

## Shared Service Centers in Berlin-Brandenburg Optimum Infrastructure in the Heart of Europe



### » « Flexible and Affordable

Berlin-Brandenburg boasts a wide variety of flexible, multifunctional and high-tech office and commercial space in all locations at affordable prices. After Paris and London, Berlin has the third largest market for office space in Europe. At the moment, 8.7 percent of the capital's over 18 million m<sup>2</sup> office space is available at short notice – and at much more favorable conditions than in most major European cities.

Brandenburg's capital city, Potsdam, is a highlight among that state's many top real estate locations. This beautiful city lies directly next to Berlin and boasts a unique historical flair. High-quality and affordable office space is also available at other central locations in the capital region, for example in the university town of Cottbus, in the easily accessible city of Brandenburg an der Havel, in Frankfurt (Oder) – a major gateway to the growth markets of Central and Eastern Europe – and, of course, in the vicinity of the forthcoming Berlin Brandenburg Airport.

### » « High-Speed and Digital

The telecommunications network in Berlin-Brandenburg is 100 percent digitalized and represents one of Europe's largest and most modern networks. Companies can choose from a number of providers, including Deutsche Telekom, Colt Telekom, Telefónica O<sub>2</sub>, Versatel and Vodafone.

### » « Meeting Place and Expertise

Major industry events, such as the "Shared Services Week" in Berlin, which is organized by IQPC Germany, act as forums facilitating a strategic exchange of ideas and promoting networks among experts and leading industry managers. The Dressler & Partner Global Research Institute in Berlin is an independent research institute that conducts innovative research into business-location factors for the service industry. Major inspiration also comes from the many leading consulting firms that have offices in the capital.

### » « Funding and Financial Support

Berlin-Brandenburg offers investors better funding and financial support than in many other European regions. Companies may receive investment or labor cost subsidies from the so-called "GRW" scheme - Joint Task for the Promotion of Trade and Industry. At the same time, companies are also offered extensive financing solutions. The region's innovative business-development service packages aimed at supporting investors in matters of personnel recruitment and training, real estate acquisition and financing are unique in Germany.

**Holger Lippmann**, Managing Director of **Liegenschaftsfonds Berlin**, confirms that property costs in Berlin remain relatively low in comparison to other major European cities. Berlin also has by far the most affordable rents as compared to other major German cities.

**Capgemini**, one of the world's leading service providers for management and IT consulting, technology and outsourcing, offers support in the development of shared service centers. Berlin is also home to the Capgemini Service Center responsible for the fields of finance & accounting, procurement and legal services in Central Europe.

## Strategic Business Advantages for Shared Service Centers in Berlin-Brandenburg Fact and Services

### » « Committed to Berlin-Brandenburg

- Large pool of highly qualified and flexible employees
- Workforce with a high level of foreign language expertise; international native speakers
- High educational standards
- 182,000 students at 44 universities and university-level institutions
- Home to the offices of all major employment and temp agencies
- Multifunctional, readily available and affordable office and commercial space
- Largest digital communication network in Germany
- Home to all of the major telecom carriers and tech providers
- Central strategic location in Europe
- Easily accessible via car, train and plane; excellent public transport system

### » « Investing Made Easy

Berlin Partner GmbH and the Brandenburg Economic Development Board (ZAB) offer comprehensive support in the setting-up of your shared service center in Berlin-Brandenburg: professional, quick, with no red tape, free of charge and confidential!

- **Business Info** Facts and figures on the shared services industry and on the Berlin-Brandenburg business region
- **Personnel** Support in recruiting and training new staff
- **Real Estate** Assistance in locating property for sale or rent
- **Financing** Guidance on subsidies and financing opportunities
- **Contacts** to government agencies, banks, chambers of commerce, associations and business networks

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

[www.brandenburg-invest.de/ssc](http://www.brandenburg-invest.de/ssc)



# »« Shared Service Centers in the Berlin-Brandenburg Capital Region

Attractive riverside offices:  
OracleDirect in Potsdam



Cultural highlight in the state capital:  
Potsdam's Sanssouci Palace



Modern architecture on the Spree River:  
The Treptowers, home of Allianz in Berlin



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## Shared Service Centers in Berlin-Brandenburg An Attractive Location for Modern Services

### » « Motivated and Flexible

Companies all around the world use shared service solutions to streamline their internal services, especially in the fields of finance and accounting, human resources, marketing and IT. As a location for shared service centers, Berlin-Brandenburg offers exceptional business conditions. Here, companies have access to a large, flexible, well-educated and highly motivated workforce. The region's low rate of employee fluctuation leads to higher efficiency and major cost savings. Berlin-Brandenburg also boasts long and flexible working hours and a low number of legal holidays in both German and European comparison. Many companies make use of innovative work scheduling and multi-shift options. No special permission is required for work in the service sector on a 24-hour basis as well as on Sundays and holidays.

