



# **Brandenburg. Open for discoverers.**

Chances and prospects.





**Brandenburg.  
Open for discoverers.**

Chances and prospects.

# Brandenburg.

## 1. Open for Ideas and Perspectives.



“As original Potsdamer I am prepared to realise my visions and others, full of illusion-free optimism. Not only in order to fulfil my personal wishes but especially to reward the beauty of this town with beauty. Ideas for the future do not arise from pressure and control but from trust in people and their creativity.”

Star designer and cosmopolitan Wolfgang Joop, who returned to his home town Potsdam and there built up the successful international label “Wunderkind” in only two years. Amongst other areas, Wolfgang Joop also promotes the refurbishment of historical buildings.



“Discover new prospects.” With these words Brandenburg already welcomes its guests at the borders. Whether for visitors, entrepreneurs or its own citizens – the federal state of Brandenburg offers unusual prospects and creates space to design them with personal dedication.

Brandenburg relies on people who take their future in their own hands. So that everyone has their own chances, the state provides good general conditions. Equality of opportunities belongs to the quality of life in Brandenburg.

Part of this is the alignment of career and family. So children have a legal right to care in a day care centre, lower income families receive grants for holidays and family friendly communities are subsidised. The provision level of child care places is in Brandenburg amongst the best in Europe and Germany.

Brandenburg stands for life and work in an intact environment. The citizens of Brandenburg see their future chances in the intelligent and careful use of the unique natural and cultural resources of their state.

Brandenburg – there are more than 500 castles and manor houses, around 10,500 historical monuments, 23,000 archaeological sites, numerous idyllic town centres and villages, markets, tree lined avenues and churches. Especially the lesser populated farming regions of Brandenburg make an attractive contrast to the densely populated metropolis of Berlin.



# Brandenburg.

## 1. Open for Ideas and Perspectives.

The unique countryside and landscapes as well as the life style in Brandenburg does not only please the resident population but also attract tens of thousands of tourists and visitors from near and far daily. The Brandenburg tourist industry has been recording higher than average growth for years. The travel state Brandenburg can hardly be beaten in terms of its diversity. Cultural and town sightseeing tours, widespread cycle paths and skater routes, water tourism of all kinds of sports, spa towns and recreation areas, leisure swimming pools and theme parks and attractive sport and cultural locations offer that little extra for every taste.

Soft hills, open plains and fields, park-like landscapes, shady tree lined avenues, deep woods or typical lake and river districts – the countryside is considered to have significant potential and is ecologically protected and economically utilised in a variety of sensible ways. Nature and landscape protection are an important matter of concern to the people of Brandenburg, as this means keeping the high quality of life and the environment for future generations. Typical Brandenburg types of countryside with a rich array of flora and fauna are maintained in fifteen large protected areas, which together take up about a third of the state area.



National Park "Unteres Odertal"

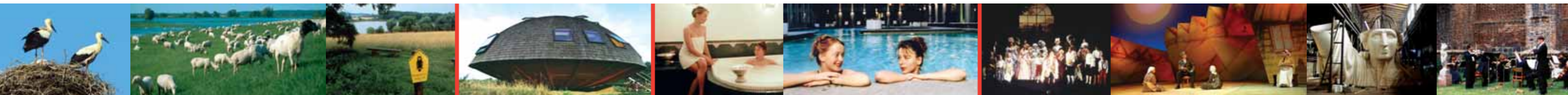
The "Unteres Odertal" National Park is the only pastural national park in Germany. It stretches for 60 kilometres along the German-Polish border. Since it originated

in 1995 the national park has developed to become a first class tourist attraction in the North East of Brandenburg.



40 residents and friends of the town of Wustrau have founded the association "Seefestival Wustrau Altfriesack e.V.", to create a rich cultural offering for the region and especially for young people. At the centre of the activities is the Summer Theatre. Marten Sand is involved as Festival Director. He has already made a name for himself as director in various theatres around Germany: "Wustrau is an idyllic place on the Ruppiner Lake, which, due to

its existing infrastructure has ideal prerequisites for presenting cultural highlights. The proof of this and an overwhelming success were provided with 5,000 spectators who came to the opening event "The Lake Battle between Wustrau and Karwe" by Theodor Fontane. Alongside the Summer Theatre in the castle gardens the Lake Festival creates a further highlight with own productions involving national and international artists on a newly built lake stage."



# Brandenburg.

## 1. Open for Ideas and Perspectives.

Life in Brandenburg, especially the countryside, is becoming richer in facets. The Lausitz region is experiencing a “face lift“ of previously unknown dimensions. In the mining region millions of cubic metres of earth have been moved for mining brown coal and restructuring. Today this area is the largest landscape development area in Europe. Here mountains are being moved in the true sense of the word, lakes being developed and new landscape forms being created. Former industrial buildings, mining plant, works residential estates and large industrial areas are being transformed into new attractions for the region. In a few years a new attractive landscape, including a lake district, will have arisen.



An unusual exhibition accompanies the restructuring of the mining region – the International Building Exhibition (IBA) Fürst-Pückler-Land. It is at the same time a programme for the future. With 24 exemplary building projects the IBA provides economic, design and ecological ideas for the necessary structural transformation. Ditmar Gurk has been Mayor of the commu-

nity of Lichterfeld-Schacksdorf since 1990 and Chairman of the association for promoting the visitor mine Besucherbergwerk F60 since it was founded: “In Lichterfeld we were able to get a relic of the Lausitz mining history. The enthusiasm from visitors justifies our efforts. The F60 has today become a tourist trademark for the community, for the state of Brandenburg and beyond.”



