



Press release

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Partner für Berlin Holding

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Berlin, 27 June 2024

Anniversary at Berlin's strong network

30 years of Partner für Berlin

A success story turns 30: Since 1994, the **Partner für Berlin** network has been working to promote a strong economy in the capital and to market successfully this location in Germany and around the world.

Founded to launch professional location marketing, the public-private partnership remains a successful interplay between business, science and politics. From the city of construction sites to the comeback city with charm: Over the years, Berlin's image has been transformed and consolidated through the activities of capital city marketing - into a city of new beginnings, freedom, diversity and opportunity. Berlin has thus been able to strengthen its reputation as a hip startup metropolis, a sought-after business location and one of the most liveable cities in Europe.

Kai Wegner, the governing mayor of Berlin: "Berlin has changed like no other metropolis in Europe over the past 35 years. After the fall of the Berlin Wall and reunification, the city faced many challenges - socially, politically, culturally and also economically. Many people have recognised Berlin's opportunities and developed a wide range of ideas about what is possible here, including the founding members of "Partner für Berlin" in 1994. Today we know: Berlin Partner is a real success story and has made a significant contribution to making our city an attractive business location and a beacon for innovation and scientific excellence. I would like to thank the employees of Berlin Partner for their passion for our city every day."



Franziska Giffey, Senator for Economic Affairs, Energy and Public Enterprises: "Berlin's reputation as a cosmopolitan, vibrant metropolis and attractive business location has been attracting investment and talent for years. A key factor in this success story is the close cooperation between the state of Berlin and Partner für Berlin. The commitment of the now more than 250 companies in the network gives Berlin's location marketing an additional boost. The entrepreneurs are involved because they know from their own experience that Berlin offers excellent opportunities as a centre of technology and innovation - and they are therefore outstanding ambassadors for our city. Networks like this are what help us make Berlin the number one innovation location in Europe. I congratulate them on 30 successful years and look forward to our continued cooperation."

Tobias Weber, Chairman of the Supervisory Board of Partner für Berlin: "The Berlin Partner Network brings together successful traditional companies, dynamic start-ups, international players, committed SMEs and leading scientific institutions to unitedly drive Berlin's development forward. Today more than ever, Berlin's economy is actively shaping a strong and growing capital city. Over the last 30 years, the private sector has provided around 150 million euros in funding to launch and support campaigns as well as to market the business location worldwide. Cohesion has always been and continues to be an important issue for Berlin. That is why cooperation in the city is so important. I am delighted to be part of this strong community, where together we can help shape the image of the capital on an international level."

Dr. Stefan Franzke, CEO of Partner für Berlin: "I have been on board as Managing director for ten years now. Thanks to Partner für Berlin, the capital has developed into a globally recognised and dynamic business metropolis: open, tolerant, colourful and forward-looking. We see ourselves as a source of inspiration and ideas for new perspectives, developments, initiatives and projects. Berlin has a long tradition of the public and private sectors working together for growth and development. Economic development is not the achievement of one person; it can only be achieved as a team. The most important argument and the best ambassadors for the capital are still the Berlin companies and startups with their innovative products."

Above all, it is the success stories and the commitment of Berlin's partners that form the foundation and pillars of the capital's marketing. Whether as protagonists, ambassadors, exhibitors or experts - the Berlin partners take on various roles in location marketing, present the city on the Spree worldwide and thus strengthen Berlin's positive image.

Successful capital city marketing projects include the "Berlin Master Chefs", which have been held since 1997 to raise the profile of the capital's gastronomy, the Governing Mayor's Court Festival, which was first initiated ten years after the fall of the Berlin Wall, the numerous capital city campaigns such as "sei...sei...sei berlin", "be Berlin", "the place to be" or "wir. berlin", the promotion of

Berlin as a centre of science under the motto “brain city”, the sports metropolis Berlin, which is celebrating its 15th anniversary this year, the master plan for the industrial city and the initiative “Berlin against anti-Semitism”.

Berlin has reinvented itself again and again – even after the fall of the Wall. Partner für Berlin started with 21 partners on 6 September 1994. Today, more than 250 companies, startups, medium-sized businesses and scientific institutions belong to the partner network. Berlin as a strong economic and scientific metropolis: The founding idea from 30 years ago has been realised. The city exerts a great international attraction – for talented people, for people who want to found companies, work in science or establish and expand their company in Berlin.

Reason enough to celebrate this anniversary with a big party. On 27 June, this will take place with invited guests at Holzmarkt 25 in Berlin-Friedrichshain on the banks of the Spree – one of the places that, like the city itself, stands for new beginnings, transformation and creativity.

