

Business, Bildung, Badehose

Greifswald, portrait of a business centre





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Dear reader,

As the mayor of the Hanseatic and University city of Greifswald I am delighted about your interest in our town. Whether you are in Greifswald for business or as a tourist, we would like to extend you a warm welcome.

Greifswald is young, dynamic and innovative.

This is a reflection of the kind of people who live in the city, which currently counts over 60,000 inhabitants.

Greifswald is young.

With an average age of 42.3 years, Greifswald is one of the youngest towns in Mecklenburg-Western Pomerania, in large part thanks to the approximately 13,000 students at Ernst Moritz Arndt University, who contribute to the lively image of the town.

Greifswald is dynamic.

In the 2010 Prognos AG future atlas, Greifswald was the only region in Mecklenburg-Western Pomerania to receive a rating as the most dynamic location.

Greifswald is innovative.

More than 70 research institutes and high-tech companies have situated themselves within the vicinity of the university. One third of people from Greifswald work in research, development and higher education.

The strength of Greifswald lies in the people who love to live and work here. A high standard of living and attractive professional opportunities draw new people to the town. Unlike other cities in Mecklenburg-Vorpommern, the population in Greifswald is growing, making it an exception to the trend.

In this business brochure, we would like to present you some of the most successful people from the professional and scientific communities in Greifswald. And we hope that you will feel inspired by their success stories.

We look forward to seeing you in Greifswald. Sincerely



Dr Arthur König
Mayor
of the Hanseatic and University city of Greifswald

Greifswald

*regionally anchored -
internationally networked*



View of the
Greifswald
old town



Greifswald is centrally located in the Baltic Sea region.

The three brick churches St Marien, St Nikolai and St Jacobi are distinct features of the Greifswald cityscape, greeting guests as they approach from afar. This is the historical face of Greifswald. Painter Caspar David Friedrich, born in Greifswald in 1774, immortalised this view in his painting „Meadows near Greifswald“. Paintings known across the world by the city’s most famous son hang in the gallery of the Pomeranian State Museum. The Caspar David Friedrich Centre is housed in the birthplace of Caspar David Friedrich, the Friedrichschen Seifensiederei (soap works), where homage is paid to this great romantic artist with various exhibitions.



Quality of life - moorings at the doorstep

The maritime inheritance of the old Hanseatic town lives on in the Museum Harbour on the Ryck. Moving upstream along the Ryck from the Danish Wiek, as the Baltic Sea bay in the front of Greifswald’s city gates is known, we come to the old town. Germany’s largest museum harbour is located here. Next to the old Zeesen boats and gaff-rigged schooners, modern boat-building operations turn out mass-produced boats. This is where HanseYachts, the third largest yacht manufacturer in the world, has its headquarters.



Part of the Wendelstein 7-X plasma container during production

The network of science, research and technology is one of the town's strengths.

One in every three inhabitants in Greifswald works in research, science or education.

Arriving in Greifswald from the southeast of Germany, the Max Planck Institute for Plasma Physics (IPP) has an eye on the future. The modern, wave-shaped building where it is housed has become its trademark. The aim of the researchers at IPP is to understand the way the sun produces energy on earth. To achieve this, scientists, engineers and craftsmen from around the world are building the Wendelstein 7-X fusion research facility in Greifswald. This large-scale experiment will be used to test the technical conditions for obtaining energy through the fusion of atomic nuclei, and is expected to start operations in 2014. If the Greifswald researchers succeed in generating a stable reaction in the research reactor, this might be the key to providing green energy in the future.

There are almost six kilometres between the meadows around Greifswald and the Max Planck Institute – the longest distance across the town. This is why Greifswald is also known as the „town of short paths“.

A survey by the geographical department of the Ernst Moritz Arndt University revealed that the average distance covered within Greifswald is two kilometres. Almost half of all Greifswalders travel daily by bike, making them even more avid cyclists than those living in Munster, the bicycle capital of Germany.



The most important means of transportation in Greifswald is the bicycle.

*One in five of Greifswald's 60,000 inhabitants is a student.**

The large number of cyclists can be accounted for by the just under 13,000 students who live in the town. The young population is a strong influence on the feel of the city and gives the old Hanseatic town a fresh appearance.



*According to statistics

Greifswald is a lively town with a lot of culture. The event calendar is filled with highlights that draw people in from all around the region. One example is „Nordischer Klang“, the largest festival of northern European culture outside Scandinavia, where fans of Scandinavian music, literature and art come together every year in May. In June, classical music fans gather for „Greifswalder Bachwoche“, the northern festival of sacred music. In July, the Eldena Abbey ruins set a unique scene for performances by international jazz greats during the „Eldena Jazz Evenings“.



Open-air at the Eldena Abbey ruins

Greifswald is an attractive place for families, with good childcare options and lots of green space.



In Greifswald, rising birth rates and the influx of new inhabitants have compensated for the ageing of the population, which is a problem faced by other regions in Mecklenburg-Western Pomerania. In 2010, 543 new Greifswalders were born – more than we have seen since 1990.

Young families consider the town as the ideal environment. A sufficient number of spaces in day care and kindergarten, well-equipped schools, and unspoiled natural surroundings all contribute to a high quality of life.

Strolling along the ramparts



Students attracted to Greifswald by the strong reputation of the university are part of the city's continued growth. The Ernst Moritz Arndt University, founded in 1456, is one of the oldest universities in Central Europe. The historical campus buildings in the old town, painstakingly renovated and restored, still exude the venerable spirit of the traditional Alma Mater.

The modern university campus is situated on Berthold-Beitz-Platz, where the Greifswald University Hospital, the new university library and the faculty of natural science have taken up residence.

Main building
of the Ernst Moritz Arndt University
at Rubenowplatz

Greifswald is affectionately described as „a university surrounded by its town“.

With a staff of 5,700, the university is also the largest employer in the region.

The University Medicine alone, with its 21 clinics, polyclinics and 19 institutes, carries a significant economic influence.

By 2014, all of the University Medicine's clinics and institutes still currently located elsewhere in Greifswald will move to the new campus, making the Greifswald University Hospital the most modern medical facility in Germany.



Greifswald University Hospital

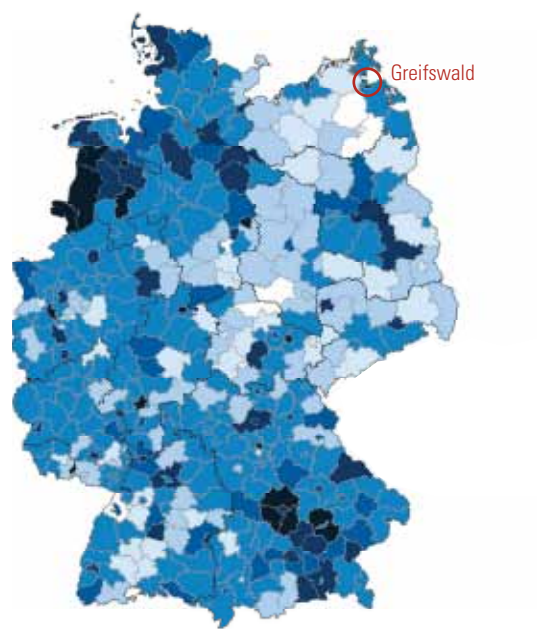


BioTechnikum offers favorable working conditions for innovative biotechnology and biomedicine companies.

