



# Service Packages for companies in Berlin



## BUSINESS LOCATION PACKAGE

The direct way to your new location



## BUSINESS FINANCING PACKAGE

Funding programs for investment and innovation

## BUSINESS TALENT PACKAGE

Skilled specialists for your jobs



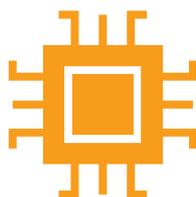
# Our services for your success

Berlin Partner is the first port of call for companies in Berlin seeking tailored support in selecting Berlin as their new location and during the starting-up phase. Our service packages pool information, services and contacts. Our experts and service partners provide active and competent support at no cost to you.

You can therefore focus on your business and on the success of your company here in Berlin.

## BUSINESS INNOVATION PACKAGE

Collaboration in research to foster innovation



## BUSINESS INTERNATIONAL PACKAGE

Successful, international collaboration starting in Berlin





## All roads lead to Berlin.

Berlin attracts people and companies alike. Germany's political and cultural center has been experiencing a sharp economic upswing for years now. More people, more jobs, and new economic strength. Companies benefit from Berlin's central location, the outstanding research environment, the vibrant startup scene and the dynamic labor market. Employees appreciate the cultural diversity, the moderate costs of living, and the relaxed lifestyle of a green and modern metropolis.

# Our services

Berlin Partner for Business and Technology supports companies looking to locate in Berlin and to grow here. Our experts provide information on funding programs, offer advice on the right locations or the search for qualified employees, and forge links to collaboration partners in the scientific community – even internationally.

A unique public-private partnership, Berlin Partner has the support of the state of Berlin and over 300 companies and scientific institutions that are united in their efforts to see our city thrive.

## OUR FOCUS

We open the door for you to Berlin's growth industries:

- Healthcare industries
- ICT, media and creative industries
- Transport, mobility and logistics
- Energy technology
- Photonics
- Manufacturing industries
- Service industries

## STRONG NETWORKS

Clear value-added for you. We know the right people to contact: In universities and research institutes, in Berlin's authorities – the state level administration and district offices – in banks, chambers and associations, in the startup scene and in established business.

## BUSINESS LOCATION CENTER

In our Business Location Center, we have all the important information available in digital form to support your decision to locate in Berlin. You will visit our showroom to experience a presentation of Berlin, tailored specifically to your needs. The integrated 3-D city model creates a virtual environment that takes you straight to the areas of Berlin that you want to explore.

Visit Berlin Partner's showroom,  
or visit the business location Berlin online at  
**[businesslocationcenter.de](http://businesslocationcenter.de)**.

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## Business Location Package



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**“Berlin Partner for Business and Technology welcomed us with open arms and active support when we relocated our headquarters to the German capital. They provided plenty of tips and practical assistance, especially when we were looking for a prestigious location at the heart of Berlin.”**

Stephan Krenz  
Managing Director, Abellio GmbH

# The direct way to your new location.

You will find attractive real estate on offer in Berlin, even in central locations: Offices, production sites and co-working spaces, often at more affordable prices than in other major cities.

## WHAT DOES THE BUSINESS LOCATION PACKAGE OFFER?

Are you looking to locate or relocate in Berlin? We give you a comprehensive overview of office locations, commercial estates and development zones in the city, and find suitable offers in an impartial and objective fashion and free of charge. Our support continues until your shortlist is complete.

## WE ACCOMPANY YOU.

Get to know Berlin! We organize location tours and accompany you to the properties of your choice. Together, we meet with the property owners. We provide information on infrastructure, transport connections and housing around the chosen locations. When necessary, we also act as intermediaries to the authorities.

# At a glance. The Business Location Package.

## LOCATION INFORMATION

- › Information on the commercial real estate market – on office locations and commercial estates in Berlin
- › Contact to project developers and service providers in the real estate market
- › Presentation of the Berlin Business Atlas, including a 3-D Berlin city model in the Business Location Center
- › Information on the housing market in Berlin, on residential areas in Berlin's boroughs and on the development of rents

