THE PARTICIPANTS IN THE INDUSTRIAL POLICY NETWORK ACCEPT MUTUAL RESPONSIBILITY FOR BRINGING THE MISSION STATEMENT TO LIFE, BECAUSE BERLIN’S ECONOMIC PROSPECTS ARE BASED ON AN INDUSTRIAL SECTOR THAT IS READY FOR THE CHALLENGES OF THE FUTURE.

THE MISSION STATEMENT IS THE BASIS FOR THE INDUSTRIAL MASTER PLAN.

Mission Statement: Industrial City Berlin 2010-2020

ENABLING GROWTH, CREATING JOBS

Industrial City Berlin

Industrial Master Plan 2010-2020

Summary

Sustainable growth in Berlin’s economy can only be achieved by a stronger industrial sector. Scientific studies indicate significant potentials for job creation, trade and services, which are focused on utilizing Berlin as an industrial city with the aim of achieving industrial growth above the national average. Side by side businesses, politics and trade unions base the Industrial Master Plan on practical actions and agree on specific steps for their implementation. All levels of politics and the administration require guidelines by an awareness of the specific business location requirements of industrial enterprises. In a good field, the practice-oriented activity needs to concern the public at large of the capabilities and innovative power of Berlin’s industrial sector, and will work toward establishing a new image of Berlin as an industrial city in the public consciousness both within the city and beyond its borders.

Industrial City Berlin: Utilizing Potential, Promoting Innovation

Berlin is focusing on a sustainable, state-of-the-art and clean industrial sector as an economic growth engine.

As an industrial city, Berlin presents itself today as a highly innovative, internationally competitive location. Berlin’s industrial diversity, particularly in advanced technology, is represented by modern companies with a long tradition and a record of high performance, large enterprises and many young, medium-sized businesses equipped with a wealth of expertise and innovation power.

Berlin’s excellent scientific infrastructure is an outstanding basis for its industrial success. The city has highly qualified labor force and its attractive cost of living, as well as reasonable prices for properties of all sizes and a conscious city development strategy, is another major attractive factor domestically and abroad.

The unique potential in a win-win situation is supported by intensive cooperation with highly specialized service providers, thereby continuously creating the breeding ground for a dynamic services sector with high value creation.

With its knowledge base and diversity, Berlin positions itself as an international industrial city and generates new growth.

With its knowledge base and diversity, Berlin positions itself as an international industrial city and generates new growth.

Sustainable growth in Berlin’s economy can only be achieved by a stronger industrial sector. Scientific studies indicate significant potentials for job creation, trade and services, which are focused on utilizing Berlin as an industrial city with the aim of achieving industrial growth above the national average. Side by side businesses, politics and trade unions base the Industrial Master Plan on practical actions and agree on specific steps for their implementation. All levels of politics and the administration require guidelines by an awareness of the specific business location requirements of industrial enterprises. In a good field, the practice-oriented activity needs to concern the public at large of the capabilities and innovative power of Berlin’s industrial sector, and will work toward establishing a new image of Berlin as an industrial city in the public consciousness both within the city and beyond its borders.

Industrial City Berlin: Utilizing Potential, Promoting Innovation

Berlin is focusing on a sustainable, state-of-the-art and clean industrial sector as an economic growth engine.

As an industrial city, Berlin presents itself today as a highly innovative, internationally competitive location. Berlin’s industrial diversity, particularly in advanced technology, is represented by modern companies with a long tradition and a record of high performance, large enterprises and many young, medium-sized businesses equipped with a wealth of expertise and innovation power.

Berlin’s excellent scientific infrastructure is an outstanding basis for its industrial success. The city has highly qualified labor force and its attractive cost of living, as well as reasonable prices for properties of all sizes and a conscious city development strategy, is another major attractive factor domestically and abroad.

The unique potential in a win-win situation is supported by intensive cooperation with highly specialized service providers, thereby continuously creating the breeding ground for a dynamic services sector with high value creation.

With its knowledge base and diversity, Berlin positions itself as an international industrial city and generates new growth.

With its knowledge base and diversity, Berlin positions itself as an international industrial city and generates new growth.

Sustainable growth in Berlin’s economy can only be achieved by a stronger industrial sector. Scientific studies indicate significant potentials for job creation, trade and services, which are focused on utilizing Berlin as an industrial city with the aim of achieving industrial growth above the national average. Side by side businesses, politics and trade unions base the Industrial Master Plan on practical actions and agree on specific steps for their implementation. All levels of politics and the administration require guidelines by an awareness of the specific business location requirements of industrial enterprises. In a good field, the practice-oriented activity needs to concern the public at large of the capabilities and innovative power of Berlin’s industrial sector, and will work toward establishing a new image of Berlin as an industrial city in the public consciousness both within the city and beyond its borders.

Industrial City Berlin: Utilizing Potential, Promoting Innovation

Berlin is focusing on a sustainable, state-of-the-art and clean industrial sector as an economic growth engine.

