

# TEMPELHOF- SCHÖNEBERG

A PRIME LOCATION FOR SYNERGY.

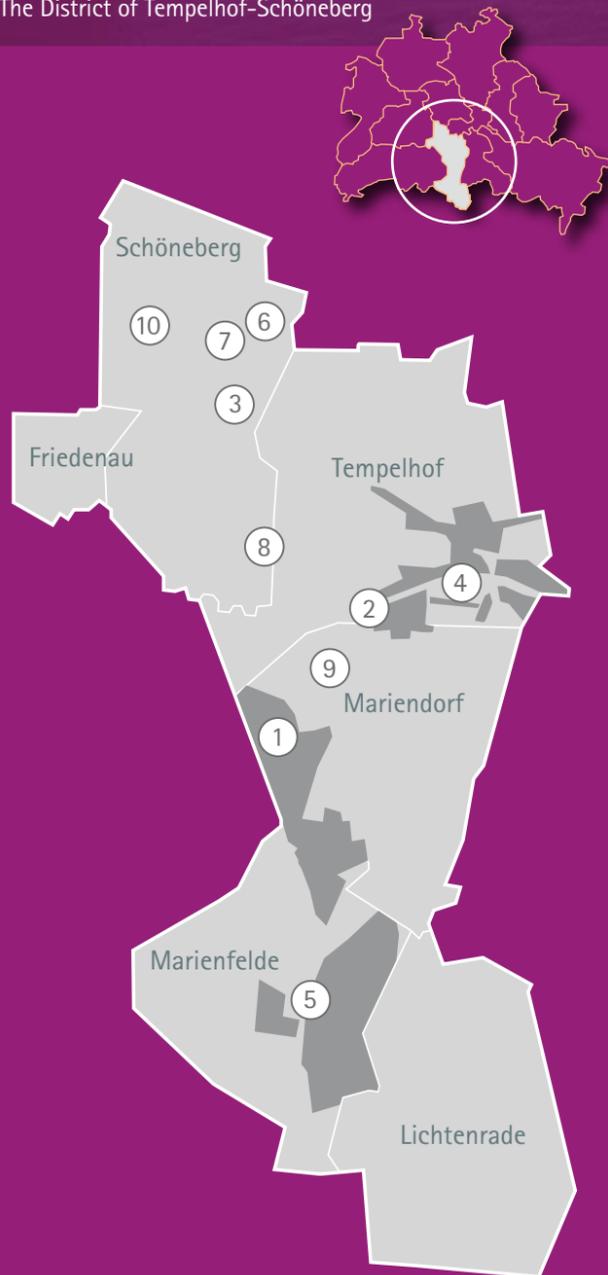


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# TEMPELHOF-SCHÖNEBERG A PRIME LOCATION FOR SYNERGY.

The German capital boasts many interesting business locations. The best of these impress by offering a wide variety of opportunities.

► This is why Tempelhof-Schöneberg is the first choice for small, medium-scale and large companies. Because here, location meets infrastructure, industrial sites meet functioning networks, culture meets milieu, industrial revolution meets industry 4.0, and metropolis meets lattice fences.

Tempelhof-Schöneberg is located in the centre of Berlin and, at the same time, is also on the outskirts of the city. The district stretches from the garden housing developments on the southern border of the city, across the industrial area near the former Tempelhof airport, all the way to Tauentzien, Berlin's famous shopping boulevard.

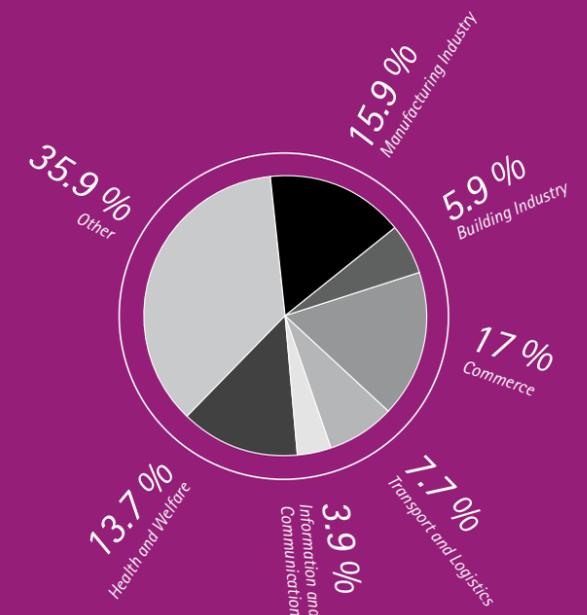
### The mixture makes the difference

The Schöneberg Town Hall – It was here, where, 50 years ago, John F. Kennedy made his famous speech, proclaiming "Ich bin ein Berliner"; and from here, Willy Brandt governed the western sector of the city when the Wall was built. And after it was torn down, it was here where he stated: "What belongs together can now grow together."

Tempelhof Airport. The scene of the Berlin Blockade and a place that will remain in the memory of the people of Berlin as the "Airlift of Solidarity". Following the closure of the airport in preparation for the opening of the new major airport BER, large-

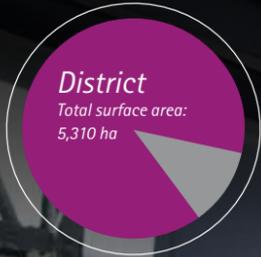
scale cultural events and internationally acclaimed trade fairs, such as "Bread & Butter", now take place here. The airfield has been taken over by the people of Berlin as a park for recreation and leisure.

Both sites have left their mark on this special district of the capital from the very beginning. They bear witness to the eventful history of the city of Berlin and are distinctive hotspots of a rapidly changing, ever growing and vibrant metropolis.



Economic structure of Tempelhof-Schöneberg, Companies with employees subject to social insurance coverage

Source: Berlin-Brandenburg Bureau of Statistics; status: May 31, 2012



**Trade and industry**

Surface area: 531 ha

Source: Statistical Yearbook Berlin 2012

» 16,551 companies, more than 100,000 employees and, since 2007, more than 750 million euro in investments in new production capacities – this makes Tempelhof-Schöneberg a first-class business location and a top address for investors. «

*Angelika Schöttler, District Mayor*

# LIFE IN TEMPELHOF-SCHÖNBERG PROCEEDS AT A DIFFERENT PACE.

District Mayor Angelika Schöttler on continuity and changing times, the industrial tradition and active business promotion within the district – as well as on diversity as a location factor in one of the most beautiful districts of Berlin.

When Angelika Schöttler climbs up the tower of the famous town hall of Schöneberg – which rarely happens – she has not only a breathtaking view but also a highly personal connection to the district of Berlin, where her father was once also mayor. Framed by four large clocks, the "liberty bell" donated to Berlin by the United States of America tolls. Life here proceeds at a different pace than in other parts of Berlin. History was made here – changes that affected the world. Willy Brandt, Richard von Weizsäcker, Ernst Reuter – famous Germans sat at the very same desk, on which Angelika Schöttler's iPad now lies. Together with her colleagues in the District Authority, Schöttler shapes the future of Tempelhof-Schöneberg and its nearly 340,000 re-

sidents. To preserve historical heritage and encourage innovation, to give space to new ideas – these are her goals.

"This kind of candour and open-mindedness is part of our tradition here," Schöttler says. "But we must also ensure that existing and especially functioning structures and networks receive support. This is how we define active business development, because this leads to increased interest in the location. And increased interest leads to new businesses, which in turn lead to new jobs and training positions." The diversity of the various businesses within the district is the key factor. "And the capital, which distinguishes us from all the others."





Tempelhof-Schöneberg is one of the most important locations for industrial net value added in the capital city of Berlin. One of the most traditional manufacturers here is Procter & Gamble, where Gillette razor blades have been produced for 80 years now.



The district boasts nearly 500,000 square metres of retail sales area, which, with 1.5 m<sup>2</sup> pro resident, is considerably above the average in Berlin. KaDeWe, once a „Cathedral of the Free World“, is now Europe's largest department store.

## WHERE “INDUSTRY” IS NOT A DIRTY WORD.

► When the Berlin Wall was torn down, a profound structural transformation took hold in the German capital. As a result of the withdrawal of government subsidies, manufacturing industries – traditionally an indispensable component of the economic structure of the city – either left Berlin altogether or relocated their production capacities to Middle and Eastern Europe. Industry was as good as “out” in Berlin. In its place, service providers, IT and the creative industries boomed.

Tempelhof-Schöneberg is committed to its industrial potential and thus develops it further in an intelligent way. The establishment of new commercial and business facilities is being stepped up. At the same time, the District Authority also encourages the networking of companies operating in the three large industrial locations. Local development is supported by enormous infrastructure projects,

such as the construction of the mainline node “Berlin-Südkreuz” and the urban motorway A 100. In Tempelhof-Schöneberg, “industry” is not a dirty word, but rather a motor for growth and innovation. The industrial basis of the district is responsible for enormous export performances and is an important growth indicator for a large number of industry-related services. No doubt about it, growth and employment in the entire capital city of Berlin are also and especially influenced by the manufacturing industries in Tempelhof-Schöneberg – and with this, also the image of Berlin as an investment location.

As a result, the business promotion efforts of the District Authority were committed to its industrial potential at a time when “industry” was no longer “en vogue” in Berlin, and supported the upgrading of existing structures. This proactive commitment is now paying off.

## TEMPELHOF-SCHÖNEBERG. AN ECONOMY POWERED BY PEOPLE.

► Diversity is the district's strength. It characterises the local economic structure of Tempelhof-Schöneberg, creates synergies and serves as a genuine “location plus” for local and global players.

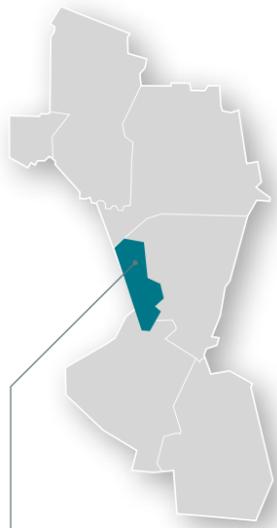
When, for example, companies within the Großbeerenstraße Network join forces to create training and buying collectives; when the creative scene co-operates with businesses in the skilled trades, such as in the Malzfabrik; or when global companies such as Daimler in Marienfelde work together with local service providers – then each of these stories is the result of years of maintaining existing contacts and actively supporting business development, as well as the commitment of people who get things moving and make a difference.

A prime example of functioning network structures in the district is the “Unternehmerinnen-Netz-

werk” (businesswomen's network), a platform for the exchange of information and experience, as well as for the mutual support of businesswomen and free-lancers. Here, women come together and help each other and, as a result, their respective businesses become more successful. Businesswomen from various professional and cultural backgrounds are thus cross-linked with each other.

The businesswomen's network supports the economic independence of women in the district, whose diversity in the service, production and commercial sectors makes a considerable contribution to the attractiveness of Tempelhof-Schöneberg.

[www.unternehmerinnen-ts.de/netzwerk](http://www.unternehmerinnen-ts.de/netzwerk)



Industrial Location  
Grossbeerenstraße

## CONCENTRATED POWER TOGETHER INSTEAD OF SIDE-BY-SIDE. THE GROSSBEERENSTRASSE NETWORK.

Since 2008, the Grossbeerenstrasse Network has been representing common interests and working towards strengthening and developing the location further.



