



# BERLIN PARTNER

2023



**40**

BERLIN  
QUANTUM LEAP



**48**

MISSION TO THE MOON

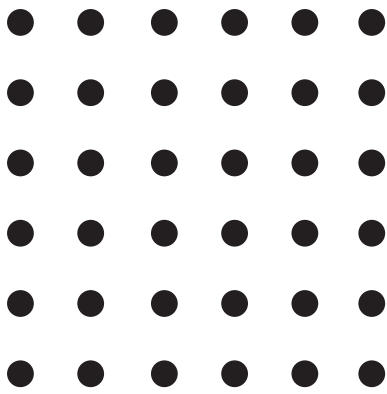
**16**

MAN AND MACHINE

**28**

SXSW 2023





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# 31

FASHION WEEK BERLIN

# DEAR READERS,

Once again, the last 12 months have marked an eventful year truncated by emotional moments for Berlin and Berlin Partner. It was a year filled with various challenges, both old and new, which the Berlin business community tackled with determination, flexibility and creativity. Our efforts to position Berlin as an attractive business hub have borne fruit yet again in 2023. Berlin continues to attract a variety of startups, tech companies and creatives, offering them the optimal conditions to cultivate their ideas. A testament to our success this year is the unprecedented creation of more than 10,000 new jobs through Berlin Partner projects. In addition, we reached a record level in research and development investment, which totaled almost €200 million in projects completed by us last year.

While 2023 remains a year of overall positive achievements, it will also be remembered as a period marked by the tragic escalation of the Middle East conflict. These developments have underscored the importance of initiatives such as the Berlin Against Antisemitism campaign spearheaded by the Berlin Partner network. Given Berlin's global appeal to those who champion an inclusive democratic community, it's important to reiterate: hatred and antisemitism are unwelcome here. It is through collective efforts like those of our network that I remain optimistic as we venture into 2024. Looking ahead, we have ambitious plans: from the UEFA European Championship to the Olympic Games in Paris, and the Handball European Championship – and these are just the sporting highlights ... In the summer of 2024, we will celebrate 30 years of Partner für Berlin, marking three decades of successful collaborative efforts targeting the economic development of our city.

Discover the recent successes of this public-private partnership – a unique alliance of the business, research, public administration and political communities – within the following pages. You'll learn that in Berlin, like few other cities, industries of the future such as govtech, proptech, gaming,

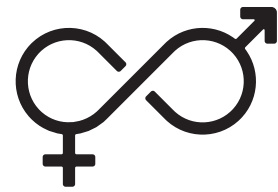
life sciences and fintech are flourishing rapidly. Explore how traditional industries, the digital economy and AI are merging seamlessly, and how established companies benefit from the creativity of both current and incoming talents. Witness how at Berlin Partner, we bring these individuals together, embracing change as opportunity. Berlin and Berlin Partner stand for creative collaboration – because together, we're stronger. And the best part? Everyone here in Berlin and at Berlin Partner is eager to be part of this change.

Sincerely,



Dr. Stefan Franzke  
CEO





**116 | 61 %**

Share of women

**8**

Trainees/students

**45**

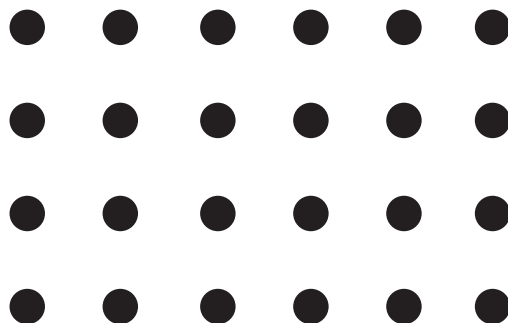
Average age (excluding trainees)  
of employees at Berlin Partner

**57 | 30 %**

Employees aged 50+

**190**

EMPLOYEES AT  
BERLIN PARTNER



# BERLIN PARTNER 2023

# 10,124

NEW JOBS CREATED

Berlin Partner also helps those companies and research facilities already settled in Berlin expand their business and regional networks. This is achieved, in part, by offering them opportunities to leverage Berlin Partner's extensive network. We foster networks between the business and research communities and help companies achieve their international goals. The experts at Berlin Partner also keep the business community informed of funding opportunities and help companies looking to set up shop in Berlin find the right location and qualified personnel. Our clusters and industry units offer relevant input for economic development.

The evidence for Berlin Partner's impact in fostering business development is in the facts and numbers: First, there are the number of jobs that have been created or preserved as a result of Berlin Partner support. Other tell-tale signs of success include the investment volume and R&D investment obtained by projects supported by Berlin Partner.

In 2023, Berlin and its business community demonstrated resilience amid ongoing economic challenges, yielding positive outcomes that were bolstered in part by the effective efforts of Berlin Partner. This progress is also reflected in Berlin Partner for Business and Technology GmbH's balance sheet: Across 269 successfully completed projects, Berlin Partner aided companies in generating a total of 10,124 new job opportunities. This endeavor involves an investment of approximately € 893 million, with close to € 200 million secured for research and development initiatives.

## NEWLY CREATED JOBS IN THE CLUSTERS AND SECTORS

- 89 Photonics
- 603 Healthcare Industry
- 671 Manufacturing Industries\*
- 973 Service Industries\*
- 1601 Energy Technologies
- 1693 Transport, Mobility and Logistics
- 4494 ICT, Media and Creative Industries

\* Outside of the cluster

# 6557 | 65 %

New jobs created in portfolio management

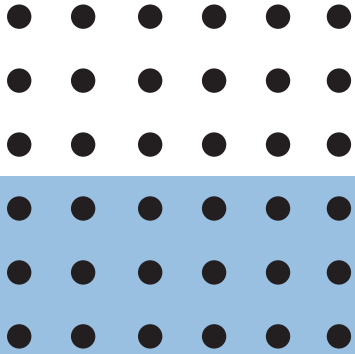
# 3567 | 35 %

New jobs created in relocations



## IBB REGIONAL IMPACT CALCULATIONS

To calculate additional economic effects for the Berlin region, economists at the state of Berlin's business development bank, the IBB, apply a tailored-to-Berlin macroeconomic model to determine the impact of economic policy measures and structural changes to the Berlin economy. The model can simulate sectoral effects and calculate the impact of a shock or economic event on regional growth. An economic reference scenario underlies this macroeconomic model.



# €1.96 BILLION

INCREASE IN GDP\*

# €250 MILLION

INCREASE IN PUBLIC REVENUE\*

# 1600

ADDITIONAL JOBS\*

\* 2023 - 2025



## IN PLANNED INVESTMENTS

Planned investment volume (in euros) confirmed by businesses over a period of three years. These include capitalizable investments in tangible or intangible assets in Berlin with a long-term value.

600.4 | 67 %

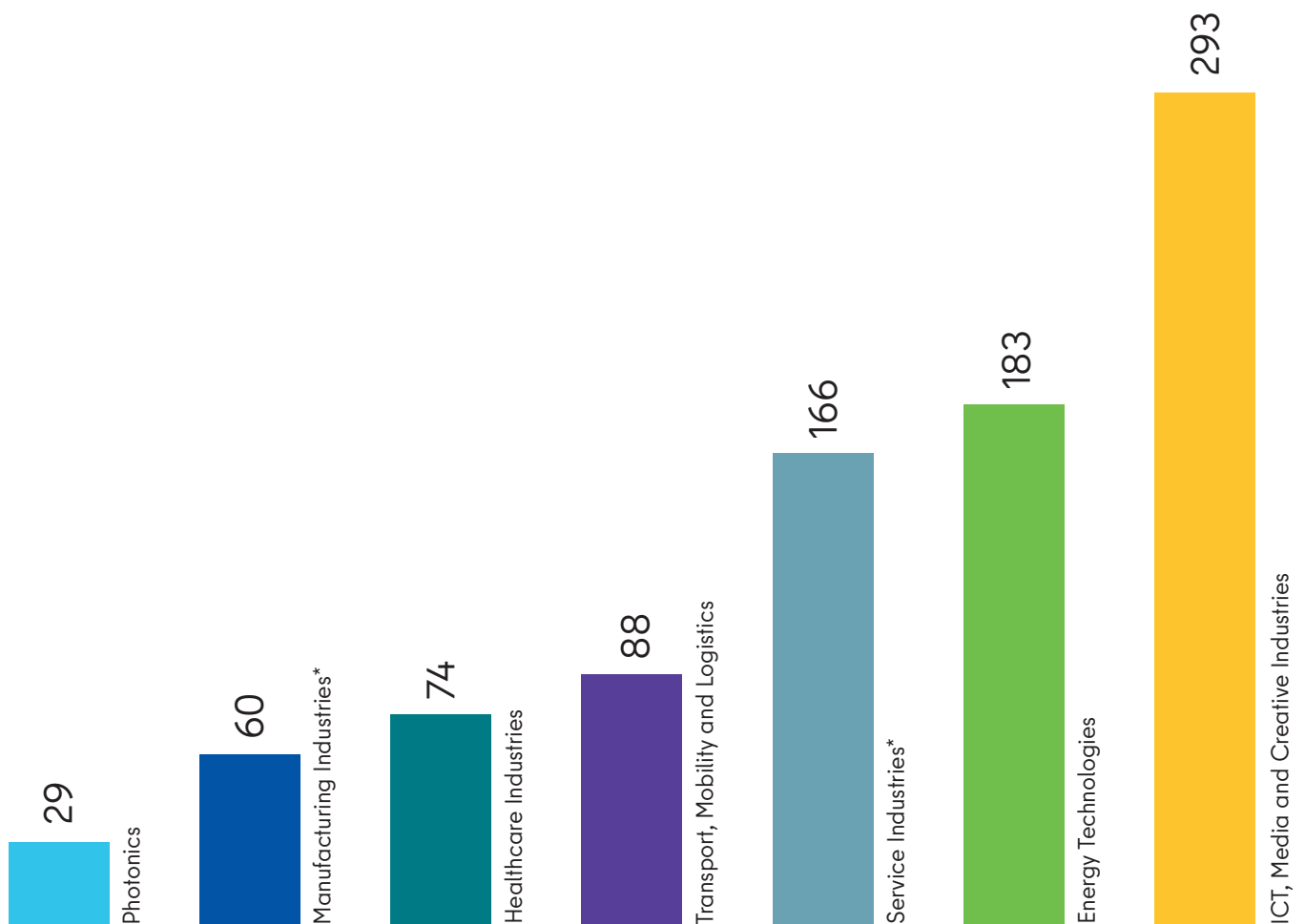
Portfolio Management

292.7 | 33 %

Relocations

# €893 MILLION

## IN PLANNED INVESTMENTS



\* Outside of the cluster

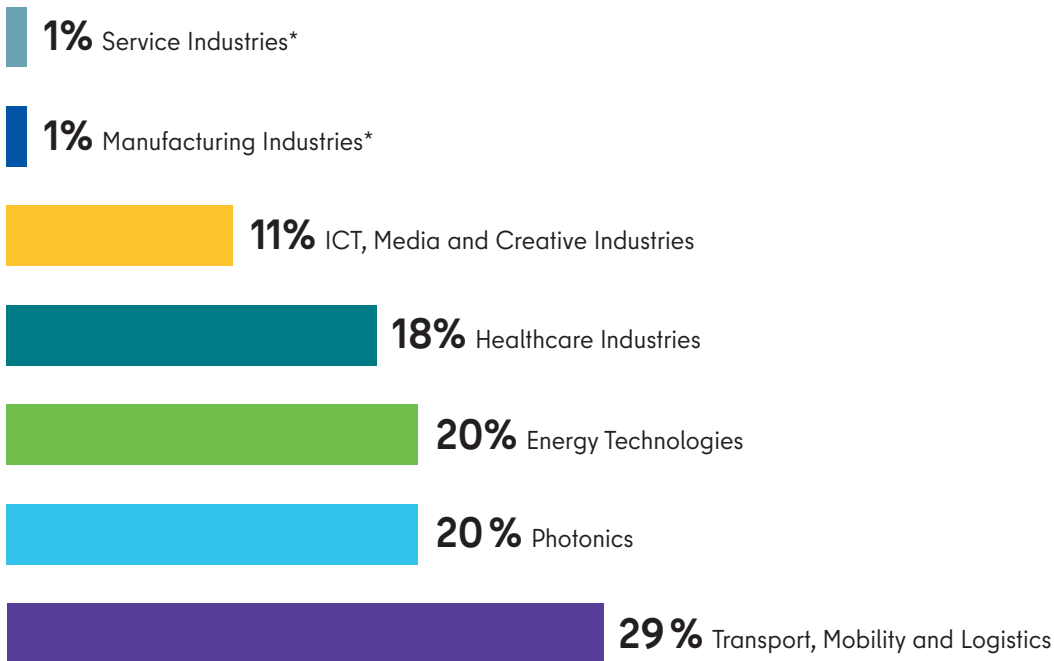


# 327,020

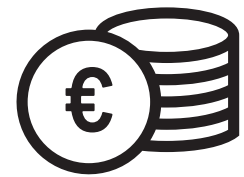
PEOPLE ARE REACHED THROUGH  
OUR SOCIAL MEDIA CHANNELS

# €199.2 MILLION

IN THIRD-PARTY FUNDING FOR RESEARCH AND DEVELOPMENT ACQUIRED



\* Outside of the cluster



**€29 million**  
EU funding

**€86.8 million**  
Federal funding

**€41 million**  
Berlin state  
funding

**€42.1 million**  
Companies'  
equity capital

# 75

COMPANY  
RELOCATIONS

- 33 | 44% Germany
- 18 | 24% Europe
- 6 | 8% North, Latin and South America
- 18 | 24% Africa, Middle East, Asia and Oceania

# 269

SUCCESSFULLY  
COMPLETED  
PROJECTS

- 18 Photonics
- 18 Service Industries\*
- 22 Energy Technologies
- 30 Manufacturing Industries\*
- 34 Healthcare Industries
- 37 Transport, Mobility and Logistics
- 110 ICT, Media and Creative Industries

\* Outside of the cluster

80 | 30%

Innovation Projects

75 | 28%

Relocations

114 | 42%

Portfolio Management

WE CREATE ENCOUNTERS  
DIGITALLY AND ON SITE:

## 225

EXPERT EVENTS ORGANIZED  
BY BERLIN PARTNER



# 16,200

INDIVIDUALS REACHED



267

BUSINESSES IN THE BERLIN PARTNER NETWORK

35

NEW PARTNERS IN 2023



In 2023, we provided sustainability advisory services to 140 companies.



In 2023, we provided financing and funding consultations to 934 companies.



In 2023, we provided real estate and location advice to 353 businesses.

# OUR SERVICES

Berlin Partner offers tailored service packages that are designed to meet the unique needs of businesses and research facilities. Our offerings encompass customized funding concepts, assistance in the search for properties and skilled personnel. Berlin Partner helps members of the business and research communities establish valuable contacts, facilitates tech transfers and advises companies on their international ventures.





