

Berlin

Your Business Location



Economic growth

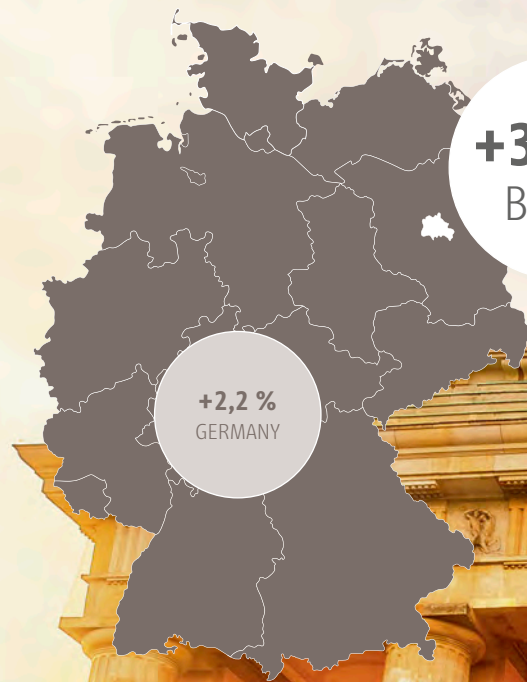
3,7
million people live
in Berlin

5,1
companies are
founded every hour

30 %
of all German
startups have their
headquarters
in Berlin.



13 million
tourists visit the city every year



With 892 km² Berlin is
nine times
the size of Paris 



Around **500 people**
move to Berlin every day.

At its widest, the city stretches for
45 km East to West and **38 km** North to South

Distribution of Berlin's land area



42 %



18 %



15 %



12 %



7 %



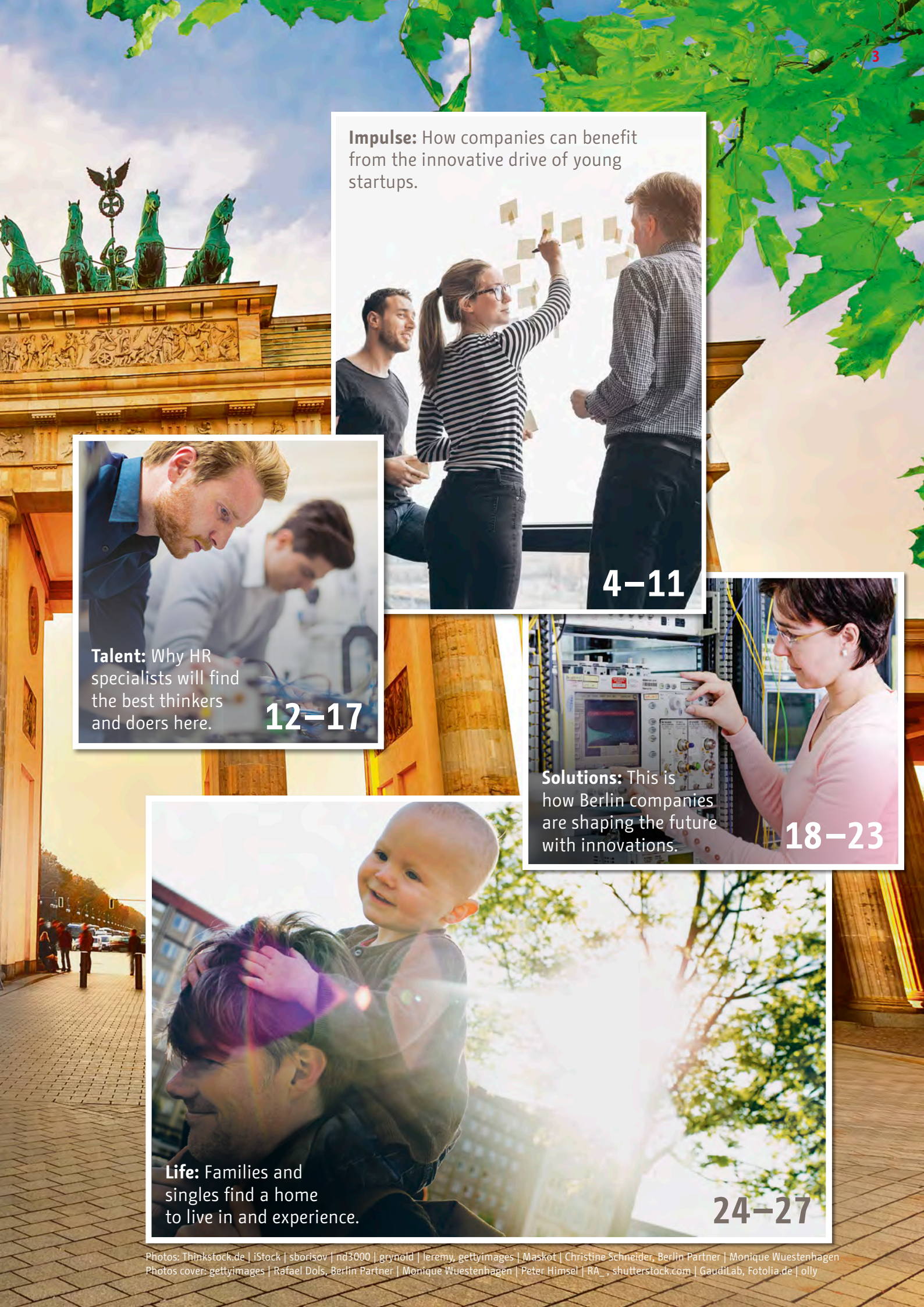
4 %



2 %



1 %



Impulse: How companies can benefit from the innovative drive of young startups.



4-11

Talent: Why HR specialists will find the best thinkers and doers here.

12-17



Solutions: This is how Berlin companies are shaping the future with innovations.

18-23



Life: Families and singles find a home to live in and experience.

24-27





Berlin supplies the world

The food delivery service Delivery Hero was founded in 2011 by a handful of young men. Today, the 1000 employees in the Berlin headquarters oversee businesses in 40 countries. Nine food orders per second are processed there.

Smartphone Bank N26

N26 was founded in 2013 — reimagining the retail banking experience for today's mobile lifestyle. The firm has raised a total of EUR 185 million from some of the world's most well-known investors. It employs more than 430 people and has offices in Berlin and New York.

Fashion for Europe

The online fashion shop Zalando was founded in 2008 as a small startup. At that time, the founders were still packing the shoes themselves in their own cellar. Today, the company generates turnover of 4.5 billion and has around 16,000 employees.

