

Innovative Greifswald



The Business Magazine



Universitäts- und Hansestadt

Greifswald

Innovative **Greifswald**

The Business Magazine of the
University and Hanseatic City of Greifswald

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Dear readers,

As Lord Mayor of the University and Hanseatic City of Greifswald, I am delighted that you are interested in our city. No matter whether you're a holidaymaker or an entrepreneur, you are always welcome in Greifswald.

Greifswald is young, dynamic and innovative. The city owes these inspiring qualities to its inhabitants – almost 62,000 of them.

Greifswald is young. With its residents having an average age of 42.2 years, Greifswald is one of the youngest cities in Mecklenburg-Vorpommern. Greifswald University is home to around 10,000 students: they make a substantial contribution in this regard and lend a lively atmosphere to our city.

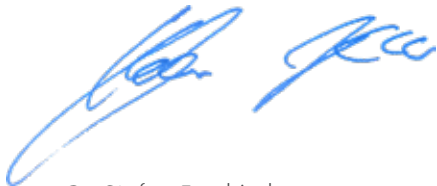
Greifswald is dynamic. Our city's main asset is the people who love living and working in Greifswald. A superb quality of life and appealing job opportunities attract new residents and ensure that the population continues to grow.

Greifswald is innovative. There are over 70 research institutes and high-tech companies in the vicinity of the university. One third of all the residents of Greifswald work in the areas of research, development and university education.

In this business brochure, we would like to introduce you to some of Greifswald's highly successful entrepreneurs and scientists. I hope these success stories inspire you.

We look forward to welcoming you to Greifswald.

Kind regards,



Dr. Stefan Fassbinder
Lord Mayor of the University and Hanseatic City of Greifswald



Greifswald: a young city steeped in tradition

The three brick churches of St. Marien, St. Nikolai and St. Jacobi dominate the silhouette of the University and Hanseatic City of Greifswald, welcoming travellers from afar. This view reflects the historical face of the city immortalised by the painter Caspar David Friedrich, who was born in Greifswald in 1774, in his painting 'Die Wiesen bei Greifswald' (The Greifswald Meadows). World-famous paintings by the city's most famous son can be found in the gallery of the Pomeranian State Museum. At the Caspar David Friedrich Centre, which is located at the Friedrichsche Seifen-

Left: The yacht marina and the River Ryck

siederei – the house where Friedrich was born – you can view various exhibitions that pay homage to this great painter of the Romantic epoch. From the Danish Wiek, as the Baltic bay that laps at the feet of the city is called, you can reach the largest museum harbour in Germany and the Greifswald Museum Shipyard, both of which are situated on the banks of the River Ryck.

Here, close to the historical city centre, the maritime heritage of the old Hanseatic city still thrives. And amidst the romantic atmosphere of historic fishing boats and sail freighters, boat building is in full swing using state-of-the-art series production.

The headquarters of HanseYachts AG, the second largest manufactur-

er of ocean-going sailing vessels in the world, is situated right here in Greifswald.

If you come to Greifswald from the southeast, you'll be able to see the future. The modern wave-shaped roof of the Max Planck Institute for Plasma Physics (IPP) has become a city landmark. Fusion research carried out at IPP aims to develop a power plant that is climate and environment-friendly. The idea is to generate energy from the fusion of atomic nuclei, like the sun does. For this purpose, scientists, engineers and craftsmen from all over the globe worked together to build the Stellarator Wendelstein 7-X fusion research facility in Greifswald. This is the largest fusion facility of



its kind in the world, and the intention is to investigate whether it is suitable for use as a power plant. The next phase in the step-by-step expansion of the fusion facility is well underway. The inner lining of the plasma vessel is water-cooled, which enables the system to handle increased heating power and longer plasma pulses. It is expected that it will be possible to resume the plasma operation by the end of 2021.

There are only six kilometres, the city's maximum diameter, between the salt marshes in the north of Greifswald and the IPP in the southeast. As a result, Greifswald is also known as the 'city of short distances'. A survey conducted by the Geographical Institute of the University of Greifswald has revealed

Left: View of the city wall from the embankments, with the Pomeranian State Museum in the background.

Below: Greifswald market square

Greifswald is the lighthouse of the north-east. Scientists were able to prove that the city on the lagoon has seen a significant influx of residents, putting Greifswald on a par with much bigger cities, like Dresden, Leipzig and Jena.



that the average distance covered in Greifswald is just two kilometres. Almost half of all the residents of Greifswald use a bicycle as their everyday mode of transport. In fact, the Hanseatic city is regarded as the ideal spot for cyclists. This was confirmed by the outcome of the latest cycling climate test by the ADFC (German Cycling Club). Of the 98 participating cities throughout Germany with a population of between 50,000 and 100,000, Greifswald took 6th place, and within the borders of Mecklenburg-Vorpommern, the city came top of the list.

Greifswald is a lively city, brimming with culture. Its bountiful calendar of events is studded with highlights with supra-regional appeal. One example is 'Nordic Sound', the annual get-together that sees lovers of Scandinavian music, literature and art come together in Greifswald every May. It is the largest Northern European culture festival outside of Scandinavia. In June,

classical music fans flock to the city for 'Greifswald Bach Week', the sacred music festival in the north. In July, some of the world's biggest names in jazz perform in the unique setting of the monastery ruins at the 'Eldenaer Jazz Evenings'. The 'Fischerfest Gaffelrigg' also attracts more than 50,000 visitors to the Greifswald Wieck every year.

Greifswald is the lighthouse of the north-east. For many years, it was the young people who left East Germany, but this trend has now been reversed, and of all the cities in Mecklenburg-Vorpommern, Greifswald has become the most attractive. This was confirmed by a study performed at the Berlin Institute of Population and Development. The scientists were able to prove that the city on the lagoon has seen a significant influx of residents, putting Greifswald on a par with much bigger cities, like Dresden, Leipzig and Jena. In Greifswald, the problem of an aging population,

One in five residents of Greifswald is between the ages of 18 and 30.

which affects other regions as well as Mecklenburg-Vorpommern, is counterbalanced by increasing birth rates and the influx of new residents.

