

Mission Statement: Industrial City Berlin 2010-2020

INDUSTRIAL CITY BERLIN: UTILIZING POTENTIAL, PROMOTING INNOVATION

Berlin is focusing on a sustainable, state-of-the-art and clean industrial sector as an economic growth engine.

As an industrial city, Berlin presents itself today as a highly innovative, internationally competitive location. Berlin's industrial diversity, particularly in advanced technologies, is represented by modern companies with a long tradition and a record of high performance, large enterprises and many young, medium-sized businesses equipped with a wealth of expertise and innovative power.

Berlin's excellent scientific infrastructure is an outstanding basis for its industrial success. The city's highly qualified labor force and its affordable cost of living, as well as reasonable prices for properties of all sizes throughout its districts are impressive factors. Berlin's status as Germany's capital and a scientific and cultural center make it attractive both domestically and abroad. Its unique potential as a business base is supported by intensive cooperation with highly specialized service providers, benefiting the industrial sector and simultaneously creating the breeding ground for a dynamic services sector with high value creation.

INDUSTRIAL CITY BERLIN: ENABLING GROWTH, CREATING JOBS

With its knowledge base and diversity, Berlin positions itself as an international industrial city and generates new growth.

Sustainable growth of Berlin's economy can only be achieved by a stronger industrial sector. Scientific studies indicate a significant potential for jobs. Businesses, trade unions and politics are focused on further developing Berlin as an industrial city with the aim of achieving industrial growth above the national average.

Side by side businesses, politics and trade unions use the Industrial Master Plan to prioritize activities and agree on specific steps for their implementation. All levels of politics and the administration should be guided by an awareness of the specific business location requirements of industrial enterprises. In a joint effort, the participants will actively seek to convince the public at large of the capabilities and innovative power of Berlin's industrial sector, and will work toward establishing a new image of Berlin as an industrial city in the public consciousness both within the city and beyond its borders.

Industrial City Berlin

The Industrial Master Plan has been developed and will be implemented under the supervision of the Senate Department for Economics, Technology and Women's Issues together with the Industrial Policy Network.

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THE PARTICIPANTS IN THE INDUSTRIAL POLICY NETWORK ACCEPT MUTUAL RESPONSIBILITY FOR BRINGING THE MISSION STATEMENT TO LIFE, BECAUSE BERLIN'S ECONOMIC PROSPECTS ARE BASED ON AN INDUSTRIAL SECTOR THAT IS READY FOR THE CHALLENGES OF THE FUTURE.

THE MISSION STATEMENT IS THE BASIS FOR THE INDUSTRIAL MASTER PLAN.

The Industrial Policy Network (in alphabetical order):

Christian Amsinck Vereinigung der Unternehmensverbände in Berlin und Brandenburg	Monika Bresche VBP Nordost	Jan Eder Industrie- und Handelskammer zu Berlin	Rene Gurka Berlin Partner GmbH	Josefine Haak ZVEI Landesverband Berlin
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German Engineering Federation East	Mining, Chemicals, Energy Industrial Union, Berlin-Mark Brandenburg		Berlin Chamber of Crafts	

Industrial City Berlin: Master Plan 2010-2020

STRUCTURE OF THE INDUSTRIAL MASTER PLAN

In the wake of the massive structural transformation that took place in the 1990s, the competitive capability of Berlin's industrial sector has significantly increased in recent years, albeit unnoticed by some. In order to reinforce these dynamics, the Industrial Policy Network developed the Industrial Master Plan 2010-2020 to remove obstacles to Berlin's growth as a business location and thereby ensure sustainable growth in revenue and employment in Berlin's industrial sector.

Consisting of a Mission Statement, Guidelines and Fields of Activity, the Industrial Master Plan forms the basis of an active industrial policy. The four Fields of Activity (General Conditions, Innovations, Labor Force, Location Communication) contain eleven Project Fields (A through K). Under the supervision of the Senate Department for Economics, Technology and Women's Issues, the Industrial Policy Network has selected 12 key projects and 22 projects within these Project Fields.



