



Finance in Berlin

Banking. Insurance. Services.

Finance in Berlin – yesterday and today



+++ A Rich Heritage

Berlin's golden years as a financial center began in 1871. After the establishment of the German Reich by Otto von Bismarck, the young German capital soon emerged as the most important financial center on the European continent. Indeed, Berlin became a major financial hub and the largest commercial center for securities, pensions and stock options. Berlin's financial prominence was substantially diminished, however, as a result of the Second World War and the subsequent Cold War division of the city. Today, at the beginning of the 21st century, Berlin's great financial tradition is experiencing a revival. Many banks, insurance companies and financial service providers from Germany and abroad have set up headquarters or offices in the capital. They focus on corporate and private business as well as on comprehensive services at customer care centers.

+++ Revival of an Historical Banking District

After 130 years, the historical banking district in Berlin-Mitte is enjoying a renaissance. Banks are especially drawn to the areas around the Brandenburg Gate, the government district and the federal ministries of finance and economics. Some of the most prominent new representative offices in Berlin are the elegant Dresdner Bank and DZ-Bank buildings at Pariser Platz. DZ Bank is an internationally active commercial bank that also functions as the central bank for 1,400 Volksbanken and Raiffeisenbanken. Their sophisticated new building – with its spectacular atrium designed by the famous North American architect Frank O. Gehry – fits perfectly into the ensemble surrounding the Brandenburg Gate. Only steps away, the renovated Deutsche Bank building, which also houses the German Guggenheim Berlin, shines brightly once again. The KfW Banking Group, one of Europe's largest asset issuers, resides at Gendarmenmarkt Square in one of the only preserved "bank palaces" from the time of the Kaisers. The private bankers Merck Finck & Co have also returned to their historical roots in Berlin: a restored building from the 1920s, once headquarters of the Bankhaus Mendelssohn & Co, now provides a stylish setting for the company's ever-increasing presence in Berlin.

Associations and Institutes

Association of German Banks (BdB)
www.german-banks.com

Federal Association of German Volksbanken and Raiffeisenbanken
www.bvr.de

Association of German Pfandbrief Banks (vdp)
www.hypverband.de

Association of Private Building Societies (Bausparkassen)
www.bausparkassen.de

Association of German Public Sector Banks (VÖB)
www.voeb.de

German Savings Bank Association (DSGV)
www.dsgv.de

Federal Association of the Financial Services Industry (FiFa)
www.fifa.de

German Association of Leasing Companies (BDL)
www.leasing-verband.de

German Insurance Association (GDV)
www.gdv.de

German Private Equity and Venture Capital Association
www.bvk-ev.de

Federal Chamber of German Tax Advisors
www.bstbk.de

Federal Chamber of German of Notaries
www.bnotk.de

Federal Association of German Certified Accountants
www.bvb.org

- 1 Pariser Platz
- 2 Restored historical foyer at the KfW Banking Group building
- 3 Tradition since 1280. Today, all euro coins with the "A" stamping letter are made at the Berlin Mint.
- 4 Allianz offices in the Treptowers on the Spree River
- 5 Deutsche Bank with its innovative branch concept on Friedrichstrasse



Financial Cluster



Financial services at the center of Berlin – a selection

On and around Kurfürstendamm Blvd. ADLER Versicherung, Bankhaus Lampe, Berlin-Hannoversche Hypothekenbank, Berliner Volksbank, Credit Suisse, E*Trade Germany, F&V Vermögensverwaltung, HSBC Trinkaus & Burkhardt, M & G, quirin bank, SEB, UBS, WestLB **At and around the Brandenburg Gate** Allgemeine HypothekenBank Rheinboden, Commerzbank, Dresdner Bank, DZ Bank, Lazard **At Potsdamer Platz** DaimlerChrysler Financial Services, Feuersozietät Berlin-Brandenburg **Unter den Linden in the direction of Alexanderplatz** ABN AMRO, Bankgesellschaft Berlin, Bankhaus Löffbecke, Delbrück Bethmann Maffei, Deutsche Bank, Investmentbankgruppe NIKoil, Landesbank Berlin, Norddeutsche Landesbank **Near Friedrichstrasse and Gendarmenmarkt** ABC Privatkundenbank, Badische Beamtenbank, Bank of Tokyo-Mitsubishi UFJ, Barclays Industrie Bank, BHF Bank, Caixa Geral de Depositos, Citibank, Deutsche Kreditbank, Dexia Kommunalbank, Gries & Heissel Bankiers, IDEAL Versicherung, IKB Deutsche Industriebank, Israel Discount Bank, KfW, Merck Finck & Co, Parex Bank, Protektor Lebensversicherung, Sal Oppenheim, Weberbank