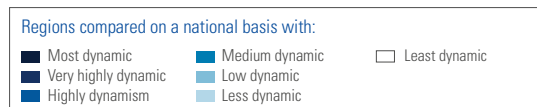
Greifswald has the greatest economic clout in Mecklenburg-Western Pomerania.

According to a ranking of the magazine „FOCUS-MONEY“ 2011 Greifswald stands out as a beacon in northeast Germany. The study shows that Greifswald is fit for future and a good place to live, to study and to invest. In the mission statement of the Hanseatic and University city of Greifswald, special emphasis is placed on the importance of future-oriented, top-class research and technology for Greifswald as a business location. The Technology Centre of Western Pomerania and the BioTechnikum facility are two successful innovation centres that have already been established in Greifswald, supported by the city as a shareholder. Greifswald offers an excellent climate for entrepreneurs. The consulting company Prognos AG rated Greifswald in their 2010 future atlas as one of the most dynamic cities in Germany. Alongside Jena, Dresden and Potsdam, Greifswald was predicted to have the best outlook for the future in Eastern Germany. As a research location, Greifswald distinguishes itself through its almost singular concentration of networked facilities and companies involved in plasma science, a sector of the future. These include the Leibniz Institute for Plasma Science and Technology (INP), the Max Planck Institute for Plasma Physics (IPP), the Faculty of Medicine and the Department of physics of the University of Greifswald, the Neoplas Group and numerous research projects. Greifswald

will continue to expand these competences and consolidate its research in the fields of biotechnology, life sciences and plasma into a bio and plasma technical centre.



Prognos future atlas 2010



Lubmin near Greifswald is an important energy hub in Europe.



The Nord Stream pipeline was inaugurated on 8th November 2011 in Lubmin near Greifswald by German Federal Chancellor Angela Merkel and Russian President Dmitry Medvedev.



The shore station of the Nord Stream pipeline in Lubmin near Greifswald

The Nord Stream pipeline is a 1,224 km long natural gas pipeline passing through the Baltic Sea connecting Germany and Western Europe to one of the largest natural gas fields in the world, located in Northern Russia. It extends from Wyborg, Russia, to Lubmin near Greifswald. In the future, the Nord Stream Baltic Sea pipeline will supply natural gas to 26 million households in Europe.

Synergy Park Lubminer Heide has grown to become the biggest industrial and energy location in Mecklenburg-Western Pomerania. Since 1995, the Energiewerke Nord has been dismantling the former Greifswald nuclear power plant. The building of conventional gas and coal power stations is planned in Lubmin in the future.

The location offers the necessary infrastructure for large-scale industries, including road and rail links, an industrial port and links to the switching and high voltage network of Vattenfall Europe Transmission. The existing infrastructure and operational services make the Synergy Park attractive for companies in the energy technology, steel construction, environmental engineering and information technology industries.



„Where sailing is second nature ...“



HanseYachts AG – the third biggest yacht manufacturer in the world

In Greifswald's old town harbour, proud sailing ships stretch their wooden masts into the sky, reminding us of the maritime history of this Hanseatic town. The harbour on the Ryck is now home to more than 45 historical ships, making it Germany's largest museum harbour.

Greifswald is a traditional Hanseatic town with a boat building history that goes back for more than 800 years. But Greifswald is also the „Hanse“ town. Close to the Greifswald museum harbour, HanseYachts AG produces its modern sailboats and motor boats under the brands Hanse, Moody and Fjord for customers all over the world. The sailing yachts from the Dehler brand, which also belongs to HanseYachts, are produced in Freienohl in Sauerland.

The boat builders have surprised the yacht market time and again in keeping with the motto, „Breaking rules – setting trends“.

The legendary Hanse 291, the first boat produced by the company in 1993, has now been superseded by many innovative models. In 2010 HanseYachts made headlines in the sailing world with the Dehler Varianta 18. Also known as the „Smartphone that floats“, it is very small, very smart and with a price tag of € 10,000, even quite affordable.

Company founder Michael Schmidt, formerly a successful international regatta sailor, is an entrepreneur with the passion and charm of an old sea dog. With boundless creative energy, Schmidt is following a constant expansion strategy, with the company investing extensively in the expansion and modernisation of its production plants in Greifswald over recent years.

HanseYachts has an experienced team of 560 employees in Greifswald and a total of 950 employees worldwide.

You don't need a sailing permit to work at HanseYachts, but the team has thousands of miles of seafaring experience – an extremely important factor in the company's success. The boats from HanseYachts are built in the place where sailing is second nature – the Bay of Greifswald, one of Germany's most beautiful sailing locations.

„We have many reliable, medium-sized suppliers around us.“ (HanseYachts AG)

Measured by the number of boats sold around the world, HanseYachts is the second-largest manufacturer of seafaring sailing yachts in Germany and the third largest in the world. How has Greifswald influenced in your company's success?

HanseYachts: It all started here 20 years ago. Located right on the sea, it was the perfect site from which to access our domestic markets – the North and Baltic Seas. We can even put the larger ships in the water right here, some of which are taken as far as Australia. We have invested a lot of money in two locations in Greifswald in order to achieve modern mass production. We also have many reliable, medium-sized suppliers around us who provide the special, handcrafted parts that we require. We see our location in Greifswald, together with our Polish subsidiary in Goleniów, as a strong competitive advantage.

HanseYachts has expanded tremendously in Greifswald over recent years. What has been your experience with the town authorities?

HanseYachts: We have a very good and professional collaboration with the town authorities. Especially during the years of major investment, we were always able to find the compromises required to balance our interests as an industrial company on the one hand and the interests of the town on the other.

Sailing is a teamwork, just like building boats. How do you persuade new employees to come to Greifswald?

HanseYachts: Our employees mainly come from the Greifswald region or the surrounding area. For certain special requirements, such as epoxy production technology or international sales, we also employ a range of internationally experienced colleagues. In particular, dealing with water sports together with the challenge of working in a company that is active on the international market is what makes our company interesting for employees. The geographical location at the north-eastern tip of Germany sometimes requires an explanation. But when the colleagues come over and take a look, and get to know the area and the people, they quickly feel at home.





The Hanse-Cup 2011 from Greifswald to Stettin

Shipbuilding has a long tradition in the Hanseatic town of Greifswald – back in the days of the Hanseatic League, people were already building Greifswald cogs. Which developments lie in the future for HanseYachts in our town?

HanseYachts: Greifswald is the headquarters of our globally active company and, as the place where the final assembly of our ships is carried out, is the very heart of the HanseGroup. We also run our global sales from here. Our investments have resulted in very good production conditions and there is still space for future expansion, so we believe that our home will remain in Greifswald.



