





Berlin-Brandenburg Capital Region

THE GERMAN CAPITAL REGION MORE VALUE FOR YOUR INVESTMENT

Welcome

to the German capital region



A decision-making hub Tight-knit n

Berlin-Brandenburg is Germany's political and economic decision-making center. Parliament, the German government, permanent representations of the German federal states, embassies and leading associations in business and science work here and reach strategic decisions which concern all of Germany.

Tight-knit networks and economic drive

Berlin and Brandenburg in Europe

The states of Berlin and Brandenburg form an innovative business region. By closely interlinking business with research and technology, cross-state clusters secure dynamic growth in the German capital region's life sciences/healthcare, energy technology and photonics sectors as well as in transport/mobility/logistics and ICT/media/creative industries. Together with the food industry, plastics/chemicals, metal and tourism sectors in Brandenburg, these networks increase international competitiveness. (Overview of the clusters on pages 15 and 16.)

At the heart of Europe

Berlin-Brandenburg is centrally located at the intersection of Europe's key transport axes. Some six million consumers live in this attractive investment region, which is closely connected to other European growth markets.







- 1 Brandenburg Gate, Berlin
- 2 Sanssouci Palace, Potsdam
- 3 Statue of "Old Fritz," Berlin
- 4 Sony Center at Potsdamer Platz, Berlin



- 01 Business region with high growth, efficient cluster policy for dynamic economic development
- 02 International transport hub with central location in Europe, modern infrastructure for rapid access to markets
- **O3** Political significance, proximity to governmental decision makers
- **04** Large pool of **qualified and motivated professionals**
- **05** Excellent scientific environment with high research density
- **06** Attractive commercial and industrial locations, affordable office rent
- **07** Excellent cost-benefit ratio with low tax rates and tailored-funding for investors
- **08** Trade fairs/conferences/events, excellent international contact forums
- 09 High quality of life with low cost of living, attractive housing, unique cultural diversity
- 10 Creative capital region, cosmopolitan, international and dynamic

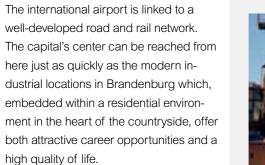
Berlin

- _ City with the best relocation strategy in Europe
- _ UNESCO "City of Design" since 2006
- _ "Germany Land of Ideas" initiative: over 300 prize-winners in Berlin since 2006, including the Business Location Center as "Selected Location 2011"
- _ European Cities Monitor (Cushman & Wakefield): Berlin in the top 5

Brandenburg

- _ Federal state with the greatest economic momentum 2010, 2011 and 2012
- _ European Entrepreneurial Region 2011
- _ European Excellence Region 2011
- _ Federal state no. 1 for renewable energies 2008 and 2010





the continents. Eastern Europe and Asia

can be reached more quickly than from

other airports in Germany.

The area surrounding the airport is evolving with great momentum into an economic powerhouse of European dimensions.

Distance in flight hours

Prague 1:00 Warsaw 1:15 London 1:45 Stockholm 1:25 Paris 1:35 Barcelona 2:30 Moscow 2:30 New York 8:45 Beijing 8:45 Los Angeles 11:50

Source: Flight plan Berlin airports, last updated 09/2012







Rapid connections to Europe's growth markets

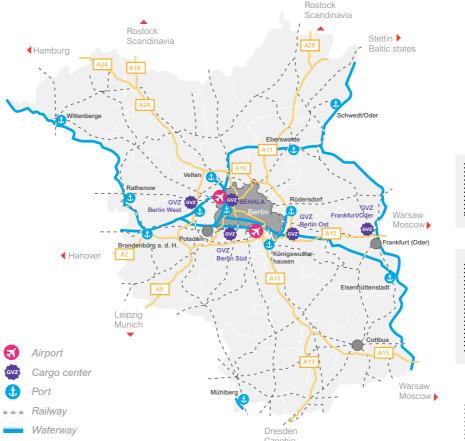
The Berlin-Brandenburg capital region is home to an extremely modern transport system, with an outstanding network of railways and motorways. Some 200 million consumers in European centers of commerce can be reached by truck within one day.

Other links include navigable waterways and the international airport. Five cargo centers form the intermodal hub between the modes of transportation and enable logistically optimized distribution.

