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**2019**

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**VISIONARY CITIES - INTEGRATED SOLUTIONS**



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***»Berlin and New York City are getting closer.  
With the opening of the Berlin Business Office  
we take our unique relationship with the U.S.  
to the next level and work on mutual  
opportunities and challenges for the people  
in New York City, Berlin and beyond.«***

Over the last decades, Berlin has built up strong economic ties with the United States of America, its biggest and most important trade partner. I am delighted to intensify this cooperation by visiting New York and Boston. It is my special honor to open the Berlin Business Office in New York – which will give a new dimension to our partnership. The Office will support the United States' and Berlin's businesses by providing information, arranging contacts and presenting concrete trade and cooperation opportunities.

With its outstanding universities, ambitious high-tech businesses and a rapidly growing startup scene, Berlin has become one of the most innovative regions in Europe. Our visit to the United States aims at highlighting Berlin competences in information and communication technologies, clean technologies, urban mobility and energy technology. At the same time, this visit to the United States is intended to gather information about the long lasting success of the US economy and its innovation power, in particular in the above mentioned clusters.

Together with high-ranking representatives of Berlin's businesses, we aim to reinforce the already strong and productive business relations between Berlin and the United States.

With this in mind, allow me to thank our partners in the United States and to wish you an inspirational, dynamic and fruitful exchange.

**RAMONA POP**

Mayor of Berlin and Senator for Economics, Energy and Public Enterprises



***» We aim to strengthen our partnership with the American metropolis under common visions, jointly addressing the needs and challenges of sustainable cities with integrated solutions.«***

The greatest thing in this world is not so much where we stand as in what direction we are moving, as Johann Wolfgang von Goethe rightly stated. Hence, I feel very honored to head the delegation of companies from the German capital on its visit to New York and Boston. Following years of intensifying business and trade relations between Berlin and the United States, our visit is to bring business decision-makers even closer together.

There are strong business ties between Berlin and the American metropolis to build upon. Bilateral trade has risen significantly in recent years. We share the same vision of sustainable urban development and we face similar challenges, heading towards a future of sustainable and liveable cities.

Healthcare and education guarantee our prosperity and well-being, but are also subject to major challenges in the near future. Our entrepreneurs from the industries of urban development, IT and healthcare bring a wealth of expertise and high-quality products to the United States. The resulting opportunities for cooperation hold many potentials for both sides.

We aim to strengthen our partnership with the American metropolis sharing common visions, jointly addressing the needs and challenges of sustainable cities by integrated solutions. Given an excellent basis to build upon, our delegation is very grateful to be a guest in the United States. We look forward to seizing this extraordinary opportunity for fruitful exchange. It is our greatest goal to further strengthen the bridges between our cities and companies and to sharpen our perspective for new opportunities.

**DR. BEATRICE KRAMM**

President of the Chamber of Commerce and Industry Berlin (CCI/IHK)

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**- INTEGRATED SOLUTIONS**

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Germany and the United States of America are bound together by a close friendship based on historical ties. We share a multitude of experiences, values and interests.

The close economic relations between Germany and the United States are an essential pillar of bilateral relations. The United States is the biggest buyer of German exports and Germany is the United States' most important trading partner in Europe.

With a share of nearly one quarter of global GDP, the United States is the world's largest economy and the most important foreign market for Berlin's business community. Therefore, the United States are one of the target markets by the Berlin Senate strategy for international cooperations. New York and Berlin are the leading tech hubs in the US and Germany. Both cities, and above all the entrepreneurs in both cities, benefited from the good relations between New York City and Berlin. To date, the bilateral exchange is spurred by flourishing technology and innovation ecosystems.

## VISIONARY CITIES –

Most notably, the United States and Berlin have an intersecting set of innovative potentials and make an excellent match in areas such as sustainable urban development and mobility, IT solutions and healthcare industries.

Boston is one of the world's most prestigious science hubs, attracting leading scientists from around the globe. This creates outstanding innovative strengths. Berlin is the largest science and research location in Germany, with the largest number of facilities (universities, colleges and non-university institutions) and the highest density of locations. At the same time, the science location Berlin is one of the most densely interconnected and best connected locations in Germany. It must be a goal to combine the potentials of the two cities of Boston and Berlin more closely.

It is now up to the numerous actors in business, politics, science and many other areas – both in Berlin and the US – to jointly shape the future of our cities and societies in a forward-thinking manner.