Maritime traditions

Hilmar Radtke, Robert Radtke, Doris Radtke



Radtke sailmakers from the Greifswald suburb of Wieck

Cobblestones, thatched roofs and the smell of freshly smoked fish: This is Wieck, Greifswald's gate to the Baltic Sea. With its 800-year-old history, Wieck is one of the oldest fishing villages in Northern Germany. A historic wooden drawbridge is the former fishing village's symbolic landmark and is still opened manually today for ship and boat traffic.

Traditions are upheld in Wieck. These include fishing, the sailing school ship „Greif“ and maritime crafts such as sailmaking.

Hilmar Radtke is a sailmaker in Wieck – his trademark is the Wieck bridge. You can see from Radtke's hands that he is a true craftsman. Having grown up on Usedom, boats and boat building have been part of his life since childhood. In former East Germany he even became a sailing champion. In the 1970s he noticed how traditional cotton sails were being overtaken by sails made from synthetic materials. It was then that Hilmar Radtke started sewing sails from modern materials. Demand was massive and the state provided the materials. Radtke had one of the first Commodore 64s on his sailmaking premises in Greifswald, which was used to precisely calculate the sail cuts. Without a computer, this process could take an entire day. This technical innovation led to the huge success of Radtke's business. Then came reunification and massive changes. Sales collapsed; nobody was interested in Radtke's sails anymore. But change can also bring the chance to start anew. The Radtke family joined forces and built Café Roseneck. This gave them a second income stream in addition to sailmaking. Radtke also expanded his business to include mast building since he already had the knowledge for this from his training in metal construction. After a few years, the old sailing customers came back and the sailmaker's order books filled up once again.

Hilmar Radtke has passed on the tradition of sailmaking to his son and, in doing so, preserved part of Wieck's maritime identity. Focusing on tourism was also the right decision, and Wieck has since become a popular tourist destination. Today, the Radtke family runs the Ryck Hotel.





*World-class research
in the beautiful heart of nature*

Prof. Dr Thomas C. Mettenleiter

Friedrich-Loeffler-Institut, Federal Research Institute for Animal Health (FLI)

At the beginning of the past century, when Friedrich Loeffler began his search for a serum against foot-and-mouth disease in a stable before the Greifswald city gates, there were no high-security laboratories. Whatever measures he took, the viruses would escape and spread disease throughout Greifswald and the surrounding areas. Eventually the Prussian government banned Loeffler from carrying out any research, and he returned to the idea of finding an island to work on, so as to, in his words, „rule out the spreading of contagious matter“. And so the first virology research institute in the world was created in 1910 in a two-storey house on Riems Island. „Loeffler is to virology what Nobel Prize winner Robert Koch is to bacteriology“, declares Prof. Dr Thomas C. Mettenleiter, President of the FLI.

Today, over a hundred years after Loeffler’s discovery of the foot-and-mouth virus, one of the most modern animal research institutes in the world is located on the idyllic, twenty-hectare island in the Bay of Greifswald. The FLI focuses on the health and well-being of agricultural animals and protecting people from zoonosis, i.e. infectious diseases that can be transmitted from animals to humans. Today, approximately two out of three pathogens in humans are of animal origin, such as bird flu, rabies or tick-borne encephalitis (TBE).

With the growing population, globalization and climate change, epidemics such as these, until now only known in remote countries, can easily make their way over to Germany. The Riems-based researchers are tracking the pathogens of these diseases, whose exotic names hint at their origins, like the West Nile Virus or Crimean-Congo hemorrhagic fever virus. In laboratories with the highest bio-security level 4, they are able to study these pathogens dangerous to humans, on large animals. Until now this could only be done in Winnipeg, Canada, and Geelong, Australia.

The FLI includes a total of eleven institutes in seven locations with a total of 900 employees. It is the national reference laboratory for over 75 notifiable animal epidemics and diseases.

*„Greifswald reminds me of Tübingen,
where I used to work.“
(Prof. Mettenleiter)*

You have been in Greifswald for nearly twenty years. Last year you received the highest award of the town, the Rubenow Medal. In your view, how has the town developed over the past two decades?

Prof. Mettenleiter: Greifswald has undergone massive development in every regard. I can still remember very well my first visit here in 1993. I didn't get any of the youthful vibe from the university town and was appalled at the condition of many of the buildings in the inner city. Since then, all of this has changed. The university, the Max Planck Institute for Plasma Physics, the Leibniz Institute for Plasma Science and Technology, the Alfried Krupp Wissenschaftskolleg and (obviously) the FLI have all made Greifswald into an outstanding research location. Added to that are a number of successful companies, some of them spin-offs from the university, others research facilities. This is practically unheard of for a town of this size.

In your opinion, what defines the town's character?

Prof. Mettenleiter: As a university town, Greifswald attracts a lot of young people – you can feel that in the atmosphere as you go around town, and this is what I love about it. The town reminds me of Tübingen, where I used to work. But history is also valued and has its place; after all, the Friedrich-Loeffler- Institut has been around for over 100 years and the university is now more than 550 years old.



The early days of virology research on Riems Island in 1910



Friedrich-Loeffler-Institute, Federal Research Institute for Animal Health on Riems Island in the Bay of Greifswald

Do you feel comfortable in Greifswald? What about your employees?

Prof. Mettenleiter: I always felt very comfortable in the region from the very start. The landscape is so beautiful – I could not ask for a more beautiful place to work than on Riems Island with a view onto the Bay of Greifswald. Those who love mountains or city life will find it difficult here at first, but most people get used to living here quickly and enjoy it.

How do you persuade new employees to come to Riems Island?

Prof. Mettenleiter: As a federal agency, we always place ads for our open positions. Good local conditions and the reputation of FLI play an important role in finding new employees. With the university town of Greifswald nearby, the holiday location on the Baltic Sea and, above all, our state-of-the-art scientific infrastructure and technical facilities, FLI clearly offers attractive jobs. In any case, it is reassuring to know that even attempts to lure our employees away with very attractive job offers are not always successful!



The Braun entrepreneurial family

From l. to r. Norman Braun, Norbert Braun, Sebastian Braun, Dr Dagmar Braun

Braun Beteiligungs GmbH (BBG) manages from Greifswald a corporate empire with a varied mix of industries.

Every region has its top dogs when it comes to entrepreneurs. Norbert Braun is one of these, managing companies in many industries in Greifswald and across the world.

Together with his wife Dagmar Braun, a qualified doctor, and after working for various pharmaceutical groups, the business took over Riemser Tierarzneimittel GmbH (a veterinary medicine company) from the Friedrich-Loeffler-Institute in Riems in 1992. Within a few years, the medium-sized pharmaceutical company grew to become one of the largest in Eastern Germany. The company was renamed Riemser Arzneimittel AG in 2001.

On the opposite side of the Gristow Wieck, as the very attractive Baltic Sea bay in front of Riems is known, lies Mesekenhagen. It is here that Sebastian Braun, son of Dagmar and Norbert Braun, has become very successful in the production of specialised pharmaceutical products with his company Cheplapharm. His cousin, Norman Braun, is also involved with the company.