# Brandenburg.

## 1. Open for Ideas and Perspectives.

Around half of the area of the fifth largest federal state is used today for agricultural purposes. The farms in Brandenburg are highly productive. As less and less human resources are required for food production, the population in these communities has frequently developed new or additional sources of income in areas such as the production of renewable raw materials, agricultural services, tourism, the protection of nature and care of the countryside.

With the bundled and concentrated deployment of public funds the state promotes not only the development of the countryside but also the private involvement of companies and citizens.

Brandenburg is an El Dorado for almost all types of nature sports such as golf, riding, water trekking, cycling, rambling, flying and sailing. Youth sports, popular sports and competitive sports have produced numerous German champions, world champions and Olympic victors. At the Olympic bases in Potsdam and Cottbus / Frankfurt (Oder) top athletes are provided with ideal training opportunities and comprehensive care.

In Brandenburg new prospects are arising everywhere – spatially, professionally and in private life. That is why it is no surprise that 96 percent of all Brandenburg citizens enjoy living here and do not want to leave.

The communities in Brandenburg were repeatedly able to achieve top places in the popular nationwide contest “Our village should

be more beautiful – our village has a future”.

The most recent examples are the villages of Pinnow and Thyrow. A jury assessed, alongside the external appearance of the village, in particular the social and cultural life, the activities of clubs and associations, the realisation

of development concepts and initiatives for retaining green areas. The citizens of Pinnow have thus retained their historical buildings and given them a new purpose within village society. Furthermore more than 150 jobs could be saved by the communal takeover of an industrial and commercial region.



The community of Thyrow



The canoeist Birgit Fischer from Brandenburg/Havel is the most successful female German Olympics participant of all time with eight gold medals. She still managed to achieve victory at the age of 42 in the Olympic games in Athens. The legendary athlete says: “The roots of my success are here in my homeland.

With its tranquil waters and unique nature Brandenburg offers me the ideal calm and relaxing balance for me in the tension and concentration of daily training.”



# Brandenburg.

## 2. Open for change and cooperation.



“Seafaring and trade are the most important elements of a state, whereby the peasants can gain their nutrition and income on water as well as through their toils on land.”

Electoral Prince Friedrich Wilhelm of Brandenburg made a prosperous community from a destroyed state after the 30 year war.



Mobility and flexibility form the basis in Brandenburg for the economic and cultural development towards a European region of the present and of the future. The state therefore has created a transport and telecommunications infrastructure in the shortest possible amount of time and with high levels of investment which is one of the most modern in the world.

Well built motorways, high speed rail systems, powerful water routes and numerous airlines link Brandenburg and Berlin in all directions

with the European economic regions and with metropolitan towns around the world. The most modern telecommunication networks mean a seamless and convenient data transfer, at a level which is not even taken for granted in such industrial countries as the USA.

The traffic flows which follow the trans-european traffic axis through the state are not the last to profit from this advance in modernisation. Brandenburg is counting on its strengths and is also creating an important

German metropolitan region together with Berlin. Brandenburg and Berlin is considered to be one of the most dynamic development areas in Europe.

The role of Brandenburg as hub between East and West has grown with the entry into

the EU of its neighbour Poland and other eastern and central European countries. Brandenburg is today located – in the true sense of the word – at the centre of Europe. Its borders are open; there is a bridge on average every 23 kilometres along the 252 kilometre long border to Poland.



# Brandenburg.

## 2. Open for change and cooperation.

The people of Brandenburg understand their role as interface between East and West by continuing the fair partnerships with their neighbours in all areas of society. A new economic area is originating between Stettin and Potsdam, Breslau and Berlin. Here there are interesting career prospects, particularly for specialists from the services industry, from tourism and catering, transport and logistics, insurers and banks.

