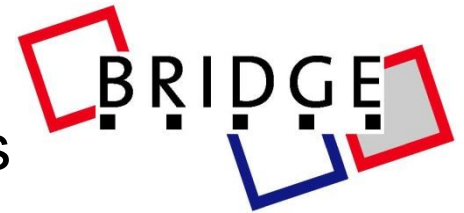


Dr. Martin Heinlein

Managing Director, Technologiepark Uni Bremen e. V.

Managing Director, BRIDGE
Startup-Network of Bremen Scientific Institutes



Director, UniTransfer
Technology Transfer Office, University Bremen



***EXZELLENT.**



Technology Parcs and Reindustrialisation in Tunisia:

Success Criteria derived from cases in Bremen and Germany



The Technologiepark Bremen from above



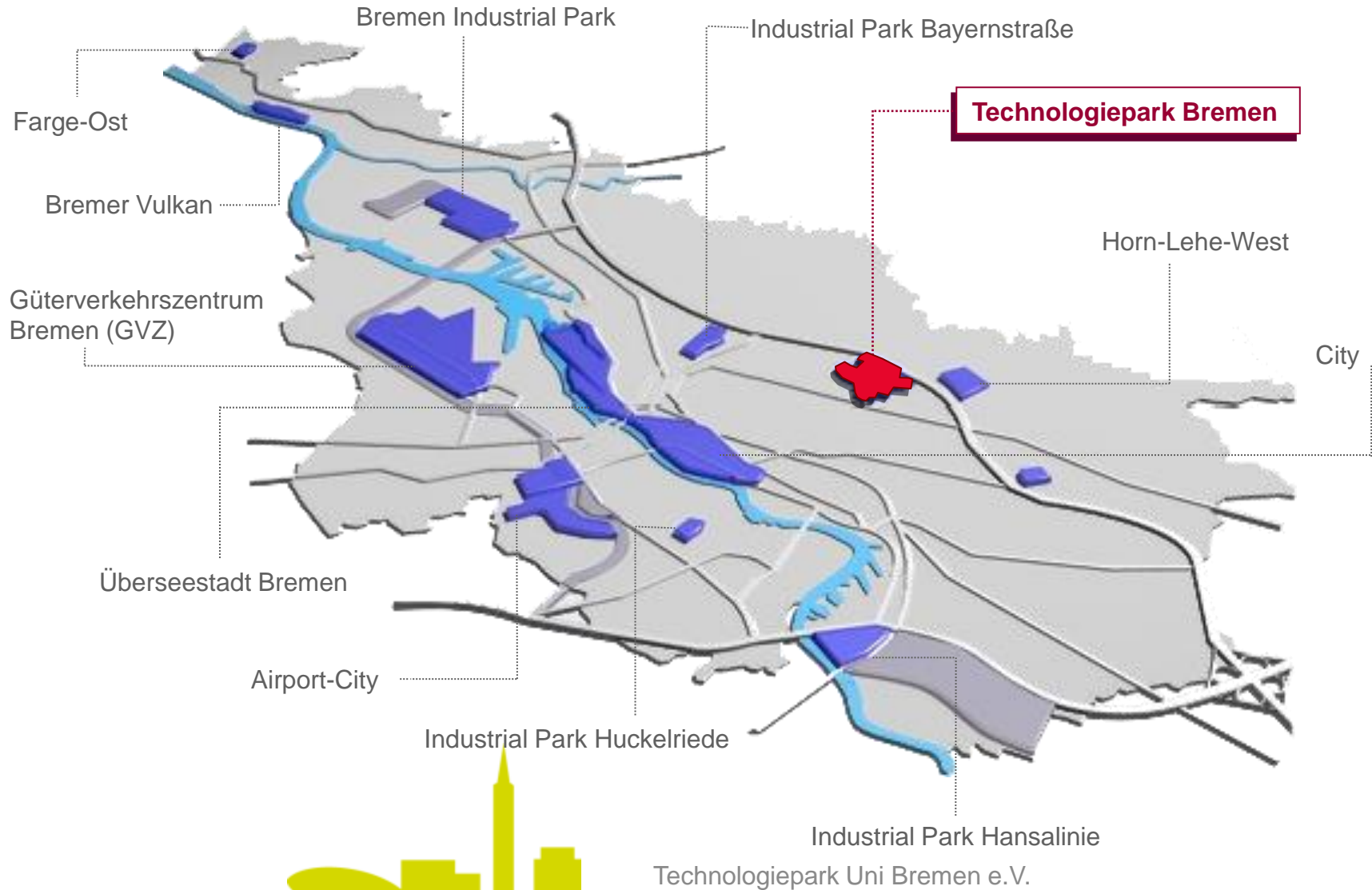
Dates and facts

The Technologiepark

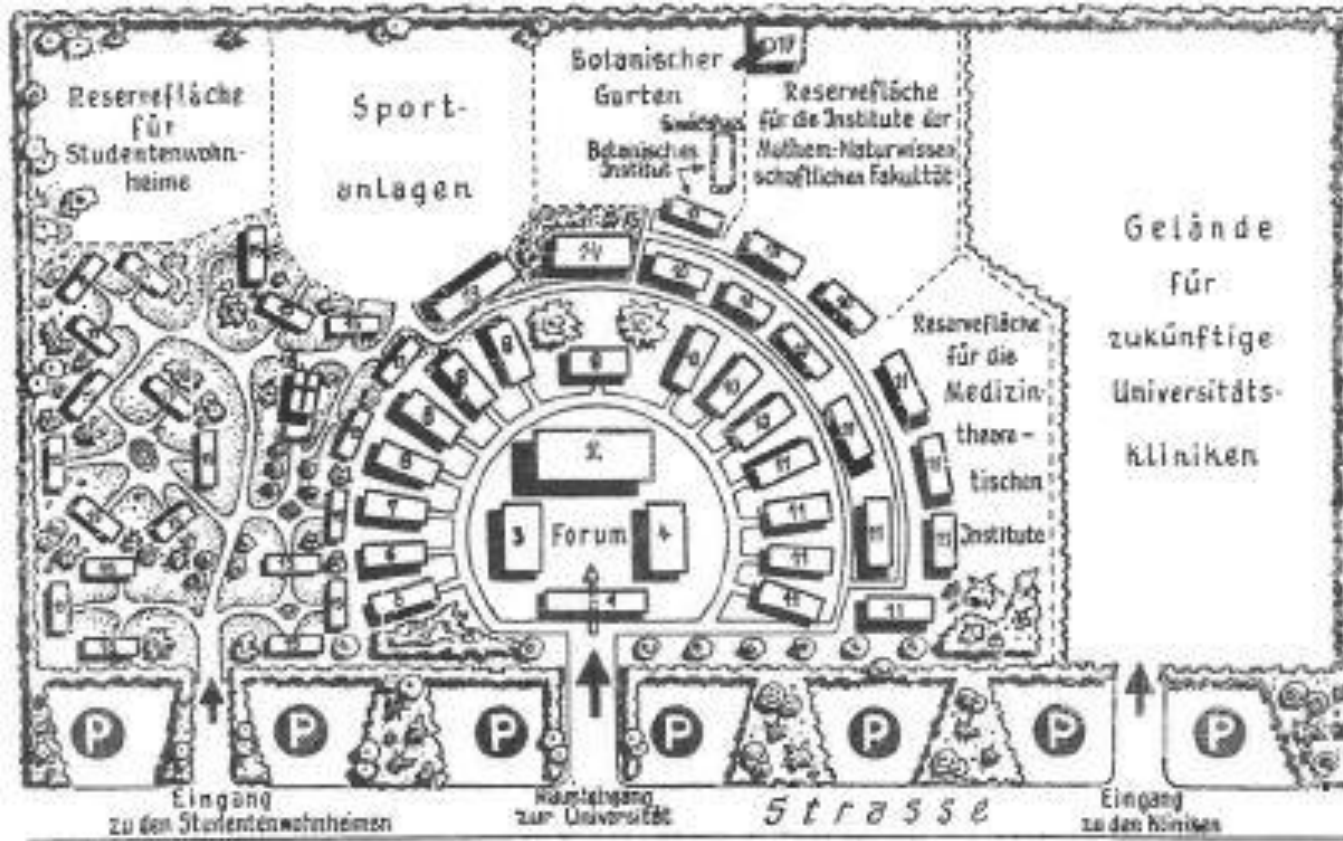
- Area approx. 170 ha
- 500 companies with approx. 7.300 employees
- 20 institutes with approx. 1.500 employees
- university with 3.400 employees
- approx. 19.000 students











