

We pave the way for your
success in Schleswig-Holstein



The WTSH

The WTSH Business Development and Technology Transfer Corporation of Schleswig-Holstein GmbH is your key contact in Schleswig-Holstein if you:

- are looking for a new location for your business,
- want optimum growth conditions,
- want to develop foreign markets,
- want to promote innovative ideas,
- or are simply looking for suitable partners.

Our main objective is to sustainably develop a location. We are consultants and experts who work with your ideas.

Our service

- Comprehensive advice on settling, foreign trade, innovation and patents
- Support with applying for grants for technology projects, research and development activities, and foreign trade commitments
- Opportunities to participate in shared offices abroad
- Shared stands at national and international trade fairs
- Arranging European technology co-operations
- Network support in the fields of IT and communication technology, renewable energies, the maritime economy and tourism, for example

Talk to us – we're ready to carry out your business idea.

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Carsten Tietje, Managing Partner,
CLC China Logistic Center GmbH

In 2015, the internationally active Tietje Group acquired a 22-hectare site which belonged to the former Prinovis printing company in Itzehoe. The company now offers its customers plenty of space for warehousing and other activities on this new international logistics site. It's where the unpacking, labelling, picking, temporary storage and dispatch happens. Quick access to the Port of Hamburg is also an advantage.

Logistics has been part of the Tietje Group's main activities for over 100 years, and is now in the fifth generation. Thanks to excellent connections to China in the Joint Venture CLC (Logistic Center GmbH), customers get the full benefits from imports and exports with China and other countries.

"Our challenge is to fill the 70,000 m² of storage space in Itzehoe. We have the support of the WTSH, both here in Schleswig-Holstein, and of the WTSH office in Hangzhou in China, where we have our very own member of staff just for us."

"We are very happy working with the WTSH."

Trailblazing support



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Location advice

Your query

Are you looking for a new location, planning to extend or restructure?

What we offer

We will develop a strategy with you, support your decisions and the realisation of your investment.

1. Project management services

- Information about the economic region of Schleswig-Holstein
- Analysis of market and business potentials
- Identification of project-specific location factors
- Development of contacts with project partners
- Project management with regional business developers
- Co-ordinate negotiations with local authorities, public and private institutions

2. Location advice

- Pre-selection of relevant locations according to the project criteria
- Presentation of suitable locations in Schleswig-Holstein

- Organise and accompany you on visits to locations
- Networking with partners on-site
- Support in making the final choice for a location

3. Advice on settling

- Finding contacts with financing partners
- Clarification of any relevant tax issues
- Information on financing and funding opportunities
- Identification of relevant funding instruments
- Finding contacts with funding institutions and/or support with choosing the most suitable funding programme
- Clarification of the funding requirements, from applications to providing alternatives
- Support with the final foundation process



Jens Loll, Managing Director,
Loll Feinmechanik GmbH

Loll Feinmechanik GmbH in Tornesch develops and manufactures high-tech components, assemblies and complete systems in the fields of analysis, energy, aviation, mechanical engineering and medicine. Its 7,500 m² premises currently has 220 members of staff turning individual customer wishes into reality.

In 2016, with the WTSH's support, the company received BFEI funding to introduce a pilot line for metal laser sintering. This project enabled Loll Feinmechanik GmbH to qualify in metal laser sintering and to prepare for series production.

"The WTSH was with us all the way, from the initial consultation, through the application and up to implementation of the funding. The support really is excellent throughout the entire project. The advisers are competent, easy to work with, reliable and efficient. They always worked in close co-ordination with us."

Loll has made successful use of the WTSH's services before: following the on-site evaluation by a WTSH staff member of a project idea, the company applied for and received funding from the EEGP programme, which was used at the time to create a so-called e-office.

"The WTSH was always there for us, even if there were problems!"

Optimum drive



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Innovation and foreign trade promotion

Your query

Are you already established on the market and would like to implement an idea and your technological knowledge in a new, marketable product or process? Are you planning to develop innovative techniques and processes for renewable energies, or do you want to carry out a project that is environmentally and resource-friendly? Do you intend to optimise your production and business processes or to reorganise your company?

Do you want to create jobs, especially in R&D, and to co-operate with a university or research facility? Do you want to be able to take on academic staff, even though your company is still young?

