

Auxilium Expatbiz Services is an alliance of experts delivering services and products to companies and individuals from the US and other countries with business or other economic interests in Central Europe. This edition of our »EuroGateway Publications« is a Management Paper for your exclusive use and to give to your business partners. **Together we create value across cultures!**

Starting a Company in Germany!

Berlin is often viewed as the gateway to Europe. It is located in the center of Europe and provides easy access through its two airports and substantial transportation system connecting all of Europe — both to the East and to the West. With over 60% of all Germans speaking better than average English and the third hottest place in the world for start-ups there are many opportunities that a creative, focused entrepreneur can utilize with Berlin as a base. The right service or offering can find a lucrative marketplace awaiting you here.

Often clients talk about finding employers as a way of moving to Germany. Not quite as frequently do I hear people focusing on ways to build a business here — that is not until we are underway in our caching process and discover their strong desire to grow their ideas into a viable business. Germany offers a wealth of support for start-ups and growing entrepreneurs as well as foreign companies who want to expand into Germany.

Below we outline some of the services available to start a business or grow one locating in Berlin and its greater metropolitan area. Some of these firms offer office space and packages for start-up relocation support from business services to temporary living arrangements, networking, legal support, and market research to name a few.

If you are beginning in the US

The U.S. Department of Commerce's U.S. Commercial Service has a network of export and industry specialists located in 100 cities across the United States and in over 80 countries worldwide to assist U.S. exporters in entering or expanding into international markets. They offer counseling, information, and fee-based services to aid exporters. See <http://export.gov> for information on support for exports offered by U.S. Commercial Service and other agencies of the U.S. Government. Click on <http://export.gov/eac> and select the EAC nearest you to begin your information gathering. If you are new to exporting, your local EAC is the recommended first stop. If you are interested in a particular market you should look at the country page. Before you make an appointment with your local EAC, read the Country Commercial Guide (<http://export.gov/germany> for Germany, <http://export.gov/poland> for Poland, <http://export.gov/czechrepublic> for the Czech Republic)!

Local Services in Germany

The U.S. Commercial Service in Germany has offices in the U.S. Embassy in Berlin and in the U.S. Consulates in Düsseldorf, Frankfurt, Hamburg, Leipzig, and Munich. Their staff of trade specialists can help you find a partner in Germany, provide market research, guide you regarding legal issues in both Germany and the European Union, provide business development counseling and assistance in building your network in Germany. <http://www.buyusa.de> is their web site for Germany. A private company that specializes in helping U.S. firms build partner relations is Auxilium Expatbiz Services which can be viewed at <http://expatbiz.eu> or call +49 30 – 771 90 321!

Berlin-Brandenburg area (»BBa«):

In BBa (this area includes Berlin and the region surrounding it) there are several government and semi-private offices that offer a wealth of services for start-ups and entrepreneurs. In Brandenburg, ZAB ZukunftsAgentur Brandenburg GmbH (Brandenburg Economic Development Board) <http://zab-brandenburg.de> is ready to help when you are starting or expanding a firm that is energy, technology or innovation oriented. Their goal is be »a one-stop agency« where an entrepreneur can find assistance with financing, business start-up and expansion, subsidies, networking, marketing and promotion advice and industry specific counseling.

In addition, their specialists provide advice and analysis of our concept; assistance filing applications and moving through the red-tape of starting up a company and on-going support once you are relocated here.

In Berlin:

Berlin Partner GmbH is your company's first stop for economic development in Berlin. They will help you start your business, support you with foreign trade and market issues in Berlin.

First stop: Berlin Partner GmbH (website: <http://www.berlin-partner.de/?id=1243&L=1>) is the City State of Berlin's Corporation for Economic Development and location marketing. Its business promotion divisions assist investors wishing to start a business in Berlin as well as to expand, internationalize and secure their economic future in Berlin. As a public-private partnership, the corporation is supported by powerful partners – 236 companies and scientific institutes are currently part of the "Berlin-Partner Network."

Berlin Partner is the main contact for companies and offers customized, individualized services from finding a location, to financing and funding issues, interacting with authorities and obtaining permits, hiring personnel, and assisting with internationalization and trade fair participation. Berlin Partner provides information about areas of growth and industries with future potential. It also promotes Berlin as an attractive economic and scientific center, creative capital, cultural and sports metropolis and a livable city. The activities are aimed at investors as well as decision makers and facilitators in the fields of business, science, politics, culture and the media.

Between 2001 and 2011 over 1200 companies have relocated to Berlin or invested there; in 2011 alone 159 companies from the Manufacturing, Mobility & Clean Technologies, Services, Media, Information and Communication Technology, Creative Industries and Life Sciences established new locations in Berlin or expanded their Berlin-based location mostly with the help of Berlin Partner's Business Location Center (website: <http://www.businesslocationcenter.de/en/business-location>). The Business Location Center offers the complete spectrum of services needed for expanding your business to the city state including but not limited to

- ❖ their Berlin Business Welcome Package (including three months office space for a trial run <http://www.businesslocationcenter.de/en/service/service-packages/berlin-business-welcome-package>),
- ❖ their Berlin Business Locating Package (<http://www.businesslocationcenter.de/en/service/service-packages/berlin-business-locating-package>),
- ❖ their Berlin Business Recruiting Package (<http://www.businesslocationcenter.de/en/service/service-packages/berlin-business-recruiting-package>),
- ❖ and their Berlin Business Financing Package (including government incentives, grants, and public funds) <http://www.businesslocationcenter.de/en/service/service-packages/berlin-business-recruiting-package>).

Additionally they operate a real estate portal which is providing an up-to-date overview of commercial real estate in Berlin (<http://www.businesslocationcenter.de/en/business-location/commercial-real-estate/real-estate-portal>) and spaces offered by public sector and private owners.

Services throughout Central Europe

Contact **AUXILIUM EXPATBIZ SERVICES** to create a customized package to meet your specific needs in Central Europe at info@expatbiz.eu!

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If you have any questions regarding this publication or are interested in more information, we invite you to contact the author Sandra Weiner, M.Ed, M.C.C.!

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We invite you to visit our website (<http://expatbiz.eu>) and to sign up to »EUROGATEWAY LEADER«, our database for doing business successfully in Central Europe!

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