## INTEGRATED SOLUTIONS

# BUSINESS SUPPORTERS







# CCI/IHK CHAMBER OF COMMERCE AND INDUSTRY BERLIN

## An independent campaigner for the Berlin business community

We regard ourselves as a joint venture by our 300,000 member companies in Berlin and we act on their behalf. As a strategic partner of companies and institutions in the city, we are dedicated to nurturing a business-friendly environment. Berlin is the political decision-making center of Germany, Europe's strongest economy, and as such is an attractive place for international enterprises and institutions to locate. We are delighted to support both local and American enterprises interested in doing business with each other.

The *CCI Berlin* offers a wide range of programs to help member companies – especially small and medium-sized ones – to gain access to foreign markets and find new partners in numerous countries abroad. With regard to New York and Boston, we collaborate successfully with various partners in business. Relations with these cities are important for Berlin's economy, and mutual business activities have increased in recent years.

- *Strategic partner to both local and international business*
- *Dedicated to nurturing a business-friendly environment*
- *Collaborating successfully with American partners*



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# GACC/AHK USA - NEW YORK

## GERMAN AMERICAN CHAMBER OF COMMERCE

### Initial point of contact for German-American trade and economic development

The *German American Chamber of Commerce, Inc.* in New York (*GACC NY*) has promoted commerce between Germany and the US for over 70 years and has established itself as a modern service provider and a reliable partner in German-American business inquiries. As an impartial facilitator, the *GACC NY* supports transatlantic business by fostering strategic relationships, providing market insight and enhancing market opportunities for growth.

The dynamic network of more than 950 member companies ensures a spectrum of meaningful business opportunities through a diverse range of industries, company profiles and sizes. Together, the *German American Chamber of Commerce* in New York, Atlanta, Chicago and San Francisco have a network of more than 2,500 member companies. The *GACC NY* has hosted numerous delegation visits, events and conferences and focuses on key industries such as Urban Technology, Industry 4.0 and Life Sciences. The *GACC NY* implemented the startup and entrepreneurship program NY (STEP USA.io) with more than 270 participating companies to date over the past 5 years.

- *Long-standing experience in connecting German stakeholders with their US counterparts and in consulting German and US companies in terms of market development*
- *Reliable partner in B2B-matchmaking and market entry while constantly extending the local network*
- *Organization of high-level events and conferences to foster networking and a mutual knowledge exchange*



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# BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY

## Our service – your success in Berlin

Business and technology support for companies, investors and scientific institutions in Berlin – this is the *Berlin Partner for Business and Technology GmbH* mission. With customized services and an excellent science and research network, our many experts provide an outstanding range of programs to help companies launch, innovate, expand and secure their economic future in Berlin.

A unique public-private partnership, *Berlin Partner for Business and Technology* collaborates with the Berlin State Senate and over 280 companies dedicated to promoting their city. *Berlin Partner* is responsible for marketing the German capital to the world.

Furthermore, *Berlin Partner* is the initiator of *Start Alliance* – a network between the biggest startup hubs around the globe, which supports startups and accelerates corporate innovations.

- *Business and technology development for companies, startups, investors and science institutions*
- *Helps companies to launch, innovate, expand and secure their economic future in Berlin*
- *Start Alliance supports startups for international business models and accelerates corporate innovations*



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# IBB INVESTITIONSBANK BERLIN

## A strong and reliable partner for startups and SMEs

Investitionsbank Berlin (IBB) is the promotional bank of the state of Berlin. In addition to tailoring solutions for its clients, the bank also supports small and medium-sized enterprises, startups and founders in Berlin with subsidies, loan products and investments.

By financing small and medium-sized enterprises, IBB has a key role to play in Berlin's economic development. Its particular focus is on innovative companies active in the following key sectors in Berlin: the health economy, ICT/media and creative industries, transport, mobility and logistics, energy technology and optical technology.

When it comes to promoting housing and real estate, the bank focuses on supporting energy efficiency measures and housing designed for the elderly. IBB is also committed to providing sustainable support and funding in order to enhance the range of affordable housing needed for Berlin's ever-growing population.

- *Strong partner for Berlin's startup scene*
- *Business promotion for small and medium-sized enterprises*
- *Funding programs geared to sustainable housing and real-estate development*



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# VISIT BERLIN

## As Berlin's official tourism board, *visitBerlin* inspires the world for the German capital

For 25 years, *visitBerlin* has been globally promoting Berlin as a brand. Today, around 220 employees are actively working in Berlin and around the world to position Berlin as a tourism and congress destination.

*visitBerlin* presents the city especially as a travel destination for people interested in art and culture and fine dining. In the convention business, the *visitBerlin* Berlin Convention Office acquires national and international meetings, conferences and congresses in science and medicine, digital technology and politics for Germany's capital city.

