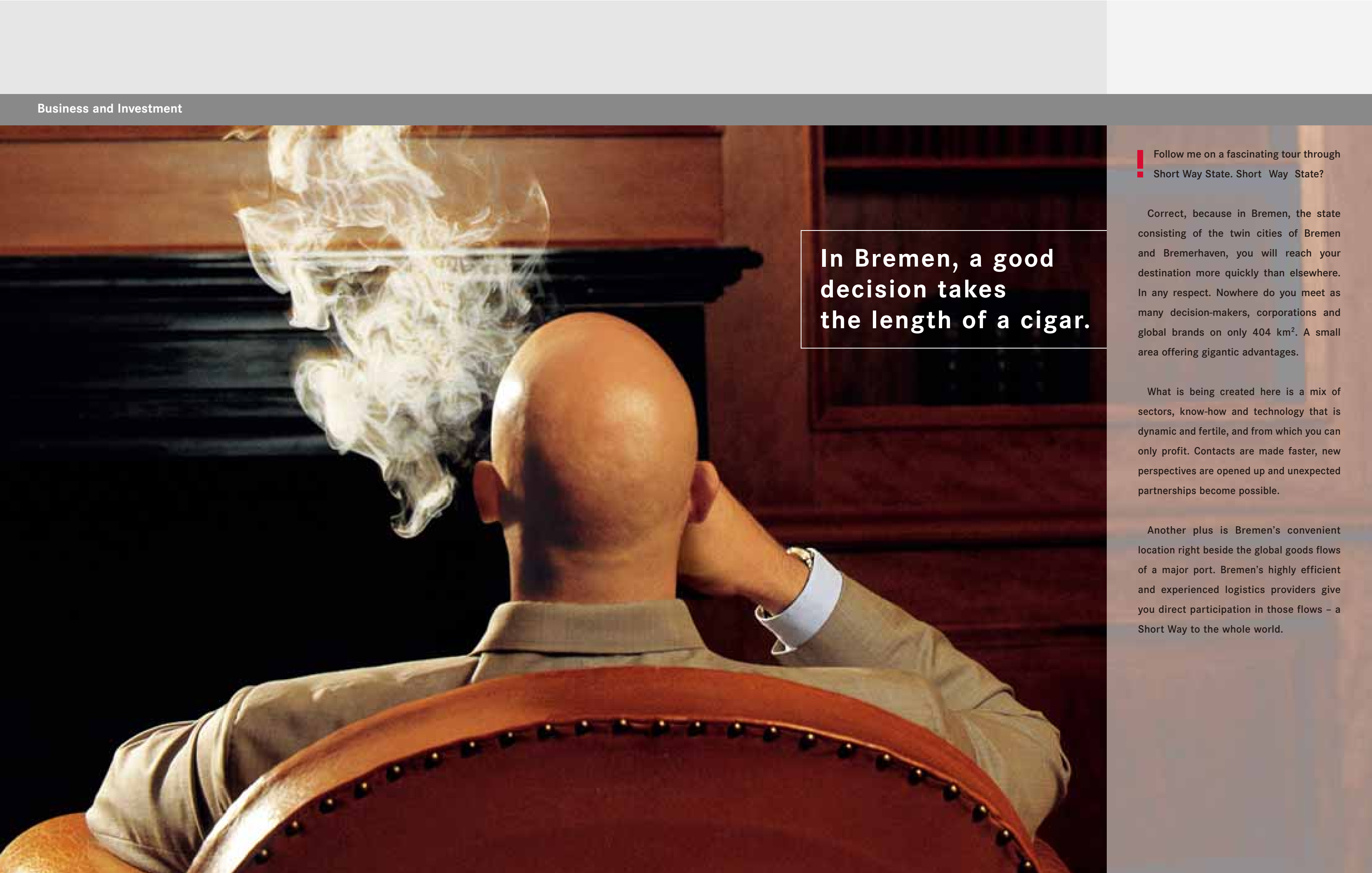


**Federal State of Bremen**  
two cities – one success story.

**big** bremen  
Economic Development.



**In Bremen, a good decision takes the length of a cigar.**

Follow me on a fascinating tour through Short Way State. Short Way State?