As an industrial city, Berlin presents itself today as a highly innovative, internationally competitive location. Berlin’s industrial diversity, particularly in advanced technology, is represented by modern companies with a long tradition and a record of high performance, large enterprises and many young, medium-sized businesses equipped with a wealth of expertise and innovation power.

Berlin’s excellent scientific infrastructure is an outstanding basis for its industrial success. The city has highly qualified labor force and its attractive cost of living, as well as reasonable prices for properties of all sizes and a conscious city development strategy, is another major attractive factor domestically and abroad.

The unique potential in a win-win situation is supported by intensive cooperation with highly specialized service providers, thereby continuously creating the breeding ground for a dynamic services sector with high value creation.

With its knowledge base and diversity, Berlin positions itself as an international industrial city and generates new growth.

With its knowledge base and diversity, Berlin positions itself as an international industrial city and generates new growth.
In the wake of the massive social transformation that took place in the GDR, the competitive capability of Berlin's industrial sector has significantly increased in recent years, albeit unnoticed by some. In order to reinforce these dynamics, the Industrial Policy Network developed the Industrial Master Plan 2010-2020 to remove obstacles to Berlin's growth in a business-friendly and flexible manner, promoting sustainable growth in research and employment in Berlin's industrial sector.

The four Fields of Activity (General Conditions, Innovations, Labor Force, Location Communication) are the core elements of the master plan. In order to ensure these conditions, the Industrial Policy Network has identified key projects and developed a network of partners to support the implementation of the master plan.

**General Conditions**
- **Industrial City Berlin 2010-2020**
  - Focuses on creating a favorable environment for business and innovation.
- **Projects**
  - **Objectives and Projects in the Fields of Activity**
    - **PROJECTS**
      - Use cross-functional staff to improve the perception of Berlin as an industrial city.
      - Reinforce spin-offs as an industrial strength.
      - Develop a common platform for the transfer of technology.
      - Improve the transfer of technology through further definition and implementation.
      - Expand the role of the Berlin Innovation Center (Berlin Partner).

**Innovations**
- **Objectives and Projects in the Fields of Activity**
  - **PROJECTS**
    - Improve the perception of Berlin as an industrial city.
    - Reinforce spin-offs as an industrial strength.
    - Develop a common platform for the transfer of technology.
    - Improve the transfer of technology through further definition and implementation.
    - Expand the role of the Berlin Innovation Center (Berlin Partner).

**Labor Force**
- **Objectives and Projects in the Fields of Activity**
  - **PROJECTS**
    - Increase the number of skilled and unskilled career opportunities for men and women.
    - Raise interest in the field of study programs and greater transparency of private capital for industrial enterprises, investors and entrepreneurs.
    - Match students and vocational and engineering to careers in Berlin's industrial sector.

**Location Communication**
- **Objectives and Projects in the Fields of Activity**
  - **PROJECTS**
    - Improve marketing and greater transparency of private capital for industrial enterprises, investors and entrepreneurs.
    - Reinforce spin-offs as an industrial strength.
    - Develop a common platform for the transfer of technology.
    - Improve the transfer of technology through further definition and implementation.
    - Expand the role of the Berlin Innovation Center (Berlin Partner).

Guidelines for a sustainable industrial policy

The Guidelines outline the approach of an industrial policy to be designed in a form about growth in re-
vokes union personnel, including in the Berlin-Brandenburg Research and Innovation Program 2010-2020. Further, the master plan is designed to be a tool for implementation by other organizations, based on the field-by-field approach of the Berlin Partner.

**Promote Awareness of the Importance of Berlin's Industrial Sector**

Berlin's industrial sector drives research and development and is central to the city's identity. It is therefore important to preserve existing forms of research and development and to invest in new forms of research and development. This can be achieved by promoting industrial clusters and networks that feature a greater focus on industrial policy as an integral part of Berlin's industrial sector.

**Implement Industrial Policy as an Integral Part of Union Personnel**

Industrial policies are an integral part of union personnel. They should therefore be reinforced and expanded in order to establish new forms of cooperation with other companies, vocational and educational institutions, and the workforce.

**Promote Integrated Business Location Policy in the Capital Region**

Greater average growth in Berlin's industrial sector will be supported by an integrated business location policy. In order to take advantage of the German market network, industrial policies should focus on strengthening regional and national cooperation and on promoting regional business location by 2020.

**Promote Business Networks in the Business Location of Berlin**

Industrial policies should support the development of business networks and partnerships that feature a greater focus on industrial policy as an integral part of Berlin's industrial sector.

**Utilize the Diversity of the Participants and Promote Dialogue**

The industrial clusters that are developed in an open process and reflect the diversity of a large number of companies, sectors, universities, and research institutions are an important tool for implementing the master plan. The potential of industrial policy as a driving force for innovation and sustainability should be leveraged.

**STRUCTURE OF THE INDUSTRIAL MASTER PLAN**

- **General Conditions**
- **Innovations**
- **Labor Force**
- **Location Communication**

The master plan identifies key projects and development goals in the administration, the business sector, the research and education sector, and the public sector. The master plan is designed to be a tool for implementation by other organizations, based on the field-by-field approach of the Berlin Partner.