## RESEARCH FOR SUITABLE LOCATIONS

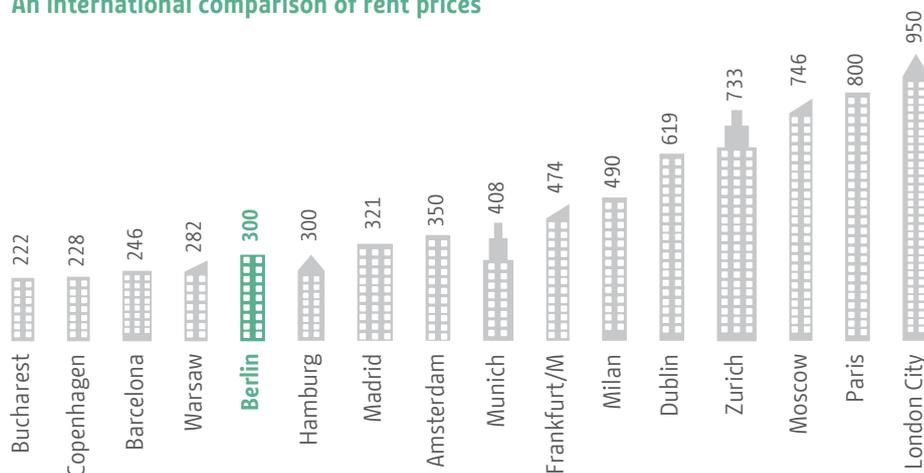
- › Support in creating a search profile
- › Research for suitable locations, irrespective of ownership
- › Online information on currently available commercial properties in the Real Estate Portal
- › Contact to the Berlin-owned real estate company BIM, to the Senate Departments and to Berlin's boroughs
- › Information on planning laws and preservation orders

## LOCATION TOURS

- › Organization of location tours and accompaniment to sight visits
- › Support through to preparation of a shortlist by the company

# A city of global standing. Affordable and cosmopolitan.

## An international comparison of rent prices



Annual rent prices for European office space in EUR/m<sup>2</sup>. Source: CBRE (Global Prime Office Occupancy Costs, 2016)

## Explore Berlin from above with the 3-D city model.





# Business Financing Package

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**“A big thank you to Berlin Partner for the committed support and professional assistance with our funding applications. We benefited immensely from the outstanding expertise regarding funding and financing.”**

Lucas von Cranach  
CEO, Onefootball GmbH

# Funding programs for investment and innovation.

Berlin offers attractive funding programs for all phases of a company's development – from seed to growth financing. The range of financial incentives here extends from public loans to guarantees and venture capital, and even to direct grants for investment and innovation projects.

## WHAT DOES THE BUSINESS FINANCE PACKAGE OFFER?

Do you intend to locate to Berlin, to grow at your current location, or are you planning an investment project? Our experts will find the right financing solution and will accompany you in your applications for funding. Here, we work closely with project management agencies, funding banks and potential financing partners on a state, national and EU level.

## HOW IT WORKS:

We discuss the plans for your project, which ideally will already have been worded in the form of a project description or business plan. Together, we conduct a review of the conceivable funding and financing instruments, make contact with relevant partners and accompany you through the application process.



# At a glance. The Business Financing Package.

## PROJECT CHECK

- › Information on funding and financing programs in Berlin
- › Information on industries in Berlin
- › Research on innovation levels
- › Assistance in describing the project and preparing the business plan

## FINANCING OPTIONS

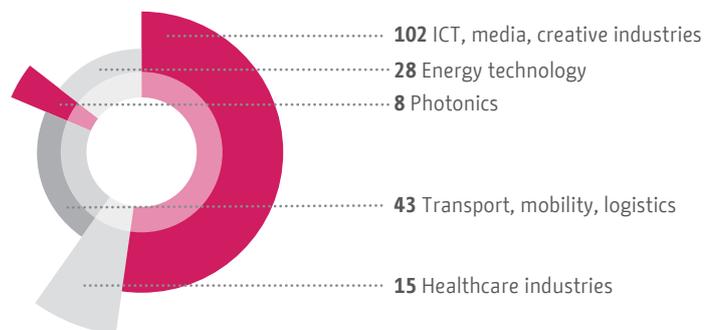
- › Information on financing by means of loans, guarantees, venture capital, private equity and crowdfunding, etc.
- › Presentation of suitable funding programs
- › Contact to potential financing partners (banks, VCs, etc.) for investment and innovation projects
- › Preliminary talks with the development bank IBB and project management agencies

## FUNDING PROGRAMS

- › Investment support for companies in Berlin: the GRW program
- › Funding innovation in business and science in Berlin (including ProFIT, Transfer/Coaching BONUS)
- › Funding of innovation and industrial property rights by the German government (including ZIM, go-Inno, WIPANO, VIP+)
- › EU funding programs for innovation and collaboration, including Horizon 2020