+++ Berlin's Financial Center – vibrant and innovative

On Berlin's historical Friedrichstrasse, just around the corner from the charming Gendarmenmarkt Square, the Deutsche Bank opened its "Q 110", a unique and innovative bank branch concept. In addition to regular bank operations, this distinctive complex houses an exhibition space, a shop, a reading corner and a bistro. Indeed, Berlin has become a top location for private banking, especially due to the presence of the German federal government and the influx of high-earning experts and management personnel. Domestic private banks such as Sal Oppenheim and Bankhaus Löffbecke, as well as foreign houses such as Credit Suisse and UBS, all have offices in Berlin. They focus on expanding business services for wealthy private clients and also on the portfolio management of institutional investors and endowment funds. The insurance industry is also increasing its presence in the capital. Major insurers such as Allianz have set up Berlin offices, and the city is also home to Skandia, a Swedish company with international investment expertise specializing in innovative financial services for private and commercial pension schemes. Financial service providers in Berlin focus increasingly on comprehensive services via telephone, fax and email, while at the same time opening large customer care centers, such as the Deutsche Bank in Berlin with its over 500 employees.

These are only a few examples of how Berlin's dynamic new financial center is being shaped by fresh acquisitions and innovative concepts.

Facts and Figures

Today, approximately 50,000 Berliners work in the financial and insurance industries. Twenty credit institutions have their headquarters in the capital, including seven of Germany's top 50. In addition to several German banks, many foreign banks from the USA, Great Britain and Central and Eastern Europe use their Berlin offices to support the financial activities of companies from their respective countries. All major German insurance companies are represented in Berlin, twenty-four of which have their headquarters here. Several major financial and insurance industry associations and institutions take regular advantage of the proximity to federal government offices and business organizations. Many specialized chartered accountants, law offices and management consultants are also located here.





Jürgen Walker Chairman of the Board of Management of DaimlerChrysler Financial Services AG, www.daimlerchrysler-financialservices.de

"We conduct our global business operations from our headquarters here in Berlin. Our services include the financing, leasing, insurance and fleet management of DaimlerChrysler automobiles in over 40 countries. We are the third largest automobile financial services provider in the world. Berlin's unique location at the heart of Europe – between the established markets of Western Europe and the growing markets of Eastern Europe – makes the city one of the most exciting places on the continent."



Ilze Merga Manager of the Berlin Branch of Parex Bank, www.parexbank.de

"Berlin is very important to us as a gateway between East and West. From here, we are able to access private and corporate clients in Germany, Russia, the Baltic states and Latvia. As a universal bank, we advise our clients personally in all financial matters, including any investment projects they may have in the Baltics. We are constantly expanding our operations and have already taken over the entire building here in the Französische Strasse."

John Kornblum Former American Ambassador in Germany, today Chairman of Lazard Germany, www.lazard.com

"As a transatlantic corporate finance advisory firm with three major "houses" in New York, London and Paris, Lazard was looking to strengthen its presence in Germany. We chose Berlin because our emphasis on financial services for large companies makes personal relationships and contacts very important. Berlin is where people from all over Germany come to meet. I'm able to maintain excellent contact with CEOs, senior financial managers and politicians on a daily basis. Our decision was also based on Berlin's favorable position at the center of Europe: Northern and Eastern Europe are very important markets for us."



Oliver Borrmann CEO of bmp Aktiengesellschaft, www.bmp.com

"Berlin is a leading location for research and development. The city is home to many innovative companies, all of whose progress we maintain in our field of vision. Depending on the company's financing needs, we provide venture capital either independently in the early phases or via consortia with other holding companies during company expansion. Berlin also offers us the advantage of being able to better develop the Polish venture capital market from our offices here."



