



From state planned economy to
European Entrepreneurial Region

-
De economía de planificación
centralizada a
Región Europea Emprendedora



Murcia 17 April 2012



Brandenburg in Europe

Brandenburg facts:

Established in 1990

Area: 30,000 km²

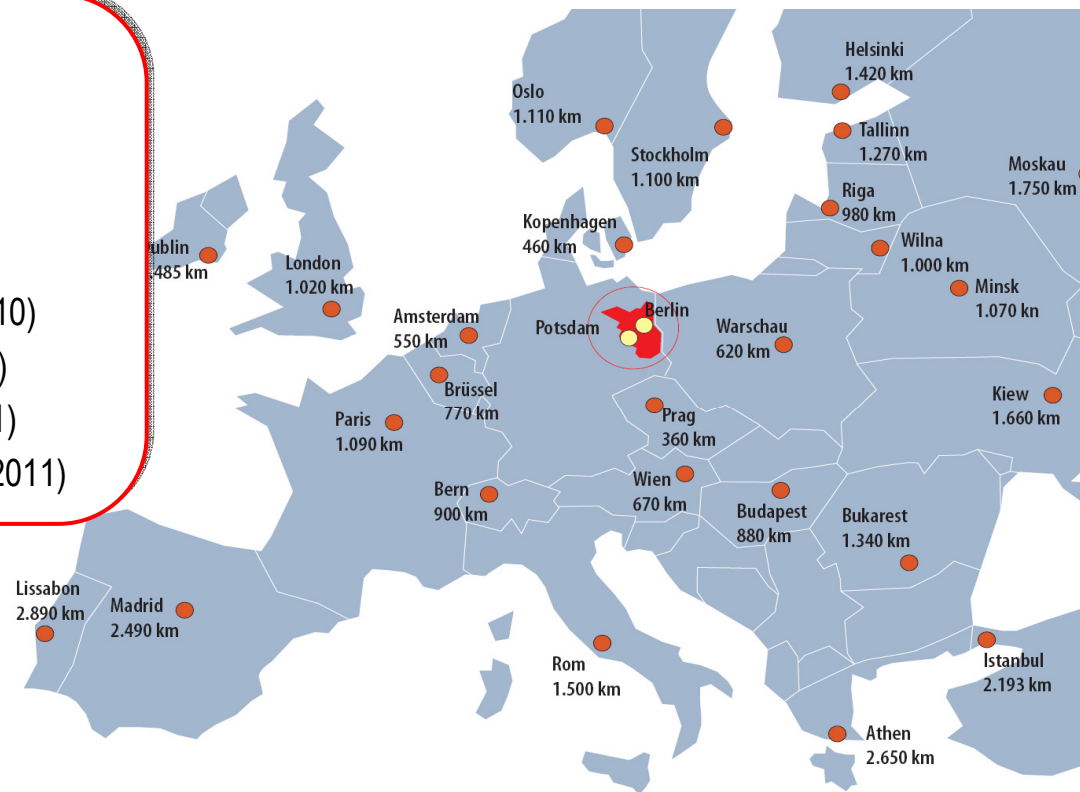
Total Population: 2.5m (2010)

Population Density: 85/km² (2010)

GDP per capita: €22,500 (2011)

Unemployment rate: 11% (2011)