Photos: Stephan Deutsch for the Rainmaking Loft, Unternehmen

EUROPE'S CAPITAL FOR FOUNDERS & INVESTORS



London



Berlin



Investment in startups in national and international comparison

European city comparison:
Berlin and London at the top in 2017

Venture capital
in millions of euro

Paris



Stockholm



Munich



Hamburg

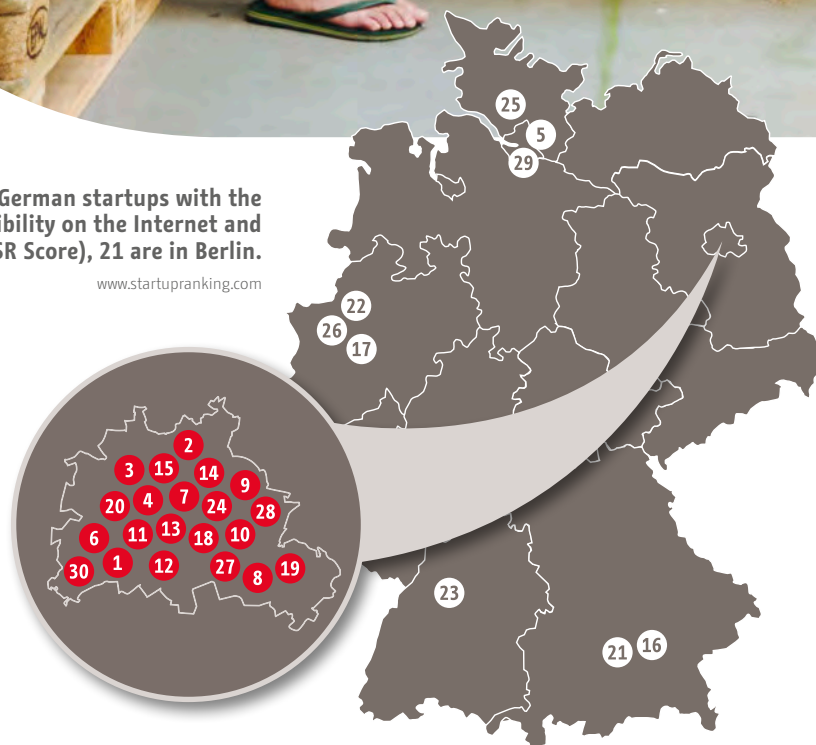


Moscow



Of the top 30 German startups with the highest visibility on the Internet and social media (SR Score), 21 are in Berlin.

www.startupranking.com



Berlin is the startup center of Europe. Innovative entrepreneurs from all over the world make their way to the German capital. These creative heads turn their visions into successful business ideas and in this way form a dynamic new small and middle-sized enterprise (SME) sector. According to estimates by the Federal Association of German Startups, around 30% of all startups are based in Berlin.

Financially strong. In Europe, too, the German capital has long since assumed a leading position. This has been recognized not only by the founders but also by investors in particular. According to a study by Ernst & Young, Berlin companies were able to collect 2.97 billion euros in venture capital in 2017. 2018 also got off to a very strong start with over 930 million euros in the first quarter, of which 475 million went to the Auto1 Group, 135 million to the FinTech company N26, 60 million to solarisBank and 54 million to the Frontier Car Group. This means that four of the ten largest investments in Europe went to Berlin-based companies.

Ideas create jobs. Dynamic startups and top-level investors are also successfully stimulating the job engine in the city. The young companies employ an average of 28 employees – in Hamburg or Munich it is less than half. In the last 10 years, a good 47,000 new jobs have been created in the digital economy, with a total of almost 90,000 in 2017 and annual growth rates of 10-15%. This is primarily due to startups. But more and more corporate groups are coming to Berlin with their digital divisions or are establishing them in the capital in the first place.

bubbling ideas, business models and problem solutions. Lively exchange through incubators and initiatives such as the Start Alliance and an effectively networked ecosystem help to transform Berlin into an economic location of the future.

Taking advantage of the upwind. The transformation of Berlin due to the fall of the wall, from a divided city to a magnet for young entrepreneurs from all over the world, is unparalleled but easy to explain. Startups find in the city a modern, well-developed network of many key technologies. Diver-

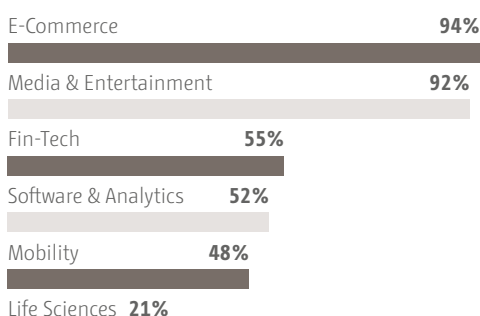
BERLIN'S DIGITAL ECONOMY IS GROWING BY 10-15% PER YEAR

Shaping the future. Startups are powerhouses for ideas, set impulses for the economy and society, and enrich our everyday life through innovation and creativity. But even established companies can benefit from the

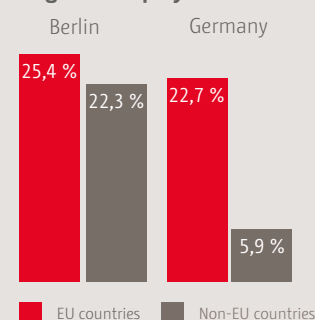
sity of research, healthcare and creative industries, transport and energy technology, and the service industry have provided an important upwind. It is this interlocking of business, science, and the finance industry that has made sustainable growth possible.

Berlin's share of total VC financing in Germany

69%



Origin of employees



With a proportion of **47%** foreign employees, **Berlin startups** are the most international.

Sources: Start-up-Barometer Deutschland, Deutscher Startup Monitor

Number of Employees per startup

Berlin

29,5

11,6
Hamburg

13,7
Munich



CATALYST FOR IDEAS

Startups are an important engine for innovation. Berlin sucks in startups from all over the world and spits out successful business models. This is also apparent to international corporate groups. For this reason, many make the move to Berlin in order to promote young businesses in their own incubators or partner programs and to profit from their ideas. The many startup centers offer plenty of room for networking and collaboration.

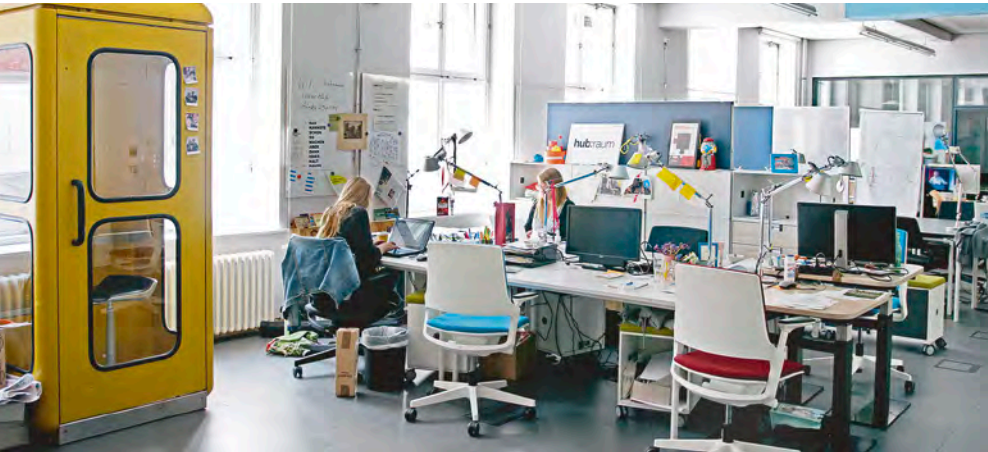


Photo: hubraum

⚡ **hub:raum.** Deutsche Telekom started up its own incubator and accelerator in Berlin in 2012. Startups are supported with up to 300,000 euros. The program promotes young entrepreneurs from the telecommunications, internet and digital media industries.