Correct, because in Bremen, the state consisting of the twin cities of Bremen and Bremerhaven, you will reach your destination more quickly than elsewhere. In any respect. Nowhere do you meet as many decision-makers, corporations and global brands on only 404 km<sup>2</sup>. A small area offering gigantic advantages.

What is being created here is a mix of sectors, know-how and technology that is dynamic and fertile, and from which you can only profit. Contacts are made faster, new perspectives are opened up and unexpected partnerships become possible.

Another plus is Bremen's convenient location right beside the global goods flows of a major port. Bremen's highly efficient and experienced logistics providers give you direct participation in those flows – a Short Way to the whole world.

■ Bremen people have a soft spot for great cars.  
■ Did you know it's been that way for more than a century?

The first car factory was built here as early as 1906, and soon attracted the most important of all customers. No lesser personage than the German Emperor ordered a luxury limousine. After that, Bremen rose to fame as a centre for car-making. Legendary cars like the Borgward were built here. Today, Bremen provides an efficient, high-quality network comprised of more than 600 automotive suppliers and has become a high-tech centre of excellence with well-established companies. Here you will find the right know-how for any solution in automotive engineering.

DaimlerChrysler alone, with a workforce of more than 15,500, produces in excess of 270,000 vehicles a year here. These include the entire C-Class range, as well as the CLK, SL and SLK models. This makes the Bremen plant the company's second largest in Europe. As a centre for the car industry, Bremen continues to expand. More and more new areas are being earmarked for companies willing to invest. The new "Hansalinie" industrial estate, for example, is an optimal site for automotive enterprises, with motorway links close by and situated only minutes away from DaimlerChrysler. As you can see, you can enjoy the best of company in Bremen.

**A city that makes such beautiful cars must be inhabited by people with finely tuned senses.**



Borgward Isabella, 1957




Bremen people are discoverers. More than 600 years ago, they set sail for new lands in their hardy "Hansekogge" ships. Their curiosity of the unknown has remained to this day.

More than 5,000 highly skilled people work successfully in Bremen to discover new frontiers in aviation and to support the space industry in its conquest of space. Bremen is involved, for example, in the world's greatest technology project to date – the ISS space station. The European Space Agency (ESA) assigned Bremen the task of managing the development of the COF space laboratory for the ISS. Here you will find a highly diversified range of space products, such as satellites or propulsion components for space transporters like the European rocket, Ariane.

In the field of aircraft construction, Bremen is a centre with proven expertise in aerodynamics and lightweight construction. Parts for the world's biggest airliner, the Airbus A380, are developed and built here. You will also find many companies that supply the aerospace industry. Concentrated high-tech in Short Way State.



Bremen Hansekogge dating from 1538

A large, detailed image of the International Space Station (ISS) in space. The station is a complex of white modules and blue solar panels, set against the black background of space and the curved horizon of Earth with its white clouds and blue oceans.

**The world has always  
been too small for us.**



**The whole world likes the taste of Bremen.**

There is sure to be something from Bremen in every household, and the closer you get to the kitchen and refrigerator, the sooner you'll find them – brands from Bremen.

That's because Bremen is a "Brand Capital" in the food and beverage industry. Brands of world renown are made here – Beck's Bier, Milka chocolate, Kellogg's Cornflakes, Mirácoli, Philadelphia, Nordsee, Milram, Frosta, Hachez chocolate and many more besides.



Coffee brands, in particular, such as Jacobs Krönung, Onko, Eduscho, Melitta and Azul, are good examples of fine-tasting products made in Bremen. Traditional brands like Kaffee HAG were born here.

And "Brand Capital" means not just a high concentration of brands, but also a large number of brand creators. There is hardly a single European city that can boast as many as Bremen.

Bremen is an important hub for world trade. And wherever international trade is conducted, there is demand for logistics know-how.

