

Information and Communications

in the Berlin-Brandenburg Capital Region

THE GERMAN CAPITAL REGION
MORE VALUE FOR YOUR INVESTMENT

The Berlin-Brandenburg Capital Region Expertise at the Heart of Europe



Strategic Advantages at a Glance

- Approx. 5000 IT companies with 50,000 employees and an annual turnover of 11.3 billion euro
- Offices of major international companies such as Siemens, IBM, Motorola, Microsoft, Oracle, eBay
- 20 of the 30 largest eBusiness firms have headquarters or offices in the capital region
- Largest digital communications network in Germany with over 200,000 kilometers of fiber optic cable
- 600,000 DSL accounts make it the largest and most modern communications network in Germany
- Largest pool of IT and telecommunications professionals in Germany
- Ideal test market for new applications and services, gateway to Western Europe
- Low costs for commercial real estate, property, and apartments
- Low business tax rates, highest EU funding
- Exciting mixture of urban lifestyle, green countryside, history, and culture

www.aastra-detewe.de

www.adckrone.com

www.aircall.de

www.alfabet.de

www.avm.de

www.condat.de

www.telekom.de

Mobility and Communication

There are currently more than three million mobile phones in use in Berlin. As a result, the region is an important test market for major mobile phone suppliers. This is also where the first UMTS networks were set up. The pilot project "Mobile Phone-TV Standard DVB-H" represents even further potential growth for mobile services. The capital region boasts an excellent and innovative research landscape. Developers test broadband WLAN services at the UMTS test lab at the Fraunhofer Institute for Open Communications Systems. At the Mobile Communications Institute of the Fraunhofer Institute for New Media – Heinrich Hertz Institute (HHI), mobile technology is being developed in cooperation with representatives from China. The city is also home to Teles AG, one of the largest suppliers of satellite-based broadband Internet access services and infrastructure systems for telecommunications networks.

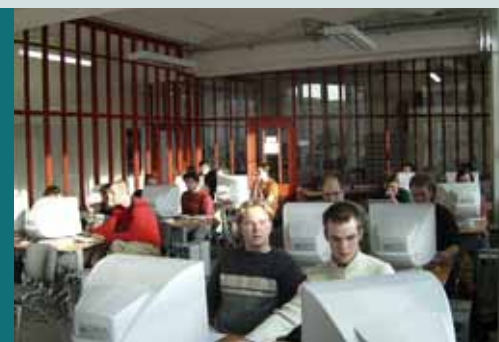
eGovernment

Thanks to the many federal, state, and communal authorities in Berlin and Brandenburg, the region has become a trailblazer in eGovernment. A major part of total public sector expenditures are controlled from here. The 2005 BundOnline Initiative allocates three quarters of its budget to the region. Microsoft Germany moved its Public Services Department to Berlin; IBM has an eGovernment Center here; and SAP moved to Berlin-Mitte in 2004. A state initiative entitled Projekt Zukunft (Project Future) has inaugurated an eGovernment program that promotes the collaboration of developers, providers, and users. The Fraunhofer eGovernment Center combines the expertise of eight institutes and runs a test lab for new developments and presentations. The Institute of Electronic Business at the Berlin University of the Arts (UdK) offers a study program in eGovernment that is unique in Europe. The Amt24 network is currently working to make the capital region a leading eGovernment center in Europe and offers a catalogue of eGovernment solutions for the entire field.