⚡ **Factory.** Partners of the Startup Campus Factory with 2 locations in Berlin include Google with its program Google for Entrepreneurs, Daimler Financial Services, Schaeffler and Deutsche Telekom. >>



Photo: APX/Dominik Tryba

⚡ **APX.** A joint venture between Axel Springer and Porsche, APX is an early-stage startup accelerator and investor in Berlin. They invest in fearless founding teams with ambitious digital ideas and global aspirations. Their 100+100 day investor ready program is designed around one core objective: help pre-seed and seed startups to get additional rounds of investments.



Photo: Microsoft

⚡ The **Microsoft ScaleUp** program (previously known as Microsoft Accelerator) is designed for Series A startups and offers access to sales, marketing and technical support.

Photo: Techstars Metro



Photo: Dominik Tryba



⚡ **ProSiebenSat.1 Accelerator.** The media company accelerates the development of startups from the consumer industry and provides supported startups with 750,000 for TV advertising.



Photo: Factory



Photo: German Tech Entrepreneurship Center

openBerlin. The IT group Cisco is also interested in ideas from Berlin, in particular in the „Internet of Everything.“



⚡ **German Tech Entrepreneurship Center (GTEC).** Henkel and in-nogy have founded a startup center together with the European School of Management and Technology (ESMT) and further partners. Entrepreneurs from the infrastructure and technology industries find workplaces there, as well as professional consulting by employees of the DAX companies and the ESMT.

Open Innovation Space. Initiated by the orthopedics technology corporation Ottobock and operated by the open digital fabrication studio Fab Lab Berlin, the Open Innovation Space provides use of workplaces and machines to individuals, groups and external development teams.



⏪ **METRO Accelerator.** In order to drive forward the digital transformation in the hotel and restaurant industry, the Metro Group together with the US accelerator Techstars has set up its own accelerator.



Photo: Open Innovation Space



Photo: openBerlin

Photo: Peter Himself



Photo: Deutsche Bahn, Foto Nass / Brauer 2015

⏪ **mindbox.** Startups can complete a 3-month program in the Accelerator of Deutsche Bahn. The focus is on technologies and business models relating to railway infrastructure, mobility and logistics.

⏪ **CoLaborator.** In the Bayer incubator, startups can further develop their ideas, products and biotechnology platforms.

:agile. The accelerator program from E.ON promotes business ideas related to the energy industry. Every quarter, between three and six startups and entrepreneurs are accepted and supported with coaching, workspaces and funding.



Photo: :agile



INDUSTRY WITH A STRONG SME SECTOR

Technology from Berlin

There is a little piece of Berlin in almost every living room. The India-Dreusicke plant has been manufacturing plastic housing since 1929, most recently including that for the FRITZ!Box internet routers from the Berlin company AVM and devices from Deutsche Telekom. 60 employees produce between four and six million units per year.



The Berlin economy is growing – on average considerably more than in the rest of Germany. This is above all thanks to the SME sector. The 180,000 businesses are the economic heart of the capital city. Company bosses are optimistic: 73% of them assess their business situation as either good or very good – an increase of around four percent on the previous year (2017) – according to a survey by Investitionsbank Berlin and the credit bureau Creditreform. This means that the companies are in a considerably more positive mood than the trend in the rest of Germany would show – there the rate lies at only 69%. In 2017, more than every second SME was able to report a growth in turnover compared to the previous year. And the HR requirements in the SME sector have a positive effect on the employment market. Almost every third company employed more workers than in the year before. One reason for the favorable situation: Berlin's companies are innovative and collaborate closely with scientific institutions. The city is highly

attractive for well-qualified specialists. The salary level is moderate, but relatively high in relation to the price level. And the international character of the city makes it the perfect location for companies who want to market their services and products worldwide.

Digital Transformation. Berlin is also ahead in terms of opportunities arising from the digitization of the economy. A plumbing company can send its plumbers out to the customer quicker thanks to current traffic data, a cabinet maker can exchange drafts with his clients via the Cloud, and the CEO of a plastics company can monitor the work of his machines on his smartphone – Berlin businesses benefit from the digital pioneering achievements of the many IT and software companies. Thanks to the excellent networking of incubators and startups, the capital can provide the expertise required to improve products, processes, and marketing for the future with digitization. With its flexible structure, the SME sector in



Photos: Thinkstock.de | iStock | Wavebreakmedia, Investitionsbank Berlin, companies

particular can quickly utilize the opportunities presented by digitization.

Industrie 4.0. Industry and science work together in Berlin towards developing smart solutions for the „Internet of Things“. In application-oriented projects, they integrate production, and make it intelligent and flexible. The pioneers of a comprehensive implementation of Industrie 4.0 technology include Bundesdruckerei (the German Federal Printing Office) and the Mercedes Benz factory in Berlin. The American corporation GE is also convinced of Berlin's suitability as a location for the digital revolution: In 2015, the company opened its „Global Technical Learning Center.“ The 2,500 square meters training center serves for internal GE training as well as external training. It was opened in the immediate vicinity of the GE Power Conversion factory, one of the largest GE premises in Germany.



The SME sector in Berlin is the heart of the economic dynamic. This pulsating heart will have to undergo a digital transformation in the next years so that Berlin can continue its breathtaking catch-up process.

Dr. Jürgen Allerkamp
Head of the board of the
Investitionsbank Berlin



Industry location Berlin

Alongside young startups, the Berlin economy is also characterized by a strong industry. Siemens is particularly well-rooted in the capital city. Gas turbines are manufactured in Moabit, for example, while motor and windpower facilities are produced in the Siemensstadt. 12,000 people work in the world's biggest Siemens production facilities. In 2018, the Group decided to invest 600 million euros in an innovation campus. In the BMW factory in Berlin-Spandau, motorcycles have been in production since 1967. More than 110,000 machines leave the factory each year. Daimler also appreciates Berlin. Around 2,500 employees work in the Marienfelde factory, producing the climatefriendly engines of the future. Daimler employs a total of more than 7000 people in Berlin.

Well-known manufacturers

Further heavy weights of the Berlin industrial landscape: The US concern Procter & Gamble manufactures wet-shaving systems in its Gillette factory in Berlin-Marienfelde. Beiersdorf AG produces its Nivea products at its Berlin location. With around 5,000 employees, Berlin Chemie produces pharmaceuticals worth around 1.5 billion euros per year. The Swiss firm Schindler builds elevators and escalators. The subsidiary was founded in Berlin back in 1906.

Brands with tradition

It is musically very demanding in C. Bechstein Piano-fortefabrik AG: The firm has been producing exquisite pianos for top musicians all over the world since 1853. The Königliche Porzellan-Manufaktur Berlin (KPM) was founded in Berlin in 1763 by Frederick the Great. It is still a manufactory today, producing handmade porcelain and hand-painted decorative items.

FROM A DIVIDED CITY TO A WORLD CITY



Soundcloud

Out of the City of Change come companies that have changed the world of music. SoundCloud is for music what Instagram is for pictures and YouTube is for videos. Musicians can share their work on the online platform and offer it for download. Users can easily play the songs and integrate them into other websites. When Swedish founders Alexander Ljung and Eric Wahlforss came to Berlin in 2007, they surely didn't expect that one day 350 million users would be huge fans of their idea.