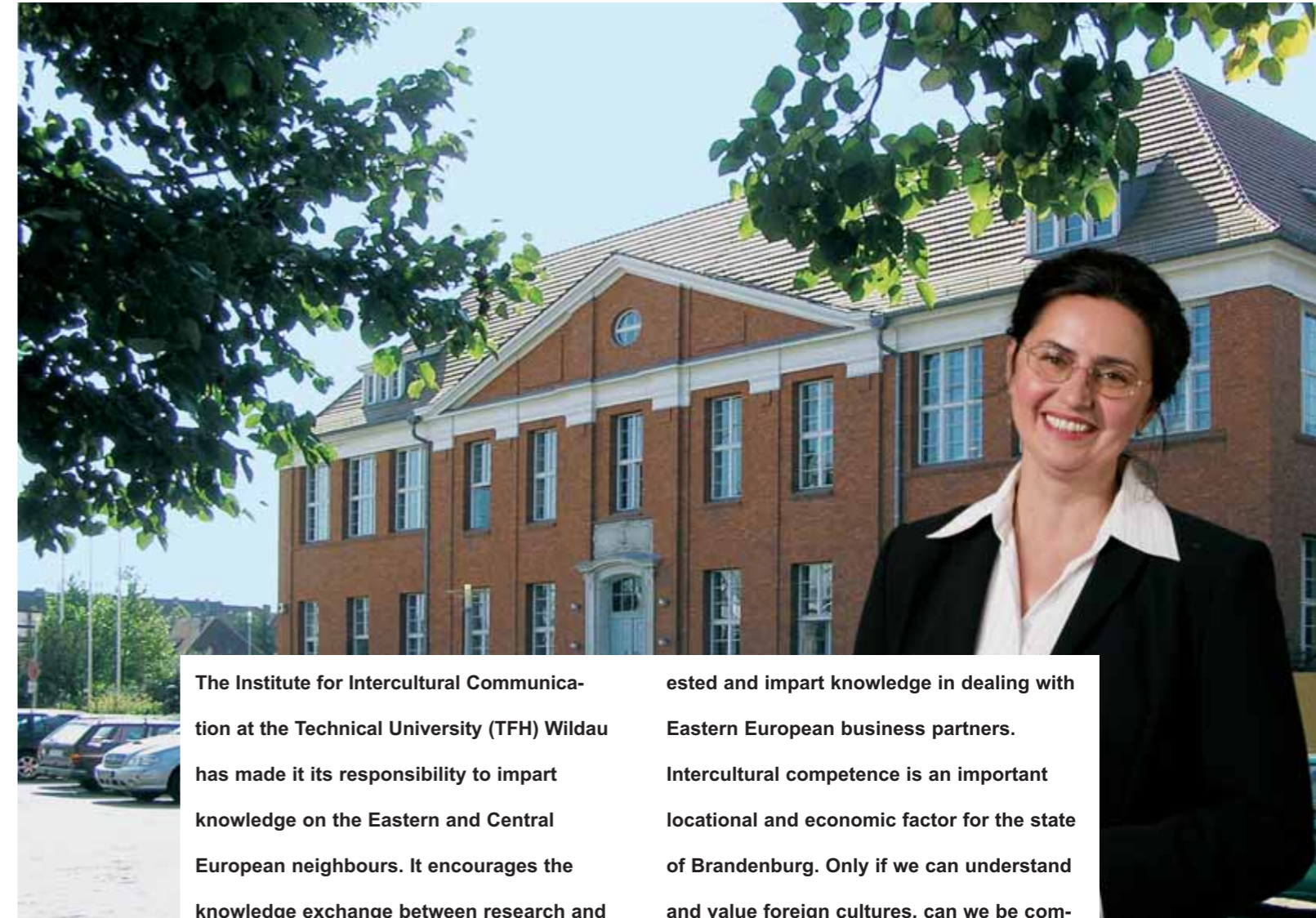
The new prospects offered by the receptive markets and attractive economic conditions in Poland and other eastern European countries have also been recognised by Brandenburg industry. Many companies have entered into cooperation agreements with companies from neighbouring countries.

The trade exchange between Brandenburg and Poland has been growing extremely rapidly – not only since their entry into the EU. Poland is a significant import partner for Brandenburg and a major buyer country for Brandenburg goods and services. Brandenburg's economic contacts to western European countries is also expanding at the highest level.

To further develop the potential of an economic cooperation requires the mutual understanding of cultures and business processes.



EU Eastern Expansion, Entry Celebrations 30.04. / 01.05.2004, Frankfurt (Oder)/Slubice



The Institute for Intercultural Communication at the Technical University (TFH) Wildau has made it its responsibility to impart knowledge on the Eastern and Central European neighbours. It encourages the knowledge exchange between research and practice and supports the expansion of relationships between Brandenburg companies and organisations with their eastern neighbours within the EU extension. Prof. Dr. Olga Rösch, manager of the institute says: "We want to provide support to those inter-

ested and impart knowledge in dealing with Eastern European business partners. Intercultural competence is an important locational and economic factor for the state of Brandenburg. Only if we can understand and value foreign cultures, can we be competitive internationally." The institute organises a series of workshops and seminars which cover cultural knowledge as well as the methodical and didactical aspects of intercultural competence.





## Brandenburg.

### 2. Open for change and cooperation.

Many citizens of Brandenburg can look at long years of personal contact with the neighbours to the East, a knowledge of languages and experience with a host of international initiatives, projects and partnerships. The developed and future “Eastern Europe competence” available in Brandenburg is obvious in all aspects of life: in the teaching of the Polish language in schools, in student exchange programmes, in joint tourism projects such as the expansion of a network of cycling paths, the renovation of historical buildings and the setting up of meeting places as well as regional programmes to support the set up of businesses or environmental protection campaigns for water and woodland.

The European University Viadrina in Frankfurt (Oder), which was founded in 1991, has taken up the cause of German-Polish cooperation in research and education. It is known as the most international university in Germany, as every third of the 5,000 students is from neighbouring Poland. The international relationships of law, economy and culture play a special role in the university courses. The graduates have an extraordinary level of intercultural competence. This means that they are in high demand as

managers for the state, industry and society. Brandenburg has a good tradition of internationality and openness. Freedom of faith and conscience had its beginnings more than 300 years ago in the former “Mark” of Brandenburg. Especially through the immigration of thousands who were persecuted for their beliefs in Europe, there were prospects introduced to Brandenburg at the time which were previously unknown. Their economic knowledge and cultural influence enriched the state.

Even today everyone is welcome in the state of Brandenburg – whether as entrepreneur, committed citizen or visitor. Because Brandenburg interprets its growing role in the Europe of the future with openness and tolerance.



View over the border bridge to the Collegium Polonicum, the joint institute of the European University Viadrina Frankfurt (Oder) and the Adam Mickiewicz University Poznan



**Prof. Dr. Gesine Schwan, president of the university, also wants to promote this international aspect for the future. “The European University of Viadrina will continue its development on this good fundament with the goal of further improving the conditions for education and research. It will continue to open up new prospects in the future which extend beyond the traditional borders. And: Human potential is a great treasure which we particularly want to cultivate.”**



