



## Service Industries

in the capital region Berlin-Brandenburg

THE GERMAN CAPITAL REGION  
more value for your investment

## Innovative services in the capital region

For the service industries, Berlin-Brandenburg is an excellent location. With 2.3 million employed people, this sector benefits from the dynamic structural change and high investment energy of the capital region like no other. It is by far the largest employment sector in Berlin-Brandenburg. The scope of services ranges from business, training and personnel services to finance and tourism services to commerce. More and more future-oriented companies are coming to the quickly growing capital region to offer company-oriented services or open their own service centers.

### » High number of professionals

Berlin-Brandenburg attracts talent. And educates and trains talent as well. Close to 6 million people from 186 countries live in the capital region. They contribute to the region's international flair and cultural variety. 94 percent of all working Berlin residents have foreign language skills and over 60 percent even speak several languages. This is supplemented by an above-average level of specialized qualification, especially among the many young people in the region. In more than 50 public and private institutions of higher education in Berlin and Brandenburg, over 215,000 students are enrolled. And as a European start-up mecca, Berlin is a hot spot for digital business, with a large potential pool of specialists skilled in IT and telecommunication.

### » Central and easily available

Short distances and excellent connections: all markets within Europe can be reached quickly via the dense highway rail network as well as the international air traffic of the capital region. As a European transportation hub, Berlin-Brandenburg also has a unique public transportation network: regional trains, subway, commuter trains, busses and trams run across the whole region and provide a reliable service around the clock.

### » Attractive place to live and work

Berlin-Brandenburg is one of the most popular regions in Europe – an ideal place to live and work. This is a result of an affordable cost of living (in international comparison) and a family-friendly environment. The wide range of cultural activities is also unique – it includes many historical and architectural sights, over 800 museums and galleries and over 200 stages. Every year, many major sports and cultural events attract people from all over the world to the German capital region.

### » Outstanding conditions

Berlin-Brandenburg has a large amount of flexible-use and modern office and commercial real estate. Even in central locations in Berlin, there are readily available, attractive objects, sometimes in unique environments. With over 18 million m<sup>2</sup> of space, the city has the second-largest office market in Germany. Brandenburg offers companies over 700 commercial, industrial and office locations in all situations and on average, has the lowest commercial tax rates in Germany.



# Our Service for You

The regional business development companies, Berlin Partner for Business and Technology and ZAB ZukunftsAgentur Brandenburg provide you with comprehensive support.

- » **Industry information:** With our publications and web portals, we give you an overview of companies and institutions in the growth sectors of the capital region.
- » **Real estate service:** We will find the suitable real estate for your specific needs.
- » **Personnel recruiting:** We assist you in your search for skilled specialists and managers.
- » **Funding:** We inform you about public funding programs and illustrate funding mechanisms.
- » **Networking:** In our networks, we provide platforms for sector-specific and cross-sector exchange.
- » **Authorities service:** We accompany you through all formalities and permit issues.
- » **EU service:** We support your European partnerships as part of the Enterprise Europe Network.
- » **Internationalization:** We organize informational and group stands at international trade shows.
- » **Technology transfer:** We bring partners from business and science together in order to improve products and processes with fresh know-how.

[www.businesslocationcenter.de](http://www.businesslocationcenter.de)

[www.brandenburg-business-guide.de](http://www.brandenburg-business-guide.de)