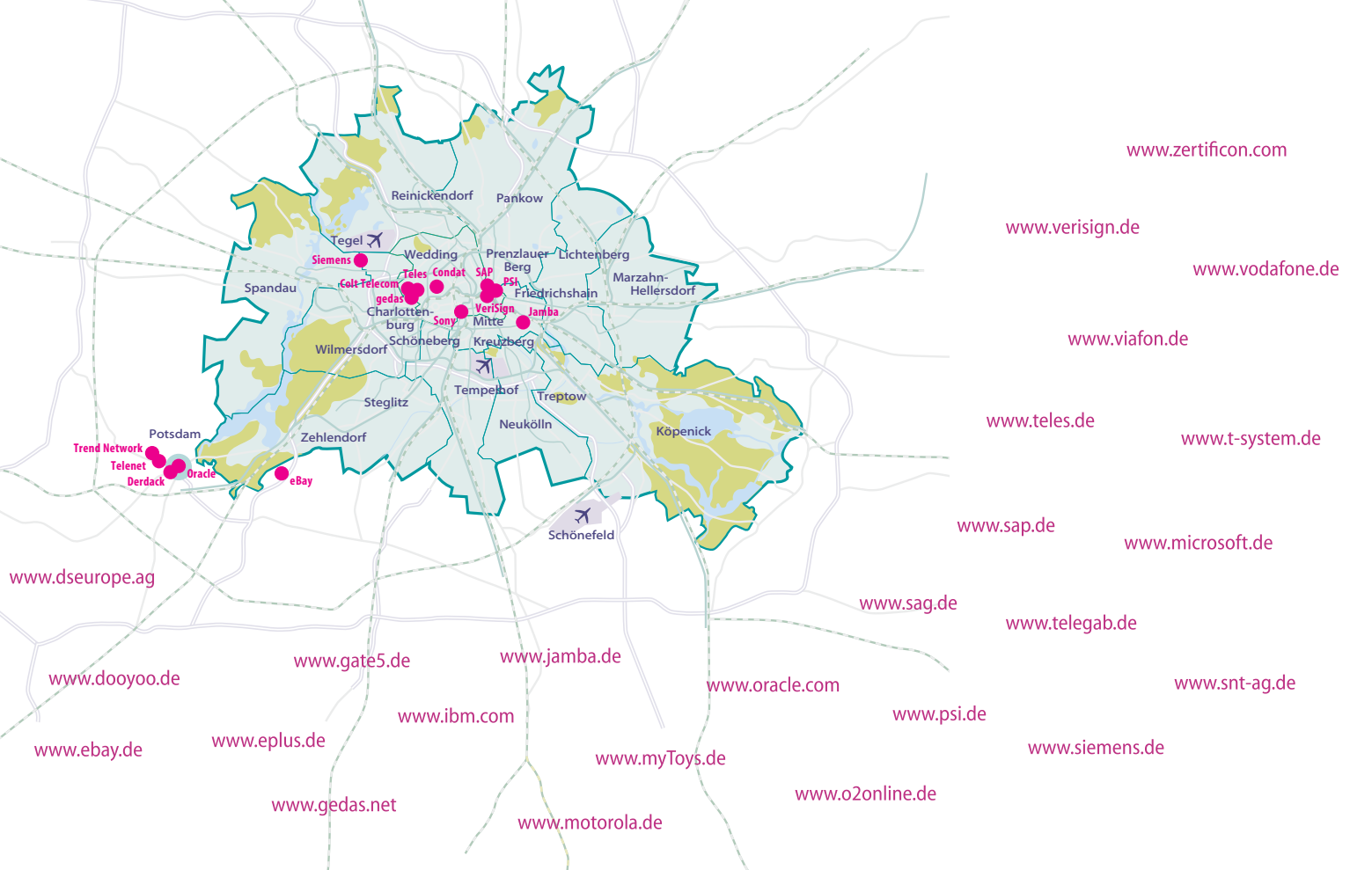
Media and IT district at Oberbaum City in Berlin

