

DAS NEUE



Berlin



Start-Up!

Opportunities in Berlin





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Initiatives

It's primarily the new business founders who determine the strength of Berlin's economy. Just like a good mechanic knows how to boost the power of a racing engine, Berlin has to continue to boost its economic performance. And this comes from new business start-ups. Innovative new business ideas provide the driving force behind young companies. Since the new business initiative was launched in 1996, Berlin has continued to gain momentum. The goal of becoming the new business capital is closer than ever. Berlin's emergence from the economic tunnel is primarily a result of newly founded businesses in the city. The same applies to the job market. Tens of thousands of Berliners now have a new outlook for the future. And this is a direct result of new business founders who have opened young dynamic companies and created new jobs.

We're still in the process of catching up. And in order to continue moving ahead, Berlin needs more young entrepreneurs who are interested in competing for the top economic positions. Maybe you are one of them. Berlin is where future business founders **will find everything they need to turn their business ideas into reality. New business founders active in Berlin serve as role models and motivate others to invest their skills and experience in setting up their own companies. Berlin is an ideal place to be inspired by the innovative concepts of others. At the same time, Berlin is also an excellent training ground where people can take the time in the early phases of establishing a commercial venture to prepare for the challenges in today's business world. Berlin's array of technical colleges and universities combined with a wealth of research institutes and backed**



by a well-established business start-up network make the city an ideal place to get started. As a cosmopolitan city and Germany's new capital, Berlin offers a number of opportunities in the highly diversified service industries. Berlin is where top-notch scientists are joining forces with creative entrepreneurs to secure their financial future and reinforce the economic outlook of our city.

WOLFGANG BRANONER

Senator for Economics and Municipal Corporations



THE NEW BERLIN

City of Change

Berlin is on the move. Since the Wall was torn down, the city is alive with a new vivacity. A compact sales market with a population upwards of 6 million people offers ideal conditions for upcoming companies. As a science city with high-tech production facilities, Berlin presents an ideal test market with an expanding service industry and a modern infrastructure. With 1.3 million visitors every year, Berlin is Germany's number one convention location and one of the world's top ten ranking cities for trade fairs and conferences. Berlin already hosts over 400 trade shows and congresses every year. And the number is increasing. Nearly DM 200 billion is being invested in infrastructure projects alone – roads, railways, shipping, air. The investments in new building construction – over DM 30 billion each year – help keep rents and real estate prices within easy reach compared to the international market.



Capital City

As the headquarters of the German Parliament, the Federal Government and a long list of industrial associations, Berlin is rapidly becoming the country's decision-making center. Berlin's cosmopolitan air and international atmosphere is giving Germany a new and different appeal. The relocation of the nation's government and the city's re-emergence as Germany's capital city is a shot in the arm for the local economy. Experts are predicting an additional 42,000 new jobs.



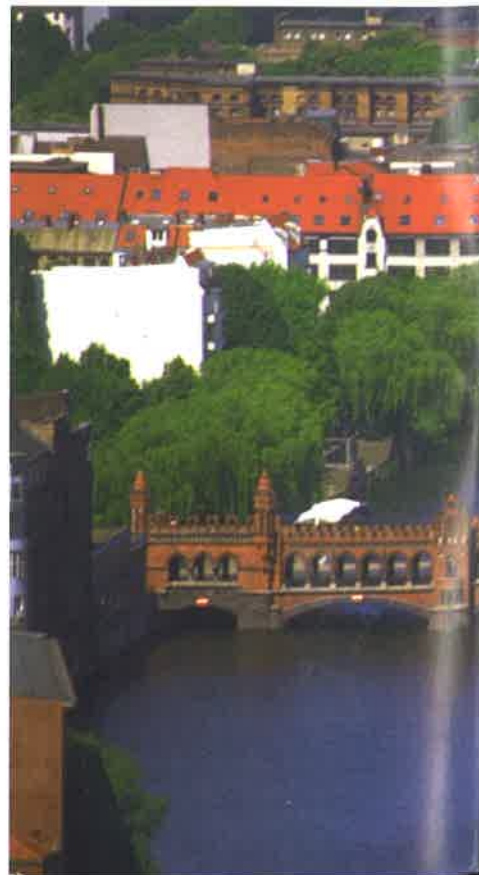
Shops, shopping, living and entertainment in Berlin's new center: Marlene Dietrich Platz



Hamburger Bahnhof,
Contemporary Art Museum

Culturally Alive – Natural Benefits

Vibrant, cosmopolitan city life attracts more and more young people to Berlin. With 167 museums, 150 theatrical stages, three opera houses, eight symphony orchestras and a progressive art scene, Berlin is at the top of the list of cities to live in. Over 40 percent of Berlin's total area is covered by forests, lakes and parks. Not to mention 125 miles of navigable waterways within the city limits. Sprawling expanses of forests, fields and lakes can be found in the surrounding Brandenburg area – an ideal place for city dwellers to unwind on the weekend.



Gateway to East and West

An expanding European Union places Berlin in the middle of the European continent. With its differentiated cultural, political and historical experience, the formerly-divided city plays a key role in the integration of Central and Eastern European markets. Today, more than 100 different organizations are working on East-West projects. Berlin's stock exchange is where the majority of East European shares are traded.

It's no coincidence that the number of Central and Eastern European exhibitors and visitors to Berlin trade shows has tripled since 1990 and the volume of trade with these countries has practically doubled at 170 percent. Today in Berlin, nearly 150,000 citizens come from Poland or Russia. Seven Russian newspapers are published in Berlin and Russian radio stations can also be heard here.



Living in the city and enjoying
the pristine country atmosphere
are one and the same in Berlin



Lakeside in
Berlin-Zehlendorf:
Schlachtensee



A favorite place to go
on the weekend:
Sanssouci Palace and
gardens in Potsdam



The Oberbaum Bridge
connects Kreuzberg and
Friedrichshain

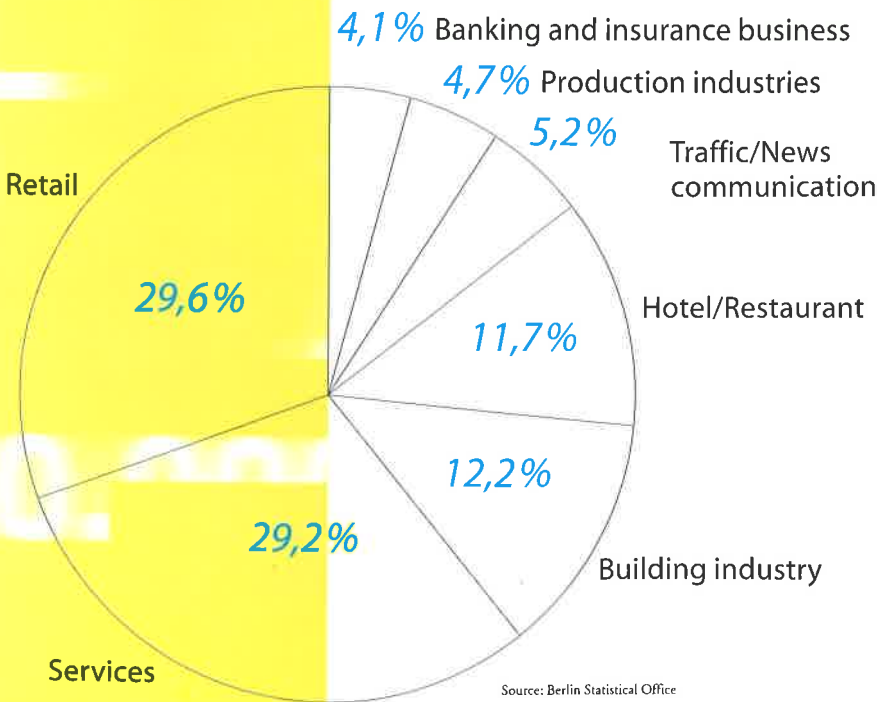
Facts & Figures

Berlin is the capital of new business ventures. With 121 new businesses per 10,000 residents, Berlin is in first place in Germany. The number of self-employed people in the eastern half of the city ranks at the top among the new German states. In 1998 there were 40,000 new businesses registered. The new business boom primarily focuses on the service industries. Leading the way, services and retail each represent one third of the new businesses registered.

