

BERLIN PARTNER 2024
BERLIN PARTNER 2024

30

BERLIN IS ONLY
BERLIN IN BERLIN



40
FASHION WEEK



20
FINTECH IN BERLIN

46

QUANTUM
TECHNOLOGIES
IN BERLIN



50
30 YEARS OF PARTNER FOR BERLIN

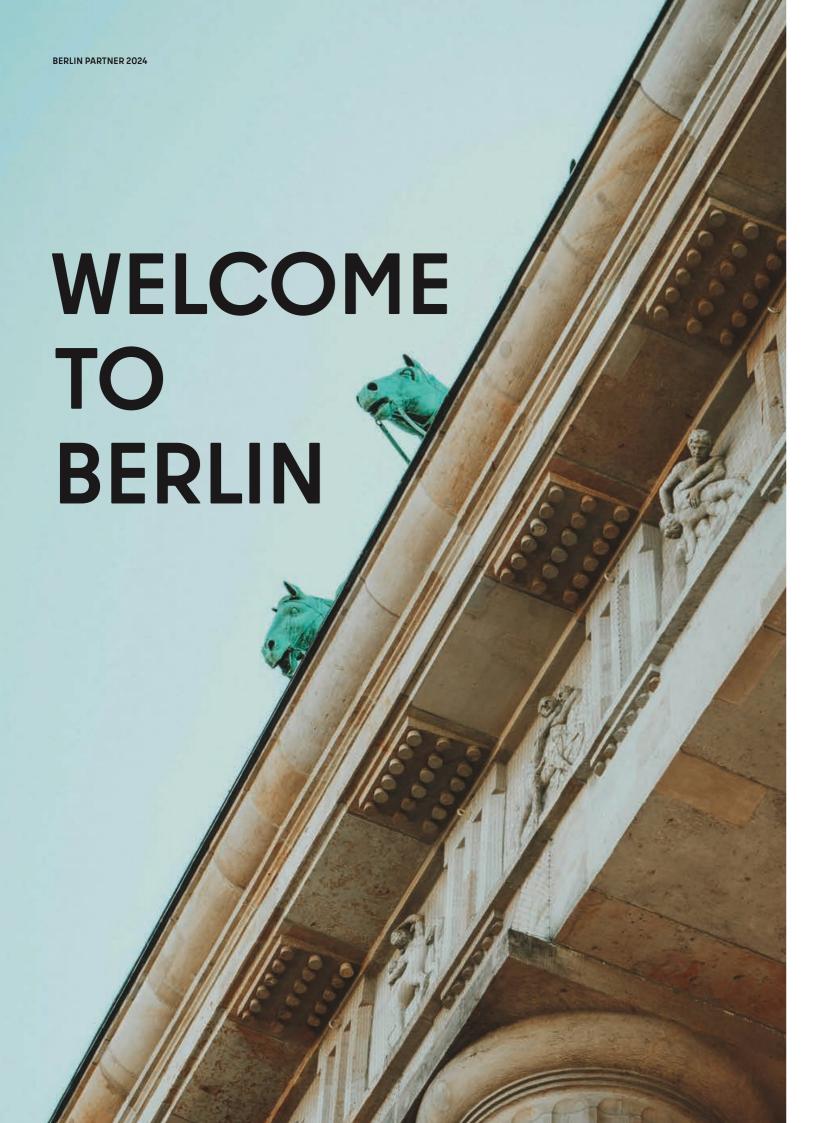


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Welcome to a city defined by openness and opportunity. A city that draws talent and investment from around the world.

For more than a decade, Berlin has instrumental in driving the German economy forward – and today, it's the country's leading hub for innovation. Our ambition is clear: from this position of strength, we're aiming for the top spot in Europe.

Berlin's power lies in its diversity. It's a startup hotspot, a stronghold for small and midsize enterprises, and a base for global industry leaders. Berlin is where tradition meets transformation – that blend is part of what makes the city unique. Berlin's creative industries flourish alongside cutting-edge manufacturing, while its research institutions earn acclaim worldwide.

Innovation and global connectivity are at the heart of our strategy. With initiatives like the Deep Tech Hub, the House of Finance and Tech, and the upcoming Translation Center for Gene and Cell Therapies, we're accelerating Berlin's rise as a leading high-tech hub. We're investing in forward-looking industries – from fintech and healthtech to gaming – while reinforcing our strengths in life sciences and artificial intelligence. New flagship events like GITEX Europe, the Greentech Festival, and FIBE – Berlin's new fintech festival – are turning the city into a global stage for trailblazers and visionaries.

If you're looking for a location that's investing in clean energy and cutting-edge infrastructure, championing digital services and GovTech partnerships, and offering access to top talent to help your business grow - Berlin is the place to be.

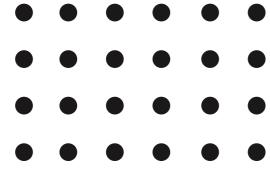
Berlin Partner, our business development agency, is your first point of contact. On our behalf, a dedicated team will support you every step of the way – from setting up your business to scaling your operations.



At a time when protectionism is on the rise elsewhere, Berlin is reaching out. From New York to Tokyo, we're forging new partnerships and promoting investment. Because we believe international collaboration makes us stronger. Berlin is where the world connects. We invite you to be part of it – you're more than welcome here.

Franziska Giffey
Senator for Economics

Franziska Gittey
Senator for Economics,
Energy and Public Enterprises



#### DEAR READERS,

In 2024, we had every reason to celebrate: our Partner for Berlin network turned 30 – a true Berlin success story. Since 1994, we've been championing a strong, future-ready economy for the capital and raising Berlin's profile as a top-tier business location – across Germany and around the world.

The past year once again brought its share of economic challenges, slowing growth somewhat - but Berlin stayed firmly on its dynamic path. The city's greatest strength is its agility: especially in times of rapid change, Berlin shows just how resilient and adaptable it truly is. This quality is rooted in the city's history - and it's key to shaping the future. Change is what powers our progress. That momentum was visible in our work: We supported 315 projects in 2024, another increase over the previous year. That said, the average project size declined - a reflection of broader economic pressures. Structural hurdles such as a tight housing market, rising energy costs, and limited flight connections continue to hold back growth. This is exactly why our international outreach is more crucial than ever. Last year, we promoted Berlin in key global markets - from Paris and Dubai to Japan and the United States. These efforts help connect Berlin's companies and startups with international partners, fuel their growth, and reinforce the city's global visibility as a business destination. And businesses value that support: In an independent survey conducted by the research firm forsa, Berlin Partner received an outstanding 87% satisfaction rating.

Berlin's international profile continues to rise thanks in part to initiatives like the House of Finance & Tech (HoFT), which Berlin Partner helped launch and now actively supports. HoFT, along with the newly established FIBE fintech trade show, is helping strengthen Berlin's competitiveness while accelerating collaboration across the city's growing finance and tech ecosystem. Today, Berlin is home to 160 fintech companies employing more than 13,000 people. And the sector is booming: In the first half of 2024 alone, Berlin-based startups in this space raised €283 million in venture capital - representing a dominant 88% share of the German market. That puts Berlin well ahead of other states and firmly ahead of traditional finance centers like Frankfurt.

Looking ahead, we're optimistic. Berlin has the right foundation to continue growing, attracting top talent, and driving innovation. You'll find plenty of inspiring examples in the pages that follow.

Sincerely,

Dr. Stefan Franzke



43%

FEMALE MANAGERS

60 | 29 %

**EMPLOYEES AGED 50+** 

45

45 AVERAGE AGE OF EMPLOYEES (excluding trainees)

**7** 

TRAINEES / STUDENTS

134 | 65 %

WOMEN

207
EMPLOYEES AT

BERLIN PARTNER

(excluding trainees)

#### DRIVING GROWTH AND STABILITY FOR BERLIN

At Berlin Partner, we support companies, universities, research institutions, and nonprofits looking to establish themselves in the capital region. For those already here, we provide tailored support for expansion and help strengthen their local networks - particularly through our extensive Berlin Partner network. We bring members of the business and science communities together, offer strategic guidance for international growth, and advise on everything from funding opportunities to site selection and talent recruitment. Our clusters and industry units offer relevant input for economic development.

## €1.1 BILLION

#### IN PLANNED INVESTMENTS

At Berlin Partner, we measure success by impact: the number of jobs created or secured through our support is a core benchmark. We also track the total investment volume and research and development (R&D) spending generated through the projects we accompany.

Despite ongoing global economic headwinds, Berlin continued to deliver strong results in 2024 - thanks in part to Berlin Partner's work on the ground. Our performance, as seen Berlin Partner for Business and Technology GmbH's balance sheet, reflects that momentum: We supported 315 successful projects last year, helping businesses create 6,715 new jobs. These projects generated around €1.1 billion in planned investments, including €144 million dedicated to R&D.

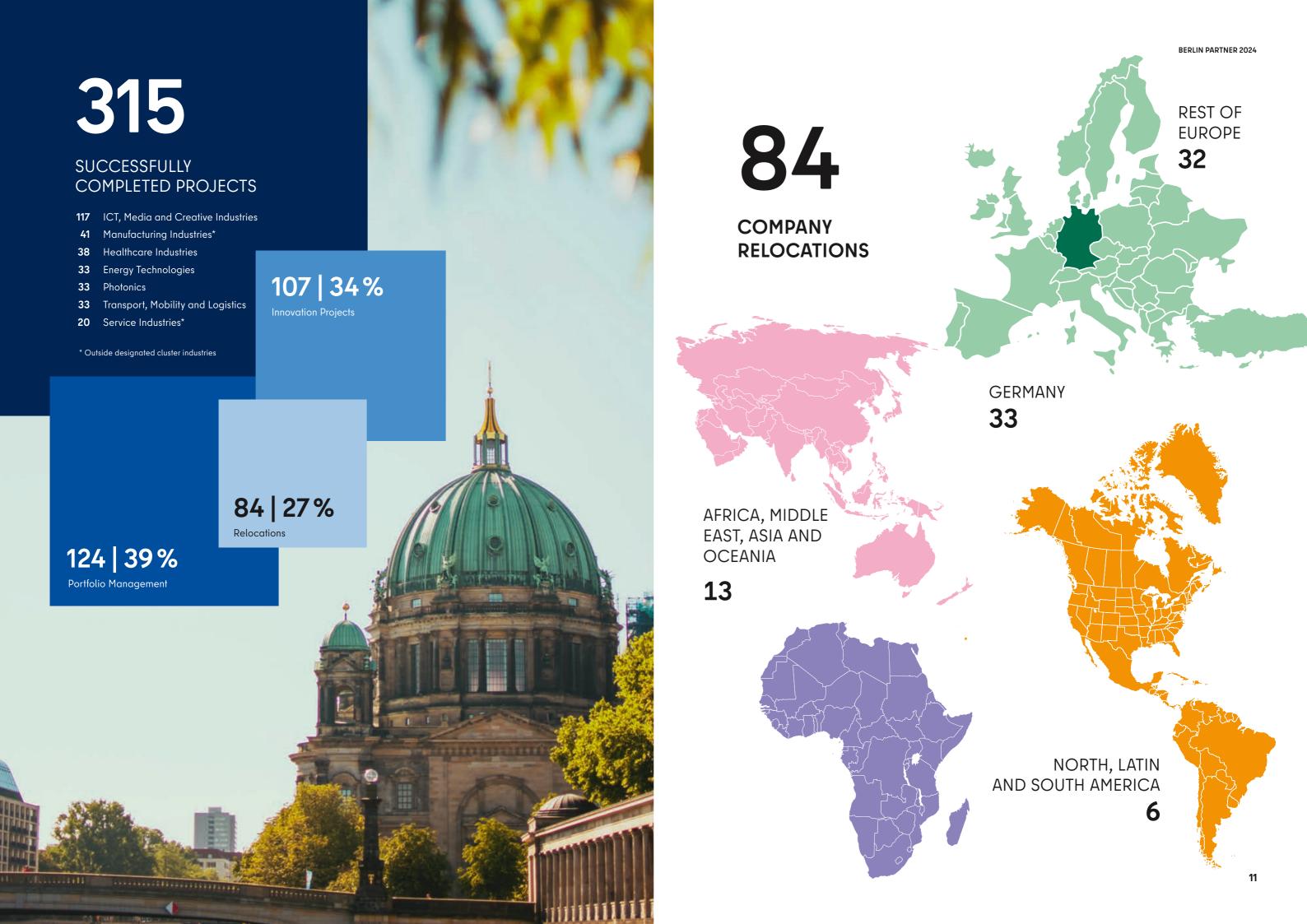
€892 MILLION | 79%

Portfolio Management

€243 MILLION | 21%

**Relocations** 





#### IBB REGIONAL IMPACT ANALYSIS

To calculate additional economic effects for the Berlin region, the economists at Investitionsbank Berlin (IBB) rely on a specialized macroeconomic model tailored to the Berlin region. This model helps assess the impact of policy initiatives and structural changes across the city's economy. It can simulate effects across individual sectors and estimate how specific economic events or developments influence regional growth. The analysis is grounded in a macroeconomic reference scenario.