### » « Highly Qualified and International

With its almost six million inhabitants, Berlin-Brandenburg is a region brimming with talent. Over 182,000 students are currently enrolled at Berlin and Brandenburg's 44 universities and university-level institutions. Each year, over 27,000 students graduate from university. Companies in the capital region profit from access to highly qualified employees. Roughly 30 percent of those employed here have a university and/or college degree, while over two-thirds have completed two to three years of professional training. Over 28,000 students complete their official apprenticeship each year. Berlin-Brandenburg offers internationally active companies a significant pool of multilingual employees. The region is home to more than 545,000 people from 180 nations.

### » « A Great Place to Live

Berlin-Brandenburg is an ideal place to live and work. This makes the German capital region especially attractive to skilled employees and managers from all over the world. The region uniquely combines the international flair of Germany's largest city with the picturesque countryside and cultural treasures of the federal state of Brandenburg. It also boasts an inimitable club scene, world-renowned major events, more than 170 museums, 150 stages and roughly 500 palaces, churches and parks. Recreational activities such as golfing, horseback riding, water sports and aviation know no bounds here. At the same time, rental rates and the overall cost of living are low in comparison to other German and international cities.

**PAREXEL**, the American clinical research company, has regional financial shared service centers in the USA, Great Britain, India and Berlin. Their Berlin office provides services to subsidiaries in 15 European countries. The wide-ranging linguistic skills offered by the capital region's highly educated workforce, along with the region's low rate of employee fluctuation and its affordable office space, give it a marked advantage over other locations.

Germany's capital region is an ideal location as a result of its international flair, affordable cost structures and outstanding university landscape. Companies with high demands in terms of foreign-language capabilities and first-rate process operations will be hard pressed to find a better alternative in Europe. This fact is confirmed by **Sören Dressler**, Professor of International Controlling at the HTW University of Applied Sciences and Director of the **Dressler & Partner Global Research Institute** in Berlin, an independent research institute that follows an objective, neutral and reliable analysis of the BPO, SSC and offshoring markets.

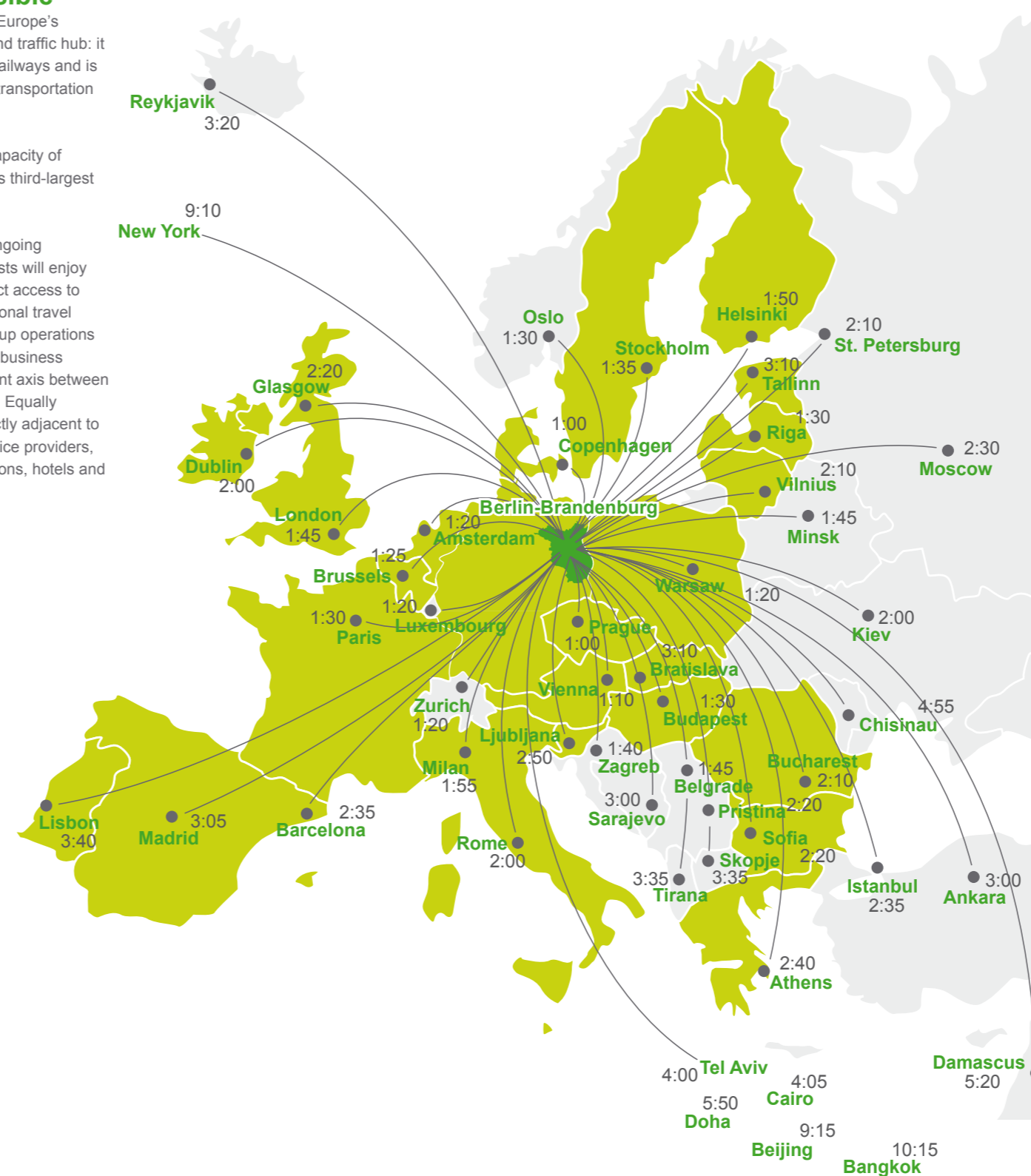
## The Berlin-Brandenburg Capital Region Short Travel Distances in Europe