150,000 Berliners own their own companies.
Self-employed quotient: 10.3 percent



Branch Structure of the New Business Founders in Berlin





A favorite spot among new business founders: Phönix New Business Center Am Borsigturm

From 1991 to 1998,
100,000 new businesses
were registered in Berlin

Berlin is off to a good start for new business owners: Berlin Marathon



Motives for starting a new business:

1. Implement your own ideas
2. Achieve decision-making and management freedom
3. Put your own capabilities to the test
4. Build up your own business
5. Work for yourself – not for someone else
6. Strive for financial independence

START-UPS IN BERLIN

Networks

Berlin's business start-up approach: A network of banks, chambers, the New Business Institute and start-up centers offering young companies important contacts, business advice and financial support.

Innovation and Transfer

Business and science work hand in hand in Berlin. The 21 new business centers, three universities and 13 colleges all help make sure that new business ventures have all the research and scientific support they need. Reasonable rents, complete management services and close proximity to other young colleagues in the same – or an entirely different – field ensure ideal conditions for a creative exchange of information and a successful start in the world of the independently employed.

East-West Cooperation Center (OWZ)

Berlin is the business gateway between East and West. One of 100 new business services, the East-West Cooperation Center (OWZ) in Berlin-Adlershof, is the common ground for innovation and technology oriented companies from Central and Eastern Europe. This is where reasonably priced commercial space is made available along with business advice, assistance in working with public authorities and support in linking up with the right business partners.

Adlershof

In southern Berlin, 1,000 acres are being transformed into a new community for research, work, study, residential living and recreation. In 15 years, 30,000 people will be working here and 15,000 will have moved into their new homes. Scheduled for completion by the year 2010, the heart of this new city area is the **Berlin-Adlershof Science and Business Center (WISTA)**, Europe's most advanced research and technology park. This complex is already home to 13 non-university research institutes and 236 innovative, technology-oriented companies with a total of 4,000 employees. These firms primarily focus on environmental technology, photonics, information/communications technology and production engineering. By the year 2010, some 10,000 people will be working here. Berlin's Humboldt University Natural Science Department will also be relocating to Adlershof.

Berlin-Adlershof Science and Business Center (WISTA)



Tradition and Future

Major companies in Berlin actively promote the city's business start-up movement. The New Business Start-Up Center located on former grounds of the Borsig factory, now owned by Herlitz, is where young new business founders are "coached" by experienced managers. At Siemens in Berlin-Spandau, young high-tech firms receive comprehensive support in setting up new businesses.

German New Business Start-Up Fair

The German New Business Start-Up Fair sponsored by the German Ministry of Economics is held each year in May at the Berlin Exhibition Grounds. This event has become Germany's leading trade fair focusing on all aspects of commercial independence.

Berlin New Business Institute

A huge potential for innovative business ideas is available from the local colleges and universities. In the interest of preparing students for starting their own businesses, a group of professors, politicians and corporations founded the Berlin New Business Institute (ExistenzGründer-Institut Berlin e.V.), a unique university-level venture in Germany. Building bridges between the universities and the new business start-up centers, this organization functions as a contact and know-how agency, think tank and initiator of new concepts. Working on its own in 1996, with McKinsey in 1996/97 and with the Berlin investment Bank (IBB) in 1997/98, the institute organized the Berlin-Brandenburg Business Plan Challenge.

Business Plan Challenge

The Business Plan Challenge has become one of the most important events on the area's innovative business start-up scene. Operating on three-levels, the competition honors the best ideas with awards for business concept, market analysis and selection of corporate structure.

Berlin Business Community

Berlin supports the lines of communication on Germany's new business start-up scene. The BBC was founded within the framework of the German New Business Start-Up Fair '98 in Berlin under the guidance of the Berlin New Business Institute, the Berlin Chamber of Commerce and Trades, the Berlin Investment Bank, the Junior Economist's Club, Berlin Partner marketing agency, Berlin radio station Hundert,6 and the Hotel InterContinental.



YOUNG BERLIN

Unique Ideas

Berlin is a step ahead of the times. Where tomorrow's trends are created today. People interested in finding out where things are headed should come to Berlin and look around. Since 1989, over 150,000 new service industry jobs have been created in Berlin. Along with big global players like debis, KPMG, Lufthansa, Allianz and Sony, a number of young new business owners have taken advantage of the creative potential available in the city.

Parties and Events

Berlin has made a name for itself in Germany as the site of spectacular parties and special events. Where unconventional ideas often turn into thriving commercial ventures. The city's famous Love Parade is a perfect example. Starting out as a techno rave for a few hundred party-goers, this event now attracts over a million people to Berlin each year and has since become an important economic factor.



Evening concert at the Waldbühne amphitheater (above); living it up at the Love Parade (below)



A Taste of America - Barcomi's Bagels at the Reichstag

Cynthia Barcomi was originally attracted to Berlin by the unique local art scene. As a member of a theatrical group, she arrived here from New York in 1984 to dance – and simply never went back. In 1994, the artist became an entrepreneur. One of the reasons was the “bad coffee” in Berlin – the only drawback in an otherwise ideal city. She opened her first coffee shop complete with roasting facilities on Bergmann Strasse in Berlin's multicultural Kreuzberg district. Muffins, cakes and bagels were baked in the basement oven. Before long the café became a popular spot among American coffee culture enthusiasts. “With the help of the German Equalization Bank, I was able to raise the 200,000

marks I needed to get started” explains the lifestyle pioneer. She also received unbureaucratic financial support for her second project located in the Sophie-Gips Höfen in Berlin-Mitte. Then she opened a third café in the city. Meanwhile, the aroma of fresh Barcomi's coffee has become popular beyond Berlin with orders coming in from all over Europe. Now, even the federal government officials are talking about the quality of Barcomi coffee and baked goods. So it's no surprise that Barcomi's has been named as the official supplier to the German Parliament in the Reichstag building.



"Berlin's creativity is unlimited."

Cynthia Barcomi, manager of the Barcomi's cafés in Berlin



Café au "SoLait"
Oliver Lang and
his innovative
milk foamer



Solarc: Sun on a Daily Basis

Oliver Lang wrote his doctoral thesis on advanced solar energy cells at Berlin's world-famous Hahn-Meitner Institute. In August 1997, he opened his own company with business partner Iris Sommer and a loan from the German Equalization Bank. This gave birth to the firm Solarc GmbH which began developing solar-powered appliances for everyday use. The company's biggest success to date is the "SoLait" solar-powered milk foamer. Nearly 30,000 of these handy "eco-mixers" have already been sold. The product was approved by the VDI (German equivalent to UL)

as an environmentally-friendly device and named as the "Technical Toy" of the month in March 1998. "Along with having a knack for creativity, it's important to pay attention to consumer needs" comments Iris Sommer. "Our products have to look good. Up until now, consumers were inclined to hide their solar-energy appliances." The new company's success has already paid off. Solarc sales topped DM 700,000 (\$378,000) in the first year and are expected to exceed DM 2.5 million in the second year. The company's owners were already residents

of Berlin, so it was only logical for them to set up their business here. With its new business start-up centers, Berlin proved to be a lucky break. Solarc is located in the BIG-TIB, Germany's first new business start-up center. Iris Sommer: "The low rent, the close proximity to other companies and the excellent infrastructure are extremely practical." The company is currently negotiating with international partners on another new development. Due out on the market in July 1999, "scotty" is a solar-powered battery charger for, among other things, pocket phones.