## **BUSINESS PROMOTION SERVICES BERLIN DISTRICTS**

On-site services



## **INNOVATION SERVICES**

Increase innovation through collaborative research



## **FINANCING SERVICES**

Funding programs for investment and innovation



## **TALENT SERVICES**

The right talents for Berlin



## **INTERNATIONAL SERVICES**

Building strong global ties from Berlin



## **LOCATION SERVICES**

The fast track to commercial property and real estate



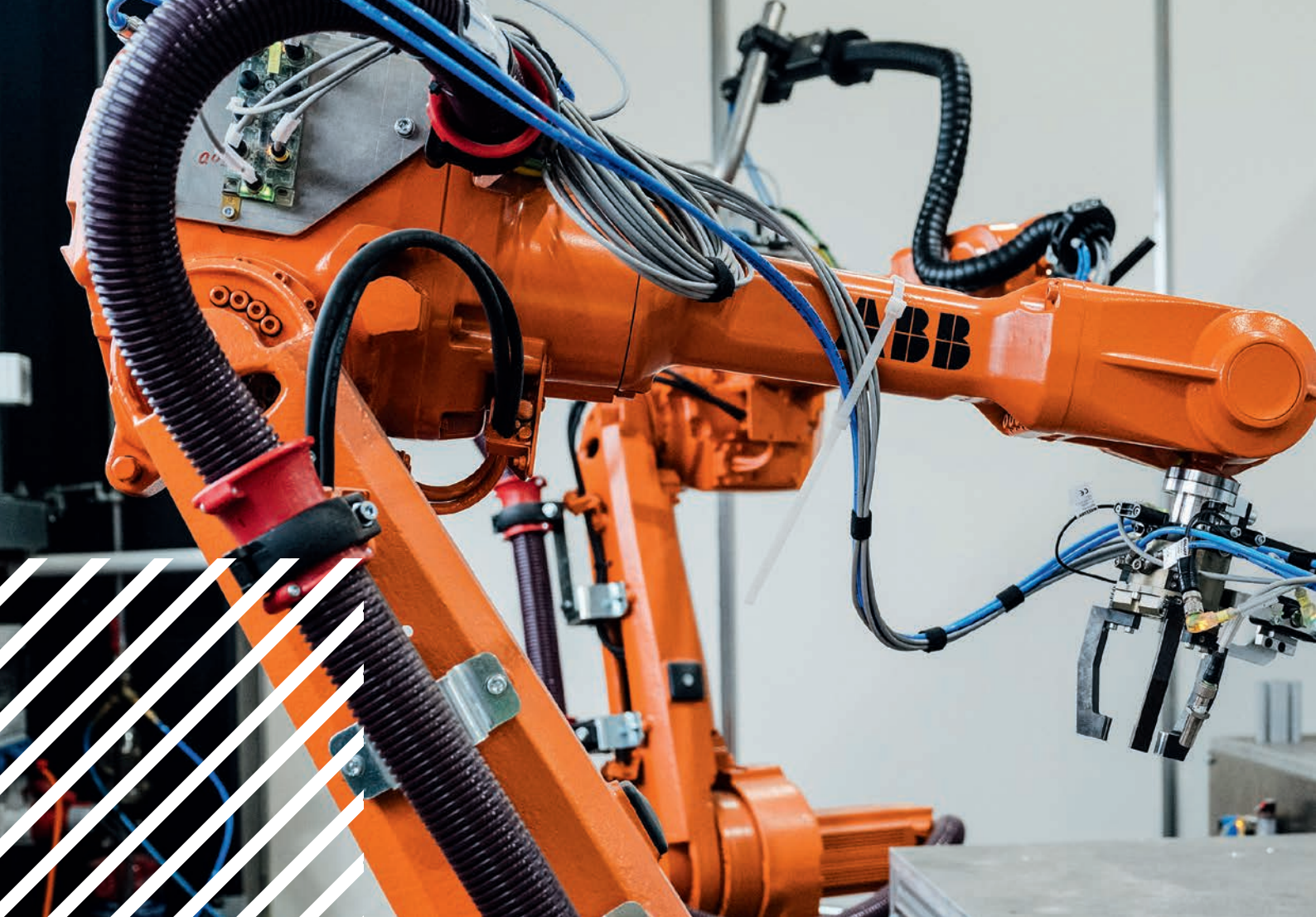
## **BUSINESS LOCATION CENTER**

A 3D look at Berlin



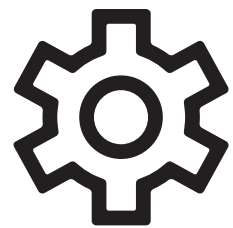
## **SUSTAINABILITY SERVICE**

Securing sustainable value creation



# MAN AND MACHINE

Robots have become indispensable in today's workplaces, revolutionizing operations across heavy industries and beyond. The continuous evolution of robotic technology prompts companies to reimagine their strategies, as they embrace transformation and seize new opportunities. Berlin is emerging as Germany's premier hub for AI and robotics.







Regular meetings of the Robotics Network provide members with a platform to showcase new technologies, engage in discussions on pertinent issues, and cultivate synergies in robotic technologies. The latest gathering, hosted at TU Berlin, spotlighted the integration of robotics and 3D printing. These technologies complement each other, evident in applications such as robot-assisted 3D-printed housing and the utilization of customized 3D-printed grippers for specific robotic tasks. A standout feature of the Robotics Network was a collaborative luncheon held at CU29, a restaurant housed within the James Simon Gallery, where BellaBot, a service robot, has been assisting staff.

When it comes to managing labor shortages, technology can fill the gap. While manufacturers previously scrutinized personnel costs and debated the merits of investing in robot-led automation, today, the scarcity of skilled workers compels firms to adopt robotics to sustain operations. The surge in robotics investment reflects this imperative.

Berlin's status as a robotics powerhouse is evident, with numerous companies in the region harnessing this cross-cutting technology. From heavy industry to healthcare, robotic systems are assuming pivotal roles, reflecting Berlin's robust ecosystem. Boasting over 70 leading tech firms, including Gestalt Robotics, KleRo, pi4\_robotics, and Micropsi Industries, the city excels in industrial robotics, automation, healthcare services and machine learning software.

In late 2022, Berlin Partner responded to the thriving AI and robotics community by launching the Berlin Robotics Network (Berliner Robotiknetzwerk), an open-platform initiative aimed at fostering innovation projects and facilitating fruitful exchanges with various industries. With AI playing an increasingly pivotal role, robots are now capable of executing tasks with unprecedented precision and are empowered to make optimal decisions when confronted with multiple options for action.



## Berlin's robotics community has it all

### THE FUTURE OF RAIL TRANSPORT WITH GESTALT ROBOTICS

Pioneering innovation in industrial automation, Gestalt Robotics stands at the forefront. Nestled in Berlin-Kreuzberg, their expert team crafts state-of-the-art software solutions for diverse applications across factories, warehouses, and production lines. Among their groundbreaking projects is ECheck, an AI-powered testing process utilizing 32 cameras, AI, and robots to streamline the maintenance of ICE trains. From exterior inspections to undercarriage sanitation, this automation liberates personnel to focus on intricate tasks and repairs, enhancing efficiency and reliability.

### THE HUMAN HAND OR ROBOTICS?

Located within Berlin's renowned University of Applied Sciences (BHT), the "Autonomous Surgery" lab pioneers interdisciplinary research on the challenges of autonomous surgery. With a focus on determining the roles of robots and surgeons, the lab delves into questions surrounding safe and efficient surgical procedures. Leveraging modern robotic arms and advanced simulation models, the team explores the automation of wound stitching, paving the way for transformative advancements in surgical practices.

### REVOLUTIONIZING MOBILITY WITH WHEEL.ME

In 2023, Norwegian startup wheel.me established its Berlin presence, heralding a new era of mobility. Renowned for its groundbreaking automated wheel technology, wheel.me empowers users to effortlessly maneuver indoor objects, including heavy stationary items and pallets. Pushing boundaries further, the company pioneers concepts like flexible room structures and seamless equipment relocation, reshaping the landscape of indoor mobility solutions.

### GREENING BERLIN WITH AUTONOMOUS ROBOTICS

At the forefront of Berlin's technological evolution are pioneering entities like Berliner Stadtreinigung (BSR), the city's waste management authority. Spearheading innovation since 2023, BSR's pilot project introduces autonomous robots to augment waste collection efforts in over 80 parks and green spaces. By harnessing cutting-edge robotics, BSR endeavors to enhance park cleanliness while embracing sustainable practices for a greener, smarter Berlin.



# AUTOLAND 2.0

## Pioneering transformation in Berlin-Brandenburg with ReTraNetz-BB

Embark on a journey of joint transformation as we navigate the ever-evolving landscape of decarbonization, digitalization and mobility shifts in Berlin-Brandenburg. At the heart of this transformation lies the automobile and supplier industries, vital pillars of our regional economy.

To fortify and propel this crucial sector forward, Berlin Partner has forged a robust consortium, bolstered by the support of Germany's Federal Ministry for Economic Affairs and Climate Action (BMWK). Together, we herald the dawn of a new era with the Regional Transformation Network for the Automotive and Supplier Industry Berlin-Brandenburg (ReTraNetz-BB), established in 2023.

AUTOLAND 2.0 marks our ambitious endeavor to catapult Berlin-Brandenburg to the forefront of Europe's digitally integrated, climate-neutral, and socially responsible industrial production. Moreover, we aspire to pioneer innovative mobility services within a revamped value-added mobility system. Our vision was unveiled to the public in early 2024, and today, it thrives through the tireless efforts of ReTraNetz-BB and the active engagement of automotive sector stakeholders.

Since its inception, AUTOLAND 2.0 has ignited a flurry of activities. Members have been empowered through immersive events, network forums, workshops, and training sessions, fostering a stronger sense of community and showcasing exemplary practices. A comprehensive participation process has been initiated to craft a regional transformation strategy for the mobility sector. This strategy serves as our guiding light, comprising a visionary mission statement, strategic objectives, reinforcement levers and actionable implementation measures.

At the heart of ReTraNetz-BB lies a dynamic consortium comprising Berlin and Brandenburg's business development agencies, alongside key stakeholders from the automobile sector and esteemed researchers. This consortium stands as a beacon of support for companies and actors navigating the winds of change, offering networking opportunities, empowerment, guidance and innovative inspiration.



# THE SINGLE MARKET: MUCH MORE THAN A MARKETPLACE

By Thierry Breton, EU Commissioner for Internal Market and Services

Thirty years — What an incredible journey it's been! The Single European Act of 1987, born under the Delors Commission and culminating in the establishment of the Single Market in 1993, sparked transformative change across Europe. It was a defining moment, electrifying the continent and granting Europe the power to chart its political and economic course. It has provided our joint project remarkable resilience. Now, three decades later, the European Union proudly hosts the world's largest democratic single market and commands a prominent position as a leading global trading bloc. Allow me to outline what I believe to be its most remarkable achievements.

## **FIRST: THE SINGLE MARKET EMBODIES FREEDOM.**

The single market has dramatically enhanced our daily lives. For 30 years, it has empowered citizens to live and work anywhere in Europe, and to travel wherever they please. For 30 years, the single market has provided consumers with protection, security and a wider selection at lower prices. For 30 years, it has served as a launchpad for our businesses — especially for SMEs — and a magnet for foreign direct investment, offering more legal certainty, better



Thierry Breton in the European Parliament

market access, greater economies of scale and entire cross-border value chains.

## **SECOND: THE SINGLE MARKET REPRESENTS PROGRESS, OPPORTUNITY AND GROWTH.**

The single market has broadened the horizons and opportunities for European professionals and businesses, providing them with more room to grow. Small and large businesses alike have access to a customer base of 450 million people and can effortlessly buy and sell products and services throughout the

EU, both in physical and online realms. On a global scale, our single market stands as a remarkable success story. In just 30 years, economic integration in Europe has advanced significantly, offering European citizens and businesses more tangible benefits than even the United States. Indeed, the single market has transcended its initial agenda.

## **THIRD: THE SINGLE MARKET IS OUR INSTRUMENT OF RESILIENCE AGAINST SHOCKS.**

The recent series of crises has underscored the importance of a smoothly functioning single market during times

of crisis. When Member States act individually by closing their borders or imposing internal EU export bans on medical devices, grains, or raw materials, the entire functioning of the single market comes under pressure, threatening industry, services and professionals alike. Fortunately, the single market has prevailed.

### WHAT'S NEXT?

All this underscores the fact that the single market is much more than just a legal framework — or even a market. That's why we must continuously preserve, enhance and reinvent this invaluable asset. We can achieve this by ensuring that the rules we have collectively agreed upon are also collectively enforced. This remains a top priority. While we have introduced the Single Market Emergency Instrument to maintain our single market during crises and bolster its resilience against the shocks mentioned earlier, we must also ensure its smooth operation in “normal” times.

We must also place SMEs at the heart of European competitiveness. Our approximately 25 million European SMEs employ nearly 100 million people and form the backbone of our industry and economy. These jobs are essential, and SMEs have always prioritized their employees — especially in times of crisis. Yet they are vulnerable. For 55% of them, administrative burdens are their greatest concern. Despite our collective efforts to exempt SMEs or subject them to less stringent regulations, this burden continues to grow, especially in times of severe economic crisis. I will therefore work with my colleagues in the College of Commissioners to ensure that a comprehensive SME test is carried out for every new initiative planned in the coming year.

Finally, there's the issue of availability. We must ensure that people and businesses have access to the goods and services they need when they need them. This includes dismantling the remaining barriers, as mentioned earlier, as well as securing supply chains.

The single market plays a crucial role here, and we will continue to ensure that we are not dependent on others for the products, technologies, and services we need in our daily lives and for the green and digital transition. And perhaps our successors will look back in 30 years and celebrate the achievement of expanding the single market to a digital level.

### CONNECTING NETWORKS IN GERMANY AND BEYOND

The Enterprise Europe Network (EEN) stands as the world's largest network of information and advisory hubs, dedicated to supporting small and medium-sized enterprises (SMEs) with global ambitions. Initiated by the European Commission at the beginning of 2008, this global network interlinks 100 regional consortia across approximately 60 countries in Europe and around the globe.

Comprising over 600 regional economic development agencies, chambers of commerce and technology agencies with a collective workforce of 3,000 professionals, the EEN facilitates close collaboration. At the local level, it offers practical and largely cost-free assistance in organizing business, technology and project partnerships across Europe and beyond. In the capital region, experts in European affairs collaborate within the international framework at Berlin Partner and the Economic Development Agency Brandenburg (WFBB).



