



## World Trade Centers Association

# NEWSLETTER 02/06 (August 2006)



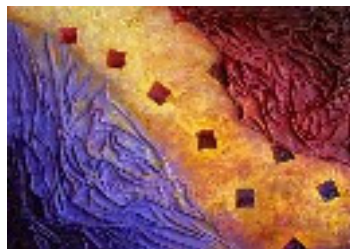
### **BIG Group re-structured**

The BIG companies WfG Bremen Economic Development, BIA Bremen Innovation Agency and Überseestadt GmbH have been merged into the Bremer Investitions-Gesellschaft mbH ([www.big-bremen.de](http://www.big-bremen.de)) with effect from 1<sup>st</sup> July 2006. All BIG activities will now be communicated under the new 'BIG Bremen - Economic Development' banner. By bundling all competencies under the umbrella of 'BIG Bremen', which also operates the World Trade Center Bremen, all services relating to business promotion and state development are now available from one source. The new tagline 'Economic Development' thus also represents a promise that we will continue to do everything in our power to offer your company the ideal framework conditions for a successful future in Bremen.

### **Art Exhibition in WTC Bremen**

From 4<sup>th</sup> to 29<sup>th</sup> September 2006, the painter Ewa Martens - originally from Warsaw - will be exhibiting her work in the World Trade Center Bremen.

Using a variety of approaches and artistic techniques (aquarelle, acrylic, collage), Ewa Martens attempts to render the intangible visible, while also rendering moods and visions tangible. At the same time, she hopes to generate space for viewers to create their own interpretations and identifications. Her painting is based on experimentation with colours and materials, and on an ongoing search for new forms of expression. An intense colour experience combined with a sense of 'falling' into the alternately gentle and explosively vibrant compositions allows us to forget time and space for a brief moment.



Ewa Martens: hautnah

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

Contact: Ewa Martens, Phone: (04407) 8870, E-Mail: [ewamartens@t-online.de](mailto:ewamartens@t-online.de)

### **10<sup>th</sup> Bremen Inoculation Day**

On 6<sup>th</sup> September 2006, the German Association of Paediatricians (Berufsverband der Kinder- und Jugendärzte) together with the Bremen Medical Association and the Bremen Port Health Authority, will be organising the 10<sup>th</sup> Bremen Inoculation Day in the WTC Bremen. Focusing on the example of the measles epidemic in North Rhine-Westphalia, the background to the epidemic and related failures will be examined, and resulting health policy measures proposed. In the near future, two new inoculations - including the HPV inoculation for adolescents to prevent subsequent development of cervical cancer - will be introduced. These and other issues will be presented to a professional audience in the context of this information and lecture event. Participation is free of charge.

Further information under:  
[www.rg-web.de](http://www.rg-web.de).

### **Competition for E-Logistics Projects**

The business developers of BIG Bremen have launched an enterprise competition focusing on "e-Logistics". The aim of this initiative is to provide subsidies to support innovative project ideas in the logistics sector. In this regard, the term "e-Logistics" refers to the use of information and communication technology to plan, control and optimise the flow of goods, information and capital along the entire transport and value-added chain. The aim of this competition is to develop and trial e-Logistics solutions in the production and transport logistics sectors.

Both SMEs and research institutes based in Bremen are invited to enter, as are companies from outside Bremen which are combining development projects with a start-up in Bremen or Bremerhaven. The deadline for receipt of entries is 8<sup>th</sup> September 2006.

Further details: BIG Bremen - Economic Development, Dieter Voß or Kai Stührenberg, Phone: (0421) 960030, [mail@big-bremen.de](mailto:mail@big-bremen.de)

### **RFID: Small Chips Packing a Punch - Telemedicine for Innovative Health Service Providers**

This future-centred topic will form the focus of an event being held in the WTC Bremen on 11<sup>th</sup> September 2006. Increased cost pressure, combined with rising quality requirements in terms of patient care, have resulted in a demand for innovative concepts relating to hospital organisation. Telemedical RFID technology (Radio Frequency Identification) enables data to be transferred between wafer-thin microchips and receiving scanners. Thanks to this technology, objects and individuals can be located and controls set up to regulate access to data and

premises. Moreover, the technology facilitates the mobile monitoring of measurement data and documentation of work steps.

In addition to information presentations by renowned lecturers with backgrounds in clinical practice, research and business, the event will also provide an opportunity for an exchange of information on new developments in this area. Some promising instances from Bremen will be described during the event.

The attendance is free.

Further details and registration:

Eva Zweidorf, BIG Bremen – Economic Development, Phone: (0421) 9600342, [eva.zweidorf@big-bremen.de](mailto:eva.zweidorf@big-bremen.de)



**WUWM Conference ‚Markets in Partnership‘**

The Grossmarkt Bremen GmbH, a fully-owned subsidiary of the Bremen municipality, will be organising the international conference of the **World Union of Wholesale Markets (WUWM)** in Bremen from 19<sup>th</sup> to 22<sup>nd</sup> September 2006. The conference will take place at WTC Bremen under the motto “Markets in Partnership”.

In addition to an extensive conference programme, the delegates - expected to number around 150 - will visit the wholesale market ‘Frischezentrum Nord-West’ within the Bremen industrial site ‘Überseestadt’ (Overseas City), a market that spans some 16.3 hectares. Delegates will also have the opportunity to visit Bremen’s weekly markets.

Further Information:

[www.grossmarkt-bremen.de](http://www.grossmarkt-bremen.de) and [www.wuwmconference.org/index.html](http://www.wuwmconference.org/index.html)

**Information Day ‘Diabetes’**

On **Saturday, 7<sup>th</sup> October 2006**, a diabetes awareness group will be organising an information day in the WTC from **9.15 am to 2.30 pm**. In addition to lectures and workshops on the topic ‘For the sake of your feet’, the event will offer general diabetes and nutrition advice, blood pressure and blood lipid measurements and Doppler tests.

The entrance is free.

Further details under [www.fussnetz-bremen-umland.de](http://www.fussnetz-bremen-umland.de)

**U.S. Day in Bremen**

On 10<sup>th</sup> October 2006, the third ‘U.S. Day’ will be held in the World Trade Center Bremen from **10 am to 6 pm**. The **Bremen United States Center**, being supported by the BUSC network partners US Consulate General Hamburg, Bremen Chamber of Commerce, BIG Bremen – Economic Development, IUB International University Bremen and Carl Schurz German-American Club of Bremen, will again not only be offering an extensive range of information but also presenting a varied cultural fringe programme.

The entrance is free.

Further Information: Ariane Bohms, BUSC Office, Phone: (0421) 1746630, [info@busc-bremen.de](mailto:info@busc-bremen.de)



**Library at the WTC**

The **Bremen United States Center** offers a range of English-language literature - from classic novels and detective fiction to science fiction works - which is available on loan free of charge. The ‘BUSC Library’ is located in **Room 3.66** (3<sup>rd</sup> floor) of WTC Bremen, and is open from Monday to Thursday from 9 a.m. to 2 p.m. Any additional book donations would be gratefully received!

**New Tenants in WTC Bremen**

- On 1<sup>st</sup> June 2006 Mr Qinchen Shao opened the German Representative Office of **Dalian Haiyantang Biology Co., Ltd.** in the WTC Bremen, Room No. 3.8. The Chinese parent company is a producer of freeze-dried fruits and nutrition supplements and aims at the development of new markets in Europe.

- The **HF Maresco Handelsgesellschaft mbH** (WTC office 2.61) commenced operations in Bremen on 1<sup>st</sup> June 2006 as well. The company imports seafood.

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

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**Your Contact Persons in WTC Bremen:**

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