One in five residents of Greifswald is between the ages of 18 and 30. The city's young image is mostly shaped by its students, and our city also provides an ideal environment for young families. Plenty of day-care and nursery-school places, well-equipped schools and a pristine natural environment provide a high quality of life for fami-



lies. Students who are attracted by Greifswald University's good reputation ensure that the town continues to grow.

Founded in 1456, it is one of the oldest universities in Central Europe. The elaborately restored historical university buildings in the old city centre still exude the reverential spirit of the traditional alma mater. Today, the modern university campus, with its University Medical Centre, numerous scientific institutes, a cafeteria and a library, is located in Berthold Beitz Platz. The university also symbolises the uniquely future-oriented conditions in Greifswald. The mission statement of the University and Hanseatic City emphasises how important top-notch research and innovative technology are for this business hub.

Greifswald provides an excellent setting for start-ups, in every respect. WITENO GmbH, which is funded by the city, the university and the

Greifswald provides an excellent setting for start-ups, in every respect.

Sparkasse Vorpommern, is currently running three successful innovation centres in Greifswald. Many companies, ranging from small start-ups to internationally successful market leaders, have become established here, and two further locations are currently being planned.

Greifswald is an outstanding centre for research, thanks to its unique concentration of scientific institutes and companies – all networked with one another – that are involved in the future-oriented subject of plasma. They include the Leibniz-Institut für Plasmaforschung und Technol-

ogie e.V. (INP), the Max Planck Institute for Plasma Physics (IPP), the Medical Faculty and the Institute of Physics at the university, the neoplas group and numerous research projects. Greifswald is committed to continuing to grow in this direction, the plan is to concentrate on research in the fields of bioeconomy and plasma physics at a Centre for Life Science and Plasma Technology which will be built in the direct vicinity of the BioTechnikum and INP by the end of 2022.

Besides the existing research institutes and companies, the University and Hanseatic City of Greifswald also offers other business and industrial areas of different sizes. These spaces are characterised by affordable land prices and an excellent transport infrastructure.

Right: Inside the University Library

Below: Forum at the Museum Harbour





Full broadband coverage is available throughout the city.

The Technologie und Gewerbepark Greifswald (TE.PA) offers the best possible conditions for companies, where they can rub shoulders with local companies and partners from various industries in every respect. The well-developed commercial and industrial areas can be purchased directly from the land-owner, namely the University and Hanseatic City of Greifswald, at short notice, and companies that are eligible for subsidies can currently benefit from a maximum subsidy rate of 40% for investments from GRW subsidies.

So, Greifswald is not just a good place to live: it also offers excellent investment opportunities!

Greifswald on social media

 /hansestadt_greifswald

 /stadtgreifswald

The start-up scene and the research programmes at the university symbolise the uniquely future-oriented conditions in Greifswald.

The mission statement of the University and Hanseatic City emphasises how important top-notch research and innovative technology are for this business hub.

HANSEYACHTS AG

The home of sailing

'Developed by sailors. Tested on the Baltic.
Sold all over the world.'

HanseYachts AG now markets six brands
under this slogan.



Left: View of the yacht-builders' production line, through an open doorway

Right: CEO Dr Jens Gerhardt

Some people take the headquarters of HanseYachts AG in the University and Hanseatic City of Greifswald for granted – as though the shipyard on the northern bank of the River Ryck has been there for decades. But if you believe that HanseYachts AG is a rejuvenated version of an old, traditional shipyard that was returned to private ownership after the fall of the Berlin wall, you'd be all at sea.

Shipbuilding has a very interesting history in Greifswald. That said, although it dates back to the Hanseatic era, the city is of minor significance compared to the traditional shipbuilding locations such as Rostock, Stralsund and Wismar.

The history of HanseYachts AG began in 1990 when Michael Schmidt, an accomplished and experienced sailor and boat builder, founded the Yachtzentrum Greifswald on the site of the former Greifswald shipyard and repair facility. It began producing and selling yachts in 1993.

Since then, the University and Hanseatic City of Greifswald has once again become a boat-building location that is making a name for itself way beyond the borders of Germany. At the same time, the Yachtzentrum Greifswald has become a major employer in the city.

In the years after the company was founded, the shipyard enjoyed a good

deal of success. In 2006, the Yachtzentrum sold more than 700 boats. The number of jobs increased constantly and its connections with other companies in the city and the region as a whole, in terms of suppliers and service providers, began to develop into an important economic factor.

Production was ramped up, both in Greifswald and at the Polish location in Goleniów, in an attempt to meet demand. In 2007, the product range was expanded for the first time, to include motor yachts from the Norwegian brand Fjord and in the same year, the English brand Moody was also added.

The company was renamed HanseYachts AG and in 2007, after its initially successful IPO, competition increased and the winds literally began to turn on the international markets. In the wake of the takeover of the Dehler Shipyard, its product portfolio was expanded once again.

However, the winds of change continued to blow, pushing HanseYachts AG into stormy waters, and it was no longer able to keep going under its own steam. The captain left the ship, and in 2011, Aurelius Investmentholding took over the majority stake in the company.





Together, its workforce and management, under the leadership of CEO Dr Jens Gerhardt, succeeded in bringing HanseYachts AG back into safe waters over the next ten years or so. Only a few years after Aurelius had taken over the majority stake, turnover took a permanent upturn. Its product range is being expanded, HanseYachts AG is now represented at three different locations and the number of employees is around 1,500, 800 of whom are based in Greifswald.