Sommer in the City:
Carnival of Cultures

Walzerlinksgestrickt: Promoting Life's Spirit

In the Golden Twenties and Roaring Thirties, there was one place where amusement-seekers from all over Europe congregated: Berlin. The mundane metropolis, with its ballrooms and dance halls was the ultimate in modern nightlife. Walzerlinksgestrickt is bringing this spirit back to Berlin. Europe's biggest Tango Night takes place here every Friday night. Ulrike Albrecht and Jojakim Balzer won second place in the Business Plan Challenge 1996 with their alternative dance school concept, in which "joie de vivre is more important than the number of beats." They opened their dance studio in the old brewery with DM 250,000 and converted it into a ballroom modeled according to original drawings. Walzerlinksgestrickt has been able to attract an increasing number of professional dance instructors from South America to the multi-cultural and colorful Berlin. Balzer has no doubt that this approach will guarantee him an audience who supports new creative businesses: "mundane, urbane and vivacious."



"Winning the Berlin-Brandenburg competition was a big help in securing our financial situation; at least it opened all the doors at the bank."

Jojakim Balzer, Manager of the alternative dance school "Walzerlinksgestrickt", Berlin

A glamorous glance toward the new millenium:
Walzerlinksgestrickt



Spirited Scene

The Establishment and the Underground both agree that the interaction between art and business have made Berlin a creative metropolis on an international level. The colorful, crazy life in Berlin challenges business people interested in injecting their creativity into Berlin's markets. The top award winning ad campaign for the Frankfurter Allgemeine Zeitung (newspaper) was created by Scholz & Friends in Berlin. More advertising agencies opened their doors in Berlin since 1989 than in the preceding 40 years. Not only top agencies like the Grey Group, TBWA and Publicis have settled here. Newcomers Melle.Pufe, Weber-Hodel-Schmid, Vaporisateur, Lohmüller and Thiessen all chose to locate their headquarters in Berlin. Global players like debis, Deutsche Bahn AG and Coca-Cola are bringing huge advertising budgets to the city. This trend will be further reinforced by the relocation of the German government and the arrival of important industrial and trade associations.

Tom Meets Franka

Director Tom Tykwer shot his film "Lola rennt" (Lola On the Run) in Berlin – and the idea paid off with an award at the Independent Film Festival in the USA. As a traditional media city, Berlin offers a wealth of film-making talent and television production skills. It's no coincidence that Fritz Lang shot "Metropolis" in Babelsberg, just outside of Berlin. MediaCity in Berlin-Adlershof is where the area's largest media center is being built to include 130 companies, nearly 2,000 employees and six complete studios. One-quarter of all German television productions are taped in Berlin. The annual Berlinale film festival attracts industry insiders from around the world to Berlin – a city with 200 movie theaters selling over 9 million tickets every year.

Outlook

25,000 students from a variety of creative fields graduate each year from Berlin's three universities and 13 colleges. Some of the city's most highly recognized institutions specializing in art, advertising, music and fashion include the Hochschule der Künste (HdK), the Academy of Arts in Berlin-Weißensee, the Hanns-Eisler Conservatory of Music, the Ernst-Busch Acting School, German Television and Film Academy and the Lette Foundation.



MTV goes Berlin:
Studio on Kurfürstendamm.

"The atmosphere in Berlin inspires creativity. This is brand new territory where you have the feeling that you can just pitch your tent here and start living."

Mathilde Bonnefoy, film editor for "Lola rennt"



Creativity as Start Capital: Three Hamburgers in Berlin

Aimaq-Rapp-Stolle is one of the most promising new agencies on Berlin's emerging advertising and PR horizon where more than 3,000 people are employed in over 100 agencies. Actually, the three young entrepreneurs were already well-established before they decided to move to Berlin. André Aimaq was the Creative Director at top ad agency Springer & Jacoby, Robert Stolle was at Scholz & Friends in charge of key accounts like BMW, and Andreas Rapp was making a name for himself as a manager with Frahm and Wandelt. By establishing their own advertising agency in Berlin, the three childhood friends fulfilled a longtime dream. Why didn't they go to one of the advertising capitals like Düsseldorf, Frankfurt or their hometown of Hamburg? "Our decision to come to Berlin was an emotional one..."



The pioneering attitude and spirited atmosphere in Berlin inspires creative thought" explains André Aimaq. Berlin is rapidly becoming Germany's fourth most important advertising center. After opening for business in November 1998, it didn't take the agency long to land its first major account: MTV Berlin. Not to mention the unique idea behind the "MTV wirkt" campaign, Aimaq-Rapp-Stolle gained from the fact that MTV – and its sizeable advertising budget – recently relocated to Berlin.

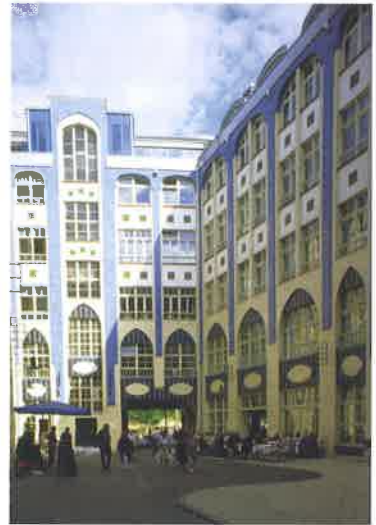


The "MTV wirkt" campaign



Art, Culture and Business in Berlin

Along with 160 museums and major art exhibitions including the Art Forum Berlin and BerlinBiennale, the city of art and artists is characterized by a spirited creative scene backed by over 200 private galleries and 260 exhibitions daily. A consequence of Berlin's unique history, the local galleries are concentrated in two areas of the city: 16 of Berlin's most important galleries are located in Charlottenburg. After the fall of the Berlin Wall, another 16 distinguished galleries opened in Berlin-Mitte, the new/old center of the city. In close proximity to cafés and clubs, an internationally-renowned cultural scene has developed in and around the Hackeschen Höfe. Enhanced by the interaction, both of the city's art centers have an impact on life in Berlin. Anything Goes!



Life in the City:
Hackesche Höfe

Imagination

Berlin is an attractive city – especially for young designers like Oliver Vogt and Herman Weizenegger who have helped breathe new life into a local home for the blind by introducing dynamic concepts and bringing in new orders from their "Imaginary Manufactory." Hermann Weizenegger has no doubt that Berlin is an ideal place to effectively put his ideas into

practice: "Our factory loft located in Kreuzberg's Oranienhof offers us optimal conditions: low rent, plenty of space and a well-developed infrastructure with production firms located nearby in the neighboring buildings. This is where we have discovered a huge sales market and companies who are enthusiastic about our innovative designs."





"Berlin is the only place where I can live and work in Germany. Nowhere else can I find so much inspiration with focused energy coming from art, capital and culture."

