



Good reasons

Why is it worth investing in Potsdam?

▶ Potsdam is clever.

Potsdam has Germany's highest scientific density. More than 5,300 scholars work here at six universities and more than 40 non-university research establishments. Over 23,000 students keep the city lively and not only ensure full lecture halls, but also enrich the city's cultural and social scene.

"...we think ahead in Potsdam. This was the case in Friedrich's times, in Einstein's, and is the case today. Why? It must be a mixture of scenery and race, of existing circumstances and things worked out, a blend of Prussian will and the Italian way of life."

Matthias Platzeck, Minister President of Brandenburg

▶ Potsdam is family-friendly.

Potsdam offers an optimal selection of childcare and educational establishments, thus providing the best prerequisites for combining family and career. For these and additional offerings, Potsdam was named the most family-friendly city in Germany in the Prognos Family Atlas 2007.

"Potsdam is the most attractive location worldwide that ORACLE has."

Rolf Schwirtz, Managing Director of ORACLE Deutschland GmbH

▶ Potsdam is worth seeing.

With its castles, parks and landscaped gardens as well as its lively historic city quarters, Potsdam is a unique synthesis of the arts. At number 8 on the US magazine "National Geographic Traveller's" list of the worldwide most historically important places, Potsdam ranks highest in Germany.

"Potsdam is so wonderfully unneurotic. I feel myself embedded and integrated here. Everything is so close together. The castles. The parks. The lakes. Downtown. And everything is indescribably beautiful." Wolfgang Joop, fashion designer

▶ Potsdam is young.

In comparison to other regional capitals, Potsdam has the youngest population. The percentage of small children (under 3 years) is the largest in Potsdam, there are more births than deaths and it has the biggest increase in marriages. The population of the city is continually increasing by an average of 1,000 inhabitants per year.

"We have an incredibly motivated team here with a high level of loyalty and expertise. I'm completely thrilled. ... One senses that the people are proud of their jobs. One can only like and build up such a location." Harry Wassermann, Board of Directors SNT Deutschland AG

▶ Potsdam is growing.

The influx of new citizens to the city continues without pause and will continue in the next several years. Simultaneously, the Potsdam economy is growing. With an investment volume of more than 2.5 billion Euros, more than 15,000 new apartments have been created in the last several years alone. Approximately 1,000 additional new apartments will be needed annually until the year 2020.

"This city has the potential of becoming a hub for the establishment of software, media and IT companies." Hasso Plattner, SAP founder and Chairman of the Board

✔ Academia

University students: 19,894
Technical university students: 2,769
Film academy students: 555
Percentage of students: 15.4 %
Scholars & researchers: 5,304
Guest scholars: 671

✔ Children and schooling

Supply rate for childcare:
Nursery school (0-3 years): 45 %
Daycare (3-6 years): 96 %
After-school care (6 years and older): 66 %
Number of daycare centres: 103
Number of schools: 56, Playgrounds: 127

✔ Tourism

Arrivals: 358,912*
Overnight stays: 810,291*
Duration of stay: 2.3 days
Bed capacity: 4,987
Capacity: 45.0 %

*Information for the year 2008

✔ Place of residence

Inhabitants (primary residence): 152,966
Inhabitants (forecast 2016): 160,000
Relocation to: 9,982 / Relocation from: 8,238
Average age: 41.8 years
Purchasing power (annually):
17,534 €/Inhabitant.*
Household net income: 1,564 €*

*Information for the year 2008

✔ Real estate

Housing supply: 81,843
Empty housing: 3.30 %
Living space needed until 2020:
• total: 12,300 / per year: 950
Purchase price for residential property:
• medium location: 1,150 €/m²
• good/very good location: 2,440 €/m²



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Why is it worth investing in Potsdam?

▶ Potsdam is competent.

Innovation and creativity – this is what characterizes the economic location Potsdam and makes it so successful. The growth sectors media, IT, life sciences and geo-information systems have their own special dynamics. Film productions with Oscar awards, tsunami early warning systems in the Indian Ocean, new medications for malaria and diabetes: All “Made in Potsdam”.

“Babelsberg is considered hot amongst the film makers, everybody wants to come here. It’s a well-run studio with excellent equipment and good people.”

Clive Owen, actor, “The International”

▶ Potsdam is green.

More than 50 % of Potsdam’s urban area consists of forests, meadows and parks. More than 10 % of Potsdam’s urban area consists of water. 15 lakes are located in and around Potsdam. The Potsdam transport network includes more than 25 km of waterways.

“I’ve been here so many years now. I have my primary residence here and won’t be leaving.”

Günther Jauch, TV moderator

▶ Potsdam is worth living in!

Soft location factors are quite hard in Potsdam. The city offers excellent working and living conditions, a high leisure and relaxation value as well as the short distance to the capital city Berlin. The IFO Institute for Economic Research comes to the following conclusion: Potsdam is the city with the highest quality of life in East Germany (ifo Schnelldienst 15/2007).

“Both the short distance to Berlin as well as Potsdam’s attractiveness speaks for the Brandenburg regional capital. This is decisive when one wants to consolidate employees from all of Germany at one location.” Corinna Steinauer, Head of Personnel Ikea Deutschland

▶ Potsdam is founder-friendly.

Potsdam is a good place to found a company. Helped by optimal conditions, numerous company founders became self-employed in the year 2009. 600 new businesses were created; the self-employment rate is 11.7 %. Characteristic for Potsdam: particularly many and successful high-tech foundings.

“We feel very much at home at our new location. With its excellent infrastructure and qualified workforce, Potsdam offers us the best prerequisites for further growth.”

Thoralf Nehls, Managing Director FACTON GmbH

▶ Potsdam is tolerant.

Tolerance, talent and technology: The great elector Friedrich Wilhelm already counted on this and in 1685 decreed the “Potsdam edict”. Following this tradition, the tolerance edict has been newly published. With new words, but the same goal. Because success will only come to those who are open for new and unknown things.

www.potsdamer-toleranzedikt.de

✔ Economy

Labour force: 103,670

Employed: 74,788

Unemployment rate: 7.7 % (12/2009)

Inbound commuters: 44,865

Outbound commuters: 26,720

Prognos Future Atlas 2007

15th place of 439 cities and counties

✔ Geography

Area: 187.3 km²

Sun hours/day*: 5.33 hours

Daily high temperature*: 17.9 °C

Rainfall*: 585 mm

*Average values of the last 20 years

✔ Leisure time and culture

Movie theatres: 3 (Berlin 100)

Theatres: 6 (Berlin 74)

Museums: 14 (Berlin 170)

Sports halls: 46 / Sports fields: 50

Indoor swimming pools: 4 / Outdoor swimming pools: 2

Sports clubs in Potsdam: 142

Members in sports clubs: 22,917

Youth clubs: 30

✔ Offerings for founders:

Founder hotline: 0800-664 52 50

Advisory service:

www.gruenden-in-potsdam.de

Offices: www.tgz-potsdam.de

Biotechnology: www.goincubator.de

Media: www.mediaexist.de

IT: www.hp-ventures.com

Imprint

State Capital of Potsdam, The Mayor

Editor: Business Development Department

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www.potsdam.de, Editorial deadline: January 2010