A quality-first concept, a multi-brand strategy, a primary focus on the Greifswald and Goleniów loca-

tions and a sustainable approach to management are only a few keywords that characterise the company's development.

HanseYachts AG now markets six different brands under the slogan 'Developed by sailors. Tested on the Baltic. Sold all over the world'.

With the acquisition of the luxury catamaran brand Privilège, the multi-brand strategy of HanseYachts AG is forging ahead, under the leadership of CEO Dr Jens Gerhardt. Over the next few years, it is expected that the booming catamaran market will generate further profits and a bigger share of the market.

The successful market launch of the Dehler 30 one design, which was voted 'European Yacht of the Year 2020', is another milestone for the future success of the Greifswald boatyard.

FRIEDRICH LOEFFLER INSTITUT



**World-class
research**

The Federal Research Institute of Animal Health operates from seven locations across Germany. Its headquarters are situated on the Island of Riems, which is a suburb of the University and Hanseatic City of Greifswald. Their work aims to provide protection against infections, epizootic diseases and infectious diseases that can be transmitted from animals to humans.

The Friedrich Loeffler Institut provides the University and Hanseatic City of Greifswald with a unique selling point of the very highest order. Apart from the University of Greifswald, there is no other institution in the city where tradition and modernity are so close-knit.

At the same time, the connection between the city and the university, which is such a strong feature of Greifswald, becomes clear, both through Loeffler, the person, and through the history of the institute.

The Institute was founded in 1910 by Friedrich Loeffler, Professor of Hygiene and the History of Medicine at the University of Greifswald, as the first virology research institute, making it the oldest virus research institute in the world.

The fact that the choice of location on the Island of Riems was probably not exactly a choice at the time is surely nothing more than a footnote today, but it is no less interesting. Loeffler, who conducted re-

search into the pathogen that causes foot-and-mouth disease, was more or less forced into finding a location outside the city limits for his research, given that locals saw a direct link between the repeated outbreaks of foot-and-mouth disease in the region and Loeffler's experiments.

Therefore, following instructions, Loeffler began his search for a suitable location. During this search, he discovered the Island of Riems. The Prussian state acquired this small, tranquil island in the Greifswald Lagoon, which was not directly connected to the mainland at the time. The history of these events is very interesting, but unfortunately, due to lack of space, we are not able to look at it in more detail here.

Today, in its capacity as a Federal Research Institute for Animal Health, the Friedrich Loeffler Institut is a higher instance of the Federal Ministry of Food and Agriculture. The institute operates from five locations across Germany, with its headquar-



Left: Prof Mettenleiter in the corridor that connects the building to the institute's modern laboratories

Right: Detailed genome analysis of animal pathogens (next generation sequencing)

ters on the Island of Riems, a suburb of the University and Hanseatic City of Greifswald.

The work done by the institute mainly aims to protect food-producing animals from animal diseases and from infectious diseases that are transmissible between animals and humans (zoonoses). Furthermore, the institute works towards improving the welfare of farm animals and the production of high-quality animal feeds.

The work of the twelve specialist institutes is characterised by the combination of basic research and practical orientation. The Loeffler Institut operates more than 75 national reference laboratories for declarable and notifiable animal diseases. In addition to other international tasks, they also run nine reference laboratories for the World Organisation for Animal Health.

The location on the Island of Riems currently employs 420 people.

Even though it is located outside the city limits, for the reasons mentioned above, the Friedrich Loeffler Institut has a diverse range of connections to the city and the whole region of Vorpommern. For example, there is close and coordinated collaboration in the areas of research and teaching, based on a cooperative agreement with the University of Greifswald. This includes bachelor's, master's and doctoral theses by students of human biology and biology, as well as professorships at the university and collaboration on international projects.

The construction of the new laboratory and stable buildings, and the renovation and extension of the office buildings, on the Island of Riems between 2008 and 2013 made the Friedrich Loeffler Institut one of the most modern, and certainly one of the safest, research facilities in the world.

In the future, the institute will continue to expand its international activities beyond its existing collaborations and activities. The way has been paved for this development, with the establishment of a twelfth Specialist Institute for International Animal Health/One Health.

Below: Growing a virus on a cell culture, for further analysis

Right: Mural in the stairwell of the historical main building of the institute, where the institute's management offices are located







Wound treatment of the future

This Greifswald start-up has now developed a technology that's intended to revolutionise the healing of chronic wounds: it's almost like science fiction!

At Coldplasmatech, things are different – beginning with its location. Normally, you would expect a company with such a specialised profile to be found in a modern start-up hub or innovation centre in Hamburg, Munich or Berlin. But this company is based in Vorpommern, in an old, historical villa not far from the centre of the University and Hanseatic City of Greifswald.

When you ask the CEO of Coldplasmatech, Dr Carsten Mahrenholz, why he and his co-founders chose Greifswald as the location for their

headquarters back in 2015, he's more than happy to tell you all about the company's relatively brief but very varied history.

He makes reference to the company's origins in the Greifswald-based Leibniz-Institut für Plasmaforschung und Technologie e.V. (INP), its connections to Greifswald University and his contacts from the city and the region as a whole.

However, Dr Mahrenholz emphasises that these alone would not be reason enough to stay. They have already received attractive offers to relocate to Munich or Berlin several times in the past. So, why Greifswald, and why Mecklenburg-Vorpommern?

Dr Mahrenholz's response, that they want to give back some of the support they have received over the years, sounds a bit stubborn. But the location is also ideal for med-tech companies, he says, because of its proximity to research institutes and the modern University Medical Centre.

Looking at the Coldplasmatech website might conjure up memories of physics and biology lessons, at first. But after you've read the first few lines, you'll notice how much importance is attached to explaining the basics in a way that even a layperson can understand. This is logical, since the treatment of difficult-to-heal wounds is a problem

Left: The PlasmaPatch is a wound dressing which generates cold plasma that can even kill multi-resistant germs. It's almost like science fiction!

suffered by up to four million people throughout Germany every year, who have non-healing wounds as a result of conditions such as diabetes.

