



## World Trade Centers Association

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

# NEWSLETTER 03/06 (November 2006)



### 3<sup>rd</sup> U.S. Day in WTC Bremen

This year's U.S. Day, which took place on 10 October 2006 at the World Trade Center Bremen, with the motto 'USA - Rediscovering a Land', again enjoyed a stirring of interest. The top-class lecture program, which also included a discussion with the American Consul General Duane C. Butcher from Hamburg, attracted approximately 750 visitors to the WTC, among them numerous advanced level students from Bremen and surrounding municipalities. Also Mayor Thomas Röwekamp, the Bremen Senator for Interior Affairs, honored the meeting, which was again organized by the Bremen United States Center (BUSC), with his visit.



(from right to left:) Mayor Thomas Röwekamp, Consul General Duane C. Butcher and Hans E. W. Hoffmann, President BUSC

### Presentation of the Ports of Southwestern Finland

Germany is Finland's most important trading partner, and, therefore, the goods traffic between both countries is especially intensive. The ports in southwestern Finland offer excellent possibilities of developing trade to and

from Finland. On 16 November 2006, 3 pm, representatives from the ports of Turku, Naantali, Uusikaupunki, Rauma and Pori will present their ports' service palette at the WTC and explain how this can be optimally synchronized with customer demands.

The event is organized by the University of Turku in cooperation with Bremen Keyports Marketing GmbH.

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### Art Exhibition Gisela Kleemann: 85 Years - A Life for Art

From 10 to 20 November 2006, the Bremen artist Gisela Kleemann will exhibit her works at the World Trade Center.

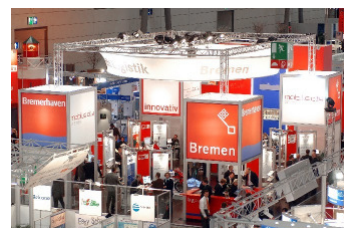
In the 1940s, Kleemann was known as an actress. After she had bid farewell to the stage in 1976, she again found painting. Each of her paintings has its own distinctive ambience. It evokes certain connotations in the observer, conjuring up quite special visual mementos. Gisela Kleemann's broad palette of artistic creation, as well as the techniques developed by her, bring her paintings and exhibits to life.



She paints, whenever possible, in the truest sense of the word, by hand, back of the hand up to the fingertips. Her biggest wish, at the age of 85, was to be able to exhibit at the World Trade Center. Now, her friends fulfill this wish.

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

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### Bremen's Presence at CeBIT 2007

From 15 to 21 March 2007 the Federal State of Bremen will again be present at the CeBIT Fair, with a collective booth under the banner 'Bremen / Bremerhaven = Innovation'.

The Bremer Investitions-Gesellschaft (BIG Bremen) is the organizer of the exhibition presence, on behalf of the Senator for Economics and Ports. A total of 18 IT companies and research organizations from the State of Bremen will have the chance to present their products, projects and services on next year's booth for a cost sharing rate of EUR 5,000 each.

Interested business organizations from Bremen and Bremerhaven have until 30 November 2006 to register at BIG for a place on the common booth.

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### **BIG Bremen Initiates a New Design Competition for Robotics Projects**

BIG Bremen's economic developers initiate a new design competition in the framework of the robotics advancement program. Interested companies can apply immediately to BIG Bremen (Bremer Investitions-Gesellschaft mbH) with their project proposals for grant funds. Small and medium-sized companies and institutes from Bremen and Bremerhaven, which would like to develop and realize robotics projects, are invited to participate.

The design competition, above all, is aimed at companies in the industries of air and space travel, maritime technologies, logistics and health economy. However, companies of other industries, such as food economy, mechanical engineering and industrial engineering can also submit their project proposals. The maximum grant amount is EUR 75,000 for a project and/or EUR 200,000 if several project partners decide on a joint cooperation plan. The 'open call' design competition runs until 31 March 2007.

#### Further information:

BIG Bremen – Economic Development  
[www.big-bremen.de](http://www.big-bremen.de).

