



We pave the way for your success
in Schleswig-Holstein

WT.SH 

Business Development and
Technology Transfer Corporation
of Schleswig-Holstein

Schleswig-Holstein. Germany's True North.

The Business Development and Technology Transfer Corporation of Schleswig-Holstein (WTSH) is your first point of contact for all matters relating to business development in Schleswig-Holstein. We provide you with a comprehensive one-stop service.



Our shareholders are the state of Schleswig-Holstein, the Chambers of Industry and Commerce, the institutions of higher education in the state and the Chambers of Trades. This gives us a network of business relationships you can directly profit from as an entrepreneur. We quickly put you in contact with decision-makers, ministries, industrial parks, business centres and the state's business promotion agencies. That way, business success is bound to come your way quickly.





Contact us if you've got a business idea you want to implement in Schleswig-Holstein. We will supply you with targeted advice and support in the realisation of investment, expansion or recruitment projects. And when you've set up business in Schleswig-Holstein, you can continue to rely on our ongoing service. We are ready for whatever wishes you may have. We will not only provide you with the latest information on the business environment in Schleswig-Holstein but also work with you to put your plans into practice. As consultants and, above all, service providers, we pave the way for your success in Schleswig-Holstein.

We pave the way for your success

What we offer:

- Comprehensive advice in subsidy, export, innovation and patent questions
- Support in applying for subsidies for technology projects, research and development work and export activities
- Participation in shared company offices abroad
- Participation in joint booths at trade fairs in Germany and abroad
- Help in establishing technology partnerships Europe-wide
- Networking assistance in areas such as biotechnology, medical technology, the food industry, information and communications technology, renewable energies, environmental technology and the maritime economy

We look forward to meeting you.



**Dr. Hans-Jürgen Voss, Managing Partner,
Pfiffner Deutschland GmbH, Itzehoe**

'In October 2010 we started work as a "young company with Swiss roots" in Itzehoe Innovation Centre (IZET). For an electrical engineering company like us, Itzehoe is the ideal environment, thanks to IZET and the Fraunhofer Institute for Silicon Technology. Schleswig-Holstein offered the locational advantages of a motorway, port and nearby airport.. The customised advice WTSH provided and the contacts they gave us to the right decision-makers were additional factors that persuaded us to choose this location for our new factory with its manufacturing and testing facilities. And we've enjoyed working and living here ever since.'

Successfully setting up business in North Germany

Looking for a new location or planning to expand or restructure your business? One call is all it takes for us to offer you all the services you need from a single source. We will be at hand to support you through the whole process of finding the right location and establishing your business:

■ Looking for the right location

- Information about the Schleswig-Holstein economy
- Search for suitable sites and premises

- Development of customised location solutions

■ Financing

- Support in obtaining funding
- Information about state subsidies

■ Contacts

- Putting you in contact with public- and private-sector institutions in Schleswig-Holstein
- Assistance in negotiations with public authorities

Your contact:

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Dr. Oliver Lücke, Managing Director,
Jungheinrich Norderstedt AG & Co. KG,
Norderstedt

'With the launch of our platform concept, we not only wanted to reduce our production costs but also implement a number of technical innovations to improve the energy supply, ergonomics and pick performance of our forklift trucks. The WTSH subsidy team provided us with professional support in becoming the international technological leader with this innovative idea. The WTSH consultants had familiarised themselves with the subject matter and were well networked.'

Subsidies that are immediately welcome

Planning to implement new ideas, expand your research and development facilities to make your business more competitive and enhance its innovativeness, or launch new environmentally sound technologies or processes? Just contact us. Intending to electronically map your work and business processes for optimisation purposes or improve your export performance? Simply give us a call.

We can answer all your questions. Our subsidy team is there to help business based in Schleswig-Holstein find the most suitable business promotion programme. We will advise you skilfully all the way from the initial application to finalising all the formalities. All the subsidy advice you need comes from a single source - WTSH.

Your contact:

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**Anna Katharina Söring, Managing Director,
Söring GmbH, Quickborn**

'The excellent reputation of our innovative high-tech-products "made in Germany" is based on non-compromising quality assurance. For over a quarter of a century we have been manufacturing products for nearly all surgical disciplines and international markets. WTSH supports us expertly and reliably through its monthly patent monitoring service, so that we always know which technical innovation will enjoy patent protection when published, and what patent activities our competitors are involved in.'