Braun Beteiligungs GmbH holds interests in six companies in Greifswald with over 450 employees. Throughout Mecklenburg-Western Pomerania, Braun family companies employ 1,300 people. This makes BBG the 13th largest company in the region*.

Braun Beteiligungs GmbH offers a very broad range of products. Almost everybody consumes a Braun product on a daily basis without even knowing it. For example, food specialities are found on the shelves of Edeka, Lidl and ALDI under the brand name "RügenGut". "Greifen-Fleisch" sausage and meat products are a traditional brand from the region, as are the Pomeranian meat and sausage products from Pasewalk and Goldschmidt cream cheese from Mecklenburg. The Braun entrepreneurial family in Greifswald also owns the company Metall- und Anlagenbau Nord, the textile store Jesske, and Utkiek, a traditional restaurant on the quayside of the fishing village Wieck.

The family's businesses are characterised by a combination of tradition and innovation. Dagmar Braun is the chair of BioCon Valley®, an initiative of the state government of Mecklenburg-Western Pomerania to develop life sciences and health care in the state. Dagmar and Norbert Braun were awarded the Order of Merit of the Federal Republic of Germany in 2010 for their services in building up Eastern Germany.

*Source: NordLB 2010, „The largest companies in Mecklenburg-Western Pomerania“

*„... I felt as if
the landscape was welcoming me.“
(Dr Dagmar Braun)*

Braun Beteiligungs GmbH is active in many different locations in Germany. In your opinion, what are the benefits of being located in Greifswald?

Norbert Braun: With 1.6 million inhabitants, Mecklenburg-Western Pomerania is a small federal state. As a businessman I find the short distances to decision-makers in the town and state really practical. People know each other in the state and in Greifswald. Also, at the beginning, the subsidies stimulated business development.

After nearly 20 years, do you think of yourself as a Greifswalder?

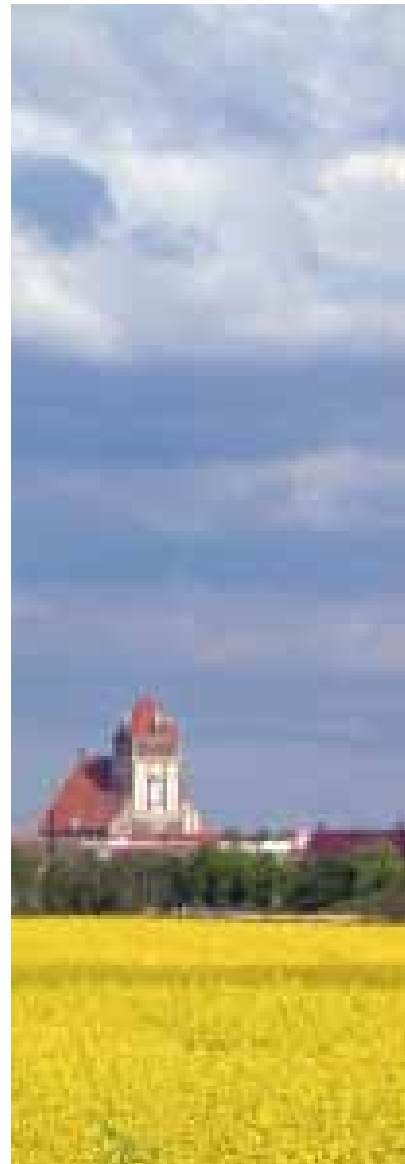
Norbert Braun: In 1992 we made a very conscious decision to invest in a company in the northeast. I come from Bremen and I like the Northern German mentality. Thirteen years ago we decided to make this our main place of residence. Now a large part of our immediate and extended family have also moved here, and some have even established their own companies in turn.

What do you appreciate the most about Greifswald?

Dr Dagmar Braun: In 1997, when I was still teaching in Hesse, I always came up here for the holidays. The colours of the landscape made a huge impression on me. I felt as if it was welcoming me. For me that is the Caspar David Friedrich light.

BBG has majority interests in six companies in and around Greifswald with over 450 employees. How do you persuade specialists and managers to come to Greifswald?

Norbert Braun: It is mainly a question of qualifications. Then come other factors depending on the person's situation, such as leisure time, the family-friendly environment and cultural activities. I can only think of a few employees who decided not to stay.





The Caspar David Friedrich view over the meadows near Greifswald

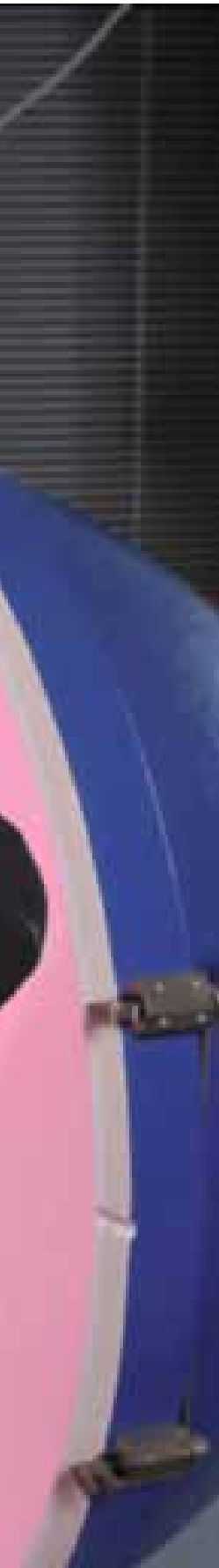
Dr Braun, you are heavily involved in developing life sciences and healthcare. Mecklenburg-Western Pomerania is said to be the best state for healthcare in Germany. What is Greifswald's role in this?

Dr Dagmar Braun: Greifswald is the ideal location for life sciences and healthcare, with its unspoiled natural surroundings and many nature reserves. And we should continue to reinforce our strengths. We have many centres of excellence at the university hospital. When I was conducting clinical studies for our pharmaceutical products, I often worked together with colleagues from Greifswald, since the university hospital conducts the highest quality research and is very open with companies.



*Greifswald is a global
leader in plasma medicine*

Prof. Klaus-Dieter Weltmann



Leibniz Institute for Plasma Science and Technology (INP Greifswald)

In primary school you usually learn quite early on that there are three existing states: solid, liquid, and gas. These states can be demonstrated easily using ice, water and steam. In addition to these states – which all pupils have known since the invention of the plasma TV – there is another one: plasma.

The Leibniz Institute for Plasma Science and Technology in Greifswald conducts research on cold plasma. This so-called low temperature plasma offers a wealth of potential for practical applications. For example, low temperature plasma can coat, etch or even sterilise surfaces. There is still plenty to be discovered in terms of the future use of plasma technology, which is why it is considered one of the key technologies of the future.

INP currently focuses on three types of research: the use of plasma for surfaces and materials, environment and energy as well as biology and medicine.

Greifswald is at the top in the field of plasma medicine. In 2001 the world's first chair in plasma medicine at the Ernst Moritz Arndt University was granted to pharmacist Prof Thomas von Woedtke. This chair was established in cooperation with INP.