Bremen people have always been interested in fast, efficient ways to export and import goods. In 1929, for example, the “Bremen” – a fast steamer ship in the Norddeutsche Lloyd fleet – was awarded the legendary Blue Ribbon for the fastest crossing of the Atlantic. The ship sped from Bremerhaven to New York in a mere 4 days, 17 hours and 42 minutes – a world record. Today, more than 200 logistics companies in Bremen notch up more record-breaking achievements.

In the Cargo Distribution Centre (GVZ) – unique for its kind in Europe – you will find specialists for any and every logistical task. Its convenient location in the midst of major goods flows also generates contacts and partnerships that elsewhere would not be possible. One example is the recently completed high-bay racking warehouse – at 110,000 m<sup>2</sup>, Europe’s largest – that is operated by the Bremen Port Operating Company (BLG Logistics Group), Bremen’s leading logistics enterprise.

Bremen people know the tricks of the trade.



MS Bremen, a fast steamer ship, 1929



The longest riverside quay in the world exists for three simple reasons: speed, speed, speed.

Trade is change. To be at the top you need to be faster than the others. This is why the longest riverside quay in the world has been constructed in Bremen.

The quay reinforces what is already the great geographical advantage of Bremerhaven – its close proximity to the open sea. Large container ships can be quickly and safely loaded and unloaded with waiting times reduced to a minimum. And because Europe's fourth biggest container port is booming in every respect, the quay, currently 3,237 metres long, is being extended to 4,900 metres.

With 2,000 heavy goods and freight trains running inland from Bremerhaven each day, the logistics must be perfectly conceived. It is therefore no surprise that the logistics sector alone provides 80,000 jobs in the state of Bremen. The scale of activity is extraordinary. 50,000 containers are stacked in piles of up to six and temporarily stored using satellite control. And Bremen is set to expand further. In future, more than 5.5 million containers are to be handled in Bremerhaven each year.

The same is true of the car terminal. It turns over more than 1.5 million cars every year, with Daimler Chrysler and BMW exporting and almost all Japanese and Korean car makers importing through the port.

The longest riverside quay in the world

## What do Bremen and Seattle have in common? Future.

Future. A vista of infinite worlds and unlimited possibilities. A realm of phantasy! And yet it is already taking concrete shape in Bremen.

Two global players, Microsoft and Deutsche Telekom, were quick to realise this. They are now investing heavily in Bremen as a centre for the IT and multimedia industries. The two companies are partners in the “bremen in t.i.m.e.” programme sponsored by the state government, which helps boost innovations in these fields and is currently demonstrating that Bremen is among the leaders of the IT industry. The programme supports companies that develop mobile solutions, helping them to leap forward. What is now being created is Europe’s first-ever Mobile Solution Center – a meeting point for the mobile technology scene at both the national and international level. Ideal conditions for newcomers and established companies alike.

Already more than 650 firms with over 7,000 employees are a part of “Bremen. Mobile City”, and their numbers are increasing. Within the past three years, the total workforce in this sector has grown by more than 60 percent. There is no shortage of new talent, either, because training IT experts enjoys top priority at Bremen’s institutes of higher education. As you can see, the future is more than just a word in Bremen. The future is being created.



Bill Gates with ex-Mayor Scherf

## Why researching grey matter is intelligent business development.

What's the first thing you think of at the mention of Bremen University? The colour red? A hotbed of left-wing radicalism? Fine, but those are by-gones now!

As a centre for science and research, Bremen has long been renowned for scientific excellence and outstanding links with the business community. In research, the University of Bremen has been one of the top German establishments for some years. For example, German research of the brain, economics and chaos theory is found here. The Max-Planck, Fraunhofer and many other research foundations have institutes in Bremen. The city is also home to Germany's first-ever private, English-medium university, the recently founded International University of Bremen.

You, too, can profit from this thriving scientific community of Bremen. The large number of spin-offs is evidence of the creative and solutions-centred potential in Bremen – a perfect environment for innovators in business and research.