Ensuring that innovation pays its way

Want to push ahead with your innovations? Our technology experts will spend time with you to work out the best path to take.

Looking for new technological approaches? We have the necessary contacts to Schleswig-Holstein scientists and can initiate new projects with you.

Need information about patents, registered patterns, brands or designs? We can advise you in anything to do with industrial property rights and provide numerous related services.

Why not arrange an appointment with us for an innovative exchange of ideas? It will be well worthwhile for you.

Your contact:

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Ronald Hoppmann, Managing Director
WISKA Hoppmann & Mulsow GmbH,
Kaltenkirchen

'The shipbuilding and industrial supplier WISKA did not enter the Chinese market blindly. We have been intensely focused on the Chinese culture for years. For this reason, in the crucial analysis and learning phase, we made use of a number of services of WTSH GmbH. These included comprehensive market research, support in establishing contact with Chinese firms and membership in the shared foreign office centre. We are happy to have used this contact for our launch of WISKA Electric Systems (Shanghai) Co. Ltd.'

Step by step into new markets

Intending to boost your exports and looking for new sales markets? Careful planning and expert advice are required. We support you in analysing the target region and help you to realistically assess the chances of success.

We supply you with customised market-entry advice, starting with an export-related situation and needs analysis. And we provide you with an essential overview of the country-, product- and market-specific conditions in your targeted region.

Planning to present your products, services and company as professionally as possible at trade fairs? We organise joint booths at leading international exhibitions.

Looking for customers, suppliers, users, sales or development partners for your products Europe-wide? We will open up the European market for you and look for suitable partners.

Your contact:

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**Dr. Lüder Hogrefe, Managing Director,
Raytheon Anschütz GmbH, Kiel**

'We have been working closely with WTSH and its Maritime Cluster Management since 2005. The unique location of Germany's most northerly state between the Baltic and North Sea has been a key factor in the development of a mainly mid-sized maritime economy, along with widely recognised research institutes. In Schleswig-Holstein there are no financially strong system integrators capable of offering and implementing more complex maritime systems worldwide from a single source. Despite that, we have been able to complete three noteworthy projects with WTSH and local partners - Ocean Monitoring System, PITAS and radar collaborations - and proved that a cluster is an economically viable alternative to the classical approach of a general contractor working with numerous sub-contractors.'

Thinking and acting successfully in networks

Want to get your business fit for the future or looking for new ideas? Since we follow and analyse the latest developments in your industry, we can always supply you with all the relevant information with no hassle at all. And we can help you to apply for subsidies in implementing your projects.

Looking for contacts in a wide-ranging industry network? We can put together a team of skilled professionals who will service and expand existing networks in the maritime economy, food industry, digital economy and life science sector. As a member of such a network, you will profit from WTSH's professional cluster management.

Your contact:

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Motivation and expertise for your success

We work primarily as a service agency to support you in all questions to do with business development in Schleswig-Holstein. Our approach is always to work closely with you to find the best possible solution to the tasks you entrust us with.

■ Experience

Our consultants are experts in your field and competent in scientific, technical and commercial matters. In addition, they can point to many years of experience in research and development and in the export business. We have excellent contacts to all the important public- and private-sector institutions in Schleswig-Holstein – contacts you will benefit from.

■ Reliability

We accompany you all the way from your initial idea to market maturity. And our collaboration is characterised by creativity, partnership and continuity.

■ Flexibility

We are used to familiarising ourselves with new topics and offering effective solutions for specific tasks. Numerous references from companies in vastly differing sectors are proof of our expertise in this field.

■ Speed

We will respond to your requests quickly and guarantee you absolute loyalty and reliability.

A remarkable interim balance

What we have achieved:

- Helped 400 companies to set up business in Schleswig-Holstein and create nearly 9,000 jobs
- Initiated more than 790 cooperation projects between universities and businesses
- Implemented more than 4,700 innovation consultations
- Conducted more than 2,000 consultations on invention and patent strategies
- Commissioned and conducted more than 3,700 patent and brand monitoring research assignments
- Helped more than 1,500 companies based in Schleswig-Holstein to initiate export activities
- Organised around 100 joint booths at international trade fairs, with more than 1,200 companies from Northern Germany taking part
- Subsidised around 70 innovation projects a year from funds totalling €9 million.

Visit us online: www.wtsh.de

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

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