Basic research, in which INP Greifswald plays a significant role, has proven that cold plasma can significantly accelerate wound healing, whilst combating multi-resistant germs at the same time.

The challenge lay, and still lies, in transferring this knowledge into a practicable medical procedure, and developing, testing, certifying and finally manufacturing the required equipment. The result? The PlasmaCube, which is a control box

for power generation, and the PlasmaPatch, which is a silicon-based wound dressing. The Class IIb medical product was approved at the beginning of 2020, and since then, the company has enjoyed a breakthrough in a highly competitive market. They were recently awarded the German Innovation Prize.

The two operational founders of Coldplasmatech have taken on these highly demanding but very exciting challenges. They set themselves the goal of developing a medical product that, in their own words, could 'revolutionise' wound treatment and that could be used 'in

a simple, safe and effective way', on the basis of cold plasma technology. The objective is for the procedure that they have developed to become a medical standard in the future, just like X-rays or the use of lasers, and it certainly represents a minor revolution in the treatment of wounds.

A project like this would not be possible without support. It needs encouragement and backing. It needs sponsors. And it also needs a location like Greifswald.



Their goal was to produce a medical product that could revolutionise wound treatment.

Left: CEO Carsten Mahrenholz

Right: A relaxed team meeting





Welcome!

The Welcome Centre offers advice, information and, above all, practical support for professionals who are planning to move to the Greifswald region.

Greifswald is the city of short distances. This is certainly one of the reasons why, before long, almost every new Greifswald resident gets a bicycle.

And yet, for some, the short distances that are so often spoken about in the beginning remain hidden. This is not surprising: it is a long time since Greifswald had the character of a small university town on the edge of a lagoon. It has developed into a regional hub, a development generator and a lighthouse, all at the same time. Greifswald does not just offer a range of diverse and interesting jobs and educational opportunities. It is also a pleasant place to live – one shaped by social, cultural and political diversity. If you look at the ‘Situations Vacant’ page on the websites of large and medium-sized companies and institutes in Greifswald, you will quickly notice that they often refer to the services offered by the Welcome Centre.

The Greifswald Welcome Centre is one of six such institutions in our federal state. The two centres in the Vorpommern-Greifswald district are run by ABS gGmbH, an experienced and competent Greifswald-based company that works on the promotion of job opportunities, employment and structural development. The Welcome Centre’s main aim is to offer advice, information and, above all, practical support to skilled workers looking to move to the Greifswald region.

The advice it offers is divided into the topics of work, living and housing, family, leisure and local recreation.

That said, the boundaries between categories are rather blurred and are primarily oriented towards the concrete life situation of the individual in question. Personal consultations are free of charge throughout the entire process.

The staff at the Welcome Centre expend just as much effort on working closely with local companies and institutes. Long-term col-

laborations with a coordinated focus on content, oriented specifically towards each company and adapted on an ongoing basis, are of benefit.

The Greifswald Welcome Centre is well-networked, professionally staffed and flexible enough to meet changing needs in terms of demand, advice and support at short notice.

This certainly helps people to find even shorter distances, even in the city of short distances. In turn, this can be of benefit for everyone involved – even if they haven’t got a bicycle yet.



Left: An initial consultation with advisor Ulrike Bendt

Right: People interested in the Welcome Centre are given specially designed cloth bags with customised information leaflets

ADVOCADO

“
Wir bieten den
einfachsten Zugang
zum Recht – jederzeit
fair, transparent
und digital

Law made easy

The founders of the internet platform advocado.de have set themselves a lofty goal: they are fighting for a world in which there is justice for all.

The founders of the Internet platform advocado.de have set themselves a lofty goal: they are fighting for a world in which there is justice for all. In order to achieve this, Maximilian Block and Jacob Saß have made it easier to access justice. The founders of advocado guarantee that their website offers the best solution for any legal matter.

The concept: people seeking legal advice place a non-binding enquiry on advocado.de. They simply describe their situation and upload whatever documents are required. Next, in a free initial consultation, a lawyer who specialises in that field will advise the client on their legal options, opportunities, risks and possible costs. If legal advice seems advisable, and only then, the person seeking legal assistance will receive a fixed-price quote that is specifically tailored to their needs. If they accept the quote, the case will be handled via the advocado system – digitally, quickly and securely. A personal customer advisor ensures that everything runs smoothly, until the case is closed.

Maximilian Block knows what he is doing: he studied law in Greifswald. As the son of a lawyer, he has an overview of the needs of the legal profession on the one hand, but he is also aware of clients' concerns, on the other. Many people are reluctant to consult a lawyer, even if their rights may seem self-evident. They are afraid of the costs, cannot assess the prospects of success or the risks, and are worried about long waiting times.

They also find it difficult to select the best lawyer for the specific legal matter at hand.

Jacob Saß, who studied business administration at Greifswald University at the same time as Maximilian Block, helped him to develop and implement the solution to this issue. The two young men met at a competition for ideas and business, held by the university.

They founded advocado shortly thereafter, in 2014.



Left: Founders Maximilian Block and Jacob Saß in their spacious office in Greifswald

Right: Stephan Jahrling, CTO, working on the proprietary software that enables digital case management



Left: advocado has 50 employees across two locations.

Right: Playing table football in the boardroom provides a welcome break from routine day-to-day work.

Now (as at early 2020), the platform has gained more than 90,000 satisfied users – with more joining every day. Most of them are private customers, but business customers also use advocado as an outsourced legal department.

The recommendation rate is more than 90 percent, and turnover is rising by 300% per annum.

