

PEOPLE COME TO BREMEN FOR MANY GOOD REASONS. WHAT WOULD BE YOURS?

Bremen's history is one of cosmopolitanism and open trade with the whole world. Located close to the North Sea, the northwestern metropolis gained its reputation as a seaport with international trade activities. While Bremen's face now has changed to that of a dynamic business location with a wide variety of branches, the city's appeal for international companies remains the same.

Please take a moment and find out why many big international companies and global players chose Bremen as their German, or even European, headquarters.

You'll find out that the city has a lot to offer.



MR. LARTEY LIKES TO TAKE A WALK AT SCHLACHTE. HE LOVES THE HISTORIC BOATS AND THE MARITIME FEEL.

Lartey Associates (Ghana, West Africa) Limited (est. 1987) is one of the world's largest exporters of papaya fruits. Its continuing success is based on the company's philosophy to enhance organic agriculture, protect the environment and alleviate poverty in rural farming.

Since 2003, managing director Henry H. Lartey has run the company's branch office in the WTC. His company has officially been certified by BCS Öko-Garantie GmbH for ecological / organic cultivation meeting the European safety and quality standards. It has won several International Golden Quality Awards and benefits from the growing demand for organic food in Europe. **"Being near my consumers has strengthened my market position. I can provide prompt after-sales services and attract new key clients much easier", says Mr. Lartey, "plus, Bremen is a high-capacity logistics competence center. It really is the ideal place for me in Europe."**




 **Mr. Henry H. Lartey**
LARTEY ASSOCIATES (GHANA, WEST AFRICA) LIMITED

FOR MR. LAUSMANN, BREMEN IS A **GOOD PLACE.**

IT'S A **FAST TOWN** WHENEVER IT NEEDS TO BE.



 **Mr. Rolf Lausmann**
JOHNSON CONTROLS HEADLINER GMBH

Johnson Controls, one of the world's leading suppliers of automotive interior systems, electronics and batteries, needed only 90 days in the year 2000 to execute their plans for investment expansion in Bremen. As a systems supplier to the Bremen based Mercedes-Benz production plant for seats and overhead systems modules, Johnson Controls set up an assembly line at the vibrant Hansalinie Industrial Park.

"Our strategic aims in establishing a subsidiary in Bremen were to enhance our logistics capability and to be in close proximity to the customer", said Mr. Rolf Lausmann, Plant Manager at Johnson Controls. Johnson Controls benefits from its ideal location beside the A1 motorway. Parts and modules for delivery to Johnson Controls from all over Europe can reach Bremen easily by truck. With identical work shifts to those at the Mercedes-Benz production plant, Johnson Controls achieves a very high daily production volume. Mr. Lausmann: **"In the start-up phase we were in a successful position to recruit experienced, motivated, efficient and skilled workers from the Bremen labour market."**

FOR MR. ANDERS THE **TOWN HALL SQUARE** IS A MAGNIFICENT PLACE.


"IT'S LIKE A CULTURAL TREASURY", HE SAYS.

With its headquarters in California, USA, Wesco Aircraft operates European subsidiaries in Great Britain, France, Italy, Spain and Germany. Wesco Aircraft supplies a variety in excess of 300,000 aerospace fasteners and hardware items and provides full inventory management for the aerospace industry.

As a highflyer, Mr. Björn Anders, territory sales director, started off in Bremen's Airport City. Following the company's philosophy of penetrating each market globally with individual marketing strategies and local offices, Bremen in Germany was chosen as the Northern European base in 2005.

With its current local team of twelve staff members, Wesco Aircraft provides sales services and market research in northern and eastern European countries. **"The labour market in Bremen provides highly skilled, multinational and motivated employees", says Björn Anders, "with our skilled workforce we can follow our sales concept of building on a consistent long-term customer relationship."**



 **Mr. Björn Anders**
WESCO AIRCRAFT

MR. YANG LIKES TO TAKE A WALK IN **BREMEN'S MANY GREEN PARKS. THE POWER OF NATURE** MAKES HIS WORLD GO ROUND.



 **Mr. Yunjia Yang**
SKYBASESOLAR GMBH

Skybasesolar GmbH in Bremen represents a group of companies from the solar energy industry in China. Silicon raw material and components are purchased in Europe and exported back to China. Finished solar products are then supplied directly to system builders and key customers in Germany. During its start-up phase, Skybasesolar GmbH placed a strong focus on sales and marketing activities. Skybasesolar GmbH maintains cooperative business relations that enable it to operate as both a sourcer and seller of products. It plans to establish a factory in Germany for the production of solar energy products and services with the label 'Made in Germany'.

Bremen was the final choice as investment location. Easy access to all other rapidly-growing European markets, such as Spain, Portugal, Italy, and France, was another important factor. Says Mr. Yunjia Yang: **"Having lived in Germany for eight years, I was well aware that doing business here means ensuring reliability and trustworthiness in every respect."**

MR. ZHU ENJOYS BREMEN FOR ITS **RELAXED WAY OF LIFE.** AND FOR ITS GREAT **SOCCER TEAM!**



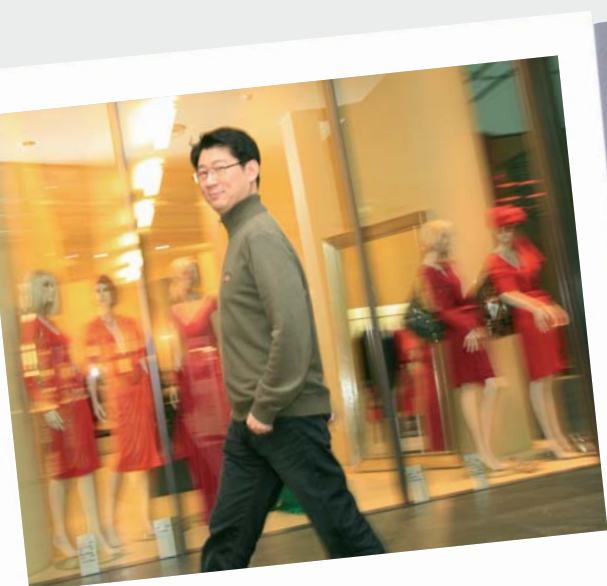
 **Mr. Mengqing Zhu**
WALLSEN INTERNATIONAL TRADE GMBH

The mechanical engineering industry in Germany benefits from booming demand in China. Machinery, machinery parts and electronic components rank third on Germany's export list. Shanghai Jaison Co., Ltd. has come to Germany to make long-term business relations with German suppliers even better than they were and to open up new business options.

