



Federal Ministry
of Education
and Research

IGNITING IDEAS!
The High-Tech Strategy for Germany

Creating the Future with Services

8th BMBF Services Conference
April 22–23, 2010 at the bcc Berlin



HIGH TECH STRATEGY

Igniting ideas!

Event location

bcc Berliner Congress Center
Alexanderstrasse 11, 10178 Berlin
Internet: www.bcc-berlin.de

Conference office

The on-site conference office can be reached during the conference on April 22 and 23, 2010.
Tel.: +49 30 23806-546
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Organisation

MEDIA CONSULTA Event GmbH
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Ursula Meyer, Klaus Zühlke-Robinet

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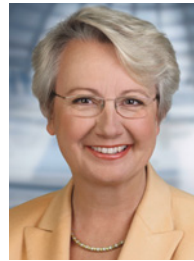
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At the beginning of the new decade, we are facing great global challenges. That is why we are continuing our High-Tech Strategy, focusing on health and nutrition, energy and climate protection, security, mobility and communication. Intersecting all these fields, services play a vital role. In order to tap the potential that services have for sustainable development in the economy and in society, we have to identify

the special contribution of innovative services to dealing with such challenges. This is, at the same time, a key to sustainable growth and to a leading position on the world market for the German services industry.

The 8th Services Conference entitled "Creating the Future with Services" to be held in Berlin on April 22 and 23, 2010 will provide new impetus and open up new perspectives. How do we link new technologies with knowledge about innovative service concepts? How do we establish a basis such that Germany is well positioned at the decisive interfaces to systemically solve global challenges? This requires the joint efforts of all players from science, business and government.

The services conferences have been held every two years since 1996, and allow the Federal Ministry of Education and Research to forge links between business, science, and government. This year's services conference, "Creating the Future with Services", offers a platform for interdisciplinary exchange. National and international experts from science and business present current research findings and successful practical examples. Furthermore, twelve panels will also provide a window on the future – looking at new trends, needs and research areas for services research.

I am delighted to invite you to the 8th Services Conference in Berlin. Services provide pioneering contributions to solving global questions for mankind. Let's create the future together!

Prof. Dr. Annette Schavan, Member of the German Bundestag
Federal Minister of Education and Research

Members of the Conference Advisory Council for the 8th BMBF Services Conference

Prof. Dr. Jörg Becker Managing Director at the European Research Center for Information Systems (ERCIS), Münster

Dr. Martin Beckmann ver.di – United Services Union, Berlin

Dr. Alexander Böhne Federal Association of German Employers, Haus der Deutschen Wirtschaft, Berlin

Prof. Dr. Margret Borchert Chair for Human Resource Management, University of Duisburg-Essen

Agostino Cisco Head Office, Human Resources Development and Further Training, ACCOR Hotels, Munich

Dr. Hans-Peter Grothaus CLAAS KgaA mbH, (self-propelled harvesters), Harsewinkel

Prof. Dr. Christiane Hipp Chair for Business Studies, esp. Innovation Management, Brandenburg University of Technology Cottbus

Andreas Horst Federal Ministry for Labour and Social Affairs, Berlin

Anne Knuth Federal Ministry for Economics and Technology, Berlin

Prof. Dr. Bernd Kriegesmann Institute for Applied Innovation Research (IAI), Bochum

Dr. Rainer Neumann Head of the Trade Promotion Department, German Confederation of Skilled Crafts, Berlin

Prof. Dr. Dr. h. c. Ralf Reichwald Center for Leading Innovation & Cooperation (CLIC), Leipzig Graduate School of Management

Prof. Dr.-Ing. Christopher M. Schlick Director of the Institute of Industrial Engineering and Ergonomics at RWTH Aachen University

Bernd Walter Audi AG, Ingolstadt

Dr. Werner Wobbe Directorate General Research, EU Commission, Brussels

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Thursday, April 22, 2010

- from 9:00 a.m.** **Registration of participants**
- 11:00 a.m.** **Greeting**
Prof. Dr. Annette Schavan, Federal Minister of Education and Research
- Keynote**
Prof. Andy Neely, Institute for Manufacturing, Department of Engineering, University of Cambridge, United Kingdom
- Speech in praise of the winners of the 5th Young Scientists Competition and award ceremony**
Prof. Dr. Dr. h. c. Ralf Reichwald, Chairman of the competition jury
- 12:30–2:00 p.m.** **Lunch**
- 2:00–5:15 p.m.** **6 simultaneous panel discussions**
- Panel 1 Enterprises learn from each other: a systematic development of services in SME
- Panel 2 Services as an answer to the demographic changes
- Panel 3 Sustainability and resource efficiency – a service of the future
- Panel 4 Professionalization of services as an enterprise strategy for growth and employment
- Panel 5 A dialogue between business and science
- Panel 6 Services productivity – strategic repositioning of enterprises
- 5:30 p.m.** **Guided tour of the “Marktplatz” (market place)**
- from 7:00 p.m.** **Evening event**

