

Good Reasons

Potsdam Business Development

Why investing in Potsdam is worthwhile

Potsdam is clever !

Potsdam has Germany's highest scientific density. More than **5000 scientists and staff** work here at three universities and more than thirty extra-university research institutes. Almost **21,000 students** live in the city and enriching the city's cultural and social scene as well as ensuring packed lecture halls.

"Because this city sparks visions. How else can you explain the fact that Germany's highest concentration of science is found here? Here in Potsdam we think ahead. That was true in the age of Frederick and that of Einstein and it is still true today. Why? It must be a mix of landscape and the mould of people found here, of that which is given and that which is achieved, a mélange of Prussian way of facing up to life and Italian way of living it." Matthias Platzeck, Prime Minister of Brandenburg

Potsdam is worth seeing !

Several million tourists come to Potsdam every year. The must-see palaces and attractions in Potsdam's parks alone had over one million visitors in 2005. Other high-lights, such as Filmpark, Krongut (the Royal Estate), and the Biosphere, also had a total of over one million visitors.

"Potsdam is the most attractive site that ORACLE has anywhere in the world." Rolf Schwirtz, managing director of ORACLE Deutschland GmbH

Potsdam is appealing !

Potsdam is an appealing location for businesses, as its selection as a base by Oracle, Bayer Bioscience GmbH and VW Design Center demonstrates. But Potsdam is an excellent choice for smaller companies as well. In 2005 alone nearly 1000 new businesses were formed here.

"The city has the potential to become a centre for software, media and IT companies." Hasso Plattner, founder and chairman of the supervisory board of SAP

Potsdam is a green city on the water !

Well over 50% of Potsdam's surface area is covered by woodland, meadows or parks, and over 10% is covered with water. There are 15 lakes in and around Potsdam. The Potsdam transport network encompasses over 25 km of waterways.

Potsdam has something to offer !

"Soft" locational factors are quite firm in Potsdam. What makes Potsdam extraordinary as a location choice for business is its combination of established business sectors, skilled workers and an excellent scientific infrastructure. The city offers outstanding employment and living conditions with a highly rated array of recreational offerings and direct proximity to Berlin, the nation's capital.

"Our selection of Potsdam as a base was substantially influenced by the open-mindedness of the people with dealt with in the public sector, the good general conditions and the high level of qualification of the applicants."

Dr. Michael Rummel, managing director of Toll Collect GmbH

Science

- ▶ University students: 17,592
 - ▶ Technical university students: 2595
 - ▶ Film academy students: 602
 - ▶ Proportion of students in pop.: 14,2 % (Göttingen 12.9%; Berlin 4.1%)
- Almost 30% of Potsdam residents have a university or technical degree!

Tourism

- ▶ Arrivals: 316,680*
- ▶ Overnight stays: 716,186*
- ▶ Length of visit: 2,3 days
- ▶ Accommodation capacity: 4,962
- ▶ Occupancy rate: 40,0 %

* As of 31 Dec. 2006

Business

- ▶ **New in Potsdam:**
Katjes Fassin GmbH & Co. KG
Producers at Work GmbH
- ▶ **Technology and Innovation Centres**
Services: www.pct-potsdam.de
Media and Communications: www.zff.de
Life sciences: www.goin-potsdam.de
IT & Innovation: www.hp-ventures.com

Geography

- ▶ Area: 187.3 km²
 - ▶ Hrs of sunshine/day*: 4.7
 - ▶ Av. peak daytime temp.*: 13.5° C
 - ▶ Annual precipitation*: 585 mm
- *Average values for the last 20 years

Cultur & Sports

- ▶ Cinemas in Potsdam/Berlin: 3/110
- ▶ Theatres in Potsdam/Berlin: 6/74
- ▶ Museums in Potsdam/Berlin: 14/160
- ▶ Athletic clubs in Potsdam: 132
- ▶ Members: 20,095

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Potsdam is affluent !

Potsdam residents have the **highest purchasing power** in the new federal states!

"Looking for well educated and highly motivated staff? Looking for excellent relations with the regional government? We found those things and much more – in the capital city of Potsdam. That's why we feel good right where we are!"

Michael Ridder, member of the board of SNT Deutschland AG

Potsdam is attractive !

The city's attractiveness causes many visitors to end up staying on for good. The population is rising continuously, by **1000 new residents per year** on the average.

"I have been here for so many years now. This is where I got the first place of my own, and I won't be leaving it, ever." Günther Jauch

Potsdam is at the gates of Berlin !

Just one step separates the cities of Potsdam and Berlin. This proximity generates a lot of options. The government district, the theatre, opera or the airport – almost any destination in Berlin can be reached with ease in **30-45 minutes travel** – by car or public transport.

Its proximity to Berlin was an argument in favour of the Brandenburg capital, but so were the attractions of Potsdam itself. "That is essential if you want to concentrate employees from all over Germany at one location." Corinna Steinauer, Personnel Director, Ikea Deutschland

Potsdam ist growing !

Almost 15,000 residential units have been created in Potsdam through new construction and renovation in the past 10 years, causing Potsdam's residential space to expand by 1.2 million square meters. Around **2.5 billion euros were invested in buildings and construction projects over the same period.**

„Potsdam is one of the most important media centres in Germany with great potential. The decision to chose this new site was an easy one to make, from a strategy perspective, because many innovative technologies are created here.“

Holger Flöttmann, Managing Director, ASCARON Entertainment GmbH

Potsdam is a city to work in !

About 98,000 people work in Potsdam. the city on working days than leave it. Around 15,000 more commuters come into

"...its middle-class friendly environment makes this an ideal location."

Tobias Bachmüller, managing partner of katjes Fassin GmbH & Co. KG

Potsdam is European !

Openness and tolerance have a long tradition in Potsdam. Examples such as the Dutch Quarter, the Alexandrowka Russian Colony or the Nowawes Bohemian Weaver Colony provide the historical and architectural evidence of that. Today, around 6,500 people

from more than 90 different countries live in Potsdam. In addition, scientists, students, businessmen, diplomats, filmmakers and, of course, tourists are here to lend Potsdam's streets and squares international flair.

Income

- ▶ Purchasing power (annual): €16,842
 - ▶ Net household income: €1611 (Compare: Berlin €1550!)
- One third of Potsdam households have a monthly net household income of over €2000!

Population

- ▶ Residents with primary residence: 146,430
- ▶ Residents with auxiliary residence: 7,254
- ▶ Population / km²: 782
- ▶ Influx: 9,482 / outflux: 7,710

The population is expected to increase to approximately 160,000 by 2030

Distances

- ▶ 29.2 km to KaDeWe: 32 min.
- ▶ 29.2 km to Tegel Airport: 28 min.
- ▶ 31.8 km to the government district: 36 min.
- ▶ 33.5 km to Tempelhof Airport: 36 min.
- ▶ 39.7 km to Schönefeld Airport: 50 min.

Rents and Purchasing

- ▶ Purchase price of residential property*
Good location: 2600 €/m²
Medium location: 2200 €/m²
- ▶ Rental price of flats*
Good location: 7.19 €/m²
Medium location: 5.46 €/m²
* average prices / source: Cash 10/2005

Employment Market

- ▶ Workforce: 98,100
- ▶ Employed: 67,172
- ▶ 11.4 % unemployment rate (as of June 2006)
- ▶ 39,721 commuter influx / 23,800 outflux



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