# THE NEW BERLIN BEAT

Berlin has reclaimed its title as the beating heart of European music. Since last year, all major record labels have (once again) established their headquarters in Berlin: Universal, Sony and Warner Music now stand united along the banks of the Spree. “For creatives, Berlin isn’t just a place to live; it’s a stage to showcase their artistry. It’s no wonder that Universal Music made the move to the capital over 20 years ago, igniting a trend that attracted further creative enterprises to Berlin,” says Universal CEO Frank Briegmann. For generations, Berlin has attracted

artists and creatives from around the globe, and the music scene is no exception. The city pulsates with a unique energy shaped by its tumultuous history, its embrace of diversity and its artistic freedom. This creative magnetism has experienced a renaissance in recent years, drawing not only local talent but also international luminaries. Sony and, most recently, Warner Music, are also back in town. While the departure of major labels from Berlin in past decades was once seen as a loss for the city, we are now witnessing a remarkable





turnaround. The resurgence of the three major labels reaffirms the capital as a musical epicenter in Europe and a hotbed for innovative musical experiments and talents.

Another driver behind the resurgence of Berlin's music scene is the immense diversity of music emerging here. From electronic beats in the trendy clubs like Berghain to indie-rock in the bars of Kreuzberg, Berlin offers a wide array of genres that resonate with both music creators and fans alike. This diversity is reflected in the labels' decisions to foster a range of artists and styles. Moreover, the music industry is constantly evolving in the digital age, and Berlin has positioned itself as a trailblazer in this realm. The city hosts a thriving community of startups and tech companies developing innovative approaches to music marketing and distribution. Recognizing the significance of this digital evolution, labels have chosen to be in close proximity to the innovations revolutionizing the industry.

## 3 GOOD REASONS

for Berlin by Universal Music

Frank Briegmann, Chair & CEO Universal Music Central Europe and Deutsche Grammophon:

For starters, Berlin boasts an incredible musical heritage spanning from classical to contemporary, from opera to techno, from pop to hip-hop. Whether it's in a club, concert hall, or the iconic Waldbühne, for creatives, Berlin isn't just a place to live; it's a stage to showcase their artistry. It's no wonder that Universal Music made the move to the capital over 20 years ago, igniting a trend that attracted further creative enterprises to Berlin. For our employees, Berlin provides ample inspiration to unleash their creativity.

Second, Berlin's vibrant cultural and creative scene has long been enriched by startups and technology hubs. Art, music, virtual realities and creative applications are forging new realms of experience — not only for the digital avant-garde but also for traditional companies. As we celebrate the 125th anniversary of our oldest pillar, Deutsche Grammophon, we take pride in preserving our startup mentality, positioning us as technological pioneers in the music business for decades.

And third, Berlin is a melting pot where countless cultures converge. In such diversity lies the potential for new connections, abundant inspiration and societal momentum. This fertile ground nurtures artists and creativity alike, fostering their growth and development while serving as a catalyst for societal discourse through art and culture.

The Berlin Master Chefs were first awarded in 1997, with Herbert Beltle (Altes Zollhaus), Manfred Heissig (Borchardt), and Rolf Schmidt (First Floor) among the inaugural recipients. Since then, over 140 awardees have been celebrated, reflecting the diverse culinary landscape of Berlin.

Today, the Berlin Master Chefs are recognized in seven categories. The latest addition, introduced in 2021, is the Berlin Bar Culture award.

The prestigious Berlin Master Chefs 2023 title is bestowed upon the team at the renowned restaurant CODA, Julia A. Leitner and René Frank.





Selected annually by an independent panel of experts, the winners are honored by Berlin Partner. Founding juror Professor Dr. Dieter Großklaus continues to serve as the honorary president of the jury.

Each year, the award ceremony takes place at a different extraordinary location. In 2023, it was held at the Kant Garages, dating back to 1930 and Germany's oldest preserved multilevel car park.

# EXQUISITE

The Berlin Master Chefs — a success story epitomizing the capital city's culinary diversity on an international scale. Every year, the Master Chefs reflect the rich tapestry of Berlin's gastronomic scene. By honoring the Berlin Master Chefs, the crème de la crème in cuisine and Kiez culture, Berlin Partner showcases the capital's sophisticated restaurant culture as a flagship of the city. This is where innovation and tradition, sustainability and future trends go hand in hand.



# DRIVE SMARTER

Berlin companies are embracing electromobility



**↑ + 70%**

more publicly accessible charging infrastructure in December 2023 than in the same month in 2022

**↑ + 35%**

more e-vehicles in the fleet in Q3 2023 than in the same period for 2022

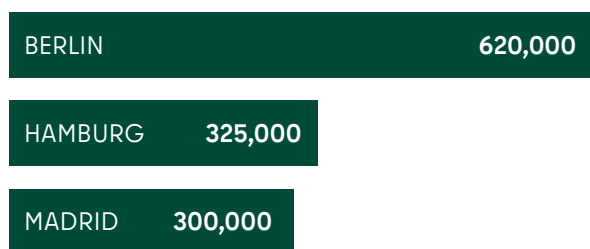
Source: (above) Energieatlas Berlin, (below) Federal Motor Transport Authority

Approximately 25% of CO<sub>2</sub> emissions in the city stem from the transportation sector, with commercial activities contributing significantly. Whether it's the rising tide of delivery traffic, logistics operations, or employee commutes in personal vehicles, these activities play a pivotal role in emissions. Electromobility and innovative "new mobility" solutions offer a pathway to reducing greenhouse gas emissions and meeting climate targets. That's why our Berlin Agency for Electromobility, eMO, is dedicated to assisting local businesses in adopting eco-friendly transportation solutions and expanding charging infrastructure.

The year 2023 saw a remarkable surge in electric vehicle adoption and charging infrastructure development across Berlin. By the end of the third quarter, approximately 68,000 electric vehicles were registered, constituting 4.5% of all motor vehicles (KBA FZ 27). Notably, electric vehicles accounted for about 25% of new car registrations in the past 12 months (KBA FZ 8). Berlin's public transport authority (BVG) made strides in electrifying its fleet, with 138 electric buses already in operation and plans to fully decarbonize by 2030, support-

ted by dedicated charging infrastructure at its depots. Berlin is also flourishing in shared mobility options, boasting 48,800 e-kick scooters, 12,000 bicycles (including 5,000 e-bikes), and 2,350 e-mopeds available for rental. Additionally, the city hosts 150 e-taxis and around 1,200 electric car-sharing vehicles, complemented by approximately 6,800 gas- and diesel-powered shared cars. According to the European Shared Mobility Index Q2 2023 by fluctuo, Berlin leads the way as the sharing capital of Europe, recording the highest number of car-sharing journeys on the continent.

### CAR SHARING NUMBER OF TRIPS PER MONTH



Source: [Fluctuo Q2 Index 2023.pdf \(hubspotusercontent-na1.net\)](#)

### CHARGING INFRASTRUCTURE - IT'S ALL IN THE MIX

As the number of electric vehicles in Berlin grows, the need for a demand-oriented and user-friendly charging infrastructure becomes paramount, particularly at homes and workplaces, where 70% to 80% of charging occurs. In a significant move towards this goal, the Berlinovo housing association partnered with Vattenfall in 2023 to install approximately 100 charging points. As of December 2023, Berlin boasts a total of 25,000 charging points, with 21,500 designated for private use and nearly 3,500 publicly accessible stations strategically located on streets or within privately owned establishments like gas stations and supermarkets. With fast-charging technology gaining momentum, Berlin is witnessing a proliferation of fast-charging stations despite limited space.

In 2023, Berlin Partner and eMO supported companies and public authorities seeking to decarbonize their fleets and establish charging infrastructures. A key resource here has been the WELMO funding program, established by Berlin's Senate Department for Economic Affairs and aimed at promoting electric commercial and light vehicles, charging infrastructure and mobility consultancy. eMO also provided guidance to numerous companies interested in participating in the program. In 2023, eMO collaborated with the Senate Department for Economic Affairs, the Senate Department for Urban Mobility, along with other stakeholders, to formulate a Charging Infrastructure Strategy 2030 for Berlin to be unveiled in 2024. This strategy will set growth targets and initiatives to expedite and enhance the city's charging infrastructure, thus solidifying its advantage in electric mobility.

# AUTOMATED AND SAFE

In its quest to enhance transportation safety, efficiency and sustainability, Berlin is at the forefront of researching, developing and testing the future of urban mobility. As a pivotal component of this future, automated and connected driving has been undergoing rigorous evaluation and testing for several years.

Positioned as the “next big thing” in mobility, automated driving holds immense potential to optimize transport costs, curb traffic emissions and revolutionize mobility for urban and rural dwellers alike. While the USA and China lead in this field globally, Berlin's status as a premier business hub is underscored by its diverse ecosystem of innovators - comprising startups, corporations and universities - dedicated to pioneering technology, software, vehicles and their myriad applications.

Berlin's public transport authority (BVG) is spearheading initiatives to integrate automated driving into city buses, with specialized providers exploring novel transport services such as autonomous taxis and on-demand bus systems. In the realm of transport logistics, trials are underway involving autonomous trucks, unmanned ships and compact delivery robots for seamless parcel transportation.

Collaborations between startups and major international companies are driving innovation in vehicle development and associated software. Looking ahead, automated driving is poised to find its way into traditional personal vehicles, promising heightened safety and comfort for drivers.



# SXSW 2023

South by Southwest stands as the world's premier festival for the digital and creative industries, making it the perfect stage to spotlight Berlin as Europe's foremost startup hub.

With their shared ethos of freedom and vibrant creative and tech scenes, Berlin and Austin are kindred spirits. Thus, it's only natural to position Berlin as Europe's leading startup metropolis at SXSW, hosted in Austin, also known as "Silicon Hills." From March 10th to 19th, 2023, the festival illuminated Austin with ten days of dynamic conferences, exhibitions parties and networking opportunities.

Joining the delegation from Berlin's business development agency on this Texan excursion were ten innovative tech companies. Their mission? To connect with international investors, prospective clients, stakeholders, industry mavens and fellow delegations from across the globe. With a triumphant return after a three-year hiatus due to the pandemic, their rallying cry echoed loud and clear: "Berlin is back at SXSW."

#### **BERLIN TAKEOVER @ SXSW: IMMERSIVE ART EXPERIENCE**

The pinnacle of Berlin-related events at SXSW was the "Berlin Takeover Day," where companies from the delegation transformed downtown Austin into a hub of innovation on the "Berlin Level." The exhibition showcased mesmerizing 3D art from acclaimed artists such as Marlene Bart, Lukas Gecevičius, Nadine Kolodziej, Dagmar Schürer and SHEEN AI, inviting attendees into fictional worlds bursting with vibrant colors, captivating forms and innovative designs. The auditory experience was equally transformative, presented in a dynamic 3D format. The grand finale of the evening unfolded with a sensational closing party featuring the renowned work of Annie O, resident DJ at Berlin's iconic KitKatClub.

#### **TECH INNOVATIONS "MADE IN BERLIN" UNVEILED @ SOHO HOUSE AUSTIN**

Creativity, charm and business acumen took center stage at the pitch event held at Soho House Austin, where tech companies from Berlin's delegation showcased their groundbreaking innovations. From VR/AR/XR to AI, NFT, fashion tech and edu-tech, these startups captivated audiences with their forward-thinking solutions. The spirited discussions that ensued underscored the immense potential of the startups handpicked by Berlin Partner to resonate with both U.S. and international markets. This event served as a testament to Berlin's enduring status as one of the world's most dynamic startup ecosystems!

#### **CITY PITCHES @ WAX MYRTLE: BERLIN IS A BENCHMARK**

All eyes were on Berlin as the city stole the spotlight at the pitches organized by Innovation Bridge Europe during SXSW. Representatives from cities and regions such as Munich, Rhineland-Palatinate, and Amsterdam consistently hailed Berlin as the benchmark for innovation and excellence. Carl-Philipp Wackernagel, head of Capital City Marketing at Berlin Partner, underscored Berlin's USP: the captivating and authentic stories of its residents. One attentive attendee left with a smile after participating in the Berlin quiz and scoring a pair of exclusive Berlin sneakers from VEJA.



#### **MURAL @ WEST 5TH STREET: BERLIN BEAR IN DOWNTOWN AUSTIN**

Renowned for its thriving startup ecosystem and vibrant street-art culture, Berlin left its mark on SXSW by bringing a taste of its urban art scene to Austin. Collaborating with XI DE SIGN, Berlin street artists Herr von Bias and Stereoheat transformed a building wall on bustling West 5th Street into a captivating mural. Passers-by were treated to a colorful masterpiece inspired by the metaverse theme, featuring iconic symbols such as the Berlin bear and the city's famous TV Tower.





# 3 QUESTIONS FOR

Dennis Lisk from The District VR/Proof of Taste

## WHAT PROJECT ARE YOU WORKING ON RIGHT NOW?

I'm deeply immersed in my flagship project, "The District VR," which has been running for about three and a half years now. It's a platform for Virtual Entertainment, focusing on music, utilizing everything from VR/XR to Web3 to offer artists and fans completely new worlds of experience and

interaction. At its core, it's about virtual concerts, parties, DJ shows and innovative distribution channels for music.

## WHY DID YOU TRAVEL TO AUSTIN?

I was in Austin with my startup Proof of Taste and our friends and partners from Anotherworld VR. Our prototype in the VR/XR applications category was nominated, so we showcased "The District VR" there for four days. At the same time, we worked with Berlin Partner and others to organize an exciting hybrid event. We hosted an unforgettable party in a cool club in Austin, where we performed live with a virtual DJ set we developed in VR, engaging with the audience in real-time.

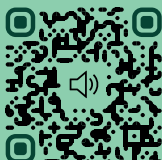
## WHAT DID YOU TAKE AWAY FROM SXSW ?

The truly fascinating and forward-thinking ideas emerge when creatives and tech enthusiasts collaborate. Their goal is to inspire each other and embark on new, creative pathways together.

# BERLIN PODCAST BUSINESS



Featuring exclusive insights from Berlin's business community, the Berlin Business podcast is where entrepreneurs discuss their success stories.



TUNE IN NOW



with **Lukas Breitenbach**

# FREEDOM, INCLUSION AND CREATIVITY

During Fashion Week, Berlin transforms into a realm of endless possibilities, especially within the realm of fashion. Twice a year, the capital city becomes a vibrant stage, a global hub of creativity in the fashion universe. Here, Berlin designers pioneer international trends, crafting collections that exude a daring and liberating spirit.