The fall of the wall has shown that, in Berlin, anything is possible. The once grey and divided city has become one of the most attractive metropolises of the world. After the fall of the wall, Berlin became the capital of a reunited Germany and, with this, an arena for diplomatic relations throughout the world. By and by, the federal ministries and the government moved to the city. The crowning glory was the move in 1999 of the German Bundestag into the newly renovated Reichstag building. But it was not only the government district that was redesigned and rebuilt. The whole city benefitted from the decision to make Berlin the capital of Germany. The newly constructed political center provided for an economic dynamic and upwind in employment.

In transformation. The new capital in the center of Europe is developing rapidly. In the mid 1990s, Berlin was the biggest construction site in the world. Crumbling east and

west sections of the city were laboriously redeveloped. Potsdamer Platz, long a wasteland, was transformed into an architectural vision of the future with hotels, offices and housing complexes. A large new rail station was built, and infrastructure was further developed. But even though Berlin has left its transformation period behind, a pioneering spirit still remains in the city. Currently, the Stadtschloss, which was badly damaged in the Second World War and torn down in 1950, is being rebuilt beside Berlin Cathedral. Construction is due to be completed in 2019.

Digital upswing. For a few years now the city has been experiencing an economic miracle 2.0 and is writing history as the capital of the digital industry. Economic upswing and fast-paced stages of growth have contributed to the transformation of the city. Berlin has experienced highs and lows and has made the most of its opportunities. In the mean-

Ableton

Depeche Mode, Metallica and Coldplay use it, as do the composer Hans Zimmer and Bruce Springsteen – Ableton Live, a software for producing music. Berlin-based Ableton AG provides DJs and music producers around the world with the hardware and software necessary to create their songs. With a market share of 20 %, Ableton is one of the leading providers in the segment.



Photos: imago | Detlev Konnerth, Berlin Partner, companies



Berlin stands for the digital revolution like no other European city. Entrepreneurs find the perfect environment here to implement their business ideas.

Oliver Samwer
CEO Rocket Internet



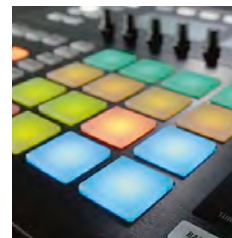
time, the city draws people from all over the world. Many people stay, find work, or found their own companies. The population of the city grows annually by around 40,000. By the year 2030, the population may well have grown by half a million. Tourism is booming. Berlin is an essential part of every tour of Europe, and its party scene is one of the most popular in the world.

Creative City. A creative spirit pervades the city. Creativity means interrupting the usual way of things and coming up with something new. This happened after the fall of the wall and continues to happen on an everyday basis in the countless startups and creative businesses. Berlin is a place of growth, change and renewal. The German capital is an exciting place, where one can contribute to shaping the future and grasp business opportunities.

Native Instruments

Native Instruments is the leading manufacturer of software and hardware for computer-based audio production and DJing. With its products, the company regularly pushes the technological boundaries and

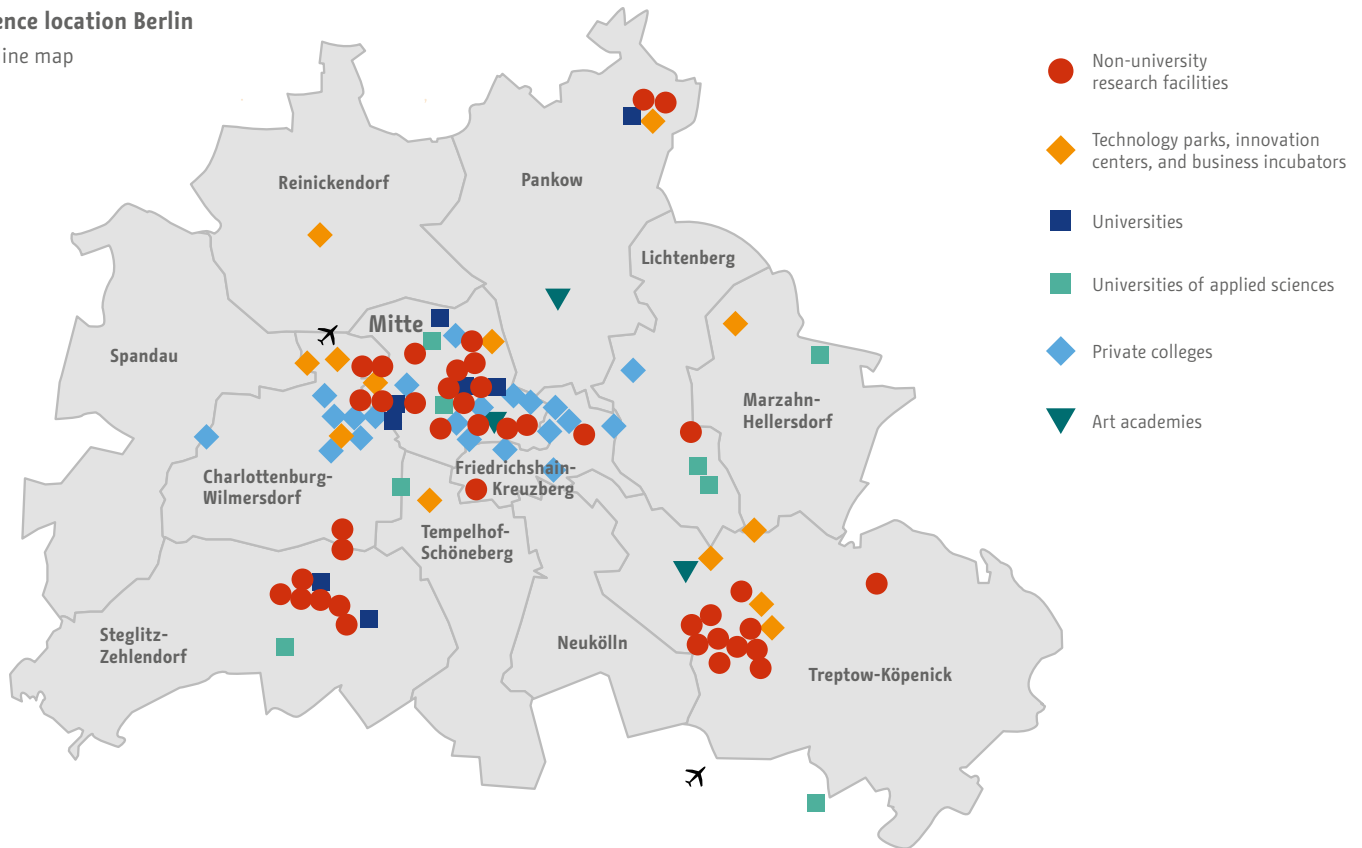
opens up new creative horizons for professionals and amateurs alike. 400 people work in Berlin and the offices in Los Angeles, Tokyo, London, Paris and Shenzhen.