More than 350 specialised partner lawyers from all over Germany use the platform to provide their clients with digital support. advocado itself currently employs 50 team members, and this figure is also increasing. The founders see their proximity to the universities of Greifswald and Stralsund as a clear advantage of their location: changing the site of the company’s headquarters is out of the question.

The Greifswald team not only offer excellent legal advice – they have also received several awards them-

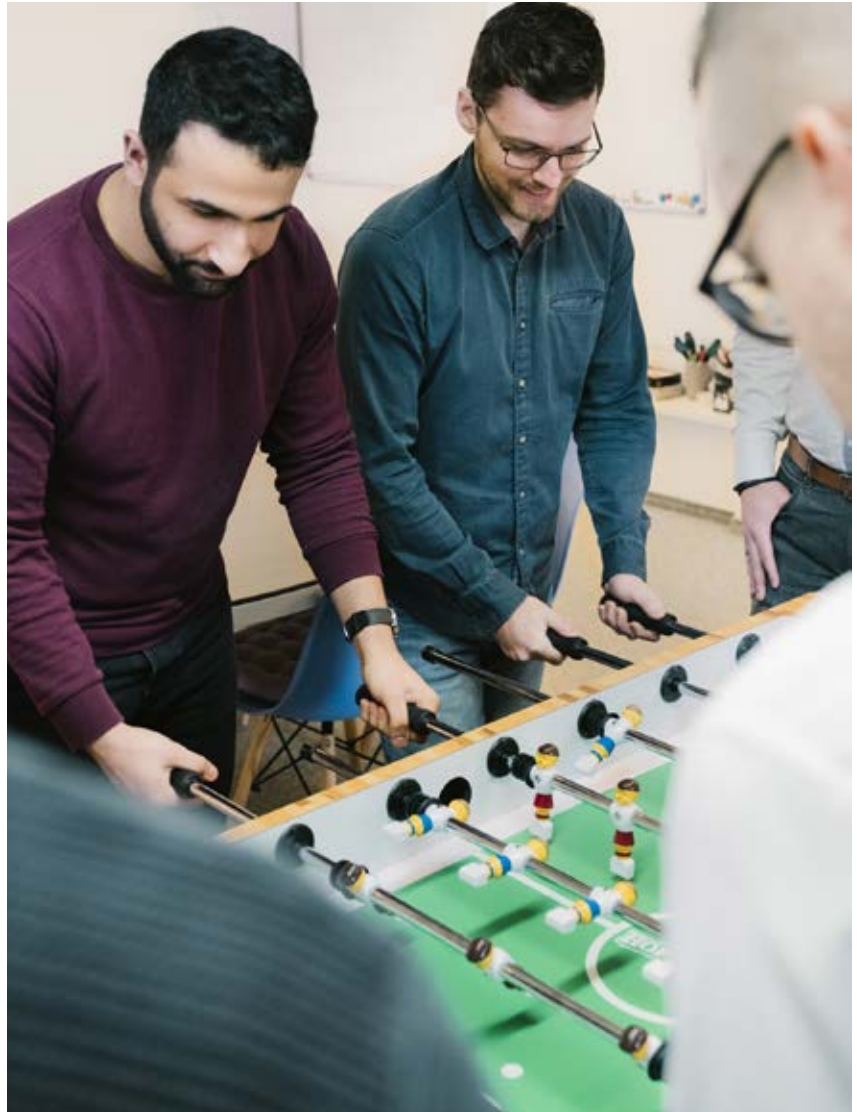
selves. The entrepreneurs are particularly proud of their award-winning service. They were awarded the special prize ‘Digital regional verwurzelt’ (‘Local, digital roots’) in 2019, as part of the Mecklenburg-Vorpommern Entrepreneurs Award.

Their most recent coup? In December 2019, they launched a free app that allows users to solve minor legal issues themselves – for example, in travel and tenancy law, or in matters relating to data protection. If the issue cannot be resolved with the advocado app, the Greifswald



Meanwhile, the platform has over 90,000 satisfied users – with more joining every day.

(as at early 2020)



team will provide a specialised lawyer to help the user in question. Since the beginning of 2020, advocado has also had a presence in Austria at www.advocado.at, and they are going to enter the Swiss market, too, at the end of the year.

And even though advocado has been dubbed the ‘Zalando of legal services’, Jacob Saß and Maximilian Block now take it with a smile. They are more concerned with formulating new corporate goals and raising the bar once again.

Over the coming years, advocado wants to become people’s first port of call for legal issues: anyone with a legal concern should not hesitate to seek help from the team in Greifswald. To ensure this, they will continue to simplify access to legal assistance, expand their app to cover all areas of life and create more jobs in Mecklenburg-Vorpommern.

The world is as you see it

'Katapult - the magazine for cartography and social sciences'
- that's the name of this quarterly magazine.

It is the first of its kind and aims to popularise (social) science,
using maps and graphics to make it easy to understand.



Benjamin Fredrich is the person in front of and behind the Greifswald magazine 'Katapult', even if he sees the situation a little differently – namely, that he is part of its editorial team. But, when all is said and done, he is the editor-in-chief of this magazine, and somebody has to call the shots.

In this role, Benjamin Fredrich views the future with confidence. Not everyone in his line of work does so. Quite the opposite. And there's something else that Benjamin Fredrich does

which is the exception rather than the rule today: he speaks openly about his plans, concepts and ideas.

The name of the quarterly publication is 'Katapult – Magazin für Kartografie und Sozialwissenschaft'. It is the first of its kind, and aims to popularise (social) science, using maps and graphics to make it easy to understand.

The magazine finances itself through sales, particularly in the form of subscriptions, and to a small ex-

Previous page: An open copy of the latest Katapult book, '102 green maps to save the world'

Left: A small group of the 23-strong editorial team at 'Katapult' (editor-in-chief Benjamin Fredrich centre)

tent, from donations. As a non-profit organisation, it does not make any profit, and the income received is only used to pay salaries. Benjamin Fredrich reports on what has been achieved with obvious pride, he re-



ferences his co-founder Tim Ehlers and his comrades-in-arms in the editorial team and he presents the current figures. And he looks straight ahead. He does that lot.