In addition, *visitBerlin* operates six Berlin Tourist Info Centers and distributes the Berlin WelcomeCard, Berlin's official sightseeing pass.

- *visitBerlin* is ranked as one of Europe's most successful destination management organizations
- *visitBerlin* is funded by the Berlin Senate as a public-private partnership
- Together with the Berlin Senate, *visitBerlin* has developed a concept for sustainable tourism that is unique in Germany



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# PARTICIPATING COMPANIES

NEW ECONOMY +  
STARTUPS

HEALTHCARE +  
LIFE SCIENCE

URBANIZATION +  
INFRASTRUCTURE

# NEW ECONOMY + STARTUPS

The German capital region is a leading location for the digital economy, media professionals and creative people. It provides an ideal gateway for the development and distribution of new content and mobile applications in pioneering areas.

Known around the world as a creative center and startup metropolis, Berlin hosts important international festivals and trade fairs in the media and communications industry. IT-related research in the region is world-class and the growth rates of the Berlin IoT sector are above average.

As a cross-sectional technology, the digital economy forms the basis for future sectors such as the energy industry, health economy and mobility. The city's flourishing startup scene has long since become an object of intense international attention and enthusiasm.



# HEALTHCARE + LIFE SCIENCE

Healthcare and life sciences: In everything related to health and innovation, the German capital region is one of the world's leading locations. What makes the region especially strong is the unique concentration and networking of science, clinics and business.

More than 500 biotechnology, pharmaceutical and medical device companies benefit from the excellent scientific environment, clinical research landscape and proximity to policymakers and healthcare professionals. This applies to global companies as well as to the many small and medium-sized companies in the healthcare industry. In addition, there is the geographical location of the German capital region, which provides good access to Western, Central and Eastern European markets.





# URBANIZATION + INFRASTRUCTURE

The German capital region is a pioneer in innovative energy and environmental technologies in national and European comparison. The future generation and use of energy create new and diverse potential for technologies and technology-related services.

The most important prerequisite is the increasing integration of renewable energies. The capital region is a leader in the development of smart grids, storage concepts and innovative solutions for synchronizing energy demand and energy supply. With its distinctive industrial and research landscape and excellent infrastructure, the capital region is the largest laboratory for the energy transition and urban environmental technologies in Germany.

The lively startup scene has also made Berlin the top location for the development and testing of intelligent mobility solutions. Digitization is driving forward the interaction of the formerly separate mobility sectors, resulting in completely new applications and mobility concepts.





# 3pc NEUE KOMMUNIKATION

## AI shapes the future: A holistic approach for the digital age

Artificial intelligence is a field where the future is being negotiated. What innovations are associated with the technology of our time? How can you put its enormous potential to practical use? Are you ready for change?

We shape change. For our customers. With our customers.

Already today, we use innovative AI solutions to improve digital communication and explore industry-specific use cases. Our approach is radically holistic and user-centric – from the overall strategy and interaction design, to a vivid user experience and tailor-made applications. For almost 25 years, we have been making digital transformation a success story for our customers.

– *Experts in digital transformation –  
from the very beginning*

– *Holistic approach –  
from digital strategy to interaction design to AI*

– *User centricity, focus, emotionality –  
the pillars of our successful digital strategy*



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# 3pc



# BEA BERLINER ENERGIEAGENTUR

## Ensures innovation for a cost-efficient, secure and sustainable energy infrastructure

*BEA* is a modern energy service provider, established in 1992 on the initiative of the Berlin House of Representatives to unlock energy saving potentials, advance the integration of renewables and hence reduce CO<sub>2</sub> emissions.

*BEA* develops and implements projects for the efficient generation and use of energy in public, commercial and residential buildings. As a specialist in co-/tri-generation and solar, it owns and operates 150+ on-site energy generation systems in districts and microgrids, offering also smart city solutions and sector coupling (e.g. demand side management, storage and electric charging).

Furthermore, *BEA* provides consultancy and training on energy concepts, energy management and energy service models (e.g. energy performance contracting in 1,400+ public buildings in Berlin).

*BEA is a leading advisor and partner for:*

- *Energy services*  
(standards and projects for ESCO business)
- *Energy-efficient on-site generation of power, heat and cold in districts and microgrids*
- *Building-integrated solutions for renewables*
- *Demand side management and sector coupling*



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# BERLIN-BRANDENBURG ENERGY NETWORK

## The central representative for energy and mobility transition in the capital region Berlin-Brandenburg

The *Berlin-Brandenburg Energy Network e.V. (BEN)* is the network and the central representative of the energy transition in Berlin-Brandenburg. We are committed to solutions for the effective implementation of the energy transition in the region and support entrepreneurial activity of our members worldwide.