Are you interested in markets outside Europe and would like to know more about the benefits of a shared office? Do you need advice on internationalisation, or want to attend international trade fairs?

What we offer

Our funding team will help with your application for funding:

- Evaluation of your project idea by an interdisciplinary team
- Recommendation of a suitable funding programme
- Expert support by the WTSH funding team:
 - from the acceptance, technical review and approval of your application
 - to the administrative support and payment of the grant

We are experienced and a reliable contact for innovation and foreign trade promotion in Schleswig-Holstein.



MANKENBERG



Dipl.-Ing. Axel Weidner,
Managing Partner, Mankenberg GmbH

Lübeck-based Mankenberg GmbH specialises in valves and control technology. The company currently has just under 200 members of staff, and provides optimised solutions in the field of self-medium controlled industrial fittings.

Mankenberg supplies its products to almost every industry in the world, and is striving for further growth. This means it is always looking for opportunities to optimise certain areas, which is why it contacted the WTSH to carry out an innovation audit.

The management, sales department, external process manager and technical director of Mankenberg GmbH worked with the WTSH's advisers to develop an innovation strategy, whose results are to be implemented by 2018.

"As a 'hidden champion', Mankenberg is one of the world's leading manufacturers of industrial fittings. Constant comparison with the top companies is very important to us as a medium-sized company. The WTSH's innovation check was a great help in uncovering further potential for improvement."

**"We were really inspired
by exchanging ideas."**

From the initial idea to success on the market



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Innovation support

Your query

Would you like to keep your processes and production methods at the current industrial level? Do you want to keep optimising your services and products to benefit the long-term success of your business? Would you like to develop new business areas and create new business models? Do you have an idea that you want to launch on the market or develop further? Would you like to know the possible benefits from certain trends? Would you like to make better use of your company's potential? Would you like to optimise your processes and production methods and bring them up to current standards?

What we offer

Our experts will analyse your innovation processes on-site and provide approaches for innovation projects. In four locations in the state, the WTSH innovation advisers in Elmshorn, Flensburg, Kiel and Lübeck will help you to turn an idea into a marketable product.

- Analysis, development and support with innovative concepts, plans and projects
- Support with developing your innovation strategy
- Support with optimising your innovation processes
- Identification of the right funding programme for your innovative idea
- Search for co-operation partners in industry and science
- Construction and management of innovation networks

Our interdisciplinary team has the necessary technical and commercial skills. We are the first stop for all innovation matters.



Protecting know-how – protecting property rights



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Sönke Siegfriedsen, Managing Director, aerodyn engineering gmbh

The aerodyn creative workshop has designed 27 different wind power plants that have been installed in some 45,000 systems all over the world. aerodyn currently employs 45 members of staff in two divisions – energy systems (Rendsburg) and engineering (Büdelsdorf).

In June 2017, the company presented its latest development: nezzy², a system with two 2-blade rotor heads on angled towers and a floating 3-armed foundation structure.

The WTSH's patent and brand centre has been supporting the new plant's development for about 5 years now in patent research and analyses. Based on research into the state of the art and the activities of the competition in the off-shore market, a number of patents have been registered to protect the nezzy environment.

After several extremely satisfying transactions with and in China, aerodyn is now able to focus on a number of new markets. Sönke Siegfriedsen's experience from China strengthens his resolve to protect the property rights of his company's innovations. "In China, contracts are more likely to be kept if there are patents."

To date, more than 50 patent families have been registered in the names aerodyn and Siegfriedsen.

"Without patents, this company would no longer exist."

Patent and brand centre

Your query

Would you like to protect your technical invention or find out if your invention is new? Do you need information on patents, utility models, brands or designs? Do you need assistance with industrial property rights, or are you looking for technologies and methods?

What we offer

As the official co-operation partner of the German Patent and Trademark Office, we have tremendous experience in the field of industrial property rights, as well as access to worldwide property rights databases. We offer a comprehensive range of services to small and medium-sized companies, such as:

- Research in patent, technology, science, trademark and design databases
- Information on the competition
- Patent statistics analyses
- Property rights and competition monitoring

- Free monthly initial consultations for inventors with patent lawyers
- Support for the patent working group, which is open to all companies
- Support for small and medium-sized companies with funding programmes with regard to industrial property rights
- Auditing a company's internal property rights management
- Events on current issues in industrial property rights
- Guest lectures and in-house courses in the company

The WTSH's patent and brand centre is the central information and service point for all matters concerning industrial property rights.