An efficient communications network

Berlin-Brandenburg enjoys effective digital communications. With a 200,000 km fiber-optic network and 1.4 million ADSL lines, Berlin possesses a modern telecommunications infrastructure. Research and development currently focus on adding to the broadband infrastructure in the region.

Many major international names in the IT and telecommunications sectors, as well as small and medium sized enterprises and start-ups, have established offices in the capital region and work on innovative products.



Transport connections

Cargo centers: 5 River ports: 12

Transport routes

Federal motorways: 800 km Road network: 11,000 km Railway lines: 1,500 km Waterways: 900 km

1 BER airport, Schönefeld

2 Motorway network in the capital region

5

- 3 Lutra port, Königs Wusterhausen 4 BTS Kombiwaggon, Großbeeren
- 5 Central Station, Berlin

Motorway

Excellent connections in the German capital region

Attractive locations

Where investors can choose

Brandenburg: top locations on favorable terms

Brandenburg offers a diverse range of commercial, industrial and office locations at reasonable prices, with customized solutions to meet all needs. The location is ideal for businesses which require premises with growth potential. Building land is available at reasonable prices for industrial developments. Location costs are up to 20 % less than the national average. Brandenburg has the lowest business tax rates in Germany. Investors here can enjoy top quality with excellent value for their money. The 15 regional growth centers are witnessing particularly dynamic performance.

Berlin: exclusive offices and commercial premises in premium capital locations

Berlin offers first-class property in central locations – at far more favorable conditions than in the majority of Europe's major cities. Some 18 million km² of modern, well-appointed properties are available in Europe's third largest office market. Berlin's commercial premises include attractive buildings and industrial estates in excellent locations, for example near the airport or in technology centers. From the exclusive city districts to the residential areas in green surroundings – reasonable rental and purchase prices are also typical of the Berlin housing market.



SCHÖNEFELDER

Frankfurt (Oder)









industrial areas in the state of Brandenburg on the industrial area database provided by the Brandenburg Economic Development Board (ZAB).

> www.zab-brandenburg.de/ gewerbegebietsdatenbank

Business Location Center

The Business Location Center from Berlin Partner is the capital's central business portal. It provides investors with detailed information on Berlin and the benefits of the location: sector information, property offers, floor plans, geodata, a 3D model of the city with an integrated solar atlas. Both job market and structural information can be accessed free of charge at the showroom in the Ludwig Erhard building and on the Internet.

> www.businesslocationcenter.de

The airport surroundings: driving growth in the region

THERE IS NO PLACE LIKE-10

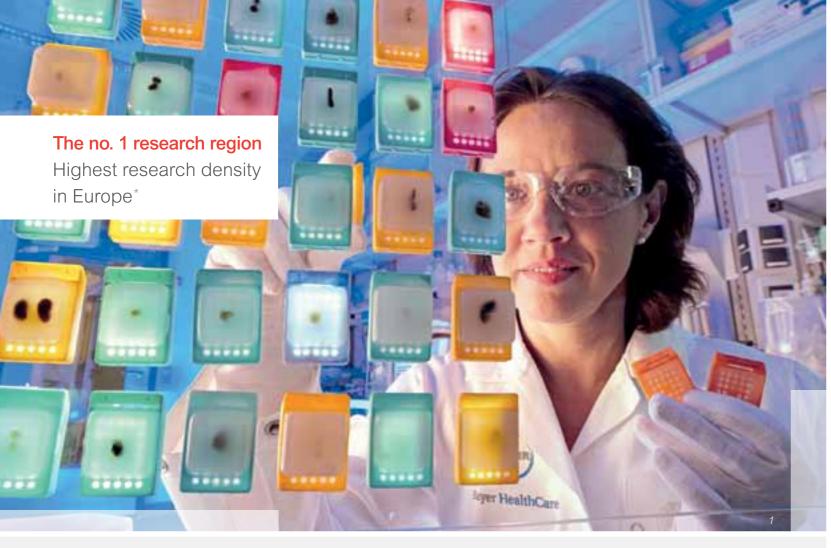
An airport nearby is a location advantage for investors with an international focus who need to transport express goods by air. The industrial areas around the new Berlin Brandenburg Airport (BER) offer contractors and manufacturing companies optimal conditions for economic success.