» What developed in Berlin's second largest industrial and commercial area five years ago is still impressive today: the Grossbeerenstrasse Network in the south of Tempelhof. «



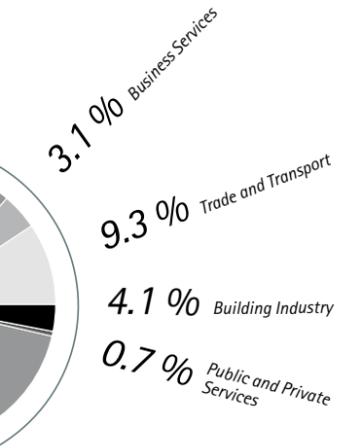
► "Integrated approaches make more things possible," is the motto of the corporate network, within which more than 20 members are active. The range of common interests is extensive. In addition to representing these interests, for example with authorities and institutions, a further focus of the network is location marketing. "Networking creates location advantages and promotes investment security for the local companies." With this goal in mind, the Grossbeerenstrasse Network brand is continuously strengthened.

With a total surface area of 222 hectares, the industrial and commercial area lies on the borders of the neighbourhoods of Mariendorf and Marienfelde, between the interstate highways B 96 and B 101. In the near vicinity are the Berlin Outer Ring, the City, the future BER airport and the distribution centres Berlin South and East.

With their consolidated efforts, the networkers are optimistic about the future. The task-force group strives to develop the commercial area further into an even more attractive place to work and train. Also high on the agenda is the increased co-

operation with various schools and institutions of higher education.

Members of the network generate economic advantages by optimising cost structures, for example through the joint purchasing of energy and other resources. Purchasing alliances such as these have already achieved significant results and help to counterbalance the rising costs of not only raw materials and energy. The Grossbeerenstrasse Network makes use of its potential by consolidating its forces.



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## MOBILISER WITH A STAR

Dr. Hansgeorg Niefer

www.daimler.com

» The District of Tempelhof-Schöneberg understands that, despite all the hype surrounding the service industries, IT and start ups, one also needs to take care of those that have been around for a long time already. Here, we know that our concerns will be addressed openly. «

Founded in 1902, the Mercedes-Benz plant in Berlin is the oldest manufacturing site within the Daimler Group – and one of the most important industrial employers in Berlin.

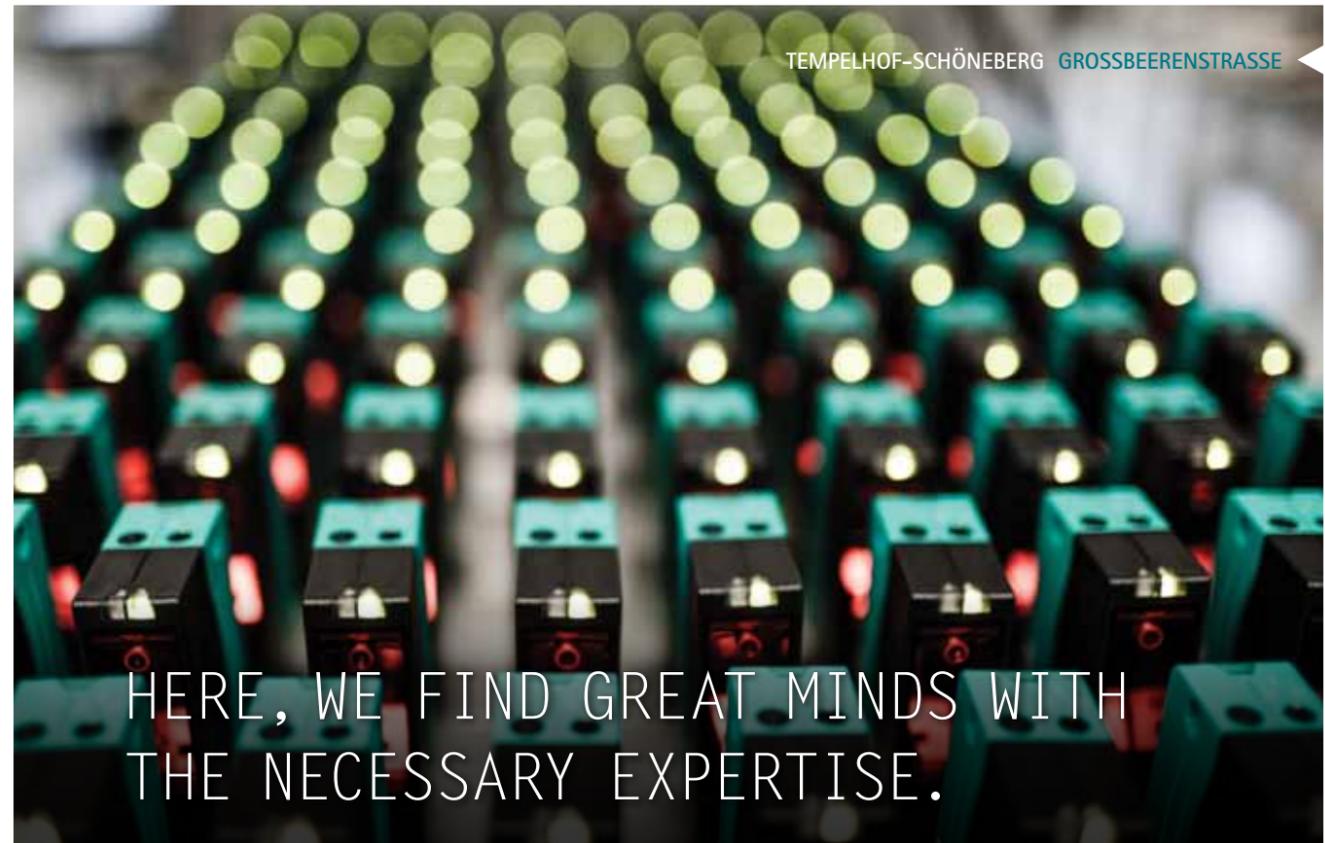
► Dr. Hansgeorg Niefer has been managing the Mercedes-Benz plant in Berlin-Marienfelde since two years now. The 56-year-old has seen the world. Before moving to Berlin, he worked for the company with the star for nine years in South Africa, and has remained loyal to the Daimler Group for 25 years in total. Hansgeorg Niefer knew Berlin already before the Wall was torn down, for it is here that he received his doctorate. He returned gladly, because: "in Berlin, one is always treated in a friendly way and welcomed with open arms."

The Mercedes-Benz plant in Berlin is the oldest manufacturing site within the Daimler AG. Today, state-of-the-art components, gear parts and fuel systems are produced here – and, with the V6 diesel engine (BlueEFFICIENCY and BlueTEC), one of the cleanest and most innovative engines of its class. "We do not rest on our laurels, but rather welcome new technical challenges in automotive engineering." This is why the Daimler manager also has no problems with attracting new recruits and can fill the training positions offered each year with highly

qualified young people – and among these are increasingly more young women. Furthermore, the Daimler Group, which, in addition to Berlin, also operates a plant in nearby Ludwigsfelde, can also profit from the region's excellent infrastructure. Niefer appreciates the district's corporate networks and Berlin's industrial master plan, with which the Daimler manager also hopes to be able to reduce costs – especially when it comes to energy. The ability to compete, Niefer argues, is essential – not only for his own company.

A business location such as Tempelhof-Schöneberg must be benchmarked and measured in the same way as the productivity of a manufacturer. This is well understood in the town hall, which is why so much emphasis here is put on the industry, whereas in other traditional manufacturing sites the focus has been laid on attracting IT and service providers. This concentration on one's own strengths, as well as on tradition, is now paying off, since the Internet hype has faded away and many start ups have disappeared again from the market.

IN 2012,  
APPROXIMATELY  
**152,000**  
ENGINES LEFT  
THE MERCEDES-BENZ  
PLANT IN BERLIN.



## HERE, WE FIND GREAT MINDS WITH THE NECESSARY EXPERTISE.

As the market leader in industrial automation, Pepperl+Fuchs relocated the development and production of their sensor systems and laser measurement technology to Tempelhof-Schöneberg. One reason behind this is the availability of qualified personnel.

► Today, Pepperl+Fuchs – founded after the war as a radio and television repair shop – is a globally active specialist for industrial automation, with 5,500 employees worldwide and an annual turnover of approx. 500 million euro. After taking over the Berlin-based company Visolux, Pepperl+Fuchs invested in the development of a competence centre for optoelectronics in the capital. A suitable location had to be found – one of the first tasks of the new site manager, Hinrik Weber, a trained electrical engineer from Siegen in Westphalia. In addition to Weissensee and Tegel, the industrial area of Grossbeerenstrasse was also an option, for which Pepperl+Fuchs ultimately decided – especially because of the good logistics network and the interesting industrial structure.

in plants outside Europe. "Nevertheless," Weber argues, "the great minds are all here, since Berlin boasts a number of excellent research institutions in the field of optical technologies." Weber sees Tempelhof-Schöneberg as a highly interesting development site for engineers and specialised personnel, which provides excellent opportunities for development, state-of-the-art technologies and innovative products. This is why it is so easy to find the personnel that one needs here.

» Tempelhof-Schöneberg sets itself apart from other locations. The mixture of commercial, industrial and residential areas is quite special. «

www.pepperl-fuchs.de

The 52-year-old family man, who often uses his bicycle to get around, is impressed by the diversity of the district: "Here, we have everything from top global players such as Daimler to highly specialised two-person IT companies – as well as first-class residential and shopping opportunities. It's a great place to live." His 200 highly qualified engineers and skilled workers are very important to Weber. Optoelectronics is the second largest business segment of the factory automation specialist Pepperl+Fuchs. In Grossbeerenstrasse, innovative products are developed all the way to maturity for large-scale series production, which then follows



Site manager Hinrik Weber

# RUKSALDRUCK

## GROWING WITHIN THE NETWORK

The decisive advantage of Tempelhof-Schöneberg lies in its connections, argues Werner Schmidt, head of Ruksaldruck. The infrastructure and existing networks are unique in Berlin. They generate new ideas and foster growth.



Werner Schmidt, networker

# 18,000

PRINT SHEETS PER HOUR  
LEAVE THE PRINTING  
MACHINES OF  
RUKSALDRUCK.



► Werner Schmidt, a trained letterpress printer born in 1954, is Managing Director and customer consultant of a printing house, which, in the 75 years since it was founded, has made a name for itself especially with its elaborate art prints.

"Only the best is good enough": more than just a slogan. It's what sets Ruksaldruck apart from all the others and makes it unique. For there are many printers; but among the medium-sized competitors, there are also many who complain. "We prefer to take things into our own hands," Schmidt explains. This is why Ruksaldruck is an active member of the Grossbeerenstrasse Network. This commitment not only leads to new contacts, but also helps solve the problems, with which many companies are confronted today, such as the recruitment of motivated trainees.

Training is a topic, to which Schmidt has dedicated himself for more than 30 years now. This is why Ruksaldruck also participates in the "Ring Internship" program initiated by René Mülroth, Chairman of the Grossbeerenstrasse Network. Young people gather experience in various companies within the network, so that the companies can generate their own junior staff.

Solving problems together makes life much easier. And to achieve this, there are a number of functioning communication channels within the district. Schmidt also sees the short routes and fast connections available as one of the district's unique selling points. With the Südkreuz railway station, the urban motorway and the proximity to the new BER airport, the district is excellently positioned.

[www.ruksaldruck.de](http://www.ruksaldruck.de)



Junior Managing Director Marcia Behrens

## FAPACK. A TYPICAL BERLIN SUCCESS STORY.

"Fein. Gemacht." (Finely Crafted) – The slogan of FAPACK, manufacturers of fine cardboard packaging and EPS, reflects its program. Quality has a long tradition here – FAPACK is a family business now in the fifth generation. And craftsmanship has a top address.