Bluetooth pillar Beamzone® at the Medienwoche Berlin-Brandenburg

Computer lab at the Games Academy



Information and Communications Technology made in Berlin-Brandenburg



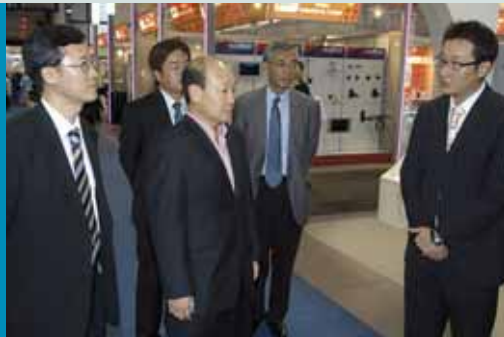
Security with IT

eSecurity is very important for the German capital region. Prominent international companies and research institutes such as Zertificon Solutions, Verisign, and Fraunhofer eSecurity Allianz are located here. As part of the "Security with IT" technology initiative organized by Project Zukunft, Berlin researchers, developers, and operators are working together in an open network on the development of IT-based security solutions designed to protect people, buildings, public events, and documents. The cooperation network "SeSamBB – Security and Safety made in Berlin-Brandenburg."

eBusiness-Region

Prominent Internet portals and eBusiness companies such as bild, t-online.de, dooyoo, and eBay are located in Berlin and Brandenburg. They profit from the region's efficient telecommunications infrastructure and excellent educational and training programs, as well as from the resulting pool of outstanding young professionals. Corporations such as myToys and the popular auction house eBay, which has more than 1.000 employees, have produced record online turnovers. Jamba is Europe's leading Internet portal for mobile entertainment and is already the second branch of the Verisign Group in the region. With its many small and medium-size businesses and thriving start-up community, Berlin-Brandenburg leads the industry in the fields of eCommerce and eLogistics.

Berlin-Korean delegation to the 2006 IFA



Media Night at the 2006 Medienwoche



20th Media Summit with Berlin Mayor Klaus Wowereit



Working Together for Germany's Capital Region



"Berlin is the place to be for hard-working and creative minds. The availability of expert employees from Germany and abroad makes the city an ideal location for international service companies. Jamba has its headquarters in Berlin and provides digital entertainment services in over 35 countries worldwide. With over 650 employees, we are also one of the region's most important employers."

Markus Berger-de León | Managing Director, Jamba! GmbH | www.jamba.de



"ORACLE Germany is a worldwide leader in business software and has ten national branch offices, two of which are in Berlin and Potsdam. Our choice of location reflects the importance we place on being as close as possible to our customers and partners. Berlin and Brandenburg offer us an optimal infrastructure with which to achieve these goals."

Jürgen Kunz | Managing Director, Oracle Germany GmbH | www.oracle.com



"Our offices here in the immediate vicinity of the capital city offer us the best conditions in which to work on the continued dynamic development of our e-commerce company. eBay's German headquarters has been operating in Dreilinden – directly adjacent to a former border crossing between East and West Germany – since the summer of 2000. Our business, as well as our workforce, has expanded rapidly since then. In fact, with currently over 1000 employees, eBay has emerged as one of the most important employers in the region."

Dr. Stefan Groß-Selbeck | Managing Director, eBay Germany | www.ebay.de



"Over 400 highly talented young students have already completed their Bachelor's and Master's degrees at the Hasso Plattner Institute for Software Systems Engineering (HPI). The HPI in Potsdam is a talent factory that produces young, accomplished, and application-oriented IT engineers with excellent career prospects. I also support young entrepreneurs with exciting new IT ideas via the Hasso Plattner Ventures Fund."

Prof. Dr. h.c. Hasso Plattner | Chairman of the Supervisory Board, SAP AG | www.hpi.uni-potsdam.de, www.hp-ventures.com

"Berlin has a 64.4 percent Internet saturation rate. It's the highest of all German states. This makes the capital the best place to introduce the second wave of Internet development in Germany. The technical opportunities provided by Web 2.0 offer us the chance to generate long-lasting value on the web."