## €144 MILLION

FOR RESEARCH AND DEVELOPMENT

€1.93 BILLION

INCREASE IN GDP\*

€230 MILLION

IN ADDITIONAL PUBLIC REVENUE\*

1200

**NEW JOBS CREATED\*** 

2024 - 2026



€8.8 MILLION

**EU** funding

€63.4 MILLION

Federal funding

€36.2 MILLION

Berlin state funding

€34.3 MILLION

Companies' equity capital

ICT, Media and Creative Industries	€51 MILLION
Photonics	€40.4 MILLION
Transport, Mobility and Logistics	€21.2 MILLION
Energy Technologies	€16.4 MILLION
Healthcare Industries	€12.4 MILLION
Manufacturing Industries**	€2.8 MILLION
Service Industries**	€6,000

\*\* Outside designated cluster industries

1,048

**SECURED JOBS\*** 



2,088 | 31%

through relocations

4,627 | 69%

through portfolio management and innovation unit

**3,515** 515 ICT, Media and Creative Industries

909 Manufacturing Industries\*\*

871 Energy Technologies

493 Healthcare Industries

421 Service Industries\*\*

396 Transport, Mobility and Logistics

110 Photonics



Customer satisfaction with Berlin Partner – forsa survey Outstanding overall satisfaction:

87%

of surveyed clients gave top marks, saying their expectations were exceeded





partners in the Berlin Partner network

(as of December 2024)



116

companies newly registered in 2024 to present themselves as employers in the capital

155

expert events organized by Berlin Partner



Q1

10,800

participants reached

113

Brains of Berlin 113 leading international researchers featured as ambassadors for Berlin's diverse research landscape through the Brain City Berlin campaign 746











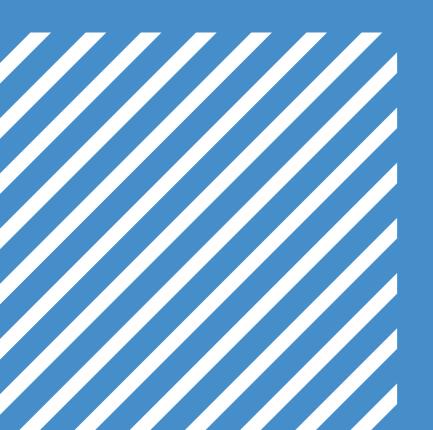
(Innovation, Talent, Sustainability, Location, Internationalization and Financing)

delivered in 2024

<sup>\*</sup> For clarification, see p. 66, \*\* Outside designated cluster industries

## OUR SERVICES

Berlin Partner offers a range of tailored service packages designed to meet the specific needs of companies and research institutions. Our services include customized funding strategies, support in finding the right property, and assistance in recruiting skilled professionals. Berlin Partner connects businesses with the academic and research community, promotes technology transfer, and provides strategic guidance for international expansion.







#### BUSINESS PROMOTION SERVICES IN EVERY BERLIN DISTRICT

Our on-site services



#### INNOVATION SERVICES

Increase innovation through collaborative research



#### **FINANCING SERVICES**

Funding programs for investment and innovation



#### **TALENT SERVICE**

Finding the right talent for your business



#### INTERNATIONAL SERVICE

Building strong global ties from Berlin



#### **LOCATION SERVICE**

The fast track to commercial property and real estate



#### **BUSINESS LOCATION CENTER**

A 3D look at Berlin



#### **SUSTAINABILITY SERVICE**

Securing sustainable value creation

### WELCOME TO BERLIN

New business arrivals in the capital



#### YAMAHA

Japanese company

Yamaha Motor, known for its small electric vehicles – including e-bikes – is launching a new business in Germany focused on models with swappable batteries and a network of battery exchange stations across Berlin. The company is targeting both B2B clients, such as delivery services and urban logistics providers, and B2C customers. It has established ENYRING GmbH as its German service subsidiary and plans to create 30 new jobs. After evaluating several cities across Germany, Yamaha ultimately chose Berlin.

Berlin Partner supported the company by facilitating industry connections and advising on available funding programs.

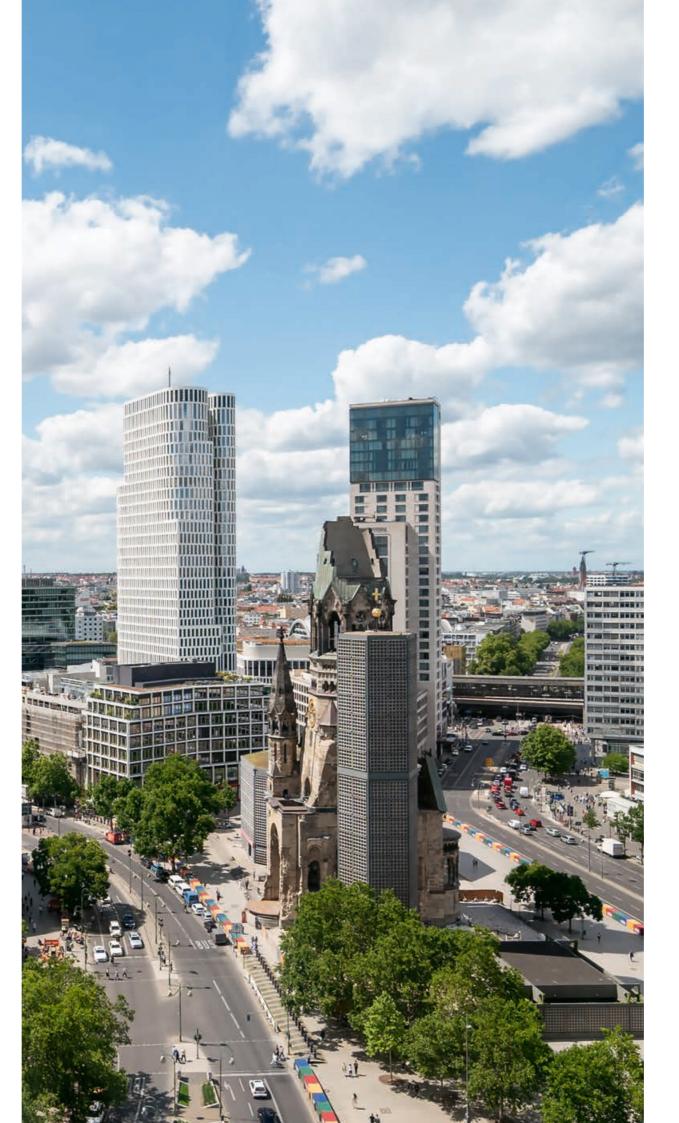


#### HOLOMEDIX.AI

Al-powered healthtech startup

In January 2024, HoloMedix.AI established its global headquarters in Berlin, joining additional locations in Lisbon and London. The startup develops wearable devices and AI-based software designed to support holistic health and provide ongoing care for people with long-term health needs. As a forward-thinking healthtech company with an international outlook, HoloMedix.AI is a strong addition to Berlin's innovation ecosystem – and a valued member of the Berlin Partner network.

As part of its internationalization strategy, the company participated in a Berlin Partner-led medtech delegation to Toronto, Canada.







#### **METACORE**

Finnish game development studio

Metacore opened its first international office in Berlin, with plans to grow its local team to around 50 employees over the next few years. After comparing options, including Barcelona, the Finnish studio chose Berlin – drawn by its strong gaming ecosystem and the city's ability to attract top international talent.

Berlin Partner supported the company with insights on funding and labor market dynamics, helped identify suitable locations, and facilitated connections with local stakeholders. Additional visibility was generated through an interview featured on the Games Capital Berlin website.



#### N ROBOTICS GMBH

German robotics startup

N Robotics delivers custom robotics solutions tailored to the specific needs of academic institutions and industrial partners. This highly innovative startup stands out for its client-specific products, covering the full ecosystem of mobile robotics. By developing all solutions entirely in-house, N Robotics offers fast, direct access to cutting-edge technology.

Berlin Partner provided support with office location scouting, introduced relevant funding programs, offered guidance on staffing, and connected the company to Berlin's local tech and startup networks.

BERLIN PARTNER 2024
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## FINTECH IN BERLIN

A STRONG SECTOR
WITH ROOM TO GROW

FIXBE 20 FINTECH BERLIN 25

April 2024 marked the launch of FinTech Berlin (FIBE), a new industry event co-developed by Messe Berlin, the German-language newspaper Handelsblatt, the Berlin Finance Initiative, and Berlin Partner.

The second edition is already scheduled for April 9-10, 2025.



The year 2024 was a landmark year for fintech in Berlin. Investment volumes rose, major players established a presence in the city, and two signature initiatives – FIBE and HoFT.Berlin – are now reshaping Berlin's financial innovation landscape.

Fintech is one of Berlin's most vibrant and mature startup ecosystems. More than 30% of all German fintech startups were founded in the capital, and six of the country's seven fintech unicorns call Berlin home. Even in the face of broader economic challenges, the sector continues to attract top talent, founders, and investors. In the first half of 2024 alone, 51 fintech deals were closed across Germany, totaling approximately €450 million - up from €343 million in all of 2023. Over 90% of that investment flowed into Berlin-based startups. This upward trend stands in contrast to declining investment activity in cities like London and Paris (Pulse of Fintech, H1/24). The sector now accounts for roughly 13,000 jobs in Berlin and continues to draw global talent to the city.

Despite high capital requirements, strict regulatory environments, and international competition, fintech in Berlin is making a strong statement. It is setting the pace for digital transformation across industries and shaping how people interact with finance in their daily lives.

#### HoFT.BERLIN

The House of Finance and Tech (HoFT. Berlin) is a joint initiative between Berlin's financial sector, the state government, and private industry. Its mission: to serve as a central hub for the fintech community, streamline support services, and solidify Berlin's position as a leading European fintech hub.

Public seed funding will support the initiative through the end of 2025. Over the medium term, HoFT.Berlin is expected to become self-sustaining through private-sector partnerships and service offerings. The nonprofit support association was officially founded in April, and in September 2024, HoFT.Berlin officially opened its doors with a high-profile launch event.



aunch event at House of inance and Tech



Sebastian Schäfer, Managing Director



Senator for Economic Affairs Franziska Giffey at the launch event for Friends of HoFT.Berlin

## NEW FOOD: SHAPING THE FUTURE OF FOOD IN BERLIN

Berlin is rapidly emerging as a key hub in Germany's foodtech landscape. The city is driving innovation in high-growth areas such as plant-based, cell-cultured, and precision-fermented foods. New business models and technologies are taking shape – especially around sustainable, health-conscious products and alternative proteins like mycelium and algae.

The food industry faces major global challenges. It generates roughly one-third of greenhouse gas emissions, and agriculture accounts for around 70% of global water use. In Berlin, forward-thinking foodtech startups are rising to meet these challenges with creative solutions aimed at building a more sustainable food system. With more than six million consumers, the capital region offers an ideal test market for launching next-generation food products. It's no surprise that five of the EU's top 50 foodtech startups are headquartered in Berlin.

These companies are deeply embedded in the local community and actively engaged with global players through a wide range of regional events and platforms – including the New Food Conference by ProVeg, Berlin Food Week, and international trade shows like Fruit Logistica and Green Week.

