



World Trade Centers
Association

big World Trade Center Bremen
Bremer Investitions-Gesellschaft mbH

NEWSLETTER 01/09 (February 2009)

Support for Market Entry in Japan and Korea

In a joint information event at the Bremen World Trade Center on 4 December 2008, organized by the Bremen Chamber of Commerce, the German-Japanese Society of Bremen e.V., Enterprise Europe Network and Bremer Investitions-Gesellschaft (BIG Bremen), the 'EU Gateway Program – Opportunities for EU Companies in Japan and Korea' was introduced. The program offers support for successful entry into foreign markets to innovative mid-sized companies in different fields, including coaching, preparatory events and trade show participation in the target market. Philipp Willigmann, the network coordinator for the EU Gateway Program, is available for further discussions with interested companies.

Further information:
www.eu-gateway.eu



Seminar on 'EU Gateway Program' at WTC Bremen

Means to Strengthen Bremen's Economy

On 26 February 2009, 1 to 6 pm, an information exchange is being held at WTC Bremen regarding means of support and financing options available in Bremen. The State of Bremen offers numerous ways to support companies offered through a variety of different institutions. Such support ranges from consulting on investment incentives, support on innovation projects through to financing options such as credit, bonds, investment partnerships and labor market programs. Visitors to the

information exchange, which is jointly organized by BIG Bremen, Bremen Development Bank (BAB), Bremer Arbeit GmbH and RKW Bremen GmbH, will gain an overview of programs that might be of interest to them.

Registration requested until 18 Febr. 2009 at event@big-bremen.de.

Further information:

Stefan Ach, BIG Bremen,
E-Mail: stefan.ach@big-bremen.de



BUSC Has Moved

Recently the activities of the Bremen United States Center network, which formerly was located at WTC Bremen, have been taken over by the Bremen Regional Center of InWEnt Internationale Weiterbildung und Entwicklung gGmbH. InWEnt, headquartered in Bonn, is a non-profit organization with worldwide operations dedicated to human resource development, advanced training and dialogue. In addition to 14 regional centers in the German Federal States, InWEnt maintains 12 foreign operations (e.g. in New Delhi, Beijing, Moskow, Pretoria und São Paulo), affiliated with other organizations of German development cooperation.

The Bremen Regional Center is located at Bürgermeister-Smidt-Str. 82, 28195 Bremen.

Contact: Ms Katrin Gerhard,
Phone: +49.421.16297-80,
E-mail: katrin.gerhard@inwent.org

Further information:
www.inwent.org
www.busc-bremen.de

Art Exhibition Harald Nöding

During the month of February 2009 WTC Bremen is exhibiting work by artist Harald Nöding, including circular collages and wall reliefs. At the age of 20, Nöding, who is originally from Karlsruhe, began to work with oil paint alongside his principal occupation in the computer industry, building on his previous graphic artwork. Between 1991 and 1995, he completed an educational program in art pedagogy and art therapy at the Ottersberg Applied Technical University. He developed his round wall reliefs in 2004, which are composed of papier mache, following an impulse to work with the circular form sculpturally. Nöding calls the circular collages (mixed technique on fibreglass board, c. 50 cm diameter) 'color menus' which are the progression of the form developed in the round wall reliefs.



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

Contact:
Harald Nöding, www.kunstgrad.de
E-Mail: info@kunstgrad.de

Art * Craft * Work & Design arte factum Sales Exhibition

On Sunday, 1 March 2009, from 10 am to 6 pm, the popular craft show will again take place in the lobby of the World Trade Center Bremen.

The entrance fee is € 2.50 per person.