*BEN* bundles competences and promotes the exchange of various stakeholders from politics, economics and science. The network members and partners are active in the various sectors transforming the energy system from renewable energies, through efficiency to storage and mobility.

As a joint organization, *BEN* supports the energy transition through network meetings, sector-specific events, the initiation of regional and international projects as well as through marketing and communication.

- *Encourages the exchange between economy, science and politics through sector-specific events and communication*
- *Provides a platform for business opportunities and solutions for the energy transition on a regional and international level*
- *Supports activities of its members and partners with a specific offer for young businesses and startups*



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# BVG BERLIN PUBLIC TRANSPORT

## Keeping Berlin moving – 24 hours a day and 365 days a year since 1929

Every working day the *BVG* transports 3.5 million people safely, reliably and environmentally friendly to their destination. The *BVG*'s subways, trams and buses move Berlin and form the backbone of the mobility in Germany's capital.

Berlin's population is growing, and public transport is growing along: The tram network is being expanded and the largest procurement of subway cars in the history of the *BVG* is just beginning.

At the same time, *BVG* is working ambitiously on the electrification of the bus fleet so that all local traffic will be locally emission-free by 2030. In the future local transport will cover even more than buses and train.

That's why the *BVG* integrates Berlin's public transportation with new shared mobility services and offers one single app for all eco-friendly mobility.

– *With Germany's biggest subway system alongside tramways and buses, BVG is Germany's largest local public transport company*

– *The BVG is owned by the state of Berlin and with 14,700 employees is Berlin's 4th biggest employer*

– *BVG is not only famous for its yellow trains and buses but also for its striking marketing*



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# CELARES

## A Berlin specialist for advanced drug delivery of biologics

*celares* is a specialist for drug delivery of peptides, proteins, or oligonucleotides by using various drug delivery systems - PEGylation, PEG-block-copolymers, hyperbranched polyglycerols, among others. Covalent modification of biopharmaceuticals with PEGs or non-covalent, polymer-based drug delivery systems will be employed to achieve improved pharmacological properties.

*celares* offers proprietary, patent-protected multiplexing technologies: *PaSmax*<sup>®</sup> for preparation of highly drug-loaded ADCs, and *celaSTAR* for multiplying biologics to increase their target affinity by up to two orders of magnitude.

Moreover, *celares* offers customized conjugation solutions, special PEG and polymer-related analytics as well as customized synthesis of pharma grade polymers up to GMP quality level.

- *Customer and highly solution oriented CDMO specialized in bioconjugation and drug delivery*
- *Offers manufacturing services (polymers and bioconjugates, up to GMP) and corresponding analytics*
- *Proprietary solutions for multiplexing small-molecules (PaSmax<sup>®</sup>) and biologics (celaSTAR)*



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**celares**  
Customized Conjugation Solutions



# CHARITÉ - UNIVERSITÄTSMEDIZIN BERLIN

## Outstanding performance in research, teaching and medical care

*Charité - Universitätsmedizin Berlin* is one of the largest university hospitals in Europe. All of our research, teaching and medical care is delivered by physicians and researchers of the highest international standard. We proudly lay claim to more than half of all German Nobel Prize winners in physiology or medicine.

*Charité* represents a single medical faculty, which serves both *Humboldt-Universität zu Berlin* and *Freie Universität Berlin*, and is internationally renowned for its excellence in teaching and training.

*Charité* extends over four campuses and has close to 100 departments and institutes. Having marked our 300-year anniversary in 2010, we are one of the largest employers in Berlin - employing more than 18,000 staff - and achieved a total turnover of €1.8 billion in 2018.

— *Research: Focusing on innovative capacity and responsible governance, for the benefit of patients and society*

— *Teaching: Contributing to the future of medicine through studying, research and clinical practice*

— *Medical care: Drawing on a wealth of experience and expertise - directly supported by research*



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## Innovative solutions and technologies for customer acquisition and retention

Since its founding in Berlin in 2005, *DGMK* has specialized in the development of innovative solutions to successfully acquire and retain customer audiences. In particular, *DGMK* offers compelling strategic service consulting as well as operational excellence to support loyalty incentive programs.

By using cutting-edge technologies, committing to consistency and sustainable service systems, *DGMK* breaks new grounds to enhance dynamic customer relations.