Ralf Handschuch, Berlin fashion designer

Ralf Handschuch – Fashion Forever

Ralf Handschuch is a designer of the future. A British magazine recently referred to him as the new star on the international fashion horizon – ahead of Gucci and Prada. Handschuch, whose company logo is a replica of Berlin's TV tower, comments: "I base my fashion designs on my observations of urban life in Berlin." Another component of his success: elegant, yet remarkably durable, materials. In contrast to the haute couture of Paris, this approach was so unusual that a number of the more expensive fashion labels began to copy his styles. As a young designer, Handschuch plans to take his international success a step further by developing his firm into a globally-recognized name. The low

rent for his atelier in Kreuzberg and the ideal transportation infrastructure provide ideal conditions for his "Fashion Forever" styles. Young people starting new businesses in Berlin are now receiving more government support. "Things are changing. It's not only the industry giants who are setting the pace. Policy makers have recognized this and are offering more support for small and medium-sized companies" comments the young fashion designer. Originally from southern Germany, he has spent the last 10 years in Berlin – the city he planned to leave. But he was so fascinated by what took place here after the Berlin Wall was torn down that he changed his mind about moving to New York.

Gaining from the magnetism in Berlin, Prominent actors model for Ralf Handschuch:
Ben Becker, Horst Buchholz,
Otto Sander (from left)



International and Innovative

Berlin and Brandenburg are increasingly more attractive to global players. The new city center built on Potsdamer Platz attracts visitors and companies alike. DaimlerChrysler subsidiary debis focuses the concern's international financial business directly on Potsdamer Platz. BMW Rolls Royce is investing in new facilities for its research division. Deutsche Bahn has already moved into its new headquarters in Berlin. International companies including Samsung and IBM along with the Allianz insurance group and many of the city's 100 biotechnology firms are launching their Eastern European business activities from Berlin. This trend is reinforced by a highly qualified local workforce, reasonably priced commercial space and an optimized structure of investments and subsidies. Multinational companies like Gillette, Siemens and Philip Morris moving to Berlin attract new service companies and suppliers. Berlin is developing into a prime center for the service industry. Over the past few years, service companies have become a major economic factor resulting in new growth potential in Berlin. The service industry with companies in the retailing, finance, insurance, property management, tourism, entertainment and high-tech sectors account for nearly one-third of the gross value added in the area. Some 150,000 new jobs were created in the past few years. The number of new jobs in 1998 alone totaled 17,000.

Active in East-West business:
Stefan Körtitz of Baltec CNC
in Berlin



Optimal Conditions

Stefan Körtitz is the general manager and founder of Baltec CNC Ingenieurestechnik. The former mechanical engineering student, who now owns three companies in Lithuania, produces machined parts for the automotive industry. Baltec is located in the OWZ East-West Cooperation Center at the Berlin-Adlershof Science and Business Center (WISTA).

Why did you select Berlin for your company headquarters?

Stefan Körtitz: "Berlin is simply the best place for my business. Berlin is the biggest German city located close to Eastern Europe. This guarantees closer proximity to Lithuania and offers direct access to the supply infrastructure from the west."

What made you decide to set up a company in Lithuania?

Stefan Körtitz: "While I was still studying at the Technical University in Berlin, the exchange with Eastern Europe was already being built up in response to the great economic potential there. I came up with the idea after supervising a delegation

from Lithuania. The cooperation with Eastern Europe opens up new markets."

Isn't the distance between Berlin and your companies in Lithuania a problem?

Stefan Körtitz: "The advantages of lower production costs outweigh any disadvantages. I'm in Lithuania on-site every two months. We have our own Internet provider on the WISTA grounds in Berlin-Adlershof. I routinely communicate with my employees online and am available to them when they need me – and it doesn't cost us a cent."

How is your business developing?

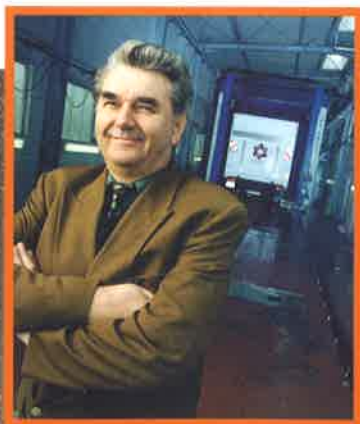
Stefan Körtitz: "We have 40 people working in Lithuania. In Berlin we have two half-time positions in addition to my own. We plan to add another position by the end of the year. Our earnings this year are expected to be between 2 million and 2.5 million marks. Over the past two years, our sales have increased tenfold."



East-West Cooperation Center
in Berlin-Adlershof (OWZ)

Truck Wash – A Clean Business

Berlin's central geographic location makes it a key transport junction, especially for business with Eastern Europe. Engineer and business economist Dr. Wolfgang Müller developed a perfectly adapted idea. Previously, trucks had to either be washed by hand or run through wash racks requiring excessive amounts of energy and water. Dr. Müller developed a system in which vehicles are washed automatically with a minimum amount of energy, detergents and water. The State of Berlin, the EU, the German Equalization Bank (DtA) and Dr. Müller's house bank supported this unconventional concept with equity capital assistance and ERP credit enabling him to raise DM 2.1 million in start capital. Dr. Müller opened the first "Ecological Truck Wash" and was honored with an innovation award for Environmental Technology. New truck wash centers are planned or have already been built in other German states.



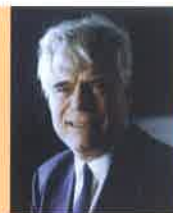
TELES AG: Success in Research

"Nowhere else can you find so much freedom to implement your own ideas and concepts while earning a fair wage for your efforts." Prof. Sigrum Schindler, CEO and founder of Teles AG believes that the close proximity to research and training is one of the main reasons for the success of his company. The effective technology transfer between science and private industry enabled university lecturer Schindler to open his company in 1983. Teles AG is one of the leading manufacturers of advanced ISDN telecommunications technology. In 1996 the German business magazine "Impulse" rated Teles as one of the top 50 most successful German corporations. Manager Magazine named Dr. Schindler the "High-Tech Manager of the Year" in 1997. In early 1998, Teles was named by the EU as one of Europe's 20 fastest growing companies. And this trend is continuing. "We are aiming at the

DM 1 billion mark. By the end of the year we will be increasing our workforce from 450 to 770 employees."

"Berlin's most important capital is its wealth of research facilities, universities and colleges."

Prof. Sigrum Schindler,
CEO and founder of Teles AG, Berlin



Berlin Facts:

3 Universities
13 Colleges
21 Technical Colleges
Over 130,000 students
250 Science Institutes

Unconventional concept:
Dr. Wolfgang Müller,
Truck Wash, Berlin



Traditional and Contemporary

The skilled trades offer young people a number of interesting opportunities. Over 40,000 new trade shops have opened in Berlin since 1996. On an average, each one creates six new jobs. Not only the traditional trades are successful in the city, a number of new, unconventional business concepts have unfolded in Berlin.

Modern interior
design: Lutz Lahann
from Derelict



Derelict: Furniture for Berlin

Wood, glass and choice metals – these are the materials being used to build the new, elegant Berlin: from office towers to hotels, cafés and exquisite restaurants. These materials also account for the success of Derelict. Three business founders with an unmistakable sense for the spirit of the new Berlin successfully transformed their ideas into contemporary furniture. Unemployed in 1994, Bernhard Stomporowski started his business with funds from the Reconstruction Bank. He was soon joined by co-owners Lutz Lahann and Stephan Knauf.

From the very beginning the new company was flooded with orders – particularly from the hotel and restaurant business which was flourishing after the fall of the Berlin Wall. Another positive development for Derelict: “Customers are spending more money for quality. Instead of beech, they are ordering tables made of oak.” The city of Berlin is renovating from the ground up – and this means profits for the young furniture company. Practically wherever you sit down at a table in Berlin, chances are you will see creative details and furniture made by Derelict.





"People who make it in Berlin attract the attention of the whole country."

