



# newsletter

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

EDITION II/2011



Member of  
**WORLD TRADE CENTER**  
FRANKFURT (ODER) - SLUBICE



## news

### Again the most dynamic - Brandenburg and Berlin on the upturn

For the second year in succession, Brandenburg has come top of the list of the most dynamic German states for 2011 in rankings jointly conducted by the Initiative Soziale Marktwirtschaft and „Wirtschaftswoche“ magazine, with Berlin ranked second. Economic development in Brandenburg and the German Capital region was faster between 2007 and 2010 than in any other German federal state. Some one hundred factors were compared including gross domestic product, availability of jobs, qualifications of employees and ability to combine family and career. The study found that the east of Germany is developing at a faster pace than the West. In the view of INSM Managing Director Hubertus Pellengahr, the results constitute a steady trend. „The new states in the former East Germany will strengthen their foothold in the long term“ he concludes. | [more info](#)



A symbol for the dynamic development of the German Capital region is the construction of the Berlin Brandenburg International major airport hub. The picture shows Airport City, a project under construction in the area around the airport. (Photo: Berlin Airports/Alexander Obst/Marion Schmieding)

### Danish media observers move to Frankfurt (Oder)

Frankfurt (Oder) is set to receive a boost as a location for service providers with the opening of a new media analysis service centre by Danish media observation company Infopaq in the city. The company will use the site to provide support for its European customers in the area of Television, radio and print media assessments. Infopaq International believes its new Frankfurt (Oder) site will boost the group's other locations in Scandinavia, Germany and the Baltic states. According to Infopaq, the European University Viadrina with its Cultural Sciences Faculty plus the central position of the city in Europe were key factors in its decision to move there. Infopaq services provide assistance with company communication for more than 6,500 customers worldwide. | [more info](#)



Presentation of the investment: (left-to-right) Christopher Nüblein, Investor Center Ostbrandenburg (ICOB), Irina Kania, ICOB, Dr. Martin Wilke, Lord Mayor of Frankfurt (Oder), Jacob Meibom, CEO Infopaq, Erun Li Jensen, Managing Director of Infopaq Frankfurt (Oder) and Hannah Foss Wennhag, manager of Infopaq Frankfurt (Oder) (Photo: Kuhnert Medien)

### Freedom of movement for workers now in force

Since May 1st, 2011 full freedom of movement has been effective for workers from the newly acceded EU countries of Estonia, Latvia, Lithuania, Poland, Slovakia, Slovenia, Czech Republic and Hungary. Freedom of movement for workers enables EU citizens, regardless of where they live, to seek and carry out work in any EU member state under the same conditions as the members of the state. Previous restrictions to work permits have therefore been rescinded. This will enable companies in the German/Polish border region, in light of the increasing shortage of specialists in Germany in general, to fill unoccupied posts with specialist workers from neighbouring EU states. | [more info](#)



Freedom of movement for workers supports endeavours to attract specialist workers to Germany. It will make it simpler in future for e.g. traders in Brandenburg to take on specialists from the other side of the German/Polish border. (Photo: Fotolia)



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## 2011 Future Prize winners chosen

For the eighth time, ten companies from Brandenburg have been awarded the ‚Zukunftspreis‘ (future prize), which was originally initiated by the East Brandenburg Chamber of Commerce and ‚Märkische Oderzeitung‘ newspaper. The jury placed their emphasis on innovative products or processes, planned or successful investments and above-average, ongoing training of apprentices. The prizes will be awarded at a ceremony scheduled to take place on 11th November 2011 at the Schloss Neuhardenberg palace. The winning companies will receive, among other things, a professional image film for self-marketing purposes and a comprehensive company profile on the business pages of the ‚Märkische Oderzeitung‘ newspaper.



**Tip:** The brochure with all Future Prize winners to date, relevant company data and patrons is available from the East Brandenburg Chamber of Commerce and Industry.