The new ExpoCenter Airport, home of the ILA Berlin Air Show, is located in direct vicinity to the airport. With three modern exhibition halls, an efficient infrastructure and excellent access, the site's 250,000 m² provide ample space for trade fairs, functions and events.

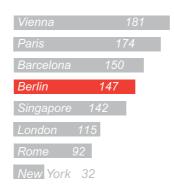
> www.airport-region.de



- : 1 Potsdamer Platz, Berlin
- 2 Progroup paper mill, Eisenhüttenstadt
- 3 Ebay in the EuroParc Dreilinden, Kleinmachnow
- 4 Main building of the Hasso Plattner Institute, Potsdam
- 5 Heiliger See lake, Potsdam



International conference destinations



Annual statistics 2011, International Congress & Convention Association (ICCA)

International research and development

Berlin-Brandenburg is an international hub for researchers, scientists and technology experts. With numerous trade fairs, conferences and industry meetings, the capital region has become a contact forum and offers diverse opportunities for dialogue on current developments. With almost 150 top meetings every year, Berlin is the world's fourth most important conference city.

Two federal states – one technology region

There is great scientific potential in the capital region. No other region in Germany can claim a comparable density of research institutes. This presents high-tech companies with huge growth prospects. Close cooperation with research institutes results in innovations for products and service, helping companies consolidate their competitive position in the international market.

A traditional center of science

- _ 52 institutions of higher education
- _ 43 technology centers and business incubators
- Over 100 non-university research institutes, including:
- 22 Leibniz-Gesellschaft institutions in Berlin, Potsdam, Bergholz-Rehbrücke, Frankfurt (Oder), Großbeeren, Erkner, Müncheberg www.wal.de
- 7 Fraunhofer-Gesellschaft institutes in Berlin, Golm, Teltow www.fraunhofer.de
- 8 Institutes and the archive of the Max Planck Society in Berlin, Potsdam, Golm www.mpg.de
- 7 Institutes of the Helmholtz Association of German Research Centres in Berlin, Potsdam, Zeuthen, Teltow www.helmholtz.de
- > www.berlin-sciences.de
- > www. innovatives-brandenburg.de
- * per capita in Berlin-Brandenburg

Selected research institutes

- _ Alfred Wegener Institute for Polar and Marine Research (AWI), Potsdam / www.awi.de/de
- Berlin-Brandenburg Academy of Sciences and Humanities, Berlin / www.bbaw.de
- _ Center for General Linguistics (ZAS), Berlin / www.zas.gwz-berlin.de
- _ Center for Literary and Cultural Research, Berlin / www.zfl.gwz-berlin.de
- Deutsches Elektronen-Synchrotron DESY, Zeuthen / www.desy.de
- _ Deutsches Rheuma-Forschungszentrum Berlin / www.drfz.de
- Einstein Forum, Potsdam / www.einsteinforum.de
- Federal Institute for Materials Research and Testing, Berlin / www.bam.de
- _ Federal Institute for Risk Assessment, Berlin / www.bfr.bund.de
- Ferdinand-Braun-Institut Leibniz-Institut für Höchstfrequenztechnik (FBH), Berlin / www.fbh-berlin.de
- _ German Archaeological Institute, Berlin / www.dainst.de

- German Institute for Economic Research (DIW Berlin) / www.diw.de
- German Institute of Human Nutrition (DIfE), Potsdam / www.dife.de
- GFZ German Research Center for Geosciences / www.gfz-potsdam.de
- Hasso Plattner Institute (HPI), Potsdam / www.hpi.uni-potsdam.de
- _ Helmholtz Center Berlin for Materials and Energy / www.helmholtz-berlin.de
- Institute for Advanced Study, Berlin / www.wiko-berlin.de
- Institute for Advanced Sustainability Studies (IASS), Potsdam / www.iass-potsdam.de
- _ Konrad Zuse Institute Berlin (ZIB) / www.zib.de
- Physikalisch-Technische Bundesanstalt, Berlin / www.ptb.de
- Potsdam Institute for Climate Impact Research (PIK), Potsdam / www.pik-potsdam.de
- Robert Koch Institute, Berlin / www.rki.de
- _ Social Science Research Center Berlin / www.wzb.eu



Business meets science

Networks of companies, universities and research institutes form a solid basis for the dynamic growth of Germany's capital region. Berlin-Brandenburg is home to numerous modern innovation and technology centers.

