



## PRESS RELEASE

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The automotive industry in Germany under pressure

# Transformation as an opportunity

Almost every week there are reports of mass layoffs or planned site closures at leading automotive companies. There are also issues such as labour shortages and the switch to CO<sub>2</sub>-neutral drive systems. Ongoing cost pressure and global competition are forcing companies to adapt their structures and redefine their business models.

In view of these developments, targeted support measures are necessary to make companies and their employees in their regions fit for the future. Regional transformation networks play a key role in this. One of these is [ReTraNetz-BB](#). This network works to support companies in Berlin and Brandenburg on their way to innovative solutions.

## Real-world laboratory in the PTZ: Practical support

A milestone in the work of ReTraNetz-BB is the opening of the real-world laboratory in the Production Technology Centre (PTZ) on 13 and 14 November 2024 in Berlin. Here, companies can experience innovative production technologies in a practical setting. The new real-world laboratory benefits from decades of basic research by the Fraunhofer IPK and Technische Universität Berlin. It offers companies the opportunity to test new processes, particularly in electromobility and digitalisation. This not only saves nerves, but above all costs and time during subsequent implementation. But you can also find answers to

questions about energy monitoring and efficiency, precision production, employee assistance systems and much more.

“The real-world laboratory is a driver of innovation and offers us the unique opportunity to test new technologies directly in a practical environment. Especially in times of rapid change, it is essential for us as a company to test new solutions early and cost-effectively before we integrate them into production,” emphasises **Elisabeth Jahns, Director Operations, eAx Solutions**. The company is already actively involved in the design of the real-world laboratory.

Despite the difficult situation, the transformation also offers opportunities. Through networks such as ReTraNetz-BB, companies can strengthen their competitiveness and explore new paths. The Berlin-Brandenburg metropolitan region in particular is characterised by a strong start-up mentality and a large number of digitalisation companies and scientific institutions. This is decisive for successfully meeting the challenges of the industry, finding inspiration and shaping the future of mobility.

#### **About ReTraNetz-BB**

The Berlin-Brandenburg Regional Transformation Network is one of 27 transformation networks nationwide. It is the only network that works across borders. In addition to the economic development agency Berlin Partner für Wirtschaft und Technologie as coordinator, the trade union IG Metall with the DGB training centre and the employers' association UVB, the BfW University and scientific institutions such as the TU Berlin and Fraunhofer IPK are part of the consortium. The project will run until June 2025.

#### **Berlin Partner für Wirtschaft und Technologie - We work for innovation and growth!**

The business development agency Berlin Partner für Wirtschaft und Technologie is Berlin's service provider for growth and innovation. Berlin Partner supports companies and investors in their move to Berlin and in their development in this city. Berlin Partner's experts provide information on financing options, advise on finding suitable premises or qualified personnel and help build networks with partners from the world of science. The State of Berlin and more than 250 companies committed to promoting their city stand behind Berlin Partner für Wirtschaft und Technologie as a unique public/private partnership. Berlin Partner is also responsible for marketing the German capital worldwide. [www.berlin-partner.de](http://www.berlin-partner.de)