



Our Services
INNOVATION

Economic Development
Agency | **Brandenburg**

**DEVELOPED IN
BRANDENBURG**

Success starts with innovation

wfbb.de

GAIN THE EDGE THROUGH INNOVATION

Alternative drive and propulsion technologies for road and rail transport, shipping and aviation, new energy technologies, and green production for future-oriented industry: Brandenburg is an innovation hotspot.

Tomorrow's products and technologies are being developed here today. Close collaboration between business and science gets them go-to-market ready.

We're your partner when it comes to developing the right innovation strategy for your company. With our support, you can raise your business's profile and secure decisive competitive advantages.

ON THE RIGHT TRACK WITH WFBB'S SERVICES

Brandenburg is a thriving hotspot for innovation. Aviation and the thumbtack were invented here 140 years ago – today, pioneering hydrogen technologies are being developed here. Benefit from WFBB's comprehensive services as you pave the way for tomorrow's production.

THE ECONOMIC DEVELOPMENT AGENCY BRANDENBURG (WFBB)

WFBB is your central point of contact for economic and workforce development in Brandenburg. Our service is free of charge, tailored to you, and confidential.



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We offer companies in Brandenburg a comprehensive range of services for innovation management. Businesses that want to develop innovative products and services and open up new sales markets can count on our advice and support.

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SEBASTIAN SAULE

Managing Director
Economic Development Agency
Brandenburg



INNOVATION MANAGEMENT

RAISING YOUR PROFILE

We'll help you enhance your company's innovation profile via targeted innovation management and advise you on optimizing your innovation processes.

RECRUITING INNOVATORS

The skills and expertise you need for your future: WFBB's support will help you hire the right student trainees and graduates for your innovation projects in Brandenburg.

DEVELOPING SOCIAL INNOVATIONS

Benefit from our advice on developing, testing, and transferring innovative solutions for securing skilled and unskilled workers. We'll also support you with restructuring work and production processes in your business.

FUNDING

BENEFIT FROM FUNDING PROGRAMS

WFBB's advice on funding programs will strengthen your company's capacity for innovation. We cover everything from developing innovations to optimizing production processes and preparing for the market launch of new products.

TECHNOLOGY TRANSFER

TARGETED NETWORKING

Exchange ideas with researchers and scientists: We foster targeted networking between companies in Brandenburg and universities, technical colleges, and research institutes. Our support accelerates technology transfer.

COLLABORATING TO SUCCEED

Our sector-based cluster management will put you in touch with suitable partners for developing, financing, and marketing your innovative ideas.

LEVERAGING MARKET POTENTIAL

Take advantage of our expertise, get your innovations go-to-market ready even faster, and open up new markets in Brandenburg and worldwide.





INNOVATION MANAGEMENT >>



RAISING YOUR PROFILE

A good idea is worth its weight in gold. Companies that can react quickly and flexibly to the latest market developments and new technologies are the ones that succeed in the long term. Put your trust in our innovation experts' knowledge.



WHAT WE CAN DO FOR YOU:



Strengthen your company's capacity for innovation

- Advice on enhancing your company's innovation profile
- Support in optimizing innovation processes and guidance on public funding
- Specialist expertise and forums for individual exchanges to advance your planned innovation projects



RECRUITING INNOVATORS

The right employees are the key to your company's long-term success. Foster connections with tomorrow's skilled workforce today and benefit from the expertise of the *WFBB Labour – Skilled Workforce and Qualification Department*.

WHAT WE OFFER:



Support for your search for new skilled employees

- Information and advice under the *Brandenburg Innovation Professionals (BIF)* funding program for graduates starting their careers as innovation assistants
- Individual guidance on and support in recruiting students from Brandenburg's universities as student trainees





DEVELOPING SOCIAL INNOVATIONS

Brandenburg targets and promotes the development and testing of new, socially innovative approaches to securing skilled workers. Take advantage of the expertise of our *WFBB Labour – Social Innovation & Integration* team.



Social innovations help tackle social challenges and bring about positive change. Companies and their employees can also benefit from this in the long term. We are your partner for developing social innovations.



WHAT WE CAN
DO FOR YOU:

Gain a competitive edge through social innovations

- We'll advise you on developing pioneering ideas and on testing and transferring innovative solutions for generating and securing employment. From employee adaptability to promoting healthy and active aging among employees, to creating suitable working environments and much more besides – there's a multitude of avenues for your organization to explore.
- We're your partner for developing innovative concepts for restructuring your work and production processes and for securing skilled and unskilled workers.



FUNDING >>

BENEFIT FROM FUNDING PROGRAMS

In Brandenburg, daring to innovate pays off. This is where we come in – with advice on the funding opportunities offered by the state, federal government, and the EU, to promote innovation.