Global players, SMEs and startups benefit in equal measure from close cooperation with renowned scientific institutions and universities. This potential for innovation puts Berlin-Brandenburg in a leading position in international competition for investment.



34 Nobel Prize winners come from the region (including chemistry, physics, medicine, literature)

Humboldt Universität zu Berlin: 29 Freie Universität Berlin: 5

- 1 Examination of tissue preparations with tumor samples, Bayer Healthcare Pharmaceuticals, Berlin
- 2 Spectrometric maturity determination, ATB Leibniz Institute for Agricultural Engineering Potsdam-Bornim
- 3 Thin film and nanotechnology for photovoltaics, PVcomB, Helmholtz Center Berlin
- 4 Thermo Fisher Scientific BRAHMS GmbH, Hennigsdorf

Qualified professionals

In tune with business

Motivated and competent employees

The success of Berlin-Brandenburg as a quality location is a result of high business productivity. Competent, dedicated and motivated professionals make for a high-performing region. On a national scale, people in Brandenburg work the most hours annually.

Hours of work per employee

.1,515.7
1,513.1
1,503.1
.1,461.9
1,446.9
1,413.4
1,389.6
1,373.2
.1,461.9

Federal and State Statistical Offices, 2011



Well-trained professionals

Well-trained professionals form the backbone of business in Berlin-Brandenburg. In the field of gainful employment with vocational training, Berlin-Brandenburg occupies a top position, 85 %, in the numbers of employees with vocational training. The proportion of those in highly qualified employment, at around 30 %, is well above the national average of 25 %. Businesses can thus rely on solid professional expertise from the German capital region's labor force. The region's international nature is a further bonus: Berlin alone is home to half a million people from some 190 nations.







Innovation assistant

A business development initiative aimed at recruiting graduates and highly qualified professionals facilitates access to scientific knowledge and current research while increasing innovative capacity and competitiveness.

- > www.lasa-brandenburg.de
- > www.ibb.de

Talent in Berlin

The Business Location Center job portal is the first in Berlin for professionals and managers. Companies can advertise free of charge.

> www.talent-in-berlin.de

Program for qualified training within an interconnected network

The objective is to secure the supply of future professionals with improved training quality and expertise in small and medium-sized businesses.

> www.masf.brandenburg.de

Great potential for a highly qualified workforce

There are many institutions of higher education in Berlin-Brandenburg. Berlin has the highest per capita density of researchers and academics in Germany. With over 200,000 students in almost all fields of study, the region is assured of a healthy supply of future professionals and managers: more than 35,000 graduates enrich the labor market every year. The region is also in demand internationally. Over 15 % of students in Berlin-Brandenburg come from broad. Highly specialized business-oriented training providers additionally offer qualifications, training and further education adapted to market requirements. The "Directory of Graduate Professionals" is one example showing how and where graduate professionals are trained in Berlin and Brandenburg.

> www.wegweiser-akademische-fachkraefte.de

Joint Task for the Improvement of Regional Economic Structures (GRW)

The funds can be used to create jobs and training places.

> www.foerderdatenbank.de

- 1 Precision mechanic in engine manufacture, MTU Maintenance Berlin-Brandenburg
- 2 Philological library of the Freie Universität
- 3 Students on the Hasso Plattner Institute campus, Potsdam
- 4 Knowledge repository, library of the BTU Cottbus

City, country, culture High quality of life

Prussian Palaces and Gardens Foundation

- _ A journey through 400 years of art, culture and architecture history at the Brandenburg-Prussian residences in Berlin and Potsdam
- Over 700 hectares of parks and palaces, including Sanssouci Park, the Peacock Island, Glienicke Hunting Lodge, Charlottenburg Palace
- > www.spsg.de

Tourism

- Nature preserves, forests
- _ Idyllic river scenery
- _ Over 3,000 lakes
- _ Spas, thermal springs, waterparks and hotel resorts
- _ Historical locations and sights
- > www.reiseland-brandenburg.de
- > www.visitberlin.de

