



## Berlin-Brandenburg Innovative, Centrally Located, Future-Oriented

### ICT Location

Berlin-Brandenburg is a major location for new technological developments. Today, approximately 5,700 companies with almost 50,000 employees provide IT solutions for business, industry and public administration. The ICT industry generates sales of more than €10 billion in the region each year. Many of the giants of the IT and telecommunications industry, such as Siemens, IBM, Telekom, Nokia, E-plus, O<sub>2</sub>, Vodafone, Motorola, Microsoft, SAP, Aastra, ADC Krone, AVM, T-Systems and Oracle, are represented in the capital region. In addition to that, several small and medium-size companies and start-ups with promising ideas are hard at work here on innovative products. All of the region's small and large companies are full of optimism and oriented toward the future. It is not surprising that the IFA – the world's largest trade fair for consumer electronics – takes place in Berlin each year.

### Attractive Market and East-West Expertise

Berlin is the capital city of the strongest economy in Europe. Although it was once a symbol of the division of Europe, the city is now the very meeting point between East and West. In the German capital region, investors can find strategic cooperation partners from all over the world. Roughly one-third of the world's 50 largest companies, including Sony, Siemens, IBM, eBay, Universal, Vodafone and Viacom, operate in Berlin-Brandenburg and take advantage of this traditional East-West hub.

As a result of its sheer size, the capital region is a very interesting market for innovative IT solutions. Internationally oriented companies profit from the significant expertise, experience, and language skills available in the region – people from 190 different nations live and work in the region – as well as from the over 200 institutions active in the promotion of East-West cooperation. The people active at companies and institutions both contribute to and profit from the creative and inspiring atmosphere in the capital region.

### Capital of Talents

The science, research and cultural landscape in Berlin and Brandenburg is unique in Europe. Roughly 180,000 students are enrolled at the region's 27 public colleges, universities and polytechnics and at its 23 private university-level institutions. Renowned and highly-specialized research institutes – especially in the field of broadband communication – such as the Ferdinand Braun Institute for High Frequency Technology (FBH) and the Fraunhofer Institute for Telecommunications with its Heinrich Hertz Institute (HHI) – support the work of regional companies. The T-Labs set up by Deutsche Telekom at the Technische Universität Berlin concentrates that company's leading innovative research in the capital region. The Fraunhofer IuK Group – a nationwide network of 18 institutes – is the largest European association for practical research in information and communication technologies.

Five Fraunhofer institutes, five universities and twelve private companies have joined to form the "Fraunhofer Secure Identity Innovation Cluster", which receives support from the federal states of Berlin and Brandenburg. Their goal is to offer technologies, processes and products that help to enable the identification of persons, objects and intellectual property in the real and virtual worlds. At the Hasso Plattner Institute in Potsdam – an official university-level "Center of Excellence" – young students are given the practice-oriented training they need to become IT engineers. The Leibniz Institute for Innovative Microelectronics in Frankfurt / Oder enjoys an excellent reputation for its achievements in the development of wireless communication technologies. This tremendous diversity and excellent mix of research institutes and private companies represent the true strength of the Berlin-Brandenburg region.



An Historical Berlin Landmark:  
The Radio Tower at the Berlin Exhibition Grounds

## The Berlin-Brandenburg Capital Region Strategic Advantages, Facts, Services



### Berlin-Brandenburg – An Attractive Location

- 1 Metropolis Berlin: Potsdamer Platz
- 2 Glienicke Bridge between Berlin und Potsdam
- 3 Library at the Brandenburg Technical University in Cottbus

[www.businesslocationcenter.de/luk](http://www.businesslocationcenter.de/luk)  
[www.brandenburg-invest.de/medien](http://www.brandenburg-invest.de/medien)

### More for Your Investment

The high-level performance of companies is not the only reason for the magnetism of the capital region. Berlin-Brandenburg also offers an attractive price-performance ratio with respect to rental rates, real estate, infrastructure, salaries and living costs. It also boasts low business taxes and the best subsidies in Europe. Investment incentives are granted here in the form of direct payments. Large companies in the capital region receive investment subsidies of up to 30 percent, medium-size companies up to 40 percent, and small companies up to 50 percent. The federal states of Berlin and Brandenburg also pursue a joint strategy in support of the ICT, media and creative industry clusters. Their common goal is to create a highly innovative model region through the use of IT and telecommunications.