Detlef Hünnecke, Manager of the "Headhunter" barbershop, Berlin.

Headhunter: New Hair Concept

The initial tests were conducted in his hometown of Bremen. Then he decided to branch out in Berlin late last year. Now he's flying high with an unconventional new hair concept. New business owner Detlef Hünnecke sees haircutting as a service.

"Headhunter is not a beauty salon where customers are served coffee, worn-out magazines and yesterday's gossip. We cut hair. Period."

Headhunter offers culture pure, techno music and dumping prices. With his ability to sense what the customer wants, Hünnecke's shop in Prenzlauer Berg has advanced from an inside tip to one of the most popular barber-shops in the city. The congruent concept attracts people who don't regularly go to the barbershop. "Thirty percent of our customers haven't

had their hair cut by a barber in 5 years." Hünnecke plans to open another shop in Prenzlauer Berg with more new shops to follow.



A favorite spot among new business owners in Berlin-Mitte: Heckmannschen Höfe



Media, Information and Communications Technology



With ten daily newspapers, four Sunday editions, one weekly, eleven city magazines and twelve shopper's guides, Berlin has clearly resumed its role as the city with the widest range of press media in Europe. Berlin is also Germany's second largest publishing city with 210 publishing houses. Thirty radio stations compete on Berlin's radio market: from the award-winning KISS FM to the hit parade on Spreeradio, innovative ideas are always welcome on Berlin's radio waves.

Television and Telecommunications

Berlin continues to gain importance as a prime business center for television productions. National TV networks ARD, ZDF, SAT 1, Pro 7 and n-tv have joined international giants like CNN, BBC and RAI in setting up new stations in Berlin. New media and telecommunications prosper in Berlin. With nearly 90,000 miles of fiber-optic cable, Berlin has Europe's largest digital telecommunications network. A digital ISDN network provides the basis for modern communications and gives Berlin the necessary infrastructure to become one of Europe's key information centers.

Initiatives

A number of initiatives promote the development of the media industry in Berlin-Brandenburg. Prime examples include the MediaWeb Berlin-Brandenburg pilot project which combines the city's Internet presence with a platform designed for the media sector. In another pilot project, Berlin packaged its multimedia activities into an interdepartmental state initiative titled "Project Future – Berlin's Approach to the Information Society." The initial phase has already begun. Within the framework of the "Community Taskforce for Improving the Regional Economic Structure," investment subsidies have been issued to 310 companies since 1991 with extremely positive results. Over 6,300 new jobs were created thanks to more than DM 273 million in subsidies and a total investment of DM 1.06 billion. Altogether, 7,900 media and communications companies in Berlin employ nearly 75,000 people. This workforce is expected to expand to over 100,000 by the year 2000. Total media industry income amounts to DM 18.4 billion per year and is continuing to rise.



"The development of the media industry is fast-moving and more attractive than anywhere else."

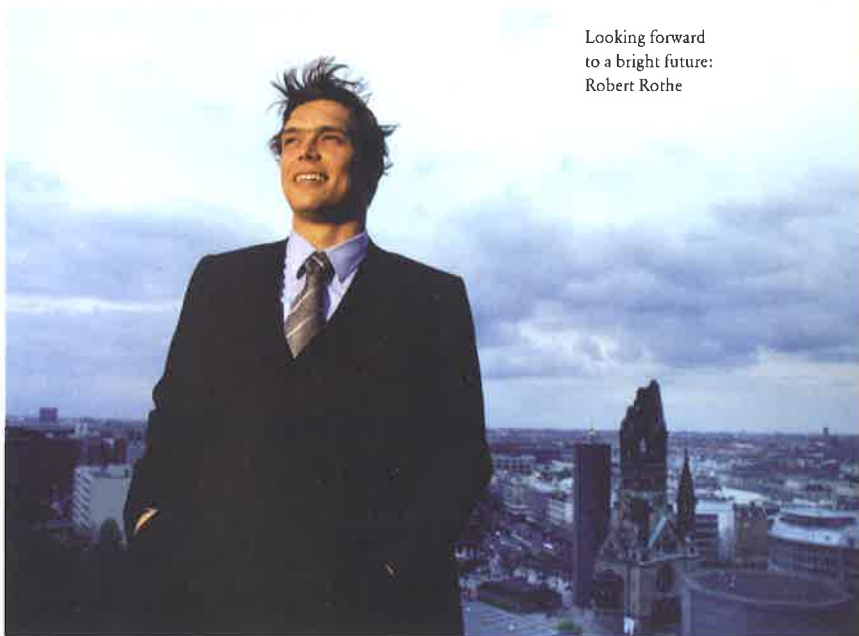
Wilhelmina Steyling, co-owner of
Jazz Radio 101.9

Interactive Networkx – Growth on the Net

In the first year, Interactive Networkx revenues reached DM 1 million. In the second year income topped 5 million followed by 10 million in the third year and 15 million in the fourth year. This growth is attributed to the Internet. Robert Rothe, the company's 29 year-old CEO, is more than pleased with the progress. Profits continue to increase along with the company's share of the market. Snafu, the Interactive Networkx Internet service provider, has over 25,000 private subscribers in Berlin – which makes it number three behind industry giants T-Online and AOL. But the company's 70 employees don't just work for private customers. Interactive Networkx customers include German TV stations ARD and Sat 1 as well as the DaimlerChrysler research division. Interactive Networkx also offers cordless mobile communications via their "mobile.com" division. Robert Rothe explains the Interactive Networkx philosophy: "We gain customer loyalty through customer service."

Snafu achieved this level of success practically without direct government assistance. Last year, PSInet Inc., the largest independent Internet carrier in the USA, became aware of Berlin's

shooting star through an article in a German business magazine and bought into the company. Now the Interactive Networkx success is being continued on an international level.



Looking forward to a bright future:
Robert Rothe



Music from the
Sophienhöfe in
Berlin-Mitte:
Jazz Radio 101,9

Medical and Biotechnologies

As a research and technology city, Berlin has a long tradition in the fields of medicine and medical technology. Rudolf Virchow first established cellular pathology at the beginning of the century at the Charité hospital. Robert Koch had a major influence on infectious disease research. Schering, the internationally active pharmaceutical corporation, started production in Berlin over 100 years ago. Today, Schering is reinforcing its commitment to Berlin by concentrating its genome research activities here.



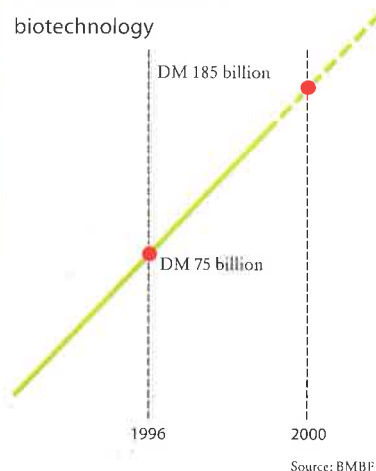
World famous:
Charité hospital in
Berlin-Mitte



Growth Market

In 1996, the worldwide sale of biotechnology products totaled DM 75 billion. According to estimates from the German Federal Research Ministry, this amount will increase to DM 185 billion by the year 2000. And these research activities have an impact: 10 percent of the 512 biotechnology patents registered in Germany in 1997/97 were applied for in Berlin and Brandenburg. This is where new businesses can find an ideal location along with expert advice from the BioTOP initiative in locating business partners, setting up joint research and obtaining venture capital.