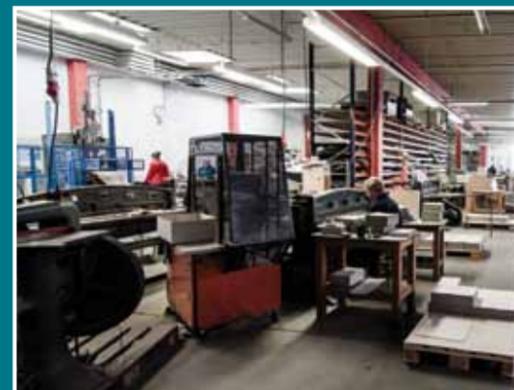
► When the German Chancellor travels abroad, the official gift of the state is often presented in a box made by FAPACK. Fine packaging for first-class products – the credo of the family business. With creativity, commitment and courage, the Behrens and their employees row against the tide of all the other manufacturers, which champion dumping prices and quantity before quality. The value of FAPACK's strategy is demonstrated by the products themselves, which are music to the ears of every packaging designer.

The most elaborate workmanship, the highest quality and employees, who have learned their trade from the ground up, are the company's most valued capital. As well as enterprising personalities – such as Marcia Behrens. She is young and energetic, highly committed and motivated. She inherited this from her parents, who prepared her early on for her role as future manager and introduced her to the profession. FAPACK has been producing packaging

for more than 140 years. In 1928, they developed and patented a "floating inner packaging" for the protection of delicate electrical parts. Almost completely destroyed during the Second World War, the company was rebuilt after the war was over. Soon, more space was needed for production. This led to the building up of the property on Lankwitzer Strasse in Berlin-Mariendorf. When the city was divided by the Wall in 1961, the family business suffered another severe blow, since an important production site was located in East Berlin. As a result of pressure from the GDR regime, they were forced to sell it to the state in 1972.

Under the management of Karl-Heinz Behrens, the current Senior Managing Director, FAPACK developed in West-Berlin into a highly sought-after packing specialist. Whereas other companies left Berlin following the fall of the Wall in 1989, he invested here in state-of-the-art production techniques and an additional production site. Marcia Behrens and her husband Christoph agree: Such a typical Berlin story is the perfect prerequisite for energy and creativity. And these can be found especially in Tempelhof-Schöneberg.

[www.fapack.de](http://www.fapack.de)



# 2,500

CARDBOARD BOXES LEAVE THE PRODUCTION  
LINE EVERY DAY AT FAPACK.

# GOOD IDEAS ARE ALWAYS IN STYLE

Fashion trends and lifestyle are at home in the Fashion Gallery Berlin. Smack in the middle: the Ullstein House – one of Tempelhof's most famous landmarks and, at the same time, a reflection of change.

**1** The tower of the Ullstein House is 76 metres high

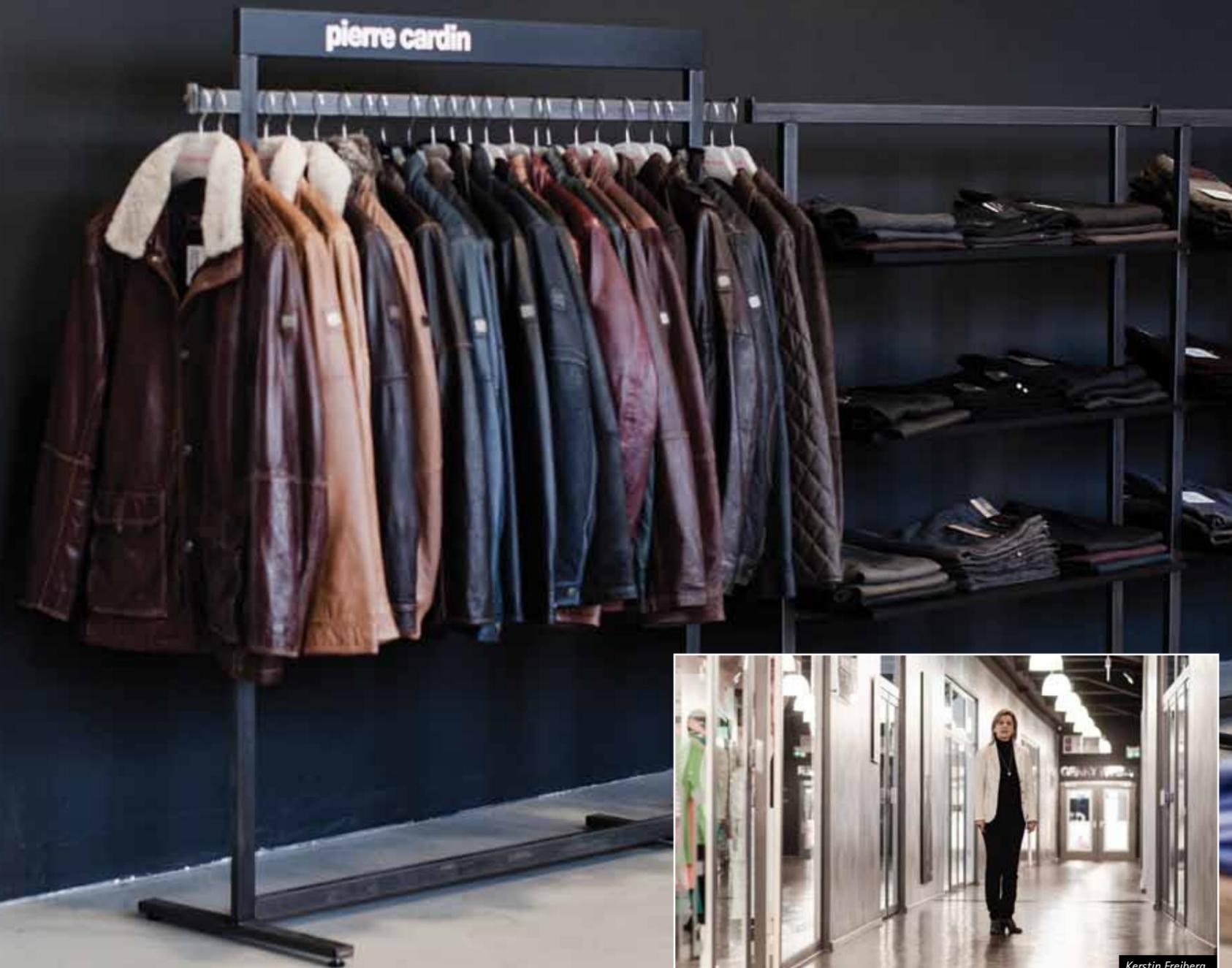
**2** Fashion is presented on more than 20,000 m<sup>2</sup> floor space

**3** Tempelhof Harbour is developing into a top address for retailers, restaurants and companies



**THE ULLSTEIN HOUSE** is a building of historic importance and a testimony of so-called Brick Expressionism. Erected in 1925-27 in Tempelhof, it is one of the first steel-brick structures ever built.

[www.fashion-gallery-berlin.de](http://www.fashion-gallery-berlin.de)



Kerstin Freiberg

► Since 2012, Kerstin Freiberg has been location manager of one of the largest fashion centres in Germany. Here, where retailers from all parts of the country discover new trends, view collections and order merchandise, there has always been a tradition of pioneering spirit. The red brick tower across from the newly built Tempelhof Harbour shopping centre was once the home of the Ullstein publishing house and, in the early years after the war, Axel Springer had his printing house here. The building, which is now a listed monument, thus became the cradle of the free press in a free city.

Today, three modern office towers surround the Ullstein House, which was built in the 1920s. They provide generous office space on nine floors each.

The Fashion Gallery boasts more than 20,000 m<sup>2</sup> floor space for fashion, designers and materials. Kerstin Freiberg loves the opportunities available here to companies, start ups and creative individuals. And she has big plans, including developing the Fashion Gallery into a hot spot, which will present trade fairs, exhibitions and events in an exclusive ambience. The tower and recently redesigned harbour provide the perfect backdrop. The trained textile engineer, who was born and raised in Thuringia, considers herself more than just a centre manager. Those who meet her feel her energy and passion. For Freiberg, these are important prerequisites for using existing hardware in an innovative and creative way. Those responsible in the district support her in her endeavours. With the "Bread & Butter" trade fair in the former Tempelhof airport and the Fashion Week, two important fashion events have been brought to Berlin. But the city needs more than this to be able to compete as a fashion capital on an international level. Tempelhof-Schöneberg has the Fashion Gallery – and a creative manager, who recognises and develops its potential.

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pierre cardin



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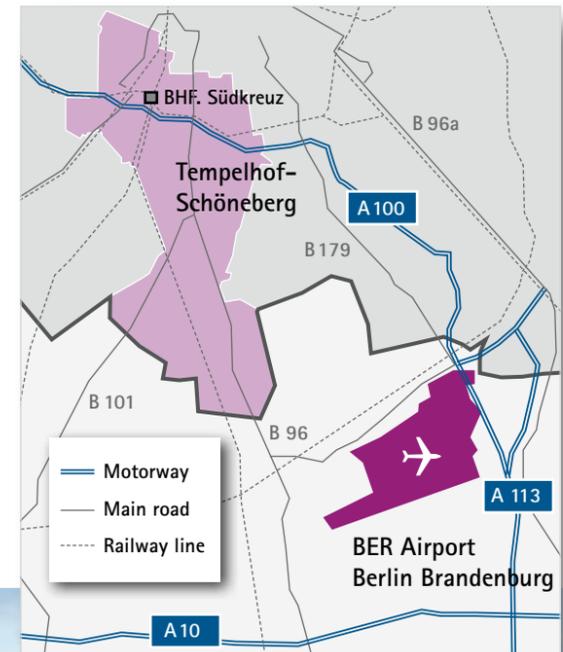
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# LOCATION IS EVERYTHING

TEMPELHOF-SCHÖNEBERG WILL BECOME A HUB BETWEEN THE CITY AND BER

Only a few years ago, the focus of many investors was directed towards other districts of Berlin. In the meantime, Tempelhof-Schöneberg is experiencing a renaissance – especially because of its first-class location.



Berlin's second largest railway



BER – Berlin's new airport

► "In centre field, not just on the sidelines" – this slogan also fits Tempelhof-Schöneberg.

The district extends from Wittenbergplatz in the western part of the city all the way to Britz on the southern border of the capital. What was once considered a peripheral region and seemed rather placid is now quickly becoming a prime location:

The new major airport BER in the south of Berlin, direct motorway

access into the city and the railway station Berlin-Südkreuz with more than 85,000 travellers and 1,200 train stops daily.

Here, over the last few years, in direct proximity to the railway station and only three kilometres away from Potsdamer Platz, completely new locations for industry, commerce, science, research and retail have been developed. In addition to the "Malzfabrik", a former brewery that has been transformed into a centre for

the creative industries, art and media, and the former national railway's repair works on Bessemerstrasse, which is now a top address for the furniture and furnishings sector, the EUREF complex is one of the main highlights. It is here that the vision of the "intelligent city" of the future is being developed. In the office and scientific complex that has been planned and built to be ecologically sustainable, renowned scientific institutions, international companies and non-university research net-

works have committed themselves to establishing a community – unparalleled throughout Europe – with attractive co-operation opportunities for all stakeholders.

Only 17.5 kilometres and 20 minutes away is the capital's future major airport BER. Along the way to the airport, one passes Adlershof, the new "city of science" in the south-east of Berlin.

» Tempelhof-Schöneberg fascinates me because of its diversity. Shopping, living and working overlap here almost imperceptibly. I'm sure that, in a few years, it will become one of the up-and-coming areas of Berlin, not least of all because of the development of our future-orientated urban district. «



#### PERSONAL DETAILS:

With the EUREF, Reinhard Müller, Berlin's most renowned monument restorer (Brandenburg Gate, Charlottenburg Gate, etc.), aims to establish an urban district that is as CO<sub>2</sub> neutral as possible. He does not consider himself a visionary – because doing something for energy and environmental protection is not a vision, but rather a logical answer to one of today's most important questions regarding our future.