Attractive funding programs at a glance

- Take advantage of our expertise and our partnership with the ILB, the business promotion bank of the state of Brandenburg. Whether you select a *Brandenburg Innovation Voucher (BIG)*, *ProFIT Brandenburg*, the *Gründung Innovativ* start-up program, or the *Brandenburg Innovation Professionals (BIF)* program – with our service you'll be sure to find the right funding program for you.
- We'll provide expert guidance on applying for state programs and help you put in place all the required measures. We'll even assist you with evaluating the impact of the funding programs used.
- We're also on hand to advise you on using federal and EU funding programs. The *Federal Government's Central Innovation Program for SMEs (ZIM)* and the EU's *Horizon Europe* are two examples of interesting funding opportunities for your business.



BRANDENBURG PROMOTES
GOOD IDEAS



Gründung Innovativ

The funding program for start-ups and takeovers of innovative businesses

Brandenburg Innovation Vouchers (BIG)

The funding program for knowledge transfer, innovation, and digitalization

[MORE INFO](#)

ProFIT Brandenburg (ProFIT)

The funding program for the research, development, and market launch of new technologies

Brandenburg Innovation Professionals (BIF)

The funding program for employing highly qualified young talent

Social Innovation funding program

The funding guidelines for social innovation in the state of Brandenburg



FUNDING PROGRAMS



DR. KAI EBERHARDT
CEO of Oviva

”

As a Swiss company, we chose Potsdam as our new headquarters because of the excellent framework in Brandenburg. We calculated that we could conquer the German market from here. We got our math right. The *ProFIT* funding program has been a big help to us.

“

UNIVERSITIES



BUSINESSES

TECHNICAL
COLLEGES

CLUSTER



RESEARCH
FACILITIES



TECHNOLOGY TRANSFER





TARGETED NETWORKING

Benefit from the diverse scientific landscape in Brandenburg. With the right partners from research and development, your ideas will succeed. Benefit from our cluster and transformation management and the capital region's industry networks.



WHAT WE OFFER:

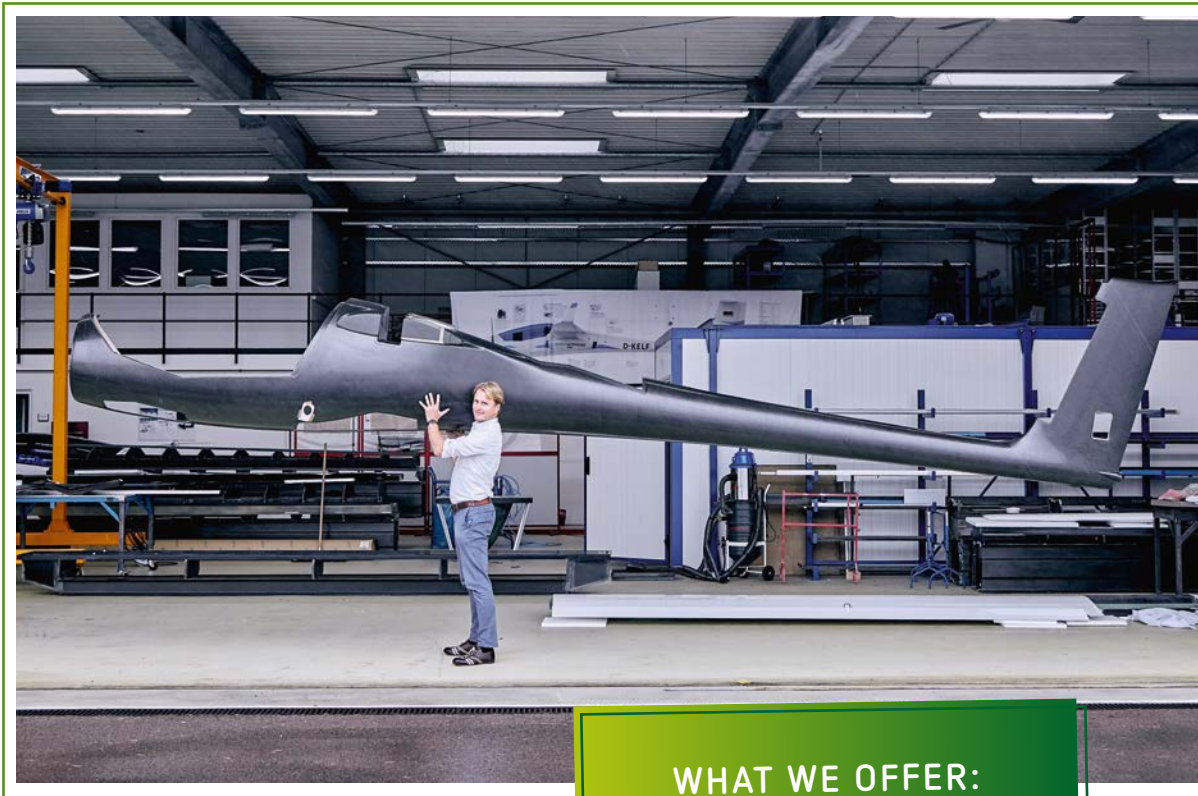
Promoting innovation through targeted cluster management