[> PDF Download](#)

### Future Prize winners 2011:

- airkom Druckluft GmbH
- asgoodas.nu GmbH/WIR KAUFENS
- ASTOR Schneidwerkzeuge GmbH
- Berc Recycling GmbH
- Condio GmbH
- Frankfurter Brauhaus GmbH
- FTI Engineering Network GmbH
- Ruppiner Papier- u. Folienwerke GmbH
- STEROS GmbH
- Veinland GmbH

## Google to invest 3.5 million euros in Brandenburg solar park

The US web-based group Google is set to enter the renewable energies market for the first time outside of the USA by investing 3.5 million euros in one of Germany's largest solar parks. The huge site in Brandenburg/Briest, which has already been completed, covers 47 hectares and will deliver around 18 million KWh of electricity per annum. More than 70 percent of the solar modules installed in the solar park will originate from German production. Google deliberately chose Germany for this investment as it has been among the global leaders in development of renewable energies for many years now and offers first-class framework conditions, widespread support from the population for development of green energies and leading technologies supplied by German industry. | [more info](#)



Google's investment in the Brandenburg site has been made together with the financial investor Capital Stage AG. According to its own information, Capital Stage AG is the largest independent operator of solar parks in Germany, owning 14 photovoltaic power stations and a 51 percent share in the Brandenburg/Briest solar park, with the remainder owned by Google. (Photo: Fotolia)

## German "Quality-Towns": Bad Saarow and Brandenburg an der Havel

The East Brandenburg spa town of Bad Saarow on Lake Scharmützel and Brandenburg an der Havel have been nominated the first "Quality Towns" in the state of Brandenburg. For this, a specified minimum number of companies relative to the number of inhabitants had to have been awarded the German „Service Qualität Deutschland“ seal of quality. The service quality initiative, which is coordinated by the German tourist board, was launched to improve the image and service quality of retail, gastronomy, administration and consequently entire towns and communities. Apart from Bad Saarow and Brandenburg an der Havel, only four other towns throughout Germany have been awarded the „Quality Town“ epithet to date: Schwäbisch-Hall, Beilngries, Quedlinburg and Bad Dürheim. Langeoog in the North Sea has been chosen the only „Quality Island“ to date. | [more info](#)



Quality-certified companies in Bad Saarow also include Bad Saarow Kur GmbH, which operates Saarow thermal baths. Service-Q is the leading quality seal in the area of service provision for tourism and recognised throughout Europe. (Photo: Clemensfranz/Wikipedia)



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## Newsticker

### Viadrina MBA among top 10 in Polish survey

The „Management for Central and Eastern Europe“ MBA programme at the European University Viadrina in Frankfurt (Oder) has come 7th in a Polish survey of all MBA programmes. The report states that the Viadrina MBA is the best programme that focuses on Eastern Europe outside of universities in Poland. The quality of the education there was even deemed as being, of all MBA programmes tested, the best. The degree also enjoys an excellent reputation internationally. | [more info](#)

### New boss for ArcelorMittal in Eisenhüttenstadt

On 4th May 2011, the world's largest steel producer ArcelorMittal appointed the Frenchman Matthieu Jehl as President of the Board of Management of ArcelorMittal Eisenhüttenstadt GmbH. He takes over the role from Thorsten Brand, who will subsequently move to a new management position at ArcelorMittal Long Carbon Europe in Luxembourg. | [more info](#)

### Berlin-Brandenburg with third direct connection to New York

Since May 2011, Air Berlin airline has been offering direct flights from Berlin Tegel to New York four times a week. After Delta Airlines and Continental, Air Berlin is now the third airline to offer direct connections from the German Capital city to New York. This sees Berlin continuing to develop into an important international air hub. For several months now, Air Berlin has also been flying directly to Miami, Mombasa and Dubai, among other destinations. | [more info](#)

### German/Polish cooperation bureau opened

In June, Frankfurt (Oder) and its neighbouring Polish town of Slubice opened a cooperation centre for joint marketing of the border location and political agreements on joint projects. The office houses three Polish and three German employees, each of which speaks both languages. Institutions, clubs and citizens can also consult the cooperation centre, should they require help with cross-border projects.

### New member for Solarregion Berlin-Brandenburg

In May 2011, juwi Solar GmbH from Worrstädt became the 15th member of the Berlin-Brandenburg Solarregion association. Juwi is one of the world's leading companies in the area of renewable energies and operates around 1,500 photovoltaic plants worldwide with a total output of 700 megawatts, including the gigantic solar park in Lieberose in South Brandenburg with an output of 53 MW. | [more info](#)

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