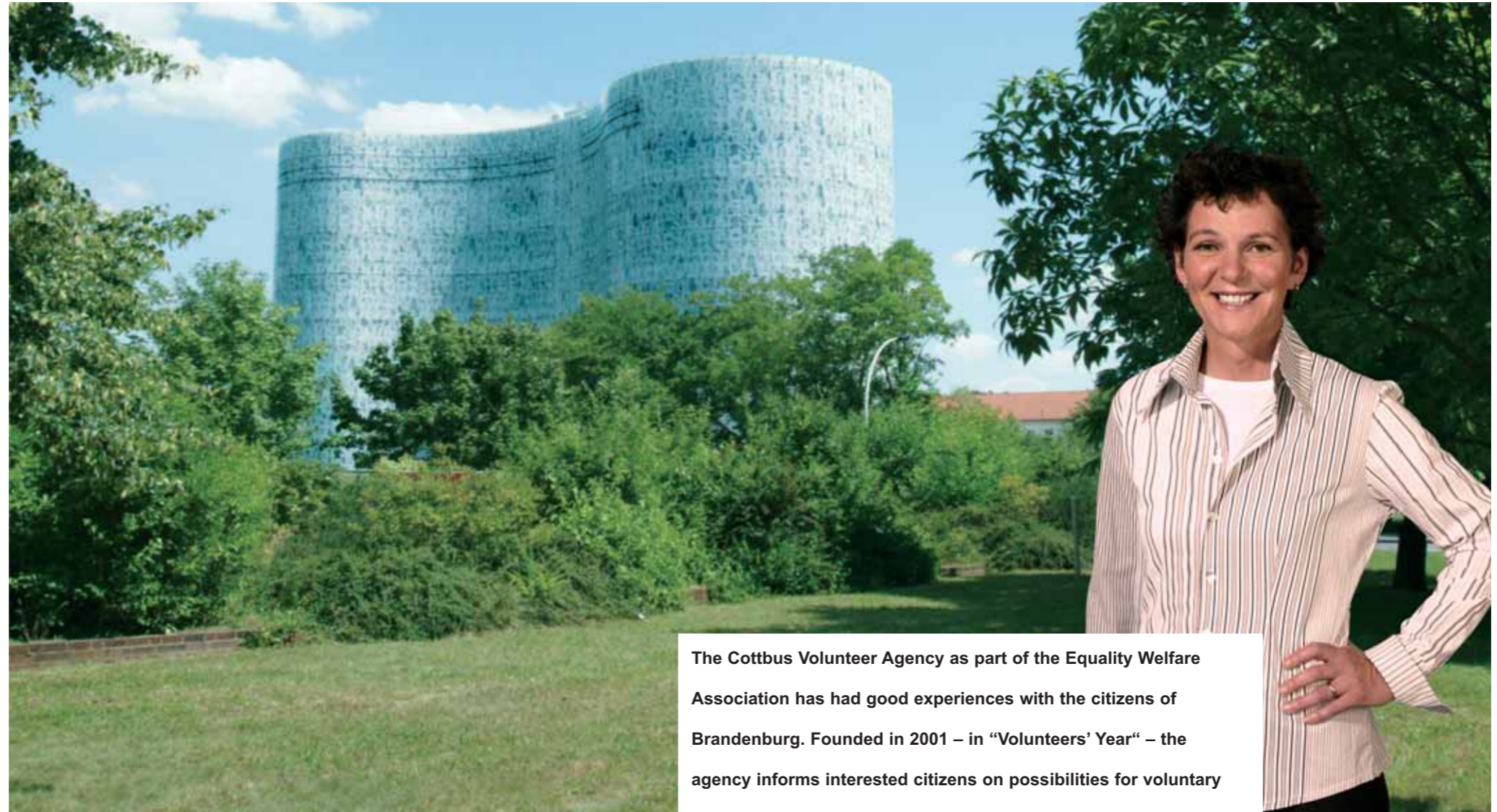
## Brandenburg.

### 3. Open for founders, men and women of action.



“With what peace, complete security, with what surprisingly simple means we see birds glide in the air! That should not also be possible for man with his intelligence, his mechanical aids, which have already created true miracles for him?”

Otto Lilienthal, founder of modern aviation and entrepreneur.



The Cottbus Volunteer Agency as part of the Equality Welfare Association has had good experiences with the citizens of Brandenburg. Founded in 2001 – in “Volunteers’ Year“ – the agency informs interested citizens on possibilities for voluntary commitments and maintains a network of duty offices. Ramona Franze-Hartmann is Project Manager in the Volunteer Agency: “People of all ages come to us and want to get involved. Our projects extend from the reading initiative “Lesefuchs” to the activation of older citizens as senior trainers for social initiatives to our ‘Grandparent Service’.”

Visions do not fall from the sky, not even in Brandenburg. It is much more the case that the state has actively created conditions to enable new and unusual prospects. And it could always rely on the support of the people, who have shown exemplary readiness for change as well as creativity, flexibility and mobility, especially in a professional sense.

Prospects for social progress are provided by the state constitution of Brandenburg. Brandenburg today has one of the most modern constitutions in Europe. There is a strong

focus in the constitution on the protection of natural resources for life and the direct democratic processes. Brandenburg’s constitution creates the framework for a diverse involvement of its citizens.

The state is pioneer for modern trends in the cooperation between the citizen and the local authority. Brandenburg was the first federal state to build a comprehensive Internet watch system in the area of public safety. The system allows direct online contact between citizens and the staff of local authorities.



# Brandenburg.

## 3. Open for founders, men and women of action.

State politicians and citizens also address the demographical developments in Brandenburg with interesting concepts. Demographic experts reckon with a decrease in the population of Brandenburg of 170,000 by 2020. The density of population in the regions around Berlin will remain largely constant and will reduce significantly further away from Berlin.