Drop tower in the Technology Park



## The Northern Lights in the high-tech sky.

**Would you ever have thought that Bremen is one of Germany's leading centres for high technology?**

Well, now the well-kept secret is out. This is where intelligence and know-how really meet. The business, research and scientific communities are intimately linked in Bremen, forming a veritable Community of Science and Economy. The place to find

this Community has a name – the Bremen Technology Park. The combination of these three entities is more than the sum of their whole – it's pure energy.

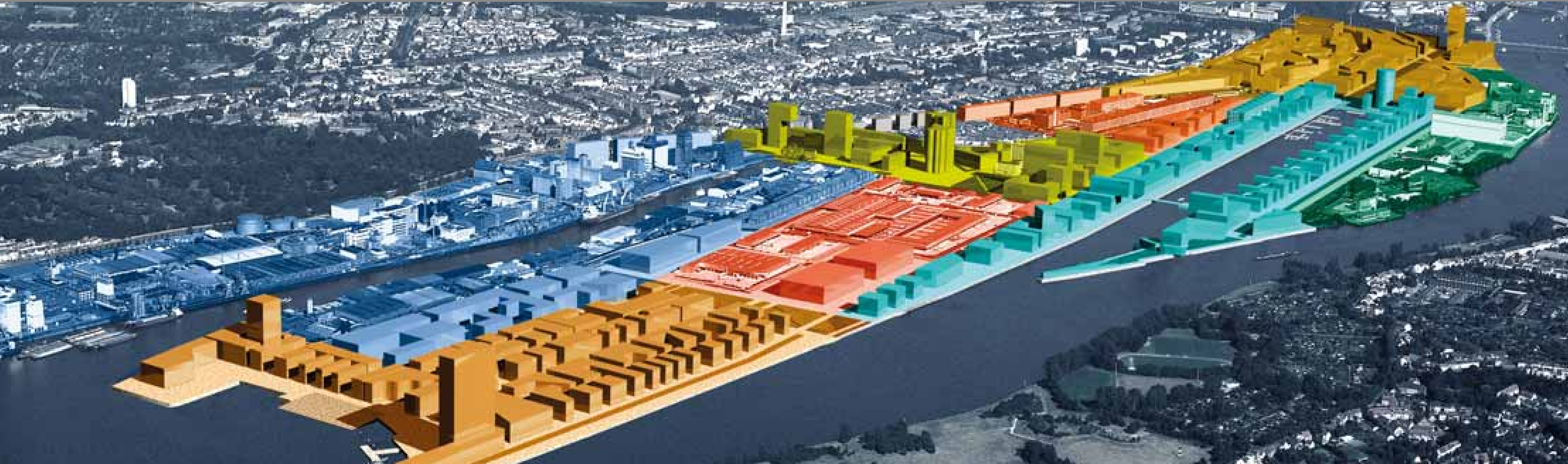
The result: a constantly growing and increasingly dynamic brain pool in the high-tech sector. A high concentration of know-how and expertise. This is where trends are set. Something remarkable has

come into being in the area surrounding the 145.5-metre drop tower, a major microgravitation laboratory that is one of only a few in the world. No one had quite anticipated this trend. Within a mere 15 years, no fewer than 320 companies with a total workforce of 6,500 located here. Big names like Siemens were among them.

They all work in the immediate vicinity of the university, which comprises 12 faculties, 22,000 students and 1,950 academic staff. More than 1,000 employees at 20 research institutes, including famous ones like Fraunhofer and Max-Planck, perform leading-edge research here. A further boost is provided by the about 500 people employed in the 102 companies currently housed in the Bremen

Innovation Technology Center for high-tech start-ups. Business growth and start-ups in the Technology Park are a pace ahead due to this dynamic and highly innovative mix.

Bremen constantly endeavours to ensure an adequate supply of new industrial properties. The Technology Park is growing, with high-quality architecture that has reaped acclaim. The extraordinary building of the Universum Science Center, completed in 2000, has a constructional design so modern that it would not even have been technically feasible only a few years earlier.