### **German Companies in China – Corporate Social Responsibility (CSR) as a Contribution to Competitiveness**

China's WTO entry offers foreign businesses in the country the opportunity to open additional markets. At the same time, the influx of foreign investments tightens the competition, as well as the rapid rise of Chinese businesses. Strengthening one's own competitiveness becomes all the more important. Corporate responsibility of businesses can thereby play an important role. Since July 2005, the Bremen University of Applied Sciences has been researching the contribution of CSR to competitiveness in a project funded by the Federal Ministry of Education and Research.

The Bremen University / Department Applied Business Languages and International Management (AWS) in cooperation with Bayer (China) Ltd. and C. Melchers GmbH & Co. invites to a conference on this topic.

The speakers, all of whom are company representatives and scientists with many years of experience both within and regarding China, give first-hand information and recommendations in up-to-date analyses and empirical reports. The practically-oriented conference addresses itself to business representatives and institutions from

the Bremen region, which are either active in China or want to be.

The event takes place on **Monday, 4 December 2006**, 4.00 to 8.30 pm at the **Guest House of Bremen University**, Teerhof 58, 28199 Bremen.

Further information and registration:  
Tatjana Erlewein, Bremen University of Applied Sciences, Phone +49 421 5905-4847/-4123, Fax: 5905-4761, Email: [terlewein@fbw.hs-bremen.de](mailto:terlewein@fbw.hs-bremen.de)

### **Germany Information Online for the International Business Community**

The German Office for Foreign Trade (bfai) started a new service for international businesspeople. There is comprehensive information on practically all business connections with Germany on the Internet site at [www.german-business-portal.info](http://www.german-business-portal.info).

### **WTC Christmas Party**

This year's Christmas Party for the tenants of the World Trade Center Bremen is scheduled for **Thursday, 14 December 2006**, from 5.30 pm. Separate invitations will be sent out before long.

### **New Tenants in WTC Bremen**

#### **• Elegant Fashion Textile GmbH**

On 1 September 2006, the WTC Bremen could welcome Elegant Fashion Textile GmbH as a new tenant. The company belongs, via the parent company Tai Yuen Textile Co., Ltd. to the Yulon Group, one of the most important economic concerns in Taiwan.

Tai Yuen Textile Co. and Yulon Motor Company, founded in 1951 and 1953 in Hsinchui, Taiwan, as well as China Motor Corp, founded in 1969, form the core of the Yulon Group. Apart from several locations in Taiwan, Tai Yuen Textile Co. maintains production facilities and branches in the People's Republic of China, Hong Kong and New York.

**Mr Peter Hsu** is Managing Director of Elegant Fashion Textile GmbH in Bremen and is located with his business on the second floor of the WTC, Room 2.28.

#### **• ATLAS TECHNOLOGY CONSULTING TITAN**

ATLAS TITAN GmbH, under the leadership of **Mr Michael Gehrke**, has resided in the WTC Bremen as of 1 October 2006. The company is active in the area of consultation, project support and realization in the area of knowledge-oriented services. Among other things, the company engages in project engineering for industrial business partners.

The reception is in Room 3.42 (third floor) and can be reached every weekday from 8 am until 5 pm.

#### **• Proimpex (Deutschland) GmbH**

Likewise on 1 October 2006, **Mr Jingping Zhang**, Managing Director of Proimpex (Germany) GmbH i.G., moved into his office on the third floor of the WTC Bremen (Room 3.34). As owner of Rui Jia Industrial Co., Ltd., located in Shenzhen, Mr Zhang already operates branches in Hong Kong, Brussels, London and Stockholm. The newly-founded Bremen GmbH engages in import and export trade.

#### **• Shougang Germany GmbH**

The management of Shougang Germany GmbH decided to relocate the company's headquarters again to the WTC Bremen with effect from 1 November 2006. The company, which had already been WTC tenant from 1994 until the middle of 2006, belongs to the Chinese steel concern Shougang. The Bremen branch will be led in the future by **Mr Jingjiu Zhang** and is located in Room 3.3 (third floor).

The contact data of the 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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