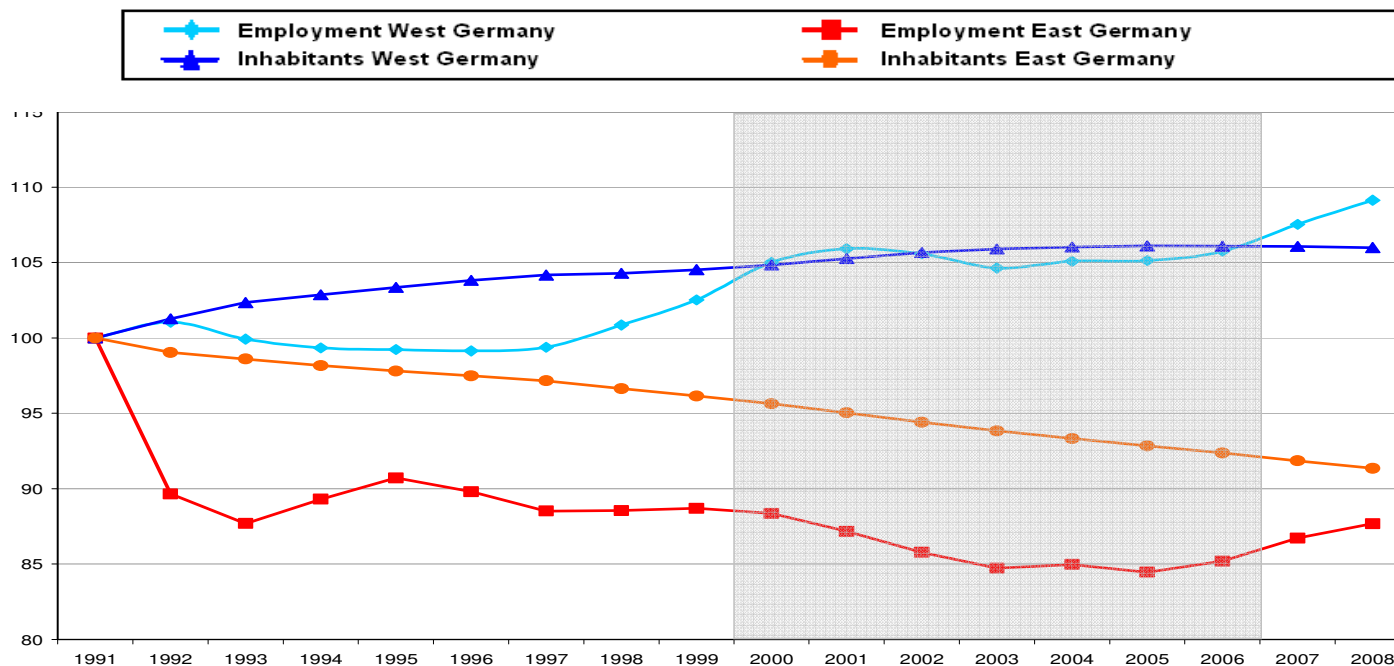
Self-employment rate: 12.3% (2011)



From where we started...



Massive transformation shock



Unemployment in
Brandenburg:

-1989: „Full employment“

-1991: 10%

-1996: 16%

-2000: 17%

-2005: 18%

-2011: 11%

Employment and inhabitants in East and West Germany 1991-2008 (1991=100)

Structural changes in the 1990s

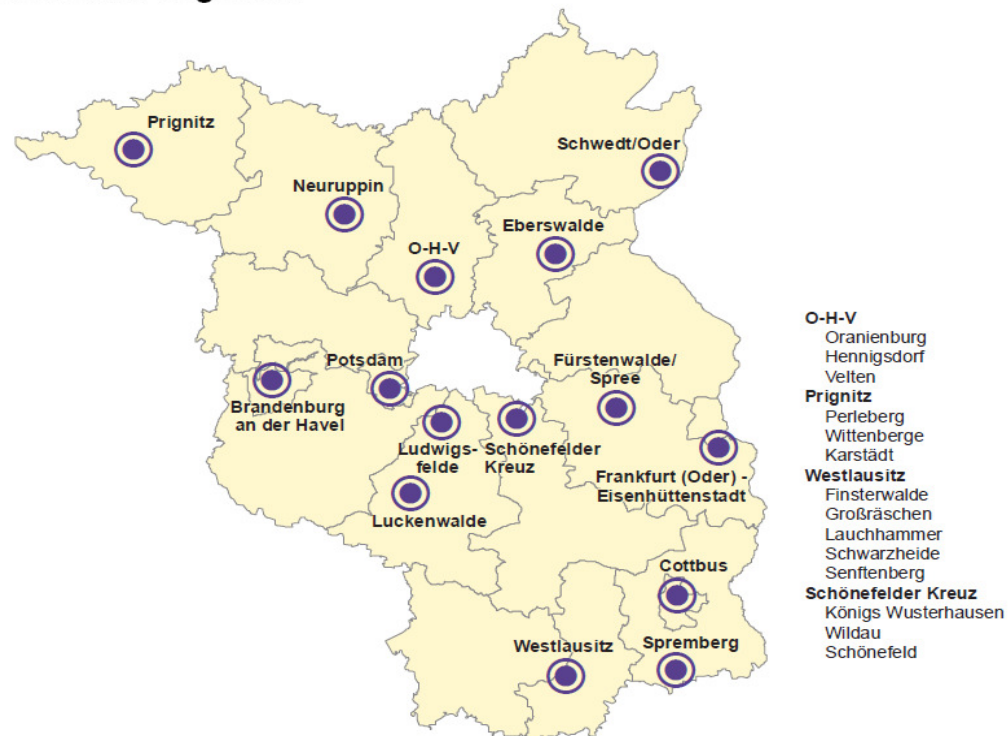
- Reduction in the number of municipalities (1990: 1423 – 2011: 419)
- Infrastructure investments (roads, railways, telecommunication, new industrial sites, rehabilitation of military and industrial sites)
- Strengthening of self-employment, start-ups
- Corporate set-ups
- Reorganization of (state supported) research facilities