## Where you'll find intelligent sites.

**Bremen offers you intelligent management of industrial land.**

What you won't find here are anonymous greenfield industrial estates. Bremen's inward investment policies are well thought out and theme-based, and are designed to respond flexibly to your specific needs. Fast and individually. Hence, there are

several high-quality sites that together unleash Bremen's full potential.

Take Airport City, where the "taxis" have wings. An office centre for the entire Northwest region has been created here, right beside the Airport, with international links and the most modern of architecture. More than 450 companies are located here and

employ around 13,500 people. Restaurants, hotels and parkland add to the quality of life in Airport City – and there is still plenty of room. Airport City East is currently being developed, thus providing for further expansion.

Then there's the Cargo Distribution Centre (GVZ), specially created for logistics companies, which need scientific infrastructure, optimal transport links, land and proximity to their clientele. All these are provided by the GVZ as an interface for inter-modal goods traffic. Today, 130 companies with 5,000 employees are based here.

A very special and lively district, the "Überseestadt", is now being created in the old harbour areas. This is because harbours and direct access to the River Weser and the sea epitomise both Bremen's traditions and its future. Here, traditional and innovative companies alike can translate their strengths into success. Investors are provided with everything they need to realise their project ideas in a maritime setting.

All in all, Bremen offers you prime land and properties on a wide range of theme-based sites. This intelligent use of land means that you, too, can be presented with a tailor-made proposal.

## Short Way City



## The Short Way to making things happen.

**Bremen is a small federal state, and that's precisely its advantage. Having so many different decision makers in business, science and politics within an area measuring only 404 km<sup>2</sup> guarantees a highly fertile brain pool.**

And this wide-range of expertise profits from the short decision-making pathways that only a small federal state can provide. This means that decisions are made faster, ideas can be implemented

more easily and collaborations are less complicated to forge. In a nutshell, aims can be attained more quickly. Proximity pays!

At the same time, Bremen's international links are nothing but superb. It's such an easy place to reach from anywhere in the world, and can be left just as quickly. Bremen is linked by its airport to the major international hubs in Frankfurt and Munich. This means that your Japanese business friends can easily travel first-class to Bremen, even for a short stay. Another thing: did you know that Bremen is the

only major German city with an international airport only ten minutes away from the city centre? This Short Way factor saves you time-consuming and nerve-wracking transfers to and from the airport. In effect, you can catch your plane by walking to the airport! Just one more locational advantage!

The sheer concentration of decision makers in the business, politics and science domains make it easy for you to establish contacts quickly and without fuss, and to create new perspectives for yourself.

Bremen has understood, and has listened carefully to its citizens and its business community. Bremen's bureaucracy is being modernised and reduced to its bare essentials, thus administrative pathways have been shortened. The speed at which this has happened is

further proof of the advantages offered by a city-state. Bremen has also set up a special agency for new residents. Everybody who comes to live in Bremen is offered a friendly service to help them stand on their own quickly and with no complications.

Bremen has experience with the "Short Way" philosophy. The idea is, after all, as old as the city itself – more than 1,000 years. Since the very beginning, people in this city have worked at achieving their aims more efficiently and faster. Whether in world trade or in politics, as one of the oldest city republics in the world and one of the oldest countries in Germany, Bremen has proven its ability throughout the centuries to modernise. Hence Bremen prevails as an attractive centre for business and investment.

Bremen is a city of exquisite delights. Fine cuisine in a good atmosphere. With interesting conversations. Bremen offers enjoyment at the highest level. Being a gourmet in Bremen is great fun. You'll find that out for yourself.

You'll also find ideal conditions for negotiations in appropriate settings. From top-class restaurants with finest cuisine to tiny bistros with wonderful food, you'll find an enormous variety of good catering. On top of that, there's also a great selection of delicatessen shops. Bremen is a place where you can really enjoy the pleasures of life.

Bremen's hotels also provide excellent quality and range to world class. You can entertain your business partners here in a conducive atmosphere.

