



newsletter

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

EDITION I/2013



SAVE THE DATE:
**Forum & Conference
on Eastern Europe**

BUSINESS WITHOUT BORDERS

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news

Business in Berlin and Brandenburg: Economic development grows further

Business in Berlin and Brandenburg is continuing to grow. This is the result of an economic survey conducted by the chambers of commerce and industry in Berlin, Potsdam, Cottbus and East Brandenburg, in which just over 1500 companies in Berlin and Brandenburg from the industry, service, retail, transport and construction sectors participated. The companies surveyed are expecting business in 2013 to be good. Jan Eder, Chief Executive of the Chamber of Commerce and Industry in Berlin, is particularly positive about the numerous start-ups founded in the German capital: „Companies here are growing thanks to our outstanding educational and research facilities, an influx of skilled workers and the city’s international aura. Berlin is an attracting capital, which is in turn becoming intermeshed with new business ideas for start-ups.“ | [more info](#)



Berlin is now among the twenty most important locations for start-ups worldwide. As in Silicon Valley in the US, the capital city region benefits due to an international, highly-skilled workforce, a distinctive services landscape and low rental costs for commercial property. (Photo: Fotolia)

Space for innovation: Capital region is an established ICT location

Berlin and Brandenburg are establishing themselves as top international locations for innovations in the area of Information and Communication Technology (ICT). There are now more than 1800 companies in this sector in Brandenburg alone. Due to the demographics, Brandenburg’s Minister for Trade and Industry Ralf Christoffers envisages further potential in telemedicine in particular. „In an area state like Brandenburg, the demand for new healthcare solutions is growing.“ In neighbouring Poland too, modern, medical care of patients is essential, which is leading to good opportunities for innovative ICT companies on both sides of the River Oder. ICT/media/creative industry is one of five clusters in the capital city region to have been set up as part of Berlin/Brandenburg’s joint innovation strategy. | [more info](#)



One of Brandenburg’s beacons in the area of ICT is the Leibniz Institute for Innovative Microelectronics (IHP) in Frankfurt (Oder). Recently, the world’s smallest radar was developed here. Measuring just 8 mm x 8 mm, it is capable of accurately determining an object less than a millimetre in size at a distance of around 3m. Possible applications for this include sensors in cars that will warn about collisions. (Photo: Kuhnert Medien)

Living the European idea: Frankfurt (Oder) & Slubice grow closer together

Frankfurt (Oder) and Slubice are fusing even closer together due to their implementation of joint projects and are becoming a twin European city on the German/Polish border. After councillors in both cities approved a single municipal image with a joint logo and a cross-border bus service at the end of 2012, the district heating networks of the two cities are now to be joined together. Therefore, a contract has been signed by Frankfurt municipal utilities company Stadtwerke Frankfurt (Oder) and the Polish counterpart company in Slubice SEC, which will initially run for 15 years starting from April 2013. Reciprocal supply of thermal energy is planned from 2015 onwards. Beyond this, further cooperation possibilities and synergy effects in other infrastructure areas like water, IT networks or waste disposal are also being checked up on. | [more info](#)



Since the end of 2012, a cross-border bus has been operating between the railway station in Frankfurt (Oder)/Germany and Plac Bohaterów in Slubice/Poland. This makes it easier for residents on both sides to go shopping in their neighbouring towns for instance or for students to commute between the university campuses on the German and Polish sides. Top left of picture: new joint logo of the cities. (Photo: Kuhnert Medien)



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Growth on the River Oder: Outstanding turnover for GetGoods.de AG

The e-commerce company Getgoods.de from Frankfurt (Oder), which distributes and sells its products both via its own online platforms like www.getgoods.de, www.hoh.de or www.handishop.de and via Amazon and eBay, has attained its self-appointed turnover target for 2012, meaning it was able to increase its 2012 turnover by 27 percent to 402.3 million euros compared to the previous year. The product range originally started with mobile phones, computer equipment and white goods like washing machines and kitchen devices but their portfolio has now been expanded to include toys, leisure and Do-It-Yourself materials and their own online travel portal www.getgoods-reisen.de. With these new product groups, the company with the motto „One for all“, is planning to continue to grow successfully at its Frankfurt (Oder) site in 2013. | [more info](#)



Each day between 8,000 and 10,000 parcels leave the getgoods.de AG logistics centre in the TeGeCe Technology Centre in Frankfurt (Oder). The company, which is listed on the German stock exchange, is one of the most rapidly growing operators on the e-commerce market and employs more than 200 staff at its sites in Frankfurt (Oder) and Berlin. (Photo: GetGoods.de AG)