Objectives and Projects in the Fields of Activity

	General Conditions			Innovations ²			Labor Force			Location Communication	
PROJECT FIELDS	A: Service orientation of administration and service partners ¹	B: Area management and marketing	C: Financing and coaching for start-ups and SMEs	D: Transparency in technology transfer	E: Specific transfer projects	F: Structures, general conditions and evaluation	G: Industrial enterprises and schools	H: Industrial enterprises and universities	I: In-house vocational and advanced training in SMEs	J: Marketing Berlin as an industrial business location	K: Targeted industrial relocations
OBJECTIVES	It is our objective to notably improve the service orientation of administration and service partners toward industrial enterprises and investors by 2020.	It is our objective to provide Berlin with developed, interconnected high quality industrial areas that are available at short notice by 2020 based on the demand for such, and to publicize and simplify the occupation of such areas.	It is our objective to improve the information basis of Berlin's industrial enterprises as well as their access to individually designed financing and funding instruments by 2020.	It is our objective to bundle and expand the range of services available in technology transfer, particularly for SMEs.	It is our objective to further develop the range of technology transfer instruments, starting with project definition and extending to initiation and implementation.	It is our objective to improve the structures and general conditions for the transfer of technologies in the Berlin region.	It is our objective to notably improve the mathematics and sciences skills of Berlin's school pupils by 2020 and to support an industrial orientation in the choice of advanced studies.	It is our objective to position Berlin's industrial enterprises more prominently by 2020 as more appealing potential employers to highly qualified students and graduates in subjects such as mathematics, computer science, natural sciences and engineering in order to improve access to the skilled labor force.	It is our objective to supply the growing demand of Berlin's industrial enterprises for skilled labor through further education and training of semi-skilled and unskilled workers and by offering attractive career opportunities to women.	It is our objective to notably improve the regional, national and international perception of Berlin as a sustainable, state-of-the-art, clean industrial city in the eyes of industrial enterprises, investors and the population at large by 2020.	It is our objective to (re)locate industrial enterprises to Berlin, in particular companies with growth potential, in order to also fill "gaps" in regional value chains.
KEY PROJECTS	Use cross-departmental networks to establish industrial policy as an interdisciplinary function	Utilize and equip Tegel Airport as an industrial location of the future	Analyze financing requirements and instruments to ensure sufficient supply of growth capital for Berlin-based SMEs and start-ups	Develop a common internet platform for the transfer of knowledge and technology	Intensify support for the plans of contractual research and cooperative research agreements and the expansion of strategic research partnerships	Designate scientific measures for intensifying transfer	Strengthen scientific skills at Berlin's schools through advanced programs and greater transparency	Acquire new personnel through the campaign "Karriere in der Berliner Industrie" (careers in Berlin's industrial sector)	Improve the prospects for women in industrial SMEs through personnel strategies that feature a life-phase orientation	Involve political leaders in attracting entrepreneurs and investors to Berlin as an industrial business location	Link regional value chains through the targeted (re)location of key enterprises
PROJECTS	Promote mutual understanding between businesses and the administration with industrial initiatives	Use active area management policy to register and secure properties and areas	Improve the availability of loan guarantees for SMEs and start-ups by initiating procedural changes and creating greater transparency	Conduct a study on obstacles to the transfer of knowledge and technology	Reinforce the transfer of knowledge and technology through personnel exchange and a greater emphasis on the inclusion of studies and dissertations, student projects and internships for transfer activities	Expand the range of tasks of the TSB Technology Foundation Berlin as a one-stop agency for transfer activities	Raise interest in the industrial sector through sponsorships and networks at academic preparatory schools ("Gymnasien")	Increase the number of graduates in mathematics, computer science, natural sciences and engineering through the continued development of study programs and improved supervision	Improve the general conditions for in-house vocational and advanced training activities	Improve marketing of Berlin as an industrial business location by means of an image campaign within the framework of "beBerlin"	Make investment-related information more accessible by expanding the "Business Location Center"
OBJECTIVES	Sensitize administration staff to the concerns of the industrial sector through initial and advanced training that feature a greater focus on entrepreneurial matters	Use active area management policy to retain and appropriate properties and areas	Improve the supply of private capital for Berlin-based companies by increasing support for the venture capital sector	Expand knowledge and technology transfer programs with individual innovation consultation	Reinforce spin-offs as an instrument in the transfer of knowledge and technology	Link technology transfer with business services (Berlin Partner)	Raise interest in the industrial sector through teaching modules and practical projects at secondary schools ("Sekundarschulen")	Match students and graduates in mathematics, computer science, natural sciences and engineering to Berlin-based industrial enterprises through a sustainable career service center system	Prevent skilled labor shortages by sensitizing SMEs to the benefits of vocational and advanced training, for example of unskilled and semi-skilled workers	Use a PR strategy to emphasize Berlin's strengths as an industrial business location	Position Berlin as an industrial business location through national and international convention and trade fair appearances
KEY PROJECTS						Berlin Innovation Panel					
PROJECTS											