Bremen is a very liveable city. Not just on account of its good food and unique atmosphere, but also its communication pathways. However much Hanseatic reserve the people here may show, Bremen would never be a Short Way City unless you could be assured of meeting pleasant and interesting business partners. This makes business enjoyable, and leads to more and more contacts. Bremen has style.



The Park Hotel



The Bremen lifestyle. A good reason for enjoyers of life to settle here.



## Here you are a human being, here you can be human.

*Joachim Ringelnatz, about Bremen*

- Bremen is a place where you can feel really good.
- Its population of 660,000 enjoys an exceptionally high quality of life.

This is also reflected in the Bremen way of life – open-minded, friendly and tolerant. Anyone who has lived here appreciates this special charm. Believe me, most people stay here for good.

Did you know that Bremen is home to the German Chamber Philharmonia? Or that there is an intense cultural life here? With its theatres, museums and festivals, Bremen is a vibrant cultural centre. Bremen's theatre scene is known to be highly active and the Kunsthalle art museum is well known for its unusual exhibitions, which have met with international acclaim. A recent example was the unprecedented Van Gogh exhibition entitled "Fields". Each year, the

Bremen Music Festival provides classical music and jazz of the highest international standard.

In Bremen, many things take place outdoors. Its carefully tended parks and areas of greenery leave one with no other choice but to get outside, take a breather and enjoy the fresh maritime air. The "Bürgerpark", for example, is one of the few 19th-century landscaped parks to have survived almost unscathed. The city centre is surrounded by the River Weser and a ring of trees and water, the old "Wallanlagen" fortifications. And in one of Europe's biggest Rhododendron parks, you will find fascinating and exotic plants from all over the world.

Oh yes – mention should also be made of the cyclists. This is a city built for cycling, just like in the Netherlands. There is a superb network of cycle paths and a brand-new "bike park" building – one of Germany's biggest. So cycling is really enjoyable here. Even the mayor himself jumps on his bike every day to cycle to work. And he's just one of many.

Bremen has a first-division football team. In the modernised "Weserstadion", you can follow the fortunes of Werder Bremen live, as they play against the best German teams. After the match, you can discuss it along the "Schlachte", Bremen's riverside mile of bars, bistros and restaurants. It's always a bustling place, not just after league matches.

Bremerhaven has represented the concept of globality since 1827. Its rise to world renown as a sea port began when more than 7 million emigrants passed through it, leaving Europe and heading for the new world.

It is to these people that Bremerhaven has dedicated the Deutsches Auswandererhaus (German Emigration Center), a museum of discovery which invites visitors to relive the situation and life of the emigrants. At the heart of the museum is the Gallery of the 7 Million, where drawers containing information and memories enable interested visitors to follow in the emigrants' footsteps and offer an exciting insight into the destinies of individual people.

Today's Bremerhaven is also characterised by international flair and maritime attractions. Every five years, windjammers and tall ships transform the historic port into a breathtaking sea of masts and rigging. And those interested in the history of seafaring will find information on everything from the log boat to the super tanker in the Deutsches Schiffahrtsmuseum (German Maritime Museum). Bremerhaven offers you this and a great deal more.



From this place, seven million people set off into a new future.



The German Emigration Centre in Bremerhaven

Has the Short Way State captured your interest? If so, let me give you your password so that you can reach us here in Short Way State by the quickest route. Here it is: BIG Bremen-Economic Development.

BIG Bremen is your partner for all regional and business development matters in Bremen, and makes everything easier for you! They will tell you everything you want to know about Bremen as a location for business and investment. Quickly, with no fuss.

BIG Bremen provides support and financial assistance for investments, innovation and start-ups, and operates special financing programmes. It advises you on finding suitable sites and properties for your business. BIG Bremen also helps you to move innovations from research institutes to business. It arranges the contacts you need: from business and cooperation partners to authorities, chambers and federations. BIG Bremen looks forward to your first steps in the direction of Short Way State.

**big bremen**  
Economic Development.

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Traditional "Schaffermahl"

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