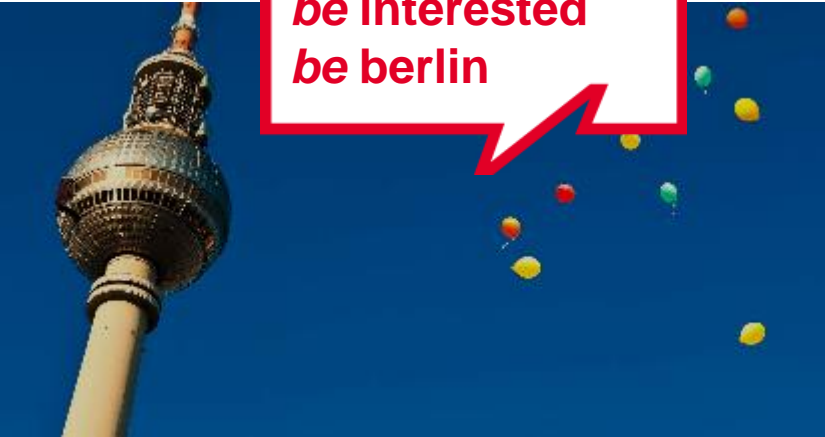


*be open
be interested
be berlin*



The Berlin Labor Market International Staff Week FU Berlin

Ø 48.700
per year



Berlin attracts talents



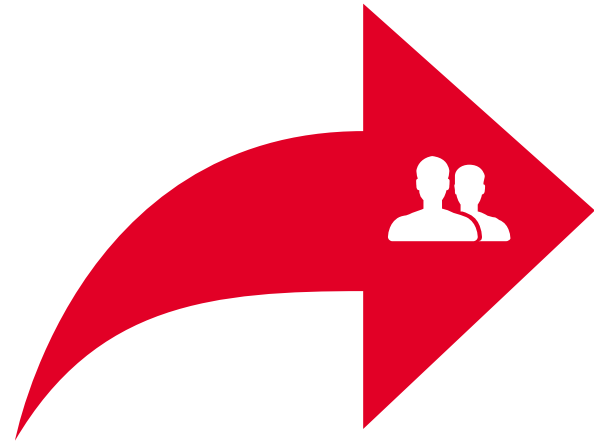
198.500 foreigners

45.000 Germans

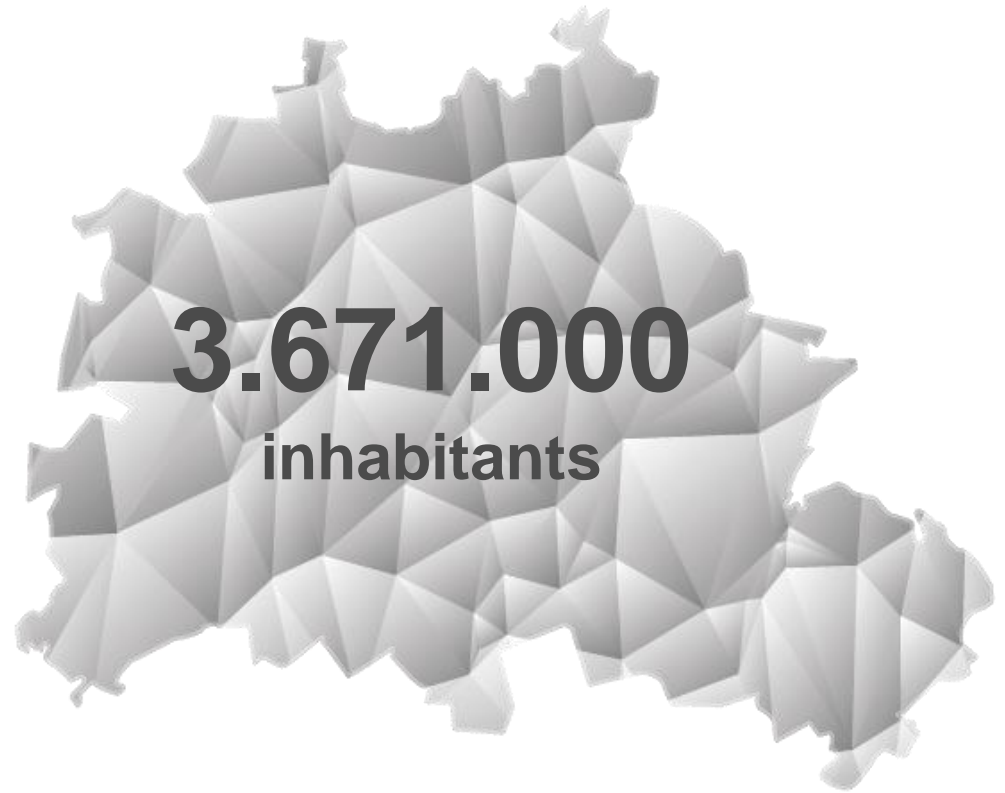


≈ population
of Eindhoven

Recent 2016



+ 60.500 growth



BERLIN: POOR BUT SEXY AS THE BIGGEST MAGNET

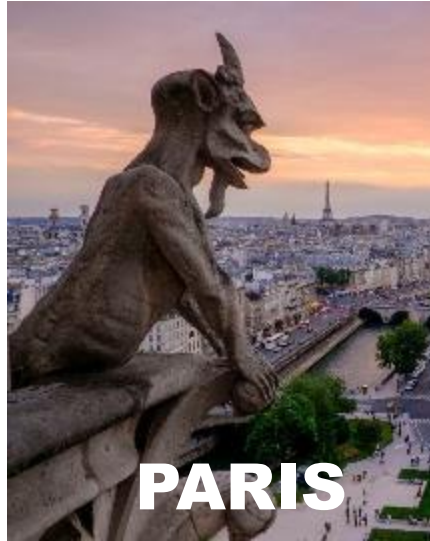
A nighttime photograph of Berlin, featuring the Berlin TV Tower (Fernsehturm) in the background, a stone bridge over a river in the middle ground, and a park area with string lights and people in the foreground.

Fun Cities: *

- 1. Berlin**
- 2. London**
- 3. Paris**

*The Ultimate Fun City Rankings, 2014

Attractive prices and living costs in comparison to other cities



PARIS



BERLIN



LONDON

Only 1/3 of the costs of top rents (EUR 22.50 per m²) in comparison to London or Paris

Source: <http://www.startupbootcamp.org/blog/2013/may/where-should-you-start-your-startup.html>