What sets Berlin fashion apart? Ask anyone passing by, and they'll likely tell you: "It's unlike anything else." But above all, it's a celebration of creativity. From the heart of Berlin's dynamic creative scene emerge up-and-coming designer labels, drawing inspiration from the eclectic styles found in the clubs surrounding Berghain. Berlin streetwear is a fusion of leather and latex, vintage treasures paired with off-the-rack essentials, accentuated by unique, homemade pieces. Individuality reigns supreme. In Berlin, authenticity is cherished, and style becomes an authentic expression of personality. Berlin Fashion Week serves as a canvas or the city's creative essence, showcasing its spirit through a myriad of shows and events held throughout the summer and winter. It's more than just a week-long extravaganza where the global fashion elite converge. It's a movement, a beacon of innovation, freedom and inclusivity.

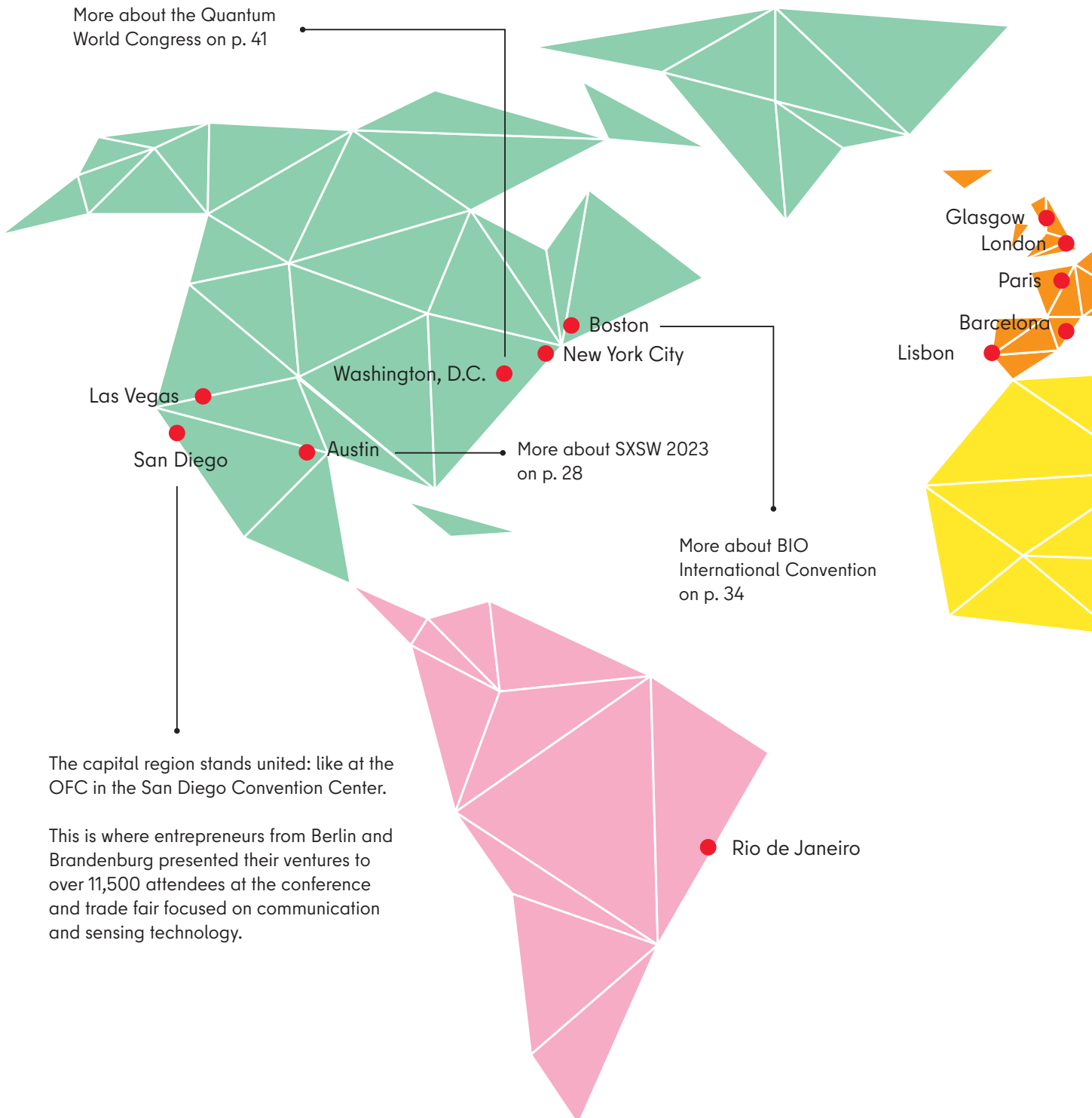
In the summer of 2023, Berlin Fashion Week drew nearly 20,000 fashion enthusiasts from across the globe to the capital, captivated by the city's embrace of a new era in fashion. With an emphasis on individuality, creativity and audacity, the Berlin fashion industry left a lasting impression, building upon the successes of previous editions. At venues like the Berliner Salon in the Kronprinzenpalais, 50 designers unveiled their vision of contemporary fashion, showcasing bold designs, including accessories crafted from repurposed sneakers. Applause echoed through the halls for the collections presented by 14 German and four Ukrainian labels as part of the Berlin Contemporary showcases, featuring renowned names like Bobkova, Esther Perbandt, Rianna + Nina, and William Fan. The remarkable craftsmanship and stylistic diversity displayed at Berlin Fashion Week showcased the city's prowess in the world of fashion.



Whether set against the backdrop of a church, an abandoned supermarket, the brutalist concrete structures of Museum Island, or the light-filled Ludwig Erhard House, Berlin Fashion Week thrives on contrasts, providing a captivating canvas for the collections on display. The diverse selection of models and the progressive, trend-setting audience further underscore Berlin Fashion Week's commitment to inclusivity, tolerance and freedom. And that's typical of Berlin.

# BERLIN GOES GLOBAL

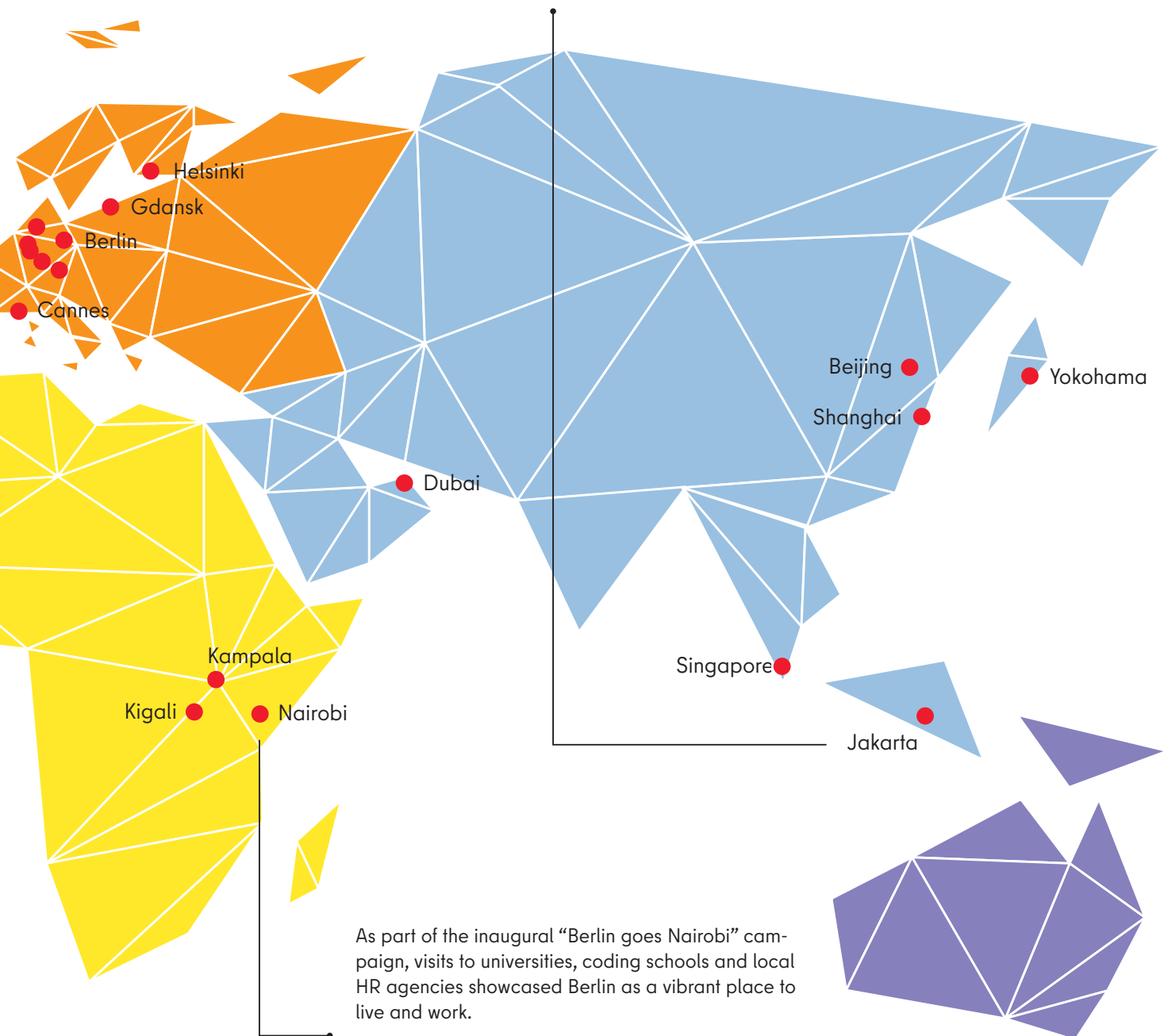
Bringing companies and compelling arguments to locations across Germany, Europe and beyond.



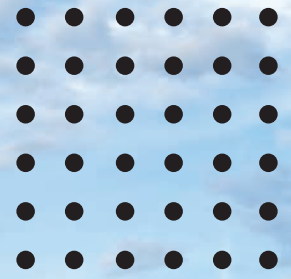


Since 1994, Berlin and Jakarta have shared a city partnership. Led by Senator for Economic Affairs Franziska Giffey and joined by about 20 entrepreneurs, the group attended the opening of the Jakarta Future City Hub. This initiative, born from the enduring collaboration between Berlin and Jakarta, aims to be the central meeting point for startups and founders in Jakarta.

The hub is intended to be the central point of contact for start-ups and founders in Jakarta. It seeks to enhance the connection between the startup economy and the public sector while fostering innovation in the Smart City sector.



Entrepreneurs leveraged various pitch and networking events to elevate their visibility. The journey took them to Kenya, Rwanda and Uganda.



# BOSTON ON THE SPREE

## Berlin leads the way in the German healthcare industry

While Boston reigns supreme as the global epicenter of life sciences, Berlin is rapidly ascending to join its ranks. With its distinctive research and clinical landscape, coupled with robust collaboration among research institutions, clinics, associations and industry stakeholders, the capital region is primed to establish itself as a biotech hub on par with Boston. Driving this initiative are influential entities like Charité and Bayer, which, in collaboration with the Berlin government, have laid the groundwork for a center dedicated to gene and cell therapy.

In 2023, pivotal steps were taken toward this vision at the BIO International Convention in Boston, the industry's largest gathering boasting 40,000 attendees. Berlin Partner showcased the region's potential with a prominent presence at the German Pavilion, engaging in fruitful discussions with global industry leaders during partnering sessions.

Networking events served as platforms to explore diverse business prospects, in partnership with Bayer and BlueRock Therapeutics. Berlin Partner, alongside MassChallenge, a

renowned global innovation network, organized the Life Sciences Symposium “Invest in Berlin,” uniting experts, entrepreneurs, investors and key institutions from both Berlin and Boston.

Central to these discussions was the advancement of gene and cell therapy. Seth Effenberg, CEO of BlueRock Therapeutics, in collaboration with Bayer, shed light on ongoing research and initiatives in Berlin. The promise of the city, coupled with ambitious projects like the Bayer and Charité Center for Gene and Cell Therapies, convinced BlueRock to invest in Berlin.

With the foundational work laid out, Berlin’s journey to becoming a “Boston by the Spree” is well underway, with further milestones anticipated in 2024.

Source: Memorandum signed for the establishment of a center for gene and cell therapy | Healthcare Industries Cluster Berlin-Brandenburg (healthcapital.de)

### **BERLIN IS A TOP LOCATION FOR HEALTHCARE INDUSTRIES.**

In recent years, the capital region has cemented its status as Germany’s premier hub for the healthcare industries, particularly in the dynamic field of life sciences. This assertion is backed by a comprehensive study conducted by the Healthcare Industries Cluster.

According to this study, Berlin stands tall among the top global destinations in the healthcare industries, securing a formidable third place in the rankings – and its trajectory is only pointing upwards! The illustrious top 5 include: Boston, London, Berlin, Singapore and Copenhagen.

A detailed SWOT analysis underscores the following key strengths:

- Prominence and excellence among stakeholders from both business and research
- Exceptional networking opportunities within the HealthCapital Cluster
- Magnetic appeal for healthcare talent
- Prominence in global health initiatives
- Infrastructure

# DIGITAL HEALTH IN BERLIN

Berlin stands out as a prominent center for both life sciences and healthcare in Europe, alongside being a thriving hub for the IT industry. It therefore comes as no surprise that Digital Health, representing the digitalization of healthcare, is experiencing rapid growth and development within the city.

The DMEA is an international trade fair for digital health and ranks among the most significant events in the industry worldwide. Representing the location with an extensive and diverse program, Berlin Partner showcased the city’s strengths: 22 companies and institutions utilized the Berlin-Brandenburg joint booth to present themselves to the international audience of experts. The evening reception featured speakers from Oracle Cerner and Recare, addressing the theme “Partnerships in Health IT.” Through its own matchmaking platform within the Enterprise Europe Network, potential cooperation partners could be swiftly and easily identified.

For international visitors, Berlin Partner organized an excursion to the Science Tech Space @HHI.

Special sessions within the trade fair program introduced Berlin’s digital health sector, new degree programs in this field and various projects. One project aims to simplify the validation and certification of artificial intelligence and robotics in medical products: TEF Health – “Testing and Experimentation Facility for Health AI and Robotics.”

