

“Pop into Berlin”: Berlin goes on European tour

visitBerlin and *be Berlin* to present trend products made in Berlin in pop-up stores in five European capitals

Berlin, August 2015 Under the motto “Pop into Berlin”, *visitBerlin* in cooperation with *be Berlin* will open pop-up stores in five European cities starting in September to market Berlin as creative, innovative and liveable metropolis. The stores will open for one week each in top inner-city locations in Stockholm, London, Vienna, Amsterdam and Paris to showcase innovative and trendy Berlin brands and start-ups.

People across Europe and visitors to those cities will get to experience the creative potential of Berliners working in the fields of design, fashion, furniture, food, lifestyle and technology. Visitors will be invited to learn about Berlin as a tourist destination and become excited about Berlin’s creative spirit and its role as an exciting centre for high-tech and start-ups.

Cornelia Yzer, Berlin Senator for Economics, Technology and Research: “We like to say that Berlin is always in motion and, as we send our city out on tour to showcase its unique way of life and innovations “Made Berlin”, it will be clear that this description does not fit any other city in Europe better. Packing up a bit of Berlin and taking it on tour is a great idea for creative city marketing.”

Burkhard Kieker, *visitBerlin* CEO, comments: “For the first time, we’re taking Berlin brands out on a European tour of our core markets. The pop-up stores will deliver an authentic Berlin feel by showcasing the latest trendy products: a Berlin original that can be experienced locally and taken home. But it won’t just be labels and Berlin’s creative side on tour this autumn. Ambassadors from the world of Berlin politics and business will be participating in joint Berlin events designed to promote Berlin and encourage people to visit our city.”

Dr. Stefan Franzke, Management Spokesperson of Berlin Partner for Business and Technology: “Berlin is the creative workshop for Europe’s tech and digital scene. In Germany’s start-up capital, entrepreneurs get the tools they need to turn their idea into a successful long-term business: the willingness of established companies to collaborate, an exemplary research environment, and the necessary start-up capital. On our European tour, we will be showcasing fine Berlin entrepreneurs who have built successful businesses with the help of the great toolbox our city offers.”

Trendy, High-Quality Labels from Berlin

visitBerlin will be presenting the German capital with a wide range of innovative products in the fields of design, fashion, furniture, gastronomy and lifestyle offered by companies as diverse as solo start-ups, makers of regional food products that are hits in Berlin’s street food scene, and popular, long-established Berlin brands.

Fifteen companies will offer their innovative ideas and products for sale in the pop-up stores. The products offered by the companies cover the whole gamut from local spirits and liqueurs to design and furniture made in Berlin. Visitors to the pop-up stores can get the latest ic! berlin

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eyewear, sophisticated designer bicycles by Standert, or stylish natural cosmetics by Und Gretel, a true Berlin start-up founded just in February. Visitors can also treat their palates to a typical Berlin mix on offer at the pop-up store: Brlo, a sustainably brewed craft beer from Mitte, sampler packets from Try Food, or original Berlin street food from Retos Candyfarm, known from Kreuzberg's trendy Markthalle Neun.

International visitors also love products decorated with Berlin's famous "AMPELMANN", the distinctive East German figure at pedestrian crossing lights. Whether affordable accessories or high-end designer pieces, the mix offered in the pop-up stores is intended to create further interest and desire to visit Berlin. The design and furniture pieces in the pop-up stores are being curated by Minimum – Design aus Berlin.

Berlin, the Start-Up Capital

be Berlin is bringing five Berlin-based start-ups on tour to Berlin pop-up stores being set up in five European capitals this autumn. The goal is to make Berlin's vibrant start-up scene tangible to fellow Europeans. It's not for nothing that Berlin enjoys the reputation of being a booming centre for the tech and digital entrepreneurs of the future: the examples of Rocket Internet and Zalando are great examples of companies coming out of the Berlin start-up scene growing to the point of having IPOs and being listed on the stock market. Even investors have realized that it pays to put their money on ideas and innovations from Berlin. With \$2.2 billion venture capital in 2014, Berlin has pushed past London and is now the top city for venture capital investment in Europe. The proximity of established industry and the new economy is part of Berlin's success formula: traditional companies appreciate the innovative strength of the start-ups and are working with them on technologies for the future. For example, 3YOURMIND and BigRep will be presenting the latest 3-D printing technology in the pop-up stores and Panono will be showing the world's first 360° camera to be launched on the market from September 2015. Raumfeld will be providing the right sounds with wireless audio systems, while VFX Box, a young Berlin-based company specialising in special effects and animations, will be projecting the little robot Myon in the stores via augmented reality.

Programme with Berlin Night and Product Promotions

The stores will also feature a colourful mix of Berlin cultural, entertainment and product presentations. In each city, a **Berlin Night** will be held with invited guests and a top-class cultural programme. In addition, an **investor panel** will address Berlin's potential for business. The participating labels and start-ups will also offer other **promotions** and event formats, including the smallest disco in the world in a phone booth (complete with disco ball).

More information about the promotions and the planned Berlin Nights can be found at www.popinto.berlin. Live updates can be followed under hash tag [#popintoberlin](https://twitter.com/popintoberlin).

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The 2015 “Pop into Berlin” Tour Schedule

Stockholm, Sweden	21–27 September
London, England	5–11 October
Vienna, Austria	2–7 November
Amsterdam, the Netherlands	16–22 November
Paris, France	7–12 December



Pop into Berlin

“Pop into Berlin” is an initiative launched by *visitBerlin* this year in cooperation with *be* Berlin to market Berlin as a centre of creativity in five European capitals: Stockholm, London, Vienna, Amsterdam, and Paris. *visitBerlin* is the initiator and organiser of the pop-up stores designed to showcase Berlin’s creativity with a wide portfolio of innovative products and brands made in the city. *be* Berlin will complement the product range offered by the pop-up stores with ideas from Berlin’s booming tech start-up scene. “Pop into Berlin” is being realised in cooperation with Air Berlin and the *visitBerlin* partner hotels. In addition, the Clean Tech Business Park Berlin-Marzahn, Deutsche Bank, Beiten Burkhardt, Mercuri Urva, and OVG Immobilien take part in the investor panel.

visitBerlin

“We know Berlin.” Berlin Tourismus & Congress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. The *visitBerlin* Berlin Convention Office markets the many convention and meeting options offered by the German capital. After London and Paris, Berlin is third-most popular European city for tourism, with 28.7 million overnight stays in the German capital during 2014. Berlin has been among the top five most popular destinations for conventions and meetings for the past ten years. As a tour operator, the private company offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates six Berlin tourist information offices. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete range of tourist offerings in Berlin. visitBerlin.com provides information about the capital in 14 languages.

Berlin Partner for Business and Technology

Berlin Partner for Business and Technology promotes Berlin's economic development by providing services for companies planning on settling or expanding in the German capital. As such, the organisation is an expert on Berlin's economy and business environment. Companies receive services tailored to promote their growth: from site selection to funding advice. With targeted networking between industry, research, and the start-up scene, Berlin Partner promotes the innovations being made every day in the city and helps shape major economic issues. Berlin Partner has also been successfully marketing the city as a centre for business and innovation since 2008 as part of the *be* Berlin campaign on behalf of the city's government. With its many international activities and events, the *be* Berlin campaign shows Berlin as a “city of many opportunities”.

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