

## 10 points for Berlin

### Berlin is the right place for investing into your future.

Thinking of investing in Berlin? Are you planning to set up a company or relocate your offices here? Berlin is the right choice!

#### Here's what you will find:

- > High productivity, low labor costs
- > Excellent infrastructure throughout the capital region
- > Inexpensive real estate in all locations
- > Seat of the federal government, home to the top central industry associations
- > High flexibility and quality of labor
- > A unique science and research landscape unequalled in all of Germany
- > Efficient company networks and centers of excellence
- > Family-friendly environment
- > Outstanding quality of life
- > Highest per capita concentration of researchers and academics in Germany

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Solar energy research at Technische Universität Berlin

## Science in Berlin

### Putting your ideas in touch with the academic knowledge base!

Berlin offers the most tightly woven network of university and non-university research institutions in all of Germany - an excellent basis for interdisciplinary work and cooperation with industry.

#### In Berlin you will find:

- > Four universities, four art academies, seven universities of applied sciences and 23 state-approved private colleges
- > 143,500 university students, 20,000 university graduates per year
- > Nearly 100 non-university research institutes

#### Laboratory for ideas

Berlin is one of the most innovative business locations in Europe. University departments and non-university research institutes collaborate closely in biosciences, material science, information and communications science, geosciences as well as transport and energy engineering. The Adlershof City of Science, Business and Media, the Campus Berlin-Buch and some 20 other technology parks and business incubators attract innovative enterprises in the future industries.

The Charité-Universitätsmedizin Berlin enjoys an excellent reputation as one of the premier university medical departments and hospitals of the world. On its four campuses, it operates more than 100 clinics and institutes.

## Living life to the fullest

### Berlin offers an exceptional quality of life.

Germany's vibrant capital city is shaped by inhabitants from more than 190 different nations. Like no other city in the country, Berlin combines relaxation and natural surroundings with spirited city life and low-cost living.

- > Busy cultural calendar: 150 theaters, 150 museums and three opera houses offer great cultural diversion.
- > Green city with natural surroundings: 30 % of Berlin's area is made up of forests, parks, rivers, lakes and canals. The centrally located Tiergarten park is the city's green lung.
- > Top-quality dining: 14,000 international restaurants serve an unlimited choice of fine food.
- > Shopping metropolis: Department stores, malls and markets offer something for every taste.
- > Sports: 500,000 Berliners train in 1,830 sport clubs. Popular events include the Berlin Marathon and the Internationales Stadium Festival (ISTAF) of track and field.
- > Cosmopolitan: Berlin is home to 250 religious and non-denominational world-view communities.
- > Excellent medical infrastructure: 64 hospitals and clinics, 17,700 doctors and 892 pharmacies make sure Berliners stay in the best of health.
- > Ideal for families and children: Berlin offers family-friendly day care services and a wide variety of leisure activities.

Golf - One of many leisure activities in Berlin



Ludwig Erhard Haus, Berlin Partner GmbH headquarters

## Berlin Partner GmbH

### Our mission: to make your business a success!

As the German capital's economic development agency, Berlin Partner has a wide range of services to offer the city's corporate citizens. We assist you with moving your company here or establishing a branch office, in growing your business or in securing the economic future of your enterprise, and also when it comes to expanding to markets abroad. Moreover, the Berlin Senate has given us the task of marketing the capital as a business location.

- > We are your partners when it comes to setting up a business in Berlin. Berlin Partner supports companies locating to the city as well as enterprises that have already established operations in Berlin.
- > We help Berlin-based companies tap into foreign markets.
- > Working on your behalf, we put you in touch with key contacts in government agencies, banks, chambers of commerce, industry associations, research institutes and companies in and around Berlin.
- > Berlin is known all over the world. Our networks in the region, in Europe and across the globe allow us to make sure it stays that way.

Investors benefit from the comprehensive support provided by Berlin Partner. We provide you with the facts and figures you need to know about Berlin as a business location. We assist you in obtaining funding for your growth, or in finding the right premises



Potsdamer Platz

### Take advantage of the synergies available in Berlin!

Berlin Partner is supported by 200 companies that are committed to the city. We provide effective economic development assistance in programs that are promoted and financed by private companies. This public-private partnership can benefit your business!

[www.berlin-partner.de](http://www.berlin-partner.de)

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

**Because we make your business our business!**

Brandenburg Gate



## Business in Berlin



The „City Ost“ center with the TV tower and Berlin City Hall

## The place to be for business

### Berlin is the political center of Germany and a dynamic economic region in Europe.

The growth industries in the city drive its economic development - they include industry, mobility along with clean technologies, services, media as well as information and communications technologies, the creative sector and, last but not least, life sciences.

### Berlin offers ideal conditions for innovation in research and development, production and sales.

- > Outstanding technical/scientific infrastructure with a concentration of universities, research institutes and technology centres that is unparalleled in Germany
- > Excellent international accessibility via the new Berlin Brandenburg Airport
- > Close proximity to government policymakers, media and industry associations
- > A creative environment where culture, media, music, fashion and design come together
- > Quality of life that attracts young, highly qualified talent

Berlin invites you to enjoy its diversity, flexibility and cosmopolitan atmosphere, and welcomes your company to an attractive market with a population of 3.5 million.

