



Message from Federal President



When we celebrate our National Day this year, a quarter of a century after the peaceful revolutions in Central and Eastern Europe and the fall of the Berlin Wall, we recall that German unity was not simply a stroke of luck. It was the yearning for freedom of the oppressed that led to the overthrow of the oppressors in the communist dictatorships. It was the courage of many people in Gdansk, Prague, Budapest and Leipzig that made the miracle of German and European unity possible.

As we also recall this year on 3 October, ten years after the eastern enlargement of the European Union, the countries of Central and Eastern Europe brought their experiences of liberation to the European democracy project. We now stand together in Europe for the values and principles that we have achieved on our continent: for the rule of law, democracy, solidarity, openness, the dignity of the individual, and diversity. Our history of violence and wars also teaches us that the premises by which we live together cannot be taken for granted. Freedom and rights do not simply come our way. We constantly have to work for them.

We can see just how important this is now at a time when populist and anti-European sentiments are becoming louder within the European Union, voiced by those who fear cultural diversity and call for a withdrawal to the nation state, and at a time when international crises and conflicts bring home to us how fragile peace is, also in our immediate neighbourhood. The countries of Europe have moved closer together as a result. In a world in which the balance of power is shifting, we can only defend our values and interests if we stand together.

On the Day of German Unity, we celebrate what we have achieved and created. We see a Germany that has a strong economy and is respected worldwide. We see a vibrant democracy in which confident citizens resolve disputes peacefully and look pragmatically for solutions. The joy we experienced in recent years also gives us the strength to take on responsibility in the world in cooperation with our allies and partner countries. We Germans actively foster international understanding, as well as peace and human rights – in Europe and in this shared world of ours.

*Joachim Gauck*  
**Joachim Gauck**  
President of the Federal Republic of Germany

Entrepreneurship in Germany

MORE than 50 young people sit in front of their computer in an office building in Prenzlauer Berg, a hip neighborhood in Berlin. They drink coffee, debate the newest technological gadgets and explore innovative ideas for business and society. Maybe their company will become the „next big thing“, the new Facebook or Twitter, maybe even the new Google. This is just one of hundreds of office spaces packed with young, well educated and ambitious entrepreneurs in Germany's capital. Welcome to the land of ideas, welcome to the city of opportunities, welcome to Germany's biggest startup-hub! By competing with the Silicon Valley, London and Tel Aviv, Berlin has become one of the most innovative and entrepreneurial cities in the world. Berlin has profited from this startup-boom and is quickly developing in one of the most attractive cities in Europe.

Germany is at the forefront of the digital revolution. By embracing new technologies and the endless opportunities of the information age German start-ups are competing with the best entrepreneurs of the world. Berlin, Hamburg, Cologne and Munich are great examples for the thriving German entrepreneurial scene. To foster innovative business models the German Government supports young entrepreneurs by providing funds, contacts and expertise. In recent years it has become considerably easier to start a company in Germany. Entry barriers have been reduced, administrative tasks have been minimized and legal registration has been facilitated. Last year more than 350,000 new companies were started in Germany. More than 60 percent of all entrepreneurs are between the age of 18 and 40. In 2013 the German government introduced the "German Startup Fund" with more than 150 million Euros made available to young tech entrepreneurs.

Young founders from all over the world cooperate by sharing office space, organizing conferences on entrepreneurship and pitching their ideas to investors. The number of commercial and private financing opportunities has increased significantly over the last few years, making it easier for aspiring start-ups to secure early

stage funding.

By collaborating with renowned universities and research organizations entrepreneurs in Germany have the unique opportunity to profit from the newest technological breakthroughs.

The field of science and research in Germany contributes to its status for engineering excellence and innovation. The country is continually investing in brains and knowledge, and some of the salient features of its research capacity constitutes of distinguished infrastructure, a wide variety of disciplines, well-equipped research facilities and competent staff.

This close cooperation is fostered by so called "Accelerators" and "Business Incubators" – research and technology cluster that offer assistance in business development, strategy and organization. The so called "EXIST-Programme", which is funded by the German government, is further improving the entrepreneurial environment at universities and research institutions. The ultimate goal is to create a "Culture of Entrepreneurship" and to support new business by granting funding, by transferring of research results and by providing expertise. By creating synergies entrepreneurs in Germany are put in a position to succeed. The German Government especially emphasizes the need to increase the number of high-tech startups in Germany.