Berlin Partner is closely connected to these formats and actively supports the regional food industry through its own initiatives. In collaboration with the Brandenburg Food Industry Cluster, Berlin Partner regularly hosts the Practice Meets Research event series – most recently as part of Green Week – designed to connect food businesses with academic and research institutions.

One highlight in 2024 was the Berlin Partner Talk titled "Future Food:
Berlin on the Path to Sustainable and Responsible Nutrition." In February, a high-level expert panel gathered at Humboldt Carré to explore the urgent challenges facing the food sector - including growing pressure to innovate, digital transformation, and evolving consumer expectations. The discussion highlighted how Berlin's business and policy leaders are responding strategically - and showcased some of the

city's most promising, forward-looking

Berlin's foodtech scene isn't just thriving locally - it's building strong partnerships across Germany. A prime example is the city's growing collaboration with Hamburg. In 2024, Berlin Partner joined the Food Innovation Camp in Hamburg for the first time, a leading event for the sustainable food community. Four standout Berlin-based startups focused on alternative proteins were featured at the event: BettaF!sh (tuna made from algae), Mondarella (plant-based cheese alternatives), Negast (plantbased egg alternatives) and vly (pea protein-based milk).

Some of these businesses are part of KitchenTown Berlin, an innovation hub that serves as both incubator and accelerator for next-generation food ideas.



This creative space enables founders to develop, test, and launch new products in a real-world environment.

Beyond KitchenTown, Berlin is home to a growing number of networks and infrastructure projects that are shaping the city's future as a food innovation capital. One major initiative is the Food Campus Berlin, currently being developed by the company Artprojekt. The campus is designed as a platform for all segments of the sustainable food economy and their service providers. New space for R&D, production, administration, marketing, and logistics will be created in Berlin in the coming years.

Another flagship project is BE-U | Behrens-Ufer, set to become one of Europe's most sustainable and forward-looking commercial urban districts. One key component is the food LAB, where diverse stakeholders are working together

on concepts for modern, sustainable urban food production and distribution.

What new ideas will take shape in these spaces? Time will tell. But the following examples already offer a glimpse into the innovation Berlin is bringing to the table.

#### CHICKEN EGGS ARE SO YESTERDAY

Neggst is developing the next generation of plant-based foods – starting with the egg. The company's goal is to create a vegan egg alternative that closely replicates the taste, texture, and functionality of a real egg.

Their focus is on questions like: How can a plant-based egg mimic the appearance and behavior of a conventional egg? How can it be made versatile enough to use in everything

from baking to frying? At the heart of this R&D is the perfect blend of plantbased "yolk" and "white." The result? A growing product line that already includes the Neggst Patty and Boiled Neggst.

#### PLANT-BASED HAM MADE FROM MEAT-LIKE FIBERS

The team at PROJECT EADEN is breaking new ground in plant-based meat.

Using advanced technologies and proprietary processes, the startup is developing a cooked plant-based ham that will launch in retail in 2025. What sets it apart is the use of plant-based meat fibers that convincingly replicate the texture and mouthfeel of traditional pork products.

#### PLANT-BASED FAT THAT TASTES LIKE ANIMAL FAT?

Cultimate Foods is on a mission to bring authentic flavor and texture to plant-based meat. The company focuses on hybrid products - blending plant proteins with cell-based ingredients. Using cellular cultivation technologies, Cultimate produces high-quality cultured fat that can be incorporated into plant-based meat alternatives. The result: real animal fat, grown without harming a single animal.

#### WHAT DO MUSHROOMS HAVE TO DO WITH SEAFOOD?

Berlin-based startup Pacifico Biolabs has developed a unique biomass fermentation process that uses mushroom mycelium to create the base for fish and seafood alternatives. The innovation has two key benefits: It uses whole grains for a healthier nutritional profile and repurposes industrial byproducts as raw material – supporting both sustainable food systems and planetary health.

While fish alternatives haven't yet reached the same demand levels as plant-based meats, the potential is enormous. Investors see the promise: earlier this year, Pacifico Biolabs secured €3.3 million in funding.

#### ... AND WHAT ABOUT SEAWEED?

BBettaF!sh is also putting the ocean first. The startup combines seaweed

and fava beans to create plant-based tuna - already available in both foodservice and retail. Its latest addition to the lineup: a flavorful salmon

## BERLIN PROJECT PILOTS AUTONOMOUS RAIL TECHNOLOGIES

A Berlin-based innovation initiative could reshape the future of rail: BerDiBa (Berlin Digital Rail Operations) is gaining momentum and aims to revolutionize urban transit. Backed by the State of Berlin through the ProFIT funding program, Berlin's S-Bahn is testing next-generation technologies for autonomous rail operations. The project focuses on artificial intelligence for obstacle detection, passenger safety, and real-time monitoring of track conditions.

At its core is a "digital twin" that maps the condition of trains, infrastructure, and surrounding environments in real time. Using historical and live sensor data processed through neural networks, the goal is to enable fully automated rail operations. The project is led by Siemens Mobility and brings together Berlin-based tech firms – including AAI, neurocat, and TERAKI – as well as leading research institutions such as TU Berlin and several Fraunhofer Institutes.









## COMPACT. CLEAR. MULTIDIMENSIONAL.



#### THE BERLIN BUSINESS ATLAS

Now including data from Potsdam

#### Looking to explore Berlin as a business location?

The Berlin Business Atlas offers free access to a wide range of relevant information, including:

- → Companies across key industries
- → Coworking spaces
- → Universities and colleges
- → Industry associations
- → Infrastructure data
- → Planning data

## DEEP TECH HUB BERLIN

Groundbreaking innovation for the capital city

Berlin has established itself as one of the leading deep tech centers in Germany and Europe. In 2024, the city launched a number of high-profile initiatives to accelerate its position in this space - from the founding of the Deep Tech Hub Berlin, to a dedicated Deep Tech Campaign and the Deep Tech Award, all spotlighting transformative technologies and the people behind them.

But what exactly is deep tech? It refers to technologies built on scientific breakthroughs that emerge at the intersection of research and industry. These are high-impact innovations with the potential to reshape entire industries. What sets them apart is their complexity - and their ability to drive transformative change across markets and in everyday life. Deep tech doesn't just improve existing solutions; it creates entirely new markets and value chains. In Berlin, deep tech is advancing across a wide range of fields, including advanced materials, artificial intelligence, biotech, blockchain, robotics, photonics, and quantum computing.

#### **DEEP TECH HUB BERLIN**

In May 2024, MotionLab.Berlin was named the city's official Deep Tech Hub. As a leading innovation and startup center for hardtech, MotionLab.Berlin offers a comprehensive ecosystem that supports startups through every stage of product development. With two locations, it provides founders and scale-ups with access to cutting-edge infrastructure, strong networks, and the resources they need to bring physical products to market. The Deep Tech Hub is part of Germany's nationwide Digital Hub Initiative.



#### **DEEP TECH AWARD**

Since 2015, the Berlin Senate Department for Economics, Energy and Public Enterprises has honored exceptional startups and companies with the Deep Tech Award - recognizing outstanding innovations with strong market potential.

The 2024 winner in the Photonics & Quantum Technologies category was DiaMonTech AG, a Berlin-based company that has developed a noninvasive glucose monitoring device. The D-Pocket uses mid-infrared laser technology

to stimulate glucose molecules in the skin. The thermal response is measured to deliver fast, accurate blood sugar readings - no needle required.

In the Robotics category, the award went to EvoLogics GmbH, a company developing wireless underwater communication systems inspired by nature. Their Quadroin - an autonomous underwater vehicle with a streamlined, penguinlike design - features advanced camera and sensor systems that enable a wide range of applications below the surface.

**BREAKTHROUGH TECHNO-**LOGY, POWERED BY BERLIN

The autonomous underwater vehicle "Quadroin' features a streamlined, biomimetic design

with the Senate Department Partner helped shape the city's deep tech strategy and played a key role in launching the Deep Tech Hub. The hub's work is closely integrated with landscape and its dynamic

**BERLIN PARTNER 2024 BERLIN PARTNER 2024** 

### HOW AND WHERE WILL BERLIN CHARGE IN THE FUTURE?



Charging infrastructure 2030: Berlin's powering ip for the electric mobility era

One thing is certain: by 2030, Berlin's demand for EV charging will be seven times higher than it is today. The guestion is - how will the city meet that demand? Berlin's new Charging Infrastructure 2030 Strategy lays the foundation, helping to accelerate the shift toward climate neutrality by 2045. The goal is to dramatically expand charging options across the city and make EV adoption easier than ever.

#### A CITYWIDE EFFORT FOR A SHARED FUTURE

To ensure the right infrastructure is in place. Berlin's Senate departments for Economics, Energy and Public Enterprises and Mobility, Transport, Climate Protection and the Environment, together with the Berlin Agency for Electromobility (eMO), have joined forces. They've aligned all current activities, planning efforts, and policy targets - across both public and private charging infrastructure. To ground the strategy in real-world needs, the city also brought in voices from key sectors - including retail, housing, and research - through a

series of workshops focused on practical implementation and cross-sector collaboration.

#### STRATEGIC PRIORITIES AND ACTIONS

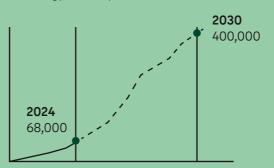
The result is a forward-looking Charging Infrastructure 2030 Master Plan for the State of Berlin, outlining 29 concrete measures. Among the top priorities: streamlining grid connection processes. This will be achieved through greater digitalization and standardized applications - making it faster and more efficient to expand the city's charging network. Another key focus is building out infrastructure on publicly owned land, unlocking high-potential sites for new charging stations.

One milestone is already live: www.ladeinfrastruktur.berlin, a new digital platform that brings together all relevant information on EV charging in Berlin - designed as a onestop resource for residents, businesses, and infrastructure providers alike.



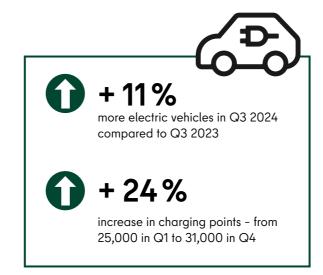
Berlin is currently home to around 75,000 registered electric vehicles, 90% of which are passenger cars - both battery electric and plug-in hybrids. The remaining 10% consist of electric buses, vans, motorcycles, and light vehicles. Together, these vehicles draw power from approximately 31,000 charging points across the city, consuming a total of about 300 megawatt-hours (MWh) per day.

Most of these charging points are located on private property. Roughly 5,000 are publicly accessible, including 2,400 installed on public streets. Looking ahead to 2030, Berlin is projected to have 400,000 electric passenger cars on the road, with a combined daily charging demand of 2,000 MWh - roughly equivalent to the energy consumption of a small town.



Projected growth in electric vehicles in Berlin

Company and government-owned vehicles are playing a pivotal role in Berlin's e-mobility transition. Today, nearly 60% of electric passenger vehicles in the city are registered for commercial use - a share that continues to grow, according to registration data.



Sources: Energieatlas Berlin (top), Federal Motor Transport Authority (bottom)

#### ON THE ROAD **WITH AN E-TAXI**

Leszek Nadolski is quick to praise the advantages of electric vehicles in the taxi industry. For the past four years, the head of Berlin's taxi association has been driving an e-taxi himself. While some of his colleagues remain skeptical - mainly due to perceived high costs and range limitations - he sees those concerns as outdated.

His current vehicle was subsidized through WELMO, Berlin's e-mobility funding program, making the investment even more attractive. And with lower running costs compared to gas-powered models, the numbers speak for themselves.

Taxis in Berlin typically cover up to 250 kilometers per day. That's no problem for most modern EVs, which now offer ranges of over 400 kilometers. For double shifts, recharging during the day is sometimes necessary, but as Nadolski points out, Berlin now has over 500 fast-charging stations - four of them reserved exclusively for e-taxis. They're easy to find via a mobile app.

We joined Nadolski for part of his morning route to see what a day behind the wheel of an e-taxi really

Our ride began at 6:15 a.m. in Westend, with a battery at 60% and a range of 250 kilometers. The car had been charged the evening before for a few hours at a curbside charger near Nadolski's apartment in Spandau.