## Growth industries in Berlin

### Mobility

The capital region focuses on cost-effective, environmentally-compatible solutions based on concept of intelligently networked modes of transport. Deutsche Bahn AG and Bombardier Transportation, global market leaders in railway technology, are both headquartered in Berlin.

### Clean technologies

Berlin is a leader in environmental and technologies and those relevant to increased energy efficiency. The city is one of Germany's top regions when it comes to the number of enterprises, research institutes and employees working in the clean technologies sector.

### Services

Berlin is an international service and logistics center as well as an established venue for trade fairs and congresses. The service industry is the fastest growing sector in Berlin.

### Media, information and communications technology

The traditional media industry is tightly networked with the digital economy and the telecommunications industry in Berlin. Some 15,000 companies with 150,000 employees generate an annual turnover of EUR 19 billion.

### Life sciences

Where the concept of translating scientific results into practical applications is concerned, demands are high these days, in particular in the fields of environmental and medical technology as well as in the biotechnology sector. Berlin meets these demands and offers the perfect environment for research and development. On top of that, technology-oriented companies will profit from the unique research landscape and exceptionally close-knit networks between research and industry to be found in the city.



Berlin's Hauptbahnhof train station

## Efficient infrastructure

### Berlin offers the mobility you need for success in the 21<sup>st</sup> century!

Berlin is located at the crossroads of the major trans-European routes. From the city, every major European market is just a day's drive away by truck. Berlin's central train station, the Hauptbahnhof, is Europe's largest and most modern junction station.

The Berlin Brandenburg Airport has been the largest transportation and infrastructure project of the past years and is a tremendous driver of growth in the region. Following its completion in 2012, it will offer excellent connections for travel throughout the world. A dedicated exit from the Autobahn and a train station underneath the terminal ensure easy accessibility. And this convenience is all to your advantage - bring your business to this European capital and benefit from a short trip to your international airport!

A dynamic area has emerged along the railway line from the Hauptbahnhof to the new airport - one where innovative investors have created a developmental space for new ideas. The public transportation network ensures these companies have the good connections to the city they need.

### What does this mean for you and your customers?

- > Unparalleled accessibility via air, rail or road
- > Convenient transport links in intermodal travel
- > Efficient trips ensured by optimal urban connections



Berlin Brandenburg Airport (model)

## A flexible job market

### Berlin has the highest per capita concentration of researchers and academics in Germany.

Berlin's job market benefits from the advantages that its attractive conurbation with nearly six million inhabitants entails. More than three-quarters of the people employed in Berlin have pursued vocational training. Over 500,000 have graduated from university of applied sciences.

A growing number of companies in metropolitan Berlin are introducing modern, flexible work schedules and multi-shift models. People in Berlin tend to work longer than elsewhere in Germany. Labor costs for skilled workers are around 20 percent lower than in most other major cities.

### Berlin has a lot to offer:

- > Large numbers of skilled workers and managers on the labor market
- > Excellent flexibility and high-quality work
- > High productivity at low labor costs
- > Cosmopolitan atmosphere, foreign language skills
- > Tailored human resources development concepts
- > Wage costs significantly lower than the German national average

## Affordable real estate

### Berlin is where you will find affordable rents and an excellent choice of properties.

In Berlin, you will find attractive properties in central locations at prices far below those in most major European cities. Berlin offers the real estate of a major cosmopolitan city at prices usually only seen on the outskirts and in suburbs.

From exclusive areas in the city center, to green suburbs and waterside villas, Berlin's housing market is likewise characterized by unique locations with affordable rental and purchase prices.

### Berlin has what it takes:

- > A large reserve of immediately available, well-equipped office space
- > A growing reserve of offices in good and prime locations
- > Attractive industrial sites and modern commercial space in the city
- > Planned construction projects in top urban locations
- > Inexpensive rents as compared to those charged in other major cities
- > Increasing numbers of German and foreign investors buying properties in Berlin or investing into the city

Oberbaumbrücke



## Where the world comes together

### Berlin is one of Germany's leading trade fair and congress venues.

Messe Berlin, the city's exhibition organizer, is one of the world's top ten trade fair operators when it comes to annual turnover. Covering 160,000 square meters, Berlin's fair grounds and exhibition center hosts more than 60 events each year, attracting 24,000 exhibitors and 1.6 million visitors. The ICC congress center next door, the largest of its kind in Europe, is one of several venues making Berlin an attractive destination for international and domestic conferences.

### Leading international trade fairs:

- > bautec
- > Fruit Logistica
- > IFA
- > ILA Berlin Air Show
- > InnoTrans
- > International Green Week Berlin
- > ITB Berlin

### O<sub>2</sub> World

The O<sub>2</sub> World, Berlin's new multipurpose arena, merges entertainment with business. Berlin's new architectural highlight, the building is perfectly integrated into the city's transport network and located at the heart of Berlin's rapidly growing Mediaspree district.

IFA Consumer Electronics Unlimited