Friday, April 23, 2010

- 8:30–11:00 a.m.** **6 simultaneous panel discussions**
- Panel 7 A successful export of services: new approaches, models and solutions of the enterprises
- Panel 8 The future of production is called service. How enterprises can successfully interlink products and services
- Panel 9 Services – a solution for the society of the future
- Panel 10 Simulation of services: Enterprises test the future
- Panel 11 Fit for the economic competition through standardisation and individualisation of services
- Panel 12 Which direction will the service research development take? A dialogue between science and business
- 11:00–11:30 a.m.** **Coffee break**
- 11:30 a.m.–1:00 p.m.** **Services and sustainability**
Discussion with experts
Lothar Schröder, member of the ver.di trade union federal executive committee
Klaus Burmeister, Managing Director, Z-punkt The Foresight Company, Cologne
Dr. Carsten Gerhardt, Principal, A. T. Kearney GmbH, Düsseldorf
- Perspective**
Kornelia Haugg, Director of the Department of Vocational Training, Lifelong Learning, Federal Ministry of Education and Research
- from 1:00 p.m.** **Snack**

Panel 1 Enterprises learn from each other: a systematic development of services in SME

The key to economic success lies in the systematic development and marketing of services. How can small and medium-sized companies in particular utilize the results of scientific research on service engineering? What instruments and procedures can be used to support SMEs in this process? A considerable amount of experience and good practical examples from companies are now available on this subject. The panel will examine this topic from various perspectives in the form of an information café focusing on the exchange of experiences. Representatives from companies, advisory services, professional bodies and associations will be available to answer your questions.

Host:

Ewald Heinen, Managing Director, Dr. Giuseppe Strina, itb – Institute for Technique of Business Management in the German Skilled Crafts Institute, Karlsruhe

Items on the agenda:

Heinrich Schimmel, Managing Director EnergieEinsparung Oberfranken GmbH (energy conservation), Hof
 Katja Huscheck, Managing Director Saugmatten- und Reinigungsservice Weisflog (cleaning service), Crottendorf
 Marcello Camerin, Managing Director Eiscafé Camerin, Stadtallendorf

Uwe Otto, Office for (Environmental) Expertise and Company Development, Berlin
 Dirk-J. Harms, Managing Director uba, management consultancy and training, Ettlingen

Rolf Müller, Technology and Innovation Consultant Chamber of Crafts Coblenz

Dr. Sven Christoph Hallscheidt, Director of the Services Department, German Chamber of Industry and Commerce (DIHK), Berlin
 Rolf Papenfuss, German Confederation of Skilled Crafts (ZDH), Berlin

Panel 2 Services as an answer to the demographic changes

Intelligent approaches to solving problems caused by demographic change cannot be made without services. Although good approaches and concepts already exist, in practice they are rarely taken into consideration. For example, the combination of technology and innovative services can lead to new possibilities for independence and self-sufficiency in old age. The decisive matter here is which business models should be used for providers of such services and how the users and operators of these services can be involved at an early stage and included in the decision making process. In addition to some good approaches to this problem from Germany, several European countries will also present their experiences in this area.

Host:

Dr. Martin Beckmann, Department 1 – Politics and Planning Area, United Services Union ver.di, Berlin
 Prof. Dr. Christiane Hipp, Chair for Business Studies, esp. Innovation Management, Brandenburg University of Technology Cottbus

Items on the agenda:**Possible applications for the use of driverless transportation systems in care facilities.**

Prof. Karen A. Shire, Diego Compagna, Institute of Sociology, Department of Social Sciences, University of Duisburg-Essen

Matthias Hilmer, Director of R&D, MLR System GmbH for material flow and logistic systems, Ludwigsburg

Systematic development of mobile and computer-assisted services for the over 50s

Prof. Dr. Jan Marco Leimeister, Department of Economics, Business Information Technology, University of Kassel

Health websites as a platform for regional medical and care services – initial feedback from the EasyCare project.