Of course, besides the content, circulation figures, costs, sales strategies and much more are the order of the day. But the magazine is always at the forefront of Fredrich's mind. As a result, the only new projects underway are ones that complement the magazine. They

include special large-format map publications under the name 'Knicker', and also posters, books and card games.

Just a few years ago, hardly anyone would have believed that a new magazine from Greifswald, in print form, would even be able to gain a foothold in the turbulent German-language magazine market. Another thing that makes it special is that 'Katapult' is only available in print. That's part of the concept.

Benjamin Fredrich is proud to point out, over and over again, that 'Katapult' is the only print magazine in many households, alongside digital media. And that's how it should stay. The prospects are good: the number of subscribers is impressive and constantly on the rise.

Like so much in this city, this magazine originated at the university. Benjamin Fredrich founded the magazine together with Tim Ehlers and other students while studying politics. The motto 'Just do it' has guided the magazine ever since. They brushed aside suggestions of leaving Greifswald and abandoning the concept of a print magazine. Not all of the founders are still involved, but that's normal.

Benjamin Fredrich has never doubted the significance of the Greifswald location, a fact that is only partly because he was born here. Fredrich refers to the close ties with the university, the numerous start-ups in the city, its low unemployment rate, and its geographical location on the shores of the Baltic Sea, too.

And where is the journey heading for the 'Katapult' team? Benjamin Fredrich is full of plans. They will definitely begin to set up their own social media space in 2020, they are going to hire more staff, they are going to plant a 'Katapult' forest and their search for a plot of land in Greifswald where they can build a large 'Katapult' editorial building is ongoing.



Teamwork makes the dream work

Getting people together is a good thing.
Getting them to work together is even better.

Getting people together is a good thing. Getting them to work together is even better. One way to put this into practice is coworking. The concept behind this is a brand new form of work. It lets people rent workspaces and office infrastructure for a set period of time, enabling independent, digitally oriented creative minds, freelancers, and small start-ups, too, to be brought under one roof.

Once again, it was WITENO GmbH, the operator of the two start-up and technology centres in Greifswald, who got the ball rolling with this idea. Previously, it had only been put into practice in large cities. This resulted in the establishment of the first coworking space in Greifswald in 2011. In a prime downtown loca-

tion, users of cowork Greifswald can connect with like-minded people, engage in discussions or develop and execute joint projects. Regular discussion sessions, workshops, lectures and a range of meetings for creatives also take place there.

As a result, cowork Greifswald has become an integral part of the economic development of Greifswald and the surrounding area. Interested parties can take advantage of WITENO GmbH's wide range of consulting services in the field of business start-ups and subsidiary consulting.

The next step for coworking in Greifswald has already been taken: cowork Greifswald will soon move to the former Mensa am Wall, which will become the nucleus of the emerging Digital Innovation Centre.

In line with the concept shared by the university, the city and WITENO, this centrally located building

will be transformed into a point of contact for anyone interested in setting up their own company, whether they are founders, start-ups, creative minds, IT entrepreneurs or even established companies.

As a low-threshold product, coworking plays a fundamental role in this concept. Furthermore, permanent office space and opportunities for creative workshops are also envisaged. And just like in the 'old' cowork Greifswald, the Digital Innovation Centre will also focus on networking and the promotion of regional collaboration.

Left: Project manager Annelie Bänsch in front of the 'Alte Mensa', which will soon be converted into a roomy coworking space

CENTRE FOR LIFE SCIENCE & PLASMA TECHNOLOGY

Keep at it...

Good things come to those who wait.
This is especially true for the project originally named
Plasmatechnikum.





Left: View of the Centre for Life Science and Plasma Technology

Above: Symbolic ground-breaking ceremony with German Chancellor Dr Angela Merkel and Mecklenburg-Vorpommern's Minister of Economics, Labour and Health, Harry Glawe, at the laying of the foundation stone on 4 February 2020

Good things come to those who wait. Fabian Feldt, Municipal Business Development Manager and project manager, has been following this motto since he started working for the administration of the City of Greifswald. Business developers often need patience, endurance and staying power. However, this is particularly true for the project that was originally named 'Plasmatechnikum'. If you want to know where the idea of establishing a Centre for Life Science and Plasma Technology in Greifswald came from, you would be well-advised to contact the experts, Prof Klaus-Dieter Weltmann, direc-

tor of the Leibniz Institute of Plasma Research and Technology (INP), and Dr Wolfgang Blank, CEO of Witeno GmbH directly. They are considered to be the people who instigated this ambitious and, at around EUR 38 million, very expensive, project in Greifswald in 2006. The two scientists are also the inventors of the 'denglish' abbreviation Z4LP for this centre, in the inner courtyard of their existing facilities.

The German Chancellor, Dr Angela Merkel, together with Harry Glawe, Federal Minister of Economics in Mecklenburg-Vorpommern, and Lord Mayor, Dr Stefan Fassbinder, laid the

foundation stone for the Centre for Life Science and Plasma Technology in February 2020. The Chancellor described Greifswald as a pioneer in the fields of pharmacology, life sciences and plasma technology. The interaction between the bio and plasma technology fields, research and production, and the blend of small and medium-sized enterprises (SMEs) on the flourishing university campus offers a good deal of potential for an influx of newcomers.

The central location makes it easier to collaborate with the Business Administration Faculty at the University when it comes to the devel-

opment of new business models. In this context, academics love talking about the 'cluster effect'. About 240 new high-skilled jobs bring positive economic effects to both the city and the region, directly and indirectly. This is certainly a sustainable investment in the future, and it will pay off for Greifswald and Mecklenburg-Vorpommern in the long term.