# THE GREEN GASOMETRE

In 1990, the Schöneberg Gasometre was sold by GASAG to the EURAF AG. Reinhard Müller is developing it into an „urban district of the future“.

► Since 1979, the architect and urban planner Reinhard Müller has initiated and developed various real estate projects, whereby the topic of sustainability has also played a significant role.

In 2007, Müller came up with the visionary idea of transforming the 55,000 m<sup>2</sup> industrial wasteland surrounding the listed Berlin Gasometre in Schöneberg into an intelligent urban complex for work, research, education and living. Whereby energetic building development and the CO<sub>2</sub>-neutral, locally produced energy supply are vital considerations. In addition to regenerative energy production within the "urban district of the future", Müller also addresses issues such as healthy construction, cleverly optimised supply systems, efficient transpor-

tation systems and future-orientated energy management. Whereas in 2007, only 115 employees worked on the campus, today there are already 1,300. Approximately 5,500 jobs in sunrise industries are to be created.

For Müller, who is often described as a visionary, the EUREF Campus is not a vision, but rather a logical answer to two core issues of our time: energy and sustainability.

This is why he is investing more than 600 million euro in the site, which he considers – also because of the excellent infrastructure and the proximity to the new airport BER – to be one of the most exciting urban districts anywhere.

101

YEARS OLD: THE 78 METER HIGH BERLIN GASOMETRE IN SCHÖNEBERG. TODAY, A LANDMARK FOR THE ENTIRE CITY.



# THE GREEN GASOMETRE

In 1990, the Schöneberg Gasometre was sold by GASAG to the EURAF AG. Reinhard Müller is developing it into an „urban district of the future“.

► Since 1979, the architect and urban planner Reinhard Müller has initiated and developed various real estate projects, whereby the topic of sustainability has also played a significant role.

In 2007, Müller came up with the visionary idea of transforming the 55,000 m<sup>2</sup> industrial wasteland surrounding the listed Berlin Gasometre in Schöneberg into an intelligent urban complex for work, research, education and living. Whereby energetic building development and the CO<sub>2</sub>-neutral, locally produced energy supply are vital considerations. In addition to regenerative energy production within the “urban district of the future”, Müller also addresses issues such as healthy construction, cleverly optimised supply systems, efficient transpor-

tation systems and future-orientated energy management. Whereas in 2007, only 115 employees worked on the campus, today there are already 1,300. Approximately 5,500 jobs in sunrise industries are to be created.

For Müller, who is often described as a visionary, the EUREF Campus is not a vision, but rather a logical answer to two core issues of our time: energy and sustainability.

This is why he is investing more than 600 million euro in the site, which he considers – also because of the excellent infrastructure and the proximity to the new airport BER – to be one of the most exciting urban districts anywhere.

# SYSTEM 180 – DESIGN FROM THE „GALLIC VILLAGE”



Managing Director Andreas Stadler

» We feel like we are very well perceived and supported here, both from the state of Berlin and from the district authority. We make use of the established industrial structures and especially the advantage of having top suppliers in our immediate neighbourhood. «

[www.system180.com](http://www.system180.com)

Exhibitions, flagship stores and law firms between Berlin and South Korea rely on System 180. Around the globe, furnishing solutions, as well as roof and facade constructions, are being developed with the help of the tubular steel building system "Made in Tempelhof-Schöneberg".

► Andreas Stadler, 39, has been working at System 180 since the year 2000 – and since 2006 as Managing Director. Educated as an architect, he came to Berlin in 1993 and worked part-time for System 180. His story is typical for members of the company, which now boasts 34 full-time employees and five trainees.

It all began with the Swiss architect Prof. Jürg Steiner, who came to Berlin in the 1970s to work as a stage manager at Berlin's Schaubühne. In addition to stage plays, Steiner also designed ex-

hibitions with his "staged architecture" for, among others, the Martin Gropius Bau, which, at the time, was being redesigned during normal operations. Constantly changing entrance scenarios and spatial situations demanded a construction system, with which one could quickly and flexibly react to changing spatial and structural conditions, without the need to weld. He thus invented System 180.

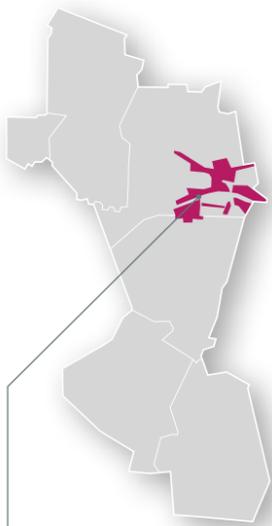
The actual birthplace of System 180 was within the company Museumstechnik GmbH, which is still located next door to System 180 in Tempelhof-

Schöneberg. The more System 180 became used in exhibition construction, the more its creators realised its further potential and possible uses. To exploit this potential in the best way possible, an independent company was founded, namely System 180 Stahlrohrentwicklungs- und Vertriebsgesellschaft mbH.

Today, System 180 stands for one of the most flexible and successful construction systems on the market. The strength of the brand lies in its basic idea: scalability is the key. It is just as easy to build furniture elements, such as desks, shelves and flip-charts, using System 180 connecting nodes as it is to construct 380 metre long and 12 metre high temporary facades for buildings such as the Tempelhof airport. "We thus create urban environments with System 180," Stadler explains. And these are

also becoming increasingly popular among international clients. Today, photographers, agencies, architects and interior designers in London, New York and Seoul are among the clients of the company, which is located on an industrial site surrounded by commuter rail tracks and allotment gardens and has only one access point. "It feels as though we were in a Gallic village," Stadler jests.

The special attraction for Stadler lies within this ambivalence – being in the middle of the city, yet still completely self-sufficient. "Here, raw materials come in and finished products go out. This self-sufficiency is great. We are part of this city. And this is very important for our employees – even though only about 30% of our turnover is generated in Berlin."



Industrial Location Teltow Canal



TELTOW CANAL  
An important federal waterway for the industrial area.

# PRIME LOCATION FOR THE INDUSTRY

## INDUSTRIAL LOCATION TELTOW CANAL

► Opened in 1906, it has been the driver and guarantor for the development of a strong business location ever since: the industrial location Teltow Canal. On a total of 172 hectares, more than 550 businesses with 13,000 employees have settled in the area, including 170 industrial firms. The location is thus one of the most important employers in the entire capital region.

The branch mix ranges from metal and electrical engineering to optics, medicine and measurement technology, as well as food. This is complemented by 100 wholesale companies, 90 production-orientated service companies and 45 transport companies. The majority of the properties have rail sidings and waterway access at their disposal. Several

connections to the urban motorway A 100 contribute to making the Teltow Canal a top location.

It is not surprising that the local industry has recognised the potential of this attractive industrial location and has thus expanded considerably – a development, which can be seen especially with the larger companies. Gillette recently invested 50 million euro in the development of its production facilities: an important signal for the industrial location of Teltow Canal.

Yet regardless of whether it is a long-established production plant, a global player or a start up: The industrial location Teltow Canal still holds a great deal of growth potential.



## ZINC IS TRUMPS

Those who play with fire can be easily burned. This does not hold true, however, for the professionals at ZINKPOWER Berlin. They may not play with fire, but it does in fact get very hot with hot-dip galvanising.



Herbert Otten

Among the areas of operation are the galvanization of concrete reinforcement steel, the assembly-orientated completion of structural components and tour services in and around Berlin.

One great advantage of hot-dipped galvanized steel elements over surface-finished products: Fewer resources are used and emissions are also considerably lower.

Environmental protection has been a crucial pillar of the corporate philosophy from the very beginning. The company has developed its own rigid environmental standards, which are applied consistently at all sites: Production is free of wastewater, specially developed filter systems are used for air purification and waste heat is made useful by means of heat exchangers.

With these high requirements with regard to environmental protection, the company feels as though it is in good hands in Berlin. Managing Director Herbert Otten: "In Berlin, there is a strong awareness for environmental protection. This also leads us to new ideas. We are thus making our company even more environmentally friendly." More than anything else, he appreciates the excellent infrastructure of the industrial location Teltow Canal.

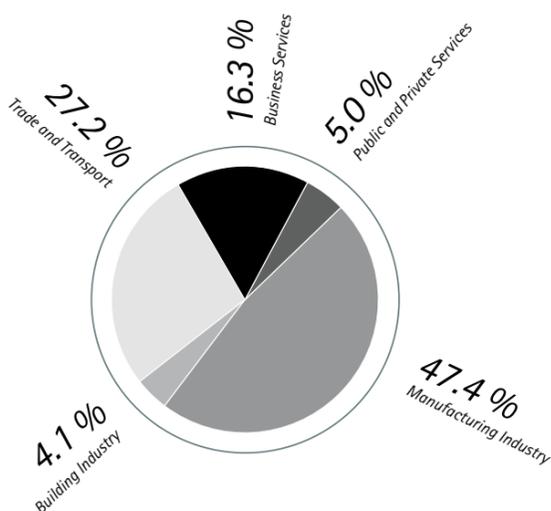
► Zinc was discovered as a metal in its own right and first processed in 17th century India. Today, no one has to travel that far to find true masters of zinc coating, i.e. galvanisation.

Founded in 1973, the Kopf Group has grown rapidly over the years. Today, the group operates 36 galvanising plants in nine countries in Europe, the Americas and Asia under the business unit ZINKPOWER®, making it one of the leading hot-dip galvanizing companies worldwide.

One of these 36 galvanising plants can be found in the industrial location Teltow Canal. Among the qualities of the facility are its flexibility and versatility: From the smallest screw to steel girders, all structural components can be processed on site, just where the client needs it.

[www.zinkpower.com](http://www.zinkpower.com)

## DISCOVERING PROSPERING LOCATIONS



Sector structure of the industrial location Teltow Canal, 13,200 employees

Source: „Tempelhof-Schöneberg: Auch ein starkes Stück Industrie in Berlin“

# PRIME LOCATION FOR THE INDUSTRY

## INDUSTRIAL LOCATION TELTOW CANAL

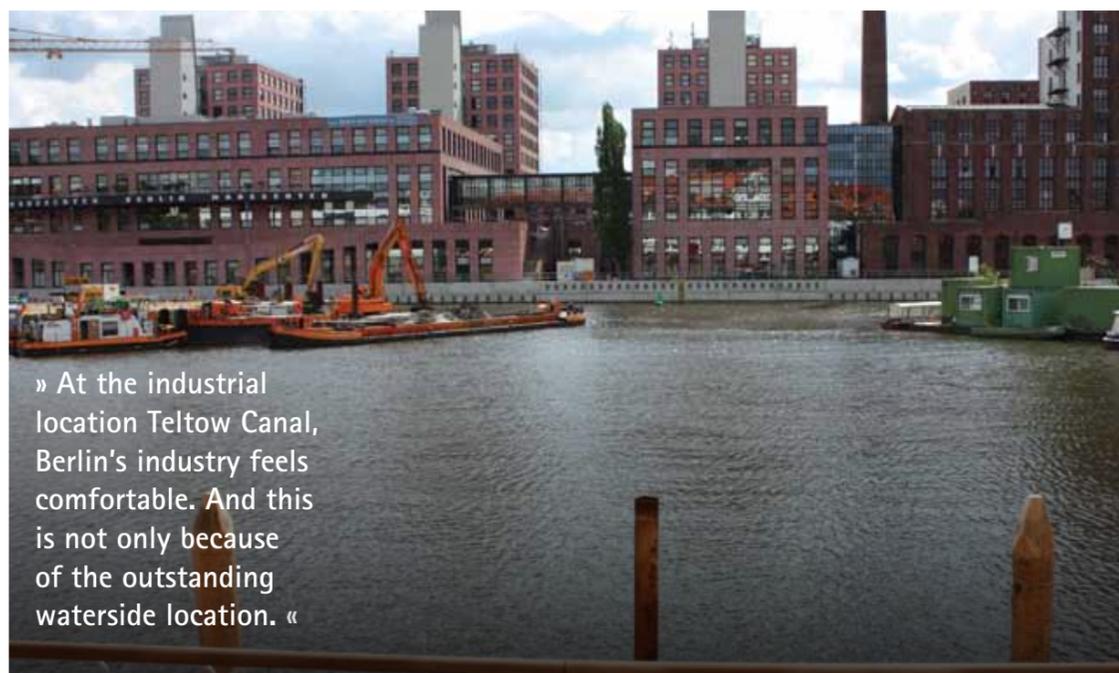
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» At the industrial location Teltow Canal, Berlin's industry feels comfortable. And this is not only because of the outstanding waterside location. «

1 Surface area: 172 hectares

2 Number of businesses: 550

3 Number of employees: 13,200



TEMPELHOF-SCHÖNEBERG TELTOW CANAL

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[www.zinkpower.com](http://www.zinkpower.com)



# WITH A SHARP BLADE

**1** BILLION RAZOR BLADE CARTRIDGES LEAVE THE PROCTER & GAMBLE PLANT IN BERLIN EACH YEAR.

Alfons Schömer

A great deal of know-how is packed into each and every razor blade cartridge that leaves the Gillette plant. Regardless of whether they are made for a man or for a woman: razor blade cartridges are high-tech products. It comes down to a thousandth of a millimetre.

