



World Trade Centers Association

NEWSLETTER 03/08 (October 2008)

Inlingua Anniversary Celebration in Bremen

Inlingua Germany has had a 40 years history of successes. Over this period of remarkable worldwide growth, it has emerged as the largest network for basic and advanced foreign language training. Inlingua Germany will be celebrating its fortieth anniversary over the coming weeks in Bremen and other cities. Eileen M. Westermann and Uwe Westermann, the Managing Directors at inlingua Bremen hosted a get-together for nearly 100 clients and friends of the company in the foyer of the World Trade Center Bremen on 4 September 2008. The inlingua training center in Bremen has been operating for more than 30 years and specializes in the fields of corporate training and company-specific training concepts.

Contact: info@inlingua-bremen.de



Eileen and Uwe Westermann had invited Dr. René Schwarz (right), the son of co-founder of the International Inlingua Language Schools, for a lecture at WTC Bremen.

7th EU Framework Program: Potential for Development of Information and Communication Technologies

The Bremen University and the economic developers of BIG Bremen presented detailed information about development potential of small and medium enterprises in the information and communication technology sector (ICT) in an informative event at WTC Bremen on 13 October 2008. Information were given on various important aspects like layout, budget and investment regulations of the 7th Framework

Program. The key-points of the 4th ICT call for bids were also elaborated. In addition, the National ICT Congress provided one-on-one consultations for visitors.

Further information:

Dieter Voß, BIG Bremen,

E-mail: dieter.voss@big-bremen.de

Enterprise Europe Network Bremen begins Operations

The European Commission has encouraged development programs, cooperation and exchange of information through Enterprise Europe Network (EEN). EEN encompasses more than 500 organizations across 40 European countries. Bremen has now been included in EEN: The economic development organizations BIG Bremen and BIS Bremerhaven and 'Die Denkfabrik' have put Bremen on the EEN map. The network helps companies from this region in procuring European subsidies, in looking for international distributors or suppliers and answers queries related to European regulations. In addition, EEN encourages the transfer of innovative technologies and collective developmental efforts.

Further Information:

www.een-bremen.de

„Website Award 2009“: Who has the Best Website in Northern Germany?

Small and medium enterprises from trade and industry, small-scale industries and service industry can enter a competition for the best website in Northern Germany until 31 October 2008. Entries will be evaluated on the basis of extent of effective communication with target group, presentation of information made available and technical feasibility of internet presence. The winner automatically qualifies for a national competition with a prize of 6,000 EUR. The prize will be offered as a reward by Netzwerk Elektronischer Geschäftsverkehr (NEG), a development initiative by the Federal Ministry for Economics and Technology, and

supported by BIG as the regional competence center e.biz.

Registration & further information:

www.norddeutschland.website-award.net

or at Robert Blatter, e.biz,

E-mail: robert.blatter@big-bremen.de

Workshops BIG Bremen

Guanxi – Networking in Chinese

An effective networking and communication strategy has to be developed and maintained in order to have a sustained profitable business in the Chinese market. Networking prospects and contacting strategies with respect to China have to be researched further as very little information is available on the issue. The economic developers of BIG Bremen are hosting a workshop on this topic on 30 October 2008, 2 pm to 6 pm, that will provide information on basics of maintaining Chinese contacts. The workshop will illustrate through practical examples how to develop a sustained network using simple means.

German Business Culture

On 13 November 2008, 2 pm to 6 pm, BIG Bremen organizes another workshop on the above subject. Despite globalization intercultural differences still exist and need to be considered in the approach of customers and business partners. There are many “do’s and don’ts” which can be decisive for the successful market access and business relationship. Against this background, BIG Bremen offers a presentation in English language providing information on intercultural differences and strategies to respond.

The attendance fee amounts to EUR 60.- plus 19 % VAT per person / per event. Due to limited number of participants an early registration would be appreciated.

Registration & further information:

Karin Noetzel, BIG Bremen,

Phone: +49.421.9600-122

E-mail: karin.noetzel@big-bremen.de

Art Exhibition Christa Bröker

Works by the artist Christa Bröker will be displayed in the WTC foyer from **10 November to 30 December 2008**. Christa Bröker was initiated into the world of art around 45 years ago by attending an intensive art class in England. Since then, many facilities for art training have come up in Germany and around the world. She works with watercolors, acrylic and mixed media. While designing her sculptures in soapstone, alabaster and sandstone, she focuses on her emotional connection to the material, in particular the natural properties of the stone as starting point for the design process. Christa Bröker presented her work for the first time in Bremen in 1993. She has had many other exhibitions throughout Northern Germany, Denmark, USA, and regularly in Bremen.



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

Contact: lothar.broeker@t-online.de

QM Certification - Ways of getting started or Stumbling Block?

Since the introduction of the quality standard ISO 9001 more than 20 years back, around 46,000 German companies have received this quality certification that is considered to attract clients. In an informative event to be hosted by the Bremen Chamber of Commerce (Haus Schütting, Am Markt 13) on **6 November 2008** from 4 pm to 7 pm specialist consultants shall respond to various questions concerning certification. They will elaborate upon the undiscovered potentials that these certifications hold for the companies and how they may be productively employed. Interested visitors are requested to register on time.

Registration & further information:
Gerd Neubauer, Bremen Chamber of Commerce, E-mail:
neubauer@handelskammer-bremen.de

Art ♦ Craft ♦ Work & Design

Another art and craft fair in continuation of the **arte factum** series, which meanwhile is considered to be an institution among experts, will be held on Sunday, **9 November 2008** at WTC Bremen from 10 am to 6 pm. Over 90 exhibitors including about a 30 first timers from all over Germany will present their brilliant creations at a high level. As always, these unique items will be available at very affordable prices. One of the exhibitors, Sabine Wagner, is a fashion designer from Wopswede. She is a self-taught artist who changed careers to indulge in creative cuts and vivid, bright colors.



Design:
Sabine
Wagner

Entrance fee: 2.50 € per person,
children under 12 free

Further information:
Dietlinde Zacher
E-Mail: zacher.arte@gmx.de

Maritime Conference 'Trends in Container Shipping'

From 9 to 10 December 2008 the 'World Container Shipping Conference', organized by the Institute of Shipping Economics and Logistics (ISL), will take place at World Trade Center Bremen. The conference will cover demand and supply developments in the container shipping market, charter and freight rates, new building requirements as well as second-hand and newbuilding prices. A number of distinguished speakers from industry, research and other major stakeholders will highlight and discuss the most important issues of a still booming container shipping market, which has recently seen some of its most successful years in history. Last but not least participants will be given an excellent opportunity for networking.

Further information:
www.isl.org

New Tenants in WTC Bremen

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

• Matthew Odell – Advanced Technical Consultants

As an agent for temporary employment Mr Matthew Odell is resident in WTC Bremen (3rd floor, Room 3.3) since 1 September 2008.

• Postbank

The Postbank Firmenkunden AG, Bremen Branch, is presently opening an office for corporate clients on 3rd floor of WTC Bremen.

• RW EnergieManagement GmbH

With effect from 1 October 2008 the consultancy RW EnergieManagement GmbH is based in WTC Bremen (Room 3.4/5). The company offers advisory and management expertise in energy matters.

• IT Concept Bremen GbR

The IT specialists Thomas Bartels, Bernd Lütkemöller and Georg Elfert will open their corporate office in WTC Bremen (Room 1.83/84) on 1 Nov. 2008.

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

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Your Contact Persons in WTC Bremen:

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