



# newsletter

Business in Berlin, Brandenburg &  
the German-Polish Border Region

EDITION IV/2012



Member of  
World Trade Centers Association  
**WORLD TRADE CENTER**  
FRANKFURT (ODER) - SLUBICE



## news

### Brandenburg: Hat trick as Germany's greenest state

Brandenburg remains Germany's leading state for renewable energies like wind power and photovoltaics. On 13th December 2012, it was awarded the „Guiding Star“ state prize for the third time in succession from the Federal Renewable Energies Agency. Members of the agency include the Federal Ministries for Environment and for Consumer Protection as well as more than 100 companies and associations in the sector. 53 factors were used as a basis for classifications and, besides actual figures for growth, objectives and measures set by the state governments were also assessed. Brandenburg has no intention of resting on its laurels however. According to Ralf Christoffers, Economic Minister for the State of Brandenburg, challenges ahead include finding solutions for the storage capability of energy and pushing on with the extension of electricity supply networks.

[| more info](#)



At the awards ceremony in Berlin, Brandenburg's Prime Minister Matthias Platzeck was delighted, talking of a „perfect hat trick“. In his opinion, ongoing strategic adaptation of the energy concept since 1996 and the state's funding of new technologies have been major contributory factors in making the state the number 1. (Press photo: Agentur für Erneuerbare Energien)

### Berlin: Fashion store Zalando creates 300 new jobs

The online fashion retailer Zalando plans to create 300 new jobs in Berlin in the coming year. The company, which already employs around 1,000 employees in Berlin and has become one of the most successful fashion retailers in Europe, is planning to move its headquarters in Prenzlauer Berg to a larger 20,000 m<sup>2</sup> building in Friedrichshain in April 2013. Besides shoes and fashion items, Zalando now offers sports shoes, sports clothing and sports accessories as well as outdoor clothing. The company, which was founded in 2008 and started its operation in Germany and Austria, is today also operationally active in France, Italy, the Netherlands, Switzerland, England, Spain, Belgium, Sweden, Denmark, Finland, Poland and Norway and is therefore the largest online retailer of shoes in Europe. [| more info](#)



On course for success thanks to first-class advertising strategies: Robert Gentz, founder of Zalando and CEO (left) with Chief Marketing Officer Christian Meermann during the 2012 Marketing Awards Ceremony at the Museum of Communication in Berlin. The company received the highest award for outstanding performances in marketing. (Photo: Zalando/Monique Wüstenhagen)

### Metal cluster boosts the regional industry and promotes innovation

The metal cluster is one of the processing industry clusters with the most employees in the State of Brandenburg. At around 1,800 companies and 37,000 workers, the economic structure of numerous regions in the state are shaped by this cluster. Using the motto „metall.2020“, in Eisenhüttenstadt in East Brandenburg, protagonists in the cluster convened for the communal conference „Synergies with Steel“. The theme of the conference was corporate strategies and the importance of economic policy and science for the future compatibility and competitiveness of the metal industry in Brandenburg. The goal is to increase the growth, innovative power and international competitiveness of the metal industry in Brandenburg using a coordinated approach. [| more info](#)



At its plant in Eisenhüttenstadt, the ArcelorMittal steel group produces high-quality metals for the automotive industry and works on innovative processes. „S-in motion“ is a new concept for automotive manufacturers wanting to build lighter, safer and more environmentally-friendly vehicles for the 21st century. (Photo: ArcelorMittal)



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## Quality Award for high-tech company in Berlin-Brandenburg

Allresist GmbH from Strausberg is the only company from Berlin-Brandenburg region to have been awarded the renowned, national Ludwig-Erhard Prize. It received the award for its top management performances with regard to customer orientation, optimisation of processes and innovation and hence its promotion of the sustainable development of companies on the market. The Ludwig-Erhard prize can be added to a number of internationally recognised awards it has received for comprehensive quality management such as the European Quality Prize. Allresist has a clearly-defined strategy based on a vision with long-term objectives and technical know-how, knowledge of the market and outstanding customer relationships. The specialist firm develops, manufactures and sells light-sensitive paints (resists) required, among other applications, for the manufacture of chips in microelectronics. | [more info](#)