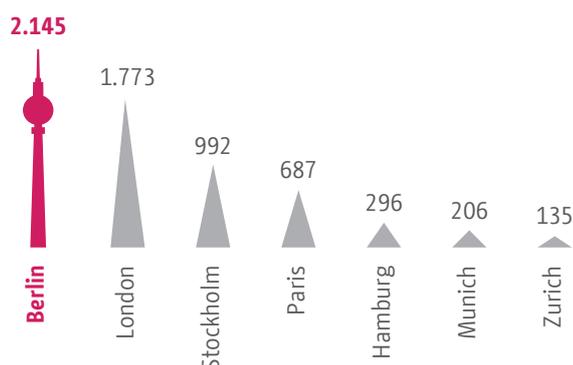
# Visionary support. Berlin's growth industries.

## Business support in Berlin's growth industries



IBB's financing commitments in 2015 for Berlin-based companies in €m  
Source: Investitionsbank Berlin (IBB)

## Investments in startups – an international comparison



Venture capital in €m  
Source: EY Start-up-Barometer Deutschland



## Business Talent Package



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**“We searched for a suitable software location for Testo in Barcelona, Romania and Berlin, and Berlin won the race by far. Here we find excellent programmers and a vibrant startup scene, also superb assistance from Berlin Partner. The overall package was just perfect for us.”**

Prof. Burkart Knospe  
CEO, Testo AG

## Skilled specialists for your jobs.

Berlin is Germany's biggest job market. Each year, international talents move to Berlin in their tens of thousands. 176,000 students hone their skills here, and 30,000 graduates enter the job market annually. What's more, average salaries are up to 15% lower than in the western part of Germany.

### WHAT DOES THE BUSINESS TALENT OFFER?

Are you looking to locate to or grow in Berlin? We provide a comprehensive overview of the availability of specialists and on wages and salaries. We show you how to find the right talent and to keep them in your organization. We continue supporting you until you have filled your vacancies and the employees have arrived in Berlin.

### WE TAKE CARE OF BUSINESS.

We use our network to broker contacts with recruitment agencies and potential candidates. We organize welcome tours for newly arrived specialists, and help with the applications for work permits.

## At a glance. The Business Talent Package.

### RECRUITING SERVICE

- › Data on the availability of specialists
- › Support in the recruitment strategy
- › Posting of job vacancies in the Job Portal at talent-berlin.de and on social media
- › Contact to recruitment partners (the Federal Employment Agency, recruitment agencies, transfer companies)
- › Access to career services and alumni offices at Berlin's universities

### BUSINESS IMMIGRATION SERVICE

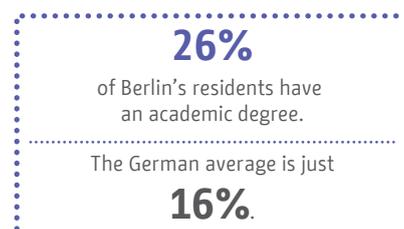
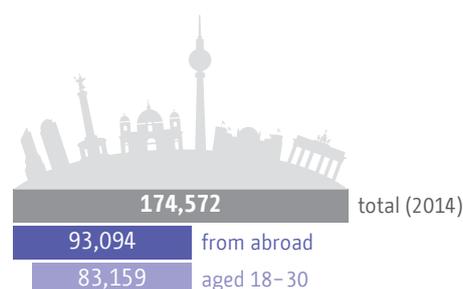
- › Service for foreign specialists and investors
- › Support in applications for residence permits and work permits
- › Assistance in the applications process and workshops for companies
- › Communication with the Registration Office for Foreigners in Berlin
- › Official statements in collaboration with embassies, state authorities, the Chamber of Industry and Commerce and the Federal Employment Agency

### WELCOME SERVICE

- › Support in the integration of newly arrived specialists in Berlin
- › Welcome package with initial information about Berlin
- › Guides and checklists at the talent portal talent-berlin.de: Living and working in Berlin
- › Information for accompanying partners
- › Welcome tours of Berlin
- › Location presentations on Berlin at the company's premises in the event of company relocations

