



BRANDENBURG AND THE UNITED STATES

I. Economic and Business Connections

A. Investment

U.S. Investment in Brandenburg

- According to the **Zukunftsagentur Brandenburg**, there are more than 60 U.S. affiliated companies that invested in Brandenburg, including Oracle Internet Sales, Paypal Europe, First Solar Manufacturing and Ebay.
- In 2006, U.S. companies employed approximately 7,300 Brandenburg citizens.
- Total revenue for companies with U.S. affiliation in Brandenburg for 2006 was estimated at €1.5 billion.
- One of the most important American investments in Brandenburg was eBay's decision to locate its European HQ there. eBay first entered the German market in 1999 in Berlin and then moved to Dreilinden, Brandenburg. The new location is eBay's largest premises outside of the U.S. It employs 1,100 staff who provide customer services to 11 European countries in seven different languages. Today, eBay is one of the biggest employers in the region. eBay is a strong brand in Germany – but it is not common knowledge that eBay is located in Brandenburg. eBay has more than 14.5 million members in the German market alone.
- Another important company in the region is First Solar. The Phoenix Arizona-based company built its first production site outside of the USA in Frankfurt (Oder). The decision was taken in 2005, with the production site opening its doors in 2007. First Solar employs around 500 people in Frankfurt (Oder). The importance of this investment for the city of Frankfurt (Oder) is best seen in the light of this commitment helping to continue the city's tradition as a business site for new technologies. This investment was also followed by the first settlement of a supplier - 5NPV is also resident in Brandenburg. First Solar CEO Michael J. Ahearn said: "We came to Brandenburg with high expectations – and they were exceeded".

Brandenburg Investment in the U.S.

- In 2006, the Federal Statistical Office counted 3 companies in the U.S. with direct or indirect Brandenburg stock ownership.
- Brandenburg direct investment in the U.S. totaled €100 million in assets in 2006.

- Total revenue for companies with Brandenburg stock ownership in the U.S. for 2006 was €100 million.

B. Trade

The U.S. ranks third in terms of top Brandenburg export partners with a total amount of **€785.6 million** in 2006. The four main export products were

- Automotive parts and engines €325.6 million
- Pharmaceutical products €189 million
- Trucks and special purpose vehicles €103 million
- Paper and paper products €29 million

American goods ranked fourth on the scale of imported goods into Brandenburg with a total value of **€574.8 million**. The four main products were:

- Chassis, engines €383.2 million
- Airplanes (w/o engines) €36.3 million
- Pharmaceutical raw materials €29.9 million
- Components for electricity generation and distribution €22.5 million

II. People-to-People Connections

A. Tourism from the U.S.

- In 2007 almost 8,800 Americans came to **Brandenburg** and stayed an average of about 3 nights. Based on the average spending of about €38 per day, U.S. tourists added about €1.4 Mio to the Brandenburg economy.

B. Resident Citizens and Emigrants

- 650 Americans are registered residents of Brandenburg, forming the 6th largest non-European community by nationality in the state.

III. Research & Technology

A. Universities and Technical Colleges

- Since unification, numerous technical colleges and universities in Brandenburg have negotiated an impressive number of cooperation agreements, partnerships and exchange programs with the appropriate institutions in the U.S. The University of Potsdam, for example, maintains relations with partner organizations in the U.S. including the University of Montana (MT); University of California Systems (CA); Kalamazoo College (MI), and the University of Connecticut (CT).
- Brandenburg University of Technology in Cottbus maintains cooperation agreements with Ohio Northern University (OH), Tulane University (LA), University of Virginia

Charlottesville (VA), University of Texas at Arlington (TX), University of Arizona at Tucson (AZ) and Georgia Institute of Technology, Atlanta (GA).

- The European-University Viadrina in Frankfurt (Oder) cooperates with, inter alia, San Diego State University, Calexico (CA); Texas A&M International University, Laredo (TX), University of Wisconsin-Milwaukee (WI); Arizona State University, Tempe (AZ); Utah State University, Logan (UT University of Texas, Austin (TX); University of California, Berkeley (CA); and American University, Washington DC
- The Film & Television Academy (HFF) “KonradWolf” is the only art academy in Brandenburg and the oldest and largest of the five media academies in Germany. It works with San Francisco State University (CA) in dramaturgy and scriptwriting.

B. Research Institutes

The research institutions in Brandenburg maintain a very impressive network with relevant research institutions, universities and companies in the U.S. Just to mention a few:

- The Fraunhofer Institute for Applied Polymer Research in the Science Center Golm in cooperates with Moses Lake Industries, Moses Lake (WA), Weyerhaeuser Company, Federal Way (WA), and DOW Chemical and Tate & Lyle Americas, Inc, Decatur (IL)
- The Institute of Vegetable and Ornamental Crops (IGZ), located in Großbeeren near Berlin, that works on the scientific base of ecologically meaningful and also effective production of garden produce, has a cooperation agreement with the University of Georgia, College of Agricultural & Environmental Sciences, Department of Agricultural and Applied Economics, Griffin (GA).
- The Leibniz Center for Agricultural Landscape Research (ZALF) Muencheberg, cooperates with the University of Illinois, Department of Natural Resources & Environmental Sciences, Urbana (IL), the University of Kentucky (KY), the University of Vermont (VT), the International Food Policy Research Institute, Washington DC, the National Museum of Natural History, Washington DC, and the Natural History Museum of Los Angeles County (CA), Entomology Section.

IV. Academic & Cultural Exchanges

Partnerships

- Four cities in Brandenburg have sister city partnerships with cities in the U.S., among them are Dahme/Mark with Abbeville (1994), Frankfurt (Oder) with Yuma since 1997, Potsdam with Sioux Falls (1990), and Rheinsberg with Huber Heights (1996). The County of Havelland has a partnership with Rzeszow (USA) since 2004.
- Currently about 19 schools in Brandenburg maintain partnerships with 21 schools in the U.S.; in 2008, 14 of the Brandenburg schools organized exchange visits to the U.S. under the auspices of the “German-American Partnership Schools (GAPP).”

U.S. Embassy Berlin. February 2009.