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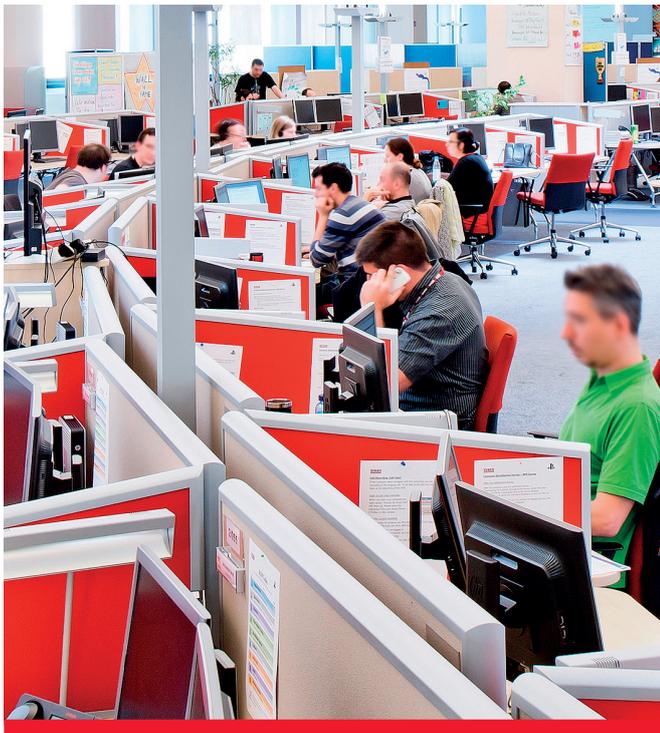
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# Service Industries in Berlin-Brandenburg

## Customer service and communication, call centers



### Expertise at the heart of Europe

With over 240 call centers and 25,000 employees, the Berlin-Brandenburg capital region is one of Europe's leading call center locations. The region's central location is the primary source of its major potential for development – it is at the heart of Europe and a short distance away from Western Europe and the countries of Central and Eastern Europe as well. With a population of almost 6 million, the region's labor force potential is one of the strongest in Germany. The prices for office and commercial space are below average in comparison to other metropolitan regions.

### Excellent general conditions

The capital region offers the key benefit of ideal general conditions – including qualified skilled specialists, affordable and readily available office space and an outstanding infrastructure. According to Forsa, 92 percent of the company-oriented service providers in Berlin-Brandenburg would decide in favor of this location again if they had to.

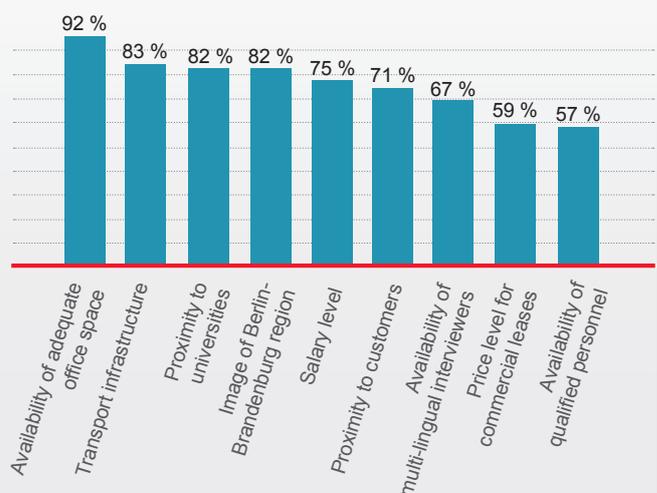
### Large pool of skilled specialists

The large number of qualified skilled specialists in the capital region is another one of its strengths. For customer service, companies find human resources with technical and commercial knowledge plus highly developed know-how in the telecommunication, IT, e-commerce and tourism sectors, as well as the financial services area. The diversity of languages is unique: people from 186 countries live in Berlin-Brandenburg today. Almost all working Berlin residents (94 percent) speak at least one foreign language and over 60 percent are fluent in several.

### Top training and continuing education

The chambers of industry and commerce in the capital region offer the vocational training and service specialists for „dialog marketing“ and „management assistant for dialog marketing.“ A number of additional academies, training centers and private businesses qualify employees for customer service.

Call center survey Berlin-Brandenburg:  
key location arguments



Source: Call center survey Berlin-Brandenburg 2010 (Forsa)

# Berlin-Brandenburg

## The ideal location for your company



While searching for a new location for the 12th booking.com customer service center, we chose Berlin over London and Amsterdam for the second time because of the language diversity, the city's international flair and the excellent transport connections. This time, we have a 1A location on Potsdamer Platz. In both customer service centers, we have employees from 54 countries. They all have one thing in common: our company language is English."