We picked up our first passenger in Wilmersdorf, then continued about nine kilometers to Alt-Mariendorf. Arriving early, we took the opportunity to top up the battery at a nearby fast charger. While enjoying a quick coffee, the e-taxi charged at an average of 50 kW, going from 56% to 70% in just 12 minutes - enough for an additional 300 kilometers.

Over the next few hours, our route took us through Wedding, Spandau, Schöneberg, and Friedrichshain. When we wrapped up around 11 a.m., the battery still held 57% charge, with a range of nearly 250 kilometers - plenty to complete the shift without another stop to recharge.

## BERLIN IS ONLY BERLIN IN BERLIN

"We can be rude – but in a charming way." Or: "If we're so disorganized, why is everyone lining up to come here?" Witty, bold, and self-deprecating with just the right touch of big-city swagger – that's the tone of Berlin's latest image campaign, created by Berlin Partner on behalf of the Berlin Senate.



DAS SCHÖNSTE AN BERLIN IST, WENN MAN WIEDER HIER IST.

Berlin image campaign slagans in urban settings: Stuttgart city center (top), BER airport (bottom left), Berlin-Schöneberg (bottom, right)



Starting in early September of 2024, 16 different slogans popped up on posters across the city. They also ran in newspapers, magazines, and digital media. At the heart of the campaign is a celebration of what makes Berlin unique – its neighborhood life, culture, education, mobility, diversity, and international events like the Berlin Marathon. "With this campaign, we've managed to promote Berlin using nothing but language – no imagery," said Kai Wegner, Governing Mayor of Berlin. "The messages aren't afraid to take on the city's perceived weaknesses and clichés, but always with a knowing wink."

The campaign's core goal was to foster a stronger sense of togetherness across the city – using insights and everyday truths that Berliners instantly recognize and relate to. To reflect Berlin's diversity, select messages were released in English, Turkish, and Arabic. Additional versions in Polish, Russian, and Ukrainian were shared on the city's digital marketing platform, @wir.berlin. The campaign also reached beyond the capital, going live in 10 other German cities. In places like Munich, Stuttgart, and Cologne, specially tailored taglines made tongue-in-cheek connections between Berlin and each local audience.

"Real Swabians move to Berlin" was Berlin's cheeky message to Stuttgart. "Berlin is a global magnet, but nationally, we still face outdated perceptions and tired clichés," said Governing Mayor Kai Wegner at the campaign launch. "This campaign positions Berlin as a city of freedom, diversity, openness, and solidarity. We're challenging stereotypes, projecting confidence, and fostering unity, which is especially important in times like these." Thirty-three companies from the Berlin Partner network backed the campaign with media support, significantly boosting its reach across the city.

The concept was developed by Berlin-based agency DOJO, which won the contract through a Europe-wide creative competition. "Berlin is a one-of-a-kind city. Anyone born here – or who chose to move here – knows exactly what I mean," said Dominic Czaja, managing director of DOJO Advertising GmbH. "Everyone has a feeling about Berlin – whether it's love, frustration, or something in between. Our goal was to bring those emotions to the surface, especially for the people who live and breathe the city every day."

BERLIN PARTNER 2024

BERLIN PARTNER 2024

One of the campaign's most talked-about highlights was its offbeat launch: a 15-minute mockumentary titled Discover Berlinchen (www. entdeckeberlinchen.de). The film follows two disillusioned Berliners who try to recreate the capital's vibe in the tiny Brandenburg village of Berlinchen – complete with a miniature park and their own take on the iconic Mustafa's Gemüse Kebap. Their mission fails spectacularly, and they soon realize the obvious: Berlin is only Berlin in Berlin.

"With the mockumentary about a couple turning their backs on Berlin in frustration and seeking a new start in rural Brandenburg, we wanted to capture a trend that has become increasingly clear in recent years," said Czaja. "Many urbanites, especially newcomers, feel overwhelmed by the city and head for the countryside. But pretty soon, they realize what they're missing. For us, that tension – the push and pull of frustration and deep affection – is what defines the Berlin

experience. People might complain, but they still want a little piece of Berlin wherever they go."

The campaign also ran a strong digital component under the theme "Faces of Berlin," featuring local changemakers, organizations, and grassroots initiatives on the city's @wir.berlin channel. It concluded in winter 2024/2025 with a charity campaign focused on homelessness.

#### ENTDECKEBERLINCHEN.DE





Munich city center

### KEY TO SUCCESS

#### WHY UPSKILLING IS CRITICAL

In today's fast-paced digital economy, companies are under constant pressure to evolve. New technologies are rapidly reshaping business models, production processes, and customer expectations. To keep pace, continuous workforce development, is no longer a luxury, it's a strategic necessity. The skills that were sufficient yesterday often no longer meet the demands of today. Digital fluency, IT capabilities, and specialized expertise are more essential than ever. Businesses that invest in their people not only stay competitive – they also strengthen employee retention, foster loyalty, and build the foundation for long-term success.

To help businesses in Berlin rise to this challenge, key partners – including the Berlin Chamber of Industry and Commerce (IHK Berlin), the Berlin Chamber of Skilled Crafts (HWK Berlin), the Federal Employment Agency, and the Berlin Senate Departments for Economic Affairs and for Labor, Social Affairs, Equality, Integration, Diversity, and Anti-Discrimination – launched the joint initiative WEITERBILDUNG.BERLIN. This citywide platform offers free, impartial, and tailored advisory services to local companies – helping them assess skills needs, design customized training programs, find qualified education partners, and evaluate outcomes.

#### MODERN SOLUTIONS FOR A DIGITAL ECONOMY: CODING SCHOOLS AND IT BOOTCAMPS

Traditional training formats can't always keep up with the speed of change. That's why coding schools and IT bootcamps have become key tools in the upskilling toolkit – offering intensive, practice-oriented programs that equip teams with in-demand digital skills in a matter of weeks. Whether it's software development, data analytics, or AI applications, these formats deliver targeted, job-ready training that helps companies adopt emerging technologies more quickly. Instead of waiting months to recruit scarce tech talent, businesses can reskill their existing teams – often with remarkable success. One standout example: bank employees retrained as data analysts. Berlin Partner's Talent team has been working closely with the city's leading coding schools for years. Through regular roundtables, it fosters collaboration, helps align training with real-world business needs, and promotes upskilling as a driver of innovation and growth.



#### TAILORED GUIDANCE FOR BERLIN COMPANIES

Strategic workforce development matters – but it's also complex. Many companies face the same questions:

What's the current skills profile of our workforce?

Where are the gaps between existing competencies and future job requirements, particularly as new technologies and processes emerge?

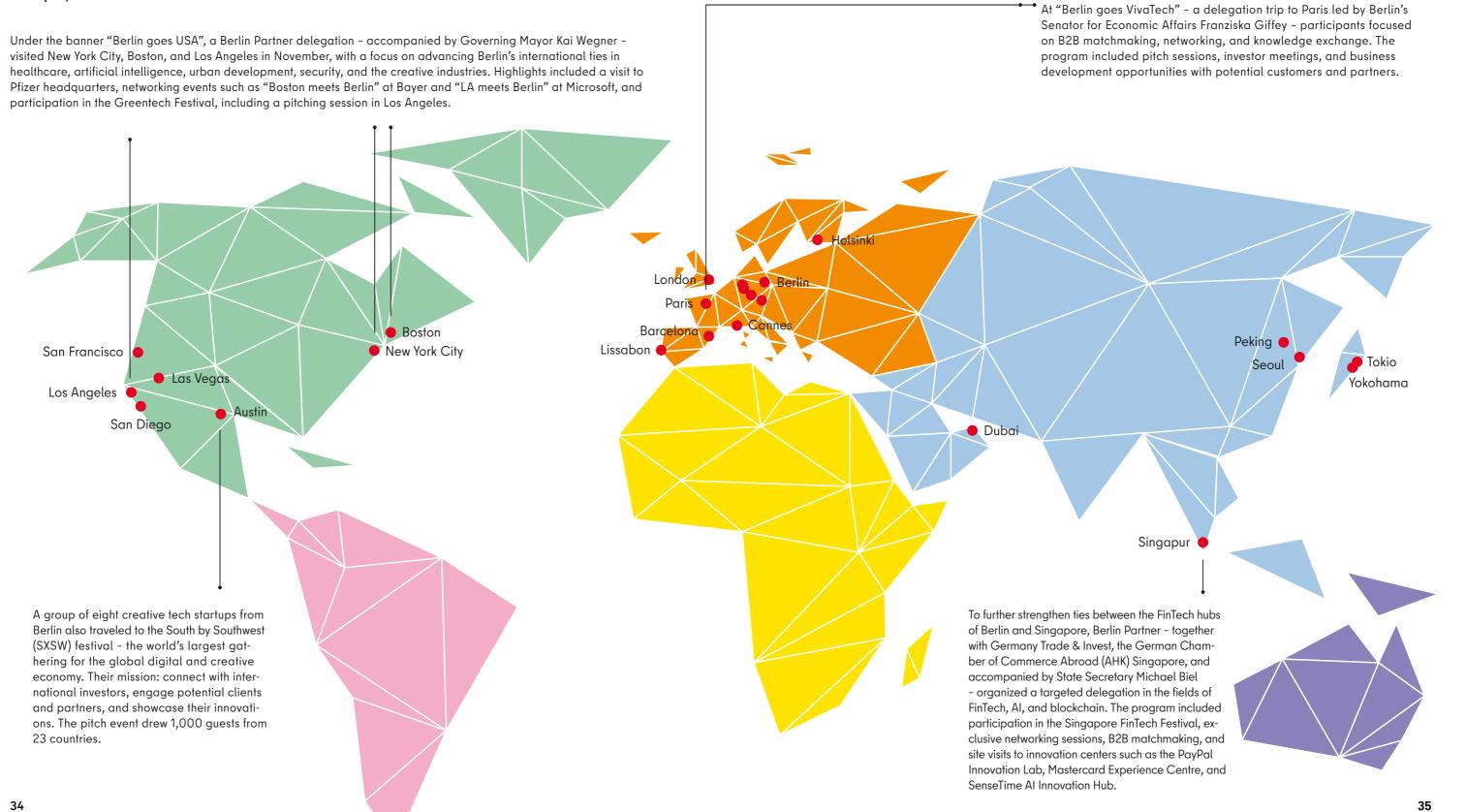
How can we address these gaps proactively – engaging employees in the process without overwhelming them?

(i) WEITERBILDUNG.BERLIN



#### BERLIN GOES GLOBAL.

Taking Berlin's business case across Germany, Europe, and the world.



#### GLOBALLY CONNECTED

As Germany's startup and innovation capital, Berlin sees internationalization as a strategic driver of economic development – one with the power to strengthen long-term business success and position the city's companies for sustainable growth.

Access to global markets enables Berlin-based businesses to expand internationally, diversify their customer base, and boost competitiveness.

Berlin Partner helps local companies take that next step, offering hands-on support through international trade show participation and curated delegation trips. The common thread across all initiatives: maximizing growth potential by connecting Berlin companies with international partners, clients, and investors.

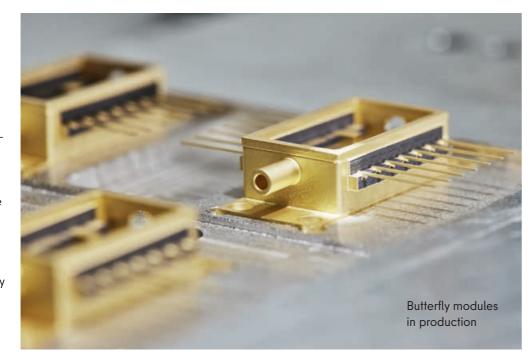
A recent example: the "Berlin goes USA" delegation trip, led by Berlin Partner and accompanied by Governing Mayor Kai Wegner, took place from November 10–16, 2024, with stops in New York, Boston, and Los Angeles. A key focus of the trip was the healthcare sector, with standout moments including a visit to Pfizer's global headquarters in New York and a networking event at Bayer in Boston – both designed to deepen transatlantic ties and open doors for future collaboration.

with top-tier companies and emerging players in quantum technologies, the trip also provided TOPTICA EAGLEYARD with an added opportunity: a project review at the NASA Goddard Space Flight Center. The face-to-face meeting gave the team a chance to strengthen their collaboration with NASA – and ultimately helped take their joint project to the next level. As a result, the company reached a key milestone in early 2024.