Benefit: European Perspective

- Regulatory Environment: Single Market
- Structural Funds: 3 bln EUR / 7 years
- Interregional and transborder cooperation
- EER-Network

Focus on Strengths

Regional centers of growth



LBV, Raumbewachung | 2010

„Strengthen our strengths“

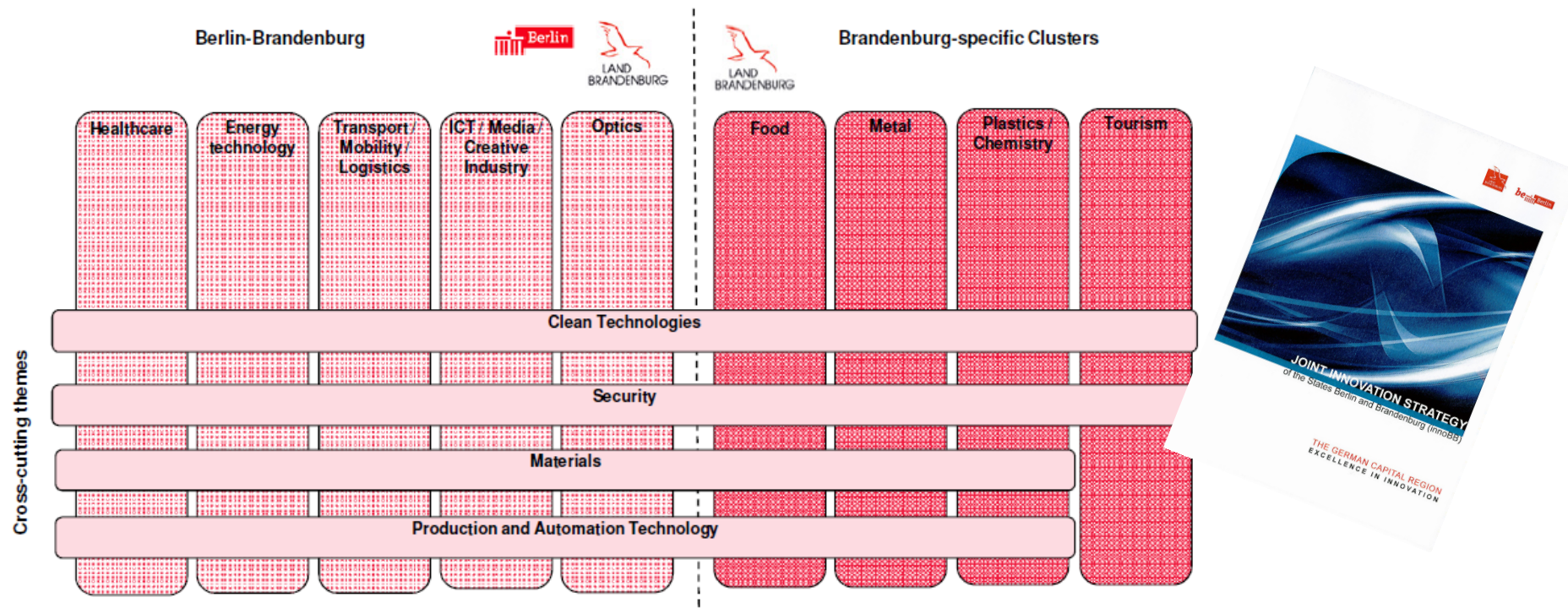
- Identify and mobilize endogenous potentials
- Focus on strategy and strategic projects
- Initiate communication and cooperation

Brandenburg EER Strategy: Focus on SMEs



- Focus on creativity and innovation
- Ecologic modernization of the regional economy
- Innovative financing for SME's including new revolving instruments
- Support for start-ups, spin-offs and entrepreneurship
- Secure quality and quantity of the workforce
- Focus on internationalisation

innoBB: Joint Berlin-Brandenburg Innovation Strategy



Ecological Modernization

- Ensure economic development and the creation of new and sustainable jobs
- Further develop our position as one of the leading regions for research, production, and application of sustainable energy technologies
- Brandenburg being labelled “Leitstern 2010” /“Leading Star 2010”