# BOOTCAMPS FOR DIGITAL CAREERS

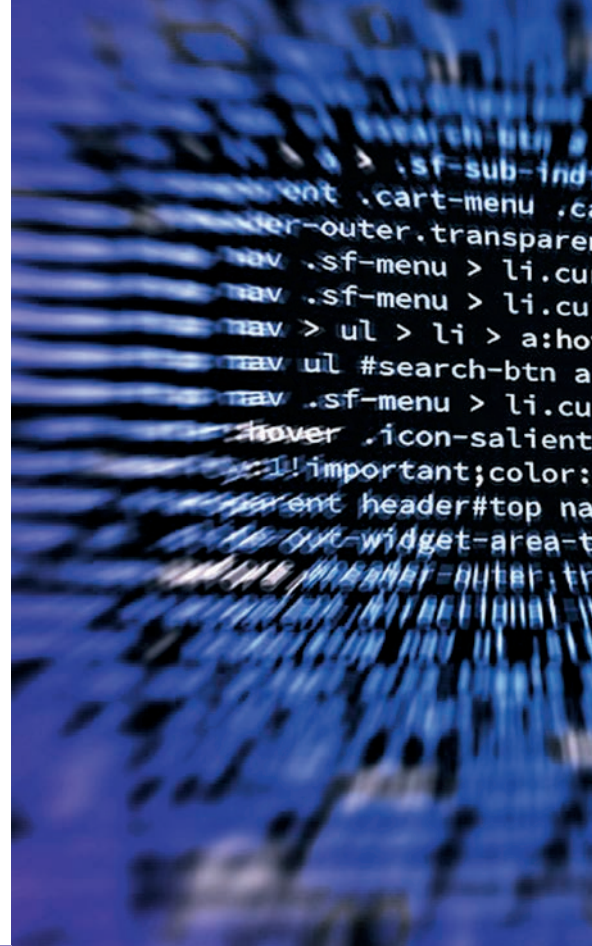
Practical, up-to-date and accelerated: innovative approaches to address the talent shortage

## NATIONWIDE CODING SCHOOL SURVEY

A nationwide survey of coding schools conducted by Berlin Partner and StartSteps unveiled a surging interest in programming education across Germany that appeals to a diverse range of individuals. Out of 51 schools approached, 24 participated in the survey. More than half of these coding schools are situated in the capital city, helping to secure Berlin's status as a hub for digital commerce and education.

The survey underscores the broad age range of participants, spanning from 20 to 60 years old, with a notable concentration in the mid-thirties age group. Another striking finding is the significant presence of women in coding schools, with women comprising up to 40 percent of attendees in many courses. Some schools even exclusively focus on training women, indicating an encouraging trend where software development appeals equally to all genders.

However, the survey also shed light on challenges encountered by coding schools. There remains a lack of awareness among companies regarding this form of qualification. Additionally, funding for education, such as through educational vouchers provided by employment agencies, often plays a pivotal role in supporting coding education.



## PRACTICAL, UP-TO-DATE AND ACCELERATED

Bringing new talent to IT and addressing the skills shortage: In so-called Coding Schools – also referred to as bootcamps – individuals can acquire essential skills for digital professions in a short period. Berlin stands out in this regard. Featuring over 20 schools, the German capital has become the epicenter for digital education in the country.

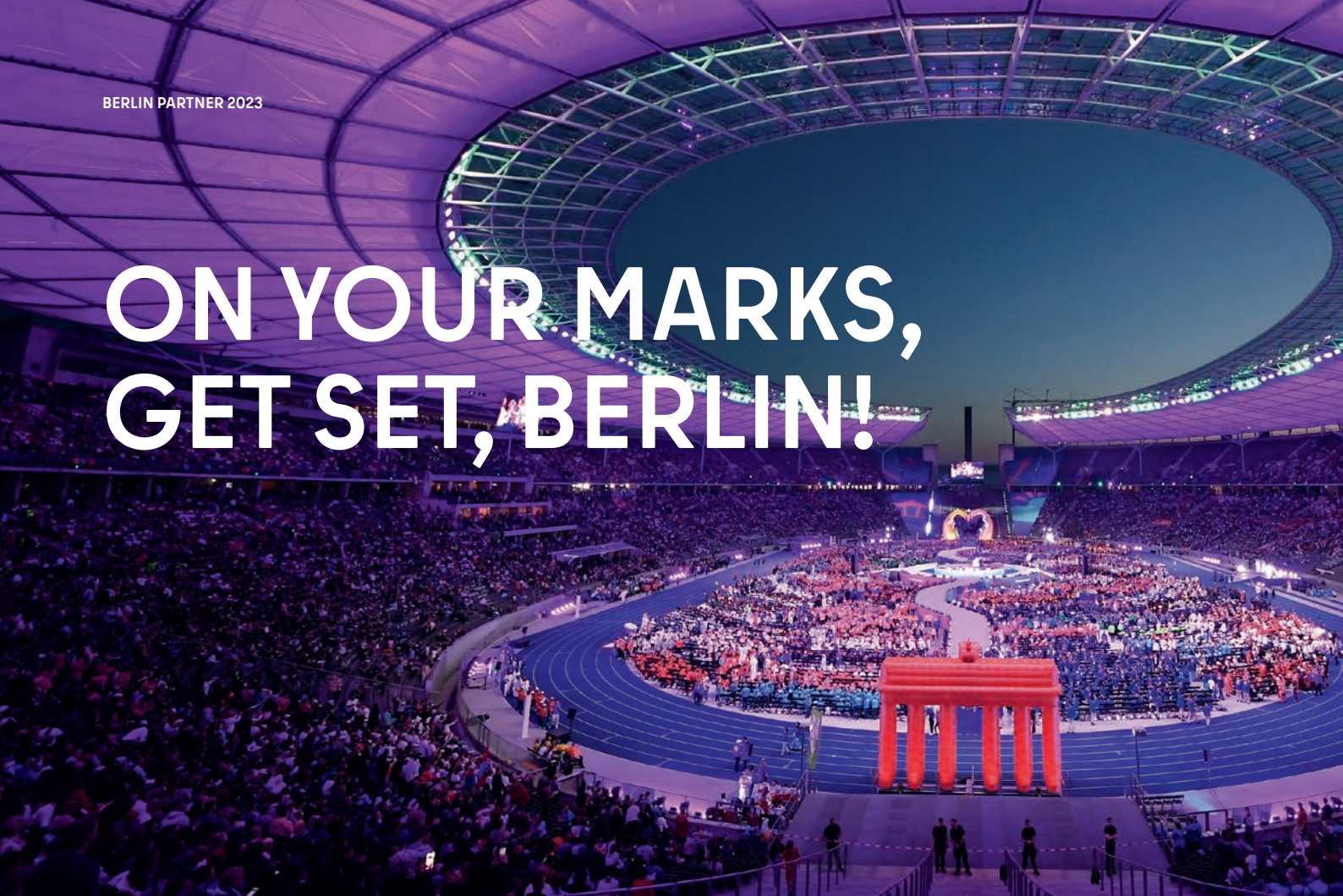
Coding Schools represent a novel strategy to tap into additional talent pools and rapidly train industry-ready professionals. The catalyst for this transformation of the traditional education landscape lies in the significantly high demand for skilled workers. In areas where talent is scarce, new talent is nurtured – without daunting entry barriers or exorbitant costs. Even for those currently employed, attending courses is a feasible option.

Depending on the local job market, different Coding School offerings are emerging that cater to various new target groups. These schools primarily differ in content and course duration. While some require higher qualifications and specialize in swiftly training experts for specific IT sectors such as full stack developing, others offer courses in fields like web design, web marketing or cyber security.

## HOW DO CODING SCHOOLS DIFFER FROM OTHER CONTINUING EDUCATION PROGRAMS, UNIVERSITIES OR COLLEGES?

- ☑ **Condensed curriculum:** Typically, these programs demand full-time dedication, spanning several weeks or months. The curriculum is structured to cover a vast amount of material within a short timeframe.
- ☑ **Accessibility:** Highlighting individual access – coding schools welcome individuals with varying levels of prior knowledge, regardless of their educational background.
- ☑ **Practical orientation:** Emphasis is placed on hands-on, practical learning. Students engage in projects that replicate real-world challenges.
- ☑ **Industry relevance:** The curriculum is tailored to meet the current needs, technologies and trends of the industry.
- ☑ **Job placement:** Coding Schools often maintain strong connections to the business community, offering their own job placement assistance – some even provide job guarantees.

# ON YOUR MARKS, GET SET, BERLIN!



Berlin boasts a unique history, cultural diversity and a vibrant start-up scene. But beyond its entrepreneurial spirit lies another facet of Berlin's identity: its role as a sports metropolis. With 146 Bundesliga teams, Berlin is synonymous with athleticism, earning it the rallying cry, "Berlin, Berlin! We're heading to Berlin!" — a testament to its sporting significance across Germany.

As a beacon for sports enthusiasts worldwide, Berlin has transformed into a dynamic sports hub, drawing both locals and international visitors alike. From iconic landmarks to state-of-the-art sports facilities, the city offers a diverse array of activities for every type of sports lover. Traces of its sporting legacy are scattered throughout Berlin, none more prominent than the historic Olympic Stadium. Constructed for the 1936 Olympics, it has witnessed countless historic moments and now proudly serves as the home of Hertha BSC. And who knows? Perhaps it will once again host the world for the 2036 Olympics...

But Berlin's appeal extends beyond traditional sports. Renowned for its alternative sports culture, the city embraces a wide spectrum of activities, from beach volleyball at Berlin Hauptbahnhof to the unconventional sport of urban golf, turning streets and squares into makeshift golf courses. Fueling this vibrant sports scene is Berlin's open and creative community

spirit. The city plays host to a multitude of sporting events that draw crowds from around the globe. Whether it's the Berlin Marathon, one of the world's largest, or the prestigious ISTAF athletics meeting, Berlin offers an electrifying calendar of events that captivates sports enthusiasts year-round.

In essence, Berlin is not just a city; it's a sports metropolis. Whether you're soaking in the atmosphere of historic stadiums, exploring verdant parks or embracing alternative sports, Berlin welcomes all sports enthusiasts with open arms. Here, tradition meets modernity and history intertwines with the future, creating a vibrant sports culture that truly earns Berlin its title as the "Sports Metropolis in the heart of Europe."



BERLIN



# KIEZ & SCHNAUZE

OUR INTERESTS. OUR CITY.



## SPECIAL OLYMPICS WORLD GAMES 2023

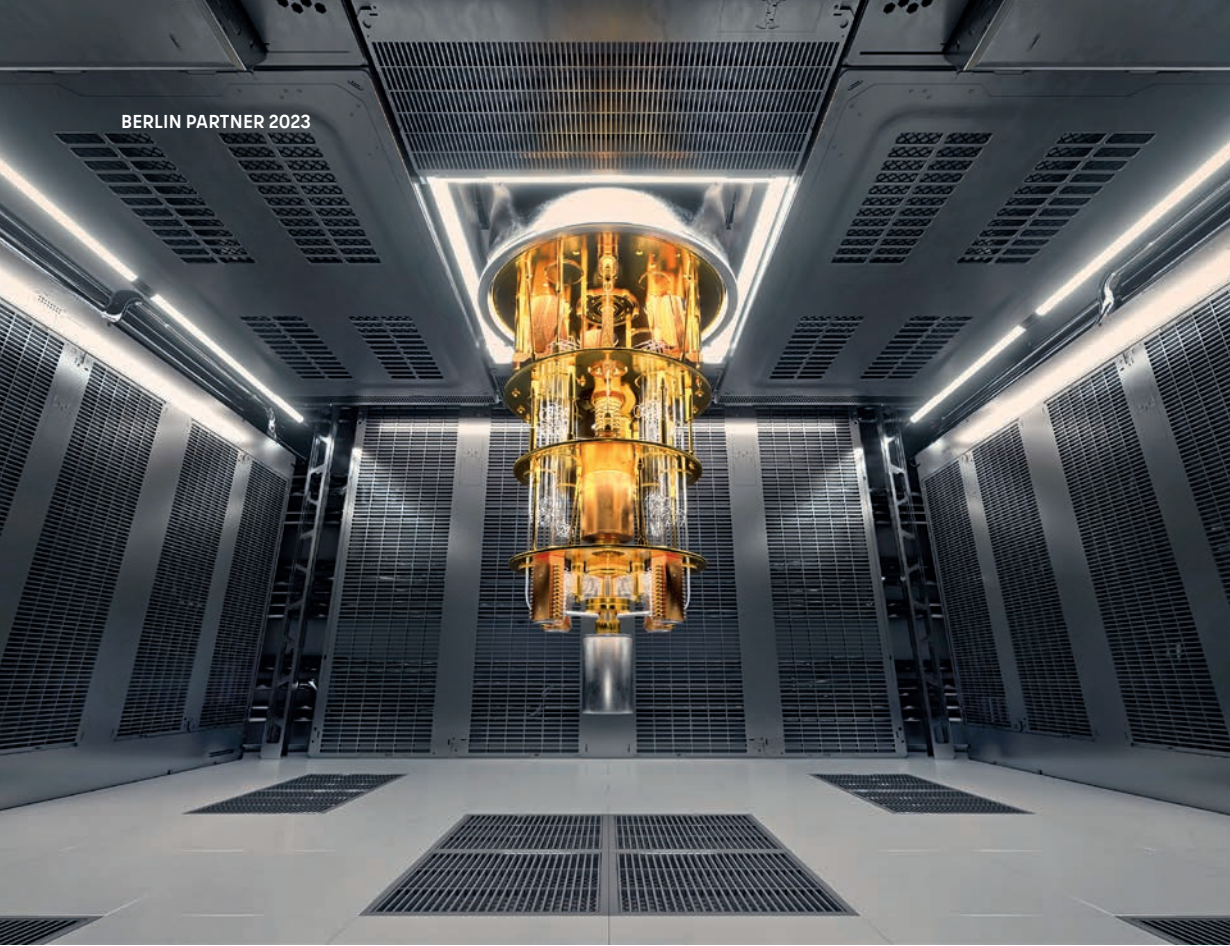
From June 17th to 24th, Germany hosted the world's largest inclusive sporting event, the Special Olympics World Games 2023 for the first time. Berlin Partner, representing the Senate Department for Interior and Sport, proudly supported the event. Alongside the bid to host the games, efforts were made to raise awareness among Berliners about the importance of inclusion.

Sports have played a pivotal role in shaping Berlin as an inclusive and accessible metropolis. Numerous Berlin Partner employees also volunteered their time to support the games.



TUNE IN NOW  
[wir.berlin/podcast](http://wir.berlin/podcast)





# QUANTUM LEAP IN BERLIN

Introducing the Berlin Quantum Alliance: Berlin's dynamic blend of businesses, research institutions and universities is propelling the city to the forefront of quantum technology research and development on the global stage.

But what exactly is quantum technology? "Quantum technology focuses on harnessing the technical properties of quantum mechanics. Key areas include quantum computing, quantum communication, and quantum sensing," explains Gerrit Rössler, Head of Photonics at Berlin Partner. With an allocation of €25 million, Berlin has laid the groundwork to establish itself as a premier hub for quantum technology research and development. In September, the Berlin Quantum Alliance (BQA) was formed, bringing together representatives from Berlin's political, academic and business spheres to create a competitive ecosystem for quantum technologies on both national and international levels. The objective is twofold: to bolster the

fundamentals of quantum research and facilitate the transition into practical industrial applications. At the same time, the city unveiled a cutting-edge innovation hub and coworking space for quantum technologies in Berlin Adlershof: the Leap. Here, stakeholders from science, business and the startup community converge to exchange ideas, forge connections and collaborate on the opportunities and challenges presented by quantum technologies. Additionally, the Leap offers spaces for budding ventures and welcomes visitors eager to explore Berlin's quantum ecosystem. Unlocking the potential of quantum technologies and driving economic growth, Humboldt Innovation GmbH (the technology transfer arm of Humboldt University of



Berlin), OpTec Berlin Brandenburg e.V. (the optical technology industry association), and Berlin Partner for Business and Technology are joining forces to pioneer groundbreaking initiatives and formats. This alliance, crafted in collaboration with researchers from the Berlin University Alliance — comprising the Free University of Berlin, Humboldt University of Berlin, Technische Universität Berlin, as well as the Fraunhofer Institute for Open Communication Systems (FOKUS) and the Fraunhofer Institute for Telecommunications (HHI) — is clearing the way for transformative change.

