



## Berlin Business News

### December 2011 Issue

#### Focus

Berlin Full of Energy in Key Future Growth Markets | [more](#)

#### Life Sciences

“Labor Berlin” Saves €1 Million And Expands | [more](#)  
 New IBB Fund Launches Life Science Project | [more](#)  
 MEDICA Comes to a Successful Close | [more](#)

#### Media / IT / Creative Industries

Computer Game Foundation Founded in 2012 | [more](#)  
 Venture Capital for Two Berlin IT Startups | [more](#)  
 Innovative Developers Set Sights on IBB’s ProFIT | [more](#)  
 IBB Beteiligungsgesellschaft Invests in Fashion | [more](#)  
 Three Berlin Companies Make Top 10 Growth List | [more](#)  
 New Integrated Fraunhofer IuK Institute in 2013 | [more](#)  
 Berlin Becomes Member of the “Creative Alliance” | [more](#)  
 Allianz Cultural Foundation Moves to Berlin | [more](#)

#### Industry / Mobility / Clean Technologies

Berlin Industrial Companies Enjoy Higher Turnover | [more](#)  
 Siemens Invests €30 Million in New Plant | [more](#)

Premiere Appearance for TU Berlin’s e-Mobil | [more](#)

#### Services

Lufthansa Expands Operations in Berlin | [more](#)

#### Berlin as a Business Location

Higher Education in Berlin Gets High Marks | [more](#)  
 Berlin Reaches One Million Fan Mark on Facebook | [more](#)  
 2011 Innovation Awards Handed Out | [more](#)

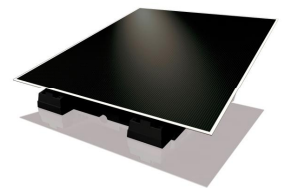
#### Upcoming Events

Current Trade Fairs and Events | [more](#)

#### Focus

### Berlin: Full of Energy Key Future Growth Markets

Berlin is a city full of energy. Today, a total of 5,000 energy technology companies in the capital region generate an annual turnover of roughly €16 billion and employ a workforce of over 40,000 individuals. Many of these companies work in renewable energies and new enterprises are emerging each day. Growth in this future industry is currently running at four percent per year in Berlin and its surrounding region – a rate that is twice as high as the national average in Germany. In addition, more than 30 research institutes, universities and technical colleges in the capital region perform sustainable research in this field. This is reason enough to hold the 5th Berlin Economic Conference under the motto “Energy. Technology, Efficiency, Services From Berlin.” For more on the industry, please consult the current reader issued by the “[Berlin Growth Initiative](#).” A number of companies in the capital region are global leaders with their products and services. For example, Siemens sells the gas turbines it manufactures at its plant in the district of Moabit to customers all over the world. →



The “2012 Product of the Year” is the fiXflat system from Berlin-based solar module manufacturer Inventux.  
 Photo: Inventux

[Back to top](#)

The solar module manufacturer Inventux recently received the “2012 Product of the Year” award for its [fiXflat](#) system designed for the assembly of thin film solar modules. [Yunicos AG](#), a specialist in the management of energy storage systems, was also recently awarded the “[2011 European Solar Award](#).” The Helmholtz Zentrum Berlin is currently developing the latest generation of [thin-film solar cells](#). One out of every two solar modules produced in Germany comes from the capital region. Berlin is also in front in terms of environmentally friendly mobility. The capital region is eager to become Germany’s “[Schaufenster Elektromobilität](#)” (“Electromobility Showcase”). This new competition sponsored by the federal government will select German regions to conduct large-scale electromobility pilot projects intended to attract international attention. A total of €180 million in funding is being made available for the project. The candidature of the capital region is being coordinated by the [Berlin Agency for Electromobility](#).