*Planning and implementation of customer loyalty clubs based on cards, smartphone apps & new technologies:*

— *World's first smart mirror:*  
[www.dirror.com](http://www.dirror.com)

— *An app to use smart city solutions easily:*  
[www.smartlifeapp.com](http://www.smartlifeapp.com)

— *QR Codes made in stone:*  
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**D G M K**





## Carry to term with *BabyCare* – the prevention program for a healthy pregnancy

*BabyCare* is a prevention program designed to help reduce preterm births by targeting all known risks factors that are open to intervention. Developed in the year 2000 by renowned obstetricians, midwives and experts in prevention and health promotion, *BabyCare* aims to reduce insecurities and empower pregnant women to take positive influence on their pregnancy.

### The keys to *BabyCare*'s success?

Helping identify individual health and lifestyle risks, providing scientifically sound information on all issues related to pregnancy and offering personalized advice on how to reduce the hazards. Regular evaluations of the *BabyCare* prevention program show an overall reduction in preterm births by up to 20 %. The *BabyCare* program comprises a pregnancy handbook, a mobile app and a questionnaire (print, online, app) with an individual evaluation letter.

- *BabyCare is a prevention program designed and developed by FBE in cooperation with renowned scientists*
- *Since the year 2000, *BabyCare* has been helping pregnant women identify possible health risks and minimize them*
- **BabyCare* comprises a pregnancy handbook, a mobile app and a questionnaire with an individual evaluation letter*



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# FRAUNHOFER INSTITUTE FOKUS

## Researching digitalization for the city of the future

*Fraunhofer FOKUS* researches digital transformation and its impact on society, economics and technology. Since 1988 it supports commercial enterprises and public administration in the shaping and implementation of the digital transformation.

For this purpose, *Fraunhofer FOKUS* offers research services ranging from requirements analysis to consulting, feasibility studies, technology development right up to prototypes and pilots in the business segments Digital Public Services, Future Applications and Media, Quality Engineering, Smart Mobility, Software-based Networks, Networked Security, Visual Computing and Analytics. With about 440 employees in Berlin and an annual budget of 33 million euros, *Fraunhofer FOKUS* is one of the largest ICT institutes of the Fraunhofer Society.

- *Technology-independent mediator between industry, science and public sector*
- *Test fields for automated driving and vehicle-2-x-communication in Berlin*
- *Deep learning software applications for HD maps/autonomous vehicles*



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# GRAFT ARCHITECTS

## Dream. Design. Deliver.

Lars Krückeberg, Wolfram Putz and Thomas Willemeit founded *GRAFT* in 1998 in Los Angeles as a studio for architecture, urban planning and design. With further offices in Berlin and Beijing, the “hybrid office” has designed and managed a wide range of projects in multiple disciplines and locations.

While the office’s core activities center on the field of architecture, urban green tech and the built environment, *GRAFT* has always maintained an interest in crossing boundaries. For some years now, *GRAFT* has been working with leading providers in the field of mobility, developing concepts at the interface between architecture and mobility. The studio also teamed up with renowned hospital Charité Berlin to develop ICU rooms that help patients heal better. A scientific study recently confirmed the positive effects of the evidence-based design on the healing process.

The founding partners have held multiple guest professorships both in the US as well as in Germany and the Netherlands. *GRAFT* also works in self-initiated projects such as SOLARKIOSK or the “Make It Right Foundation”, co-founded by Brad Pitt, *GRAFT*, Bill McDonough and the Cherokee Foundation.

- *GRAFT creates evidence based architecture built around the concept of health, innovation, sustainability and community*
- *GRAFT explores global dynamics and their implications on cities, architecture and the rural environment world wide*
- *Architecture as an active tool for globally driving the development of places worth living in*



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# HEIDEN ASSOCIATES

## We make our customers even more successful in business



*heiden associates* is a leading executive search firm. Located in Berlin, Dortmund, Stuttgart and Wiesbaden, we partner with venture capital or private equity financed tech companies (from startups to mid-sized companies) to assess and acquire top executive managers.

Executive search is our primary area of service to our clients. We help you find the best manager, build successful teams and generate value for shareholders through excellence in what we do and how we do it. We find exceptional leaders who are in tune with the culture of your organization.

Management audit: How effective is your leadership team? We are able to identify those managers within your organization who can lead now, as well as those who have future leadership potential. We developed a valid and customizable assessment methodology including interview techniques, psychological tests and online-references to obtain a reliable assessment. *heiden associates* is continuously ranked among the top 10 executive search firms in Germany.