► 4.6 billion people worldwide rely on brands owned by Procter & Gamble. Among these are such leading brands as Pampers, Ariel and Gillette. And whoever shaves with razor blade cartridges from Gillette can rest assured: The cartridges that keep unwanted hair at bay come from Berlin, since the most important production centre for Gillette razor blade cartridges in Europe is located here on Oberlandstraße.

In 1932, the firm then known as the Gillette Company took over the German razor blade manufac-

turer Roth-Büchner. Since then, razor blades and cartridges of the latest generation have been manufactured at this location in Tempelhof. In 2005, the plant was then taken over by Procter & Gamble and now produces an impressive one billion cartridges each year. Currently, cartridges are produced especially for the European market, as well as for the Near East and Africa.

With just under 1,000 employees, Gillette is among the most important employers and largest exporters

in Berlin, whose industry is characterized primarily by medium-sized businesses. In 2012, the plant celebrated its 80th anniversary. For many years now, the company has been expanding and investing in the plant. The expansion of the production facilities that began in 2011 is associated with investments totalling some 50 million euro.

Plant Manager and Managing Director Alfons Schömer: „We are proud that cutting-edge razor technology enjoys a decades-long tradition in Berlin.“

Schömer emphasises the excellent work of the company's employees, the unusually good working climate and the top location of the site. "With its first-class infrastructure connections and the excellent networking with other companies and scientific institutions, Berlin offers us all the opportunities we need to remain competitive, even when it comes to highly automated mass production."

# GENERATING BUSINESS VALUE FOR THE INDUSTRY

THE MOTZENER STRASSE INDUSTRIAL PARK SCORES WITH SPACE AND A FUNCTIONING CORPORATE NETWORK.

► In the very south of Berlin, on the state border to Brandenburg, a very special location can be found: the Motzener Strasse commercial and industrial park. Here, between the interstate highways B 96 and B 101, a corporate network developed as early as 2005 – at a time when the word “networking” was not yet fashionable.

With its 205 hectares, the commercial and industrial park, characterized primarily by medium-sized businesses, is one of the largest commercial locations in the district of Tempelhof-Schöneberg. Nearly 250 businesses with 5,000 employees are located here. Almost half the companies and approximately 80% of the employees are active in the manufacturing sector. Motzener Strasse thus has a higher industrial ratio than all other business locations in the district. At the same time, with 14% of all industrial jobs, the location makes a significant contribution to the business value of Berlin's industrial landscape.

The scope of businesses ranges from metalworking plants, mechanical engineering and plastics processing to big players such as Selux, Dr. Kade Pharma, Klosterfrau and IBM. Names such as Stollwerck chocolates and GE Energy Power Conversion are prime examples of the broad range of companies active in the Motzener Strasse industrial park.



Location analyses conducted during the past few years have demonstrated that there is still great potential in the complementation and expansion of existing structures. Taking advantage of these is the goal of location marketing. The focus clearly lies in improving the location's industrial business value, with the goal of attracting new manufacturing, distribution and service companies.

The continued targeted networking of the manufacturing industry offers a number of attractive perspectives for companies that wish to settle here.



Synergy lies at the heart of all activities of the corporate network, which looks back on an over 40-year history. The program “School meets Industry”, a jour fixe for buyers, an energy task force and even a jointly-run day-care centre are all expressions of this positioning. Particularly important here is the safeguarding of a common future through qualification and training. One example of this is the network's annual publication of a training brochure, which provides information on available training and internship positions, as well as on the more than 28 different careers pursued at the location. Training positions are thus advertised and filled as part of a joint effort – a good example of a functioning network.



Industrial Location Motzener Strasse

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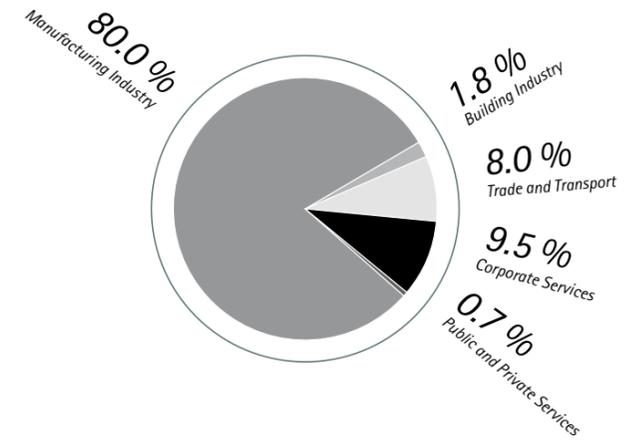


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Sector structure of the industrial location Motzener Strasse, 7,100 employees

Source: „Tempelhof-Schöneberg: Auch ein starkes Stück Industrie in Berlin“

- 1 Surface area: 205 hectares
- 2 Number of companies: 250
- 3 Number of employees: 7,100

UnternehmensNetzwerk  
Motzener Straße e.V.  
c/o Selux AG

www.motzener-strasse.de



Thomas Dreusicke

## THE PLASTICS FORGE

Thomas Dreusicke is a Berlin entrepreneur with heart and soul – someone who has good reason to invest in the production location of Tempelhof-Schöneberg.

# 5,000

FRITZ!BOX HOUSING CASES ARE PRODUCED EACH MONTH AT INDIA-DREUSICKE BERLIN.

» Here, we work with each other instead of against each other – within the Motzener Strasse Network as well as with the district administration. This creates many advantages. «

[www.india-berlin.com](http://www.india-berlin.com)



► Those who hear the name INDIA-DREUSICKE for the first time do not realize that it stands for the manufacturer of the housing cases for Fritz!boxes, one of the most successful Internet routers – an unusual product for a company that has already been in existence for over 80 years now. Those who meet Thomas Dreusicke, the 55-year-old head of the company, experience forward thinking as corporate culture. Plastics are his passion – and innovative products his obsession. And he lives out both constantly. From the construction of prototypes in original ma-

terials to mould and die production, jig manufacture and the serial production of complete plastic housing cases.

As head of the DREUSICKE Group – which includes, in addition to INDIA-DREUSICKE, the companies OEHME Technische Kunststoffteile GmbH and DREUCO Formenbau GmbH & Co. KG – Thomas Dreusicke brings not only plastics into the proper form, but also steel; he also develops individual solutions and provides surface printing and galvanization services. And as though this were not enough, he is also Chairman of the Berlin-Brandenburg Plastics Industry Employers' Association and co-founder of the Motzener Strasse Network. Dreusicke has invested millions in new production capacities here. Why? "We found here not only affordable property, but also highly motivated employees, and are active in a corporate network, which is a genuine location advantage."



TEMPELHOF-SCHÖNEBERG MOTZENER STRASSE

Dr. Hanns-Cord Walter

## KLOSTERFRAU LIKES TEMPELHOF



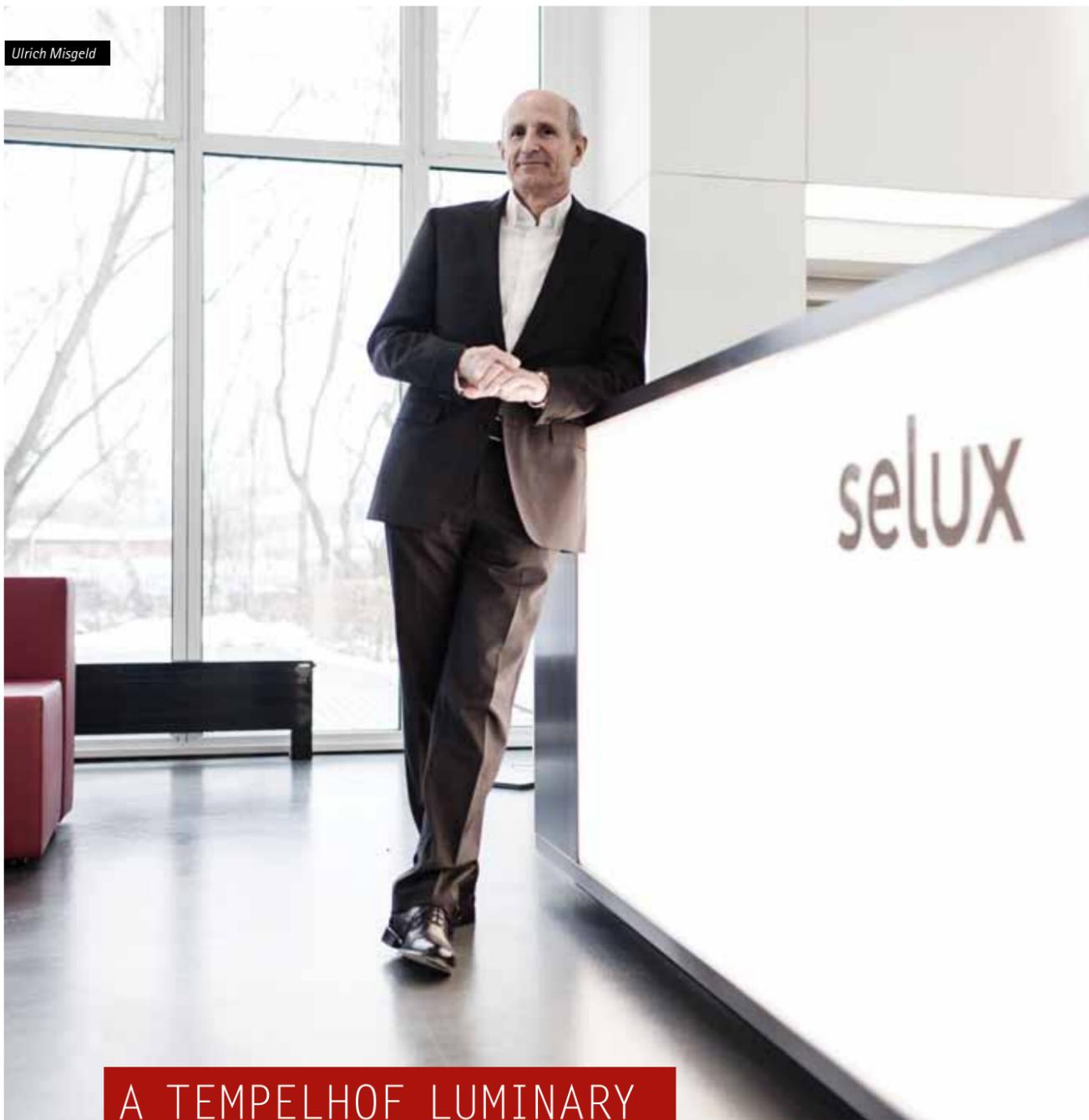
# 1962

KLOSTERFRAU BEGINS PRODUCTION IN DIVIDED BERLIN WITH 20 EMPLOYEES

► In 1826, the "Klosterfrau" (a nun) Maria Clementine Martin founded a small company in the direct proximity of the Cologne Cathedral for the production of her special elixir. Today, the Klosterfrau-Healthcare Group is a leading supplier in the self-medication sector. More than 200 products comprise the company's brand portfolio. Since 51 years, the Klosterfrau Group also operates a production site in Berlin, at first in Neukölln and since 41 years on Motzener Strasse in Marienfelde. Here, the famous Klosterfrau melissa spirits and other pharmaceuticals, medicinal products and food supple-

ments are produced. Dr. Hanns-Cord Walter, Managing Director in Berlin, is proud of the investments made by his company in this location. "We have invested more than 13 million euro in a new, ultra-modern production unit and, with this, in the future of our company in Tempelhof-Schöneberg." With this, Klosterfrau has strengthened the health-care cluster of the capital region, thus promoting one of the core competencies of Berlin and Brandenburg. Today, approximately 220 employees work in the plant on Motzener Strasse. "People are at the centre of everything we do," Walter explains. "This is why we attach particular importance to the excellent training of pharmaceutical technicians, chemical laboratory assistants, production specialists and industrial managers. And we find these here."