Dates and facts



History – First Plans: „The ideal campus“ H.W. Rothe, 1961



History

- 1971** Foundation of the University Bremen with 400 students  Universität Bremen
- 1987** Early establishing of OHB Technology AG and OHB System AG  as first companies
- 1988** Decision of the Bremen Senate to build a Technology Park, Opening of BITZ 
- 1989** Completion of the Drop Tower; establishing of the OAS AG   OAS
AKTIENGESELLSCHAFT
- 1994** Establishing of BEGO Bremer Goldschlägerei Wilh. Herbst GmbH & Co. KG 
- 1995** TZI Technologiezentrum Informatik und Informationstechnik forms up 
- 1996** MARUM Center for Marine and Environmental Sciences starts with research operations 

History



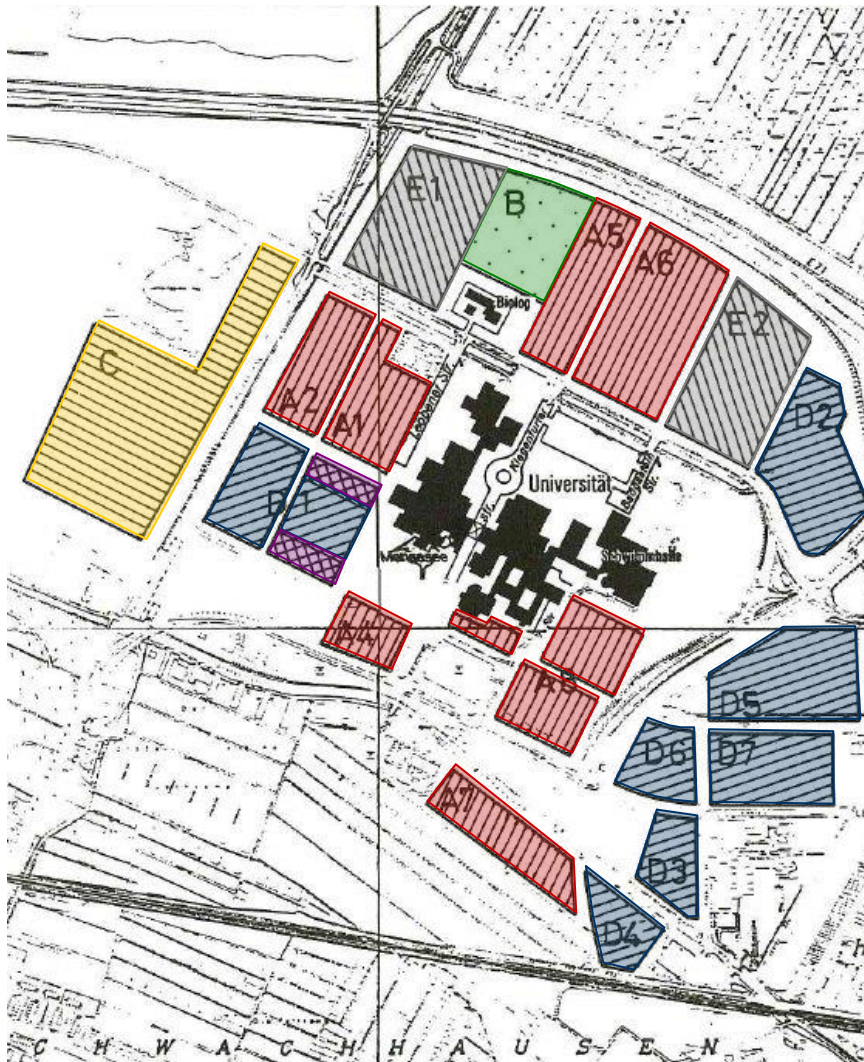
History



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

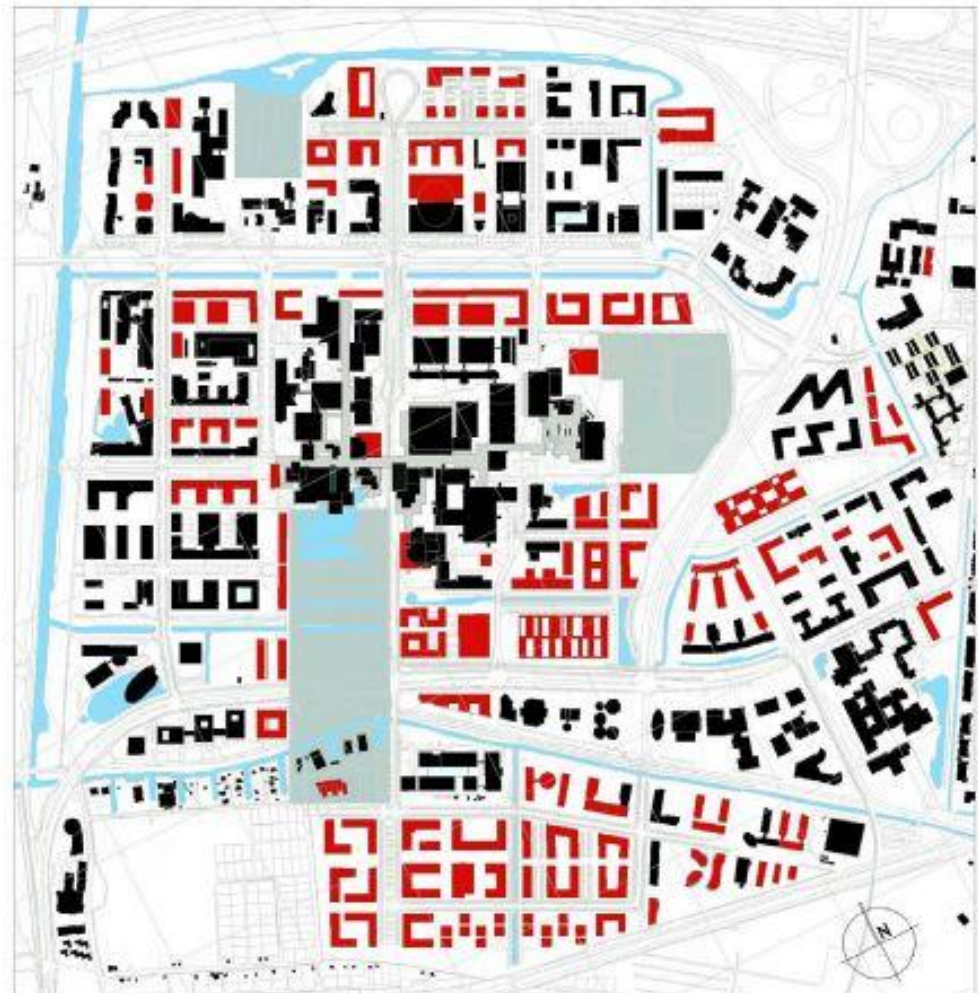


2007: development concept

- Technoparc-Management
- Technoparc-Marketing
 - Newsletter
 - Communication networks
 - Multipliers
 - Events and Lobbying
- Masterplan
- Urbanity



2007: development concept



Universität und Technologipark Bremen

Masterplan

Stand: 12.2006

- Gebäude: Bestand
- Gebäude: Potenzial/Planung
- Campus-Park "Grünes Foyer",
Biologischer Garten & Sportflächen



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.)