*#5 on the list of best executive search firms in the FOCUS business magazine and three times awarded as 'Headhunter of the Year' by experteer career service.*

- *Client first* – looking out for the interests of our client is imperative, sharing the same vision and goal
- *Results oriented* – we deliver stronger results than you are already achieving in recruiting your management team
- *Transparent* – we act completely transparently from the beginning to the end so you can see what we do for you



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**heiden** Associates  
assessment · search · coaching · consulting  
berlin · dortmund · stuttgart · wiesbaden



# HERE TECHNOLOGIES

## HERE Technologies is a leading global provider of location data and services

Digital maps and location technology play a growing role in improving quality of life – from making our roads safer to helping enterprises and cities work more efficiently. For everyone to benefit fully from them we need a shared data platform. That’s why we’ve created the *HERE* Open Location Platform (OLP). It allows developers and organizations to access our maps and technology, and creates new location-centric products.

Our expanding database includes 3D maps and live traffic from across our road and transportation networks, as well as data on millions of places. We update these complex information models using billions of data points we gather every day, and apply machine learning to support rapid map update cycles. The aim is for our map to serve as a geospatial model that aids vehicles, drones, on-demand mobility services, precise indoor and outdoor goods tracking and other advanced services.

*HERE* is backed by Audi, Bosch, BMW, Continental, Daimler, Intel and Pioneer as investors.

- *HERE Technologies enables people, enterprises and cities to harness the power of location: By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely*
- *HERE Reality Index has mapped 200 countries, 63 countries with real-time traffic, 1,300 cities with transit routing in over 50 countries, HERE map data in more than 100 million vehicles today*



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# HUMBOLDT-INNOVATION

## Connecting science to society

*Humboldt-Innovation* is the company of Humboldt-Universität zu Berlin. As a wholly-owned subsidiary and the knowledge and technology transfer office of the university, *Humboldt-Innovation* acts as a liaison between science and business.

*Humboldt-Innovation* has a strong track record in creating academic startups, applied research collaboration and knowledge transfer projects.

In 2018 the company was awarded as “Best Innovation Supporter” in Germany, the same year the World Economic Forum ranked the German economy as the most innovative in the world.

— *As an important bridge builder, we network inside and outside the university and actively promote the exchange between science, business and politics*

— *Our core business is divided into four business units: Applied Research, Startup Service, Scientific Training and Event Service*

— *With extensive services, we help to make university know-how usable for society*



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# ICE GATEWAY

## Next Generation IoT – a secure, reliable and scalable solution for smart cities, mobility & security

We make it easy and affordable to install devices needed to collect and process data in real time. We comply with GDPR regulations. Our turn-key and open products come with guaranteed service prices for a holistic solution, to avoid financial risks over the life-time. We developed a most modern and patented edge computing technology, combined with a highly secure platform.

Our standard product, *iceMEC* (Mobile Edge Computer), makes ‘things’ as smart as smart phones. Customers can upload new IoT-apps into end devices and run local real-time services. This revolutionizes the IoT sector. Today, users have to buy one device per ‘app’. We enable them to buy one device for many IoT-apps and use our *iceSTORE* to have maximal flexibility for years after a device is installed. We will offer Edge-AI.

- *We offer one product and many services, including connectivity, hosting and portals, rather one simple product for one service*
- *We reduce cost of products, installation and operation over the life-time, and enable our customer to buy today and adapt later*
- *We manage LED lights, reduce traffic flow, measure environmental data, help visually impaired and tourists, secure areas and more*



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# LOHMANN & BIRKNER

## Your experienced and competent partner in healthcare

The company *Lohmann & Birkner Health Care Consulting GmbH* was founded in 2001. Whether big data, internet of things or augmented reality, at *L&B* we deal with all topics of this area and strive for innovations in healthcare.

The goal of the entire *L&B* team is to sustainably promote and positively influence digital transformation. That's why we are always trying to develop new solutions to the challenges of the digital transformation in healthcare.

One of *L&B's* digital solutions is an electronic health record software called Checkpad MED. This software gets used by doctors, nurses and other employees in the hospital to keep track of their patients state of health.

The overall goal of this software solution is to make the work process in hospitals more pleasant and efficient for everyone.

– *More efficiency through expert advice, support services and appropriate software solutions*

– *L&B is your perfect partner to promote the digital transformation*

– *Checkpad MED – mobile, efficient, secure*



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**Lohmann & Birkner**





# MOTION LAB

## From idea to series in a single place – the new kind of hardware coworking

Over 35.000 coworking spaces worldwide, but none offers the opportunity to start with an idea and go to series production. We combine *Coworking* and *MicroFactory*, which amazes a multidisciplinary community of hundreds of talents and a wide range of hardware mobility startups.