### » « Centrally Located and Easily Accessible

Germany's capital region offers quick and direct access to all of Europe's markets. Berlin-Brandenburg is a major European commercial and traffic hub: it boasts a comprehensive and efficient network of highways and railways and is home to the forthcoming Berlin Brandenburg Airport. The public transportation system in Berlin is outstanding and unique in Germany.

The Berlin Brandenburg Airport will open in 2012 with an initial capacity of 27 million passengers annually. The central location of Germany's third-largest airport will enable short flight times to all European capitals.

The airport will also act as an engine of growth for the region's ongoing economic development. Business travelers, companies and tourists will enjoy an airport with outstanding connections, international flights, direct access to Germany's Autobahn and a train station for regional and international travel located directly under the terminal. For companies looking to set up operations here, the area surrounding the airport offers a number of optimal business locations – many of which are situated directly on the development axis between the BBI and Berlin's main train station at the center of the capital. Equally attractive for companies are the Brandenburg areas located directly adjacent to the airport, which offer an array of ideal commercial sites for service providers, technology and distribution-oriented businesses, logistics operations, hotels and congress centers.



The library at Brandenburg University of Technology in the university town of Cottbus



Culture in the metropolis: The Berlin International Film Festival



Oberbaum City in Berlin: A leading property site and home of BASF Services Europe GmbH



»Berlin offers our Daimler Shared Service Center a tremendous pool of highly trained and motivated employees in the field of accounting. We are especially happy with the infrastructure in and around our offices in the Berlin district of Mitte.«  
Lars Hölzer, Managing Director Daimler Group Services Berlin GmbH

#### Daimler Shared Service Center

Since its founding in March 2008, Daimler Group Services Berlin GmbH has emerged as one of three shared service center locations for Daimler AG accounting operations. The roughly 90 employees working here manage a select number of bookkeeping and accounting processes. Daimler Group Services Berlin GmbH is a one-hundred-percent subsidiary of the Daimler Corporation and an important pier in the shared service center concept.



»We decided to set up offices in Potsdam because of the city's attractiveness and its proximity to Germany's capital, Berlin. The excellent support we received from regional institutions and public authorities only confirmed our confidence in our decision.«  
Zuzana Polakova, HR Manager IKEA Deutschland

#### IKEA Deutschland: Human Resources Service Center

In 2005, IKEA Deutschland GmbH & Co. KG centralized its personnel administration in Potsdam. The Human Resources (HR) Service Center conducts services particularly in the fields of payroll accounting, system support and recruitment. From its offices in Potsdam, the company takes care of roughly 16,000 employees at its 42 furniture stores and other company locations in Germany.



»Euler Hermes Collections looked at a number of locations before deciding to move to Potsdam. Ultimately, our decision was the result of a combination of several factors, including the availability of high-quality personnel, proximity to the capital city, outstanding support from regional institutions in setting up our business and the high quality of living we could offer our employees.«  
Jens Klawun, Managing Director Euler Hermes Collections GmbH

#### Euler Hermes Collections

Euler Hermes Collections is the debt collection agency of Euler Hermes S.A. Group, the world's largest credit insurer under the umbrella of Allianz. Euler Hermes Collections works hand-in-hand with Euler Hermes Kreditversicherungs-AG. Euler Hermes Collections is an expert in B2B debt collection and also handles the professional collection of account receivables worldwide. At their offices in Potsdam, they carry out telephone sales activities and the collection of outstanding debts.



»The city's international profile and its large pool of highly skilled and multilingual employees were major factors in our decision to move to Berlin. After five years, I'm delighted to say that Berlin has not only fulfilled but also exceeded our expectations.«  
Johannes Brinkkötter, Managing Director BASF Services Europe GmbH

#### BASF European Shared Service Center

BASF's European Shared Service Center was founded in Berlin in 2005. Its offices are located in the so-called "Oberbaum City" complex with the former NARVA (today BASF) tower as its landmark. From its offices directly at the Spree River, 900 employees from roughly 50 countries currently take care of finance, accounting and HR services for more than 100 BASF companies throughout Europe.