Besides plasma technology, the centre will also focus on the bio-based business sector. This includes every area that produces, processes and uses renewable biological resources, including agriculture and forestry, fisheries and aquaculture, the food industry, industrial biotechnology and environmental protection. It will focus on closely linking lab-based research and development with technical rooms that are specifically geared towards pilot production and the necessary processing facilities. This makes it possible to bridge an aspect of the value chain that has previously been missing, i.e. the step from developing something in a test tube to producing it in minimal or very small quantities.

The fact that a single building contains a combination of laboratory and technical rooms for the bio-economy and plasma technology will be of particular interest, giving the centre a unique position in Europe. Synergies exist, for example, in treating surfaces for enzyme coating or treating food to reduce contamination with germs.

WITENO GmbH, a joint subsidiary of the City of Greifswald, the University of Greifswald and the Sparkasse Vorpommern, will manage the facility. Besides the BioTechnikum Greifswald (BTG), WITENO also runs the Technology Centre Vorpommern (TZV) and cowork Greifswald. While the TZV is an open-industry business

Witeno GmbH will manage the facility

centre, the BTG is specifically designed for start-ups and new businesses in the fields of biotechnology and biomedicine.

The BioTechnikum, which boasts over 4,000m² of laboratory and office space, has been at full capacity for many years, and it has a large selection of shared equipment for its tenants, such as cold storage rooms, a scullery and special autoclaves.

The WITENO team's support for tenants and interested parties focuses in large part on advising and coaching technology-oriented and knowledge-based start-ups. Furthermore, the idea is also to attract companies from outside Greifswald who wish to cooperate with the research and science community at the Greifswald location.

The project, which will be operated in the form of a research, service and start-up centre encompassing an area of around 5,500 square metres, is seamlessly linked to projects carried out by the University Medical Centre and other companies that have become established in



The Leibniz Institute for Plasma Science and Technology (INP) will be the most important partner and stakeholder.

Greifswald, such as Vilua Healthcare GmbH and Coldplasmatech GmbH.

Five successful spin-off companies from the INP are delighted with the new space, and are looking forward to building new production capacities for plasma-based products on site. The Centre for Life Science and Plasma Technology opens up opportunities for the INP to give new momentum to expanding research through regional, national and international partnerships, under practical conditions.

At the Leibniz Institute for Plasma Science and Technology, which is the largest non-university research facility for low-temperature plasmas in Europe, more than 200 employees are currently researching physical plasmas. They are mainly used in the areas of materials and energy, and environment and health.

Among other things, this technology is used for coating surfaces, decontaminating air and liquids, and disinfecting food, as well as in the medical sector and in electrical engineering.

Left: WITENO GmbH's CEO Dr Wolfgang Blank
Above: Prof Klaus-Dieter Weltmann, Chairman and scientific director of the INP



Two current research projects demonstrate the institute's great innovative power. Together with alliance partners, the institute is currently developing both new energy conversion and storage technologies in the field of hydrogen technology and environment-friendly, physical processes to improve the germination capacity, resistance and growth of agricultural plants within the framework of the WIR! funding programme.

The institute has also attained a world-leading position in the field of plasma medicine. Since 2008, physicists, biologists, physicians and pharmacists have been researching the interactions between plasmas and cells. The plasma devices invented and developed at the INP

are used to successfully treat chronically infected wounds and infectious skin diseases. Furthermore, the scientific groundwork is being laid here for this technology to be used in cancer treatment. Initial clinical studies confirm its potential. The INP conducts application-oriented basic research and provides customer-specific solutions, feasibility studies, and consulting services for the industry, true to the institute's motto: from ideas to prototypes.



oxymetrie

Data for a better life

‘We want to become one of the leading health maintenance providers, and we aim to develop cutting-edge recommendation systems, based on AI.’

Vilua Healthcare GmbH is a newcomer to the University and Hanseatic City of Greifswald and the Mecklenburg-Vorpommern region. Some people have never heard the name Vilua, but that is set to change.

‘For our company, these are the perfect conditions for developing and applying innovative health maintenance solutions,’ says CEO Dr Jens

Härtel with confidence. And rightly so, because together with his partner and co-CEO, the engineer Claus-Peter Röhr, he can draw on a wealth of experience. In recent years, Vilua Healthcare GmbH has already had great success at its other two locations in Berlin and Munich.

Under the motto of ‘Mission: Stay Healthy’, Vilua offers companies data-supported health maintenance services in the fields of occupational

health promotion, occupational medicine and health management, as well as personal and digital health coaching for insurance policyholders and patients.

Vilua Healthcare GmbH regards itself as a pioneer in the health maintenance industry. With its commitment to our federal state, Vilua is consciously taking up one of the state’s most important development goals – to become the number one federal

Left: The Preventiometer

state when it comes to healthcare – and is expanding it at the same time. The master plan, ‘Mecklenburg-Vorpommern Health Economy’, provides a basis for this that is both technically sound and binding alike.

When it came to expanding the company’s activities in the north, a resolute decision was made in favour of the University and Hanseatic City of Greifswald. The combination of science, research and technology in Greifswald played a key role in this decision. Besides its modern university, the presence of potential partners, such as the Max Planck Institute, the Leibniz Institute and the Friedrich Loeffler Institut, as well as other scientific and technology-oriented companies and institutes, were crucial deciding factors.

Vilua has been active in Mecklenburg-Vorpommern since 2017 and has been working successfully with the Greifswald University Medical Centre for several years. For example, Vilua is one of the most important partners in the PAKT-MV Mobil project. This project tests the effectiveness of mobile health checks in conjunction with subsequent health coaching. The objective is to enable companies and employees, even in rural areas, to benefit from modern, comprehensive healthcare services. The results of the project will be evaluated in cooperation with the University Medical Centre to assess their effectiveness.