Contact: Dietlinde Zacher,
E-mail: zacher.arte@gmx.de

Bremen Economic Development Under One Roof

On 16 December 2008 the Senate of the Free Hanseatic City of Bremen decided to merge the three organizations Bremer Investitions-Gesellschaft mbH (BIG Bremen), Hanseatische Veranstaltungs-GmbH (HVG) and Bremen Marketing GmbH. The new company operates under the name **WFB Wirtschaftsförderung Bremen GmbH** (Bremen Economic Development) and comprises four business areas:

- Economic development (service to businesses incl. operation of WTC Bremen, promotion of innovation, estate development & engineering, real estate)
- Location marketing
- Trade fairs & events
- Commercial services

Within the division Economic Development, the transfer of responsibilities to the Bremen Development Bank (BAB) represents the greatest change. In the future, tasks relating to start-ups and investment incentives will be assumed by BAB. These areas will be integrated into BAB, both in terms of staff and internal organization.



Promotion of Economic Development to the Federal Republic of Germany

At the same time, institutions charged with the promotion of economic development to Germany as a whole have also been reorganized. The new cooperation Germany Trade & Invest GmbH was created on 1 January 2009 by merging the former Federal Office for Foreign Business (bfai) and the Invest in German GmbH. Germany Trade and Invest's mission is to promote Germany as a location for industrial and technological investments and to identify investors for the German market. The organization advises and supports foreign companies seeking to expand into the German market and assists German companies looking to enter foreign markets.

Further information:
www.gtai.com

Bremen Logistics Day 2009

The 4th annual Bremen Logistics Day, with the motto 'Germany - Gateway to the World' and organized by the Kieserling Stiftung at the Conference Center Bremerhaven (Atlantic Hotel Sail City), is being held **12 - 13 March 2009** for the first time in Bremerhaven. With the largest automobile terminal in Europe (2.03 million units transhipped in 2008), the world's longest container terminal (4,920 m) and diverse scientific and cultural organizations, the maritime city makes the perfect backdrop for around 450 leaders drawn from science, business and politics who are expected to attend. The Bremen Logistics Day has been held annually since 2006 and has since grown into an internationally significant event. This is demonstrated by both the choice of China as a partner country and the considerable number of national and international logistics experts in attendance.

Further information and registration:
www.bremer-logistiktag.de

Steep Price Decline in Sea Freight Rates in the 4th Quarter of 2008

The cyclical downturn in the global economy and the decline in oil prices led to a steep price decline regarding the sea freight rates in Germany. As reported by the Federal Statistical Office (Destatis), the index of sea freight rates of liner trades was down 16.9% in the 4th quarter of 2008 on the corresponding period of a year earlier. Falling prices can be attributed to both the critical state of the economy, which stifles demand for international marine transport, and the lowered price of oil which leads to reduced fuel surcharges. In the 4th quarter of 2008 the USD/Euro exchange rate was 10.1% higher than during the same period last year. Since around 75% of freight rates are issued in US dollars, the decline in prices has been compensated. Without the effect of the exchange rate, freight rates would have fallen even lower in the 4th quarter, namely by 23.3%.

Further information:
www.destatis.de



RegIS-Online Database successful for more than ten Years

Economic development and location marketing are the central objectives of the Internet database **RegIS-Online**. Since 1997 RegIS has successfully been serving as the main economic information system for northwestern Germany. RegIS Online offers information at no charge regarding regional and location details of all local authority districts, expertise profiles of 7,000 businesses, trade and industrial real estate areas, as well as economic promotion service proposals. Some 1,000 Bremen based businesses are represented at this regional economic portal. Since 2007, also an English version is available.

Further information and free registration:

www.regis-online.de

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Your Contacts at WTC Center Management:

Events Service:

Tanja Heinemann
Phone: +49.421.17466-23
tanja.heinemann@wtc-bremen.de

Tenant Services:

Kathrin Kampe
Phone: +49.421.17466-13
kathrin.kampe@wtc-bremen.de

Elisabeth Breidbach
Phone: +49.421.17466-16
elisabeth.breidbach@wtc-bremen.de

House Engineer:

Michael Albers
Phone: +49.421.17466-19
technik@wtc-bremen.de

Reception:

Ines Schultze
Kateryna Mann
Kristin Borgmann
Phone: +49.421.17466-0
counter@wtc-bremen.de