### Life Sciences

#### Labor Berlin Saves €1 Million And Expands

One year ago, Berlin’s [Vivantes](#) and Charité hospitals merged twelve of their laboratories. Today, the cooperation known as [Labor Berlin](#) has become Europe’s largest hospital laboratory and now is already demonstrating highly positive results. These two Berlin state hospitals were able to save roughly €1 million as a result of their consolidation. Their annual turnover was over €40 million and the number of external contractors continues to rise. Labor Berlin is set to become even more efficient in early 2013 with the completion of a central laboratory building. To find out more, please read [this press release](#) issued by the Charité.



Together, the two laboratories now work faster and in a more innovative and cost-effective manner. Photo: Charité

#### New IBB Fund Launches Its First Life Science Project

The [Technology Development Fund](#) (TEF) set up by the Investitionsbank Berlin (IBB) has enabled the continuation of research on a chemotherapeutic agent developed at Berlin’s Charité hospital. The Berlin-based patent and technology marketer [ipal](#) has taken over the project management and marketing. The volume of the fund, which was launched at the beginning of 2011, is currently at €10 million. The fund is designed to promote the further development of promising discoveries and inventions. To find out more, please read [this press release](#).

#### Successful Business Transactions at the 2011 MEDICA

Excellent results at this year’s MEDICA trade fair: 32 healthcare companies from Berlin and Brandenburg presented their work at the joint stands organized by [Berlin Partner](#) and the Brandenburg Economic Development Board ([ZAB](#)). Initial participant assessments showed partly two-digit growth in turnover. According to one cluster manager at the [TSB-Innovationsagentur Berlin](#), the German capital region was once again able to showcase its leading role in the healthcare industry under the “Health Capital” umbrella brand. To find out more, please read [this press release](#).

Media / IT / Creative Industries

### New Computer Game Foundation Headquartered in the Capital Region

Starting at the beginning of 2012, the capital region will be home to the new "Foundation for Interactive Entertainment Media." Among the goals of the foundation are an increase in the quality of interactive media generated in the region and the promotion of research and social acceptance of interactive media in general. Among the foundation's projects will be the German Computer Game Prize as well as a number of events and initiatives focusing on computer games, the protection of minors from harmful media, innovation in games and the promotion of young talent. To find out more, please read [this press release](#).

### Two Berlin Start-Ups Attract International Venture Capital

The Berlin-based company [6Wunderkinder](#) is set to receive €4.2 million in venture capital from the London-based venture capital provider [Atomico](#). The funds will allow this young Berlin company primarily to further develop their popular product known as [Wunderkit](#). The brains behind Atomico is Niklas Zennström, one of the founders of [Skype](#). The Berlin start-up [Lieferheld](#) will also be receiving venture capital funds totaling roughly €8 million from the Russian investors [Ru-Net](#) and [Kite Ventures](#), who are looking to further the promising field of online food ordering. Lieferheld has been active on the market for one year and recently launched its services in Australia and Russia. They are also planning further expansion on other foreign markets. For more comprehensive information, please visit [FTD Deutschland](#).

### Innovative Developers Set Their Sights on IBB's ProFIT

Good news for two Berlin-based start-ups: their products have proven to be so innovative and sustainable that they will now be receiving funds from the [ProFIT Program](#) set up by the Investitionsbank Berlin (IBB). For example, [PressMatrix](#) offers a platform for publishers to publish their printed matter on mobile devices as well. For its part, Silver Style Studios GmbH is eager to [revolutionize](#) the graphic depiction of online games with their [LightStream Technology](#). And, finally, the capital city is also set to welcome a new Berliner, [commercetools](#), a Munich-based provider of cloud-based eCommerce enterprise solutions, which will open up offices in Berlin. As [reported](#) by eventurecat, ProFIT funds are designed to further expand the leading tech position of an eCommerce platform for small and medium-sized operations.

### IBB Beteiligungsgesellschaft Invests In Fashion

Millions of funds from the [VC Fonds Kreativwirtschaft Berlin](#) will go to secure the future growth of two innovative companies from Berlin. The operator of [mysportsbrands](#), Germany's first online shopping club for outdoor and sports products, will [receive](#) a seven-digit euro sum. Also receiving funding is the WebTV provider Freshmilk NetTV GmbH, whose products [Freshmilk.TV](#) and [FashionDaily.TV](#) emerged very quickly into highly regarded special-interest offerings for fashion and design from all over Europe. The company sees a further field of business for itself in Web-based advertising and hopes to tackle this segment with the help of the financing. Click [here](#) to find out more.