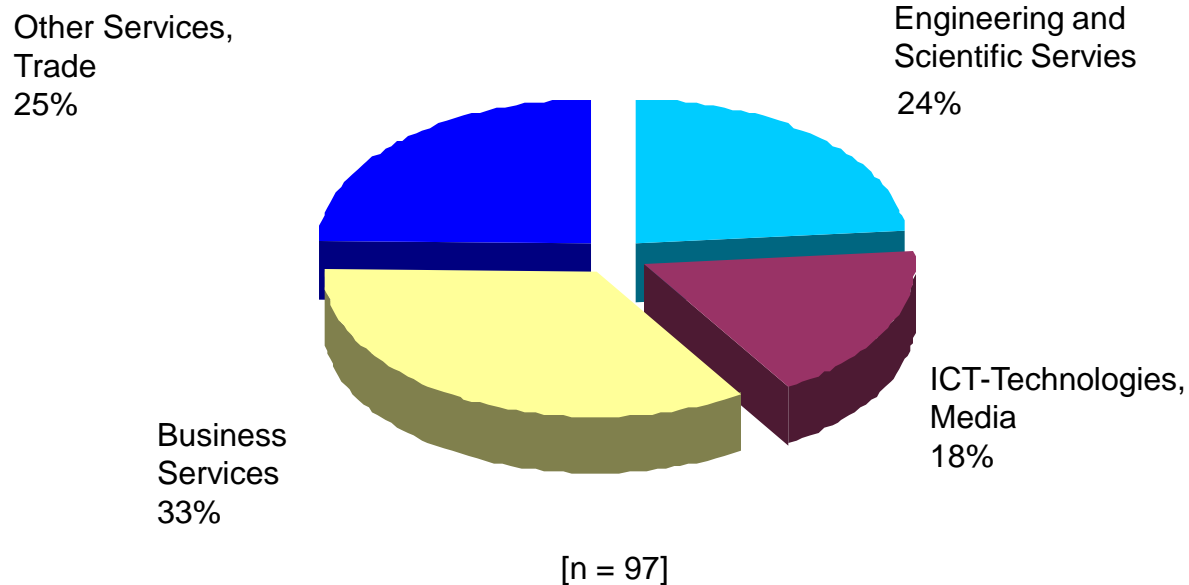
Technologiepark University Bremen through the years 1998/1999, 2002 und 2010

	1998/1999	2002	2010
Companies/Institutes	230	322	420
Employees	3.395	6.200	ca. 9.300

Source:
Survey Technologiepark Universität Bremen,
CRIE Centre for Regional and Innovation Economics,
June 2011



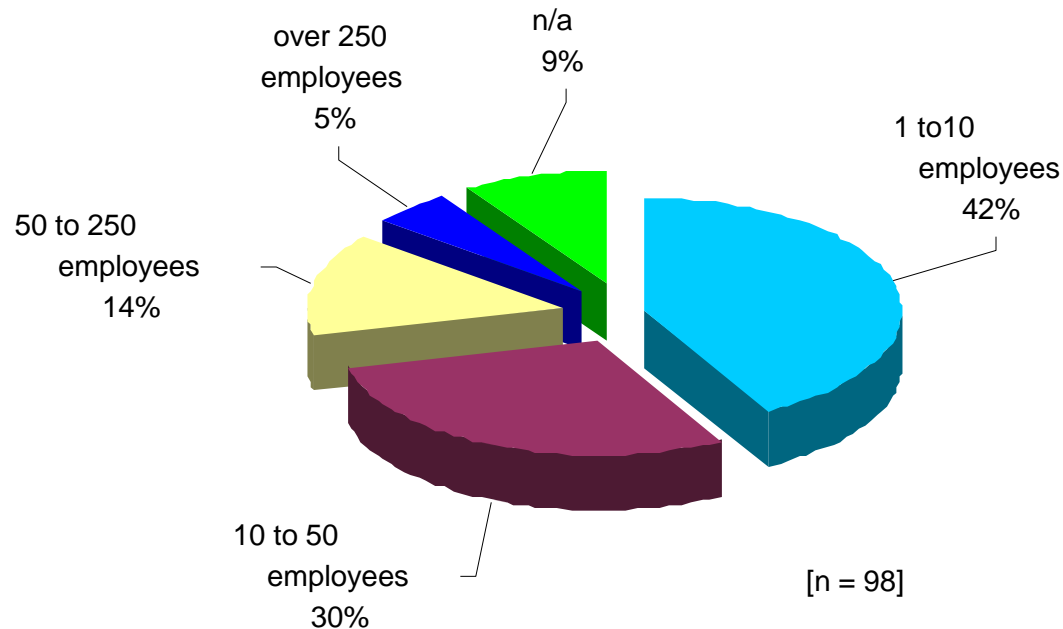
Fields of action of the enterprises (sectoral)