¹All organizations involved in business development alongside the administration.

²The measures undertaken in the Innovations field of activity will be developed and implemented by the Transfer-Allianz (transfer alliance).

Guidelines for a sustainable industrial policy

The Guidelines outline the approaches of an industrial policy in Berlin designed to achieve above-average growth in revenue and employment in Berlin's industrial sector by 2020. The Guidelines generally affect several Fields of Action, thereby forming a link between the Master Plan's Mission Statement and the Fields of Action. In addition, they also remain in effect after the implementation of the Key Projects and Master Plan Projects, thus providing orientation for Berlin's industrial policy until 2020.

PROMOTE AWARENESS OF THE IMPORTANCE OF BERLIN'S INDUSTRIAL SECTOR

Berlin's industrial sector drives innovation and employment in the capital. It is therefore important to promote awareness of its significance among politicians, the administration, the sciences and the population, as well as among entrepreneurs and investors. This should be done at the regional, supra-regional and international level. The starting point for this is the clear acknowledgement by the Senate of the importance of Berlin's industrial sector.

IMPLEMENT INDUSTRIAL POLICY AS AN INTERDISCIPLINARY TASK

Sustainable industrial policy in Berlin can only be implemented in a cross-departmental manner and through close collaboration within the Senate. Such cooperations must be continued and expanded in the future, for example in the development of the upcoming Further Education and Training Master Plan and in the implementation of the current Industrial Master Plan. The presiding mayor's Industrial Policy Steering Committee will advise the Industrial Master Plan in interdisciplinary issues.

STRENGTHEN THE INNOVATIVE CAPABILITY OF BERLIN'S INDUSTRIAL SECTOR

Innovations and innovative capability are central factors in national and international competition. A number of future-oriented industries are already based in Berlin and are developing tomorrow's products today, for instance in the so-called green economy. They include new and established industries alike, some of which cooperate with other industrial branches and research institutions. The Transfer-Allianz (transfer alliance) has taken on the task of strengthening this technology transfer, an objective that is supported by the Industrial Master Plan.

PROMOTE INTEGRATED BUSINESS LOCATION POLICY IN THE CAPITAL REGION

Above-average growth in Berlin's industrial sector will be supported by an integrated business location policy, in particular by comprehensively interconnecting the Industrial Master Plan with the innovation strategy. This comprises even closer coordination and cooperation with the State of Brandenburg to take advantage of synergies and to avoid multiple structures. Important keystones of the integrated business location policy also include the sustained maintenance and expansion of sophisticated educational and transportation infrastructures.

PROMOTE BUSINESS NETWORKS IN THE BUSINESS LOCATION OF BERLIN

Cooperative efforts among companies in local businesses networks enable small and medium-sized companies, which make up the majority of Berlin's businesses, to achieve locational advantages despite increased national competition. Business networks in Berlin should therefore be reinforced and expanded in order to establish new forms of cooperation with other companies, vocational and advanced training facilities and research institutions.

UTILIZE THE DIVERSITY OF THE PARTICIPANTS AND PROMOTE DIALOGUE

The Industrial Master Plan was developed in an open process and reflects the diversity of its participants in the business location of Berlin. This dialogue-oriented approach must also be continued in the implementation of the Master Plan, and the dedicated cooperation of politics, the administration, business and the trade unions should also be reinforced. This process is open for the constructive involvement of additional participants.