INP is researching and developing plasma technology „from the idea to the prototype“ with a focus on the needs of the marketplace. With currently around 185 employees, INP is the largest non-university organisation in Europe working in this research area. Three spin-offs have arisen from INP Greifswald since 2005.

Since 1992, INP Greifswald has been part of the Leibniz Association and has been known since 2007 as the Leibniz Institute for Plasma Science and Technology.

*„Another advantage is
the dynamic of the town’s development.“
(Prof. Klaus-Dieter Weltmann)*

In 2003 after many years in Zurich you took over the leadership of INP, returning to your hometown. What do you appreciate the most about Greifswald?

Prof. Klaus-Dieter Weltmann: As a prestigious university town, Greifswald naturally has a special charm, especially for scientists. Many traditional scientific fields come together here. Innovative ideas and collaborations are fast-tracked and develop quickly. I have come to appreciate this now more than ever in the new interdisciplinary field of plasma medicine. Another advantage is the dynamic of the town’s development in terms of business, education and culture, as well as the proximity to the sea and my hometown, Rügen.

The groundwork in plasma research in Greifswald stems from a long tradition at the university’s physics institute. What are the key milestones in the development of plasma research in Greifswald and what are the future perspectives for this location?

Prof. Klaus-Dieter Weltmann: The history of plasma physics in Greifswald began with the appointment of Rudolf Seeliger, who joined the university’s physics institute in 1918. Seeliger was the pioneer of gas discharge physics in Greifswald and established an internationally recognised school in this field. In 1940 he became the director of the physics institute.

Another milestone is the „Research Centre for Gas Discharge Physics“ established in 1946 by Paul Schulz, a well-known spectroscopic scientist, gas discharge physicist and light technician. It was located at the Academy of Sciences. The research centre was renamed „Institute for Gas Discharge Physics“ in 1950 and allocated to the „Central Institute for Electron Physics“ (ZIE) from 1969 on.

After German reunification, the institute was formally dissolved on 31.12.1991 and INP Greifswald was founded on the recommendation of the Scientific Council of the Federal Republic of Germany on 1.1.1992; since then it has continued to be part of the Leibniz Association.

The founding of another non-university organisation, the branch institute of the Max Planck organisation „Institute for Plasma Physics“ (IPP) in 1994 represents another milestone.





The biological properties of plasma, proven in vitro, have resulted in promising applications in dermatology.

This brought high temperature plasma physics to Greifswald. The work of these three representatives – the Institute of Physics, INP Greifswald and IPP Greifswald – covers the full spectrum of plasma physics from fundamentals to application, which is virtually unique in Germany and Europe.

[How does Greifswald rank internationally in terms of plasma medicine research?](#)

Prof. Klaus-Dieter Weltmann: The chair of plasma medicine, which is fully financed by INP, has given Greifswald an enormous boost as an international location for plasma research. In addition, there is no other place in the world where research in this field is being carried out to such a broad and in-depth extent.

We had the opportunity to demonstrate our leadership in autumn 2010 during the 3rd International Conference for Plasma Medicine. With 200 international participants, it was the most successful conference to date in this field.

This is a strong indication of Greifswald's recognition as an important location, given that the conference has up until now only been held in the United States.



*„We love Greifswald's
youthful vibe.“*

David Wulff and Paul H. Müller



Greifswald's software company Müller & Wulff produces very successful apps for smart-phones.

When you visit David Wulff and Paul H. Müller in the offices of their company Müller & Wulff, you are first given a pair of slippers. This is to protect the beautiful wooden floors in the renovated old building. Stuccoed ceilings, antique wooden floors and a young, creative software company – how does that all go together? Very well, apparently.

After starting up their business in the Technology Centre of Western Pomerania, David Wulff and Paul H. Müller knew they wanted to find offices in Greifswald's old town. They love the student vibe of the town. The university, where the two entrepreneurs met during their studies, is just around the corner. But in Greifswald everything is around the corner – Greifswald is the town of short paths.

In 2006, one of the first orders received by the two young entrepreneurs was the server administration for the Ernst Moritz Arndt University. This was followed by other large-scale regional customers, such as Energiewerke Nord, for whom they developed a hardware and software inventory system.

Offering a wide range of services is a factor in Müller & Wulff's corporate success, pushing their annual growth rates to 100%. A significant share of the company's profits has been generated by American teenagers, who are the main target group for the apps produced by Müller & Wulff for smart-phones. With several top-ten hits such as „Spray Can“ and the meta app „appbzr“, the young development team and its ten employees play in the world's premier league.

And this is also why in 2011 the town of Greifswald nominated them in the state competition „Mecklenburg-Western Pomeranian entrepreneur of the year“ in the business development category.

*„Our dream -
to have our own offices in one
of the renovated buildings in
Greifswald's old town.“
(David Wulff)*

What brought you to Greifswald?

David Wulff: We were both studying at the Ernst Moritz Arndt University and met each other there. Neither of us are originally from Greifswald.

I come from Mecklenburg and my colleague is from north Brandenburg. We started our company Müller & Wulff while we were still students. That was a four-and-a-half years ago. Back then we also thought about headquartering the company in Berlin, Rostock or on a French island in the Caribbean.

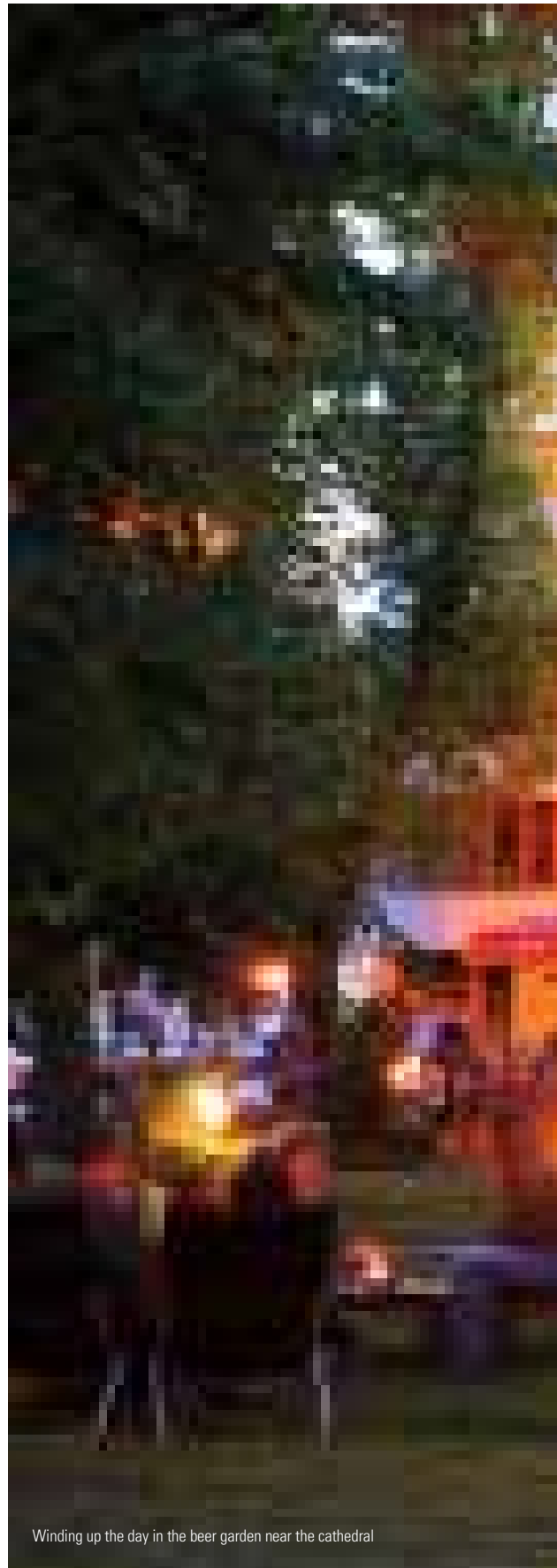
So why did you choose Greifswald?