TOPTICA EAGLEYARD has long been a leader in the development of laser modules for advanced applications – and in recent years has expanded into the quantum sector, the central theme of the delegation. Under the banner "THINKING BEYOND," the company works closely with innovation leaders to turn cutting-edge ideas into real-world solutions – leveraging expertise and highly integrated laser diode technology to push the boundaries of what's possible in quantum innovation.

#### A QUANTUM LEAP TO THE U.S.

There's no better way to spark new ideas, forge partnerships, and deepen existing relationships than through direct, in-person exchange. That's exactly what TOPTICA EAGLEYARD - a Berlin-based company with over 20 years of experience in the photonics industry set out to do when it joined the "Quantum Berlin goes USA" delegation to Washington, D.C., organized by Berlin Partner for Business and Technology at the end of 2023. While the delegation focused on engaging





#### The City-Country-Drone project

Innovation doesn't stop at the city limits. The City-Country-Drone project demonstrates how forward-thinking technology can improve quality of life in rural regions. Led by Berlin-based company Luftlabor, this pilot initiative is testing the use of drones to transform how goods are delivered in small towns – and it's already showing real potential to close the last-mile gap.

In rural areas, everyday errands can become logistical hurdles. Those who live in these areas are familiar with this. The next supermarket may be miles away, and many local bakeries and restaurants have shut their doors. For residents without cars – or those who are too young, elderly, or mobility-limited – accessing daily necessities isn't always easy.

The City-Country-Drone project offers an innovative solution with its "Markt-schwalbe" drone. In this pilot, it's providing two neighborhoods in Wusterhausen/Dosse – a small town in Brandenburg – with flexible, tech-enabled delivery service. The drone transports products from the weekly town market, as well as from nearby shops and restaurants, straight to local pickup points.

With a range of up to 12 kilometers and a payload capacity of nearly four kilograms, the "Marktschwalbe" offers a fast, accessible delivery option that residents can use via online or phone orders - bridging distance with ease.

The benefits are twofold: the service not only improves access for residents but also boosts local retailers by opening up new delivery channels. For Tobias Biehle, co-founder of Luftlabor, community involvement was a key factor from day one: "We co-developed and tested the operational model directly with local residents. Today, the commercial, logistical, and technical components are working in sync – allowing us to offer a reliable and increasingly attractive service."

The idea is gaining traction: nearly three-quarters of Germans support using drones for deliveries in rural areas. Dr. Robin Kellermann, project lead at Luftlabor, sees strong potential for scaling: "Our work in Wusterhausen is giving us valuable, real-world data on how drone logistics can strengthen rural infrastructure. Our goal is to build a replicable model that can be applied in communities across the country."

The test phase officially launched on May 31, 2024, and quickly drew national media attention. Berlin Partner played a pivotal role in the project's success by facilitating key connections with industry stakeholders and public authorities, and increasing visibility through trade fairs and policy events. A joint workshop on drone logistics in Berlin capped off the collaboration.

The City-Country-Drone project is a powerful example of how smart technologies can do more than improve delivery - they can create economic opportunity, strengthen communities, and expand access in the places that need it most.



Luftlabor Co-Founders: Tobias Biehle (left) & Dr. Robin Kellermann

## FROM IDEA TO **IMPLEMENTATION**

#### HELPING BERLIN BUSINESSES EMBRACE THE CIRCULAR ECONOMY

Berlin Partner's first year as part of the KEK Coordination Office - which focuses on circular economy, energy efficiency, and climate action in business - was defined by momentum, collaboration, and real-world impact. Over the past year, the initiative supported Berlin-based companies of all sizes and sectors in rethinking product design and building more circular business models.

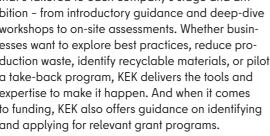
At its core, the circular economy is about using resources more efficiently, reducing waste, and designing products so they can be repaired, reused, or fully reintegrated into the production cycle at the end of their lifecycle. Companies that begin making this shift today are positioning themselves for long-term success - and gaining a strategic advantage in tomorrow's economy.

Startups, in particular, have a head start thanks to their speed and agility. That's why it was fitting that the first KEK-supported project came from Plances, a Berlin-based startup developing sustainable balcony irrigation systems.

During a customized workshop, the KEK team worked with Plances to align its ambitious sustainability goals with real-world customer needs. Wenke Hebold from KEK demonstrated how design choices shape a product's entire lifecycle - from repairability and durability to recyclability. The team also developed targeted strategies for extending product life while improving the overall user experience.

Every product-based business has a different path to circularity. That's why KEK provides support

that's tailored to each company's stage and ambition - from introductory guidance and deep-dive workshops to on-site assessments. Whether businesses want to explore best practices, reduce production waste, identify recyclable materials, or pilot a take-back program, KEK delivers the tools and expertise to make it happen. And when it comes to funding. KEK also offers auidance on identifying and applying for relevant grant programs.







The Coordination Office for Circular Economy, Energy Efficiency, and Climate Action in Business (KEK) is a joint initiative of the Berlin Senate Department for Economic Affairs. Energy and Public Enterprises and the Senate Department for Mobility, Transport, Climate Protection and the Environment. The program is implemented by VDI/VDE Innovation + Technik GmbH, ÖKOTEC Energiemanagement GmbH, and Berlin Partner for Business and Technology.







#### **3 QUESTIONS FOR**

Robin Bruck, Manager for Climate Protection and Circular Economy at Berlin Partner

#### WHAT MAKES CIRCULARITY SUCH A COMPELLING TOPIC?

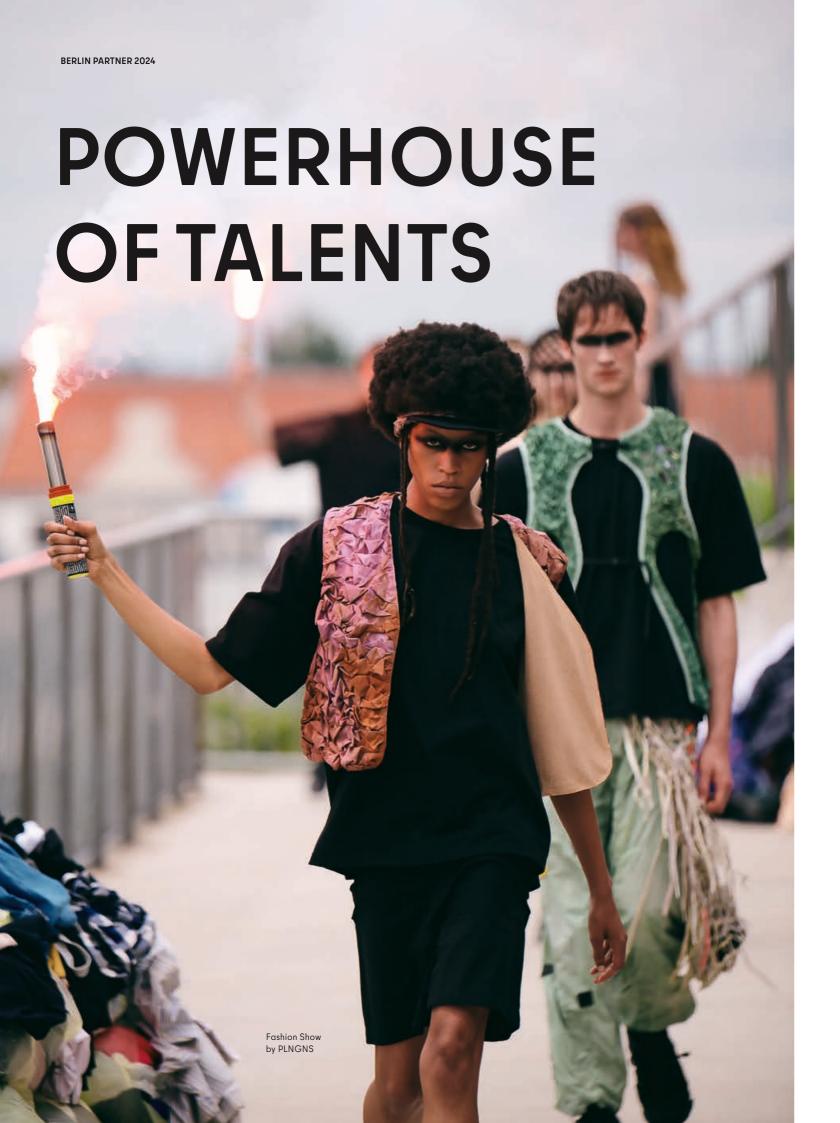
I'm drawn to the creativity it demands. Of course, it's great when companies install solar panels or improve building efficiency. But circular economy goes deeper - it challenges companies to rethink their entire business model. It's about how they create value. Whether it's using bio-based materials, offering products as a service, or setting up take-back systems, the approaches vary by industry. But every business can find a strategy that fits its needs.

#### ARE BERLIN COMPANIES MAKING **USE OF YOUR SERVICES?**

Yes and no. Many of the businesses we've worked with so far already see sustainability as a key differentiator in their markets. They're eager to build on that and have often engaged with other parts of our sustainability services. We also work closely with startups, which tend to be more flexible and can pivot more easily toward circular models - especially when their products are still in development or newly launched. That said, we're still ahead of the curve when it comes to the broader market. The economic incentives aren't yet strong enough to drive widespread change. Many new materials - and products that can't be repaired or recycled - are still too inexpensive. That's largely because the environmental costs of production, like carbon emissions, or endof-life impacts, such as disposal or ocean pollution, aren't fully reflected in market prices.

#### WHAT DO YOU HOPE TO ACHIEVE IN YEAR TWO OF THE PROGRAM?

We'd like to engage more directly with mainstream manufacturing SMEs. While the pressure may feel low now, that could shift quickly – especially in light of strained relations with China or upcoming regulations. We're not asking companies to completely overhaul long-established business models overnight. Instead, we want to open a dialogue, exchange ideas as equals, and offer practical inspiration to help them take the first steps toward circular products and services.





innovation – and in Berlin, it shapes the city's identity. Twice a year, Berlin Fashion Week (BFW) proves that bold ideas, diversity, craftsmanship, and forward thinking are woven into the fabric of the city's fashion scene. With its iconic landmarks and unconventional venues, Berlin sets a dynamic stage where boundaries are meant to be pushed.

Creativity is the engine of

Fashion Show by

In the summer of 2024, rising Berlin designer Johann Erhardt of Haderlump unveiled a collection inspired by aviation trailblazer Amelia Earhart in a hangar at Tempelhof Airport. At Stadtbad Neukölln, Abarna Kugathasan of Kitschy Couture presented her intricate binary-themed designs among inflatable pool toys.

Across more than 35 shows, fashion presented during BFW didn't follow convention – it challenged it. Grounded in a spirit of openness and inclusion, the collections were shaped by the raw energy of Berlin's legendary club culture and driven by a new generation of designers who blend innovation with craftsmanship. Together, they make Berlin a true powerhouse of talent. Some of today's most influential fashion brands got their start in Berlin. The label GmbH, founded in 2016 by Serhat Isik and Benjamin A. Huseby, began as a creative side project. Today, it's a cult favorite and a fixture at Paris Fashion Week.

Berlin stands apart – bold, unfiltered, visionary. It's a place where creativity thrives. And it's no surprise the city is fast becoming Germany's capital of innovation. Berlin Fashion Week actively fosters this momentum with a clear focus on emerging talent. Initiatives such as Berlin Contemporary, the experimental Intervention format, and group exhibitions like Der Berliner Salon give both rising and established designers high-visibility platforms to showcase their work. Support programs like Neo.Fashion help launch careers by providing emerging designers with professional exposure and a bridge to the industry. At the same time, sustainability remains a core pillar of BFW's vision. In the summer of 2024, the event publicly committed to adopting the Copenhagen Fashion Week Sustainability Requirements by 2026.