Source:
Survey Technologiapark Universität Bremen,
CRIE Centre for Regional and Innovation Economics,
June 2011



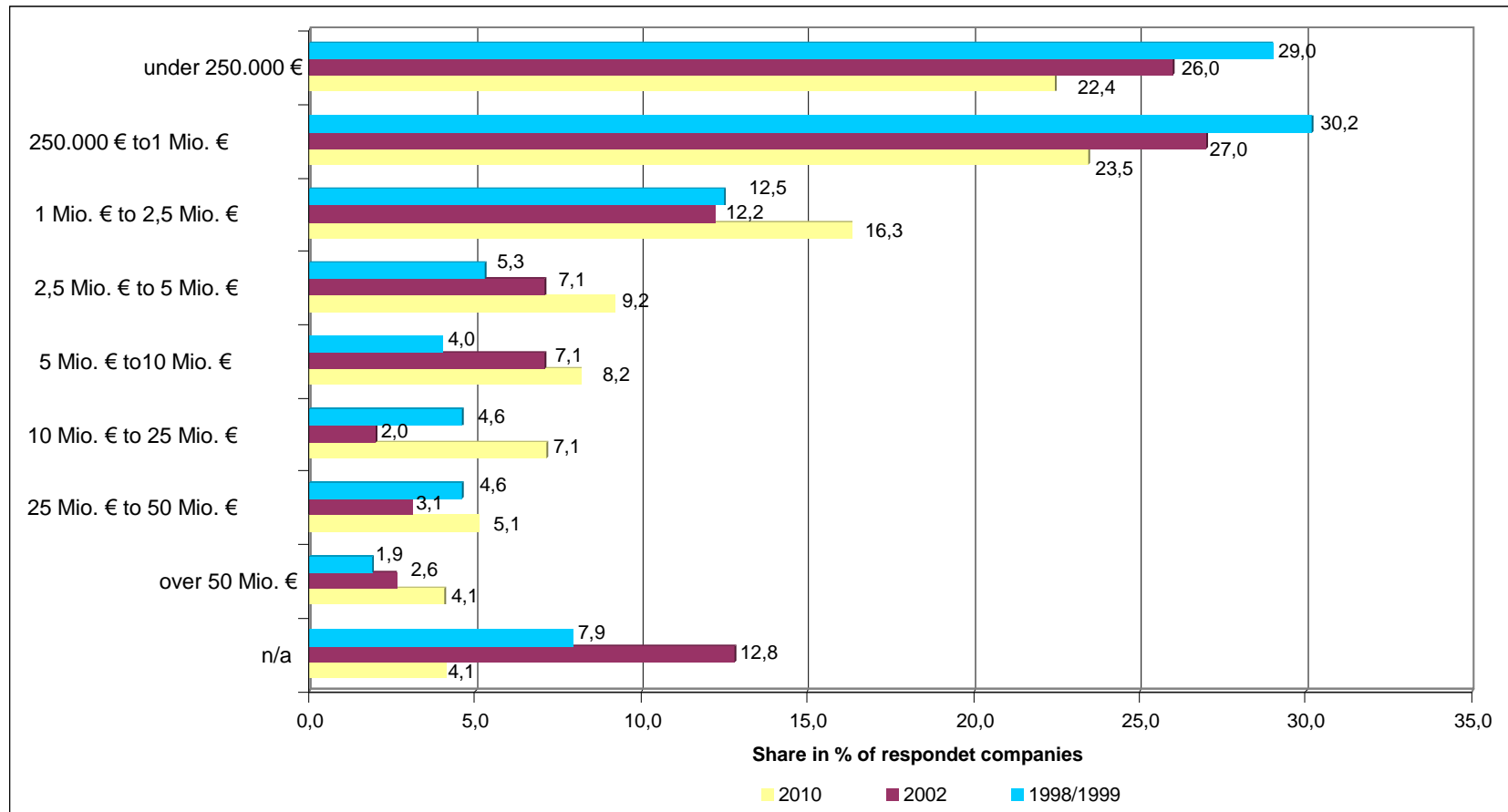
Distribution of companies regarding to number of employees