David Wulff: We felt very good in Greifswald right from the start. There is a really nice young feel to life here. This is obviously because of the university.

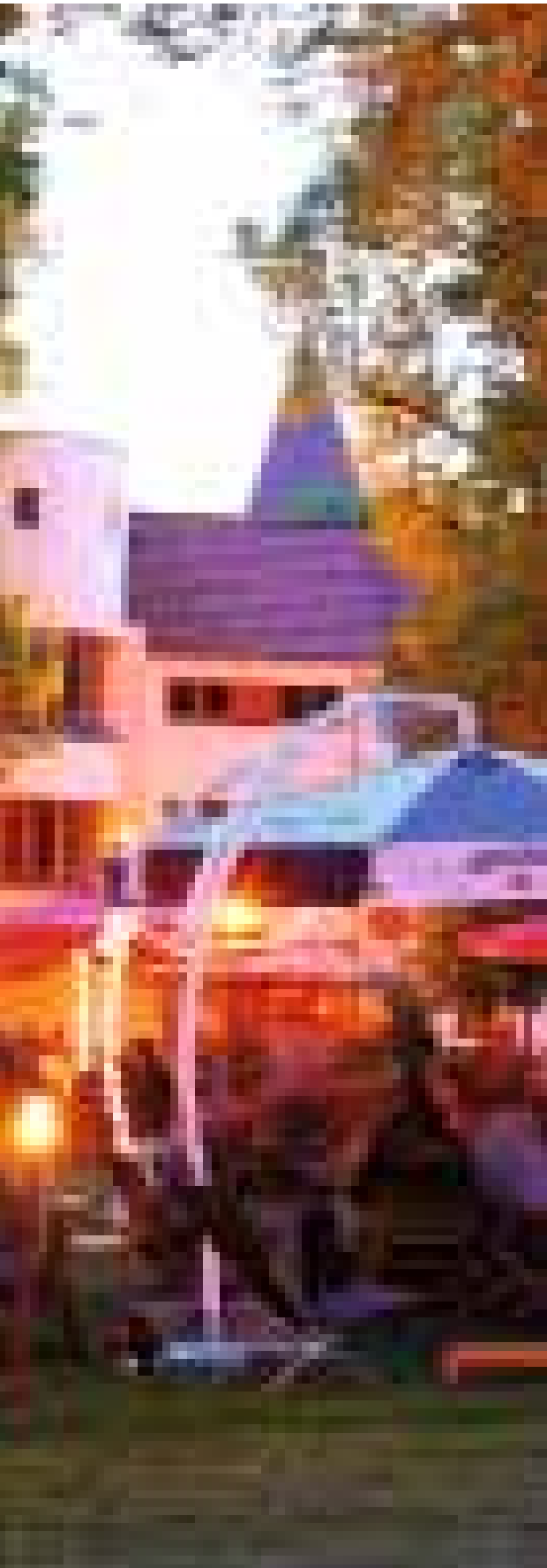
In Greifswald everything revolves around the university and the student culture that influences the town.

Is it a disadvantage in your industry not to be close to other developers?

David Wulff: We can do everything over the Internet. Everything is done remotely. For example, we also work with external developers. If we need to meet in person, Berlin, Germany's development centre, is only two hours away.



Winding up the day in the beer garden near the cathedral



How many people do you employ?

David Wulff: There are currently ten of us. We are in very close contact with the Stralsund University of Applied Sciences. With internships for IT students and support for project and bachelor work, we train future employees to ensure that they meet our professional requirements.

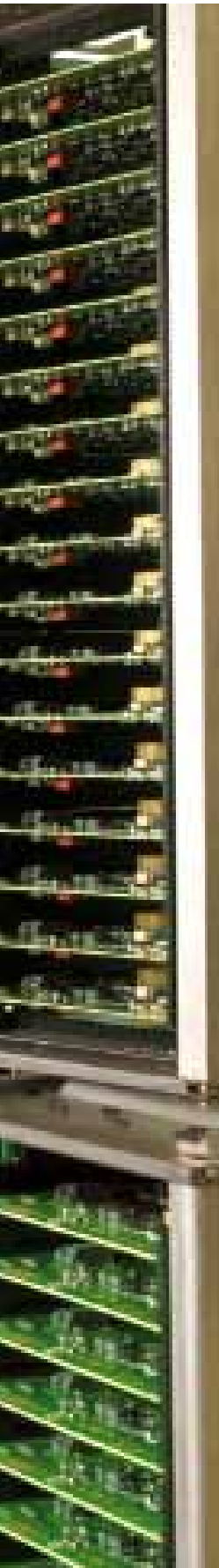
What are the perspectives for your young company over the next few years?

David Wulff: We have seen excellent development over the past four years. We will retain the two elements of our business – web applications and app production. If the growth rates of previous years continue for another year or two, we will be satisfied. Then our dream will be to have our own offices in one of the beautifully renovated buildings in Greifswald's old town.



Precision from Greifswald

Udo Possin



ml&s
manufacturing, logistics & services
GmbH & Co. KG

ml&s in Greifswald is a successful complete manufacturing service provider for the electronics and electro-technology industry. The three parts of its name – manufacturing, logistics & services GmbH & Co. KG – emphasise the company's key business lines.

The manufacture and testing of flat components have a long tradition at the Greifswald electronics location and are to this day the core competence of ml&s. Until 1991, telecommunications technology and ship electronics were produced in the state-owned Nachrichtenelektronik Greifswald. Two years after the wall came down, Siemens took over the former state-owned, East German company and gave it the means to hold for its own in the market by specialising in the development and manufacture of network access technology for telephony and data transmissions. Over 10 million worldwide subscribers make telephone calls with the technology developed and built in Greifswald.

In 2002, a lack of demand from the telecommunications market threatened to close the Siemens production facility in Greifswald. The Siemens production site in Greifswald was spun off. Udo Possin and Bernd Odoj launched manufacturing, logistics & services GmbH & Co. KG, acquired new customers and thus secured 250 jobs in the company and around 1,000 jobs in the region.

ml&s now produces high-quality electronic goods for global customers from a wide range of industries including regenerative energies, automotive construction, telecommunications, mechanical engineering, and IT. A modern logistics centre started operations in 2009 to ensure efficient management, from the arrival of individual components at the warehouse to the dispatch of finished goods around the world.

