



## World Trade Centers Association

**big** World Trade Center Bremen  
Bremer Investitions-Gesellschaft mbH

# NEWSLETTER 01/07

(February 2007)



### Starter Lounge - The Start-up Meeting 'More Service - More Sales? The Tone Makes the Business'

Poor operation, crabby personnel and a lack of interest in the needs and desires of customers have earned Germany the title of 'Service Wasteland'. Good service is the deciding criterion for purchasing a particular item, as well as an opportunity, especially for smaller businesses, to bond with customers on a long-term basis.

'More service - more sales?' This question raises the issue of the **Starterlounge**, organized by the **Bremen Business Start-up Initiative B.E.G.IN**, which will take place on **Thursday, 8 February 2007** starting from 6 pm in the **World Trade Center Bremen**.

'The tone makes the business,' as the main idea goes, will be highlighted in a specialized lecture, as well as in the round of talks following the lecture. In his welcome address, **Senator Jörg Kastendiek**, the Bremen Minister for Economic Affairs and Ports, will speak about the importance of customer orientation for founders of businesses, as well as for businesses just recently formed. The subsequent get-together provides the opportunity for further discussion and networking. The consultants from B.E.G.IN will be available for discussing the aspects of occupational independence.

The entrance is free.

Further Information:  
[www.begin24.de](http://www.begin24.de)

Contact: Ms Emina Cerovina, red pepper. Agentur für Kommunikation GmbH, Phone: (0421) 240 330 32, [ec@redpepper.de](mailto:ec@redpepper.de)

### Chinese New Year Celebration in the WTC

On **Friday, 16 February 2007**, the annual Chinese New Year celebration will take place in the World Trade Center Bremen. On 18 February 2007, the 'Year of the Dog' will be over and the 'Year of the Pig' will be welcomed. The years 1959/60, 1971/72 and 1983/84 were also the Year of the Pig. People born in these years are considered to be hard working and friendly. They are supposed to be nice as well, and people can always rely on them.

Dr. Yamei Leng of 'China Dialog' is again the host of this festive evening in the Chinese tradition.

Further Information: Dr. Yamei Leng,  
E-Mail: [info@china-dialog.de](mailto:info@china-dialog.de)

### Annual Art Exhibition

**FREIE  
KUNST  
SCHULE  
Bremen** From **20 January to  
19 February 2007**  
the Freie Kunstschule  
Bremen again hosts  
its annual art exhibi-  
tion in the World Trade

Center Bremen. All artists, both big and small, look forward to sharing an active interest in their work.

Opening hours: Mon - Thur 8 am - 6 pm,  
Fri 8 am - 5 pm

Contact: Mr Edzard Hoenen, Freie  
Kunstschule Bremen, Phone / Fax:  
(0421) 44 84 23

### Manual \* Craft \* Work \* Design arte factum Sales Exhibition

On **Sunday, 4 March 2007**, from 10 am to 6 pm, the popular craft show with over 70 exhibitors will again take place in the lobby of the World Trade Center Bremen.

The entrance fee is € 2.00 per person.

Contact: Ms Dietlinde Zacher, Phone:  
(0421) 444917, [zacher.arte@gmx.de](mailto:zacher.arte@gmx.de)

### Exhibition: The Painting of Ingeborg Müller

From **5 to 30 March 2007**, the World Trade Center Bremen will exhibit the works of the artist Ingeborg Müller, who died in 2004. Even shortly before her death, she had completely devoted herself to representing art. After completing her training in fashion and fashion illustration in Berlin in the 1930s, in Hamburg in 1982 Ingeborg Müller again discovered her old passions - painting and design, to which she wholeheartedly committed herself in subsequent years. At her death, she left approximately 500 works in the most diverse genres and techniques, including oil, acrylic, watercolor, coal and pencil, to her children.



Ingeborg Müller: Landungsbrücken III, 1994

Opening hours: Mon - Thur 8 am - 6 pm,  
Fri 8 am - 5 pm

Contact: Mr Klaus Müller-Leiendecker,  
E-Mail: [pizzarero@t-online.de](mailto:pizzarero@t-online.de)



**Regional Economic Portal RegIS Online Now Also Available in English**

Since the beginning of the year, the main economic information system for northwestern Germany, RegIS Online, has appeared redesigned, and, for the first time, in an English version. Northwestern Germany and the metropolitan region of Bremen/Oldenburg are marketed with their economic potential, which is now also very appealing on an international level.

Altogether, 25 districts and cities of Lower Saxony as well as Bremen and Bremerhaven are partners of RegIS Online. The economic developers of BIG Bremen (Bremer Investitions-Gesellschaft mbH) are in charge of Bremen's participation. At the end of 2006, already some 900 Bremen based businesses were represented in the economic information system.

The publication of company profiles in RegIS Online is a free service of the economic development. At a marginal effort for compiling the necessary profile data, a number of advantages come to light. "The additional internet presence increases the degree of visibility of the participating businesses, complements their own marketing activities and facilitates the beginning of new customer relations," says Birgit Wendt, Project Manager in charge at BIG Bremen.