LONDON VS BERLIN



THE MONEY

€ 991m
investment

VC funding

€ 1,15 billion
investment

275.000
startups

Startup
ecosystem

171.000
startups

€ 43,7 billion

Ecosystem
value

€ 27,3 billion

€ 6,77 million

Average series
a rounds

€ 5,4 million



THE PEOPLE

24%

Female
employees

27%

53%

Foreign
employees

49%

32,6

Founder
age

31,8



WORK/LIFE BALANCE

€ 4,60

Beer

€ 2,70

€ 3,00

Coffee

€ 2,15

€ 17,28

Lunch

€ 7,22

€ 1933

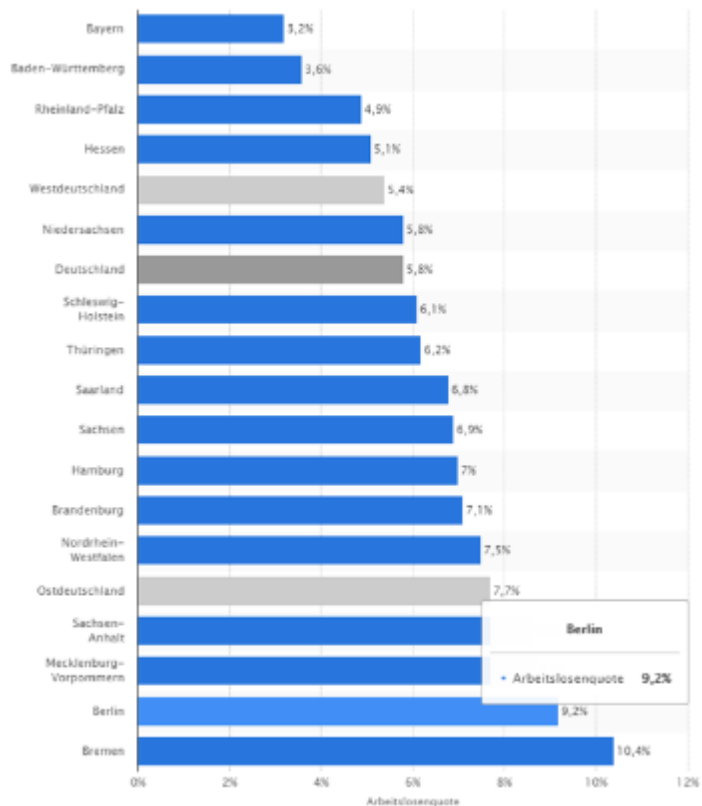
Rent

€ 610

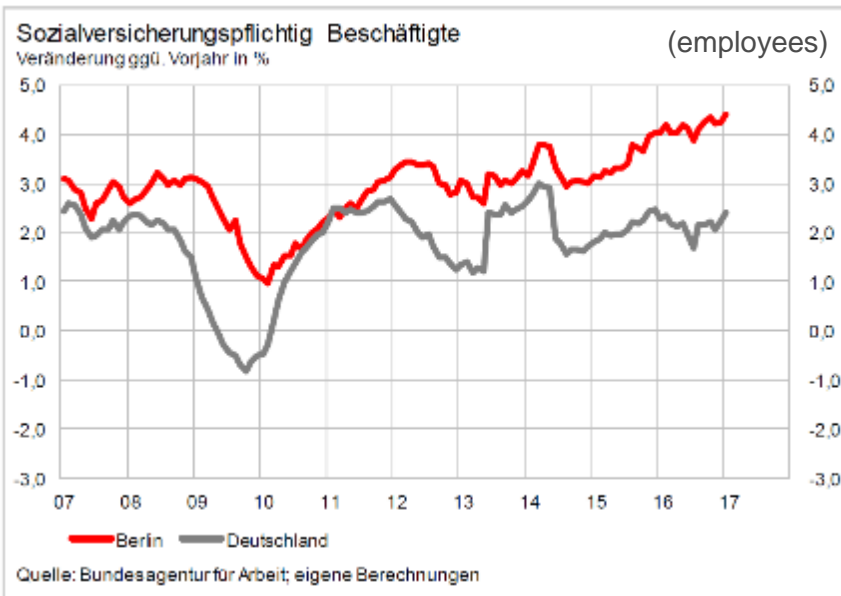
Based in the 2015 European Digital City Index, The 2015 Global Startup Ecosystem Report and cost of living facts from cities statistics



Berlin labour market



Unemployment rate above the German average but the highest increase in jobs.



Political challenge



Welcome to Berlin: this is the new welcome center of Berlin



integration of refugees in the labour market

Berlin industry

KEY DRIVERS ARE START-UPS

IT- AND DIGITAL BUSINESS VS LOCAL ECONOMY



Hidden champions



DE GRUYTER



Teufel



reBuy.de

GLYCOTOP
The GlycoEngineering Company



Berliner Luft.



Cargill



BAUSCH + LOMB

micro resist
technology



CARMEQ



MSA AUER



swissbit

GÜHRING

Jonas & Redmann
The Automation Company



SENTECH

Innovative future sectors and growth industries



Healthcare Industries



IT/Media/Creative Industries



Photonics



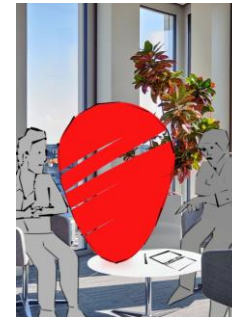
Manufacturing Industries



Transport, Mobility, Logistics



Energy Technologies



Service Industries

International center for IT and eBusiness



Source: ProjektZukunft Berlin (2016)

- **Centered branch competence** through the set-up of international eBusiness companies, Internet providers and network operators
- **Dynamic economic development** in the field of IT/media
- **An important location for market leaders** such as IBM, Oracle, eBay
- **High quality of training** through specialized courses
- **Marked potential for innovation** thanks to strong **academic** and **research sectors** in IT

The European center of startups

€ Venture Capital
Investments
in Berlin 2015
€2.2 bn



- **Boomtown** for rapidly growing businesses
- **The seat of successful startups** such as SoundCloud, Wooga, Zalando and Delivery Hero
- **The international growth** of companies specializing in e-commerce, games und Web content
- The **best gateway** to the European Single Market
- A good international **presence** in target markets overseas, such as the USA and China
- **High availability of IT specialists** while simultaneously keeping wage levels moderate

Creative Industries



FASHION DESIGNERS

and labels:

2,500



MUSIC INDUSTRY

businesses:

820



FILM AND RADIO

businesses:

3,700

Employees:

36,000



INCREASE IN TURNOVER

Software and games

industry

since 2009

+50%

(€+900 m)