- The Berlin-Brandenburg capital region is giving innovation development a decisive boost with its cluster strategy. WFBB's cluster managers focus on targeted technology transfer and exchanges of ideas between businesses and scientific and research institutes.
- You'll benefit from extensive industry expertise that goes far beyond Brandenburg's state borders thanks to the close collaboration between the cluster managers and WFBB's teams.
- We'll connect you with the right contacts in Brandenburg's science and research community.



COLLABORATING TO SUCCEED

Successful innovations often emerge only when several partners from different disciplines work together. This is why we initiate and support interdisciplinary cooperations within the state of Brandenburg, in Germany and across Europe.



WHAT WE OFFER:

Connections to collaboration partners

- Support in finding suitable partners for developing, financing, and marketing your idea
- Networking and collaboration with appropriate partners from industry-specific clusters





LEVERAGING MARKET POTENTIAL

Developing and marketing new products, services, and technologies secures competitive advantages – but it also poses major challenges for companies. You can rely on our support.



Support on the path to your market launch

- Comprehensive support with market analyses for your innovative products, services, and technologies
- Guidance until your new product is go-to-market ready and support in opening up markets in Germany and abroad – take advantage of our expertise in expanding internationally
- Opportunities to participate in trade missions and cooperation forums, plus support in presenting your innovations at national and international trade fairs

BRANDENBURG SUCCESS STORIES

We help businesses achieve sustainable growth.

Want to be one of them?

Digitalized Storage Processes

Transformare GmbH, based in Wittenberge (Prignitz district), develops and manufactures modern low-voltage switchgear, and plans and assembles substations. It used a *BIG Digital Brandenburg Innovation Voucher* to digitalize its warehouse processes from end to end. From raw materials to the finished product, all its manufacturing and storage processes have been brought together under one roof at its facility. WFBB advised the company during the application process and supported it in rolling out its digitalization strategy.

Supported by:

**BIG Digital
funding program**



Supported by:

**ProFIT Brandenburg
funding program**



Sustainable Energy Systems

Prof. Dr. Berg & Kießling GmbH, based in Cottbus, develops and builds energy systems. The company specializes in sustainable biomass and combined heat and power (CHP) solutions. It has developed ClinX, a CHP plant powered by an externally fired micro gas turbine. Its development was supported by *ProFIT Brandenburg*, the state's funding program for research and development projects. WFBB advised the company during the application process and supported it in implementing the development and preparing for the market launch.

Early Detection System for Forest Fires

Dryad Networks GmbH from Eberswalde (Barnim district) has developed the Silvanet ultra-early warning system, a complete solution for early forest fire detection and forest health and growth monitoring. The system monitors, analyzes, and protects tree populations and is already in use worldwide. The company used the *ProFIT Brandenburg* funding program to develop the system. WFBB advised the company during the application process and supported it in implementing the project.



Supported by:

**ProFIT Brandenburg
funding program**





ADDITIONAL BENEFITS FOR INNOVATORS

FIND SUCCESS WITH THE RIGHT INFORMATION

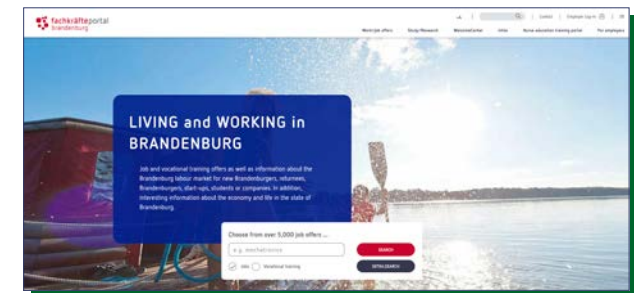
ZUKUNFT-AUS-BRANDENBURG.DE

Brandenburg is a best practice hub for innovation and entrepreneurship, as demonstrated by the work of the Brandenburg clusters on transformation issues.



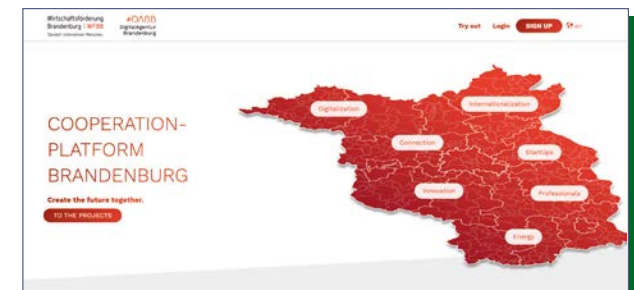
FACHKRAEFTEPORTAL-BRANDENBURG.DE

The skilled workforce of tomorrow: the right human resources are the foundation for success. *Fachkräfteportal Brandenburg* is the online service for living, working, and learning in Brandenburg. The platform provides diverse opportunities for employer branding and free job postings.