Berlin connected up: German capital plans to be a leading in e-mobility

Berlin is planning to put itself at the forefront of electromobility in the future. Up to eleven projects highlighting the everyday practicality and economic efficiency of e-mobility are to be funded by Berlin and Brandenburg amounting to 20 million euros in total. „As well as influencing how we move from one place to another, electromobility also enables the creation of new added value. To this end, Berlin is intending to further improve links between its renowned research institutions and innovative supplier and development companies,“ explains Cornelia Yzer, Berlin’s Senator for Economy, Technology and Research. By the end of 2015, 800 charging stations are to be installed in public and semi-public areas and a „Centre for Electromobility Qualifications“ is to be set up. The focus here will be on the development and promotion of mature technologies ready for the market. | [more info](#)



Electromobility is the basis for environmentally friendly, sustainable transport systems. Vehicles powered by electricity are quiet and free of exhaust gas emissions, which can significantly improve the air quality and hence quality of life, particularly in major cities and metropolitan conurbations. The plan is for 1 million electric vehicles to be on German roads by 2020. (Photo: Fotolia)

„Fibre-optic 2020“: Brandenburg pushing ahead with high-speed internet

Brandenburg is preparing itself for the future and laying the foundation for the creation of a comprehensive, future-reliable broadband setup for all households with up to 50 Mbit/s by 2020. Depending on the availability of funding, the regions Prignitz-Oberhavel, Uckermark-Barnim and Oderland-Spree will be the first to install a fibre-optic based broadband infrastructure. Funding will be made available for areas where the transfer rate is currently less than 6 Mbit/s and the number of inhabitants will play no role in how the „Fibre-optic 2020“ project is implemented. Costs for a virtually fully-comprehensive fibre-optic infrastructure in Brandenburg by 2020 are estimated to be around 150 million euros. 100 million euros of this will be provided by the State of Brandenburg, while a third of the overall costs are to be financed from EU-funding.



Fibre-optic technology enables internet access at new high speeds. The transfer rate is many times higher than DSL connections - up to 200 Mbit/s are possible for downloads and up to 100 Mbit/s for uploading data. (Photo: Fotolia)



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Newsticker

Hollywood made in Potsdam: George Clooney filming in Berlin-Brandenburg

Following the expensive production of the film „Cloud Atlas“ with Hollywood star Tom Hanks last year, Oscar prize winner George Clooney is now the latest star to be filming at the Potsdam-Babelsberg film studios and at various locations in Brandenburg and Berlin, for his new film „Monuments Men“. | [more info](#)

German Cross of Merit for shipyard boss from Eisenhüttenstadt

The Federal Ministry for Labour and Social Affairs has awarded the Order of Merit of the Federal Republic of Germany to the managing director of the „Neue Oder Werft“- shipyard in Eisenhüttenstadt, Elke Ruchatz, in recognition of her credits in rescuing the company and retaining the existing jobs there 14 years ago. Today the company, which can look back on a 100 year tradition of shipbuilding, employs 40 staff.

Technological funding in Brandenburg made easier

In order to obtain funding for research and development projects from the Investment Bank of the State of Brandenburg (ILB), public procurement law no longer applies for recipients of funding in Brandenburg starting from 1st March 2013 if projects below €50,000 are awarded. As a result, in mutual agreement with the EU commission, the ILB and Brandenburg's Ministry for Economics have relieved the burden on companies significantly. | [more info](#)

Starting signal for regional excursions portal for Berlin-Brandenburg

Residents and visitors of Berlin and Brandenburg, who are on the lookout for an adventure or excursion in the German capital region will in the future find ideas for trips even easier on the internet. Following [www.visity.de](#), suitable destinations for excursions can be found via a search filter using terms such as child, indoors, outdoors, lake, sport, art, theatre, animals etc. The information is constantly being expanded, with more than 1,000 destinations to choose from already. | [more info](#)

18. – 19.06.2013: Forum & Conference on Eastern Europe in Frankfurt (Oder)



On the 18th and 19th of June, the first Forum & Conference on Eastern Europe is scheduled to take place in Frankfurt (Oder). Using the motto „Business without borders“, the Investor Center Ostbrandenburg and the Chamber of Commerce and Industry East Brandenburg are inviting all interested companies to attend the conference and industry-specific workshops to find out about the latest trends, the right way to conduct business and the latest legal framework conditions. | [Registration and more information: www.icob.de/oeek](#)

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