Volker Hollinder, Managing Director, CONDIAS GmbH

CONDIAS GmbH in Itzehoe is the market leader in manufacturing and using diamond-coated electrodes. The products are used to sustainably clean waste water without chemicals, for example, and the company currently employs 31 people.

"The idea to go abroad came from the WTSH. It quickly became clear that China is a very appealing market for us. We want to grow, but we want to do it sensibly, which is why we research thoroughly before going to the market. For us as a small company, a companion like the WTSH is extremely important: for consulting, for the financing, for the contacts in China. A very productive workshop was recently held in Hangzhou. I only have positive things to say about the co-operation."

"We couldn't have done it alone!"

Worldwide support



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Foreign trade advice

Your query

Would you like to establish your company alongside the global competition? Are you looking for new sales markets in other countries to increase your exports? Do you need an initial consultation starting with an external analysis of the situation and requirements? Are you interested in intercultural training?

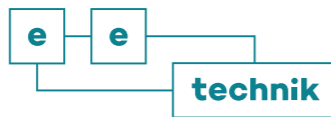
What we offer

- Support with analysing the target region and help with a realistic estimation of the conditions for success
- Overview of the country, product and market-specific conditions in the target region under consideration
- Detailed market research prior to your planned sales activities and sourcing
- Procurement market analysis
- Development of your market entry strategy

- Contacts with local people and market participants
- Support with staffing
- Informational events and intercultural training relevant to the industry and the topic

We have our own Schleswig-Holstein Business Centers (SHBCs) in important growth markets, which are an inexpensive presence for you in the target country. We have SHBCs in Hangzhou (China), New Delhi (India), São Paulo (Brazil), Moscow (Russia), Jakarta (Indonesia) and Kuala Lumpur (Malaysia).

Our foreign trade experts provide access to international growth markets.



Hanna Jünemann,
Assistant to the Board,
ee technik gmbh

The company ee technik gmbh, based in Norderstedt and Husum, specialises in the regulation of renewable energy producers. These manufacturer-independent products offer new, simple and transparent control solutions.

The company reaches its target group - the operators of power generation plants - at trade fairs such as the HUSUM Wind and WindEnergy Hamburg. Shared stands organised by the WTSH are therefore just right for trade fair presentations by this up-and-coming company.

"The WTSH supports us both with the planning and the actual implementation of a trade fair project. It offers special training beforehand, and also provides specific information for trade fairs both at home and abroad. It arranges for the stand to be set up, whilst all the time focusing on our requirements in terms of concept and construction, which allows us to concentrate entirely on what matters and on our customers during the trade fair."

"... a fabulous full-service package!"

International and professional



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Trade fairs

Your query

Do you want to develop international markets? Are you planning on professionally presenting your company and your products at a trade fair? But do you have only limited personnel or financial resources to do so? Would you like to exhibit on new markets in far-off countries? Are you interested in a joint exhibition with wide-reaching effects?

- PR, advertising, events
- Travel plans
- On-site support
- Framework programme at the trade fair location (e.g. get-together, exchanges, company visits)

Our Schleswig-Holstein shared stands at international trade fairs establish access to interesting markets.

What we offer

We organise shared stands at international trade fairs and take care of all the organisational and service tasks. Our trade fair package includes:

- Foreign trade advice, market research, company contacts
- Preparatory seminar
- Creating the concept for the shared stand



Gunnar Druskat, Managing Director, Loksys G|A|S GmbH

Loksys G|A|S GmbH in Mölln sells GPS-based security and positioning systems for sea freight containers, swap bodies, part-load consignments, vehicles and persons.

Since early 2017, Loksys G|A|S GmbH has been co-operating with Wilbert Trading BV in Holland, a company that sells products including roll trailers, sea freight and swap containers, and the corresponding forklifts. Wilbert Trading BV has depots in Rotterdam and Antwerp, in addition to its main base in Maassluis in Holland.