**Claudia Andersen**  
**booking.com**  
Customer Service  
Manager

### Leading trade shows, conventions and conferences

CCW: Europe's largest international convention for call center management and customer care takes place every year in Berlin, in the Estrel Convention Center.  
[www.ccw.eu](http://www.ccw.eu)

CC Vision and CCV Member's Conference: The most important professional association of the call center sector's platform for exchange; confers the Quality Award on companies with special achievements.

[www.callcenter-verband.de](http://www.callcenter-verband.de)

### Call Center Verband Deutschland e.V.

The federal association for the call center sector is headquartered in Berlin. It represents the interests of around 350 members from the areas of trade, banking and insurance, as well as the industrial and service sectors.

[info@callcenter-verband.de](mailto:info@callcenter-verband.de)  
[www.callcenter-verband.de](http://www.callcenter-verband.de)

### Surveys

The „Survey on Foreign Language Competency 2013“ (Forsa) and „Call Center Survey Berlin-Brandenburg 2010“ (Forsa) are available from Berlin Partner for Business and Technology and ZAB ZukunftsAgentur Brandenburg.

### More information

The regional economic development companies Berlin Partner for Business and Technology and ZAB ZukunftsAgentur Brandenburg GmbH provide you with comprehensive support for your company's inward investment and expansion.

[www.businesslocationcenter.de](http://www.businesslocationcenter.de) | [www.brandenburg-business-guide.de](http://www.brandenburg-business-guide.de)

### Call centers in Berlin and Brandenburg

- Amazon: [www.amazon.de](http://www.amazon.de)
- Arvato: [www.arvato.com/de](http://www.arvato.com/de)
- Avocis: [www.avocis.com](http://www.avocis.com)
- Booking.com: [www.booking.com](http://www.booking.com)
- Berliner Volksbank: [www.berliner-volksbank.de](http://www.berliner-volksbank.de)
- Bosch Communication: [www.boschcommunicationcenter.com](http://www.boschcommunicationcenter.com)
- Competence Call Center: [www.yourccc.com](http://www.yourccc.com)
- Deutsche Bahn: [www.dbdialog.de](http://www.dbdialog.de)
- Deutsche Bank: [www.deutsche-bank.de](http://www.deutsche-bank.de)
- Deutsche Post: [www.dpscsc.de](http://www.dpscsc.de)
- Direct Line: [www.directline.de](http://www.directline.de)
- eBay: [www.ebay.de](http://www.ebay.de)
- Fujitsu: [www.fujitsu.com/de](http://www.fujitsu.com/de)
- Gothaer Schadenservice: [www.gothaer.de](http://www.gothaer.de)
- Groupon: [www.groupon.de](http://www.groupon.de)
- Immobilien Scout GmbH: [www.immobilienscout24.de](http://www.immobilienscout24.de)
- Lufthansa Global Telesales: [www.gts.de](http://www.gts.de)
- Panel Secret GmbH: [www.outfittery.de](http://www.outfittery.de) (Start-up-Preis 2012)
- Sellbytel: [www.sellbytel.de](http://www.sellbytel.de)
- Sitel: [www.sitel.com](http://www.sitel.com)
- Sky: [www.sky.de/web/cms/de/kundencenter.jsp](http://www.sky.de/web/cms/de/kundencenter.jsp)
- SNT: [www.snt-ag.de](http://www.snt-ag.de)
- Sykes: [www.sykes.com](http://www.sykes.com)
- TransGourmet Contact Center: [www.transgourmet.de](http://www.transgourmet.de)
- Walter Services: [de.walterservices.com](http://de.walterservices.com)
- Zalando: [www.zalando.de](http://www.zalando.de)

and others

- About 240 Call centers with more than **25.000** employees
- **QUALIFIED** and well-trained specialists
- International native speakers from **186** countries
- **94** percent of all working Berlin residents speak at least one foreign language
- **AFFORDABLE** office and commercial space in all locations
- High accessibility via an **OUTSTANDING** transport infrastructure and 24-hour public transit
- One of the **LARGEST** and most modern telecommunication networks in Europe
- **HIGH** quality of life in a major cultural city and attractive surroundings



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