With state backing, the alliance is driving strategic collaborations across the Berlin University Alliance, non-university research institutions, and key industry players, including SMEs and startups. By leveraging these funds, the aim is to secure an additional €40 million from federal and EU funding programs, as well as other institutions. Initiatives under the Berlin Quantum Alliance (BQA) include training young scientists and fostering international partnerships. Advancing foundational research while combining expertise from physics, computer science, materials science, engineering and electrical engineering is another central measure of the BQA.

Moreover, the BQA facilitates the seamless transfer of research expertise to the regional economy, nurturing collaborative projects and spin-offs from academia and research institutions. To bolster collaborative efforts between companies and research institutions, a dedicated funding program has now been launched, which will be introduced during the kickoff event: the Berlin Pro FIT-Call “Application-oriented Quantum Technologies.”

## FROM CAPITAL TO CAPITAL BERLIN'S QUANTUM COMMUNITY AT THE WORLD QUANTUM CONGRESS IN WASHINGTON, D.C.

Five unforgettable days unfolded in Washington, D.C., where each moment was more captivating than the last. Alongside the Quantum World Congress, attendees gained insights into groundbreaking research at NIST, witnessed the unveiling of new satellites by NASA, and delved into the world of mass-produced quantum computers at IonQ. These experiences were complemented by dynamic exchanges within the delegation and engaging discussions with Berlin's political figures, including Economic State Secretary Michael Biel, as well as representatives from the German Embassy and the Chamber of Commerce. “An incredible journey,” reflects Markus Facklam, the key liaison for international relations at Berlin Partner, summarizing the trip with enthusiasm. “This expedition could very well set the standard for future delegation ventures.”



Delegation visit to the Goddard Space Flight Center

From September 24th to 29th, 2023, a delegation of over 20 representatives from Berlin's research, business and public administration sectors traveled to Washington, D.C. Their mission: to cultivate new partnerships between Berlin and the world's foremost hubs for quantum technologies, while showcasing the capital city's quantum ecosystem through the newly formed Berlin Quantum Alliance. The Washington, D.C. area has long been a magnet for cutting-edge technologies, now rivalling renowned regions like Boston and San Francisco. The lush landscapes surrounding the U.S. capital are home not only to NIST and NASA but, according to a local manager, the world's largest cluster of data centers, collectively employing over 15,000 individuals.

# TEN YEARS OF SMART BERLIN

As the German capital of innovation, Berlin can leverage the brilliance of its research institutions and the ingenuity of its companies to improve the quality of life for its residents. A decade ago, Berlin Partner set out to do just that through the field of smart cities.

How can urban technologies and digitalization propel Berlin and other cities around the world into a better future? Berlin Partner's efforts in establishing a dedicated innovation team and fostering cross-cluster collaboration through the Smart City Berlin Network, which has reached 150 members, have been crucial in driving the Smart City agenda forward in Berlin. The innovation managers of the Smart City Unit have tirelessly supported stakeholders from business, academia and government in bringing innovative projects to fruition. From securing national and international funding to presenting diverse projects and stakeholders to global audiences at trade fairs and congresses, their efforts have elevated Berlin's reputation as a Smart City.

Teaming up with influential partners like the EUREF Campus, the Urban Tech Republic and the Siemensstadt Square, Berlin Partner showcases neighborhoods that serve as blueprints not only for our city but also for cities worldwide. Whether through initiatives like the Start Alliance Berlin, or through extensive participation in trade fairs and delegation visits to major cities such as Paris, Los Angeles, Tel Aviv or Jakarta, Berlin Partner consistently champions the cause of Smart City Berlin.



## THE SMART CITIES UNIT AT BERLIN PARTNER

In the wake of the September 2013 merger between Berlin Partner GmbH and the Innovation Agency of the Technologiestiftung, a dynamic team of seasoned professionals emerged at Berlin Partner, bringing with them a wealth of experience in the realm of smart cities. The unit aims to foster seamless collaboration between industry and academia, thus paving the way for a smarter Berlin equipped with cutting-edge infrastructure, efficient processes, and unparalleled opportunities for businesses and researchers alike.

2013

**2015**

Berlin applies to be recognized as a “Smart City Lighthouse” by the EU (HORIZON 2020)

**2015-2017**

Annual Berlin presence at Metropolitan Solutions event in Hannover/Berlin

**2017**

Berlin applies to be recognized as a “Smart City Lighthouse” by the EU (HORIZON 2020)

# 2015

**ADOPTION OF THE FIRST BERLIN SMART CITY STRATEGY**

In April 2015, the Berlin Senate adopted its first Smart City strategy. Its goals included elevating the international competitiveness of the Berlin-Brandenburg metropolitan region, enhancing resource efficiency, achieving climate neutrality by 2050, and cultivating a vibrant marketplace for groundbreaking applications.

Berlin Partner is at the forefront of realizing these goals. As a champion of companies and technologies, we foster sustainable growth and innovation in Berlin. Smart City initiatives take center stage in our efforts, which are supported by our expertise and comprehensive suite of services.

Our mission is clear: to harness the power of information and communication technology to craft solutions that make Berlin more efficient, healthier, more sustainable, and ultimately, a more desirable place to live and work. Through cohesive organizational frameworks and interconnected decision-making processes, we pave the way for intelligent technologies to thrive in our city. From integrated production processes to interconnected services and infrastructures, Berlin is leading the charge in embracing the possibilities of tomorrow, today.

**THE SMART CITY BERLIN NETWORK:**

- ☑ is a collaborative effort uniting stakeholders across various sectors within the Smart City Berlin landscape. With over 150 participants spanning business, academia, research, and public administration, the network serves as a catalyst, a creative crucible and a pathway guiding Berlin toward a future characterized by intelligence, innovation, citizen-centricity and resilience.
- ☑ sees Berlin as a laboratory for the products and services of tomorrow. It provides guidance and support to policymakers, research institutions, companies and startups, empowering them to develop and implement practical solutions to urban challenges. Together, we aim to elevate Berlin to a national and international stage, setting the standard for innovation and progress.
- ☑ brings together the stakeholders of Smart City Berlin and offers its members concrete practical benefits through a variety of communication and cooperation formats.

**2013**

The inception of the groundbreaking Smart City Berlin Network, a joint venture between Berlin Partner and the Technologiestiftung Berlin

**SINCE 2014**

Annual Berlin present at Smart City Expo Barcelona (joint booth for Berlin-Brandenburg companies)



**SINCE 2018**

Annual Berlin presence at the Smart Country Convention Berlin

**2019**

Bid to participate in the German federal government's "Smart Cities Model Projects" program

**2020**

Berlin's successful bid to participate in the German federal government's "Smart Cities Model Projects" program

# 2021-2026

## GERMAN GOVERNMENT DESIGNATES BERLIN AS A MUNICIPAL PILOT PROJECT

As part of the "Smart Cities Model Projects" program, Berlin develops a three-stage plan that is based on participation, people and community values. Moving away from a purely technological focus, the city deliberately engages in dialogue with its diverse urban communities.

**Phase 1:** From February 2021 to May 2021, stakeholders collaboratively crafted a visionary framework for the Smart City Berlin, setting the stage for transformative change. Various stakeholders were involved in this process.

**Phase 2:** From August 2021 to May 2022, a comprehensive strategy was developed to bring the future vision to life, ensuring a roadmap for success.

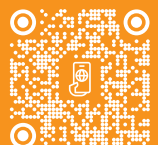
**Phase 3:** From January 2022 to the end of 2026, Berlin is putting its Smart City strategy into action with tangible projects and initiatives. The journey begins with five groundbreaking projects funded by the Model Projects program.

# 2022

## THE SENATE ADOPTS THE STRATEGY "GEMEINSAM DIGITAL: BERLIN" (GD:B)

This groundbreaking strategy integrates Smart City initiatives, digital strategy, and administrative digitalization, which includes digital citizen services. Under the visionary leadership of the Chief Digital Officer, Berlin is breaking down silos and paving the way for a unified digital ecosystem. The proposal will also be submitted to the Council of Mayors. Key components of GD:B have been shaped by extensive community input. The strategy thus represents the needs of Berlin's urban community for a Smart City.

"Gemeinsam Digital: Berlin" is more than just a strategy — it's a commitment to harnessing the power of technology for the greater good. The strategy unites stakeholders, both within and beyond the city's administration, to shape a smarter, more connected future for Berlin. Discover more at [www.gemeinsamdigital.berlin.de](http://www.gemeinsamdigital.berlin.de)





BERLIN PARTNER 2023



# MAYOR MEETS DRAG QUEEN

It's a celebration, not just politics: Every year, Berlin's Rotes Rathaus hosts the Berliner Hoffest, the capital city's premier networking extravaganza. It's the event where major corporations mingle with startups, singer Frank Zander chats with Klaus Wowereit, and the Governing Mayor Kai Wegner shares a laugh with drag queen Jurassica Parka. And let's not forget the culinary delights: Berlin's master chefs whip up their delectable creations on the spot, serving them from their own food trucks.



# ENSURING SAFETY IN HEALTHCARE



Dr. Dirk Schlesinger, Head of the TÜV AI Lab, and Dr. Petra Ritter, Head of TEF Health

Berlin stands at the forefront of the national AI sector, hosting nearly one-third of Germany's 508 AI-relevant companies. Founders in the region are leveraging the city's proximity to esteemed scientific partners such as the Berlin Institute for the Foundations of Learning and Data (BI-FOLD) and the German Research Center for Artificial Intelligence (DFKI).

In addition, a recent study by the Technologiestiftung highlights the fact that 65 professors in Berlin are actively engaged in research across various application fields at numerous research institutions, colleges and universities in the city. The Artificial Intelligence Entrepreneurship Center (K.I.E.Z.) within the Berlin University Alliance (BUA) is dedicated to translating cutting-edge science into tangible economic opportunities, thereby fostering startup growth. Research facilities, innovation centers, and startup accelerators supported by established firms offer specialized knowledge, extensive networking opportunities, and a platform for product development. Two key factors set the capital region apart: the abundance of skilled professionals and a strong inclination to invest venture

capital in AI technologies. An impressive 58.3% of nationwide venture capital flows into the capital region. Technological advancements in AI and robotics in recent years have fueled the visions pursued by companies, startups and researchers alike. Healthcare is no exception, but new medical devices and procedures must prove to be safe and useful before they can be used on patients. And although the European Union sets high quality standards, developers are faced with an inadequate testing infrastructure to develop standards, test innovations and certify new products.

The new EU-funded "Testing and Experimentation Facility for Health AI and Robotics" (TEF-Health) project, with a budget of €60 million, aims to streamline and expedite the validation and certification processes for AI and robotics in medical devices. It involves a large consortium comprising 51 partners, including Charité - Universitätsmedizin Berlin, TÜV AI Lab, Fraunhofer Heinrich-Hertz-Institut, KI Park and Berlin Partner, spanning nine countries and numerous European institutions, and is scheduled to run for five years. The project has a twofold objective: to bring innovations in AI and robotics to the market and to assist future clients, including startups and SMEs, in launching their innovations into the market.

But what does this entail? Dirk Schlesinger, Head of the TÜV AI Lab, breaks it down for us:

"It revolves around three key pillars. First, the importance of data cannot be overstated, as AI thrives on it, and medical data, although sensitive, are simultaneously scarce and must be shared. How can we resolve this tension? Second, it's about infrastructure, we're talking about learning systems here; so we need an infrastructure of high-performance computers, laboratories and places where use cases can be executed. And third, it's about certification. It's about the trust we need to establish, as well as the process of how we can bring these innovations to market. And achieving this quickly, without consuming too many resources. That's the aim of the project."

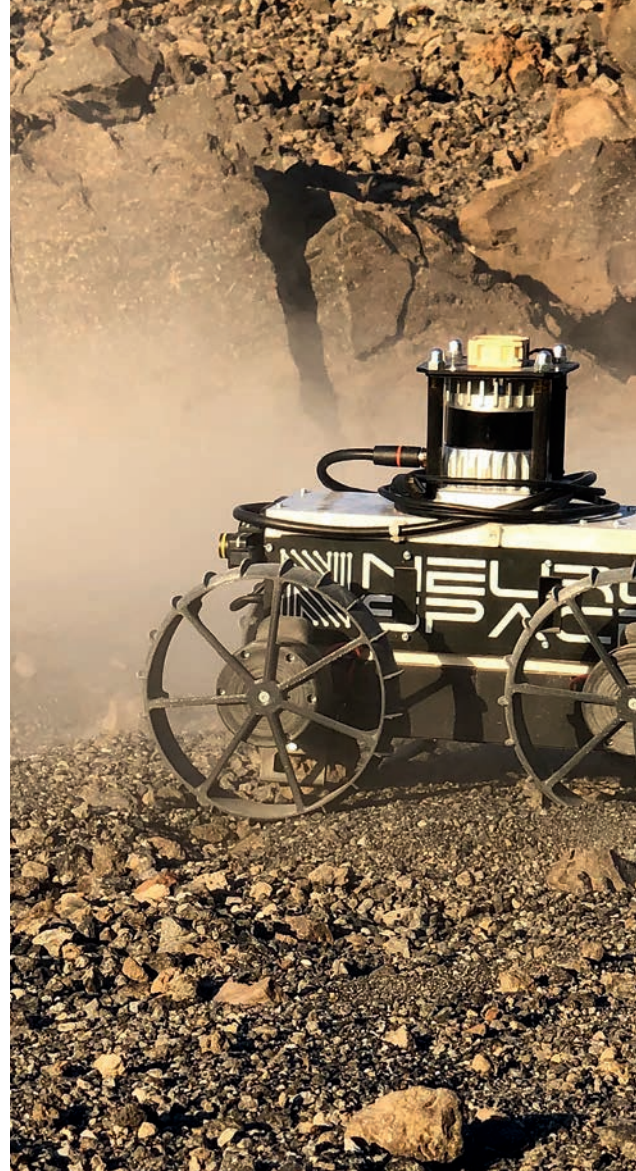
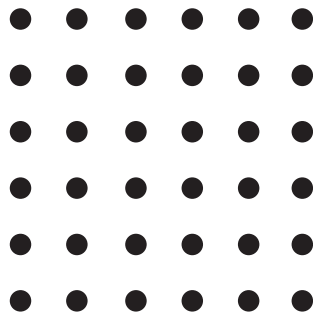


Guiding this transformative endeavor from the heart of Berlin is Prof. Petra Ritter, Director of the Brain Simulation Section at the Berlin Institute of Health (BIH) and at the Department of Neurology with Experimental Neurology at Charité. Emphasizing Berlin's unique position as a nexus of cutting-edge research and innovation, she says:

"There are many developments in the field of AI, both in academia and in industry. This combination of leading medical research and a supporting team, together with the environment and ecosystem emerging in Berlin, gives us an advantage in coordinating such a major initiative."