POWERHOUSE OF SCIENCE

Science location Berlin

Outline map



Innovations do not just fall from the heavens. They are the result of intensive research and development. Berlin has always drawn thinkers, inventors, and innovators. Werner von Siemens had the first electric streetcar running here in 1881; it was here that Albert Einstein formulated his theory of general relativity; Manfred von Ardenne presented the first fully electrical television system at the Funkausstellung Berlin in 1931; and in 1941, Konrad Zuse built

his Z3 – the first functional computer in the world. Today, too, world-class, international scientists undertake research in conjunction with excellence clusters and graduate schools at the four Berlin universities, over 30 more colleges, and several dozen non-university research facilities in Berlin. The Max Planck Society, the Helmholtz Association, the Leibniz Association, and the Fraunhofer Society are each represented with several institutions. Altogether, around 50,000

people are employed in Berlin's scientific facilities. In the Times Higher Education World University Rankings, Berlin ranks third among the cities with the most TOP 200 universities.

Room for ideas. In business incubators and technology parks, science and business benefit from intensive collaboration. Locations such as the Adlershof technology park with over 1,000 young companies, the biomedical research campus Berlin-Buch, or the EUREF campus with its focus on energy and mobility are internationally renowned and offer optimal conditions.

Much talent. With the highest density of academics and researchers, the city is a pool for ideas and innovations. More than 195,000 people study in Berlin. More than 600,000 of the 1.95 million-strong workforce have a high school diploma.

Smart people, who get involved and who help shape the future – the Berlin universities and research institutes train excellent young professionals.

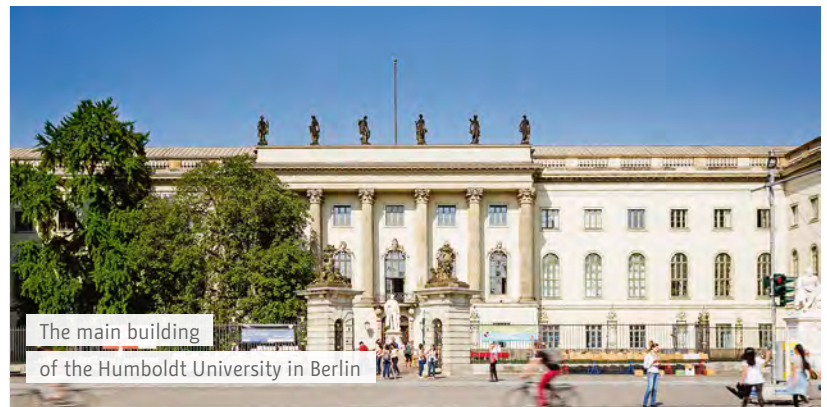


Prof. Dr. Günther Tränkle
Director of the Ferdinand-Braun-Institut,
Leibniz-Institut fuer Hoechstfrequenztechnik

Brain City Berlin

Get to know the science metropolis Berlin better! The website of the Brain City initiative offers detailed information and stories about Berlin's science.

www.braincity.berlin



The main building
of the Humboldt University in Berlin

IAV

Originally founded in 1983 as the „Ingenieurgesellschaft Auto und Verkehr“ by the Technische Universität Berlin as a link between science and industry, the company has meanwhile become one of the leading engineering partners of the automobile industry. IAV accompanies businesses from the automobile industry from the first idea to simulations, prototyping, component checks, dynamometer tests right up to road trials and production line kick-off. Today the company employs 7,000 members of staff worldwide.

Photos © BfH/M. Schönenberger | IAV; Berlin Partner | Wüstenhagen



A MAGNET FOR TALENT FROM ALL OVER THE WORLD

Candy Crush

King is the leading company in mobile gaming and currently has four successful franchises, Candy Crush Saga, Farm Heroes Saga, Pet Rescue Saga and Bubble Witch Saga. The Berlin studio, founded in 2014, is home of smash hit Candy Crush Jelly Saga. Currently, the Berlin studio has approximately 90 employees with 25 nationalities and is looking to grow this number. King has many internal networks and external partnerships to support diversity and inclusion within gender, ethnicity and sexual orientation. Each of these give employees the opportunity to engage in causes that celebrate the different cultures King encourages.

From 65 countries

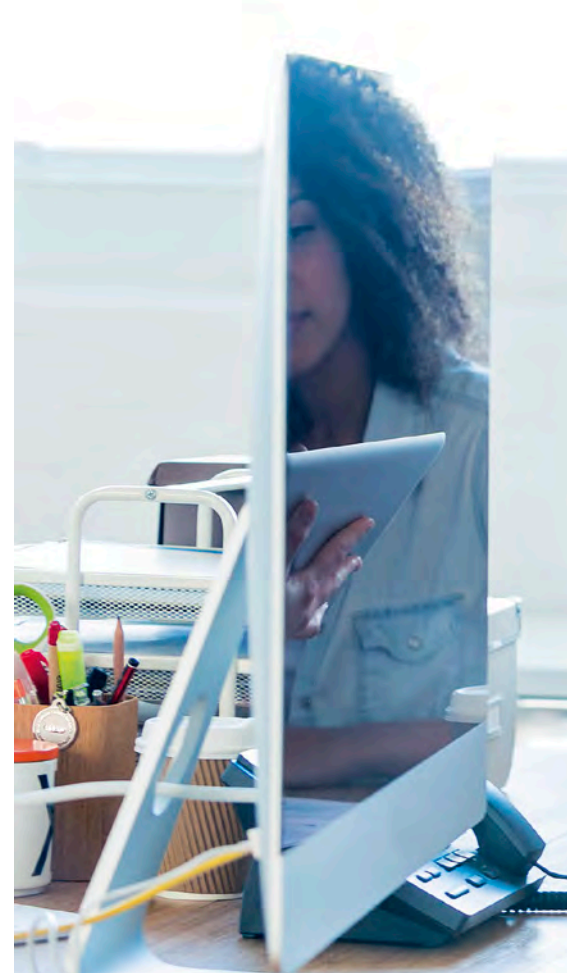
The Deutsche Bank, too, takes advantage of the international character of the Berlin labor market. Employees from more than 65 nations work in the Risk Center of the financial institution. Risk management is conducted worldwide for the entire group. The Deutsche Bank was founded in 1870 in Berlin, by the way. Now, with the establishment of the Risk Center, the city can hold its own in the face of competition from international finance centers such as Frankfurt, London, and New York.

People from more than 196 different nations live and work in Germany's capital. And around a quarter of the 180,000 companies in Berlin have an international character. These are figures that clearly indicate why Berlin is considered to be particularly cosmopolitan, tolerant, and free-spirited. The interaction between different world views, cultures, and religions also determines the self-image in politics and the economy. „Berlin is more like a part of the world than a city,“ as the writer Jean Paul put it back in 1800. Liberality and freedom have always been the historical roots of the city's society, which grew in strength even through the decades of division into East and West.

Worldwide trading partners. The most important trading partners for the Berlin economy are in the USA, followed by China, France, Switzerland and Poland. Goods worth more than 15 billion euros are exported annually. International diversity in the workforce has also long been a central factor for success for companies. Only an international team of employees can optimally adapt to the customer structure abroad. Familiarity with other ways of thinking and other mentalities is decisive for sustainable commercial success.