The Enterprise Europe Network (EEN) Hamburg Schleswig-Holstein was of tremendous help to Loksys during its search for an international distribution partner. Once Loksys had been entered in the database, Wilbert Trading

BV in the Netherlands became aware of the company in Schleswig-Holstein.

"The EEN's regional contacts in Schleswig-Holstein and the Netherlands made direct contact quickly, in an uncomplicated manner, which meant we were able to sign the reciprocal distribution agreement in January 2017."

"The EEN creates interesting international contacts for us without complications."

Co-operating without boundaries



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International co-operation

Your query

Are you looking for international partners in order to implement an idea? Would you like to develop distribution partnerships, or are you looking for international partners for technical co-operation? Perhaps you have ideas for new cross-border projects, are looking for research partners or a suitable EU funding programme? Would you like to increase your competitiveness or develop your company internationally?

What we offer

We are your contact for any questions concerning innovation and internationalisation - in every European country and beyond.

- Search for international business partners for distribution and trade
- Search for international technology, project and research partners

- Organise market reconnaissance trips and co-operation exchanges at national and international trade fairs
- Consulting on EU funding and financing

With the help of our network partners in over 60 countries, the enterprise europe network of the WTSH can open up the international market for you. Some 15,000 offers for international co-operation from industry and research can be found at www.wtsh.de/een.

Our international network opens up a tremendous range of co-operation options.



Dipl.-Kfm. Björn Christiansen,
Managing Director,
IAdea Deutschland GmbH

IAdea has been creating innovative digital signage media players and integrated displays for presenting digital content since 2000. This technology turns informative or entertaining content into audio-visual experiences. Digital signage in retail or education can help to optimally appeal to the younger generation in particular.

IAdea Deutschland GmbH, as the European centre with associated software development, distributes the technology created by the leading digital signage manufacturer with Europe-wide technical support, including the UK. Customers can experience the products live in the in-house demo centre.

“We have benefited from the WTSH’s services in many ways: developing contacts to the digital economy, politics and press, recruiting young talent, and searching for co-operation partners. The consulting in financing and expansion has also helped us to move forward and, last but not least, so has the support in appearances at CEBIT and other trade fairs abroad.”

“Many thanks to the team at DiWiSH for the excellent advice in recent years.”

Bundling skills



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Cluster management

Your query

Are you seeking contacts in a far-reaching industrial network? Would you like to position yourself for the future and need new ideas? Are you looking for partners for innovative co-operation projects?

What we offer

We know and analyse the current developments in your industry, and will provide you with the relevant information. We provide support in acquiring funding so that your ideas become reality.

We provide a team of competent experts covering the following areas:

- digital economy
- renewable energies
- maritime economy
- tourism

The clusters organise activities such as:

- information events
- training courses
- workshops and working groups
- project meetings and specialist groups
- trade fair appearances and delegation trips

The clusters and networks in Schleswig-Holstein benefit from favourable location factors and spatial proximity. As a network partner, you benefit from the contacts and offers of support.

Together for the True North



Your contact:

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Hans-Peter Heyen, Andreas Tembrockhaus, Managing Directors, Flensburger Brauerei Emil Petersen GmbH & Co. KG



The FLENSBURGER BRAUEREI is Germany's northernmost brewery. Known in Germany as 'the beer with the plop', it combines the traditional with the modern. The advertisements are well-known on a wide scale for their dry humour and the references to the region.

"Bundling our strengths, exchanging with others and acting dynamically: that's the WTSH."

People who work at the FLENSBURGER BRAUEREI feel deeply committed to the company. After all, what is communicated to the outside through the brand is lived on the inside. That's real authenticity. Almost 200 members of staff roll their sleeves up in the typical down-to-earth North German fashion for 'their beer'.

"We opted for the Premium Partnership because we believe that we in Schleswig Holstein can only be strong together. Bundling our strengths, exchanging with others and acting dynamically: that's the WTSH. And if we can manage all that with a touch of humour, then so much the better!"

WTSH partner programme

Your query

Is your company based in Schleswig-Holstein, and are you fully convinced that Schleswig-Holstein is an attractive place for a business, as well as to work and live? Is it important to you to focus on the appealing career opportunities offered by Schleswig-Holstein's small and medium-sized companies so that qualified specialists come to the region and stay for the long-term?