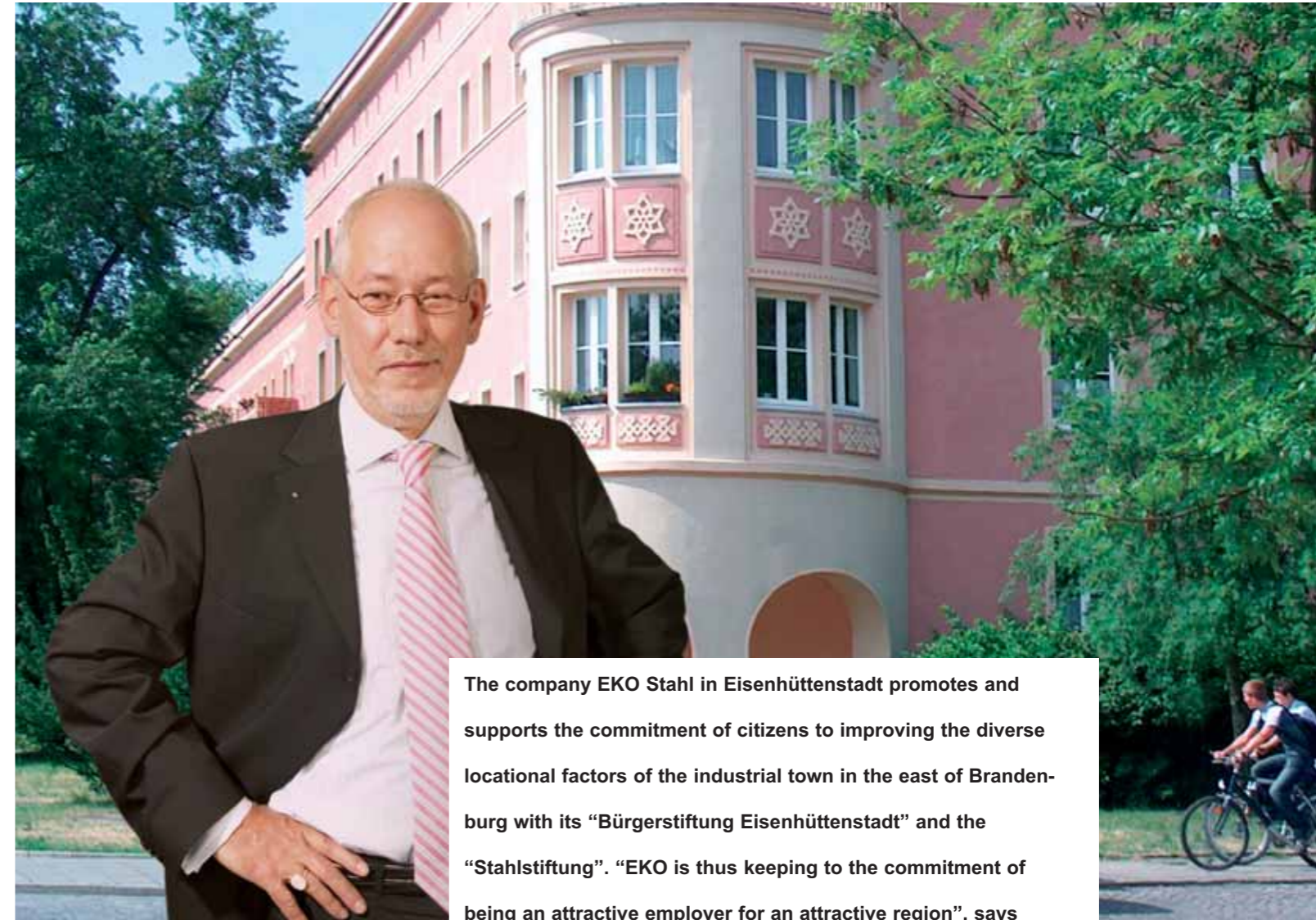


Project group „Jugend@business = Perspektive“ at the Marie-Curie-Gymnasium, Wittenberge

The community of Prignitz in the north of Brandenburg will also be affected by the demographic change. Here it is the young people who give their own response to the threatening migration trends. Scholars at the Marie-Curie-Gymnasium in Wittenberge have founded the online cooperation platform “Jugend@business = Perspektive”. More

than 100 companies in the Prignitz district and many schools in the region now support this project. The objective is to promote the dialogue between schools and industry and to make scholars aware of new technologies. In this way the young people discover career prospects in their own region. “Due to the requirements of the project work we learn to take on responsibility and to develop own initiative. We do not want to let ourselves get disillusioned by the challenging economic situation. We would especially like to support the young people from here and make a contribution to rejuvenating the region”, say the scholars.

As a result of the demographic change the rebuilding of many towns and communities will be necessary. With the involvement of residents the building of residential areas and infrastructure will be reduced coupled with diverse improvement measures to increase the quality of life. Reuse of existing buildings such as in Luckenwalde, the revitalisation of historical town centres such as in Wittstock and Spremberg, or the modernisation of the public roads such as in Cottbus are future oriented solutions.



The company EKO Stahl in Eisenhüttenstadt promotes and supports the commitment of citizens to improving the diverse locational factors of the industrial town in the east of Brandenburg with its “Bürgerstiftung Eisenhüttenstadt” and the “Stahlstiftung”. “EKO is thus keeping to the commitment of being an attractive employer for an attractive region”, says Works Director Rainer Barcikowski. “We provide impulses for further residential areas in the town, stabilise and initiate training networks between schools, universities and industry, promote culture, sports and everyday life, especially for young people, in order to increase their loyalty to the region and to create a future oriented level of innovation.”