### Three Berlin-Based Companies in Top 10 for Growth

Three companies based in the capital city recently found themselves among the top ten strongest-growing tech companies in Germany. The “Deloitte Technology Fast 50” ranking placed the three Berlin companies in spots eight through ten in the category of IT, Communications and Life Sciences. The three companies are [LayTec AG](#) (1.062 percent growth in five years), [itk group GmbH](#) (994 percent) and [MY-HAMMER AG](#) (867 percent). Berlin is the only city represented three times on this ranking, making it the strongest showing city on the list. Click [here](#) to see the exact results.

### New Integrated Fraunhofer ICT Institute In the Works

Starting in 2013, the Berlin-based Fraunhofer institutes FIRST and FOKUS will merge to form a new Fraunhofer ICT research institute together with the Berlin section of the ISST. The new joint institute will take up its activities at Campus Charlottenburg where it will work very closely with Berlin’s Technische Universität (TU). Their goal of the institute will be to generate new business impulses and to increase its attractiveness among scientists, students and partners active in business and public administration. Click [here](#) to find out more about these plans.

### Berlin Becomes A Member of the “Creative Alliance”

Starting in 2012, Berlin will join five other major European cities as part of the “European Creative Industries Alliance” (ECIA). This consortium of cities, which includes Amsterdam, Milan, Barcelona, Tampere, Nantes and Berlin, will develop strategies and concept designed to strengthen European creative industries in their function as generators of new services and products. For more comprehensive information, please read [this press release](#) issued by Projekt Zukunft.



In Berlin, Projekt Zukunft supports the design project “CityCruiser II” among others by Stefan Rother.  
Photo: Projekt Zukunft

### Allianz Cultural Foundation Moves to Berlin

The Munich-based insurance company Allianz is strengthening its operations in Berlin. Starting in 2012, the [Allianz-Kulturstiftung](#) (Alliance Cultural Foundation), which was founded in 2000, will move to the capital city. From its base in Berlin, the foundation will support cross-border educational and cultural projects that promote a shared European identity. The foundation has a budget of €51 million and supports all of the arts including architecture and city planning. It also initiates and organizes its own projects. Allianz already has offices at the [Allianz Forum](#) at Berlin’s Pariser Platz. Read [this article](#) for more information.

#### Industry / Mobility / Clean Technologies

### Berlin Industrial Companies Enjoy Higher Revenues

In the first nine months of the current business year, Berlin-based industrial companies achieved a growth in turnover of 5.3 percent and a total of €17.1 billion in revenue. Foreign turnover grew by 3.1 percent, while domestic revenues grew by 7.4 percent over the previous year. The employment rate in Berlin’s industrial sector also rose by 4.9 percent to reach 80,610 individuals. To find out more, please read [this press release](#) issued by the State Statistics Office.

[Back to top](#)

### Siemens Builds Production Hall for €30 Million

Siemens has begun construction on two production halls at their [substation facility in Berlin](#). Completion of the €30 million halls is set for 2012 and 2013. The halls are part of modernization efforts with which Siemens is seeking to transform its facility into one of the most advanced of its kind in the world by 2015. To find out more, please read [this press release](#) issued by Siemens.

### Premiere For e-Mobil Vehicle Developed by TU Berlin

The e-Mobil vehicle created at Berlin's Technische Universität (TU) recently enjoyed its major premiere at the IAA in Frankfurt/Main. The four-wheel electric car boasts a load capacity of 200 kg – enough for two people – and weighs only 20 kilograms itself. The car is thus ideal for short distances in big cities. The prototype was developed to be ideal for use at airports and trade fairs. To find out more, please read [this press release](#) issued by the TU Berlin.