We offer the infrastructure to turn ideas into products, professionalize it and build up a company. For this we provide high-tech labs, from 3D printing to private workshop studios. The combination of *Coworking* and *MicroFactory* creates a clear competitive advantage: a faster product development and reduction of costs. In this way, we contribute directly to the emergence of innovative companies that have a great impact on the Berlin economy.

Next steps: Building up a global network of hardware innovation hubs to conquer challenges in mobility, climate and health. Therefore, we are creating spaces and a community which supports people that will change the world of tomorrow.

- *The next big thing is not an app – to solve global challenges, we have to combine software and hardware*
- *Combination of Coworking and MicroFactory for hardware talents, startups and companies*
- *Our member gets a clear competitive advantage: a faster product development and reduction of costs*



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## Next generation of GNSS technology: Made in Germany

*navXperience* was founded in November 2009. The impetus for starting an antenna company was the agreement for a perpetual license with the Fraunhofer Institute IIS in Germany that owns a world-wide license for a multi-band, multi-system antenna design with unmatched performance.

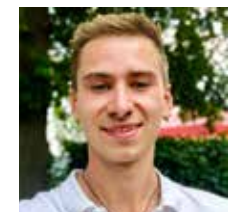
*navXperience* has a history of providing reliable, rugged, high-performance GNSS antennas 'Made in Germany' for defense and challenging commercial applications. The patented design's excellent performance enables use in reference station, as well as mobile applications. It was optimized for industrial manufacturing processes which ensure excellent signal reception and simultaneous multipath suppression of every antenna coming of the production line. The antenna was specifically designed to meet the toughest environmental and technical specifications for defense, surveying, machine control, maritime and reference station use.

- *Supports all satellite navigation systems (Galileo, GPS, GLONASS and Beidou)*
- *High precision GNSS antennas*
- *Open source GNSS receivers*



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# RETAIL-ASSOCIATION BERLIN-BRANDENBURG (HBB)

## Committed to the interests of retail

The *Retail-Association Berlin-Brandenburg (HBB)* provides the representation of interests of its members towards political players. We represent Germany's third largest business sector.

As a voluntary alliance, we represent more than 85 percent of retail sales in the federal states of Berlin and Brandenburg. In total, more than 2000 companies of all branches and sizes are members of our association.

We pursue the goal of an economically viable and at the same time sustainable retail sector. We contribute our suggestions and ideas especially on the topics of urban development, transport policy and digitization.

- *Making inner-city trade attractive and modern*
- *Making transportation economically sensible and sustainable*
- *Making the possibilities of digitization available for local trade*



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RYSTA

## RYSTA Construction Sight™ Solution: Smart data monitoring for job sites and real estate assets

RYSTA is developing and marketing the first-of-its kind IoT Data Monitoring Solution for construction sites. Our multisensor device puts construction sites online and empowers builders and contractors to make data-driven decisions to avoid costly construction site problems such as : security, presence sensing, explosive sensing and tracking site data to stay on schedule, on budget and to avoid future litigation.

Two-fold value proposition:

- Purpose-built solution for the construction environment (low power, various sensors plus optional camera packaged in one ruggedized device) and
- RYSTA Environment Dashboard (RED) featuring analytics of the various data we capture to its users. Long-term value creation - RYSTA will apply machine learning to the data we are capturing to create novel construction site insights to better facilitate timely corrective measures.

We also offer an on the market indoor room climate sensing version featuring a mold prevention algorithm.

- *Smart data instead of big data*
- *Traction in Germany, Switzerland, Denmark and the US - also with our indoor room climate sensing version featuring a mold prevention algorithm*
- *Accepted for InNEVator IoT Bootcamp Nevada, USA (Q2-2019) and Urbantech Acceleration & Innovation Program, Copenhagen, Denmark (Q3-2019); Top 5 CBRE Proptech Challenge Europe 2018*



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RYSTA



# SIBB POINTOUT

## SIBB PointOut project – network for cooperation between German-American IT businesses

SIBB is a digital business association based in Berlin with more than 250 company members from the IT industry. Our main objective is to create successful business exchanges and intersectoral knowledge transfers by building partnerships between local ICT and digital businesses.

The SIBB PointOut project is dedicated to helping IT businesses break into the transatlantic market. It is a cooperation platform that connects the IT industry in the Berlin region with IT centres from the East Coast of the United States.

The PointOut project creates transatlantic business growth opportunities for German and American tech SMEs and startups by organizing B2B networking events, business delegations, and participating in local and international IT workshops, conferences and meetups.