Then join our strong network, the WTSH partner programme "Schleswig-Holstein. Germany's True North." Work with renowned companies and institutions in the state to strengthen it as a location, and benefit from the opportunities the partner programme offers.

What we offer

Depending on the type and size of the applicant, the partner programme offers the following options:

- Partnership for companies and institutions and
- Premium Partnership for companies

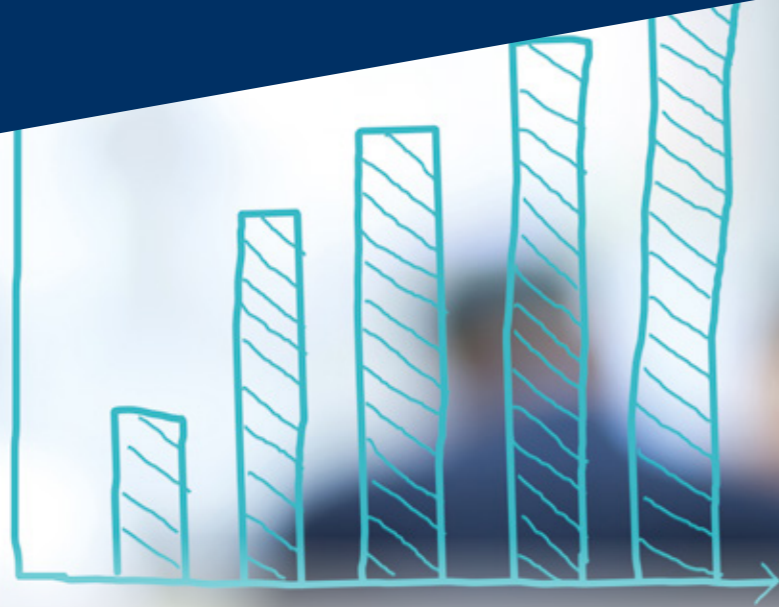
The following are just some of the services you will receive as a partner:

- Right to use the brand "Schleswig-Holstein. Germany's True North."
- Inclusion of a short portrait at www.partner-sh.de along with a link to your corporate website
- Free orders of partner programme advertising tools
- Welcome package with initial supplies
- Company advertised in the partner programme's communication channels: website Facebook, Xing
- Invitation to network events
- Placement in printed publications

For further information please go to www.partner-sh.de.

Become a partner in the partner programme "Schleswig-Holstein. Germany's True North." Help us to convince qualified specialists of the appeal of Schleswig-Holstein's small- and medium-sized companies.

Our experts for your success



Experience

We are skilled in scientific, technical and commercial matters, and have years of experience in research and development, as well as in foreign trade.

Flexibility

We specialise in quickly familiarising ourselves with new issues and covering all the relevant areas of Schleswig-Holstein. Numerous references from companies in a wide range of industries confirm this.

Contacts

We have excellent contacts to all the main public and private institutions in Schleswig-Holstein from which you can benefit.

Reliability

We accompany you from the initial idea to the market: competent, creative and as partners. We guarantee absolute loyalty, discretion and reliability.

Impressive interim report on the WTSH (2000 to 2017)

- 490 companies have settled in Schleswig-Holstein with our help, contributing to the creation of almost 10,040 jobs
- 893 co-operation projects have united universities and business
- 5,933 companies have benefited from our innovation support
- More than 2,300 consultations on inventions and property rights strategies have made companies more successful
- Over 4,300 research commissions have benefited companies in the field of property rights
- We have helped around 2,150 of Schleswig-Holstein's companies to become active in other countries
- Almost 1,992 companies in Northern Germany have presented themselves on around 149 shared stands organised by us at international trade fairs
- With some 70 innovation projects a year, companies have been supported with a total funding volume of €9 million p.a.

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In the interest of improved legibility, a gender-specific differentiation is not used throughout. Any gender-specific terminology refers to both genders.

The Business Development and Technology Transfer Corporation of Schleswig-Holstein (WT.SH) is a company owned by the state of Schleswig-Holstein, the Chambers of Commerce and Industry, Chambers of Crafts and the institutions of higher education in the state.

WT.SH 