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



Technologiapark Uni Bremen e.V.

Dates and facts

- established in October 2001
- currently around 90 members with approx. 8.500 employees



Technologiapark Uni Bremen e.V.

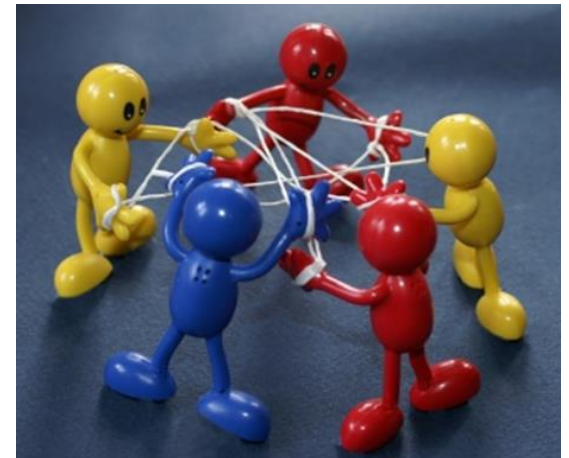
Focus

- 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

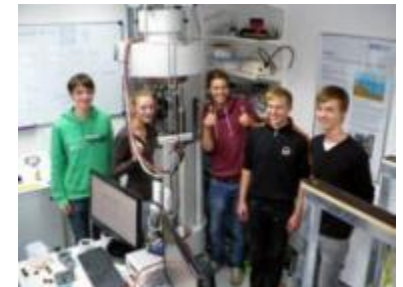
jugend✶forscht

- 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



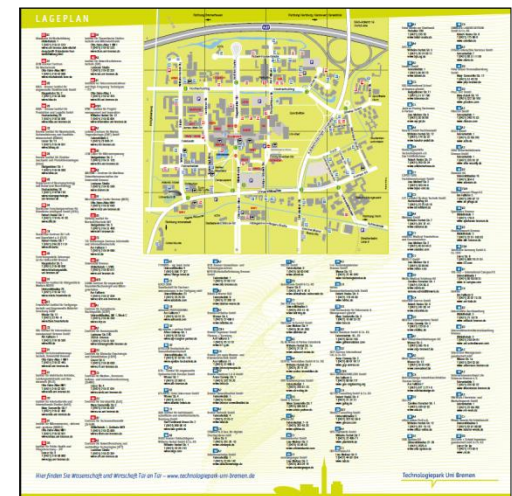
Herbstpraktikum im TECHNOLOGIEPARK BREMEN

- 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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Chairman

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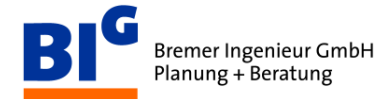


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Management Technologiepark

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Our members



Our members



Our members



Our members



Clever heads, short distances.