Kai Bolik | Management Board Chairman, GameDuell | www.gameduell.de

"More than 50,000 employees at over 5000 companies have made the capital region into an innovative and growth-oriented IT center. Whether it be high-quality hardware, innovative software, or creative services -- modern, secure, and reliable IT solutions "made in the capital region" are in increasingly high demand both at home and abroad." **Ulrich Otto | Spokesperson for the "We make IT Berlin-Brandenburg" Initiative, Board Member NETFOX AG | www.netfox.de**



Students at the Hasso Plattner Institute for Software Systems Engineering

The Berlin-Brandenburg IT Industry at the 2007 CeBIT

Media and IT Network Meeting at the fx.center, Potsdam-Babelsberg



Berlin-Brandenburg

Innovative, Strategically Located, Forward-Looking

Media and IT Business in Berlin-Brandenburg

Berlin-Brandenburg has long been the major location for new technological developments. Today, approximately 5000 companies and more than 50,000 employees provide IT-solutions for business, industry, and public administration. Many of the giants of the IT and telecommunications industry, such as Siemens, IBM, Deutsche Telekom, O2, Vodafone, Motorola, Microsoft, Aastra DeTeWe, ADCKrone, AVM, Gedas, T-Systems, Oracle, and SAP are represented in the capital region. Each year, the IFA, the world's largest trade fair for consumer electronics, takes place in Berlin.

Attractive Market with 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 and entrepreneurs can find strategic cooperation partners from all over the world. Approximately one-third of the world's 50 largest companies operate in Berlin-Brandenburg, including Sony – which moved its German headquarters to Berlin in 2006 – Siemens, IBM, eBay, Universal, Vodafone, and Viacom Germany. 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, as well as from the over 200 institutions active in the promotion of East-West cooperation. People from 182 different nations call Berlin-Brandenburg their home and do a great deal to enrich the region's cultural and creative landscape.

Capital of Talents

Berlin-Brandenburg is a region brimming with young talent. Over 22,000 of the region's 180,000 students are studying media and communication sciences.

Renowned and highly-specialized research institutes in the field of broadband communication, such as the Ferdinand Braun Institute for High Frequency Technology (FBH) and the Fraunhofer Institute for Telecommunications – Heinrich Hertz Institute (HHI), support the work of regional companies. The T-Lab set up by Deutsche Telekom at Berlin's Technical University (TU) concentrates that company's leading innovative research in the capital region. The Fraunhofer IuK Group – a nationwide network of 17 institutes – is the largest European association for practical research in information and communication sciences.

The Berlin-Adlershof City of Science, Technology and Media is Berlin's largest technology park and complements the creative environment of Germany's most versatile media location. More than 1,200 employees work in 650 media firms, all of which profit from the location's strategic synergies. The variety and ideal mix of companies make for the most successful and efficient productions possible.



A Berlin Landmark: The Radio Tower at the Berlin Fairground

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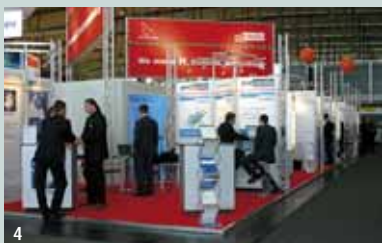
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The Berlin-Brandenburg Capital Region

Strategic Advantages, Facts, Services



More for Your Investment

Berlin-Brandenburg offers an attractive price-performance ratio with respect to rental rates, real estate, and infrastructure costs. It also boasts low business taxes, low costs of living and working, and the best subsidies in Europe. EU and German subsidies 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.



Investment Made Easy

The capital region's two business development agencies, Berlin Partner GmbH and ZAB Brandenburg Economic Development Board, offer comprehensive support during the establishment of your call center: professional, quick, with no red tape, and free of charge.

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

The Medienboard Berlin-Brandenburg GmbH is the central agency serving the entire regional media industry. It unites the responsibilities of film funding and media development in both federal states under one roof.

www.businesslocationcenter.de/iuk

Berlin-Brandenburg – An Attractive Location

- 1 Metropolis Berlin: Potsdamer Platz
- 2 The new BBI Berlin Brandenburg International Airport 2011
- 3 Library at the Brandenburg Technical University in Cottbus
- 4 Presentation of the Berlin Brandenburg Media/IT region at the CeBIT



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