Germany also supports foreign founders to implement their innovative ideas and foster technological progress. More than 45 percent of all startups in Germany were founded by foreign entrepreneurs. Most of them come from various educational backgrounds, including finance, business administration, design, engineering or computer science. The German start-up scene is truly international and is based on the notion that a team consisting of people from different countries and a variety of cultural backgrounds are uniquely capable of creating innovation. Therefore the German Government encourages young entrepreneurs from all over the world to come to Germany. So, are you ready to innovate? What is your big idea? Do you have an entrepreneurial mindset? Then you might consider Germany to start your on company.

Germany: Global logistics hub



GLOBAL trade and international investment are among the most important prerequisites for growth, employment and prosperity in Germany. More than in any other economy of comparable size, German companies are strongly interlinked with the international division of labour. Foreign trade is the driving force behind Germany's economic relations abroad. In 2013, the German trade volume almost hit 2000 billion Euros – our trade volume with Bangladesh is bigger than 4 billion Euros.

The level of integration of German industry within international markets is constantly growing. The main factors influencing this development are the increasing globalisation of world markets and the opening of new markets.

Globalisation offers enormous opportunities for German industry. However, at the same time it is also a great challenge. Increased competition on international markets and the rapid technological developments present German industry with the challenge of maintaining and increasing its leading position in important sectors. Creativity, dynamism and efficiency have helped make Germany an economic leader among industrialised nations.

To maintain our successful global business co-operations, Germany is investing heavily in its logistics

and infrastructure. A functioning logistics system is a prerequisite for sustained growth and a further increase in global trade. The main challenge is to secure a smooth transfer of people and goods by land, sea or air. To assure this transfer Germany put in place some of the biggest logistics hubs worldwide:

The Port of Hamburg is located 110 kilometres from the North Sea. It is named Germany's "Gateway to the World" and is the largest German port. Hamburg is the third-busiest port in Europe and 15th-largest worldwide. In 2013, more than 9 million containers were handled in Hamburg.

The Port of Duisburg lies at the junction of the Ruhr and Rhine rivers about 190 kilometres from the North Sea in western Germany close to the country's border with The Netherlands. "Duisport", is the largest inland port in the world. It is officially regarded as a "seaport" because from there seagoing river vessels leave for destinations in Europe, Africa and the Middle East. Each year, more than 40 million tonnes of various goods are handled with more than 20,000 ships calling at the port.

Frankfurt Airport is a major international airhub located nearby Frankfurt, the fifth-largest city of Germany and one of the world's leading financial centres. It is operated by Fraport and serves as the main hub for Lufthansa, the biggest German air carrier. The airport features two passenger terminals with a capacity of approximately 65 million passengers per year, four runways and extensive logistics facilities. Frankfurt Airport is by far the busiest airport by passenger traffic in Germany, the third busiest in Europe after London Heathrow and Paris-Charles de Gaulle and the 12th busiest worldwide in 2013. With a freight throughput of 2.09 million metric tonnes in 2013 it is also the busiest airport in Europe by cargo traffic.

These are just some examples for the already existing logistic hubs in Germany. Our country will continue to invest in infrastructure to facilitate global trade and secure sustained growth and prosperity.

Best Wishes  
for the  
**Day of German Unity**

from  
**BASF Bangladesh Limited and BASF Grameen Limited.**

**Congratulations**  
to the Government and  
people of Germany on  
your Day of German Unity.

Linde Bangladesh Limited (formerly BOC Bangladesh Limited) is a member of The Linde Group, a world leading gases and engineering company. We have been a steady partner in the economic and industrial development of Bangladesh for over 60 years. We supply innovative products and services that enable industry and touch the lives of ordinary people - industrial gases that drives and improves production processes, high purity specialty gases for testing and research & development, and medical gases that save lives.

Linde – ideas become solutions.

[www.linde.com.bd](http://www.linde.com.bd)

**We are only as strong as we are united.**  
Congratulations to the people of Germany on your Unity Day!

**Heartfelt Felicitations on  
German Unification Day.**

**RANCON**  
MOTORS

General Distributor of Daimler AG in Bangladesh.  
215, Tejgaon I/A, Dhaka - 1208. Tel: 01755520240, 01713142098

[www.mercedes-benz.com.bd](http://www.mercedes-benz.com.bd)