

International Business Dortmund

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City of Dortmund
Economic Development
Agency



dortmund-project

SETTING OFF FOR CHINA

European Marketing for Shanghai Seashore from Dortmund



A top-class Chinese delegation visited the Fraunhofer IML

An outstanding logistics park is currently being created in Shanghai: the Shanghai Seashore International Equipment Park – SSLEP in short. It will mainly be producers of logistics systems and logistics service providers from all over the world who will be settling on the 8.6 km² site of this 3 billion Euro development. In order to inform European companies about this project, the SSLEP European Marketing Office (EMO) was opened in November 2005. The company is based in the Fraunhofer Institute for Material Flow and Logistics in Dortmund.

“There is still a lot of interest in the Chinese market”, says Christian Mazzocco, European Project Manager in EMO. “But not so many companies really know how to enter the Chinese markets. There are also many reservations due to insufficient protection of intellectual property rights.” That is why one of the tasks for the five staff at EMO in Dortmund is by discussing these doubts and demonstrating possible solutions. By clearing up whether it is worth getting involved in China, EMO carries out market analyses, provides consulting for evaluating sites and planning for factory structures. The compa-

ny gives support throughout the planning and conceptual design of complex logistics systems.

The EMO also provides substantial information about the opportunities at the Shanghai Seashore project. “We carry out an intermediary role between European logistics companies and the SSLEP”, explains Mazzocco. We contact companies which might be interested in setting up there.

They can then be put in touch with the complete China network through the Fraunhofer IML. EMO also organizes on site visits in Shanghai.

Dortmund was chosen as the location for EMO because of the good relations maintained over decades between Dortmund and China. Acting as a pioneer was Prof. Dr. Axel Kuhn, one of the three leaders of the Fraunhofer Institute IML which has been involved in China for over 25 years now. In October 2006 the logistics professor was appointed honorary chairman by the Chinese Academy of Science and the Institute of Industry Technology ITT which in 2005 was jointly founded by the Fraunhofer Society in Guangzhou, Southern China.

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We wish you a happy New Year!

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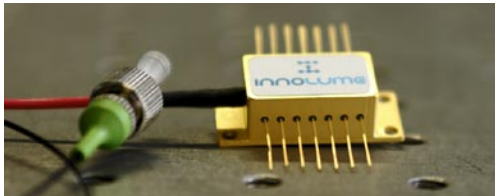
PROFILE | micro & nano

THE ROAD TO SUCCESS WITH OPTICAL SEMICONDUCTORS

Innolume GmbH intends to capture the international market with semiconductor light sources

The heart of the product is not bigger than a grain of sand and 10'000 of those single chips are being manufactured in one batch process, but their performance is phenomenal. We are talking about compound semiconductor devices, in which materials with different molecular structures are joined together.

This could soon revolutionize the market for medical applications, for optical data transfer devices and in the long term even computer technology. These are all markets which the Dortmund company Innolume GmbH intends to capture.



Laser module of
Innolume GmbH

The company, founded in the MST.factory dortmund in 2002, has recently been renamed as Innolume GmbH (formerly NL Nanosemiconductor GmbH), and has developed from being a provider of epitaxy services into a manufacturer of laser modules. "The semiconductor substrate only becomes a full-fledged epitaxy wafer when the additional extremely thin layers are added by us based on our proprietary intellectual properties in the growth of Quantum Dot structures", explains Guido Vogel, Business Development Manager at Innolume. "The current extension of our product range in the direction of laser-chips and high-performance laser modules represents a great leap forward in the value added chain."

The laser modules are mostly used in bio-, communications- and medical-technology. These are fields where there is an enormous demand for high performance and cost-effective products. "The light sources developed by us cover the wavelength range of 1.1 to 1.3 micrometers", says Vogel. "This makes us the only company worldwide providing these light sources commercially." Clearly this fulfills the requirements for international business.

14 staff are currently responsible for manufacturing the laser diodes, superluminescent diodes and light emitting diodes (LEDs) at the Dortmund site, others work for the company in Silicon Valley. The great support, the well-developed technology environment and the immediate availability of highly qualified personnel were the reasons for choosing the location of Dortmund.

The unique facilities at MST.factory dortmund which provided the start-up company with the necessary infrastructure for its prototype development were also a decisive factor. "Without the MST.factory, Innolume GmbH would not exist in the form it does today", Vogel believes. The signs for the future obviously point towards expansion. Several new employees are currently being appointed to increase the production capacity.



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FOCUS ON | Qualification

Training – practical, qualified and international

Founded by renowned representatives from the worlds of business and science, the Institute for Training and Careers e. V.(GBB) stands for practically-based and highly qualified vocational training. In addition to its headquarters in Dortmund and branches in Berlin, Fröndenberg and Beijing in China, this full service provider in the training sector has now opened a branch in the "panda city" of Chengdu in the Sichuan province. Since 1997, 11 staff in Beijing have also been taking care of qualified training for people of all ages. "With the present economic development it made sense for us to position ourselves on the Chinese market", says Bernd Schnittker, executive director at GBB. The training institute offers a complete spectrum of training and further education – from needs analysis, customized qualification concepts to the complete organization and implementation of training programs. The company also works on global projects by training international leaders or organizing delegation visits. Furthermore, the GBB provides foreign trade consulting for the Asian and in particular the Chinese market for training international participants. The company has national and international personnel agency licenses.

Besides to projects with the European Union, the GBB is above all involved in initiatives connected with the Chinese markets. This includes an cooperation project with companies from North-Rhine Westphalia supporting business with Chinese or for consulting the leisure industry as the Chinese tourism market opens up. In November 2006, an

agreement was signed with the Sichuan Engineering Technical University of Applied Sciences about setting up "a Chinese German Training Centre in Sichuan" in the city Deyang (Sichuan Province).