Mr. Mengqing Zhu is the managing director of Wallsen International Trade GmbH, the company's German branch. He has adapted well to Bremen by learning the language, getting in touch with its culture and understanding its general way of life.

"Bremen was our first choice. As an international seaport and traditional trading center, the city offers all the major locational factors and has an excellent air, sea, road and rail infrastructure", says Mr. Zhu, **"our high-value products need first-class logistics treatment all the way from the supplier's production sites to customers in China."**

MR. HSU ENJOYS BREMEN'S MANY **EXCLUSIVE SHOPPING OPPORTUNITIES.** HE LIKES **BEAUTIFUL THINGS.**



 **Mr. Peter Hsu**
ELEGANT FASHION TEXTILE GMBH

One of Taiwan's leading enterprises in the textile industry, Taipei-based Tai Yuen Textiles Co., Ltd. (est. in 1951), has come to Bremen to expand its marketing services to Germany and Europe. The main aim is to develop potential markets for casual jeans and provide after-sales services to key-account customers, i.e. Adidas, Camel Active, etc.

Customers benefit from the presence of managing director Mr. Peter Hsu, who is responsible for on-the-spot negotiations and the specific requests of OEM customers. Another main aspect of business will be to analyze jeans fashion trends in Europe, evaluate market demand and act as a central contact/information point for the Taiwanese head office.

Says Mr. Hsu: **"As a trading and seaport city, Bremen offers excellent locational factors and logistics services for the textile industry. We are happy to be here and feel that this is a good place to implement our overseas goals successfully."**

MR. LIE LIKES UNIVERSUM® SCIENCE CENTER. HE IS AN **EXPLORER BY NATURE.**

Thomas Lie from Taiwan loves Bremen. For its beautiful buildings and friendly atmosphere. For its many green parks and short connections everywhere. And for its World Trade Center. Here he started AlfaNet (originally called Garnet GmbH), Germany's key distributor for the Taiwan-based computer manufacturers. Two years after establishing the company in 1991, he moved to new premises due to the big success of his company.

Thomas Lie is enthusiastic about the full support received from the WTC team, which was extremely helpful during the start-up phase. This support included help with immigration matters, the customs and tax authorities, banking, legal affairs and also private matters. **"This 'one-stop shop' helped us fully concentrate on our marketing and sales business activities"**, says Mr. Lie.


Today, AlfaNet employs a workforce of eleven in Bremen. It not only supplies computer dealers throughout Germany and Europe, but has also focused on special components such as main boards, LCD displays and RAID storage systems.



 **Mr. Thomas Lie**
ALFANET COMPUTER & ELECTRONIC HANDELS GMBH

THE LINK BETWEEN MR. PETERS AND BREMEN'S ANCIENT CHURCHES? THE CITY'S 1,000-YEAR-OLD HISTORY OF HIGH-TECH AND INNOVATION.



 Mr. Rolf Peters
K-ROBOTIX GMBH

The aim of global players in the food and beverage industry is to take the lead in technology and to set new standards. This trend has opened up new business potential for K-Robotix GmbH.

Managing director Mr. Rolf Peters is the coordinator of “Robotik-Pack-Line”, a strong team comprising technology companies that join forces for cutting-edge performance robots. Individual solutions for food processing can be supplied for sorting, cooling, packing, storing and many other applications. The team include firms like TOSHIBA Machine Robotics (EUROPE) Ltd., SMC Pneumatik GmbH, OMRON Electronics GmbH, etc.

Projects involving in the Bremen-based premium food producer have been implemented successfully robot-systems. Bremen possesses an extensive network of research and development that enables ongoing collaboration with various institutes at the University of Bremen.


“Bremen has a very innovation-friendly climate”, says Mr. Peters, “for us, that was an important reason to come here.”

MR. HAYASHI AND MR. HIRAKAWA APPRECIATE BREMEN'S SHORT CONNECTIONS EVERYWHERE. IT'S ALL ABOUT SPEED.

Stargate Shipmanagement GmbH, based at Bremen Airport City, is ideally located to pursue and achieve the goals of the global Japanese shipping company, Kawasaki Kisen Kaisha Ltd., known as “K”Line. As one of “K”Line’s three in-house ship management companies worldwide, the office in Bremen is responsible for all aspects of technical ship management and crewing, specializing in management of car carrier vessels.

Stargate Shipmanagement GmbH was established in Bremerhaven in 1999. The company set up its main office in Bremen in 2001. Thanks to its geographical location, Bremen provides direct access to the main car hubs Bremerhaven, Emden and Zeebrugge as well as to Hamburg or Rotterdam for other types of cargoes including bulk. Says managing director Hiroshi Hirakawa: **“We encountered a very investment-friendly climate – all official procedures were made easy for us and enabled us to establish our German branch very easily.”**



 Mr. Hayashi and Mr. Hirakawa
STARGATE SHIPMANAGEMENT GMBH



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