Sports

Berlin

- _ No. 1 sports metropolis in Germany
- _ Top events, e.g. the Berlin marathon, ISTAF
- Olympic stadium and O₂ World: homes of major sporting events
- > www.berlin-sportmetropole.de
- Brandenburg
- _ Water sports, boat tourism
- _ Motorsport, EuroSpeedway Lausitz
- _ 21 long-distance cycle routes, international skating track "Fläming-Skate"
- _ Over 600 equestrian centers / stud farms
- _22 golf courses, 200 tennis courts

Brandenburg: an attractive place to live and explore

Forests, meadows, lakes – nature as far as the eye can see, historically important city centers from Prignitz to Niederlausitz, the historic cultural landscape of the Spreewald, World Heritage sites such as Sanssouci Palace, coupled with urban life in the smaller and larger cities – this is Brandenburg, offering an optimal blend of work in the growth region, life in the country and the action in the metropolis.

Berlin: metropolis, brand, myth

Berlin radiates a unique fascination: the city represents change and rebirth, diversity and dynamism. Since the fall of the wall, Berlin has become the "place to be," especially for the young creative scene in fashion, music and media. After London and Paris, it is the most popular travel destination in Europe. Berlin sets trends and is the start-up capital of Germany. Visitors and locals alike value the many cultural highlights, a comparatively low cost of living and an outstandingly developed local transport network.









Culture

- _ 4 major opera houses, over 200 theaters, 8 symphony orchestras
- Over 800 museums and galleries
- _ International festivals and major events, e.g. the Berlin Film Festival
- _ Unique club and music scene
- Over 500 palaces and castles
- _ 4 UNESCO World Heritage Sites (cultural and natural heritage), e.g. Berlin Museum Island, Prussian Palaces and Gardens, Schorfheide-Chorin Biosphere Reserve
- > www.unesco-welterbe.de

A leisure paradise

Whether it's a concert or a visit to the theater, enjoying art in the museums, galleries and palaces, partying into the early hours at the hottest clubs or relaxation in the countryside and spas for body and mind – boredom is definitely not an issue in Berlin-Brandenburg. Countless attractions and monuments, exhibitions, parks, zoos and waterparks are all well worth a visit. The region also offers unlimited sporting and leisure activities such as golf, tennis, horse riding, sailing, skating, football and cycling. Europe's largest lake district caters to all forms of water sports. And the Berlin-Brandenburg Transport Association ensures that the region's leisure options are easily reachable.

Family-friendly environment

Striking a balance between family and professional life is a key social factor. On a national scale, the capital region is a strong leader in childcare facilities, schools and senior citizen care. State-run schools frequently offer all-day supervision. Over 50 "Europe Schools" provide bilingual teaching, 20 international schools supplement the state-run school and education system. This makes it easy for new residents to acclimatize. Alongside English, French and Spanish, many schools also offer lessons in Polish, Russian, Latin and Ancient Greek.

Pleasant living – in the city or country

Living in Berlin and Brandenburg means a sense of wellbeing. Whether a lakeside villa, an old apartment building near the city or a private home in leafy surroundings – a large selection and a favorable cost of living means that those who want to settle here will find the right place to feel at home.

- 1 Rheinsberg Palace
- 2 Bread & Butter, Berlin
- 3 Fahrländer Lake, Potsdam
- 4 Semlin golf course
- 5 Alexanderplatz and Television Tower, Berlin
- 6 Big Müllrose Lake, Müllrose

We promote economic development in the capital region

Combined strength – equipped for the future

ZAB

ZukunftsAgentur Brandenburg GmbH Brandenburg Economic Development Board

Steinstrasse 104-106 14480 Potsdam, Germany phone +49 (0) 331 660 30 00 fax +49 (0) 331 660 38 40

info@zab-brandenburg.de www.brandenburg-invest.com

Berlin Partner

Berlin Partner GmbH

Business Promotion Division

Ludwig Erhard Haus Fasanenstrasse 85 10623 Berlin, Germany phone +49 (0) 30 399 80 0 fax +49 (0) 30 399 80 239

info@berlin-partner.de www.berlin-partner.de

ERDF funding

Investment in your future

The European Regional Development Fund promotes projects in business, research, the environment, urban development and culture.