(Best German Federal State for Renewable Energies
in Germany)



Support for start-ups, spin-offs and entrepreneurship

- Encourage and support all relevant forms of entrepreneurial activity and responsibility
- Use the EER award as means to further foster an integrated system to support entrepreneurship and start-ups
- Foster technology transfer between research institutes and SMEs
- Continuous dialogue between regional ministries, chambers of commerce, Economic development board (ZAB), Enterprise Europe Network (EEN)



The GO:IN is a science-oriented innovation and business incubator at Potsdam-Golm.

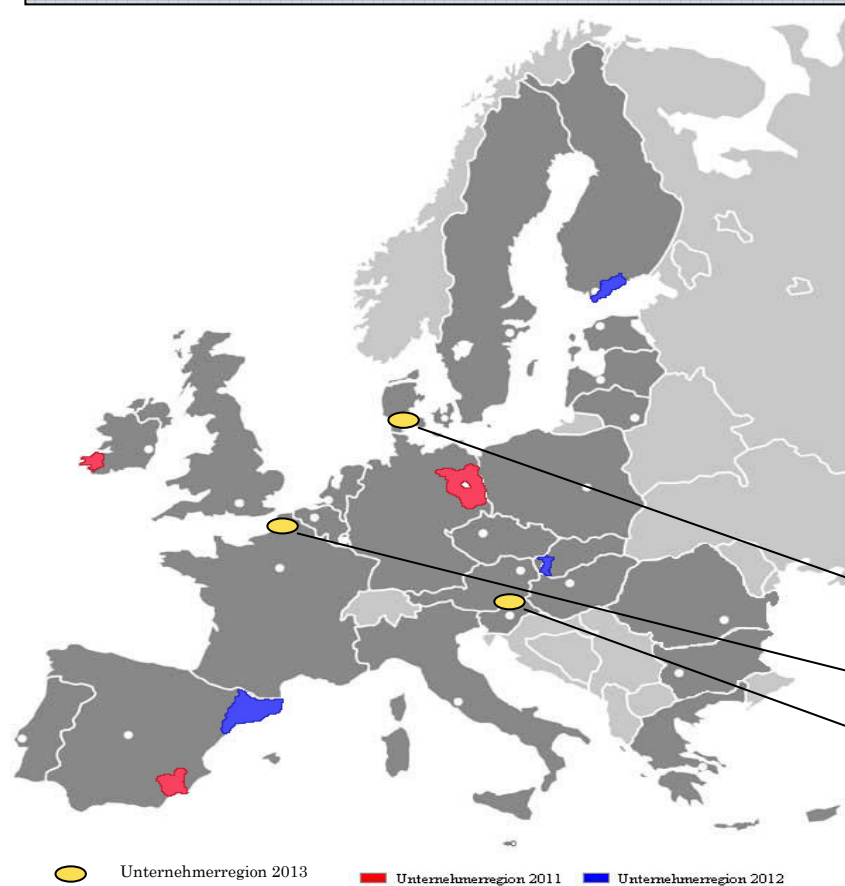
Innovative financing for SMEs

- Brandenburg-Credit Mezzanine for strengthening SME's capital base
- Early Stage Fund for strengthening the capital base for start-ups
- Brandenburg-Micro Credit for start-ups
- Extending loans to SMEs after bankruptcy „Second Chance Policy“

Focus on Internationalisation

- Opening export markets for SMEs with political support
- Good Practice Exchange Events / International benchmarking and networking
- Supporting cluster managements in their internationalisation efforts
- EEN-Enterprise Europe Network

European Entrepreneurial Regions Network



2011

- Kerry (Ireland)
- Murcia (Spain)
- Brandenburg (Germany)

2012

- Trnava (Slovakia)
- Catalonia (Spain)
- Helsinki-Uusimaa (Finland)

2013

- Southern Denmark
- Nord-Pas-de-Calais (France)
- Styria (Austria)

Benefits for a growing permanent EER-Network for CoR and EER-Regions

Platform for:

- A growing pool for different types of cooperations e.g.
 - business to business
 - technology transfer
 - administration
 - schools
- Creating a corporate ID (CoR and EER)
- Sound board for CoR policy initiatives

Thank you for your attention!

¡Gracias por su atención!