Worldwide revenues in
biotechnology



Cooperation

Institutions including the Max Planck Institutes, the Max Delbrück Center, the Innovation and New Business Center Berlin-Buch, MedTech Adlershof, Focus Mediport, the Fraunhofer organization and the city's three universities make Berlin an excellent location for medical and biotechnologies. The numbers speak for themselves: over 114 biotechnology firms employing 3,700 people generate revenues of DM 1.7 billion annually. Since 1990, 84 small and medium-sized companies

have been founded. Joint ventures between universities and industry enhance the exchange of scientific information. Berlin has one of the most highly concentrated networks of specialized research and development facilities.

Mologen AG – Versatile Research

Research conducted by students at the Institute for Molecular Biology and Biochemistry at the Berlin Free University (FU) doesn't end up gathering dust on a shelf somewhere after they graduate. Department Chairman Prof. Burghardt Wittig along with associates Dr. Claas Junghans and young banker Volker Kube have arranged for students to conduct genetic vaccine research for Mologen AG – and get paid for their work. Located directly on the FU campus in Berlin-Dahlem, Mologen currently has 12 full-time employees and 4 students on its team. Plans call for increasing the staff to 20 or 30 by the end of the year. With this fast-paced growth, the company decided to expand its facilities. The required funds were gained by going public on the stock market. On the day of issue the stock rose from DM 20 to DM 62 and evened out at DM 32 per share. The value of the total number of shares is



currently DM 2.5 million. The university committees, which initially had their hands full handling the administrative chores for Mologen, are now much more efficient and flexible. The company's experience with local authorities has also been positive. "We received the building permit for our new expansion on the roof of the university's animal shelter in a matter of weeks."



"Berlin is Germany's leading research city. The high concentration of outstanding institutes and clinics, and the high educational standards of our employees make the city an ideal location for Mologen."

Prof. Burghardt Wittig, Mologen AG, Berlin



At Tempelhof Airport:
Dr. Thomas Bold, General Manager
of "Hybrid Organ" (external liver
support system designed to assist
patients preparing for a transplant)

Transportation Technology

Some of the big names in Berlin include ADtranz, Deutsche Waggonbau/ Bombardier, Ford and Siemens. Berlin is home to 250 companies with 40,000 employees and 40 research institutes working on the development and production of transportation technology for the next millennium. Berlin-Brandenburg International Airport, the region's biggest investment project, has already begun. Experts predict that by the year 2010, some 20 million passengers will pass through the new airport each year. Construction on Europe's most modern airport will add more thrust to the region's job market and serve as a driving force for local supply companies.

Expanding the Infrastructure

Berlin is expanding its traffic routes as it moves into its role as a main European junction. Deutsche Bahn along with the federal and state governments is investing DM 20 million to expand the rail infrastructure over the next 10 years.



Berlin's rail infrastructure serves as a role model for all of Europe

"Berlin is the center. We are investing in Eastern Europe as a future growth market."

Dr. Frank Straube,
Managing Director
of the Center for
Logistics and Corporate Planning (ZLU), Berlin



ZLU – Perfect Timing

The Institute for Logistics at the Berlin Technical University (TU) is one of Europe's leaders. People who study here are among the best in the field. Frank Straube received his doctorate degree here, and then joined Prof. Helmut Baumgarten in setting up the Center for Logistics (ZLU). Major companies located in Berlin including Mercedes Benz and Schering organize their production with the help of ZLU. The company has been operating on a global scale for several years. According to manager Frank Straube "Global logistics networks are created with our support. Our range of services are used in mines 10 km below the earth's surface and in Lufthansa airliners 10 km above." Nearly half of the company's 120 employees (the firm started with a staff of 15 in 1990) graduated from the TU. Today ZLU has offices in Sao Paulo and Boston. Another new office will be opened in Berlin within the next five years.

There's always plenty of work in the capital city. Straube recently helped manage the concept for the federal government's relocation to Berlin. In terms of the shiploads and trucks full of files and folders, the move is "... a prestigious, but not very spectacular task" says Straube who flies more than 250,000 miles each year. After all, a Boeing airliner consists of 5 million parts – and ZLU experts helped optimize the production for the global aircraft manufacturer. A leader in the field, the young company is located in the Technology and Innovation Park Voltastrasse. "At first we were attracted by the close proximity to the university. Today, we gain from the innovative companies in the area."

ZLU played a role in the smooth-running construction operations at Potsdamer Platz



Innovation and New Business Start-Up Centers

Berlin offers a unique range of services for new business founders. Germany's first new business start-up center, the Berlin Innovation and New Business Center (BIG) opened in 1983 and began offering business sites for newly established companies. Today there are 14 new business start-up centers and eight technology parks where young business founders working in Berlin's growing industries – primarily transportation technology, medical and biotechnologies, information and communication technology and the media sector – are offered exceptional start-up conditions. The new business centers offer young companies more than reasonably priced commercial and production space. New business owners can also benefit from centralized reception areas, mail and telephone services, modern communications systems and conference rooms equipped with the latest technology. Comprehensive economic and entrepreneurial advice is also available. These services are available to newcomers for five years. Afterwards, they have the option of moving to one of the nearby technology parks.

New Business Center
BIG/TIB in Berlin-Wedding



New Business Start-Up Centers in Berlin

	Area* (in sq. ft.)	Estab- lished	Primary Focus	Address	Employers	Jobs
Berlin Innovation- and New Business Center (BIG) in the Berlin Technology and Innovation Park (TIB)	100,385	1983	• Environmental engineering • Automation technology • Measurement, control technology • Information and communications technology • Medical technology	IZBM GmbH Gustav-Meyer-Allee 25 D-13355 Berlin Tel. +49.30.46307.648 Fax: +49.30.46307.649 Contact: Dr. Florian Seiff Email: izbm.big@t-online.de http://www.izbm.de	34	334
Innovation and New Business Center Berlin- Adlershof (IGZ) located at the Berlin-Adlershof Science and Business Center (WISTA)	146,520	1991	• Microelectronics • Optoelectronics • Materials research • Environmental engineering • Informatics • Electronics • Laser technology	IZBM GmbH Berlin-Adlershof (IGZ) Rudower Chaussee 29 D-12489 Berlin Tel. +49.30.6392.6000 Fax: +49.30.6392.6010 Contact: Dr. Florian Seiff, Dr. Gerhard Raetz Email: izbm.big@t-online.de http://www.izbm.de	65	507
Technology and New Business Center (TGZ) at the Wuhlheide Innovation Park (IPW)	54,896	1991	• Materials engineering • Processing technology • Process automation • Measurement systems and electronic equipment engineering • Optoelectronics/ Sensor engineering • Environmental engineering • Energy technology • Construction and renovation technology	IMG Innovationspark Wuhlheide Management Gesellschaft mbH Köpenicker Strasse 325 D-12555 Berlin Tel. +49.30.6576.2202 Fax: +49.30.6576.2240 Contact: Dr. Dieter Reiblich Dr. Karl Rasch Email: ipw@ipw-berlin.de http://www.ipw-berlin.de	38	475