To further elevate Berlin's creative industries on the world stage, Berlin Partner will expand its digital outreach starting



Fashion Show by HORROR VACUI

in 2025 – putting social media at the center of its international marketing. Selected content creators, chosen for market relevance, brand alignment, and B2B appeal, will share

#### Berlin is constantly pushing boundaries

authentic stories about Berlin Fashion Week, local designers, and new collections. Initial target markets include France, Italy, and the UK

in Europe, and the U.S., South Korea, and Japan overseas. Because when it comes to fashion and creativity, one thing remains true: Berlin is constantly pushing boundaries.

#### THE VIBRANT **CENTER OF DIGITAL HEALTH**

Berlin is one of Europe's foremost hubs for healthcare, medical services, and the life sciences - and it's rapidly establishing itself as a powerhouse for digital health innovation. Partnerships with the region's strong IT sector and vibrant startup ecosystem also offer a wide range of synergies for digital health.

With a high concentration of innovation projects, international conferences, and industry meetups, the capital region is a model of cross-sector collaboration in digital health. This is underscored by a recent ecosystem study conducted by the Berlin-Brandenburg Healthcare Industries - Health-Capital cluster, which was supported by a broad network of digital health experts.

#### ECOSYSTEM STRENGTH AND CUTTING-EDGE **TECHNOLOGIES AS DRIVERS OF SUCCESS**

From leading events like DMEA - Connecting Digital Health, to monthly meetups such as the Health-IT Talk Berlin-Brandenburg, and curated gatherings hosted by the HealthCapital cluster, the region offers a rich platform for professional exchange and ecosystem building.

With its dense network of research institutions, developers, and clinical users, the Berlin-Brandenburg region is a recognized innovation driver in areas such as big data, artificial intelligence, and digital platform technologies - all key to accelerating the digital transformation of healthcare.

A wide array of sector-specific accelerators and incubators provide additional research and development support.

The ecosystem mapping identified more than 70 key organizations and projects in Berlin-Brandenburg that are shaping the future of digital health. The report highlights not only the structure and depth of the capital region's innovation ecosystem but also the core technologies gaining momentum - including Al-powered data and image analysis, chatbots, conversational AI, and telemedicine platforms.

#### STRONG SUPPORT FROM THE HEALTHCARE **INDUSTRIES CLUSTER**

The recent ecosystem analysis highlights the depth and diversity of Berlin's digital health landscape, which provides a strong foundation for accelerating innovation and advancing digital transformation in healthcare.

The HealthCapital - Berlin-Brandenburg Health-

#### care Industries cluster plays a pivotal role in this effort, connecting and supporting stakeholders across business, science, and healthcare throughout the region

#### **READY FOR WHAT'S NEXT**

How scenario planning helps build business resilience

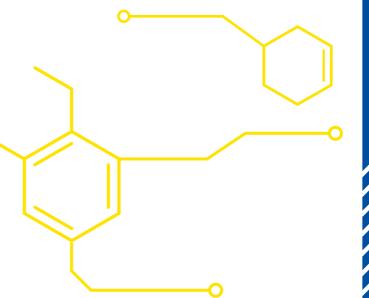
What's next? From disruptive shifts to entirely new business models, the future rarely unfolds according to plan. Companies that anticipate change are better positioned to stay resilient. For small and mid-sized enterprises - often focused on the demands of daily operations - thinking long term can be a challenge. But it's exactly this kind of strategic foresight that builds staying power.

The COVID-19 pandemic revealed just how quickly the unforeseen can test even the strongest business models. In response, the European Union and the Enterprise Europe Network (EEN) have made it a priority to support SMEs in preparing for the future. One of their key tools is the Business Future Proof Tool - a practical framework designed to help companies plan for disruption.

The tool offers a structured process that guides businesses through scenario-based planning and analysis of megatrends. It helps identify critical uncertainties, uncover hidden vulnerabilities, and translate those insights into concrete actions - turning foresight into a competitive edge.

**REASONS WHY DIGITAL HEALTH INNOVATION THRIVES** IN THE CAPITAL REGION

- 1. THRIVING STARTUP CULTURE
- INNOVATION HUBS AND SPECIALIZED CLUSTERS
- WORLD-CLASS MEDICAL RESEARCH AND EXCELLENCE
- TARGETED SUPPORT FOR THE HEALTHCARE INDUSTRY
- **GLOBAL CONNECTIVITY**
- **DIVERSITY OF SOLUTIONS**
- 7. STRONG INVESTOR INTEREST
- **CROSS-DISCIPLINARY COLLABORATION**
- 9. PATIENT-CENTERED INNOVATION
- 10. A PACKED CALENDAR OF EVENTS



In the Berlin-Brandenburg region, several key success factors come together to support the emergence of new digital health ventures: a strong knowledge base, qualified talent, access to funding, and a supportive ecosystem.

Tim Huse, Head of BIH Digital Health Accelerator, Berlin Institute of Health (BIH) at Charité

We appreciate the depth of the talent pool for game-makers and the fact that the city really stands behind creative initiatives.

Alexander Maletz, Co-Founder & CEO, Baugarten (Treibrad Games GmbH)

Berlin is crucial to NAO's founding story due to its vibrant tech ecosystem and status as a FinTech hub. The city's mix of creativity, entrepreneurial spirit and supportive community provides an ideal environment for innovation and disruption in the financial sector. Berlin's resources and networks, like Berlin Partner für Wirtschaft und Technologie GmbH, offer support and opportunities for new ventures.

Robin Binder, Founder & CEO, NAO Co-Investment GmbH

I have grown up here since 1985 and have seen how quickly the city has changed. Berlin is simply a great location with so many possibilities. We have more than 80 space start-ups here, which is really great. We know each other and support each other.

Irene Selvanathan, Founder & CEO, NEUROSPACE GmbH Berlin's start-up ecosystem in three words: ambitious, connected, always on the edge.

Nina Heine, CO-Founder & CEO, SHIT2POWER GmbH



Berlin has a vibrant tech scene that is increasingly focused on sustainable practices, making it an ideal hub for discussions on how AI can contribute to more sustainable fashion. This makes it a very different fashion week than other fashion capitals, and I love that. The focus on sustainability and tech is becoming more prominent, which could set Berlin apart from New York and Paris.

Jaime Gomez, Co-Founder & CEO, Looks XR GmbH Personally, I really like Berlin. But it's also a great environment for us. There is an extremely high density of science in Berlin, there are an incredible number of research institutes and a great start-up ecosystem.

Sven Köppel, Founder & CTO, Anabrid GmbH

## STARTUPS MAKE BERLIN THE INNOVATION CAPITAL

Berlin's startup scene gained significant traction in 2024. According to the German Startup Association, the number of new companies in the capital rose by 28% in the first half of the year alone. That growth further solidifies Berlin's status as Germany's leading startup hub – ranking first nationwide in both deal volume and deal count. Startups headquartered in Berlin closed 123 funding rounds in the first half of 2024 – accounting for 34% of all startup deals nationwide. In total, Berlin-based companies raised nearly €1.1 billion in capital, more than any other region in Germany.

To keep Berlin at the forefront of innovation, Berlin Partner is working hand in hand with public and private stakeholders to advance the city's startup agenda. With its tailored business services, Berlin Partner continues to drive the growth of emerging companies.

## QUANTUM TECHNOLOGIES IN BERLIN

BERLIN QUANTUM Pioneer supports international startup talent and breakthrough innovation

Berlin is gaining momentum as a hub for quantum technologies. With the launch of BERLIN QUANTUM (BQ) Pioneer, Berlin Partner introduced an intensive incubation program aimed at early-stage startups in the quantum field – both from the region and around the world. The program ran from November 24 to 29, 2024, as part of the BERLIN QUANTUM Initiative, funded by the state of Berlin.

The goal is to connect emerging founders with Berlin's dynamic and fast-growing quantum ecosystem, while positioning the city as a leading destination for quantum innovation. The program underscores Berlin's reputation as Germany's startup capital and highlights its growing global influence in quantum science and technology, backed by deep expertise in both academia and industry. As the program coordinator, Berlin Partner is focused on accelerating the development of quantum startups, helping scientists transition into entrepreneurship, and building strong links with local research institutions. The broader aim is to strengthen Berlin's international presence in the quantum sector and attract new startups from around the world to the region. In collaboration with OpTecBB e. V., Humboldt-Innovation GmbH (with Leap, Berlin's first coworking and event space for quantum innovators), and the Innovation Network for Advanced Materials (INAM) e. V., the program offered a highly curated experience designed to give startups the tools, knowledge, and network they need to succeed.

BQ Pioneer provided a dedicated platform for founders to sharpen and scale their business ideas in the quantum space. A total of 18 mentors – from science, industry, venture capital, consulting, and entrepreneurship – guided participants throughout the week.

The program showcased an impressive mix of focus areas, including quantum computing, quantum communication, quantum sensing, and enabling technologies. It also drew strong international interest, while startups from the Berlin-Brandenburg region made up a notable share, with eight local applicants.

Over five days, the nine selected startups took part in one-on-one mentoring sessions with leading experts and connected with companies and research institutions specializing in core technologies like photonics, microelectronics, advanced materials, and software. Participants also had the opportunity to meet with deep-tech investors and gain first-hand insights into launching and scaling a startup in Berlin. Several sessions were hosted at Leap. The program concluded with a celebratory demo day, where founders pitched their solutions to an international audience.





Anna Beata Kalisz Hedegaard, QuantumPrime



Bernard Soo, Co-Founder & Chief Commercial Officer (CCO), Aires Applied Technology



**Prof. Janik Wolters,** TU Berlin, AQLS



Sascha Neinert,
Ferdinand-Braun-Institut,
Leibniz-Institut für
Höchstfrequenztechnik

#### WHAT VISION DRIVES YOUR STARTUP?

A.B.: I'm bringing a childhood dream to life – teleporting human consciousness into space. The idea is based on quantum entanglement, which is why at QuantumPrime, we're building an entanglement-based network. Our focus is on developing the hardware needed to connect quantum devices seamlessly.

J.W.: We're developing next-generation quantum light sources – a core technology for quantum computing and other quantum applications.

Our vision is to become a global market leader, a hidden champion powering the backbone of photonic quantum computers around the world with solutions – made in Berlin.

B.S.: Our mission is to redefine encryption by creating simple, scalable, and accessible solutions that are secure against quantum threats. We want to democratize cybersecurity – giving individuals and organizations the tools to safeguard their data and infrastructure against the next generation of risks.

**S.N.:** We're taking magnetic field sensing out of the lab and into the real world by miniaturizing the technology. Our goal is to develop portable biomagnetic sensors while exploring broader applications in industrial measurement and geophysical research.

#### WHAT HAVE YOU TAKEN AWAY FROM THE BERLIN QUANTUM PIONEER EXPERIENCE?

- A.B.: So much! For starters, I was able to exchange thoughts with other founders what a fantastic group. I'm also heading home with new connections to local research institutions and industry partners. We visited several research centers, and the mentors' feedback was incredibly insightful. Most of all, the quantum community here in Berlin is truly exceptional.
- **J.W.:** We've learned a lot about how to scale our production and marketing, and how to form strategic partnerships to reach the market more effectively.
- B.S.: This week has been both eye-opening and rewarding for our team. We learned from leading industry experts and forged meaningful connections with other innovators. The peer exchange deepened our understanding of the startup ecosystem and sparked fresh ideas. It was an outstanding experience that broadened our perspective and strengthened our network.
- S.N.: It was an intense, enriching week. We came away with valuable takeaways on navigating the startup ecosystem and we learned how to secure a patent. As one of the youngest teams in the cohort, connecting with VCs, seasoned mentors, and fellow founders made the experience even more exciting.

#### WHY IS BERLIN AN ATTRACTIVE LOCATION FOR YOU

- A.B.: On a personal level, Berlin is close to Poland, where my family is from. I have relatives living here. But what really draws me in is the community I've found and the potential it holds for my startup. Berlin offers a strong network of partners to support growth, along with real opportunities for funding, local clients, and strategic support.
- J.W.: Berlin has its charm but that alone doesn't build a business. What makes it work is the well-established ecosystem. Our customers are here, our key development partners are here, and the city's universities are producing a pipeline of highly qualified talent. For a young company like ours, early-stage financial support from the city is also a big advantage.
- B.S.: Berlin is an ideal springboard for exploring Europe as a core market. The continent is becoming a global front-runner in quantum technology, and there's a strong understanding here of its potential. Berlin's deep commitment to quantum innovation aligns perfectly with our goals. The city's vibrant ecosystem powered by passionate stakeholders and active networks makes it a prime location for building strategic partnerships. We're genuinely excited about the role Berlin can play in shaping the future of quantum security.
- Berlin's energy and international outlook. The city has emerged as a key global center for quantum technologies. From a research standpoint, the Adlershof Science and Technology Park offers an outstanding environment for innovation and startup development.

