schlink**

Managing Director, Gewerbesiedlungsgesellschaft mbH (GSG)

**Benjamin Schmidt**

Regional Manager for Berlin, GOLDBECK Northeast GmbH

**Anja Schuhmann**

Regional Manager Berlin and Leipzig of Jones Lang LaSalle SE

**Holger Staudt**

Head of Asset Management, Region Nord, OFFICEFIRST Real Estate GmbH

**Maxim Streletzki**

Co-owner, Hotel ESTREL of the Estrel Hotel-Betriebs-GmbH

**Eva Weber**

Head of Renting, Taurecon Real Estate Consulting GmbH

**David Weiblein**

Managing Director, BTB Blockheizkraftwerks-Träger- und Betreibergesellschaft mbH Berlin

**Markus Weigold**

CEO, Drees & Sommer Projektmanagement und bautechnische Beratung GmbH

**Jörg Widhalm**

Division Manager Real Estate Clients and Infrastructure at Berliner Volksbank

**Thomas Wilde**

Sales Director New Systems Region Nordost, OTIS GmbH & Co. OHG

**Gabriele Zander**

Director & Partner of the Mercuri Urval GmbH

**THEBUSINESS LOCATION CENTER STEERING COMMITTEE**

The Steering Committee represents the Advisory Board in dealings with Berlin Partner for Business and Technology and, together with Berlin Partner, is the public face of the Business Location Center. It also prepares proposed resolutions for submission to the Advisory Board. The Steering Committee meets at its own discretion and upon request by Berlin Partner for Business and Technology - in advance of Advisory Board meetings. The Advisory Board can transfer decision-making authority to the Steering Committee for specific issues, though this requires a unanimous "yes" vote.

**Members:**

(as of November 2022)

**Markus Weigold**

CEO, Drees & Sommer Projektmanagement und bautechnische Beratung GmbH, Executive Committee Chair

**Dr. Peer Ambrée**

Division Manager for Technology and Startup Centers WISTA-MANAGEMENT GMBH

**Birgit Kahland**

Head of City Partnership Berlin, Vattenfall Europe Wärme AG

**Kathrin Kanzler-Tullio**

Head of Division II A, the Senate Department for Economics, Energy and Public Enterprises

**Dr. Dietmar Müller-Boruffau**

Attorney & Partner at Advant Beiten

**Eva Weber**

Head of Renting, Taurecon Real Estate Consulting GmbH

# BERLIN P ARTNER C ORGANIZA TIONAL





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Dr. Stefan Franzke  
**Human Resources**  
Jana Jungklaus  
**Public Relations**  
Lukas Breitenbach

**Capital City Marketing**  
Myriam Sztayn  
Carl-Philipp Wackernagel

**Mobility | Energy |  
Innovation**  
Thomas Meißner

**Healthcare Industries |  
Industry | Infrastructure**  
Dr. Kai Uwe Bindseil

**Digital Business | Startups**  
Nadine Jüdes

**Internal Services | Strategy**  
Sebastian Holtgrewe

**Berlin Partner Network |  
Events**  
Myriam Sztayn

**Berlin Agency  
for Electromobility eMO**  
Gernot Lobenberg

**Business Location Center |  
Location | Airport Region  
Berlin-Brandenburg**  
Birgit Steindorf

**Berlin Districts | Startups**  
Jan Berewinkel

**Finance | Controlling**  
Jana Schütte

**Berlin Campaigns**  
Carl-Philipp Wackernagel

**Energy Technology | Smart City**  
Wolfgang Korek

**Biotech | Pharma**  
Carolin Clement

**Information and  
Communication Technology**  
Dr. Juliane Haupt

**IT | Facility**  
Michael Freimuth

**Innovation | Funding  
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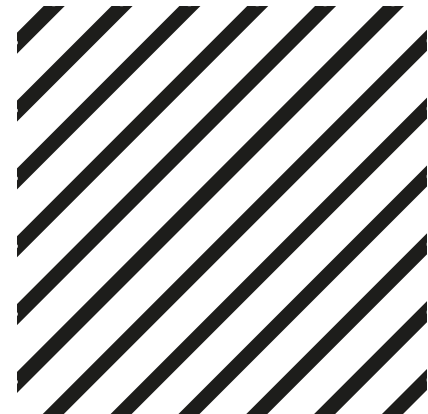
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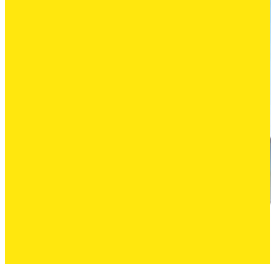
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