From left to right: Consul General in Chengdu Jutta Schmitz, Bernd Schnittker, CEO GBB, China Specialist at the Ministry of Economic Affairs NRW Thomas Masurek, Secretary of State at the Ministry of Economic Affairs NRW Dr Jens Baganz and Asita Weissenberger, City of Dortmund Economic Development Agency

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TALK | IT

“OUR SOFTWARE – AT THE LEADING EDGE”

Interview with Ulrich Engelmann, managing partner of Engelmann Media GmbH, about the global software market and the advantages of the location of Dortmund for product development in the IT sector.

Mr Engelmann, your company has developed particularly well during the last few years. What is your secret of success?

From the beginning we specialized in very innovative software and hardware solutions for optical storage media, i.e. for CDs and DVDs. We became well-known because of programs, such as CDRWin, which are dedicated to copying existing data storage media or securing important data on these media. Currently, we are investigating the market for digital photos and videos. This is all about developing programs which ensure that media stored on computers can be used universally. For example, with our software, users can transfer their videos to their iPod or enhance them to supply good quality pictures for their High Definition TV systems.

How do your products differ from others on the market?

Our software keeps up with the future trends. Digital videos, pictures and music are the things users are interested in right now. For private and commercial use! Our products are designed so that beginners can easily use them but at the same time the experts can find all the professional

functions they need, too. Thus, we have succeeded by bringing together the best of both worlds is not always easy.

In which countries do you mainly sell your products?

At home and everywhere where you can set up a computer. Our products are on sale all around the world. In addition to Germany, important countries are Japan, France, Italy, Spain, the Netherlands, Russia and India. But Australia and the USA are of even more significance to us. We are currently working intensively on extending the B2B area and on getting a foothold in the USA. There is a really big market out there.

What special demands do global activities make on your company and your products? At the moment we are working very intensively on enhancing our software so that it can be sensibly applied in as many language environments as possible. Implementing such language adaptations is not always as easy as it sounds, so we cannot do it overnight.



Your company is still based in Dortmund. Isn't it about time you set up foreign branches too?



Ulrich Engelmann

is 36 years old and managing partner of Engelmann Media GmbH, which he founded in 1998 in Dortmund. The company now employs 20 staff and has made a name for itself worldwide with software and hardware solutions such as the well-known CDRWIN for optical storage media.

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No, thanks to the global internet network it is easy to do worldwide business comfortably from a central location. Our choice for Dortmund as the location of our company was above all due to the good networking with the local university. In the IT sector you always need to have a source of top people whose knowledge is up to date. That is a great advantage in Dortmund.

Thanks you for our talk!

IN A NUTSHELL | Award

EUROCITIES Award for Dortmund

At this year's conference of the EUROCITIES network Dortmund received the award in the category "Innovation". It came out on top against European competitors.

EUROCITIES is a network of more than 130 European cities. It represents the interests of the cities European institutions. Every year EUROCITIES awards prizes in order to acknowledge the work of outstanding projects that show how cities can improve their quality of life and play a pioneering role. Udo Mager, Managing Director of the Economic Development Agency Dortmund, said: "The award shows that Dortmund's strategy bears fruit in the long term."

"The application shows how innovation can make a positive change on a city," was the jury's official justification. Particular emphasis was placed on Dortmund's commitment with respect to start-up support in the field of microsystem technology

and nanotechnology. "MST.factory dortmund as an integral element of Dortmund-project is a unique example of a public-private partnership that should serve as a model for other cities," stated the jury. "It clearly demonstrates how a city utilizes and further develops its own resources. The competition contribution is proof of growing success."



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INNOVATION | Production

DORTMUND ECONOMIC REGION SHOWCASING AT WORLD OF MACHINES 2007 IN TURKEY

Economic Development Agency supports Dortmund companies at the industrial fair in Istanbul

The World of Machines taking place from 24 to 28 February 2007 is one of the biggest and most important industrial fairs for Turkey which acts as a gateway to its neighboring states. Companies from Dortmund also want to take advantage of the opportunity to present themselves at the international exhibition. Together with the Chamber of Skilled Crafts and the Chamber of Industry and Commerce, the Economic Development Agency has arranged an exhibition package to facilitate companies wishing to present themselves at the World of Machines fair.



German booth at the WIN 2006

“As partners for the economy we are pleased to help companies in the region to enter new markets”, says Thomas Ellerkamp, Director of the dortmund-project. “That is why we have created this all-inclusive-package for the World of Machines. It covers all the main costs of exhibition participation, including stand construction, travel, accom-

modation and events. This gives companies the chance to explore an extremely interesting supply and sales market.”

Several companies have already signed up for a place on the Dortmund joint stand. They are mainly suppliers and service providers in mechanical and plant engineering, including companies like Dolezych, DOCERAM Ingenieurkeramik GmbH, GoGaS Goch GmbH & Co. KG or Murtfeldt Kunststoffe GmbH & Co. KG. They expect to gain access to the lucrative Turkish market through the World of Machines. Turkey has shown remarkable economic growth at an average of 7 percent. While the volume of trade between Germany and Turkey reached 21.1 billion euros in 2005 - a development which German companies profit from in particular.

Frank Grützenbach, project manager for producing industries at the Economic Development Agency explains: “German companies still need to utilize the full potentials of the Turkish market. There is a great demand for investment and industrial products “Made in Germany” in Turkey as well as the Middle East – German goods enjoy an outstanding market position in comparison to their international competitors.” This is a chance which Dortmund wants to participate. There have been already a long term cooperation between Dortmund and Turkey particularly in the IT sector.



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Alman Pavilyona Hoşgeldiniz!
Welcome to our German Booth, Hall 2!

Infos: Frank Grützenbach

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