Diversity as an opportunity. More than 700,000 foreigners and 500,000 Germans with international roots live in Berlin. This is one reason why the capital is ever more popular with companies as a location for shared service centers. Here, national and worldwide company processes such as controlling, IT services, personnel administration, or telephone switchboards are pooled together. Large operators in the capital include Axel Springer, BASF, Coca-Cola, Daimler, E.ON and Amazon. Companies find very well-qualified employees from all over the world in Berlin.

Openness as an asset. Both politics and business actively promote the potential of heterogeneity in the workforce. Government-backed and private initiatives advocate diversity in all areas of life. More than 370 Berlin companies have signed the „diversity charter“ (Charta der Vielfalt). The initiative wants to promote diversity in companies and institutions: ethnic background, age, gender, sexual orientation, and handicaps – an equal in-



teraction between all people is part of a modern and successful business philosophy. Mixed teams often achieve better working results and have long been an everyday occurrence in the research branch. Large firms such as Deutsche Telekom confirm that such teams work more creatively and achieve more, especially in the area of innovation. For all companies who are competing for skilled workers in the „War for Talent“ on the international labor market, Berlin offers a huge advantage as a magnet for young and well-trained people.

The key to success. Many employers in Berlin have long recognized that cultural diversity is an important key to success and new customer



Photos: gettyimages | Courtney Keating, Unternehmen

contacts. Regional business associations such as the Chamber of Commerce and Industry (IHK) and the Chamber of Crafts (Handwerkskammer) want to make Berlin into „DiversCity“ in Europe with their own projects and collaboration. Public utility companies are paving the way as good examples: Berliner Wasserbetriebe, Berliner Stadtreinigung (BSR), Berliner Bäderbetriebe as well as Berliner Verkehrsbetriebe (BVG) and the state's own housing companies have committed themselves to sustainable city development that will be suitable for the growing number of diverse lifestyles.



Our international team with employees from more than 50 different nations provides controlling, finance, and HR services in 21 languages for BASF companies in 68 countries: Cultural diversity is our recipe for success!

Dr. Daniel Dornbusch
Senior Vice President,
BASF Services Europe GmbH



INTERNATIONAL CONNECTIONS

More than one million people with migrant backgrounds have made Berlin their home.



Turkey **178.223**



Poland **110.340**



the Russian Federation **55.873**



Syria **37.365**



Italy **36.533**



Bulgaria **32.530**

Berlin has developed into an international hub – has become a center of decision in Germany and Europe. Companies can benefit from direct access to national and international associations and other interest representatives. These include the various embassies and diplomatic representatives.

International meeting point. Berlin is the German city for trade fairs and congresses. Around 140,000 events take place annually in the city and attract 11.7 million participants. This also stimulates the Berlin economy: 7.9 million overnight stays in hotels and a turnover volume of 2.52 billion euros per year ensure around 43,000 full-time jobs. Companies can present themselves to an international audience, maintain worldwide contacts, and sell their products. Major events include the Internationale Funkausstellung. As a global trade show for entertainment electronics and electronic domestic appliances, the IFA presents the latest products and innovations, and fascinates audiences and industry visitors from over 100 countries every year.

Leading trade fairs and events. The ITB Berlin is the leading trade show for the international tourism industry. The International Green Week is a one-of-a-kind exhibition for the food, agricultural and horticultural industries. bautech is one of the leading international specialist trade shows for construction and architectural

technology. All major branches of the construction materials and building systems industries are represented. The ILA is considered the most important trade show for the aerospace industry in Germany and is one of the largest and most important aviation and aerospace fairs in the world. As a specialist trade show for the transportation industry, InnoTrans provides an industry platform for national and international providers and customers of passenger and goods transportation. Berlin is number 4 worldwide according to the ICCA ranking of the most popular event locations. After all, the capital can offer an extraordinary

140,000 EVENTS TAKE PLACE ANNUALLY.

selection of conference possibilities and locations. But it is not only the large-scale events that have become an important economic factor in this sector for Berlin. The many smaller events, such as both fashion weeks in January and July, draw countless visitors from all over the world. This is also the case for the traditionally very well-attended Berlinale in February each year.



Ukraine
20.964



Kazakhstan
21.273



Great Britain
21.535



Romania
25.730



France 26.681



USA
28.796



Lebanon 28.663



Serbia 28.004



Vietnam 26.934

INNOVATIONS FOR HEALTH



The future of healthcare is being shaped in Berlin like nowhere else in Germany. 368,000 people work in more than 21,400 companies in the healthcare industry, including 30 pharmaceutical, over 230 biotech, and around 300 medical technology companies. Together they achieve an annual turnover of 25 billion euros. Major companies include Bayer, Biotronik, Carl Zeiss Meditec and Pfizer Deutschland. Networking between companies, research, science, and technology parks is particularly

well-developed in Berlin. These networks enable successful transfer of technology between science and business. The experts in clinics are already brought into the equation at an early stage. This means that research and development can closely meet the needs of medical practice. These high-quality networks provide SME businesses in particular with the best opportunities for cooperation and business development. The interaction between many complementary participants ensures that strong impulses for the national and international healthcare industry are emitted from Berlin. A variety of top-level congresses contribute to this. As a location for congresses, Berlin is among the top five in the world – not least of all because of the various medical events.

AS BERLIN HEART, WE ARE A GOOD EXAMPLE OF
WHAT IS POSSIBLE IN BERLIN: TO MOVE FROM
STARTUP TO WORLD MARKET LEADER ON THE
BASIS OF EXCELLENT CLINICAL RESEARCH.

Sven-René Friedel
CEO Berlin Heart GmbH

Outstanding medical care. In 130 clinics with more than 35,000 beds, 71 rehabilitation facilities as well as in 800 nursing homes, comprehensive care is provided to the highest of standards. The Charité was named „Germany’s



Photos: Yves Sucksdorf, Thinkstock.de | iStock | maxuser, private



Prime locations for companies

Sanofi-Aventis Deutschland, with around 1,200 employees in marketing and sales is located in the heart of Berlin at Potsdamer Platz. The German headquarters of Pfizer has been located nearby since 2008. The US concern also manages part of its international business out of Berlin – like the oncology division for Europe, Africa, and the Middle East as well as the Greater China and Asia-Pacific regions. These sort of properties in prime locations in the heart of the city are almost only available in Berlin and no other European capital these days.

best clinic“ by the news magazine Focus in 2018 for the seventh time in a row. Also significant for the healthcare industry is the fact that the political and media landscape of Berlin offers access to opinion-leaders, decision-makers, and a broad public.

Excellence from the capital. Berlin is a flagship of medical research. The Charité is one of the largest and most important university hospitals in Europe. It works closely with a large number of excellent research facilities. More than half of all German Nobel prize winners for medicine and physiology come from the Charité. These include Emil von Behring, Robert Koch, and Paul Ehrlich, for example. The Charité doctors treat almost 700,000 walk-in patients annually and around 148,000 inpatients.

Excellence in science and a relaxed family life in a creative city – that's what Berlin is to me.