- > www.efre.brandenburg.de
- > www.berlin.de/efre

Brandenburg Economic Development Board

The Brandenburg Economic Development Board (ZAB), is the business promotion agency of the State of Brandenburg. It actively works to attract companies to the region and supports them in their ongoing corporate development, e.g. in investment, technology projects, energy-saving schemes or market penetration. This comprehensive service from a single source is customized to each business and free of charge.

The ZAB works closely with the Brandenburg Investment Bank (ILB) and BC Brandenburg Capital GmbH, enabling it to offer customers in-depth advice on funding available from the state, the government and the EU as well as financing options. By cooperating with political and administrative authorities and with its five regional centers, the ZAB is well networked in the state of Brandenburg.

Berlin Partner

Berlin Partner GmbH is Berlin's corporation for economic development and location marketing. Its business promotion division assists investors who wish to start businesses in the capital and helps Berlin-based companies expand, internationalize and secure their economic futures in the city.

Berliner Partner markets the city's strengths and potential and uses the *be* Berlin campaign to promote the capital as a strong brand. As a public-private partnership, the corporation is supported by more than 200 partners. Berlin Partner offers tailored, individual service packages true to its mission: We enable growth.

Partners

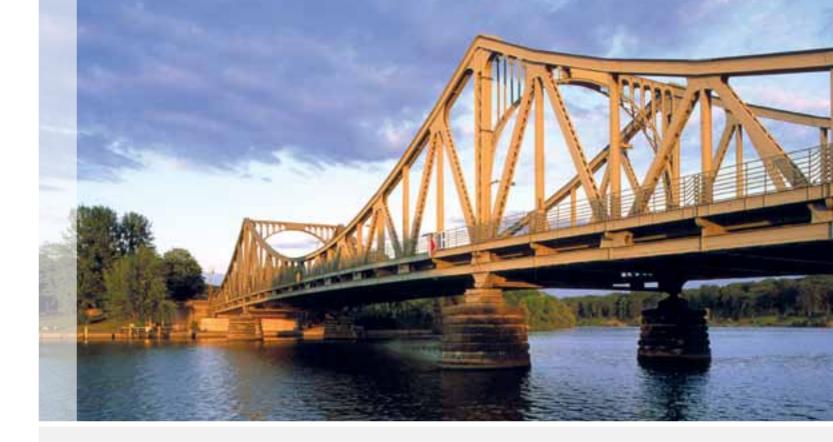
Numerous scientific institutions and businesses support the ZAB and Berlin Partner. The Brandenburg Investment Bank (ILB) and Berlin Investment Bank (IBB) are available to provide advice on funding options.

ILB

phone +49 (0) 331 660 0 fax +49 (0) 331 660 12 34 postbox@ilb.de | www.ilb.de

IBB

phone +49 (0) 30 21 25 0 fax +49 (0) 30 21 25 20 20 info@ibb.de | www.ibb.de



The largest investors in the Berlin-Brandenburg capital region (selection)

- _ Air Berlin Group (aviation) / www.airberlin.com
- _ ALBA Group (waste disposal) / www.albagroup.de
- _ Arcelor Mittal Eisenhüttenstadt (steel) / www.arcelormittal-ehst.com
- _ Axel Springer (media) / www.axelspringer.de
- BASF Schwarzheide (chemicals) / www.basf-schwarzheide.de
- _ Bayer Healthcare Pharmaceuticals (pharmaceutical) / www.bayerpharma.com
- Berlin-Chemie (pharmaceutical) / www.berlin-chemie.de
- _ Bertelsmann AG (media) / www.bertelsmann.de
- _ BMW (automotive) / www.bmw.de
- Bombardier Transportation (rail transport equipment) / de.bombardier.com
- Bosch Group, Aleo Solar (energy) / www.aleo-solar.de
- _ Brandenburg Klinik (healthcare) / www.brandenburgklinik.de
- BSH Hausgerätewerk (electrical equipment) / www.bshg.com
- _ Coca-Cola (food) / www.coca-cola-gmbh.de