[www.klosterfrau.de](http://www.klosterfrau.de)



## A TEMPELHOF LUMINARY

Selux – Fascination and quality of life with the help of sophisticated lighting concepts

► No other metropolis has given rise to such a diversity of lighting fixtures as Berlin. In 1882, Germany's capital installed the first permanent electrical public street lighting. Those who stroll along the Kurfürstendamm or the boulevard Unter den Linden cannot help but notice the beautiful and elaborately reconstructed candelabra. Selux lighting fixtures can also be found in front of the Brandenburg Gate – historically authentic and equipped with state-of-the-art lighting technology.

The history of Selux began in post-war Berlin. When Hermann Bansbach founded "Semperlux" (always light) in 1948, the heavily damaged city was still largely without electricity and lighting. Bansbach brought light into the dark era with the help of a

battery charger, which made the daily life of the residents of Berlin much easier. For Bansbach, light has a social and cultural significance, which goes far beyond purely economic considerations. This principle is still in play at Selux to this day. Semperlux became Selux – and a Berlin-based workshop became a globally active company with more than 500 employees and business locations in Europe, North America and Australia, which now account for more than 80% of turnover outside Europe.

Sophisticated solutions for indoor and outdoor lighting are developed here in Berlin. The goal of doing this in a sustainable way means that Selux places great value on energy efficiency, ergonomics and product design. And from this emerges the fascina-

tion with increasing the quality of living through sophisticated lighting concepts. Production takes place in Ketzin near Potsdam and Zwintschöna near Halle, as well as in Lyon (France) and Highland (USA).

A native of Berlin, 63-year-old Ulrich Misgeld is Chairman of the Selux Group, today one of the worldwide leading suppliers of sustainable indoor and outdoor lighting solutions. He feels a special connection to Tempelhof-Schöneberg. When he moved into his house in the Tempelhof neighbourhood of Marienfelde 30 years ago, he had no way of knowing that he would work here one day work. The passionate marathon runner has grown to appreciate Marienfelde, which has profited greatly from the fall of the Berlin Wall. Many things, which no one could

have imagined here earlier, are now reality. There is, of course, still a lot to be done, especially with regard to the industrial location of Motzener Strasse, such as improving the traffic, i.e. infrastructure connections. He would also like to see more target group and client-orientated administrative structures. Those who run marathons need staying power. And Misgeld has just that. This is why he knows, even in his role as chairman of the corporate network, that great plans sometimes require patience. Close contact to the political policy makers in the district is important and helpful when it comes to achieving common goals for the location. And, at the end of the day, this is just as interesting for a company like Selux as it is for the district administration.

[www.selux.com](http://www.selux.com)



Substation Berlin-Wilhelmsruh

## THE DEVIL WORKS IN A HIDDEN COURTYARD

Loudspeaker Teufel was founded in Berlin in 1980. Today, it is one of the largest suppliers of loudspeakers and audio products in Germany. Nevertheless, the fact that the world's largest assortment of THX-certified home cinema systems is based in one of the most beautiful courtyards in Berlin is virtually unknown.

► Those strolling along the Bülowbogen would never imagine that Loudspeaker Teufel, the largest direct seller in the European audio business, is actually hiding behind one of the beautiful brick facades.

More than 130 employees work within the company – the majority in the headquarters in the Bülowbögen in Schöneberg. Teufel – the name means "devil" – was founded in Berlin in 1980 and produces loudspeakers, home cinema systems and audio streaming systems for the highest high-fidelity standards.

Edgar van Velzen (46) has been Managing Director of Loudspeaker Teufel GmbH since the end of 2012. The Dutchman is married and is the father of two teenage sons. After completing his degree in economics, he began working for Sony Netherlands and later for Sony Germany. At the young age of

30, he was promoted to Marketing Director of Sony Europe. After a stint at Harman International (Harman Kardon JBL), he came to Teufel in Berlin in 2012. He hasn't had much time to explore Tempelhof-Schöneberg, but the open-minded, multicultural atmosphere has already made an impression on him. The central location of the district, the comprehensive corporate infrastructure and the good transportation connections are all excellent prerequisites for companies like Teufel. Van Velzen: "Not least of all because of the colourful, warm-hearted and open-minded atmosphere of the district, Tempelhof-Schöneberg is a kind of 'Petit Berlin!'"

Due to the central location within Berlin, the Dutchman argues, it is easy to find and win over suitable employees from all over the city. Just as the products of Teufel do across the globe.

[www.teufel.de](http://www.teufel.de)



Edgar van Velzen

## BUILDING BRIDGES IN THE BÜLOWBOGEN

Extremely co-operative – this is how Claus Clausnitzer describes not only the working relationship with the district administration, but also the atmosphere in the compact business park he is in charge of.

► Berlin original, 62, property administrator by profession, seeks development opportunities. What may sound like advertising copy actually tells the story behind Claus Clausnitzer. In 1984, he was asked by the community of owners of a commercial property if he would like to develop and supervise this. Clausnitzer the property administrator thus became Clausnitzer the site developer. The former storage and trading spaces along the Bülowbogen now house advertising agencies, design studios and medium-sized production facilities.

Clausnitzer likes the term "Bülowbogen", or "Bülow Arches". "Here, the street curves around the church and our own architecture is characterised by arches." One of the main ideas behind the development of

the compact business park revolves around building bridges. It is not just about renting space to a company. "We create open spaces, which generate synergy effects between skilled workers and office tenants, between those who are creative and those who produce." Clausnitzer admits: "It was not always easy to find tenants", since the location of the beautiful Old-Berlin business park – during the time of the Berlin Wall, still a "zonal border area and caught in a fairytale slumber" – has only been "central" since 1989. The fact that "sustainability" was already being practiced by the district council before the word became fashionable helped in the development of the location. Clausnitzer: "The politicians understand that the people in the district not only want to live here, but also work here."



Claus Clausnitzer



**EX-PERIPHERY:** Until the fall of the Berlin Wall, the area around the Bülowbogen in Schöneberg eked out a rather tranquil existence. In the meantime, it is situated in the heart of the city, only a few minutes walking distance from the government quarter and Potsdamer Platz.

1 Total commercial space: 10,500 m<sup>2</sup>

2 Number of businesses (tenants): 40

3 Number of employees: 500

[www.buelowbogen.de](http://www.buelowbogen.de)

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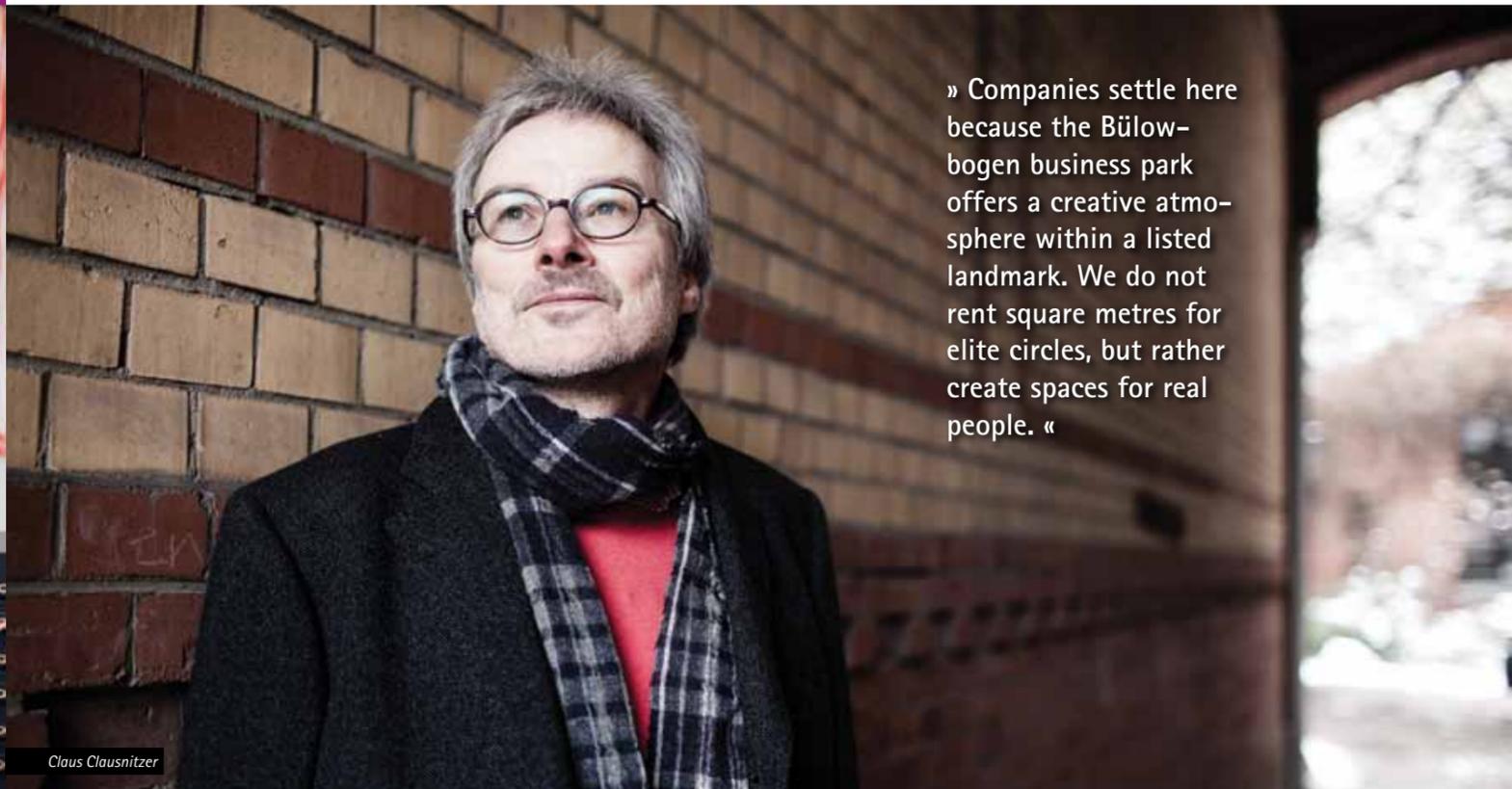
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Claus Clausnitzer

## DISCOVERING CENTRAL LOCATIONS

### BUILDING BRIDGES IN THE BÜLOWBOGEN

Extremely co-operative – this is how Claus Clausnitzer describes not only the working relationship with the district administration, but also the atmosphere in the compact business park he is in charge of.