## Brandenburg.

### 3. Open for founders, men and women of action.

Just as for the social restructuring process and the demographic change, the building of a competitive economic structure also requires the commitment and creativity of the citizens of Brandenburg. There are now important elements with prospects set on the way to an economic location. Innovative economic areas and technologies such as environmental technology, biotechnology and media/information and communication technology have found a place in Brandenburg. Traditional industries such as the metal industry, aviation and space industry, car industry, food industry, chemicals, optics, film industry and the wood industry were retained in the core and adapted to address modern requirements. Every second pair of glasses bought in Germany comes from Rathenow, which has regained the traditional position as centre of the optical industry.



Lufthansa Bombardier Aviation Services GmbH (LBAS) staff servicing the engines of a Bombardier Lear Jet



The radio factory Dabendorf has been producing radio and transmission technology for more than 65 years. The economic restructuring has been used successfully by the old Brandenburg company, to fundamentally modernise the product range and to win new customers and markets around the world. Today the factory supplies leading car manufacturers with mobile radio technology. Managing Director Lutz Pfister: "In the last eight years the number of employees has quadrupled and the revenue increased tenfold. We have solid roots in Brandenburg and are optimistic that we can also achieve similar growth rates in the future."

## Brandenburg.

### 3. Open for founders, men and women of action.

It says much for the economic location Brandenburg, that also more than 300 foreign companies – from Coca-Cola to Vattenfall – have invested in the state. Brandenburg, known as the centre for modern aviation, is now again international innovation driver and technological leader in many areas.

Thus Brandenburg together with Berlin belongs to the three competence centres of aviation technology and the space industry in Germany. Global companies such as Rolls-Royce, MTU and Pratt & Whitney stand for “Aerospace made in Brandenburg”. The Babelsberg film studios, where “pictures learnt to walk” in the twenties, now have again gained a world wide reputation and the University for Film and TV has become a renowned education provider for the media world. In the life sciences area, which includes biotechnology, Brandenburg and Berlin is the top region in Germany thanks to close networking of research, education and economy.

Prof. Hasso Plattner, the co-founder of the software company SAP and Chairman of the Board, has shown special personal commitment to the area. He initiated in 1998 the

Hasso-Plattner-Institute (HPI), an institute in the University of Potsdam, which provides a unique IT Systems Engineering education to talented young people. The most important private promoter of science in Germany also created in 2005 an axis Potsdam – Palo Alto, by donating the “Hasso Plattner Institute for Design” to the renowned elite university Stanford. It is to be dedicated to new methods of developing inventions and will work together with the HPI in Potsdam. Furthermore the Berliner founded in June 2005 in Potsdam “HassoPlattnerVentures”, which is a combination of venture capital funds and an incubator. From here the young experts with the best ideas should be promoted to found IT companies.



University of Film and TV "Konrad Wolf", Potsdam-Babelsberg



**Hasso Plattner comments on his close relationship to the science region Brandenburg/Berlin: “Here is the ideal location for future oriented research and education whereby I also find the Havel landscape and the heritage particularly attractive.”**

**Plattner wants to help by example to increase the will to perform and the readiness to take risks and to regain entrepreneurial spirit throughout Germany.**



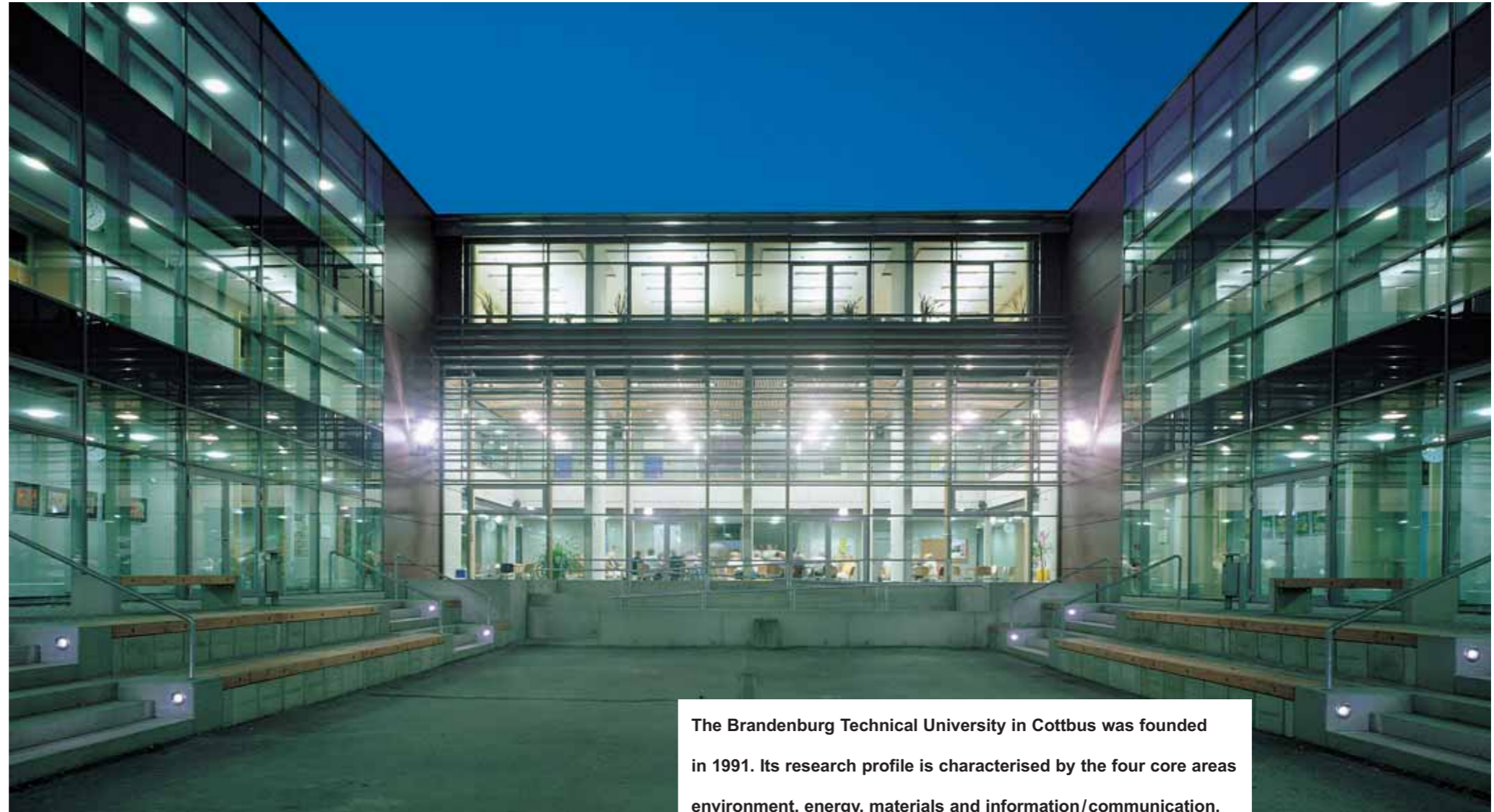
## Brandenburg.