## Attracting talents from all over the world.

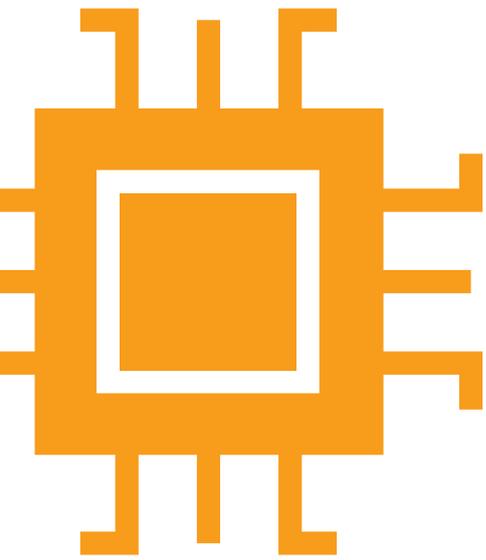
### Relocations to Berlin



### Students in Berlin

**176,000** students  
**32,000** from abroad  
**60,000** STEM students





## Business Innovation Package



Prof. Dr. Manfred Hild, Head of the  
Neurorobotics Research Laboratory at  
Beuth University of Applied Sciences, Berlin  
©Berlin Partner – Philipp Jester



**“Berlin Partner provided active support in the definition and execution of a development project, the integration of experts from the business and scientific communities, the selection of suitable R&D funding programs, and in preparing for market roll-out. We benefited immensely from their outstanding expertise in questions of technology and in the area of funding and financing.”**

Cathy Farrar  
Managing Director, Innovac GmbH

Dr. Mohammad Ehsasi  
General Director, Innovac GmbH

# Collaboration in research to foster innovation.

Berlin is a highly productive research and technology cluster that enjoys close collaboration between science and business. It also holds a leading role for high-tech startups. Here, every organization will find the know-how it needs to strengthen its own competitiveness through innovation. Attractive collaboration and funding programs exist for all phases of product development.

## WHAT DOES THE BUSINESS INNOVATION PACKAGE OFFER?

Startups and established companies alike can benefit in many ways from collaborating with universities and research institutions on innovation projects. From the project definition phase and the search for partners, to the financing stage itself, our experts support you in the development and enhancement of products or processes.

## HOW WE HELP

Together, we discuss your project planning and support you in the analysis of trends and technology potential. We organize matchmaking events. We broker contacts with possible partners and clarify which funding programs may be available to your project on a state, national and EU level. Berlin is a creative laboratory. We open the door for you.



# At a glance. The Business Innovation Package.

## INNOVATION AND COLLABORATION OPPORTUNITIES

- › Information on the market and technology
- › Patent service: A guide to developing industrial property rights
- › Access to know-how in Berlin's growth industries
- › Methodologies for trend analysis and innovation management
- › Feasibility concepts

## COLLABORATION PARTNERS

- › Identification of experts in universities, research institutions and the industrial sector in Berlin
- › Matchmaking events and online platforms to broker contacts
- › Access to incubators & accelerators in Berlin
- › Contact to European research regions (ERRIN) in Brussels

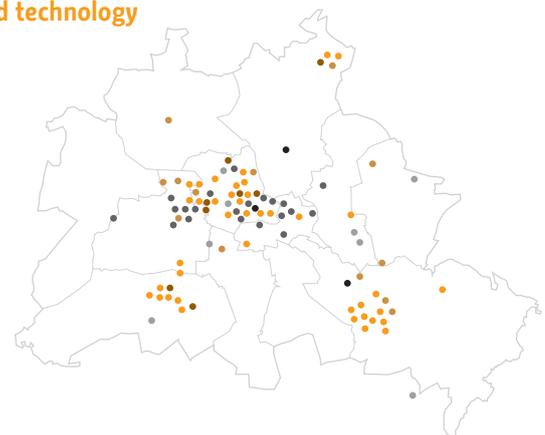
## INNOVATION SUPPORT

- › Innovation support for business and science in Berlin (including ProFIT, Transfer/Coaching BONUS)
- › Funding of innovation and industrial property rights by the German government (including ZIM, go-inno, WIPANO, VIP+)
- › Funding programs and calls by the German government and the EU to promote innovation and collaboration, including Horizon 2020
- › Project workshops in Brussels with experts from the EU Commission

## Ideal structure for R&D collaboration. Berlin's scientific community.

### Berlin: a center of science and technology

- Non-university research institutions
- Technology parks, innovation and startup centers
- Universities
- Universities of applied sciences
- Private universities
- Art colleges