Berlin Partner for Business and Technology, along with its Healthcare Industries and ICT cluster management teams, have supported the project through stakeholder dialogue

and a workshop involving approximately 50 AI stakeholders from Berlin. In addition, they have explored TEF funding with the EU Commission, federal ministries and the Berlin Senate, established contacts and recruited additional partners for the consortium, as well as obtained letters of interest from companies as potential users of TEF services.



# MISSION TO THE MOON

In recent years, Berlin has emerged as a leading hub for space technologies in Europe, capturing the public's eye.

At the heart of Berlin's technological advancement are satellite technologies, driving research and development efforts across various sectors. Satellites play a pivotal role in essential functions such as secure navigation and communication, while also providing invaluable data for climate research, aiding with efforts to measure and understand long-term environmental changes. The data generated by satellites helps inform decisions to improve climate protection.

Berlin's space industry owes its success not only to innovation but also to its vibrant networking landscape and diverse ecosystem. Here, top-notch research institutions collaborate seamlessly with a growing network of established SMEs and startups.

Projects like Raccoon exemplify the significance of space technologies across diverse fields. Supported by the Federal Ministry for Economic Affairs and Technology, Raccoon, led by the Technische Universität Berlin and backed by Berlin Partner's ICT and Transport, Mobility, and Logistics clusters, focuses on developing satellite-based technology for global security key transmission. This innovative endeavor aims to fortify critical infrastructure using cutting-edge post-quantum technology. To elevate Berlin's international presence in space technologies, the inaugural "Conference on Small Satellites for Earth System Observation" was held in May 2023. Organized by the DLR, the Technische Universität Berlin, and the International Academy of Astronautics in col-





laboration with Berlin Partner, the four-day conference and accompanying exhibition attracted 270 participants from 30 nations.

Beyond pioneering satellite technologies, Berlin spearheads groundbreaking initiatives spanning from 3D-printed lunar infrastructure to mission software, deployable solar cells for satellite energy, and advancements in space medicine.



## 3 QUESTIONS

### WHY DID YOU CHOOSE BERLIN AS THE LOCATION FOR YOUR START-UP?

We're Berliners and setting up our startup here felt like the natural choice. Berlin is buzzing with entrepreneurial energy, especially in the cutting-edge New Space sector. Being close to prestigious universities like the Technische Universität Berlin and several other research institutions sealed the deal for us.

### YOU'RE DEVELOPING A SMALL ROVER FOR THE MOON. HOW CAN THIS TECHNOLOGY ALSO BE OF USE ON EARTH IN THE FUTURE?

As developers of hardware and software for space exploration, we wanted to focus on technology that is more sustainable than what's currently available. Ultimately, we chose to develop rovers for the moon because we were originally searching for an open and modular robot platform ourselves. We discovered that such platforms don't exist for either terrestrial or space applications. While there are many specialized robots and robotic solutions, there isn't a single qualified platform that is open and based on open source, allowing users to use the robots as experimental platforms to test their own ideas.

### WHAT IS YOUR BIGGEST GOAL FOR THE NEXT FEW YEARS, AND HOW CAN BERLIN PARTNER SUPPORT YOU?

Our biggest goal is to send the first German rover to the moon within the next two to three years — developed and built in Berlin. We welcome any form of assistance, including support in spreading awareness about our mission, assistance in finding investors, supporters, funding opportunities and partners. Attention from policymakers is also essential, as Germany and Europe, in general, are lagging far behind in the field of space exploration, while other countries are pursuing concrete plans for the moon and Mars.

# TOGETHER FOR SUSTAINABILITY

In the summer of 2023, Berlin Partner unveiled its second Sustainability Report, aligning itself with the German Sustainability Code (DNK) and building upon initiatives started in 2019. We're actively shaping Berlin's economy for a sustainable future, openly sharing our challenges and successes, and inviting others to join us on this journey.

The pandemic-induced reduction in air travel led to a significant drop in emissions, slashing 276 tons of CO<sub>2</sub> compared to 2019 (roughly 355 tons). However, as business travel resumes, emissions from mobility in our national and global markets (Scope 3, GHG Protocol) are poised to rise again. We're advocating for domestic rail travel for business trips, promoting public transport and e-sharing within the city, and embracing digital exchange formats to minimize air travel.

In 2022, we conducted two energy training sessions to curb electricity consumption through employee practices. Collaborating with landlords, we implemented building technology measures that met Berlin's state government's 10% energy-saving target.

We proudly supported Phineo's "Ukraine Response Program" with a €100,000 donation, aiding Ukrainian impact startups in addressing conflict-related challenges.

Our marketing efforts now focus on digital trade show catalogs, on-demand printing, and slim booklets with web links, thereby reducing print materials and embracing digital advertising for outdoor campaigns.

By offering up to three days of mandatory home office per week and flexible framework working hours, we're fostering socioecological benefits, saving time and resources while supporting work-life balance efforts.

What started as a voluntary endeavor is now an integral part of our strategy. We're gearing up to report sustainability efforts according to the Corporate Sustainability Reporting Directive (CSRD), recognizing its value for our own accountability and as a resource for businesses. Through our Sustainability Service, we aim to share insights, address uncertainties in dealing with the CSRD and other obligations, and propel Berlin's economy towards sustainability, together.



Deutscher  
NACHHALTIGKEITS  
Kodex  
Anwender

## FROM PITCH TO PROJECT

October 2023 marked a pivotal moment – the long-awaited funding notification for the grant project “Berlin Service Center for Energy Efficiency and Circular Economy” (BEZ) arrived, courtesy of the Senate Department for Mobility, Transport, Climate Protection, and the Environment (SenMVKU). With four new positions and a two-year duration, the BEZ project clearly aims to raise awareness among Berlin-based manufacturing companies about resource conservation and circular economy principles, while guiding them through the initial steps of implementation. Seamlessly integrating into Berlin Partner’s daily operations, the coordination office will unveil a range of offerings in funding information, networking, circular design, and more, in 2024.

This endeavor also signifies a structural innovation: to oversee the project,

Berlin Partner is expanding the existing Coordination Office for Energy Efficiency and Climate Protection in Business (KEK), comprising VDI/VDE-IT and ÖKOTEC Energiemanagement GmbH. We will assume responsibility for coordinating activity associated with the new focus area of resource conservation and circular economy.

In addition to our Sustainability Service, the coordination office stands as another testament to fostering internal innovation at Berlin Partner. It all began with interdepartmental discussions on the circular economy, culminating in a staff pitch during the 2022 leadership retreat. Guided by executives, the core idea was meticulously crafted into a comprehensive project proposal.



Fighting climate change

# CHINA BUILDS ON GERMAN KNOW-HOW

Climate change affects us all, and China ranks among the world’s largest contributors to greenhouse gas emissions. As the world’s largest energy supplier, the Chinese company CHN Energy acknowledges its substantial carbon footprint, which is comparable to that of Germany as a whole. In a concerted effort to significantly reduce carbon emissions in its operations, CHN Energy partnered with Berlin Partner to establish NICE Europe Research GmbH in Berlin during the summer of 2023. NICE Europe Research GmbH is dedicated to spearheading research and development initiatives and facilitating the transfer of cutting-edge technology, drawing from Germany’s expertise in sustainable solutions and applying it in China. With a team of 50 employees, this venture will drive forward innovative efforts from its new office space on Englische Straße.

# BERLIN-PARTNER-NETWORK. Decisive for decision makers.

## CATEGORY D-PARTNERS


## CATEGORY C-PARTNERS


## CATEGORY B-PARTNERS


## CATEGORY A-PARTNERS


## SCIENCE PARTNERS

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## STARTUP PARTNERS

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Berlin Partner | Ludwig Erhard Haus | Fasanenstraße 85 | 10623 Berlin | Tel +49 30 46302-500  
 netzwerk@berlin-partner.de | www.berlin-partner-netzwerk.de | Updated December 2023.

PARTNER FÜR

BERLIN



# COMMITTEES AND SHAREHOLDERS

The shareholders in Berlin Partner for Business and Technology GmbH include Investitionsbank Berlin (IBB UV is IBB's owner and sole shareholder), Technologiestiftung Berlin, Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH, Berlin Chamber of Crafts, the Chamber of Commerce and Industry of Berlin (CCI Berlin), and the Federation of Business Associations in Berlin and Brandenburg.

## IBB UV

The Investitionsbank Berlin (IBB) is the Federal State of Berlin's business-development bank. Its offerings in business and real estate development help make Berlin an even better place to live and work. IBB offers young, emerging companies a broad spectrum of financing, from microcredits to venture capital.

As a bank for Berlin-based entrepreneurs, it helps innovative leaders, startups and SMEs successfully implement their ideas. This creates jobs and attracts people from around the world to our city. The IBB works closely with Berlin Partner for Business and Technology GmbH in all aspects of business development.

For those who already live here or have just arrived, IBB also works to finance affordable and inclusive housing. Its housing and real estate development unit therefore focuses on financing the construction of new rental housing. In line with climate protection efforts, IBB also promotes measures targeting improved energy efficiency in build-

ings. The IBB Group, or IBB UV, is the institution incorporated under public law that has been responsible for IBB since January 1, 2021. As of September 20, 2021, it has held interests in other companies that serve the structural and economic policy goals of the State of Berlin, including Berlin Partner for Business and Technology. IBB UV is wholly owned by the State of Berlin.

## TECHNOLOGIESTIFTUNG BERLIN

Technologiestiftung Berlin promotes shared knowledge about digital opportunities and challenges, develops digital tools, and helps shape Berlin's digital transformation by working with residents, government agencies and companies on collaborative projects. The foundation targets digital inclusion by addressing key issues such as digital education and open data. In cooperation with the Berlin Senate Chancellery, the Technologiestiftung oversees the CityLAB Berlin and is commissioned by the Senate Department for Economics, Energy and Public Enterprises to open

rate the Open Data center. On behalf of the Senate Department for Culture and Europe, the Technologiestiftung manages the conceptual framework for the Digitalization Fund targeting Berlin's cultural sector. In addition to providing relevant data and information on digital transformation, it hosts a number of events, including a Hacking Box award given to Berliners who hack and write their own code. Other areas of focus include targeting innovations that will help Berlin in its Circles of Sustainability approach and help both the public and business adapt to the changes brought on by digital technologies. The Technologiestiftung also publishes reports on the latest technological developments, showcasing their relevance for Berlin.

#### **PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH**

In 1994, 21 Berlin companies joined forces as Partner für Berlin Gesellschaft für Hauptstadt-Marketing mbH with the aim of promoting Berlin's economy, strengthening the capital city's reputation as a business location, and attracting investment to the city. The new organization worked closely with the federal state of Berlin to foster acceptance for Berlin as the nation's new capital, market Berlin as a business location, and develop a comprehensive marketing campaign for the city. As members of Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH, participating companies provide financial support and are actively engaged as shareholders. They also hold stakes in the parent organization, which gives them voting rights at the general meeting.

#### **BERLIN CHAMBER OF CRAFTS**

The Berlin Chamber of Skilled Crafts and Small Business (HWK) is a self-governing organization under public law. Its current member companies of more than 30,000 businesses in the craft and craft-like trades offer career prospects to around 8,800 trainees.

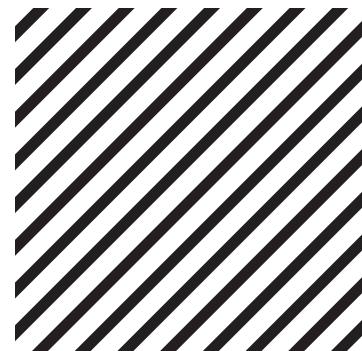
#### **CHAMBER OF COMMERCE AND INDUSTRY OF BERLIN**

Featuring nearly 330,000 members, the Chamber of Commerce and Industry of Berlin (CCI Berlin) represents the greater interests of the Berlin economy as a customer-oriented service provider for companies, helping them leverage opportunities and overcome challenges. CCI Berlin also provides support for nearly 20,000 apprenticeship positions each year. As a non-partisan organization that represents and promotes Berlin's economy, CCI Berlin also serves an expert and at times critical voice in its exchanges with the government. The CCI Berlin is supported by 640 entrepreneurs who offer their time on a voluntary basis, another 3,200 voluntary auditors and its full-time staff.

#### **FEDERATION OF BUSINESS ASSOCIATIONS IN BERLIN AND BRANDENBURG**

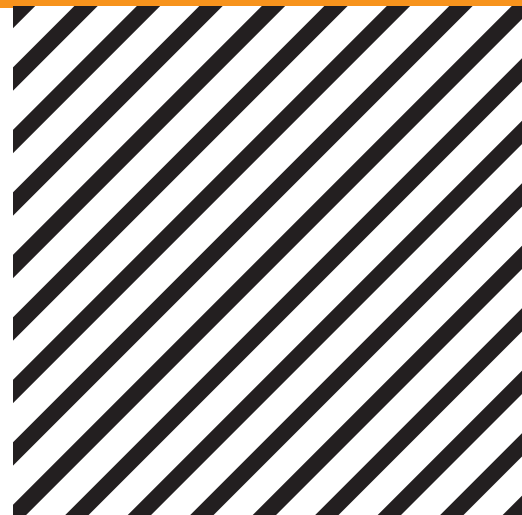
The Federation of Business Associations in Berlin and Brandenburg (UVB) is an umbrella organization that focuses on the region's economic and social policies.

Its members include some 60 business and employer associations from the industrial, commercial, insurance, service and craft-trades sectors in Berlin and Brandenburg. The UVB simultaneously serves as the state chapter of the Federal Union of German Employers' Associations (BDA), represents the states of Berlin and Brandenburg in the Federation of German Industries (BDI) and represents their economic interests with the federal government.





# WHERE ELSE?





## THE SUPERVISORY BOARD AT BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY GMBH

The Supervisory Board at Berlin Partner for Business and Technology GmbH is comprised of representatives from the business, research and policymaking communities.