### 4. Open for Innovation and Inspiration.



“Fantasy is everything. It is the preview for all coming events in your life”

Albert Einstein, Discoverer of the Theory of Relativity, who was inspired in Brandenburg.



The Brandenburg Technical University in Cottbus was founded in 1991. Its research profile is characterised by the four core areas environment, energy, materials and information/communication.

The 130 professors and more than 300 scientific staff at the BTU sustain a close relationship to industry and can generate almost a third of the university's total budget through contracted research.

Knowledge is the raw material which makes up Brandenburg's future. The state invests in knowledge, competence and innovation, so that it – in the age of the scientific society – can survive in the competition between the regions.

Three universities and five technical universities have been founded in the state of Brandenburg since the beginning of the nineties. Equipped according to the latest standards, they have established an excellent reputation as well as an autonomous and unambiguous profile in a very short amount of time.



# Brandenburg.

## 4. Open for Innovation and Inspiration.

The state of Brandenburg is traditionally strong in the areas of agricultural and environmental research. Especially in this area of agricultural research outside the university the state has a rich heritage, which sometimes stretches back over 200 years. Three institutions of the Leibniz scientific community belong to the leading research centres, including the Centre for Agricultural Research in Müncheberg, four multinational institutes such as the Dairy Industry Educational and Experimental Institute in Oranienburg, as well as the privately managed establishments such as the Institute for Grain Processing in Bergholz-Rehbrücke.