Sources: ProjektZukunft Berlin (2016);
3. Kreativwirtschaftsbericht (2014)



- **“Unesco City of Design”** – The only German city to be a member of UNESCO’s “Creative Cities” network
- **Emerging fashion metropolis** with lots of young fashion labels
- **The music capital of Germany** with international music businesses such as Universal Music and Sony Music
- **Film metropolis:** Germany’s main TV and film base; for example, **Studio Babelsberg** and **Adlershof** are internationally significant

Schaufenster: Smarte eMobilität, made in Berlin

€ Major project
BERLIN-BRANDENBURG
INTERNATIONAL
SHOWCASE FOR
ELECTROMOBILITY

Project size (2013-2016)

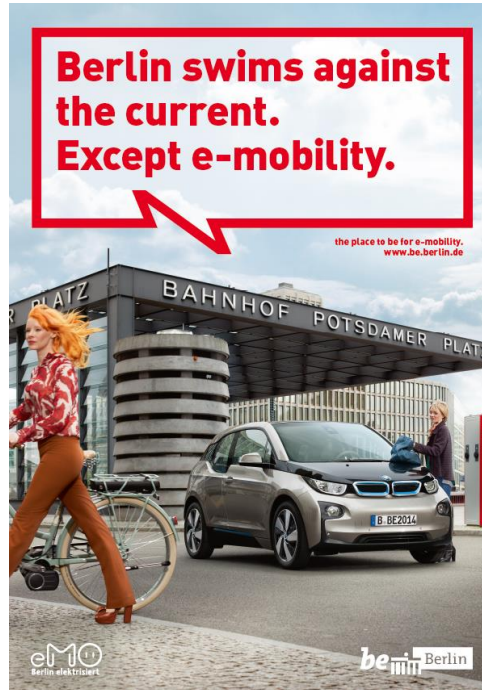
€76 m



Berliner Agentur
für Elektromobilität eMO

Berlin Partner für Wirtschaft
und Technologie GmbH

www.emo-berlin.de



Aim for 2020:

- Internationally accepted **model** of electromobility

Tasks:

- Strengthen **industrial added value**
- Use the increasing **potential of labor market**
- Improve quality of **life and the environment**

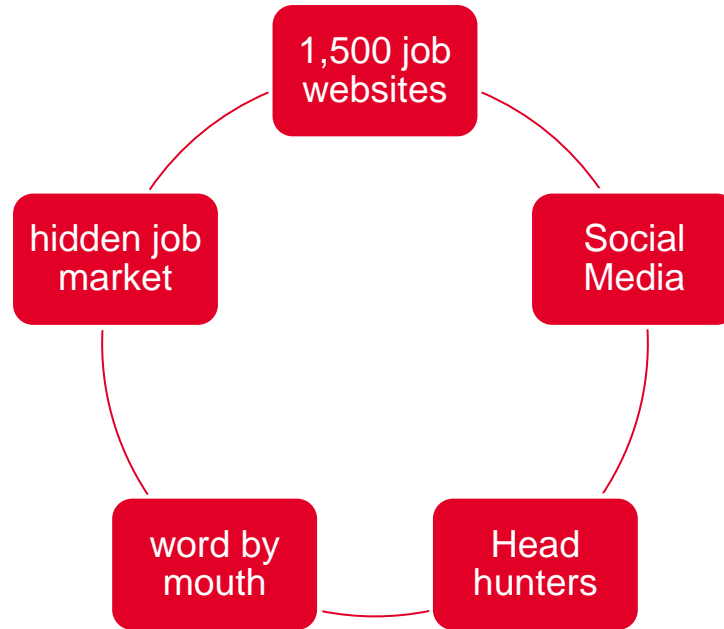
Areas of action:

- **Vehicles** (the development and integration of smarter vehicles within the transport system)
- **Mobility and energy transition** (electromobile storage in smart energy network)
- **Urban traffic** (smart networking of electromobile transport services)

Players and projects:

- Around **500 players** in all areas of added value, approx. **100 ongoing projects**, further projects prepared

Labor market characteristics of Berlin



Cool city – many opportunities – cool jobs.

www.talent-berlin.de/jobs

www.berlinstartupjobs.com

www.businesslocationcenter.de

www.berlin-sciences.com/en/

Immigration Services



Welcome Services





PASSION LED US HERE
Thank you for your time