– Access to network of potential international partners relevant for establishment of your tech business in Berlin or in the USA

– Promotion of your innovative IT products and applications at our B2B networking events or workshops

– Assistance in finding strategic investors and business locations



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# THE SOCIAL CHAIN

## An integrated social media company – social media and e-commerce under one roof

Combining social media, social media marketing, and e-commerce allows *The Social Chain Group* to grow faster.

The business is represented by *The Social Media* arm, which includes its powerhouse of social media, the social media publisher *Media Chain* with 80 million followers worldwide, and the award-winning agency for social media marketing *Social Chain*, as well as *Social Events* with Europe's largest beauty convention 'GLOW by dm' and 'World Fitness Day'.

Through the business area e-commerce *The Social Chain Group* invests in e-commerce companies in the areas of Beauty, Sports, Home & Living, and Food. These e-commerce companies are in return supported in their marketing activities by the social media reach of *Media Chain*, the campaigns of *The Social Chain Agency Group*, and its social events.

- *Social Publishing: Owned and company-operated social media communities – 1.7 bn social views per month – 80 million followers across all platforms*
- *Social Marketing: A network of social first agencies with a unique expertise developing and executing digital marketing strategies and campaigns as well as social events*
- *E-Commerce: Fast growing e-commerce companies powered by social media and multichannel sales*



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The Social Chain Group AG



# BERLIN TXL THE URBAN TECH REPUBLIC

## We transform Berlin TXL into a research and industrial park for urban technologies

After its closure in 2020, the site of the Berlin-Tegel Airport will be converted into a research and industrial park for urban technologies:

*Berlin TXL - The Urban Tech Republic*, and a residential quarter for more than 10,000 residents: the Schumacher Quarter.

*Berlin TXL* will be a hub for entrepreneurs, students, investors, industry and science – a space where they can collaborate and develop, produce and export solutions for the cities of tomorrow.

The purpose of *Berlin TXL* is to solve the challenges of our growing metropolitan areas: the efficient use of energy, sustainable buildings, environmentally-compatible mobility, recycling, the networked control of systems and the use of new materials, but above all: to improve our quality of life and happiness.

- *A total of 495 hectares in the heart of Berlin for a research and industrial park with a high international profile*
- *Space for up to 1,000 companies, large and small, with a total of some 20,000 employees as well as for universities and research institutions*
- *Vibrant living lab for urban technologies*



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# WISTA MANAGEMENT

## Our team stands for change, sciences and growth

The state-run *WISTA Management GmbH* (WISTA) is an experienced developer, service provider, and business promoter.

*WISTA* helps to turn scientific progress into products and services. As an initiator, economic catalyst and important player in Berlin's political networks, *WISTA* contributes to strengthening the basis of German capital's economic foundation by bringing together scientists and entrepreneurs. Its tasks include the establishment, operation and letting out of modern technology centers as well as the sale of properties.

*WISTA* also supports the founding of new businesses, supports companies, connects science and business, and fosters national and international cooperation.

– *WISTA operates the Science and Technology Park Berlin Adlershof, which belongs to the top 15 science parks worldwide*

– *WISTA operates also the Charlottenburg Innovation Center (CHIC) in Berlin's City West*

– *WISTA is active in setting up a technology and startup center in Berlin-Dahlem (FUBIC) and in managing the Berlin Southeast region*



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**XBIRD**

## A medical AI company aiming to improve therapy outcomes by using sensor technology

Diabetes therapy is too complex. A type 1 diabetes patient has to make over 100 therapy relevant decisions every day, but typically sees the hcp twice a year. As a result, patients are not engaged with their therapy which has a negative impact on adherence and health outcomes.

*xbird* is a medical AI company based in Berlin aiming to tackle these challenges by simplifying therapy. We use the latest technology in the field of artificial intelligence to improve medication adherence by engaging patients with their therapy.

*xbird* employs machine learning algorithms to automatically capture patient routines and life events by processing data collected by sensors from smartphones and wearables. This data is combined with insulin and blood glucose data to identify individual situations of therapeutic value.

We help medical device and pharma companies to achieve higher patient engagement, reduce patient burden and work towards improving patient outcomes. We provide the right message, to the right patient, at the right time.

- *xbird captures behavior automatically: xbird can capture behavior and routines fully passively, without any user input – we take care of the rest*
- *The right message, to the right patient, at the right time: xbird can identify situations of therapeutic value and send reminders and nudges to engage users with therapy*
- *Work with xbird: We are a B2B company and work with medical device and pharma companies – we can integrate our technology in any existing therapy solutions*



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