#### Services

### Lufthansa Expands Operations in Berlin

In 2012, operations at Germany's top airline will pick up speed in the capital region. Lufthansa's Berlin fleet will be expanded from nine to 15 planes and overall seating capacities will grow by approximately 40 percent. Starting in the summer, there will be an additional 30 new destinations reachable from Berlin. The company will invest more than €60 million in their operations at BER airport and hundreds of new jobs are set to be created. Lufthansa announced that the intensification of its operations is the result of the new growth dynamic and market opportunities offered by BER. The company is planning yet another display of their commitment to the Berlin by naming their next A380 "Berlin." To find out more, please read [this press release](#) issued by Lufthansa.



Lufthansa is gearing up to expand its offerings in Berlin.  
Photo: Lufthansa

#### Berlin as a Business Location

### Higher Education in Berlin Gets High Marks

"From Student to Entrepreneur: Which universities offer the best opportunities?" This question was at the heart of a study conducted of 63 institutions of higher learning in Germany. The results showed that Berlin's Technische Universität (TU) offers future entrepreneurs outstanding educational conditions. The university came in second overall and received [very high marks](#) in particular in the fields of "Quality of Entrepreneurship Education" and "Communication of Existing Offerings." The [CHE University Rankings](#), which represent the most comprehensive and detailed ranking of German universities and technical colleges, also gave Berlin-based universities an excellent report card. A [special evaluation](#) issued by the CHE Research Ranking from 2010 and 2011 shows Berlin's three major universities to be especially strong in research in national comparison. They were also lauded for their well-defined international approach and opportunities for practical application. Read excerpts from the rankings in [this Tagesspiegel article](#).

[Back to top](#)

### Berlin Reaches One Million Fan Mark on Facebook

We did it! Berlin now has over one million fans on Facebook, which makes it the world's second most popular city next to New York. More than 200 video "love letters" to Berlin were submitted in anticipation of the million-fan mark and clearly demonstrate the enthusiasm of the online generation for the German capital. Individuals now have until December 9, 2011 to vote for their favorite video on the [Berlin Facebook page](#). The biggest Berlin fans and their winning videos will receive a number of exciting prizes. Read more about the initiative in [this press release](#).



Successful Facebook campaign.  
Photo: [www.facebook.de/Berlin](http://www.facebook.de/Berlin)

### 2011 Berlin Brandenburg Innovation Awards Handed Out

The three winners of the 2011 Berlin Brandenburg Innovation Award recently received their awards at [Potsdam University's Griebnitzsee Campus](#). Among the recipients were the Berlin-based company [Easy Listen](#) (optimization of audiovisual media for seniors and the hearing-impaired) and [IAV GmbH](#) (scaleable electric drive units for electric vehicles). A total of 150 applications were submitted for the awards. The ICT, media and creative industries were the most highly represented ( 53), followed by the healthcare industry (31) and traffic, mobility and logistics. For more, please read [this press release](#).

#### Upcoming Events

##### December 8, 2011

Individuals interested in the topic of "Regional Internet Marketing" are invited to gather on December 8, 2011 at the BTZ Bildungs- und Technologiezentrum to exchange ideas and experiences. For further information, please visit [www.tsb-berlin.de](http://www.tsb-berlin.de)

##### December 13, 2011

The lecture series "Im Fokus: Zukunftsorientiertes Gesundheitsmanagement," which focuses on future-oriented healthcare management, will see the FOM Hochschulzentrum addressing Berlin-based players in the field of healthcare. A discussion on the theme of "Employee Burnout" will take place at 6 pm. For further information, please visit [www.berlin-partner.de](http://www.berlin-partner.de)

##### January 6, 2012

Application deadline for the [DRIVE-E-Akademie](#) covering the topic of electromobility from March 12-16, 2012.

##### February 27 to March 1, 2012

International call center industry experts are set to meet at the [CallCenterWorld@](#). With more than 250 exhibitors on a space of 8,000 square meters, the conference provides a comprehensive overview of the industry. For further information, please visit [www.berlin-partner.de](http://www.berlin-partner.de)