KOOP-BB.DE

Build your own network in Brandenburg – identify trends, find collaboration partners, and shape the future with the help of Brandenburg's partnership platform.



CONTACT

WE'RE HERE TO HELP

Benefit from WFBB's guidance and support with your innovation management. We're happy to give you our bespoke and confidential advice, either at one of our five regional offices or at your premises.

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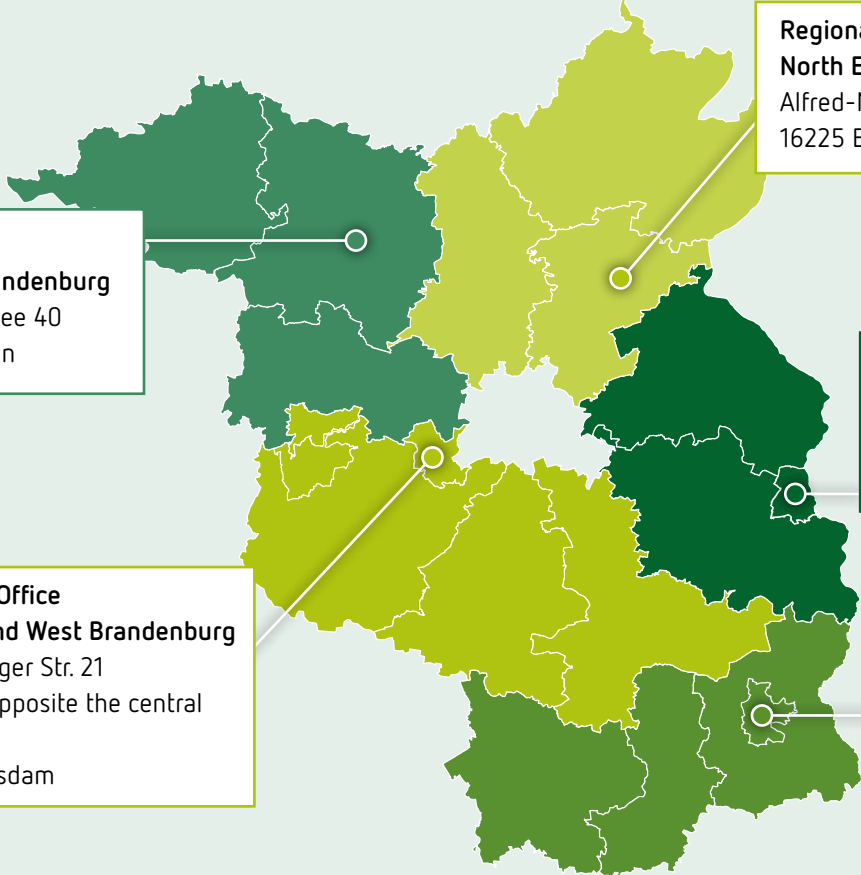


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REGIONAL OFFICES








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Babelsberger Str. 21
(directly opposite the central station)
14473 Potsdam

Regional Office North East Brandenburg
Alfred-Nobel-Str. 1, Haus 26
16225 Eberswalde

Regional Office East Brandenburg
Logenstr. 1
15230 Frankfurt (Oder)

Regional Office South Brandenburg
Uferstr. 1
03046 Cottbus

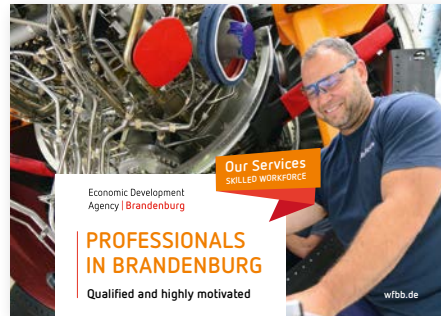


ANY OTHER NEEDS?

TAKE ADVANTAGE
OF WFB'S SERVICES



INVESTMENT



SKILLED WORKFORCE



INTERNATIONALIZATION



ENERGY



START-UPS



SUSTAINABILITY

#LetsGoBrandenburg



"We've grown brilliantly at our location in Brandenburg. The state's innovation funding has been a great help to us. The BIG Digital Innovation Voucher was especially useful in strengthening our market position. We feel like the state of Brandenburg really has our back."

DOROTHEE BERGER
Managing Director of
Christine Berger GmbH & Co. KG
and Food Industry Cluster Spokesperson