► Berlin original, 62, property administrator by profession, seeks development opportunities. What may sound like advertising copy actually tells the story behind Claus Clausnitzer. In 1984, he was asked by the community of owners of a commercial property if he would like to develop and supervise this. Clausnitzer the property administrator thus became Clausnitzer the site developer. The former storage and trading spaces along the Bülowbogen now house advertising agencies, design studios and medium-sized production facilities.

Clausnitzer likes the term "Bülowbogen", or "Bülow Arches". "Here, the street curves around the church and our own architecture is characterised by arches." One of the main ideas behind the development of

the compact business park revolves around building bridges. It is not just about renting space to a company. "We create open spaces, which generate synergy effects between skilled workers and office tenants, between those who are creative and those who produce." Clausnitzer admits: "It was not always easy to find tenants", since the location of the beautiful Old-Berlin business park – during the time of the Berlin Wall, still a "zonal border area and caught in a fairytale slumber" – has only been "central" since 1989. The fact that "sustainability" was already being practiced by the district council before the word became fashionable helped in the development of the location. Clausnitzer: "The politicians understand that the people in the district not only want to live here, but also work here."

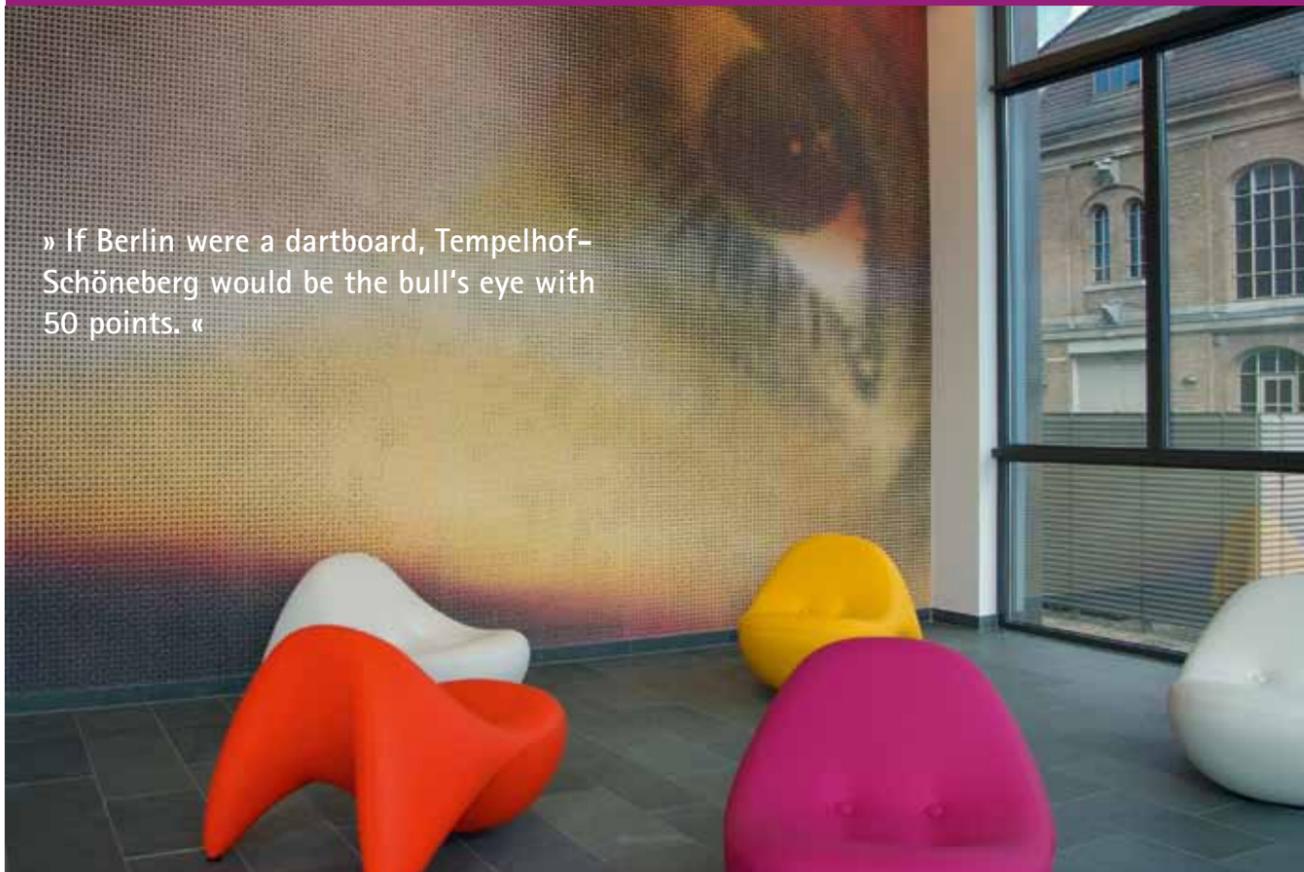


» Companies settle here because the Bülowbogen business park offers a creative atmosphere within a listed landmark. We do not rent square metres for elite circles, but rather create spaces for real people. «

## WALLPAPER WAS YESTERDAY

Original wall designs for the whole world. When Ulrich Welter talks about his manufactory, the senses embark on a journey to new and exciting places. Just like his unique wall creations.

» If Berlin were a dartboard, Tempelhof-Schöneberg would be the bull's eye with 50 points. «



Ulrich Welter

► When, in 1985, Ulrich Welter founded his manufactory at the "tender" age of 23, he could only dream of what was to come: In the meantime, his collections, which are popular among interior designers both at home and abroad, are created and developed in his studio in Schöneberg's Bülowbogen.

18 employees – most of whom were trained as artisans or studied for a career in the creative industries – produce original wall designs with applications such as glass pearls and silver crystals, gold-leaf and rust wallpaper.

"We are active in the luxury sector and create some of the most valuable walls in the world, but we also work as suppliers for creative shop-fittings

and hotel furnishings," Welter explains, and continues: "We are not a wallpaper manufactory, but rather a manufactory for original wall designs. And original wall designs are much more than mere wallpaper."

Ulrich Welter, 50 years old, married, one daughter, on his home district: "I live in the district that I appreciate the most; and the seat of my company, from which we send our original wall designs all over the world, is also located here."

"The wall designs for the Oscars, the Golden Globe Awards and the Emmys have been produced time and again here in Schöneberg. For me, Schöneberg is the heart of Berlin. Here, people from all walks of life and cultures co-exist together."

## THE ASIAN WAY OF SEEING THINGS

The Designer Carsten Gollnick on creative tension, the difference between Berlin-Mitte and Tempelhof-Schöneberg and inspiring perspectives from the Far East.



Carsten Gollnick

► One can find it in KaDeWe, and even Meryl Streep's office in "The Devil Wears Prada" did not want to do without it: Design "Made in Berlin" – created by Carsten Gollnick. Walking into his studio, one feels strangely welcome and, at the same time, trapped. The eye wanders along the walls. Everywhere one looks, one sees the finest porcelain, wooden boxes with beautiful forms. Inspired – and at the same time inspiring: this is how the host appears to his guests.

Born in West Berlin, Carsten Gollnick, 46, studied industrial design and began working on his own even before graduation –and has seen and experienced a great deal ever since. Offices in Hamburg and Berlin, journeys to Japan, a guest professorship in Korea – the "Asian way of seeing

things" inspires him. "Do not design a new cup, but rather think about how you could brew the coffee better and enjoy it more." This is his creative credo. And it is perceptible, tangible – in every corner of his office, in every conversation. After completing his studies, he first moved to Hamburg. As he says: "...because of the creative network there", which, at the time, was simply better on the Elbe than in divided Berlin. After the Wall was torn down, he came back to Berlin. And now he works here – smack in the middle of Schöneberg. "I actually wanted to settle in Mitte...", Gollnick says, and continues: "...but I quickly noticed that I would find a creative tension for my work here", in this neighbourhood.

» I need a professional network and a sense of tension, which facilitates creative work. I find both here. «

# THE NEIGHBOURHOOD BLOGGER



Regine Wosnitza is head of the Potsdamer Strasse Interest Group. The blogger, a freelance researcher, reports regularly on the location and life in the neighbourhood.

People, cultures, high-tech companies, shops and social institutions: The Potsdamer Strasse Interest Group brings numerous experts together and fosters tolerance and quality of life.

► Seit 1996, the members of the Potsdamer Strasse Interest Group, a registered association, are united by one common goal: Active participation for a tolerant living and working environment within an excellent network. In the very heart of Berlin, in the neighbourhood between Kleistpark and the Landwehr Canal, people from various cultures and social groups live and work. High-tech companies and low-budget freelancers, social institutions, skilled workers and tradesmen complement each other. They all contribute to an atmosphere of tolerance and co-existence. A lively present and a rich past characterize the neighbourhood, whose attractiveness lies in its diversity. The omnipresent sense of change on Potsdamer Strasse provides the

opportunity to participate actively. With its various committees, the Potsdamer Strasse Interest Group brings together different interests, makes suggestions in the proper places and increases awareness.

The 46 members of the registered association are proud of the business-friendly politics of the district administration, the great potential of skilled personnel and the good infrastructure connections. The recently completed park at Gleisdreieck and the numerous green areas in the neighbourhood offer recreation, sport and games.

[www.ig-potsdamer-strasse.de](http://www.ig-potsdamer-strasse.de)



## omstreet MEDIA CENTRE IN THE CENTRE

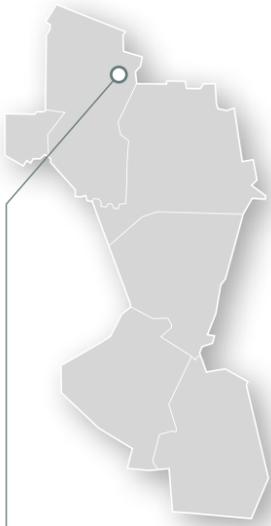
Potsdamer Strasse was once one of the most important streets in Berlin. Where daily newspapers were once published, one is conscious of a long tradition – and looks toward the future.

► Old weekly newsreels depict how Potsdamer Strasse once looked. Variety theatres, neon signs and fashionable shops once characterized the pulsating life of this street. With its publishing houses, the Potsdamer Straße was already a centre for media at the time.

Today, this tradition is rekindled by more than 400 agencies, web programmers and representatives of the film industry. New business models, exciting start ups and creative media projects now set the scene on omstreet. Under this name, various companies

began as early as 2004 to create a network – supported by the district authority of Tempelhof-Schöneberg – to help develop the business location. In doing so, they not only profit from the first-class location in the centre of the capital, but also from an environment that fosters creativity.

The media network omstreet offers excellent conditions for media companies and start ups, organizes special evening events on a regular basis and provides opportunities to meet colleagues.



Media Location  
Potsdamer Strasse



### A CENTRE FOR MEDIA AND ENTERTAINMENT WITH TRADITION:

The Wintergarten variety theatre on Potsdamer Straße is a living reminder of the splendour of the Golden Twenties, when people from around the world came here to entertain themselves.