Vilua will have about 100 employees in Greifswald. Their move is both a great challenge and an excellent opportunity. The company’s management has deliberately used the slogan ‘Back to sea’ to recruit employees. In this regard, the results so far have also given the managing directors great confidence.



Left: Employee Alexander Gätke assembling a Preventiometer

Right: CEO Dr Jens Härtel hard at work

Vilua’s company headquarters are very conveniently located in terms of transport and logistics. Vilua is currently building a new facility in Salinenstraße so it can gain further visibility in the city centre, too. This will be an attractive company showcase which will present and enhance the concept of the Vilua+CareCenter, alongside other things, and offer an opportunity to take a closer look at the Preventiometer.

The device, which was also developed by Vilua, enables more than

a dozen different examinations to be carried out within a manageable period of time. They form the basis for individually tailored health coaching.

In the next two to three years, Vilua Healthcare will further develop its artificial intelligence for health maintenance and expand its personal health coaching in Greifswald.



Vilua is becoming a strong partner for health insurance firms and companies in Germany, and increasingly, internationally, too.

‘We want to become one of the leading providers in the field of healthcare and to develop cutting-edge recommendation systems, based on AI. The short distances and the collaboration with scientific institutions in Greifswald are an important foundation for this,’ says Jens Härtel. ‘We see a strong potential for growth, both nationally and internationally, as economies and companies will focus more and more on preserving good health.’

Vilua is becoming a strong partner for health insurance firms and companies in Germany, and increasingly, internationally, too. Digital opportunities for health maintenance can help people to adopt healthier behaviour, strengthen their immune systems and develop fewer behaviour-induced chronic diseases. In turn, this will help companies to reduce sickness rates and motivate employees to perform their work in a healthy and productive manner.

CHEPLAPHARM

Success only has two letters: DO



In a publication like this, it is basically impossible to give an up-to-date picture of Cheplapharm Arzneimittel GmbH's development: it is simply happening far too fast.

This is a clear, and unique, demonstration of the character of this family-run company from Greifswald.

Left: CEO Sebastian Braun in the lobby of the newly built headquarters

Below: Part of the company's own order picking line in Mesekenhagen, Greifswald



Cheplapharm combines clear economic strategies with modern management and the traditional characteristics of a medium-sized family enterprise, such as reliability, speed and pragmatism. The company's owners, siblings Sebastian Braun and Bianca Juha, are particularly proud of this.

Over the past 15 years, this has helped Cheplapharm Arzneimittel GmbH to become a global supplier in the field of established brand-name and niche pharmaceutical products, after their patents have expired.

It is admittedly difficult for laymen to describe the complex field of activity that a company like Cheplapharm Arzneimittel GmbH operates in, but let's give it a try: Cheplapharm acquires drug approvals on an international level. This involves worldwide rights to brand and niche products which are no longer under patent. The companies that sell them are usually global players in the pharmaceutical industry. The result-



ing company portfolio thus includes selected brands and indications with exclusively first-class products. Generics are expressly not included.

The quality of these products is assured and they are distributed worldwide within the international manufacturing and distribution network established by Cheplapharm Arzneimittel GmbH over the years. The underlying strategy of 'buy and build' has proven itself since the Braun family took over the company, offering a solid foundation for the growth of the company and its successful activities on the international market.

Cheplapharm is represented in more than 120 countries. Less than 10% of its sales are generated in Germany.

Cheplapharm is represented in more than 120 countries. Less than 10% of its sales are generated in Germany.

Back to the actual experience on site in the University and Hanseatic City of Greifswald. You couldn't find a more modern company location than the complex in the Greifswald Ziegelhof Industrial Park. Cheplapharm expects to employ around 400 people by the end of 2020. All told, its staff hold a total of 19 nationalities, due to its international fields of business and its cooperating and network partners. Cheplapharm is a success-

ful and reliable employer. More than half of the management positions are occupied by women, and the average age of the workforce is under 40. More than two thirds of its employees are university graduates, who are offered excellent opportunities for personal and professional development in a growing company. The owners and the management team attach great importance to a good working atmosphere.



Top left: The owners of the company, Sebastian Braun and Dr Bianca Juha, in the connecting bridge at HQ

Top Right: The exterior view of the headquarters in the Ziegelhof Industrial Park in Greifswald

Below: Employees in one of the spacious recreational areas within the new building

In spite of its international orientation, the company is well networked regionally and locally, as well. This applies not only to its connections to the Universities of Greifswald and Rostock: Cheplapharm also collaborates with the service sector, primarily with local small and medium-sized companies.

Cheplapharm Arzneimittel GmbH is committed to its Greifswald location for the future, as well, thanks to its strong growth trajectory. The company makes it its business to continue to making an important contribution to the health of our society by maintaining the diversity of drugs on the global market.



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Imprint

PUBLISHER



University and Hanseatic City
of Greifswald
The Lord Mayor
PF 31 53
17461 Greifswald

EDITORIAL

University and Hanseatic City
of Greifswald, The Lord Mayor
Department of Economy
and Tourism

DESIGN AND TYPESETTING

kiebu*, www.kiebu.de

PRINTED BY

kiebu*, www.kiebu.de

Greifswald, July 2020

Print run: 250 copies

TEXTS AND SOURCES

Uwe Rieger (uwe-rieger.com),
Fabian Feldt,
companies' press offices

*For better readability, the use of
gender-specific language has been
largely avoided.*

IMAGE CREDITS

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(6), Till Junker (8), Wally Pruß (10-13),
Andrea Reimann / Press Office of the
City of Greifswald (39), Vincent Leifer
(41), UMG / Jahnke (42), Vilva IT Solu-
tion GmbH & co KGaA (45)





Universitäts- und Hansestadt

Greifswald