#### KLOSTERFRAU BERLIN -FUTURE-READY, SUSTAINABLY

Klosterfrau Melissengeist is a household name – but few know the iconic product has been made in Berlin for more than 50 years.

Klosterfrau Berlin GmbH, based in the city's Marienfelde district, is part of the Klosterfrau Group, which employs some 1,500 people across Europe. The Berlin production site opened its doors in 1971. Today, nearly 320 employees work at the Motzener Straße facility, manufacturing not only Melissengeist but also other well-known pharmaceutical products, including nasic® nasal spray and the neoangin® line.

In recent years, the company has experienced steady growth and continues to invest in state-of-the-art technology at its Berlin site. Sustainability is a key priority. The company has introduced targeted measures to make its manufactu-

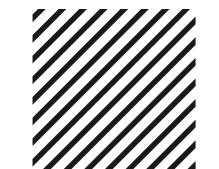
ring processes more resource-efficient and environmentally responsible. At Klosterfrau, care for people and the planet is built into the company's DNA.

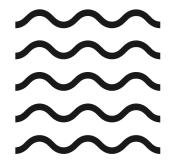
The company's roots go back nearly two centuries. In 1826, Maria Clementine Martin, a nun from Cologne, founded Maria Clementine Martin Klosterfrau near the city's cathedral. Her herbal balm quickly became a commercial success. She secured the right to use the Prussian royal coat of arms on her labels – a mark of authenticity that still appears on every bottle today.



"For us, Berlin is a city shaped by its remarkable past that is always moving forward. Klosterfrau has

past that is always moving torward. Klostertrau has been rooted in Berlin for more than five decades, and like the city, we've evolved over time. What makes Berlin so special to us is its openness and diversity. Through Berlin Partner, we're part of a community that gives us access to valuable resources and funding opportunities – and a chance to help shape Berlin as a forward-looking, livable city."





## 30 YEARS OF PARTNER FOR BERLIN

#### **A SUCCESS STORY**



In 2024, the Partner für Berlin network celebrated a major milestone – 30 years of driving collaboration between the public and private sectors. In 1994, 21 founding members came together with a shared goal: to position Berlin as a competitive, future-ready business location and to open up new opportunities for investment. Today, the network includes more than 250 members – from global industry leaders to small and midsize enterprises, startups, and top-tier research institutions. These partners are more than just members – they are storytellers, advocates, and experts who have helped shape Berlin's image at more than 1,000 events and across numerous campaigns. Three decades later, the founding vision has taken shape: Berlin stands as a leading center for business and research – and as an open, diverse, and globally connected capital with its sights firmly set on the future.











## BERLIN'S CULINARY VISIONARIES

Celebrating the city's finest talents in the kitchen and beyond, the Berlin Master Chefs award has been spotlighting culinary excellence and innovation since 1997. Each year, Partner für Berlin honors standout chefs, rising stars, and gastronomic trendsetters demonstrating why Berlin continues to lead the way as Germany's food capital. In 2024, the city once again recognized culinary excellence across seven categories during a festive gala. Held under the banner Shine & Dine, the event brought together leaders from Berlin's business, political, and hospitality sectors on November 21. Guests enjoyed a multi-course dinner showcasing the richness and creativity of Berlin's upscale dining culture. The evening concluded with a stylish after-show lounge - offering plenty of opportunity for relaxed, informal networking.



## VIBRANT AND COSMOPOLITAN - LIKE BERLIN





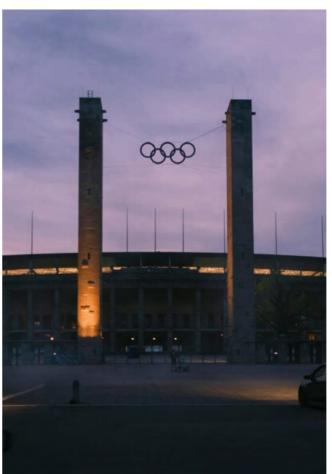
Few events capture Berlin's spirit quite like the annual Hoffest at City Hall. In 2024, the capital's largest networking event returned for its 22nd edition, welcoming 4,000 guests from business, culture, politics, and sports. This year's theme, International Berlin, reflected the city's global perspective. More than 100 companies and institutions from the Partner für Berlin network contributed to the evening's colorful program, making it a standout celebration of the city's diversity and energy. A culinary highlight: signature creations by the Berlin Master Chefs. Co-hosted by Partner für Berlin and the Senate Chancellery, the Hoffest once again proved the vitality and reach of Berlin's location marketing network.

## READY FOR THE OLYMPICS?

#### SPORTS METROPOLIS BERLIN

In 2024, Berlin was the stage for one top-tier sporting event after another. The year kicked off with the Men's European Handball Championship in January. Spring brought the 10th anniversary of Formula E at Tempelhofer Feld and elite European basketball with the EuroLeague Final Four.

Then came the summer highlight: the UEFA European Football Championship in mid-June. Berlin pulsed with energy as fans from around the world filled the city – celebrating together and experiencing firsthand what makes Berlin such a vibrant host city. The fan zones showcased Berlin at its best: open, diverse, and full of life. In orga-



nizing the tournament, Berlin drew on lessons learned during the 2023 Special Olympics World Games. A comprehensive sustainability program accompanied the championship, supporting projects focused on the environment, social impact, and good governance. Once again, Berlin proved it knows how to host major international sporting events – and how to anchor them in city life so both the economy and residents benefit.

Sports are more than just an economic driver – although the city's hospitality, retail, and events sectors certainly benefit when fans arrive. Sports also bring people together across boundaries and promote values like inclusion, tolerance, fair play, and integration. That spirit even echoed on social media, where saxophonist André Schnura became a viral sensation during the UEFA Euro. One of his captions captured the moment: "Let's just keep on loving each other after the tournament."

In September, Berlin's Sportmetropole initiative added another highlight at its annual season kickoff. Alongside celebrating athletes bound for Paris 2024, the conversation turned toward the prospect of a German Olympic bid. The message was clear: "Berlin wants the Games – and Berlin can host the Games," said Governing Mayor Kai Wegner. The spotlight will be on this question in 2025. In the meantime, Berlin is looking ahead to the next marquee events: the return of the NFL to Olympiastadion this year and the FIBA Women's Basketball World Cup in 2026. Both will offer fresh opportunities for Berlin to show the world it's ready to host the Olympic Games.

# WEAIM TO EMBED SUSTAINABILITY AT EVERY LEVEL

Berlin Partner is setting new standards for sustainability. After publishing two reports in line with the German Sustainability Code (DNK), the organization will begin disclosing its sustainability performance in accordance with the Corporate Sustainability Reporting Directive (CSRD) and the European Sustainability Reporting Standards (ESRS), starting with the 2025 fiscal year.

In preparation, Berlin Partner has launched a comprehensive review process involving key stakeholders. The goal is to identify and assess the organization's material impacts on people and the environment, as well as potential sustainability-related risks to its work as Berlin's economic development agency. A baseline assessment and first CSRD-aligned report are planned for 2024. As many Berlin-based companies work to meet new sustainability reporting requirements, Berlin Partner's sustainability services offer practical support. These range from sustainability checks and potential assessments to actionable recommendations on decarbonization and resource efficiency.

Through its quarterly Round Table for Berlin Sustainability Officers, Berlin Partner promotes peer learning and collaboration on sustainability strategies and management – because major challenges are best tackled together.

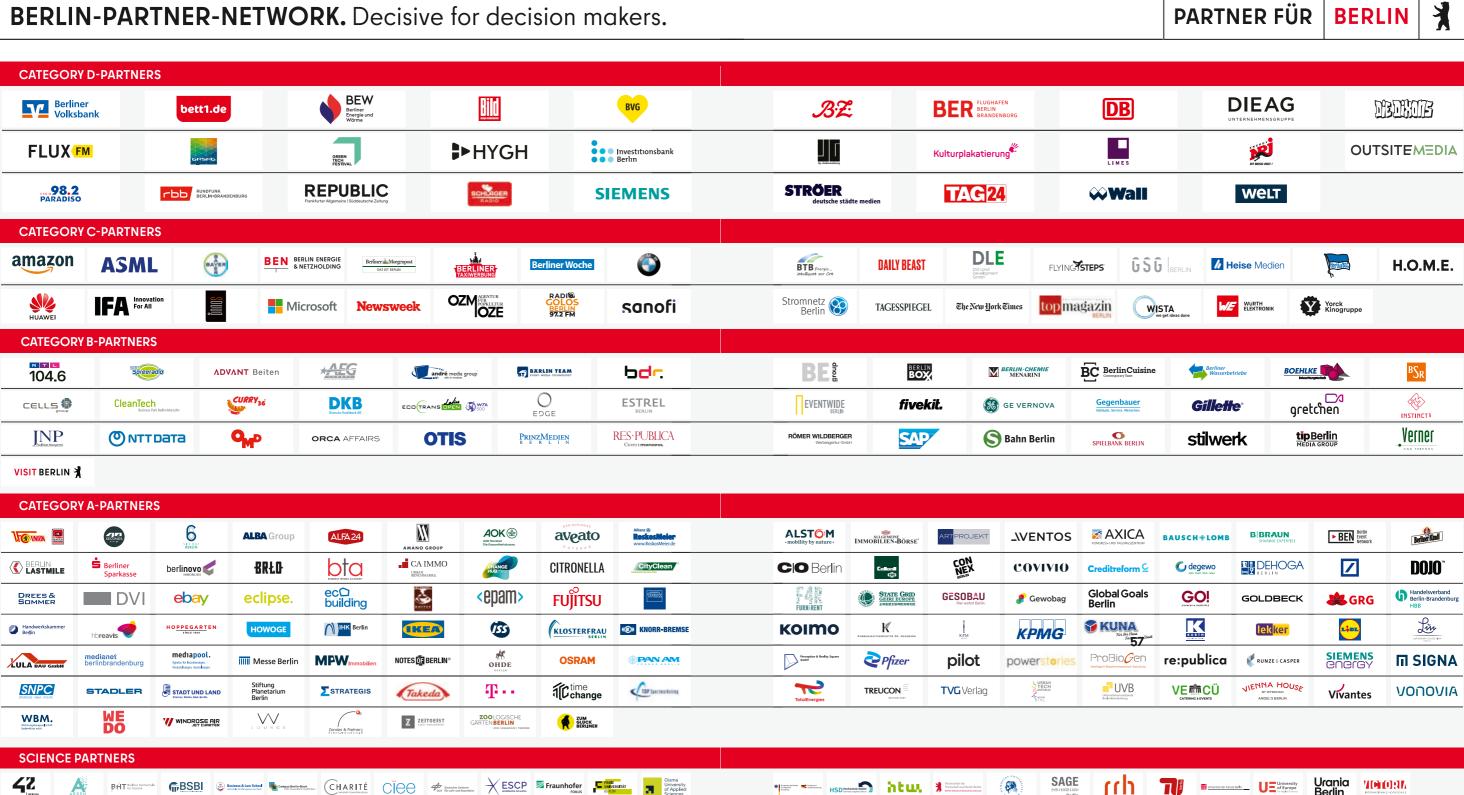
Sustainability is being integrated across all areas of activity. Each of Berlin's business clusters faces distinct environmental challenges – and Berlin Partner is committed to helping address them. In the healthcare sector, for instance, the focus is on advancing sustainable approaches to the design, production, packaging, and recycling of medical technology. To that end, the HealthCapital cluster convened key stakeholders in fall 2024 to explore future solutions. Berlin Partner is also stepping up its commitment

to social responsibility as an employer. By signing the Charta der Vielfalt, the organization has pledged to foster a respectful, inclusive, and discrimination-free workplace. The Charta der Vielfalt is Germany's leading employer initiative promoting diversity in companies and public institutions.



