



World Trade Centers Association

NEWSLETTER 03/07

(November 2007)

eLearning meets company

On 10 October 2007, Senator Inge Rosenkötter, the Bremen Senator for Work, Women, Health, Youth and Social Matters, invited into the World Trade Center to an expert conference with accompanying project presentations over eLearning in operational practice. Top-class experts exchanged views on the several instruments for the integration of advanced-training and further education measures into the working process and on bases, application and perspectives.



Photo: Reitzenstein-Medien

USA Workshop in WTC Bremen

On 18 October 2007, BIG Bremen, the Bremen Chamber of Commerce and the Bremen United States Center organized an interactive workshop to the topic 'Opening of a Business in the USA - Learning from the Errors of Others'. Dr Marvin L. Baker who as owner of the Texan consulting company 'High Technology Associates' has accompanied the openings of European companies into the US market for more than 20 years, succeeded in sensitizing an interested audience for substantial problem definitions.

4th U.S. Day in WTC Bremen

In presence of the new American Consul General Karen E. Johnson this year's 'U.S. Day' took place on 6 November 2007. For the fourth time, the Bremen United States Center (BUSC) presented an informative and enjoyable program about the country of the unlimited possibilities. Apart from the numerous exhibition booths of

different institutions and interesting lectures on Learning, Working and Studying in the United States, the US Embassy in Berlin offered a citizen-consulting hour for individual visa questions.



As Guests in WTC Bremen (f.l.t.r.): Senator Ralf Nagel, US Consular Agent Cheryl Weise, US Consul General Karen E. Johnson, BUSC President Hans E. W. Hoffmann, BIG CEO Ulrich Keller

Painting and Print Graphic by Katja Blum

From 9 November to 28 December 2007 the work of the artist Katja Blum is to be seen in the entrance hall of the World Trade Center. These predominantly graphic works remind of city and architectural plans, sketches, maps or aerial photos. They partly work like fragments and cut-outs of an imaginary city landscape. The artist and architect actually works with a cartographic view and infer from it her picture language. However, these cities or landscapes cannot be identified, because they have been so perspective distorted and abstracted by the artist that only lines, forms and surfaces stay over. Additional shimmering with positive/negative perceptions forces the viewer to orient himself time and time again.



Katja Blum
Öl auf Leinwand

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

Contact: Katja Blum, katblum@gmx.de

Hanover Fair 21 to 25 April 2008 – Be present!

In 2008 the Federal State of Bremen will be represented for the first time with its own booth at the Hanover Fair. For a participation price of € 5,000 each, altogether twelve companies and research institutions from Bremen and Bremerhaven can present their products, projects and services on the exhibition booth within the category 'Factory Automation' (Hall 16). Under the umbrella brand 'bremen_bremerhaven_innovative' the emphasis of the fair appearance deals particularly with mobile solutions/RFID, robotics, innovative materials/micro system engineering as well as maritime technologies. The booth building and organization will be orienting at the CeBIT appearance of Bremen.

Interested companies from Bremen and Bremerhaven can call for a place at the common booth until 14 December 2007 by Bremer Investitions-Gesellschaft mbH / BIG Bremen – Economic Development.

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CeBIT 2008 – Your Chance to be Co-Exhibitor!

From 4 to 9 March 2008, the Federal State of Bremen will present itself for the seventh occasion on the CeBIT Hanover with a common booth. For the participation price of 5,000 Euro each, IT-companies and research establish-

ments from Bremen and Bremerhaven can introduce themselves next year on the exhibition booth. Currently, there are still free spaces for additional associate exhibitors. BIG Bremen will be glad to receive proposals for large attention-strong exhibits.

Registration deadline: 14 Dec. 2007

Contact: Kathrin Freese, BIG Bremen (see above)

Global Productivity Study 2007: Germany beats the USA

With a productivity of 71.5 percent in the period 2005/2006 the companies in Germany are worldwide to the most efficient ones. To this result comes the 7th Global Productivity Study of the international consulting company Proudfoot Consulting, which was accomplished based on about 2,500 analyses within 266 companies in 38 countries. As the study shows, in comparison to the period 2003/2004 the world-wide work productivity rose approximately 3.9 percent points and is now on an average of 68.6 percent. In Germany the number of the 'mis-spent working days' decreased from 32.5 to 26. This is the lowest value within the examined countries. German executives look above average optimistically into the future and foresee increase in productivity for the next years.

Further Information:
wbpr Public Relations, E-Mail:
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New Tenants in WTC Bremen

During the last few months the following companies have settled down in the World Trade Center Bremen:

• Deutscher Immobilien Dienst GmbH

On 1 August 2007, Deutscher Immobilien Dienst GmbH moved into WTC Office Room 3.32 on 3rd floor. The company is engaged in real estate services.

• VS Verpackungsservice

The VS Packaging Service of Mr Sunny-James Diagbon started its business activities in WTC Bremen (Room 2.18) on 1 August 2007.

• Marketing-Club Bremen e.V.

On 1 September 2007, WTC Bremen could welcome the Marketing-Club Bremen Association as a new tenant on 3rd floor, Room 3.19/20. The Marketing-Club, managed by Ms Katrin May, is a competence center for all those concerned with marketing or market-oriented management.

• Hippy Deutschland e.V.

Likewise since 1 September 2007, the Hippy Deutschland Association, managed by Mr Peter Weber, is resident in WTC Bremen (Room 2.71). The society offers support programs for parents of preschool children, in particular for families with immigration background.

• Skybasesolar GmbH

Since 1 October 2007, Skybasesolar GmbH has resided in the WTC Bremen (1st floor, Room 1.64). The company, directed by Mr Yunjia Yang, is dealing with import/export trade of solar technology materials.

• BVÖ Institute for Transport Ecology / BMOB Office Markus Otten Bremen / GeoMatrix Bremen

On 1 November 2007 Messrs. Klaus Schäfer-Breede / BVÖ Institute for Transport Ecology, Markus Otten/BMOB, and Ulrich Schewe / GeoMatrix Bremen, opened a 'City-Office / Meetings' in the WTC Bremen on 3rd floor, Room 3.59/60. Detailed information on the respective fields of activities are to be found on their websites (see company directory on www.wtc-bremen.de)

• GVS Consult GmbH

As Managing Director of the old-established company GVS Consult Wirtschaftsberatung und Verlag GmbH, headquartered in Lemwerder near Bremen, Mr Gavin Graf von Schweinitz opened an office in WTC Bremen (Room 2.49) on 1 November 2007.

• syskondata GmbH

syskondata GmbH, under the leadership of Mr Detlef Behrens, established its Bremen branch in the WTC with effect from 1 November 2007. The

company is active in the area of simultaneous engineering with advisory skills for CAE- und PDM solutions.

Moreover,

• Kanger Bamboo & Wood GmbH and

• Exsis GmbH under foundation

decided in favor of a preliminary WTC domicile service.

The contact data of the WTC companies are available in the company directory on www.wtc-bremen.de.

WTC Christmas Party

This year's Christmas Party for the tenants of the World Trade Center Bremen is scheduled for **Thursday, 13 December 2007**, from 5.30 pm. Separate invitations will be sent out before long.

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Your Contact Persons in WTC Bremen:

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