Approximately 500 permanent employees currently work at the location in the Siemensallee, mainly highly qualified specialists and a striking number of young people. The majority of the employees have completed a technical apprenticeship, and a quarter of them have a university degree. The employees' long-term experience and specialised knowledge are a key factor in the company's success. Each year at least five young people are trained to become electronic engineers. Short-lived markets and the enormous cost pressure from electronic providers demand maximum flexibility from the suppliers. ml&s therefore also employs additional specialists on a temporary basis as required by the order situation.

„My vision would be to have an industrial campus to the south of Greifswald.“ (Udo Possin)

What do you and your employees like about Greifswald?

Udo Possin: I am a Greifswalder born and raised, and live here with my family. I particularly love the small-town atmosphere, the wonderful environment and the university. I can't really speak for our employees. But it's true that many of them have been with us for a long time, some of them even since the founding of the state-owned Nachrichtenelektronik Greifswald in 1969, which is the origin of our company today.

ml&s is one of the companies in Greifswald with the most employees. How do you persuade new employees to come to Greifswald?

Udo Possin: Since 2002 we have more than doubled the number of permanent employees. In recent years we have been attracting an increasing number of young employees who are very well educated and could easily find work in other regions. We persuade them with long-term perspectives, good salaries and interesting challenges involving state-of-the-art technologies.



X-ray inspection of an electronic component



View of the SMD production hall

What effect does the proximity of the university and other research institutes have on your work?

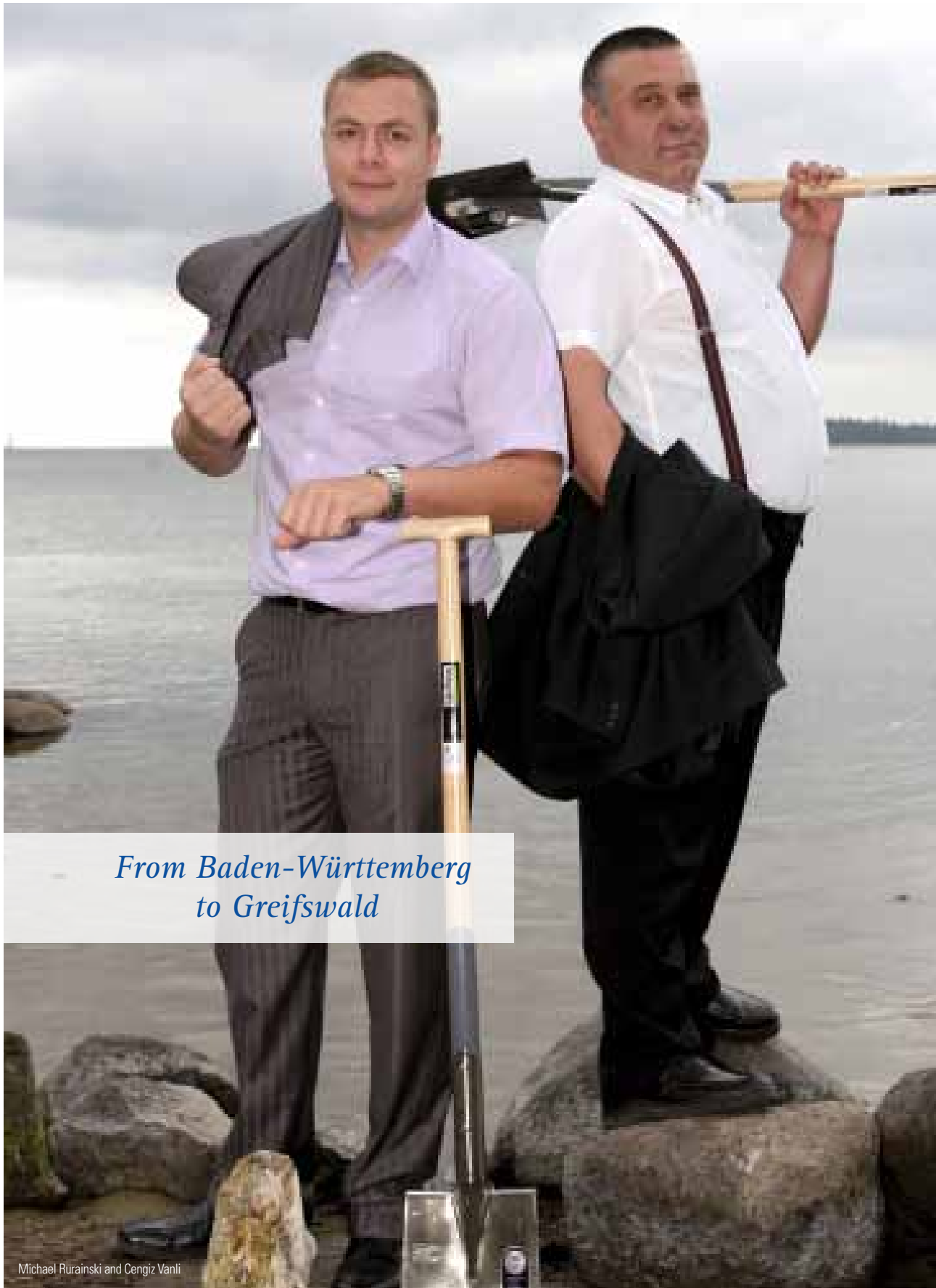
Udo Possin: We have been working on a project on flexible working time with Prof. Dr Bornewasser from the Institute of Psychology at the Ernst Moritz Arndt University. A key question here is how to create a balance between the employees' desire for development, loyalty and security and the company's specific needs for a more flexible workforce. The analysis focuses on the interaction between permanent and temporary employees. This is an important dimension of our corporate culture.

Your company has expanded greatly in size in recent years. ml&s is located in the technology park. What is your view on the range of commercial property in Greifswald from a business location perspective?

Udo Possin: Around 1,500 people are now employed at the ml&s technology park site. We work closely together with the Technology Centre of Western Pomerania, which is located nearby. The ml&s site is also bordered by the industrial area Herrenhufen North, which will be renovated by the end of 2013. My vision would be to develop an industrial campus to the south of Greifswald.

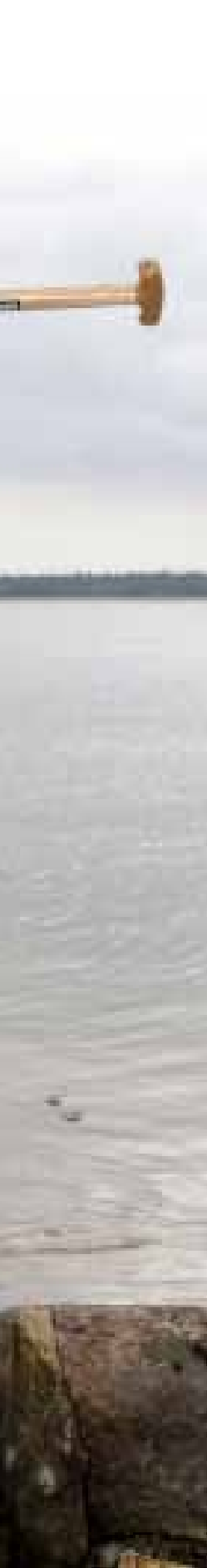
What will be the focus of ml&s in the coming years?