Prof. Dr. Dorothea Fiedler
Director at the Leibniz-Institut für Molekulare Pharmakologie (FMP)



SMART CITY BERLIN



www.smart-city-berlin.de

Berlin is smart. The city is a laboratory for everything that we work towards for urban life in the 21st century: efficient infrastructure, information networking, environmentally sustainable mobility, creativity, and a connection between higher productivity and a higher quality of life. More than 100 companies, science and research facilities belong to the Smart City Network Berlin. Together they aim to take Berlin to the cutting edge of intelligently networked European cities. Aside from being of benefit to the city's citizens, climate protection, conservation of resources, and sustainability are of particular importance. The creation of organizational framework conditions as well as the interlinking of decision-making processes

in the cities are prerequisites for the establishment of smart technologies.

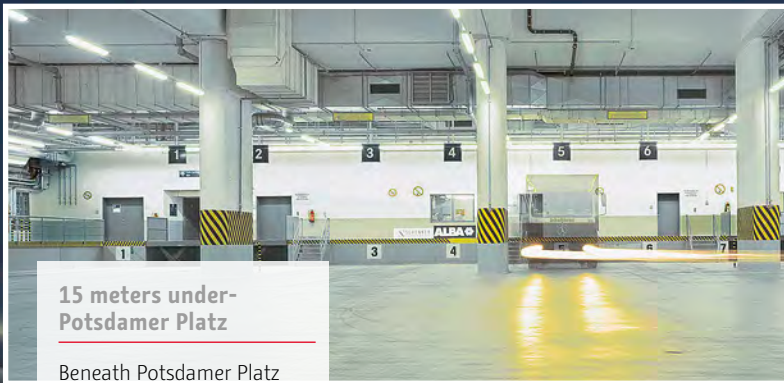
Autonomous driving. Since January 2018, automated vehicles with electric drive have been used in a pilot project at two locations of the Charité - Universitätsmedizin Berlin. The clinic area offers an ideal test area due to its diverse use by pedestrians (employees, students, patients, visitors), vehicles and bicycles. Autonomous driving in urban traffic is also being tested and researched in other test areas.

Freight bike instead of delivery van. In Berlin, more than 400,000 parcels are delivered annually, 2500 delivery vans are constantly on the road. For the environment and traffic, delivery with freight bicycles from micro-depots evenly distributed throughout the city would be much better. This is exactly what the KoMoDo project is currently testing in the Prenzlauer Berg district.

Open data is the key to the digital city: it is the basis for innovative products, services and business models. That's why Berlin offers access to a multitude of data records on the Open Data Berlin portal – from timetable data, tree population and energy consumption to retail sales figures.

Use energy intelligently. With the Wind-NODE project, Berlin is at the heart of the energy transition, as are the other

SMART INNOVATIONS FROM BERLIN



15 meters under-Potsdamer Platz

Beneath Potsdamer Platz Arkaden shopping center, a supply center sits 15 meters below the surface. Around 180 trucks arrive at the ramps here every day and make deliveries to the stores on Potsdamer Platz. The service passages stretch out for more than five kilometers altogether. Even the garbage collection by the recycling company ALBA takes place hidden away underground. In this process, a total of 13 different types of garbage are separated so that only completely sorted waste leaves the supply center.



Coordination of underground construction work

Berlin is growing, which is why a lot is being built in Berlin and the networks for electricity, water, heat and gas are constantly being expanded and renewed. The online portal infrest ensures that supply and disposal companies, building planners, developers and authorities have an overview and can easily coordinate all construction activities.

infrest.com

New ideas for the infrastructure

Berlin's major infrastructure companies – water utilities, municipal cleaning, public transport companies and electricity and heating network operators – have been operating the InfraLab Berlin since 2016. The InfraLab is a long-term co-working & co-creation project in which startups, but also thinkers from politics, civil society and science, can further develop and test their ideas for the city of the future in cooperation with the infrastructure operators.

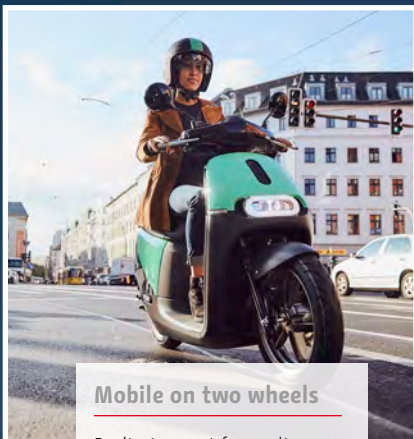
infralab.berlin

states in eastern Germany. As a pioneer for renewable energies, the WindNODE region already meets the development goals of the federal government for 2025, with 45% renewable electricity in consumption. WindNODE aims to prove that the energy transition can be successful, both technologically and economically. To this end, generation and consumption must be synchronized flexibly and optimally through intelligent networks via an „Internet of Energy“. Aside from a high-performance ICT platform, important elements include flexible energy users such as cold stores, heat accumulators, electrical vehicles and smart home applications.



Whether startups or global players: many creative heads are working in Berlin's companies for solutions for the city of tomorrow. The digital transformation is in full swing and Berlin is the perfect place to make the leap from here into the next technological age.

Michael Müller
Governing Mayor of Berlin



Mobile on two wheels

Berlin is great for cycling and scooter riding. And it's never been easier. Around 20,000 bicycles and 1400 electric scooters are available for bike and scooter sharing throughout the city. Cars too, of course. Just hop on and drive off! More than 12 different services can be used via the Free2Move app.

free2move.com

Biogas from organic waste

The Berlin municipal hygiene organization (Berliner Stadtreinigungsbetriebe BSR) follows the ideals of the circle economy. An example: Collected organic waste is taken to a fermentation plant and transformed into biogas. This fuels the BSR vehicles that go on to collect more waste. In this way, around 2.5 million liters of diesel are saved each year. Unused waste is passed on to garden and landscaping businesses, or is used in agriculture.

Getting around the city the smart way

The live map by the Berlin-Brandenburg transport association (VBB) displays in the browser the real-time movements of all public transport as well as the location of free taxi cabs and car-share vehicles from various providers and bikes. Delays are also displayed. Minutes are shown in numbers after the line number.

vbb.de/livekarte

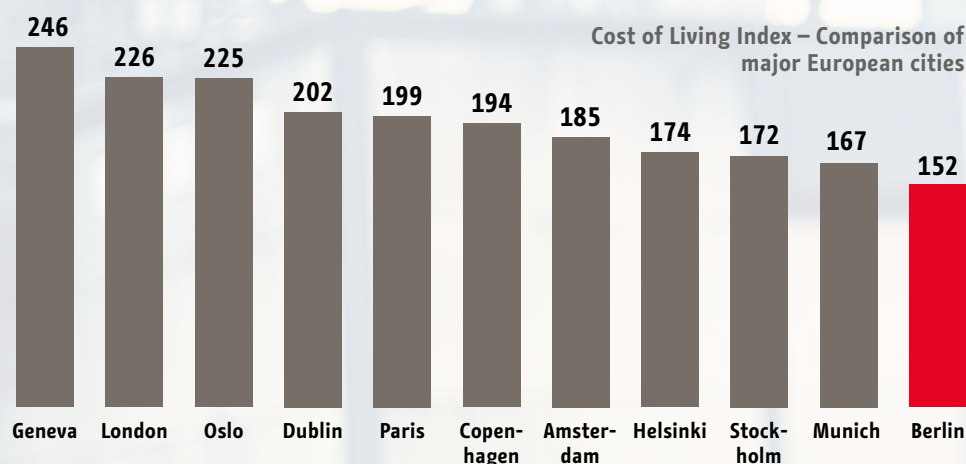


CITY OF SHORT DISTANCES

Berlin offers excellent infrastructure. The capital region connects Western and Eastern Europe. It is an intersection of European transportation routes with the largest internal market in the western world. 200 million consumers can be reached within a day's driving for a truck. Berlin has extensive broadband coverage, and fiber optic connections are possible in almost all of the city area. In addition, the trans-European transportation nets of highways, railroads, air traffic and inland waterways all intersect in the capital region. Despite its size, Berlin remains a city of short distances. Thanks to the closely meshed public transport system with short cycle times, destinations throughout

the entire city area can be reached easily without a car, right around the clock. Buses and trains operated by Berliner Verkehrsbetriebe (BVG) are used for over 1 billion journeys per year. There is also a huge range of bike, scooter and car sharing options.