* includes target values

	Area* (in sq. ft)	Estab- lished	Primary Focus	Address	Employers	Jobs
Technology and New Business Center Spreekie (TGS)	236,808	1997	• Information and communications technology • Solar technology • Environmental engineering	TGS GmbH Ostendstrasse 25 D-12459 Berlin Tel. +49.30.5304.1000 Fax: +49.30.5304.1010 Contact: Dr. Dieter Kaiser Email: info.tgs@tgs-berlin.de http://www.tgs-berlin.de	25	127
New Business Center (IGZ) Berlin-Buch on the Berlin-Buch biomedical research campus	89,190	1996	• Biomedicine • Biotechnology	BBB Biomedizinischer Forschungscampus Berlin-Buch GmbH Robert-Rössle-Strasse 10 D-13125 Berlin Tel. +49.30.9489.2511 Fax: +49.30.9489.3812 Contact: Dr. Gudrun Erzgräber Email: gerzgra@mdc-berlin.de http://www.mdc-berlin.de	26	216
FOCUS Mediport New Business Center	3,100	1996	• Medical technology	Mediport Consult GmbH Wiesenweg 10 12247 Berlin Tel. +49.30.7694.2087 Fax: +49.30.7694.2109 Contact: Dr. Matthias Faensen Marcus Luther Email: roettgers@mediport.net http://www.focus-mediport.de	14	83
PHÖNIX New Business Center Am Borsigturm	75,993	1997	• Transportation technology • Logistics • Information and communications technology • Environmental engineering	Gewerbepark Am Borsigturm GmbH Am Borsigturm 40 D-13507 Berlin Tel. +49.30.4303.3519 Fax: +49.30.4303.3520 Contact: Rolf Friedrichsdorf Email: rfriedrichsdorf@phoenix-gruenderzentrum.de http://www.phoenix-gruenderzentrum.de	53	231
East-West Cooperation Center (OWZ) at the IGZ/ WISTA	82,700	1997	• Electronic equipment engineering • Security technology • Automation technology • Informatics • Bio- and environmental engineering • Commerce/Marketing	IZBM GmbH Rudower Chaussee 29 D-12489 Berlin Tel. +49.30.6392.6000 Fax: +49.30.6392.6010 Contact: Dr. Lydia Dessau Email: seiff@izbm.de http://www.izbm.de	29	123
New Business Start-Up Center at the FHTW Berlin	15,070	1997	• Technical/engineering services • Informatics • Internet services • Company-related services	Technologietransferstelle der FHTW Berlin Treskowallee 24 D-10318 Berlin Tel. +49.30.5019.2283 Fax: +49.30.5019.2477 Contact: Ansgar Keller Email: a.keller@fhtw-berlin.de http://www.fhtw-berlin.de	30	67
WeiberWirtschaft New Business Center for Women	59,202	1992	• Commercial services • Services • Skilled trades • Hotel & Restaurant • Health • Therapy	WeiberWirtschaft eG Anklamer Strasse 38 D-10115 Berlin Tel. +49.30.440.2230 Fax: +49.30.440.22344 Contact: Ute Schlegelmilch Email: info@weiberwirtschaft.de http://www.weiberwirtschaft.de	60	160

SERVICE

	Area* (in sq.ft)	Estab- lished	Primary Focus	Address	Employers	Jobs
New Business Center Marzahn, Rhinstraße 100	135,518	1996	• Skilled trades • Manufacturing • Services	DIBAG Industriebau AG Münzstrasse 5 D-10178 Berlin Tel. +49.30.54949.100 Fax: +49.30.54949.110 Contact: Michael Kramer http://www.dib-ag.de	75	394
New Business Center Hohenschönhausen, Marzahner Strasse	69,427	1996	• Skilled trades • Manufacturing • Services	DIBAG Industriebau AG Münzstrasse 5 D-10178 Berlin Tel. +49.30.54949.100 Fax: +49.30.54949.110 Contact: Gerd Scheibe http://www.dib-ag.de	8	142
New Business Center - Pankow (Buchholz)	5,600	1996	• Skilled trades • Manufacturing	Gewerbeansiedlungs- Gesellschaft mbH (GSG) Pankstrasse 8/10 D-13127 Berlin Tel. +49.30.3909.3139 Fax: +49.30.3933.692 Contact: Ms. Klesse	2	10
MINERVA New Business Center in Ullsteinhaus	17,060	1999	• Fashion & Design	Mode-Center Berlin Mariendorfer Damm 1/3 D-12099 Berlin Tel. +49.30.700.950 Fax: +49.30.705.0101 Contact: Cornelia Grah	2	3
 Innovation Centers/Technology Parks in Berlin						
Technology and Innovation- Park Berlin (TIB)	856,168	1985	• Microsystems technology • Information and communi- cations technology • Environmental engineering • Media production and satellite communications • Telemarketing	IZBM GmbH Tel. +49.30.4630.7648 Fax: +49.30.4630.7649 Contact: Dr. Florian Seiff Rentals: Gewerbesiedlungs- Gesellschaft mbH (GSG) Gustav-Meyer-Allee 25 D-13355 Berlin Tel. +49.30.46360.22 or 23 Fax: +49.30.4637.648 Contact: Marlis Salyer Email: izbm.big@t-online.de http://www.izbm.de	37	1,425
Technology and Innovation- Center Wedding	35,829	1996	• Microperipherals technology • Services • Information and communications technology • Environmental engineering • Telemarketing	Gewerbesiedlungs- Gesellschaft mbH (GSG) Gustav-Meyer-Allee 25 D-13355 Berlin Tel. +49.30.46360.22 or 23 Fax: +49.30.4637.648 Contact: Marlis Salyer Email: izbm.big@t-online.de http://www.izbm.de	10	75

	Area* (in sq.ft)	Estab- lished	Focus	Address	Number of companies	Number of job
Innovation Park Wuhlheide (IPW)	448,859	1991	• Materials engineering • Processing technology • Process automation • Measurement systems and equipment engineering • Optoelectronics/Sensor engineering • Information and communications technology • Medical technology • Environmental engineering • Energy technology • Construction and renovation technology	IMG Innovationspark Wuhlheide Management GmbH Köpenicker Str. 325 D-12555 Berlin Tel. +49.30.6576.2202 Fax: +49.30.6576.2240 Contact: Dr. Dietrich Reiblich Dr. Karl Rasch Email: img@ipw-berlin.de http://www.ipw-berlin.de	97	1,130
Berlin-Adlershof Science and Business Center WISTA	1,668,420	1991	• Optics, optoelectronics and laser technology (photonics) • Information and communications technology • Environmental engineering • Production engineering • new materials research	WISTA-Management GmbH Rudower Chaussee 29 D-12489 Berlin Tel. +49.30.6392.2225 Fax: +49.30.6392.2203 Contact: Wolfgang Knifka Email: knifka@wista.de http://www.wista.de	174 +15 Institutes	2,282 +1,544
Biomedical Research Campus Berlin-Buch	85,000	1992	• Biomedicine • Biotechnology/biological fundamental research with clinical research and commercial applications in the biomedical field	BBB Biomedizinischer Forschungscampus Berlin-Buch GmbH Robert-Rössle-Strasse 10 D-13125 Berlin Tel. +49.30.9489.2511 Fax +49.30.9489.3812 Contact: Dr. Gudrun Erzgräber Email: gerzgra@mdc-berlin.de http://www.mdc-berlin.de	25 +1 Institute +1 Clinic	280 +1,220
Innovation and Business Park Am Borsigturm	91,494	1996	• Information and communications technology • Transportation technology • Logistics	Herlitz Immobilien Consult GmbH Am Borsigturm D-13507 Berlin Tel. +49.30.4303.3500 Fax +49.30.4303.3535 Contact: René Bentzen Email: rbentzen@herlitz-falkenhoehe.de http://www.herlitz-falkenhoehe.de	14	150
FOCUS Mediport Berlin	226,044	1995	• Medical technology and related technological fields	Wiesenweg 10 D-12247 Berlin Rentals: ITAG AG Stromstrasse 3 D-10555 Berlin Tel. +49.30.3998.9275 Fax: +49.30.3998.8299 Contact: Wolfgang Klein Email: info@focus-mediport.de http://www.focus-mediport.de	32	550
Media City Adlershof	441,324	1996	• Media industry	Media City Adlershof GmbH Rudower Chaussee 3, Turmgebäude D-12489 Berlin Tel. +49.30.6704.4703 Fax: +49.30.6704.4705 Contact: Wolfgang Schultes Email: seiff@izbm.de http://www.izbm.de	120	1,600

Subsidies, Service, Addresses

Financial support in the form of credit, guarantees, investment grants and equity assistance are available, not as a substitute for personal initiative, but as a means of motivating people to start their own businesses. One of the biggest obstacles on the path to financial independence is often the problem of equity capital. For this reason, the government supports new business start-ups through a number of programs designed to help new business owners get off to a good start.