Udo Possin: Diversification is and remains very important for our corporate success. ml&s is a service provider for companies in various industries. They have different growth cycles, some of which balance each other out. We always focus on industries with major growth potential. That was the case in 2002 when we started solar module production before the statutory feed-in tariff was even introduced. In the future we will join the potential of our two companies and present ourselves as a consolidated system supplier.



*From Baden-Württemberg
to Greifswald*

Michael Rurainski and Cengiz Vanli



*The Lantelme company:
„We have found real partners
in the Greifswald town authorities.“ (Cengiz Vanli)*

Lantelme, from Kulsheim, specialises in the processing of thermoplastics, stainless steel and metal. The company has a history that goes back 30 years. Now Lantelme has made the decision to move to Greifswald.

What are your expectations when moving to Greifswald?

Michael Rurainki: I know Greifswald from my father's stories. He spent his summers in the 1970s as a lifeguard on Usedom. The proximity to the sea, the beautiful landscape and the university were all part of the image of Greifswald that my father gave me. But what was significant to me as an entrepreneur was how close Greifswald is to the tourist centres along the Baltic coast. Rügen and Usedom are important markets for us because they are home to the customers of our stainless steel products.

What influenced your decision to move to Greifswald?

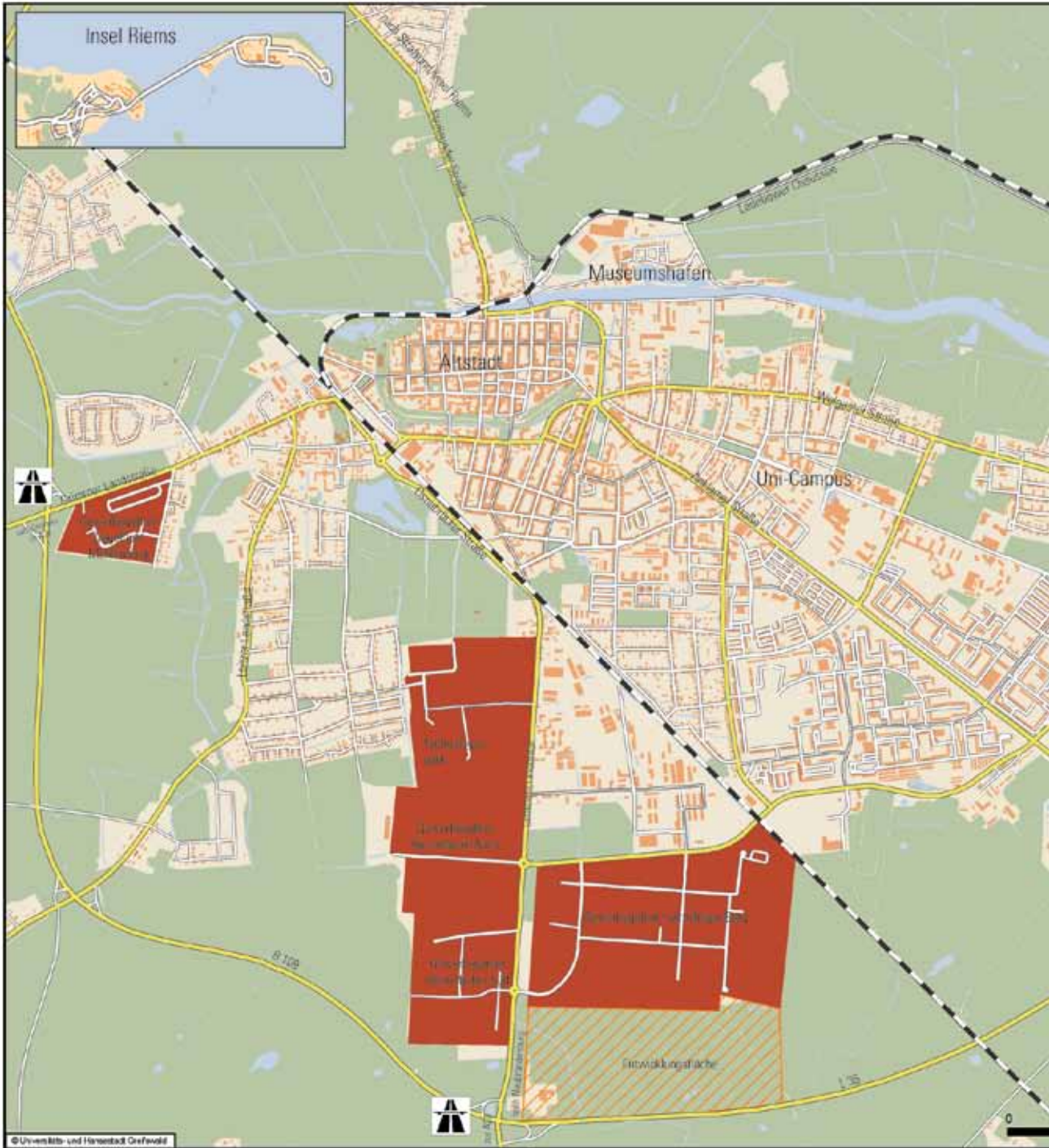
Michael Rurainki: When we were thinking about changing our location, we made contact with several local authorities. We found real partners in the business support department of the Greifswald town management. Their work went far beyond the usual extent. We are very grateful for this support.



If you would like more information on Greifswald as a business location, or would like to contact the business support department of the Hanseatic and University city of Greifswald, you can reach us on:

Telephone: +49 3834 522121 or email: wirtschaft@greifswald.de.

*We have space for good ideas –
industrial areas in Greifswald*



You can obtain current information on the availability of commercial sites in Greifswald at www.greifswald.de/wirtschaft.



Helmshäger Berg Industrial Area

Size: 125 ha

Industries: Manufacturing, services, wholesale, construction

Companies: approx. 110

Herrenhufen South Industrial Area

Size: 36 ha

Industries: Manufacturing, transport and warehousing, wholesale, construction

Companies: approx. 20

Herrenhufen North Industrial Area

Size: 35 ha

Industries: Manufacturing, transport & warehousing, wholesale, construction

Companies: approx. 25

Ziegelhof/ Am Mühlenweg Industrial Area

Size: 16 ha

Industries: Manufacturing, retail, services

Companies: 40

Greifswald-Ladebow Harbour Industrial Area

Size: 27 ha

Industries: Harbour trades, cargo

Companies: 20

Technology Park Industrial Area

Size: 27 ha

Industries: Technology companies, manufacturing

Companies: approx 70

Legal notice



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