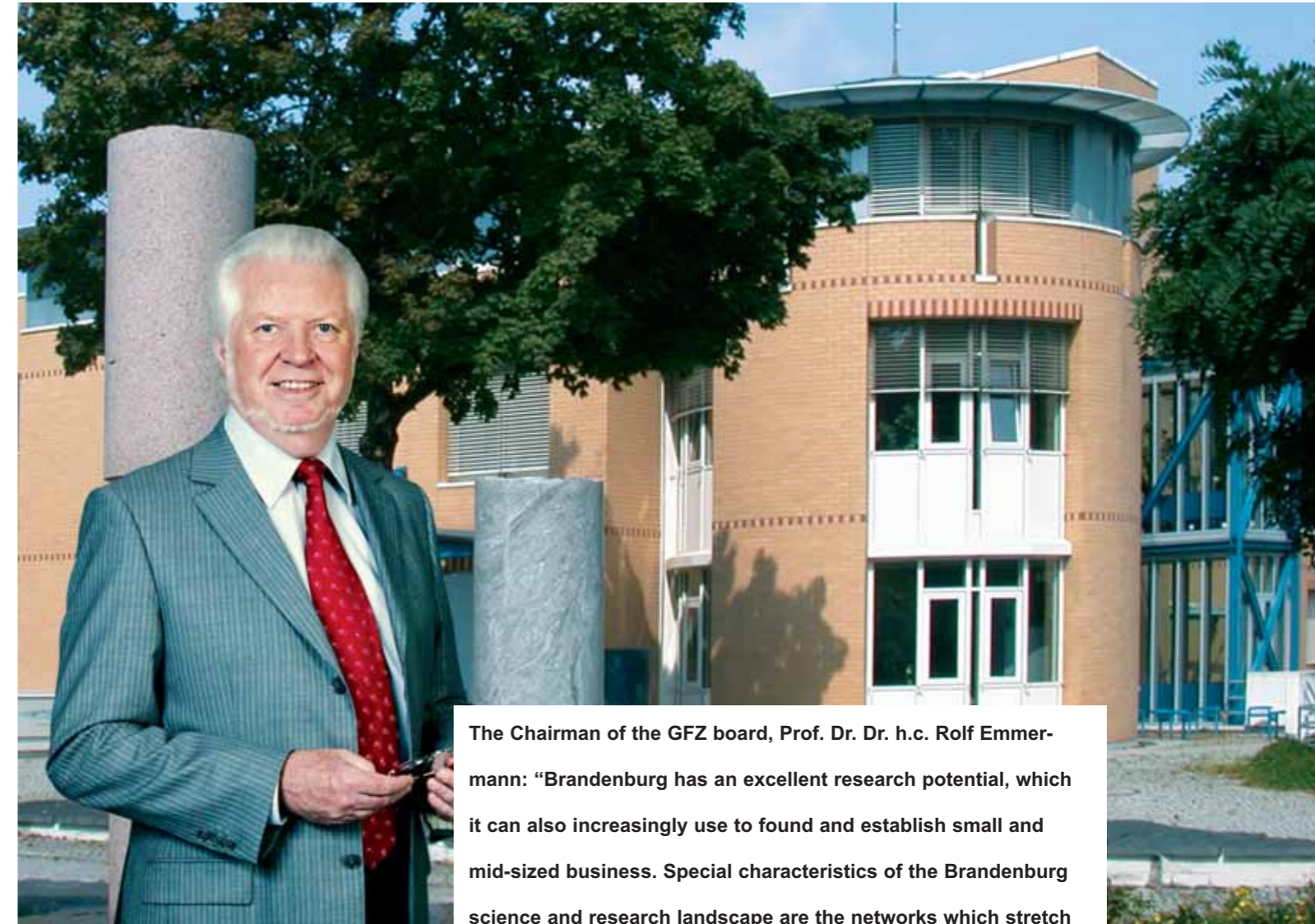


The Fraunhofer Institute for Applied Polymer Technology in the Golm Science Park

Brandenburg belongs together with Berlin to the regions in Europe with the highest density of research. Around 250 research institutes, of which 21 institutes are on the “Leibniz community”, nine Fraunhofer Institutes, three

Helmholtz Centres and eight Max-Planck-Institutes, are all situated in the metropolitan region. Today the region attracts particular attention for its top performance in the areas life sciences, transport technology, natural and engineering sciences, software technology, microsystem and laser technology as well as geosciences.

The GeoForschungsZentrum Potsdam (GFZ), as member of the Helmholtz Community of German research centres, is the national research for geosciences in Germany. It covers a wide range of subject areas – from natural sciences to engineering sciences – with the focus on geosciences. In association with geodesy / satellite geodesy and geo-engineering GFZ has a combination of subjects which are unique around the world. A highly modern infrastructure with national and international partners is also available to the research centre for its experiments. These extend from own satellites, various pools of devices to global research networks and diverse experimental institutions and in the future a proprietary mobile drilling system. The GFZ Potsdam became known to a wide public as a result of its activities in establishing a tsunami early warning system in the Indian Ocean.



The Chairman of the GFZ board, Prof. Dr. Dr. h.c. Rolf Emmermann: “Brandenburg has an excellent research potential, which it can also increasingly use to found and establish small and mid-sized business. Special characteristics of the Brandenburg science and research landscape are the networks which stretch across institutions and the interdisciplinary cooperation, which have made it possible to establish internationally leading research with high visibility, e.g. in the geosciences, astro and gravitational physics, climate and environmental sciences and in the areas of innovative materials and life sciences.”



# Brandenburg.

## 4. Open for Innovation and Inspiration.

Alongside the institutes and research labs 21 technology and founder centres offer an ideal growth environment for approximately 550 high tech companies. Research pays: Brandenburg companies which count on innovation grow and create jobs which are safe for the future. Independent evaluators estimate that today approximately 100 research oriented companies in Brandenburg belong to the best in the world, and that number is increasing.



Apprentice in the labs



The biotechnology company CellTrend was founded in 1998 in the biotechnology park Luckenwalde. "The environment here is more valuable for us than the rent which we would possibly save elsewhere", says the 38 year old managing director Harald Heidecke. "Alongside the technical standards there are largely the soft location factors which are good for our company here. We were always able to talk to some-

one when things were not going so well. Because during our time at the university my partner and I have always just researched. We had no idea at the beginning how a company should be managed." The company today has 12 employees and optimises the impact of chemotherapy for tumour patients. CellTrend possesses a world wide patent for tests to predict the risk of transplant rejection.





# Brandenburg.

## 4. Open for Innovation and Inspiration.

The atmosphere of Brandenburg, which encourages knowledge and innovation, is complemented by an exceptionally diverse and lively cultural scene. Classical and historical cultural meeting places such as the world famous palace Sanssouci, the ruins of the Chorin convent or the State Theatre in Cottbus find their audience just as the free theatre groups, commercial galleries and privately initiated project art. Art and culture in Brandenburg encompass around 350 museums, 160 public libraries, memorials, orchestra and choirs, art houses, cultural centres and theatres.



The Orangerie in Potsdam's Sanssouci Park

Beyond the state borders Brandenburg is known for its cultural highlights such as the Potsdam Musik Festival and the Potsdam Night of Palaces, the Chamber Opera Schloss Rheinsberg or the Elbland Festival Wittenberge.

Brandenburg is not only a young state but also culturally a state for young people. This is proven by the numerous bands and DJs, who cause a sensation throughout the region and beyond, radio and TV programmes for young people with fans around Germany as well as attractive sport and leisure offers. Fläming-Skate and EuroSpeedway Lausitz offer possibilities for numerous trend sports.

Brandenburg – a state with far reaching horizons. For people who want to discover their own individual freedom.



On the edge of the small village Zollbrücke in the Oderbruch region, not far from the dike, river and Polish border, is the “Theater am Rand”. With its 55 seats it is hardly larger than a good lounge and always sold out. The building of a new theatre from stripped oak on the field should help. On the programme there are plays from, for example, Sten Nadolny, Kerstin Hensel, E. Annie Proulx and Alessandro Baricco. Actors and operators of the theatre are the accordion player Tobias Morgenstern and the actor Thomas Rühmann. “Here the audience defines the admission price – when leaving. We expect people to decide themselves on the value of culture”, they both comment on their unusual concept. “You pay what we need!”



# 5. See you soon in Brandenburg.

## Imprint

### Staatskanzlei des Landes Brandenburg

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### Text

schütz & co. Werbeagentur GmbH

### Design concept & realisation

plantage\* Agentur für Kommunikation GmbH & Co. KG

### Sources of photographs

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