Life in Berlin is still affordable by international standards. In New York, Dublin and Singapore the costs are 37, 25 and 22% higher. Housing costs are 44% lower than in London. Food is 29% cheaper than in Paris, and clothing costs 15% less than in Copenhagen.



Sources: Expatistan Cost of Living Index in Europe

Attractive Location

In 2017, more than 1 million square meters of office space was newly rented. In total, Berlin has 20.3 million square meters of office space. 1.3 million are scheduled for completion in 2018 by 2020.



Office rental is an average of **19 euros** per square meter in Berlin

LOCAL PUBLIC TRANSPORTATION IN FIGURES

AROUND **5,400 KM**
PUBLIC ROADWAY NETWORK

LOCAL
RAILWAY (S-BAHN)
RING SYSTEM AROUND
THE INNER CITY

MORE THAN **7,000 TAXI CABS**
IN BERLIN



149 BUS LINES AND
63 NIGHT BUS LINES

DER PLATZ




AROUND 3,100
STOPS IN THE ENTIRE
TRANSPORT SYSTEM

TEN SUBWAY LINES WITH A TOTAL OF
173 STATIONS AND
1,272 VEHICLES



OVER 1,500 KILOMETERS
OF BICYCLE PATHS



More than 2,400 sports associations cover just about every type of sport.

59% live very happily in Berlin and 34% live happily here.

352,000 students attend 671 public schools and 146 private schools.

Everything for the family

Berlin gleams with an excellent infrastructure for young families. Around 170,000 children attend one of the 2,500 kindergartens. Berlin invests the most in daycare per child in Germany. Since August 2018, all children have been able to attend daycare centers completely free of charge. More than 800 schools, including numerous international schools and private schools, offer excellent choices.

A CITY FOR LIVING

Berlin is the city for living and enjoyment. The German capital is one of the most attractive cities worldwide, especially for young people. The Millennial Cities Ranking assesses 110 cities according to job opportunities, cost of living, openness and tolerance and the fun factor. In the overall ranking of 17 individual factors, Berlin came first in 2018, ahead of Montreal, London, Amsterdam and Toronto. Characteristic for the city is the „Kiez-Kultur“. „Kiez“ is vernacular for the neighborhood in which a person lives. Each neighborhood is distinguished by its own identity and good local supply structure. Despite its big-city atmosphere, Berlin is green: it has 20 walking paths of a total length of 550 km, and countless parks. Local recreation provides a variety of daytrip destinations such as Spreewald, Schorfheide, Mecklenburg Lake Plateau, and the Baltic.

Unique culture. Berlins museums, theaters, galleries, operas, and concert halls have a significant international reputation. In addition, an independent art scene has established itself and has an avant-garde impact on the cultural community. David Bowie called Berlin „the greatest cultural extravaganza.“ The Deutsches

Theater and the Berliner Philharmoniker with principal conductor Kirill Petrenko enjoy world renown. The 124 Berlin museums, including the Pergamon and the Alte Nationalgalerie, pay host to 14 million visitors annually. According to the Hamburgisches WeltWirtschaftsinstitut, Berlin has the highest density of artists in the whole of Germany and is top in cultural productivity.

Indirect returns. Where so much culture exists, there you will also find clever people. An often underestimated economic factor. After all, a culturally diverse environment means quality of life and attracts well-educated and skilled people. A study by the Ifo-Institut examined this connection. The conclusions of the economists: Cultural and creative sectors can also be

attributed to an „indirect return“ for the entire regional economy. Companies can, for example, attract highly qualified workers much easier than in other places. And the above-average earnings of these workers have a positive effect on the purchasing power in the city.

Sophisticated cuisine. „Good gastronomy is booming in Berlin,“ commented the Michelin Guide and awarded six restaurants with two stars and 14 with one star for 2018 – five more than in 2015. But even outside top-class gastronomy, more than 16,000 gastronomic businesses provide their guests with tasty cuisine. And this at almost any hour of the day or night – because Berlin has no curfew and is the city that never sleeps.

A gourmet restaurant in a tennis club is something we wouldn't expect to find in many places. But it happens in Berlin. The city has a sense for real quality.

Sonja Frühsammer
Chef and restaurant owner,
Berlin Masterchef, 2015



Shopping capital Berlin

Berlin is the second most popular city in the world for shopping, beating London and Paris. Only New York City has more to offer. So say the results of a survey by online travel portal Expedia. The capital shines through its low prices, a varied mix of individual stores, large department stores, designer flagship stores, and hip boutiques.

TOP 5:



PROFESSIONAL SUPPORT

Berlin Partner for Business and Technology is your first point of contact when you want to start doing business in Berlin. As a public private partnership, Berlin Partner engages on the one hand in economic and innovation promotion on behalf of the Berlin State Senate. On the other hand, over 280 businesses and scientific facilities in the Berlin Partner network actively promote the development of Berlin as an economic location.

Your point of contact. Our service from a single source means shorter paths and prompter decisions for you. This way, you can concentrate on the important things: your business goals in Berlin.

Your guide. Berlin Partner is consistently oriented towards the requirements of the customer. Companies are accompanied through every stage of their development, from project qualification, funding, and location searches to personnel recruitment, innovation consultancy, the search for partners, all the way to stepping out into international markets.

**Come to Berlin with big goals!
We'll help you achieve them.**

Dr. Stefan Franzke
CEO

Berlin Partner for Business and Technology



Berlin Partner

- helps you to grow your business in Berlin.
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- provides advice on public funding programs and establishes contact with finance providers.
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- provides an overview of the most important growth industries in Berlin.
- develops the five clusters of the joint innovation strategy of the States Berlin and Brandenburg.
- provides support with patent issues.
- provides support in permit-related and visa matters in connection with your investments.
- brings partners from business and science together in order to improve products and processes.
- offers platforms for productive exchange and collective projects.

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Berlin Partner für Wirtschaft und Technologie GmbH
Fasanenstr. 85, 10623 Berlin
T +49 30 46302-500
info@berlin-partner.de | www.berlin-partner.de
www.businesslocationcenter.de

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 **Berlin** Partner
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Berlin Partner für Wirtschaft und Technologie GmbH
Fasanenstr. 85, 10623 Berlin
T +49 30 46302-500
info@berlin-partner.de | www.berlin-partner.de
Twitter: @BerlinPartner