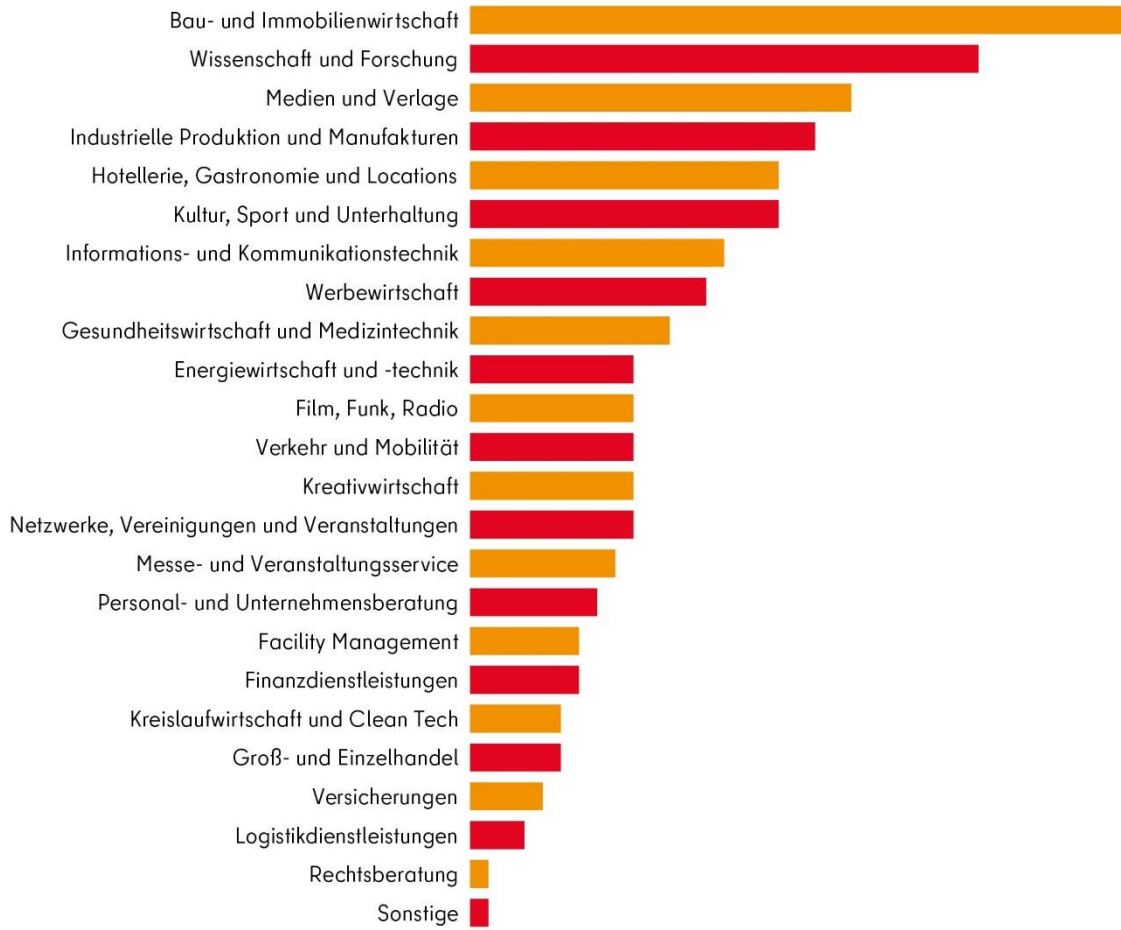


Founding partners

1. Berlin Chamber of Commerce
2. Berlin Chamber of Professional Trades
3. Bankgesellschaft Berlin Aktiengesellschaft
4. Berliner Volksbank e.G.
5. Deutsche Interhotel GmbH
6. Daimler-Benz Aktiengesellschaft
7. Asea Brown Boveri Aktiengesellschaft
8. Berliner Hypotheken- und Pfandbriefbank Aktiengesellschaft
9. DEKOM-Kommunikationsgesellschaft der Bahn mbH
10. Deutsche Lufthansa Aktiengesellschaft
11. DIAL Berlin Tourismus-Förderungs GmbH
12. Herlitz Aktiengesellschaft
13. Hertie Waren- und Kaufhaus GmbH
14. LAT-Fernmelde-Montagen und Tiefbau GmbH
15. Prinz zu Hohenlohe-Jagstberg & Banghard Beratungs GmbH & Co. Vermittlungs-KG
16. Radio Hundert, 6 Medien GmbH
17. Ruhrgas Aktiengesellschaft
18. Schindler Aufzügefabrik GmbH
19. Siemens Aktiengesellschaft
20. Deutsche Bundespost Telekom
21. Vereinigung der Unternehmensverbände in Berlin und Brandenburg e.V.

Current number of partners: over 250

Companies in the Berlin Partner Network by industry (Last updated: 31.12.2023)



Supervisory Board timeline

1994 - 2005	Dr. Heinz Dürr
2005 - 2008	Rolf Eckrodt
2008 - 2018	Dr. Holger Hatje
2019 - 2022	Carsten Jung
2022 to present	Tobias Weber