Dr. Martin Heinlein

Managing Director, Technologiepark Uni Bremen e. V.

Managing Director, BRIDGE
Startup-Network of Bremen Scientific Institutes

Director, UniTransfer
Technology Transfer Office, University Bremen
Technology Parcs and Reindustrialisation in Tunisia:

Success Criteria derived from cases in Bremen and Germany
The Technologiepark Bremen from above
Dates and facts

The Technologiepark

- Area approx. 170 ha
- 500 companies with approx. 7,300 employees
- 20 institutes with approx. 1,500 employees
- University with 3,400 employees
- approx. 19,000 students
Dates and facts
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>Foundation of the University Bremen with 400 students</td>
</tr>
<tr>
<td>1987</td>
<td>Early establishing of OHB Technology AG and OHB System AG as first companies</td>
</tr>
<tr>
<td>1988</td>
<td>Decision of the Bremen Senate to build a Technology Park, Opening of BITZ</td>
</tr>
<tr>
<td>1989</td>
<td>Completion of the Drop Tower; establishing of the OAS AG</td>
</tr>
<tr>
<td>1994</td>
<td>Establishing of BEGO Bremer Goldschlägerei Wilh. Herbst GmbH &amp; Co. KG</td>
</tr>
<tr>
<td>1995</td>
<td>TZI Technologiezentrum Informatik und Informationstechnik forms up</td>
</tr>
<tr>
<td>1996</td>
<td>MARUM Center for Marine and Environmental Sciences starts with research operations</td>
</tr>
</tbody>
</table>
History
History
History
Concept of 1988

- **University and third-party funds research**
- **Biological garden**
- **Provisional University area**
- **Technological companies with focus on research and development**
- **Technological companies with focus on production**
- **Technology - infrastructure**
History

1997  Establishing of IFAM Fraunhofer Institute for Manufacturing Technology and Applied Materials Research

1998  Start of operation of the tram no.6 - direct connection between airport via Bremen town center and main station to the Technology Park.

1999  Establishing of Siemens AG

2000  Opening of Universum® Science Center

2001  Establishing of „Interessengemeinschaft Technologiepark Universität Bremen e.V.“

2006  Establishing of the day-care centre in the "Entdeckerhaus"

2007  Establishing of German Aerospace Center (DLR)
History
2007: development concept

• Technologyparc-Management

• Technologyparc-Marketing
  – Newsletter
  – Communication networks
  – Multiplicators
  – Events and Lobbying

• Masterplan

• Urbanity
2007: development concept
History

2009  ZMT becomes Leibniz-Institut
2009  DFKI Lab Bremen becomes headquarter of DFKI
2011  Opening international School of Bremen in the Technologiepark
2012  BIPS becomes Leibniz-Institut
2013  Opening 7THINGS hotel
2015  Start of construction of climbing hall (Deutscher Alpenverein Sektion Bremen e.V.)
# Technologiepark University Bremen through the years 1998/1999, 2002 und 2010

<table>
<thead>
<tr>
<th></th>
<th>1998/1999</th>
<th>2002</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies/Institutes</td>
<td>230</td>
<td>322</td>
<td>420</td>
</tr>
<tr>
<td>Employees</td>
<td>3.395</td>
<td>6.200</td>
<td>ca. 9.300</td>
</tr>
</tbody>
</table>

Source:
Survey Technologiepark Universität Bremen, CRIE Centre for Regional and Innovation Economics, June 2011
Fields of action of the enterprises (sectoral)

- Business Services: 33%
- Engineering and Scientific Services: 24%
- ICT Technologies, Media: 18%
- Other Services, Trade: 25%

[n = 97]

Source:
Survey Technologiepark Universität Bremen, CRIE Centre for Regional and Innovation Economics, June 2011
Distribution of companies regarding to number of employees

Source:
Survey Technologiepark Universität Bremen, CRIE Centre for Regional and Innovation Economics, June 2011
Distribution of companies regarding to sales 1998/1999, 2002 and 2010