Proud company managers: Allresist founder Matthias and Brigitte Schirmer with daughter Ulrike at the awards ceremony. In previous years, the company has been able to amass lots of trophies such as the „East Brandenburg Future Prize“, the „Berlin-Brandenburg Quality Prize“, „Excellent Organisation of Knowledge“, „Customer Champion of Germany“ and „Employee Champion of Germany“. (Photo: ILEP)

## WIRKAUFENS conquers as „LO COMPRAMOS“ new European markets

Having successfully entered the Austrian market in May, the online portal WIRKAUFENS from Frankfurt (Oder) is now aiming to conquer the Spanish market. According to founder and Managing Director Christian Wolf, this will be the start of a Europe-wide expansion by the company from Brandenburg. „Having enjoyed so much success in Germany and Austria, we now want to prove in Spain that we are the best site for online purchasing of electronic goods“, Mr. Wolf declared. Using the brand name „Lo compramos“ (Spanish for „we buy it“), the company is aiming to address customers locally and build up their trust. The company shall otherwise remain faithful to its motto in Spain: simple, fast and reliable. In Austria WIRKAUFENS now purchases more than 1,000 devices per month and in Germany more than 15,000. 75% of these are mobile phones and smartphones, with the rest primarily digital cameras, tablets and laptops. | [more info](#)



Christian Wolf, founder and Managing Director of WIRKAUFENS is looking forward to entering the Spanish market: „In November 2008, we founded the company in Frankfurt (Oder) with just an idea and have become one of the most successful start-ups in recent years due to the help and reliability of our staff.“ (Foto: Asgoodasnu.GmbH)

## Made in Germany: Conergy's PV modules defy even the worst storms

PowerPlus-PV modules and frames by the German solar company Conergy, which operates a production plant in Frankfurt (Oder), are extremely reliable even under the most adverse conditions, as has been confirmed in an independent cyclone test carried out at the James Cook University in Queensland, Australia. The modules were rated as having „Cyclonic Ultimate Strength“ and their experts have now confirmed that the PowerPlus modules and the corresponding frames can withstand even the most severe of storms. This means, having previously undergone large hailstone, ammoniac and salt mist testing successfully, Conergy products have passed yet another test for extreme conditions. Since Conergy was founded in 1998, more than 2 gigawatts of eco-electricity have been generated using the solar company's modules. The firm employs around 1,200 staff worldwide. | [more info](#)



The manufacture of PowerPlus modules in Frankfurt (Oder). In a current study, Conergy has been classified by Bloomberg New Energy Finance as a „tier 1 manufacturer“ of crystalline solar modules, whose modules are proven to comply with high quality standards, have a long service life and therefore obtain reliable yields for investors over the period of investment. (Foto: ICOB/Labes)



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## *Newsticker*

### **European University Viadrina again praised for its family-friendliness**

For the second time, the European University Viadrina in Frankfurt (Oder) has been certified as a "family-friendly university". Numerous measures geared to families have been implemented by the university since 2009, including the creation of two authorised family representatives, facilities for child-minding plus flexible study and working conditions to facilitate coordination of family and job or studying. | [more info](#)

### **Frankfurt (Oder)/Slubice: Cross-border local transport service started**

The German city of Frankfurt (Oder) and Slubice in Poland recently started a cross-border public bus route, which has been incorporated into the linked transport system of Berlin Brandenburg (VBB). From now on, it is easier for residents from both sides of the River Oder to travel to their respective neighbouring town for shopping or for students to commute between the Collegium Polonicum university site on the Polish side and the European University Viadrina on the German side. | [more info](#)

### **Air Berlin: More flights between Germany and Poland starting 2013**

The German airline Air Berlin will be flying from Berlin to Warsaw three times a day starting from early in 2013. The company is also planning to increase the number of its flights to Cracow in southern Poland. | [more info](#)

### **Bayer to invest 125 million euros in Berlin**

The pharmaceutical and chemicals group Bayer committed itself to its plant in Berlin and is planning to invest more than 125 million euros for expansion by 2017. Bayer also announced that Berlin shall remain the headquarters of the company's global pharmaceutical business.

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*The Frankfurt (Oder) - Slubice  
World Trade Center team wishes all  
our partners, friends, associates and  
their families a Merry Christmas and  
prosperous Happy New Year!*

# 2013