Dirk Piethe Managing Director of E*TRADE Germany, www.etrade.de

"We are currently expanding our Berlin offices. In 2006/2007, our team of 20 will grow by a further 15 employees. This will allow us to provide our clients, who currently number over 10,000, with even better online trading services involving German and American stocks, securities, investment funds and futures. Berlin's location is ideal for us. It offers us great conditions from which to better serve our European clients in Austria, Switzerland, Slovenia and Croatia. We also see great potential in personal and corporate clients from Turkey."

Christopher J. Luise Chairman of the Board of Skandia Germany, www.skandia.de

"Fifteen years ago, we made a conscious decision in favor of Berlin, as the city showed incredible growth potential and continues to do so to this day. The German market has shown significant additional demand in the field of pensions, which we are servicing with unit-linked pension funds and investment accounts. Today, we have over 300 employees at our Berlin headquarters, from which we provide services to over 350,000 clients. We remain confident of our continual growth."



Financial Services – professional and market-oriented

+++ Venture Capital and Private Equity

Berlin is the leading location in Europe for research and development. The city boasts numerous innovative companies active in the fields of biotechnology, medical technology and new enabling technologies. On average, 20 percent of German venture capital investments flow into Berlin high tech companies. Berlin is thus one of the top three locations for venture capital in Germany. The city is home to many venture capitalists working in all different financing phases. Hasso Plattner, SAP's co-founder and active CEO, recently founded Hasso Plattner Ventures, a new type of founders' center for entrepreneurs. Many important financial conferences take place in Berlin, including the German Private Equity Forum put on by the KfW Mittelstandsbank and Deutsche Börse (Stock Exchange). The German Private Equity and Venture Capital Association, which has its headquarters in Berlin, also regularly organizes the German Private Equity Congress.

+++ International Meeting Place

Berlin regularly hosts several major financial meetings attended by government members, business association delegates and national and international financial representatives. Berlin hosted the 18th German Banking Congress and is a prime location for high-ranking financial meetings dealing with such topics as national and international tax legislation, business tax reform and the effects of globalization on corporate financing needs.

+++ Human Capital

Berlin is a major European cultural metropolis that continues to attract an ever-increasing number of high-level personnel. Even top managers such as Gerd Kirsten have found the move from Wall St. to Berlin quite easy: after having worked for ten years as a mergers & acquisitions analyst at BV Capital and as a fund manager at HVB Capital in New York, Kirsten is now CEO of F&V Vermögensverwaltung. The quality of life in Berlin is much higher than in other major German cities. F&V Vermögensverwaltung has also been able to tap in to a pool of highly-qualified and motivated personnel. Berlin is home to 140,000 students, making it the largest German-speaking university town in the world and offering a potential recruiting field of young and enthusiastic professionals. Leading positions are filled easily with well-educated graduates from the Free University's Institute for Banking and Finance. The Department of Finance and Investment at the European Business School in Berlin (ESCP-EAP) also makes a significant contribution. An additional 500 banking and insurance professionals successfully complete the Berlin Chamber of Commerce and Industry (IHK) examination and enter the workforce each year. Highly-qualified employees on salaries ranging from 10 to 15 percent below the German national average are available to financial service providers who run customer care centers in Berlin. Flexible and on-hand part-time employees guarantee round-the-clock service.



Ten years of the German Private Equity Forum in Berlin. Rainer Riess, Managing Director of Deutsche Börse AG, opens Europe's largest market for venture capital financing.



Federal Chancellor Angela Merkel at the 18th German Banking Congress, held at the Konzerthaus on Berlin's Gendarmenmarkt Square.



The Berlin Stock Exchange is the leading location for foreign stocks in Germany and offers, among other things, the largest selection of Chinese securities. Here, a delegation from the Shenzhen Stock Exchange signs a "Memorandum of Understanding" at Berlin's City Hall. www.berlinerboerse.de

Strategic advantages Facts and Services



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1 The "Quadriga" on the Brandenburg Gate and the Reichstag dome in Berlin

2 Potsdamer Platz in Berlin

3 Ludwig Erhard Haus, headquarters of the Berlin Chamber of Commerce and Industry (IHK), the Berlin Stock Exchange, the Business Location Center and Berlin Partner GmbH

4 Current Berlin Partner ad campaign "Service Location Berlin"

Cover page

The atrium of the DZ bank on Pariser Platz



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