- _ Conergy (energy) / www.conergygroup.com
- _ Daimler (automotive) / www.daimler.com _ Riva Stahl (steel) / www.rivagroup.com
- _ Deutsche Bank (bank) / www.deutschebank.de
- _ Deutsche Lufthansa AG (aviation) / konzern.lufthansa.com
- _ Ebay (online retail) / www.ebay.de
- _ Gillette (care products) / www.gillette.com
- _ Glatfelter Falkenhagen (hygienic products) / www.glatfelter.com
- _ Goodyear Dunlop Tires Germany (automotive) / www.goodyear.eu
- _ IBM (IT) / www.ibm.com
- _ KPMG (auditing) / www.kpmg.de
- _ Leipa Georg Leinfelder (paper) / www.leipa.de
- _ Mercedes Benz (automotive) / www.daimler.com
- _ MTU Maintenance Berlin-Brandenburg (aviation) / www.mtu.de
- _ Nokia Siemens Networks (communication technology) / www.nokiasiemensnetworks.com
- _ OTIS (lifts) / www.otis.com
- _ PCK Raffinerie (energy) / www.pck.de

- _ Rathenower Optische Werke/Fielmann (optics) / www.fielmann.de
- _ Rolls-Royce Deutschland (aviation) /
- www.rolls-royce.com/deutschland/de _ Sanofi-Aventis (pharmaceutical) /

www.sanofi.de

- _ SAP Potsdam (software) / www.sap.com
- _ Schaeffler Technologies (automotive supplier) / www.schaeffler.de
- _ Siemens Ludwigsfelde (turbines) / www.siemens.com
- _ SNT Deutschland (call center) / www.snt-ag.de
- _ Sony Europe (consumer electronics) / www.sony-europe.com
- _ Universal Music (music industry) / www.universal-music.de
- _ Vestas Blades (energy) / www.vestas.com
- _ Voestalpine (metal) /
- www.voestalpine.com
- _ VW corporation (automotive)/ www.volkswagenag.com
- _ Zalando (online retail) / www.zalando.de
- _ ZF Getriebe (automotive supplier) / www.zf.com

Strong clusters

For the future

InnoBB – Innovation strategy Berlin-Brandenburg

The joint innovation strategy of the states of Berlin and Brandenburg (innoBB) sets the framework for the targeted and active coordination of both states' potential to lastingly boost the international competitiveness of the capital region. "Equipped for the Future – Combining Strengths" is the principle by which networks and opinion leaders work together in efficient and competitive clusters.

> www.innovative-hauptstadtregion.de

Clusters in the Berlin-Brandenburg capital region*



Life sciences and healthcare industries

Companies approx. 5,800 Employees approx. 274,100



Energy technology

Companies approx. 4,800 Employees approx. 49,300



Transport, mobility and logistics

Companies approx. 15,800 Employees approx. 163,700



ICT, media and creative industries

Companies approx. 36,800 Employees approx. 181,200



Photonics

Companies approx. 1,400 Employees approx. 16,600



Brandenburg clusters*



Plastics/chemicals

Companies approx. 400 Employees approx. 11,600



Metal

Companies approx. 1,800 Employees approx. 37,000



Food industry

Companies approx. 2,700 Employees approx. 52,300



Tourism

Companies approx. 11,200 Employees approx. 46,200

* Statistics are based on the cluster distinctions within the overall cluster as specified in the 2008 classification of economic activities (CEA), derived from turnover tax statistics and statistics from the Federal Employment Agency. These stats refer to employees insured under the social security scheme.

www.capital-region.de

Your contact in Brandenburg:



Brandenburg Economic
Development Board (ZAB)
Steinstrasse 104-106
14480 Potsdam, Germany
phone +49 (0) 331 660 30 00
fax +49 (0) 331 660 38 40
info@zab-brandenburg-invest.com

Your contact in Berlin:



Berlin Partner GmbH Ludwig Erhard Haus Fasanenstrasse 85 10623 Berlin, Germany phone +49 (0) 30 399 80 0 fax +49 (0) 30 399 80 239 info@berlin-partner.de Publisher: Brandenburg Economic Development Board in cooperation with Berlin Partner GmbH. Commissioned by the Ministry of Economics and European Affairs, State of Brandenburg and the Berlin Senate Department for Economics, Technology and Research, Design: Schweiger Design, Potsdam, Last updated: 11/2012

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