### Carsten Jung

President of the Management Board at Berliner Volksbank eG, Chair of the Supervisory Board

### State Secretary Michael Biel

(until March 16, 2023 and again as of June 7, 2023)

Senate Department for Economics, Energy and Public Enterprises, First Vice Chair of the Supervisory Board

### Dr. Hinrich Holm

Chair of the Management Board at Investitionsbank Berlin, Second Vice Chair of the Supervisory Board

### Dr. Ina Czyborra (as of June 21, 2023)

Senator, Senate Department for Higher Education and Research, Health and Long-Term Care.

### Hendrik Fischer

State Secretary at the Ministry for Economic Affairs, Labour and Energy of the Federal State of Brandenburg

### Ulrike Gote (as of April 27, 2023)

Senator, Senate Department for Higher Education and Research, Health, Long-Term Care and Gender Equality.

### Stefan Moschko

President, Vereinigung der Unternehmensverbände in Berlin und Brandenburg e. V.

### Sebastian Stietzel

President of CCI Berlin

### Tobias Weber

Managing Director of City Clean GmbH & Co. KG

### Carola Zarth

President, Berlin Chamber of Crafts

### Nicolas Zimmer

Chair of the Executive Board, Technologiestiftung Berlin

## PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH SHAREHOLDERS

The company's funding is secured by shareholders' capital investment. At the annual shareholders' meeting, shareholders are informed of the company's activities and have the opportunity to offer their input on strategic issues. In 2023, 43 of 270 Berlin Partners were also Partner für Berlin shareholders, which gives them voting rights at the general meeting. They also hold stakes in the parent organization, which gives them voting rights at the general meeting.

### Shareholders:

- Abwicklungsgesellschaft Inventux Technologies AG
- Abwicklungsgesellschaft Veloform Media GmbH
- Aengevelt Immobilien GmbH & Co. KG
- ALBA Group plc & Co. KG
- Albeck & Zehden Hotels und Gastronomie B.H.S. – Berlin Hotelmanagement und Service GmbH
- Bayer Pharma AG
- Berliner Kindl Brewery Aktiengesellschaft
- Berliner Volksbank eG
- Berlinovo Immobilien Gesellschaft mbH
- Bloomberg L.P.
- Bombardier Transportation GmbH
- BRLO GmbH
- bsw Berliner StadtWerbung GmbH
- Bundesdruckerei GmbH
- Business Network Marketing- und Verlagsgesellschaft mbH
- BVG Beteiligungsholding GmbH & Co. KG
- City Clean GmbH & Co. KG
- degewo AG
- Deutsche Telekom AG
- DIAL Berlin Tourism-Förderung GmbH
- Estrel Hotel-Betriebs-GmbH
- Funk Gruppe GmbH
- GASAG Berliner Gaswerke AG
- Gegenbauer Services GmbH

- GO! General Overnight & Express Logistik GmbH
- Berlin Chamber of Crafts
- IDEAL Lebensversicherung a. G.
- Chamber of Commerce and Industry of Berlin
- Landesbank Berlin AG
- Mittel Deutschland GmbH
- Pfizer Deutschland GmbH
- Prinz Medien
- Roskos & Meier OHG
- Runze & Casper Werbeagentur GmbH
- STRATEGIS AG
- Ströer Deutsche Städte Medien GmbH
- The Newsweek Daily Beast Company LLC.
- Vattenfall Wärme Berlin AG
- Vereinigung der Unternehmensverbände in Berlin und Brandenburg e.V. (UVB)
- Wall GmbH
- WBM Wohnungsbaugesellschaft Berlin-Mitte mbH
- WE DO communication GmbH
- WINDROSE AIR Jetcharter GmbH

## PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH SUPERVISORY BOARD

The following members of the Partner für Berlin Supervisory Board are elected by shareholders (each with a minimum of 10 votes in favor):

### Tobias Weber

Managing Director of City Clean GmbH & Co. KG, Supervisory Board Chairman

### Martina Hacker

Managing Director of KPM Königliche Porzellan-Manufaktur Berlin GmbH, Deputy Chair of the Supervisory Board

### Carsten Jung

President, Management Board at Berliner Volksbank eG

### Dr. Katharina Kurz

CEO BRLO GmbH

### Prof. Dr. Helmut Schramm

Head of Production BMW Motorcycle

**Dr. Tanja Wielgoß**

Managing Partner Gipfelglück GmbH,  
Founding Member of the Board of Trustees of the AllBright Foundation

**THE ADVISORY BOARD FOR PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH**

The Advisory Board for Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH advises management on questions of marketing and partner support, and cultivates close relationships between the private sector and Berlin Partner for Business and Technology GmbH.

**Members as of June 19, 2023:**

**Roland Sillmann**

Managing Director of WISTA Management GmbH, Acting Chair of the Advisory Board

**Dr. Michaela Conen**

Head of Strategic Marketing  
Berlin University of the Arts

**Dr. Jana Dewitz**

Marketing Director & Division Manager  
Messe Berlin GmbH

**Susanne Huneke**

Head of Sales & Business Solution  
Vattenfall Wärme AG

**Susanne Jagenburg**

Head of Communication and Marketing  
Berliner Stadtreinigungsbetriebe

**Thomas Killius**

Division Manager Corporate Clients,  
Berliner Volksbank eG

**Dr. Caroline King**

Global Director Business Support  
SAP SE

**Rainer Knauber**

Head of Group Communications  
Berliner Gaswerke Aktiengesellschaft (GASAG)

**Sabine Leutenecker**

Berlin Senate Department for Economics, Energy and Public Enterprises

**Hendrik Ruhe**

CEO & Founder  
INSTINCT3 GmbH

**Dr. Alexandra Gräfin von Stosch**

Managing Director Artprojekt Entwicklungen GmbH

**Martina Wolters**

Director Communications General  
Medicines GSA Sanofi-Aventis Deutschland GmbH

**Members of the Advisory Board for Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH (until June 6, 2023):**

**Ute Jacobs**

Managing Director of Estrel Hotel-Betriebs-GmbH, Chair of the Advisory Board

**Tomislav Bucec**

Managing Partner RAZ Verlag GmbH

**Alexander Jung**

Head of Public Affairs Berlin & Media Relations for Germany, Vattenfall GmbH

**Thomas Killius**

Director of Corporate Clients,  
Berliner Volksbank eG

**Rainer Knauber**

Head of Group Communications,  
Press spokesperson, Berliner Gaswerke Aktiengesellschaft (GASAG)

**Sara Nachama**

Vice President of Touro College Berlin

**Wolfgang Sacher**

Managing Director of Go! General Overnight & Express Logistics GmbH

**Roland Sillmann**

Managing Director,  
WISTA-MANAGEMENT GMBH

**David Weißert**

Berlin Senate Department for Economics, Energy and Public Enterprises

**THE BUSINESS LOCATION CENTER ADVISORY BOARD**

The partner companies and institutions of the Business Location Center form an Advisory Board to receive information on the content, technical and commercial operations of the Business Location Center in regular meetings held with Berlin Partner for Business and Technology.

**Members:**

(Last updated October 2023)

**Dr. Peer Ambrée**

Division Manager for Technology and Startup Centers, WISTA-MANAGEMENT GMBH

**Alexander Breustedt**

Managing Director, Graef GmbH

**Doreen Chouchane**

Development Manager of Cells Bauwelt GmbH

**Dirk Ditttrich**

Director Acquisitions of EDGE Technologies GmbH

**Marc Eschholz**

Managing Director of Becker & Kries Holding GmbH & Co. KG

**Felix Gold**

Managing Director of DIEAG Investmentmanagement GmbH

**Birgit Kahland**

Head of City Partnership Berlin, Vattenfall Europe Wärme AG

**Kathrin Kanzler-Tullio**

Head of Division IV A, the Senate Department for Economics, Energy and Public Enterprises

**Sarah Kocabiyik**

Associate Partner and Head of Acquisition and PR at UNDKRAUSS Bau AG

**Birgit Mack**

Key Account Manager Industry/Services, Investitionsbank Berlin

**Engelhard Mazanke**

Director of the Berlin Immigration Office

**Kai Mende**

Managing Director, CBRE GmbH

**Simon Miller**

Senior Manager Aviation Marketing Operations,  
Flughafen Berlin Brandenburg GmbH

**Dr. Dietmar Müller-Boruffau**

Attorney & Partner at  
Advant Beiten

**Jörg Nehls**

Managing Director, JNP Real Estate Management GmbH

**Torsten Nehls**

Managing Director, Belle Époque Gesellschaft für behutsame Stadterneuerung mbH

**Thomas Ostermann**

Managing Director, Gewerbesiedlungsgesellschaft mbH (GSG)

**Matthias Prennig**

Head of the Economic Development Department of the Marzahn-Hellersdorf District Office for the CleanTech Business Park Berlin Marzahn

**Dr. Lutz Ross**

Managing Director,  
virtualcitySYSTEMS GmbH

**Kathrin Rüdiger**

Head of the Economic Development Department of the Marzahn-Hellersdorf District Office for the CleanTech Business Park Berlin Marzahn

**Cem Saka**

Head of Leasing of Caleus Commercial Asset Management GmbH

**Dr. Ulrich Scheller**

General Manager, Campus Berlin-Buch GmbH

**Benjamin Schmidt**

Regional Manager for Berlin,  
GOLDBECK Northeast GmbH

**Marian Schreier**

Managing Director Economy & Politics and Communication & Marketing of the Chamber of Commerce and Industry (CCI) Berlin

**Anja Schuhmann**

Regional Manager Berlin and Leipzig of Jones Lang LaSalle SE

**Holger Staudt**

Head of Asset Management, Region Nord, OFFICEFIRST Real Estate GmbH

**Maxim Streletzki**

Owner, Hotel ESTREL of the Estrel Hotel-Betriebs-GmbH

**Eva Weber**

Head of Leasing at Taurecon Real Estate Consulting GmbH

**Markus Weigold**

CEO, Drees & Sommer Projektmanagement und bautechnische Beratung GmbH

**Jörg Widhalm**

Division Manager Real Estate Clients and Infrastructure at Berliner Volksbank eG

**Gabriele Zander**

Director & Partner of the Mercuri Urval GmbH

**Oliver Zernahle**

Managing Director, BTB Blockheizkraftwerks-Träger- und Betreibergesellschaft mbH Berlin

**THE BUSINESS LOCATION CENTER STEERING COMMITTEE**

The Steering Committee represents the Advisory Board in dealings with Berlin Partner for Business and Technology and, together with Berlin Partner, is the public face of the Business Location Center. It also prepares proposed resolutions for submission to the Advisory Board. The Steering Committee meets at its own discretion and upon request by Berlin Partner for Business and Technology - in advance of Advisory Board meetings. The Advisory Board can transfer decision-making authority

to the Steering Committee for specific issues, though this requires a unanimous "yes" vote.

**Members:**

(Last updated October 2023)

**Markus Weigold**

CEO, Drees & Sommer Projektmanagement und bautechnische Beratung GmbH,  
Executive Committee Chair

**Dr. Peer Ambrée**

Division Manager for Technology and Startup Centers WISTA-MANAGEMENT GMBH

**Birgit Kahland**

Head of City Partnership Berlin, Vattenfall Europe Wärme AG

**Kathrin Kanzler-Tullio**

Head of Division IV A, the Senate Department for Economics, Energy and Public Enterprises

**Dr. Dietmar Müller-Boruffau**

Attorney & Partner at  
Advant Beiten

**Eva Weber**

Head of Leasing at Taurecon Real Estate Consulting GmbH





**CEO**  
Dr. Stefan Franzke  
**Human Resources**  
Jana Jungklaus  
**Corporate Communications**  
Lukas Breitenbach

**Capital City Marketing**  
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Carl-Philipp Wackernagel

**Mobility | Energy | Innovation**  
Thomas Meißner

**Health | Industry  
Infrastructure**  
Dr. Kai Uwe Bindseil

**Digital Business | Startups**  
Nadine Jüdes

**Internal Services | Strategy**  
Sebastian Holtgrewe

**Berlin Partner Network**  
Carl-Philipp Wackernagel

**Berlin Agency for  
Electromobility eMO**  
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Birgit Steindorf

**Berlin Districts | Startups**  
Jan Berewinkel

**Finance | Controlling**  
Jana Schütte

**Campaigns**  
Johanna Hirmke

**Energy Technologies |  
Environment | Smart City**  
Wolfgang Korek

**Biotech | Pharma**  
Carolin Clement

**Information and  
Communication Technology**  
Dr. Juliane Haupt

**IT | Facility**  
Michael Freimuth

**Berlin Partner Events**  
Lisa Röhlinger

**Innovation | Funding  
Financing**  
Anke Wiegand

**MedTech | Healthcare  
Digital Health**  
Petra Schmauß

**Media | Creative Industries**  
Justina Siegmund-Born

**Legal | Procurement**  
Thorsten Golm

**Transport | Mobility | Logistics**  
Sascha Tiede

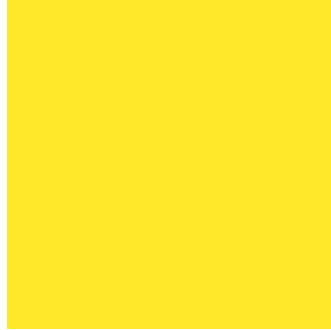
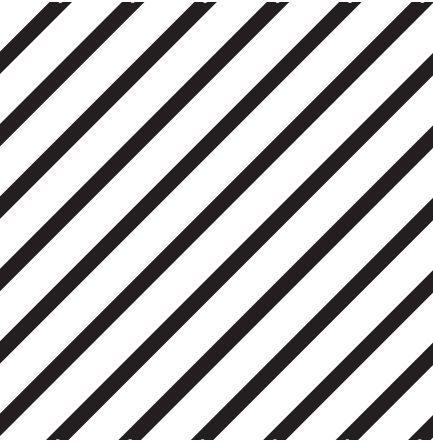
**Manufacturing Industries**  
David Hampel

**Talent**  
David Kremers

**Photonics**  
Gerrit Rössler

**International**  
Markus Facklam

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Works Council Chair: Michael Stamm | Data Protection Officer: Sascha Tiede | Compliance Officer: Jana Jungklaus, Rolf Seliger  
Internal Audit: Stefanie Kühnemann | Sustainability Officer: Robin Bruck, Dr. Diana Woelki



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**Notice:** Some figures have been rounded up.

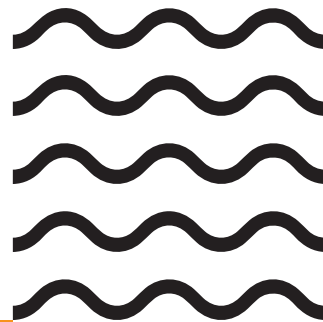
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BERLIN  
PARTNER

B



**Berlin Partner for Business  
and Technology GmbH**

in cooperation with Partner für BerlinHolding  
Gesellschaft für Hauptstadt-Marketing mbH

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