RegIS Online offers information at no charge regarding regional and location details of all local authority districts, expertise profiles of 6,800 businesses, 700 trade and industrial real estate areas, as well as economic promotion service proposals. With over 700 visitors per day, RegIS Online is one of the most successful regional economic portals in Germany.

**Further Information:**  
[www.regis-online.de](http://www.regis-online.de) and/or from:  
Birgit Wendt, BIG Bremen, Phone (0421) 96 00 125, [birgit.wendt@big-bremen.de](mailto:birgit.wendt@big-bremen.de).

**KPMG Study: Tax Rates 1993 to 2006 by International Comparison**

From 1993 to 2006, the average business tax rate of EU member states has fallen from 38% to 25.7%. This means a drop of more than 30%. In Germany, the tax rate fell even sharper in the same period, from 59.7% to 38.4%. Nevertheless, Germany still has the highest tax rate among EU member

states. The KPMG Study 'Fourteen Year International Corporate Tax Rate Survey' points out that countries with strong economic growth, e.g. Ireland, Norway and Denmark, have, without exception, a tax system with a low rate of taxation.

**Download:**  
[www.kpmg.de/library/pdf/061101\\_14\\_Year\\_International\\_Corporate\\_Tax\\_Rate\\_Survey\\_en.pdf](http://www.kpmg.de/library/pdf/061101_14_Year_International_Corporate_Tax_Rate_Survey_en.pdf)

**Invest in Germany: Business Taxation Reform in English Language**

'Invest in Germany' has provided a synopsis in English language to the current state of the German business taxation reform. This document presents interested foreign entrepreneurs and others with an overview of the changes to be expected according to the concept introduced by the task group of Federal Minister Steinbrück and Prime Minister Koch.

**Further Information:**  
[www.invest-in-germany.de/en/](http://www.invest-in-germany.de/en/)  
→ Top Downloads

**New Tenants in WTC Bremen**

With effect from 1st January 2007 seven new tenants have settled in the World Trade Center Bremen:

- **Great Well International Group GmbH** from Hebei / PR China is managed by Ms **Qiaoman Li** and is doing import and export trade with technical products like machinery for the metal, automobile, agriculture, aerospace, shipbuilding and ecological industry. The company is presently located in room 1.63 on 1<sup>st</sup> floor.

- Mr **Oliver Henrich**, owner of **Fotodesign Henrich**, moved into rooms 2.22 to 2.25 on 2<sup>nd</sup> floor.

- **Kroning & Roth GmbH & Co. KG**, established in 1955 as an export trading house, has again relocated their company headquarters to the WTC Bremen (rooms 3.70/71 / 3<sup>rd</sup> floor). The company has its main focuses today in the areas of lighting and electrical installation technics. The main exporting countries are Hong Kong, Singapore, Malaysia, Thailand and Taiwan.

- Mr **Efosa Ogieriakhi**, Lawyer, started his practice in WTC Bremen in room 3.29.

- The **Office Service Providers Wagner & Schröder OHG**, represented by Ms Kirsten Wagner and Mr Michael Schröder, have settled in room 2.61 and offer payroll and financial accounting services.

- Mr **Mengqing Zhu**, Managing Partner of **Wallsen International Trade GmbH** moved into room 2.43 of the WTC Bremen. Wallsen International exports high-quality machinery and technical equipment to China.

- Mr **Krishna Ravindra**, longtime tenant of WTC Bremen as Managing Director of **Indiastone Natursteinhandel GmbH**, recently founded the **BremStone Lotus Limited**, whose Bremen Branch will also be based in the WTC, room 2.19/20.

The contact data of the WTC companies are available in the company directory on [www.wtc-bremen.de](http://www.wtc-bremen.de).

**WTC Lounge**

The WTC Lounge has been re-established and is now available in room **1.71** (1<sup>st</sup> floor). As before, the tenants of the WTC Bremen are welcome to use this facility for informal business meetings. Interested parties are requested to make a corresponding reservation in due time.

**Relocation of WTC Team**

The WTC Management Team moved within the building and is now based on 1<sup>st</sup> floor as follows:

**Events Service:**  
Bärbel Arend / Room 1.76  
Phone: +49 421 1 74 66-23  
[baerbel.arend@wtc-bremen.de](mailto:baerbel.arend@wtc-bremen.de)

**Tenant Service:**  
Kathrin Szostek / Room 1.79  
Phone: +49 421 1 74 66-13  
[kathrin.szostek@wtc-bremen.de](mailto:kathrin.szostek@wtc-bremen.de)

Elisabeth Breidbach / Room 1.77  
Phone: +49 421 1 74 66-16  
[elisabeth.breidbach@wtc-bremen.de](mailto:elisabeth.breidbach@wtc-bremen.de)

**House Engineer:**  
Michael Albers  
Phone: +49 421 1 74 66-19  
[technik@wtc-bremen.de](mailto:technik@wtc-bremen.de)

**WTC Reception:**  
Sandra Pfeffer  
Paulina Zimmoch  
Christoph Hubaleck  
Phone: +49 421 1 74 66-0  
[counter@wtc-bremen.de](mailto:counter@wtc-bremen.de)