<table>
<thead>
<tr>
<th>Category</th>
<th>1998/1999</th>
<th>2002</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>under 250,000 €</td>
<td>29,0</td>
<td>26,0</td>
<td>22,4</td>
</tr>
<tr>
<td>250,000 € to 1 Mio. €</td>
<td>30,2</td>
<td>27,0</td>
<td>23,5</td>
</tr>
<tr>
<td>1 Mio. € to 2,5 Mio. €</td>
<td>12,5</td>
<td>12,2</td>
<td>16,3</td>
</tr>
<tr>
<td>2,5 Mio. € to 5 Mio. €</td>
<td>7,1</td>
<td>9,2</td>
<td>12,2</td>
</tr>
<tr>
<td>5 Mio. € to 10 Mio. €</td>
<td>4,0</td>
<td>7,1</td>
<td>8,2</td>
</tr>
<tr>
<td>10 Mio. € to 25 Mio. €</td>
<td>4,6</td>
<td>4,6</td>
<td>7,1</td>
</tr>
<tr>
<td>25 Mio. € to 50 Mio. €</td>
<td>3,1</td>
<td>4,6</td>
<td>5,1</td>
</tr>
<tr>
<td>over 50 Mio. €</td>
<td>1,9</td>
<td>2,6</td>
<td>4,1</td>
</tr>
<tr>
<td>n/a</td>
<td>4,1</td>
<td>7,9</td>
<td>12,8</td>
</tr>
</tbody>
</table>

Share in % of respondent companies
Technologiepark Uni Bremen e.V.

**Dates and facts**

- established in October 2001
- currently around 90 members with approx. 8,500 employees
Technologiepark Uni Bremen e.V.

Focus

- Networking (internal & external)
- Public relations
- Life & Work
Networking

• Meet the new prof
• Start up meets Technologiepark
• Dual Career-Programm
• Lunch meetings
• Neighborhood visitings
• Language courses (EN, ES)
Networking

Managers‘ Breakfast 2015
• Positive feedback since 23 years
• Exchange at level of seniority
• Key notes: Prof. Dr. Maik Eisenbeiß
  Prof. Dr. Carolin Decker

After Work Partys
• Regular events
• High participation
• positive feedback
Networking

jugendforscht

- Since December 2011 partner of regional contest Bremen Nord
- Together with the ThyssenKrupp System Engineering GmbH and OMNILAB GmbH & CO. KG
- Support through University of Bremen and SAACKE GmbH

Herbstpraktikum im Technologiepark Bremen

- Fourth term in autumn 2014
- 64 trainees in the participating companies and institutions (Bruker mbH, Fraunhofer MEVIS, MeVis Medical Solutions, Uni Bremen, DLR, ZARM, IWT, etc.)
- Positive feedback of all participants
Public relations

- Storytelling
- Relaunch of internet presentation in 2015
- Flyer with layout plan
- Visits of managing board with members (and non-members)
- Presentation of Technologiepark at Open Campus of University of Bremen at 11 July 2015
Life and work

• Renting of apartments for members
• Special condition: hotels and sports opportunities
• Job-market in internet
• Lobbying for the Technologiepark
  → Tram station
  → Bus Station
  → Guidance System Technologiepark
Success factors

• Early and confined planning process
• Small scale starting point
• Continuous adjustment/enlargement

• Concept of a narrow interaction
  – Between students, scientists, young/start-up-entrepreneurs

• Concept of vicinity: science – economic value generation
Managing board

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Our members
Our members
Our members
Our members

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- peterbraun gmbh PERSONALBERATUNG
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- Ribon
- SCiLS
- Siba
- Siemens
- UniFiliile
- Die Sparkasse Bremen Finanzdienstleistung
- Studentenwerk Bremen
- Universität Bremen* EXZELLENT. Gewinnerin in der Exzellenzinitiative
- Universität Buchhandlung Bremen
- WFB Wirtschaftsförderung Bremen GmbH Wir schaffen Perspektiven
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- ZSi www.zsi.de
- zmt bremen

Technologiepark Uni Bremen e.V.
Clever heads, short distances.