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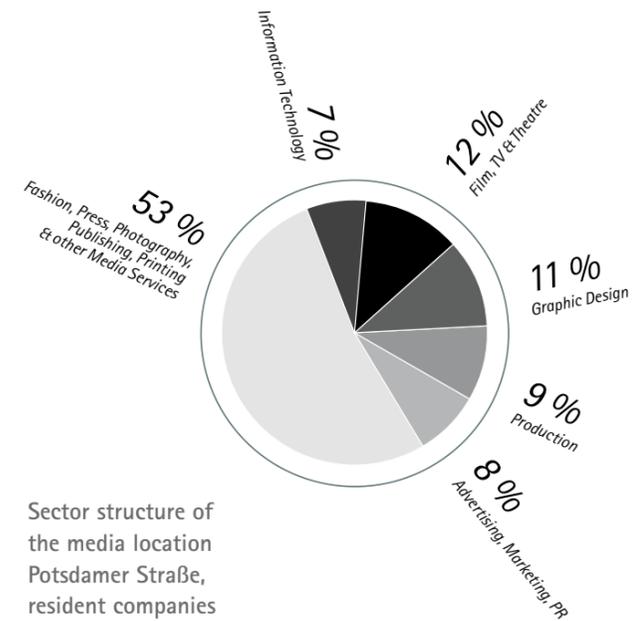
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## DISCOVERING MEDIA LOCATIONS



Sector structure of the media location Potsdamer Straße, resident companies  
Source: Media Network Potsdamer Strasse Berlin

1 Number of media companies and freelancers: approx. 400

2 self-employed and freelancers: 28 %

3 companies: 72 %

°mstreet, part of the Potsdamer Strasse Interest Group

[www.mstreet-berlin.de](http://www.mstreet-berlin.de)

# INNOVATIVE IDEAS IN A HISTORIC MONUMENT

Here, there is plenty of space for ideas – and a lot of room to breathe. The “Malzfabrik” in Schöneberg is a place shaped by creativity and culture and stands out through its environmentally conscious positioning.”

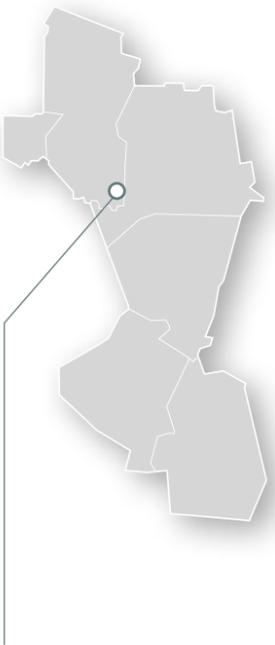
► Frank Sippel, 41, Swiss citizen with German roots, has always been an entrepreneur. Ever since his studies of economics at the University of St. Gallen, he has been fascinated by real estate – its forms, functions and the interface between architecture and art. Which is why he is also interested in “art-in-architecture”. Since 2009, he has been developing the “Malzfabrik”, a former malting plant, in Berlin – since 2012, together with Janou A. Kammann, 39. Here, in addition to distinctive office spaces that foster a sense of well-being and the courage to think differently, they also created space for all kinds of temporary leases.

The extremely versatile Malzfabrik, which has been honoured with the national Location Award 2012 in the category “Innovation and Sustainability”, is a top location for events, photo and film productions. Castings, shootings, stunt workshops, innovation camps, corporate events, exhibitions, conferences,

concerts and even weddings take place here on a regular basis. “As a building site characterised by a culture of innovation, we see only advantages. Many new possibilities emerge when so many interdisciplinary ideas from various sectors and specialist fields come together and influence each other,” Sippel explains. With his eight employees and numerous external service providers, he forms the heart of the so-called “Malz-Team”. The newest company in the Malzfabrik, the Efficient Farming GmbH, has developed a revolutionary method for local food production, which combines market gardening with fish breeding within a closed system – a good example of the innovative energy released by this location in the very heart of Tempelhof-Schöneberg. In addition to large tenants such as the TÜV and AfB, one will also find agencies, design offices, modern production companies, workshops and even artists – a stimulating community, which encourages and fosters co-operation.



Above the roofs of the Malzfabrik, the canteen.



**LANDMARK**

The four kilns on the roof of the former malting plant are the widely visible emblems of the Malzfabrik, a historical industrial landmark, which has since established itself as a brand. As a result of its current revitalization, it has been honoured with various awards.



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**1914** THE SCHULTHEISS  
BREWERY BUILDS  
THE MALTING PLANT.

# ARTIFICIAL DNA FOR THE WORLD

If necessary, he could deliver supplies to his customers by plane. The bio-tech entrepreneur Olfert Landt is an enthusiastic pilot and also enjoys Berlin's cultural scene.

**4,000**

SQUARE METRES: THE HEADQUARTERS OF THE BERLIN-BASED COMPANY, WITH BRANCH OFFICES AND PRODUCTION SITES IN THE USA, ITALY, SPAIN AND POLAND.

► Olfert Landt is the founder and Managing Director of TIB MOLBIOL – and an ultrafast high-flyer. Born in Kiel, he completed his studies in biochemistry in record time and, while still a student, founded his company in 1990. For research at the institute, artificial genetic material was necessary – so-called oligonucleotides – and Landt soon began to produce this consumable himself.

Soon, other medical faculties, as well as the Max Plack Institute, were also interested in his artificial DNA. TIB MOLBIOL is only known among experts in the field, despite the fact that the company has one of the highest trading volumes of all the biochemical companies in the city. More than half the products are exported out of the country be it to

Taipei, Oslo or Johannesburg. Since 2001, TIB MOLBIOL has been based in a historical industrial landmark building on Eresburgstrasse. The building had to be extensively renovated. Because there is so much space, other bio-tech companies also moved in. Companies that complement each other, but do not compete with one another.

"In Tempelhof-Schöneberg, we are close to the heart and cultural life of the city, which is very important to us. And we are also very close to good transportation facilities."

The business location of Berlin offers the entrepreneur an abundance of culture as well as optimum connections between science and economy, since, according to Landt, "medical technology is one of the core competencies of the capital city".



above: Company founder Olfert Landt



» There are very many bio-tech centres in Berlin and Brandenburg – in Buch, in Wedding, in Luckenwalde, in Golm – all of which (supposedly) have synergy effects. Here, we are more like a "friends-and-family" organisation. The companies have their own offices and labs, but their doors are always open. «

[www.tib-molbiol.de](http://www.tib-molbiol.de)

# 5 QUESTIONS FOR PAOLO COMPAGNA



As CEO of the German subsidiary of the Swiss Schindler Group, Paolo Compagna speaks about elevators and escalators – as well as about the project to establish a campus for companies, start ups, research, culture and politics in Alt-Mariendorf in order to develop solutions for mobility in the city of the future.

## 82

MILLION PEOPLE ARE MOVED EACH DAY IN GERMANY BY SCHINDLER ELEVATORS AND ESCALATORS.

Those who meet Paolo Compagna for the first time have to be quick – intellectually and also by foot. Literally in “fast-forward” mode, the 45-year-old manager, who has been CEO of the German subsidiary of the globally active Schindler Group since April 2013, gives us a tour of his company and speaks about the firm’s location in Alt-Mariendorf, ambitious plans and his opinion regarding the advantages of the district of Tempelhof-Schöneberg. No time for random banter. Clear statements in a friendly tone, but with a determined message – this is how Compagna presents himself during our interview:

► **Mr. Compagna, what is so exciting about lifts and escalators?**  
We move all of Germany once a day. 82 million people use Schindler elevators, escalators and moving walks

each and every day. Today, as the market leader with more than 3,000 employees at 40 sites, Schindler Germany has an annual turnover of more than 550 million euro.

► **Why is Schindler so keen on the location of Alt-Mariendorf?**

In 1874, Robert Schindler founded the company in Ebikon in Switzerland – and the first foreign subsidiary opened its doors in Berlin as early as 1906. What was so special about the location at the time is even more so today: You have space potential here that other districts in Berlin could be jealous of and, at the same time, the infrastructural connections are excellent. If you step into the metro in Alt-Mariendorf, you are in Mitte within 15 minutes. Which other industrial location in Berlin can say the same thing?



► **And what does the private individual and father of two children like about Tempelhof-Schöneberg as a city district?**

Counter-question: In which other district can you ride a Segway and fly a power-kite on the runway of a former airport?

► **The grounds of the former airport inspire new ideas. Do you also have one?**

The discussion surrounding the use of the Tempelhof airport grounds also touches upon the question of how the city in which we live and move around in should actually look. As a result, it is my goal to create a campus at our headquarters in Alt-Mariendorf, on which companies, start ups, research, culture and politics can be brought together in order to think about the mobility in the city of the

future together. In a first step, we will renovate our headquarters and create a technical training centre, in which we will train and educate our employees from all over Germany. Work on this has already begun.

► **What is your experience with regards to business development and politics within the district?**

In addition to the location advantages that I already discussed, companies in Tempelhof-Schöneberg feel that they are in good hands. The co-operation with politics and the district administration is extremely good. Quick decisions, short communication channels – no one puts any obstacles in your way.



TEMPELHOF-SCHÖNEBERG LETTE-VEREIN

[www.lette-verein.de](http://www.lette-verein.de)



Petra Madyda

# THE EDUCATIONALIST

The educational landscape of Tempelhof-Schöneberg is dominated by big names. In addition to the School of Economics, there is also and especially the Lette-Verein Foundation, a top address for those thirsting for education.

# 1,000

YOUNG PEOPLE ARE CURRENTLY BEING EDUCATED AT THE LETTE-VEREIN FOUNDATION.

► For Petra Madyda, Director of the Lette-Verein Foundation, the name "Verein" (association), is not a mere relic from the past: "The term 'Verein' has been kept as part of our name for reasons of tradition, because we were originally founded in 1866 as a registered association by the Berlin-based social politician Wilhelm-Adolf Lette and the suffragette Jenny Hirsch. Under the title 'Association for the Promotion of Women's Participation in the Labour Market', the Lette-Verein laid the foundations for women to partake in a regular and socially acceptable career. In the 1940s, our training courses were also opened up to the participation of men."

Today, the Lette-Verein offers school-based vocational training, for example

in the fields of photographic and fashion design, as well as in the health sector for PTAs and laboratory and radiology MTAs. Furthermore, at our location on Viktoria-Luise-Platz in Schöneberg, interested students can also earn an MBA in Nutrition and Food Chain Management and also participate in vocationally qualifying training courses in this field. In the areas of media information technology and interactive animation, metallography and chemical-biological laboratories, one can also train for careers as technical assistants.

Madyda, born in 1961, married, studied Physics, Mathematics and Catholic Religion and also worked as a teacher. She got to know and appreciate the Lette-Verein during her time as Superintendent of Schools in



the Berlin Senate Administration for Education. Her own goal of helping young people find the right basis for starting their careers fit well with the practical goals of the Lette-Verein. When asked what she appreciates about the district of Tempelhof-Schöneberg, she answers briefly: "Its down-to-earth, reasonable and, at the same time, open-minded and creative nature. The unstressed character and directness of the district corresponds with my own lifestyle."

The idyllic square with its impressive fountain right on her doorstep in the heart of Berlin, the proximity to Wittenbergplatz and the first-class transportation connections of Viktoria-Luise-Platz are unique and a genuine plus for the location. "For us, as a traditional vocational training

centre with its location in the west of Berlin, Tempelhof-Schöneberg is the perfect address. We are surrounded here by an atmosphere characterised by stability and the willingness to be flexible."

Always being on par with changing social conditions was and remains the trademark of the Lette-Verein. Careers that did not exist before were actually invented here, for example the career of the MTA (Medical Technical Assistant), or technical assistant in the fields of radiology, metallography and photo design. The creative environment of Schöneberg, with many well-trained people, is fertile ground, on which new ideas can grow and prosper – especially for "educationalists" such as the Lette-Verein.

# IMPRINT

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