**BERLIN PARTNER 2024 BERLIN PARTNER 2024** 

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## 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 (UVB).

#### **IBB UV**

The IBB Group, or IBB UV, is the institution incorporated under public law that has been responsible for IBB since January 1, 2021. IBB UV is wholly owned by the State of Berlin. IBB's former subsidiaries have now become subsidiaries of IBB UV. Together they form the IBB Group. As of September 20, 2021, the IBB UV holds interests in other companies that serve the structural and economic policy goals of the State of Berlin, including Berlin Partner for Business and Technology. Prior to this, the IBB itself held these interests.

As the Federal State of Berlin's business-development bank, the IBB promotes and finances investment projects and is committed to advancing sustainable development in Berlin by improving economic, environmental and social living conditions in the city. IBB's core areas of activity include business development, real estate and urban development, and labor market support. As a startup bank, it helps innovators and entrepreneurs turn their ideas into successful businesses – creating jobs and attracting talent from around the world to Berlin.

For the people who live in Berlin, or are moving here, 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 buildings. In the area of labor market support, IBB prioritizes securing skilled labor, fostering social inclusion, and advancing education. Through funding instruments provided by the state of Berlin, it helps promote equal opportunities and strengthen participation in society.

#### TECHNOLOGIESTIFTUNG BERLIN

Technologiestiftung Berlin is a nonprofit foundation dedicated to building a digitally sovereign society for the Berlin of tomorrow. Working hand in hand with government, education, culture, business, and science to drive Berlin's digital transformation, it is guided by the principles of openness, public value, and participation. Its tools of choice are open data and open-source code that are freely available and designed to have impact well beyond city limits.

As a driving force in the Smart City initiative, the foundation is helping to modernize government from the inside out. Through CityLAB Berlin – its urban innovation lab – it prototypes digital solutions for the city's future, with a strong emphasis on open data and prototyping processes. The foundation also champions digital literacy and culture by promoting digital empowerment through tools, methods, and

knowledge-sharing formats. It is equally committed to supporting the digital shift in the cultural sector. Another key priority is researching emerging technologies. Technologiestiftung identifies innovation trends and turns research insights into real-world applications – ensuring that knowledge generated in Berlin flows into the broader region. It's not only a source of ideas but a builder of practical digital tools.

#### PARTNER FÜR BERLIN HOLDING GESELL-SCHAFT 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- Marketina mbH, participatina companies provide financial support and are actively engaged as shareholders. Their equity stakes come with voting rights, giving them a direct say in how the city's marketing efforts evolve.

#### BERLIN CHAMBER OF CRAFTS

The Berlin Chamber of Crafts is a public-law institution built on the principle of self-governance. Its general assembly – the "parliament of crafts" – brings together voices from across the trades. One-third of its members are journeymen and journeywomen; the other two-thirds are master craft professionals. Skilled trades are a vital part of Berlin's economy, providing jobs for around 180,000 people and training opportunities for roughly 8,500 apprentices. The chamber supports craft businesses with expert guidance and hands-on services – and ensures their interests are heard in policymaking circles.

#### CHAMBER OF COMMERCE AND INDUSTRY OF BERLIN

Featuring nearly 340,000 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 19,300 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 730 entrepreneurs who offer their time on a voluntary basis, another 3,300 voluntary auditors and its full-time staff.

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

The Federation of Business Associations in Berlin and Brandenburrg (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.













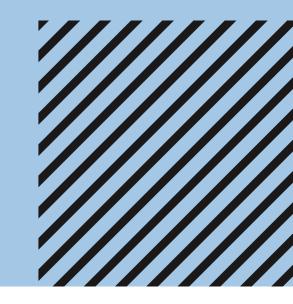


The podcast series on the Berlin Design Innovation Challenge 2024.

Join the winners and jury members of the Berlin Design Innovation Challenge as they dive into one big question: What is good design, really?

Tune in now!

## BERLIN. 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 Juna

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

#### State Secretary Michael Biel

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

#### Senator Dr. Ina Czyborra

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

#### **Hendrik Fischer**

(until Dec. 10, 2024) with vot State Secretary at the Ministry for say in h Economic Affairs, Labour and Energy of the Federal State of Brandenburg

#### Stefan Moschko

President, Federation of Business Associations in Berlin and Brandenburg e. V.

#### Sebastian Stietzel

President, 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 at Technologiestiftung Berlin

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

The shareholders of Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH provide the financial backbone of the organization through their capital contributions. At the annual shareholders' meeting, shareholders are informed of the company's activities and play an active role in shaping its strategic direction. In 2024, 40 of the roughly 250 Berlin Partners also held shares in Partner für Berlin. Their equity stakes come with voting rights, giving them a direct say in how the city's marketing efforts evolve.

#### **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 Volksbank eG
- Berlinovo Immobilien Gesellschaft mbH
- Bloomberg L.P.
- 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 Tourismus-Förderung GmbH
- Estrel Hotel-Betriebs-GmbH
- Funk Gruppe GmbH
- GASAG Berliner Gaswerke AG
- Gegenbauer Services GmbH
- GO! General Overnight & Express Logistik GmbH
- Handwerkskammer Berlin
- Industrie- und Handelskammer zu Berlin
- Landesbank Berlin AG
- Mitel Deutschland GmbH
- Pfizer Deutschland GmbH
- PrinzMedien

- 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 Chair

#### 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

Co-founder and Managing Director of Stella Circle GmbH

## THE ADVISORY BOARD FOR PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADTMARKETING 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:**

#### Dr. Jana Dewitz

Advisory Board Chair (as of March 21, 2024), Marketing Director & Division Manager Messe Berlin GmbH

#### Roland Sillmann

Managing Director of WISTA Management GmbH (until March 21, 2024), Acting Chair of the Advisory Board

#### Dr. Michaela Conen

Head of Strategic Marketing Berlin University of the Arts

Susanne Jagenburg (until December 31, 2024) Head of Group Communications Berliner Gaswerke Aktiengesellschaft (GASAG)

#### Thomas Killius

Berlin Senate Department for Economics, Energy and Public Enterprises

#### Dr. Caroline King

Global Director Business Support SAP SE

Rainer Knauber (until December 31, 2024) Head of Group Communications Berliner Gaswerke Aktiengesellschaft (GASAG)

#### Sabine Leutenecker

Berlin Senate Department for Economics, Energy and Public Enterprises

#### Hendrik Ruhe

CEO and founder of INSTINCT3 GmbH

#### Dr. Alexandra Gräfin von Stosch

Managing Director Artprojekt Entwicklungen GmbH

#### Martina Wolters

Director Communications General Medicines GSA Sanofi-Aventis Deutschland GmbH

#### 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 con¬tent, technical and commercial operations of the Business Location Center in regular meetings held with Berlin Partner for Business and Technology.

#### **Members:**

(as of December 2024)

#### Dr. Peer Ambrée

Division Manager for Technology and Startup Centers WISTA-MANAGEMENT GMBH

#### **Thomas Bergander**

Managing Director, Taurecon Real Estate Consulting GmbH

#### Sven Blankenburg

Director of Commercial Real Estate Financing at Berliner Sparkasse

#### Sebastian Blecke

Managing Director of GSG Berlin GmbH

#### **Alexander Breustedt**

Managing Director, Graef GmbH

#### Lena Brühne

Managing Director of Art-Invest Real Estate Management GmbH & Co. KG

#### **Doreen Chouchane**

Development Manager of Cells Bauwelt GmbH

#### Dirk Dittrich

Director Acquisitions of EDGE Technologies GmbH

#### Felix Gold

Managing Director of DIEAG - DIE Deutsche Immobilien Entwicklungs AG

#### Benjamin Gschnell

Head of Development at Sochribel 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

#### Orsolva Kreicz

Key Account Manager Industry/ Services, Investitionsbank Berlin

#### **Engelhard Mazanke**

Director of the Berlin Immigration Office

#### Simon Miller

Senior Manager Aviation Marketing Operations, Flughafen Berlin Brandenbura GmbH

#### Dr. Dietmar Müller-Boruttau

Lawyer & Partner at Advant Beiten

#### Jörg Nehls

Managing Director, JNP Real Estate Management GmbH

#### Torsten Nehls

Managing Director, Belle Époque Gesellschaft für behütsame Stadterneuerung mbH

#### **Matthias Prennig**

Head of Real Estate Management and Neighborhoods at GASAG Solution Plus GmbH

#### Dr. Lutz Ross

Managing Director, virtualcitySYSTEMS GmbH

#### Bernd Rubelt

Deputy Mayor for Urban Development, Construction, Economy of the state capital of Potsdam

#### Kathrin Rüdiger

Director of the Marzahn-Hellersdorf District Office for the CleanTech Business Park Berlin Marzahn

#### Sebastian Sack

Regional Manager North of UNDKRAUSS Bau AG

#### Cem Saka

Head of Leasing of Caleus Commercial Asset Management GmbH

#### Dr. Ulrich Scheller

General Manager, Campus Berlin-Buch GmbH

#### **Benjamin Schmidt**

Berlin Branch Manager of GOLDBECK Nordost GmbH

#### Marian Schreier

Managing Director of Economic Affairs & Policy and Communications & Marketing at the Berlin Chamber of Commerce and Industry

#### 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 ESTREL Hotel Betriebs GmbH

#### Markus Weigold

CEO, Drees & Sommer Projektmanagement und bautechnische Beratung GmbH

#### Nicolai Werner

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

#### Jörg Widhalm

Division Manager
Real Estate Clients and Infrastructure
at Berliner Volksbank eG

#### Gabriele Zander

Director & Partner of Mercuri Urval GmbH

#### 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:

(as of December 2024)

#### Markus Weigold

CEO, Drees & Sommer Projektmanagement und bautechnische Beratung GmbH Chair

#### Dirk Dittrich

Director Acquisitions of EDGE Technologies 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-Boruttau

Lawyer & Partner at Advant Beiten

#### Benjamin Schmidt

Berlin Branch Manager of GOLDBECK Nordost GmbH

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Transport | Mobility | Logistics Sascha Tiede

Manufacturing Industries David Hampel

David Kremers

**Photonics** Gerrit Rössler

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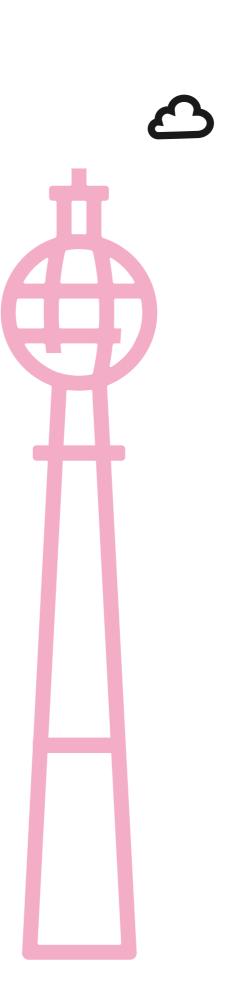
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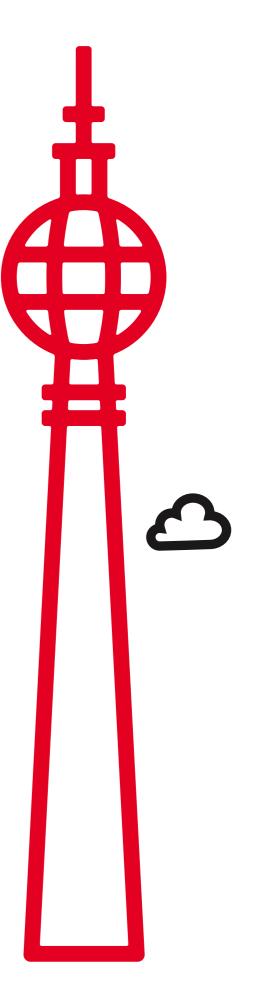
Notice: Some figures have been rounded up.

Clarification, p. 14 - Secured Jobs: This refers to permanent positions with social security coverage that companies ultimately retained - despite earlier plans or considerations to cut them - thanks to completed projects. It also includes roles that were restructured as part of broader transformation efforts, such as digitalization, the energy transition, or changes in mobility.

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#### Berlin Partner für Wirtschaft und Technologie GmbH

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