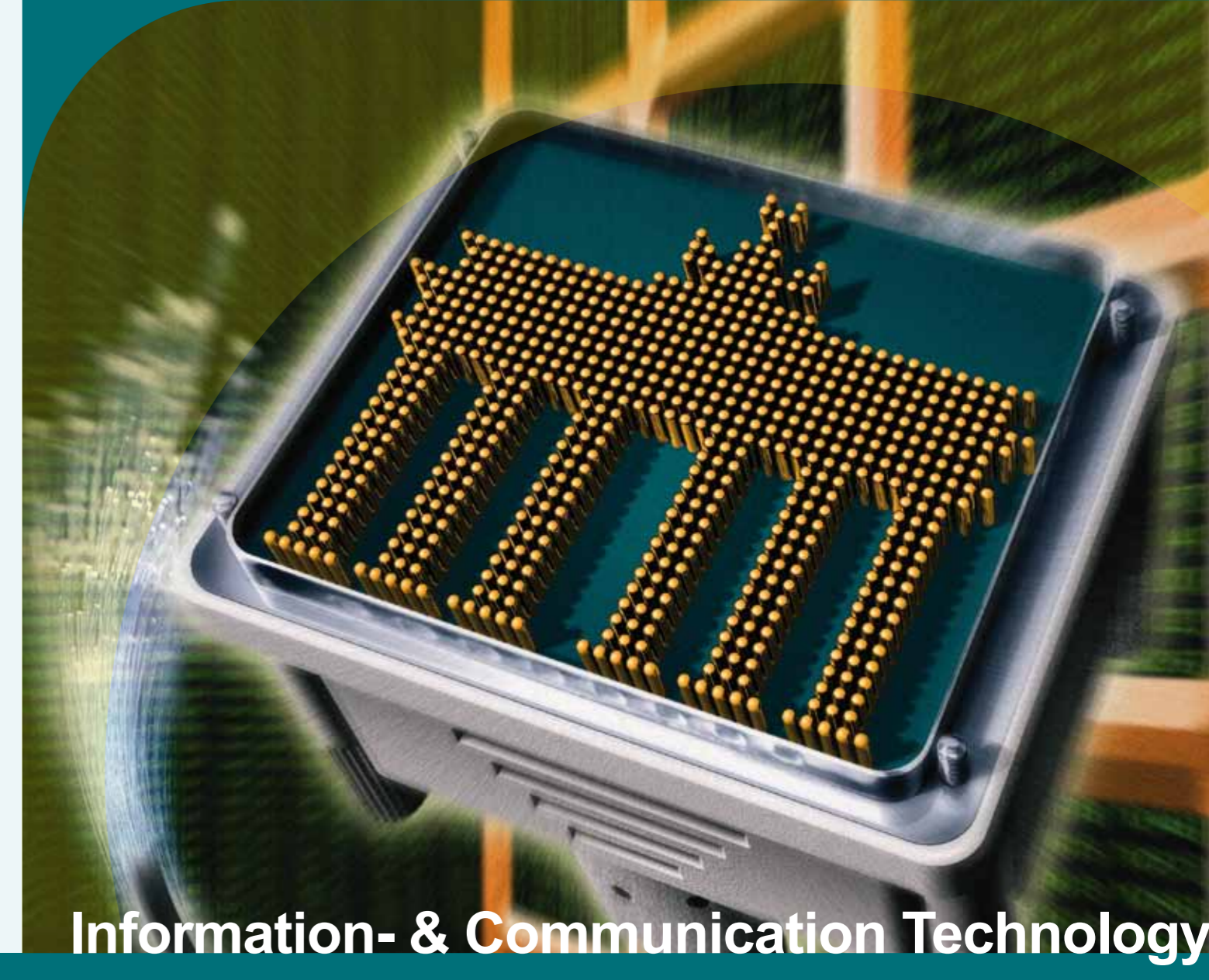
### A Great Place to Live

The region uniquely combines the international flair of Germany's cosmopolitan capital with the picturesque countryside and cultural treasures of the federal state of Brandenburg. It also boasts an inimitable club scene, world-renowned major events, more than 170 museums, 150 stages and roughly 500 palaces, churches and parks. Recreational activities such as golfing, horseback riding, water sports and aviation know no bounds here. At the same time, the cost of living, infrastructure and free time are low in comparison to other German and international cities.

### Investment Made Easy

The capital region's two business development agencies, Berlin Partner GmbH and the Brandenburg Economic Development Board (ZAB), offer comprehensive support in setting up your company. They work professionally, quickly, confidentially, with no red tape and free of charge in the following essential fields.

- **Location:** Facts and figures on the Berlin-Brandenburg business region
- **Personnel:** Support in recruiting and training new staff
- **Real Estate:** Assistance in locating office space for sale or rent
- **Financing:** Guidance on incentives and financing opportunities
- **Contacts:** To government agencies, banks, chambers of commerce, business federations and networks



## Information- & Communication Technology in the Berlin-Brandenburg Capital Region

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THE GERMAN CAPITAL REGION  
MORE VALUE FOR YOUR INVESTMENT