Other Programs and Initiatives

Subsidies for setting up or expanding a business are granted by the Community Taskforce for the Improvement of the Regional Economy (GA).

Tel. +49.30.9013.8484

Free project-related subsidy advice is available from the Technology Foundation Innovation Center Berlin (TSB)

Tel. +49.30.463025.00

The Medium-Sized Business Shareholding Company Berlin-Brandenburg offers silent and open partnerships for new businesses in the region.

Tel. +49.30.60600.074

German Equalization Bank (DtA) Programs

Equity capital assistance program: With no debt security required, low interest rates and long payment terms, this program is especially attractive for new business founders. In 1997, 532 appropriations were granted for a total of DM 75.4 million.

European Recovery Program (ERP): 428 appropriations granted for a total of DM 77.3 million.

DtA business start-up program: 612 projects were co-financed in 1997 with subsidies totaling DM 10.2 million.

DtA credit loan commitment: 550 projects were financed in the first half of 1998 with DM 128 million in subsidies.

Tel. +49.30.850850

Business Plan Challenge

In crash courses, seminars and weekly meetings new business founders gain the necessary know-how for starting a company, exchange information with others and develop a business plan. Professional advice is provided by members of the new business network. The finished business plans are fully evaluated.

Hotline: +49.30.2125.2121

Internet: <http://b-p-w.de>

Start-Up

Start-Up is Germany's leading new business competition. Potential new companies can submit their concepts to an initiative sponsored by bank organizations, Stern magazine, and McKinsey business consultants and compete for subsidies and support packages. Further information is available by calling
Tel. +49.30.8698.3820

Overview for New Business Founders

Before setting up a successful company with a good business idea, a congruent marketing concept and the necessary capital, each new business founder requires comprehensive information on establishing a new business. To get your new business off to a good start in Berlin, the following selection of information materials can be a big help.

Berlin New Business Guide

Where can you get assistance?
The Berlin New Business Guide (Gründungsführer) offers examples of economic development and new business subsidy programs.

Orders:
Senate Administration for Economics
and Municipal Corporations
Referat II A
Martin-Luther Str. 105
D-10820 Berlin
Tel. +49.30.9013.7510 or 8189
Fax: +49.30.9013.7597

Subsidy Guide

The "Förderfibel" is published annually and outlines of all of the subsidy programs sponsored by the State of Berlin.

Orders:
IBB, Investitionsbank Berlin
Spichernstrasse 2
D-10777 Berlin
Tel. +49.30.2125.4524
Fax: +49.30.2125.2010



The image shows three book covers. The first is 'Förderfibel 2010' with a blue and white design. The second is 'STARTHILFE' with a red and white design and a small illustration of a house. The third is 'BERLIN GRÜNDUNGSFÜHRER' with a dark blue cover and white text.

Start-Up Assistance

The successful way to self employment.

Orders:
Bundesministerium für Wirtschaft
und Technologie,
Referat Öffentlichkeitsarbeit/Versand
D-53107 Bonn
14473 Potsdam
Tel. +49.228.615.2646
Fax: +49.228.615.3438
<http://www.bmwi.de>

A full network of advice and training centers, banks and subsidy programs has been developed in Berlin. Comprehensive advice and services are available to support young business founders on their way to commercial success.



Berlin Economic Development Corporation (WFB)

This organization supports investment projects from national and international companies in Berlin.

Berlin Economic Development Corporation

Managing Director:

Dr. Hans Estermann

Ludwig Erhard Haus

Fasanenstrasse 85

D-10623 Berlin

Tel. +49.30.3998.00

Fax: +49.30.3998.0239

Email: info@wfb-berlin.de

<http://www.berlin.de/wfb>

Senate Administration for Economics and Municipal Corporations

Contact: Irene Oettner, Vera Schiwiek

Martin-Luther-Str. 105

D-10820 Berlin

Tel. +49.30.9013.8444

Tel. +49.30.9013.8115

Fax: +49.30.9013.7596

Email: irene.oettner@senwib.verwalt-berlin.de

Email: vera.schiwek@senwib.verwalt-berlin.de

<http://www.berlin.de>

Berlin Chamber of Commerce and Industry

Ludwig Erhard Haus

Fasanenstrasse 85

D-10623 Berlin

Tel. +49.30.3151.00

Fax: +49.30.3151.0278

Email: dialog@berlin.ihk.de

<http://www.berlin.ihk.de>

Berlin Chamber of Skilled Trades (HWK)

Blücherstr. 68

D-10961 Berlin

Tel. +49.30.2590.301

Fax: +49.30.25.90-34.68

Email: info@hwk-berlin.de

<http://www.hwk-berlin.de>

Berlin Investment Bank (IBB)

Bundesallee 210

D-10791 Berlin

Tel. +49.30.2125.0

Fax: +49.30.2125.3202

<http://www.investitionsbank.de>

<http://www.widi.investitionsbank.de>

German Equalization Bank (DtA)

Berlin Office

Sarrazinstrasse 11/15

Tel. +49.30.2125.0

Fax: +49.30.2125.3202

Email: dtabonn@t-online.de

<http://www.gruenderzentrum.de>

Reconstruction Loan Corporation (KfW)

Berlin Office

Charottenstrasse 33/33e

D-10117 Berlin

Information Center

Taubenstrasse 10

D-10117 Berlin

Tel. +49.30.2026.4316

Fax: +49.30.2026.4192

Email: kfw.vsb@kfw.de

<http://www.kfw.de>

Berlin-Brandenburg Guaranty Bank (BBB)

Leibnizstrasse 11/13

D-10625 Berlin

Tel. +49.30.3110.040

Fax: +49.30.3110.0455

Email: info@buergschaftsbank-berlin.de

<http://www.buergschaftsbank-berlin.de>

Berlin New Business Institute

Nachodstrasse 8

D-10779 Berlin

Tel. +49.30.2125.2800

Fax: +49.30.2125.2828

Email: go@existenzgruender-insitut.de

<http://www.existenzgruender-insitut.de>

Berlin Junior Economist's Club at the Berlin Chamber of Commerce and Industry

Hardenbergstrasse 16

D-10623 Berlin

Tel. +49.30.3151.0340

Fax: +49.30.3151.0444

Email: ws@berlin.ihk.de

<http://www.wjd.de/wjb-brandenburg/wjbberlin/welcome.html>

Berlin Business Community

Contact: Selina Schmidt and Kai von Holleben

c/o euro commit

Kurfürstendamm 54/55

D-10707 Berlin

Tel. +49.30.8803.1233

Fax: +49.30.8803.1220

Email: euro-commit@t-online.de

<http://www.infoquelle.de/bbc/>



Cover:

In 1995 Katja Hoffmeister founded "virtual heaven," a company specializing in multimedia communications, business consultation, research and development.

Robert Rothe is one of the managers of Interactive Network, Berlin.

Cover photo, pages 2 and 35:

Inside the glass dome atop the Reichstag Building in Berlin.

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D-10117 Berlin
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Fax: +49.30.2024.0166
Email: info@berlin-partner.de
http://www.berlin.de/partner

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Thiis (*panorama*, p.1; *Reichstag Building*, p.3;
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