### Companies cooperating on innovation





## Business International Package



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**“Taking part in international trade fairs like Arab Health and Medica involves a substantial investment for small companies. This feeds our conviction that participating in joint stands presents an ideal solution. Berlin Partner provides an impeccable service, from logistics and marketing, to support on the ground. We have benefited hugely from attending these trade fairs, as they have already led to successful projects.”**

Heiko Mania, M.Sc., MBA  
CEO, NursIT Institute GmbH

# Successful, international collaboration starting in Berlin.

Berlin is home to over 160 Diplomatic Missions, international business clubs, chambers of commerce and associations, as well as to half a million fellow citizens from over 180 countries around the world. All of this makes Berlin the most cosmopolitan city in Germany and the ideal location for global operations.

## WHAT DOES THE BUSINESS INTERNATIONAL PACKAGE OFFER?

Are you looking for international partnership opportunities, help with market entry or opportunities to promote internationalization? We can offer you access to the world's largest SME network, the Enterprise Europe Network (EEN) and can connect you to businesses in Europe and all over the world. Through international trade shows and delegations, we can offer you support focusing on industry and region – from a single source!

## GET ON BOARD!

Our joint appearances at international trade fairs, organized under the strong Berlin brand, allow you to present your company abroad. You can also take part in selected political missions to international destinations. Our startup exchange program with major global cities in the global startup scene as well as our EU experts in Brussels will also connect you with potential international business partners. Meet business partners at delegations in Berlin and at international collaboration forums.



# At a glance. The Business International Package.

## INTERNATIONAL COLLABORATION OPPORTUNITIES

- › Information on international collaboration opportunities in Europe and worldwide
- › Contact to potential technology and research partners
- › Presentation and research of collaboration requests in the databases of the Enterprise Europe Network (EEN) – the gateway for your business to international growth markets
- › Access to international matchmaking events
- › Startup exchange program with selected urban startup hubs worldwide

## INTERNATIONAL COLLABORATION PARTNERS

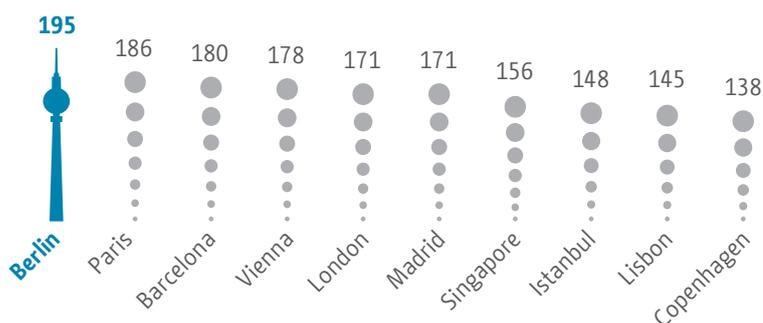
- › Participation in international trade fairs in Germany and abroad within the trade fair participation program in Berlin-Brandenburg
- › Information on trade fairs around the world and in participation supported by the German government
- › Participation in international delegations with political and business focus
- › Meetings with international business delegations in Berlin
- › VIP and delegation services

## FUNDING OF INTERNATIONALIZATION ACTIVITIES

- › Promotion of foreign trade for Berlin-based companies within the internationalization program
- › National funding programs for foreign trade
- › EU funding and international calls with a focus on Horizon 2020
- › Information about EU-wide tenders
- › Project workshops in Brussels with experts from the European Commission

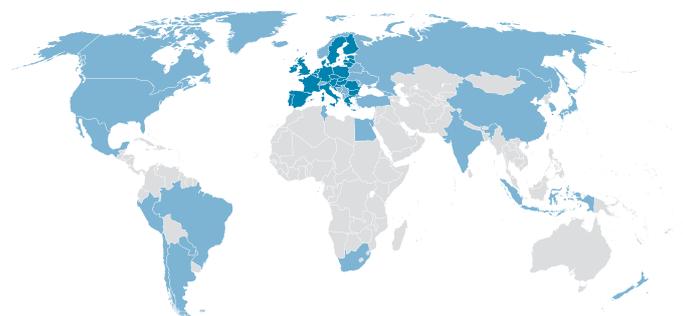
# Perfectly connected throughout the world.

## Number of international association congresses



Source: International Congress and Convention Association, 2016

## EEN network for international collaboration



● EU members

● Non-EU member states