Asarnusch Rashid, FZI, Karlsruhe

Ingrid Hastedt, Managing Director of Baden-Württemberg Wohlfahrtswerk (Social Services), Stuttgart

Short papers

Norway: Onny Eikhaug, Programme Leader, Design for all, Norwegian Design Council, Oslo

Denmark: Claus F. Nielsen, International Manager Health & Welfare Technologies, DELTA Business Development & Incubation, Horsholm

Panel 3 Sustainability and resource efficiency – a service of the future

So far, very little research has been carried out into the specific contribution of services to sustainable development. The potential that could be derived from this area has yet to be recognized and utilized. Sustainability and the efficient use of resources are two sides of the same coin which promise considerable scope for design. Selected winners of the 5th Young Scientists Competition will challenge established research scientists with their specific views and will work together with them to develop the innovation potential of new and innovative services whilst supporting concepts of sustainability and the efficient use of resources.

Host:

Prof. Ralf Reichwald, Center for Leading Innovation & Cooperation (CLIC), Leipzig Graduate School of Management

Items on the agenda:**The importance of the everyday practicality of ethics and sustainability in the added value chain**

Prof. Dr. Andreas Suchanek, Chair for Business Studies and Ethics, Leipzig Graduate School of Management

Selected contributions from the winners of the 5th Young Scientists Competition “Services for a Sustainable Development”

Strategic sustainability management and innovation as illustrated by Munich airport

Gertrud Seidenspinner, Corporate Development and Environment, Flughafen München GmbH

Sustainability through services: fields of action in a globalised economy

Klaus Fischer, Institute of Technology and Work, University of Kaiserslautern

Panel 4 Professionalization of services as an enterprise strategy for growth and employment

There is a growing need for service-related expertise and qualification profiles in both the manufacturing and service industries. Apparently “simple” services quite often conceal complicated processes and requirements. Quality service can therefore only be assured with well trained and motivated specialists. The attendant professionalisation of services provides good potential for growth, employment and innovation, even in economically difficult times. The panel will examine the current trends and requirements of professionalisation in selected service areas and will discuss the necessary consequences at various levels of service provision.

Host:

Prof. Dr.-Ing. Christopher M. Schlick, Director of the Institute of Industrial Engineering and Ergonomics at RWTH Aachen University
Prof. Dr. Kerstin Rieder, Aalen University

Items on the agenda:

“What’s my line, I’m happy cleaning windows.”

Klaus Pankau, Head of Human Resources at WISAG Gebäudereinigung Holding in Berlin (cleaning contractors) and Managing Director of WISAG Polska and Siteam
Sibylle Hermann, Fraunhofer Institute for Industrial Engineering and Organisation (IAO), Stuttgart

Professionalisation of services in energy consultancy – strategies at individual and organisational levels

Dr. Martin Frenz, Department of Technical Didactics, Chair and Institute for Industrial Engineering (IAW) at the RWTH Aachen University
Klaus Marfels, Adapton AG, Aachen

The service sector as interactive arena for companies, customers and specialists: quality through co-operation

Dr. Wolfgang Dunkel, Institute for Social Sciences Research (ISF), Munich

Dr. Matthias Afting, Director of Human Resources DB Services (German Federal Railway), Berlin

Globalisation of IT services – a challenge for human resources development

Thomas Hennig, Pironet NDH AG, Cologne

Andrea Baukowitz, Forschung und Beratung (Research and Advisory Service), Frankfurt a. M.

Panel 5 A dialogue between business and science

This panel discussion focuses on the dialogue between companies and science. The topics to be discussed should concern both companies and the scientific world in equal measure. How does service research benefit companies? Are research findings easily accessible and prepared in such a way that they can be easily implemented in business practice? What expectations do companies have with regard to service research: how can problems arising in practice be incorporated into service research; what are the “burning” issues and how should these topics be handled? Do the findings flow into companies in such a way as to stimulate innovations or even trigger them? Can service innovation processes be effectively supported by research?

Host:

Peter Schneider, Managing Director of FutureCamp Holding GmbH, Munich

Short papers and stimuli:

Winners of the “Enterprise Award” of the 5th Young Scientists Competition

Thomas Meiren, Fraunhofer Institute for Industrial Engineering and Organisation (IAO), Stuttgart

Dr. Alexander Gogoll, Director, Siemens AG, Industry Solutions Division, Erlangen (to be confirmed)

Additional representatives from industry and commerce have been approached.

Panel 6 Services productivity – strategic repositioning of enterprises

There are still no well-founded, reliable answers to the question of how to measure services productivity. This reveals gaps both in scientific research as well as in business application and implementation. Based on initial research findings, companies will gain an insight into new concepts which can systematically improve the productivity of services. The panel discussion will focus on questions of productivity management as well as exchanging experiences with members of the strategic partnership “Productivity of services”.

Host:

Prof. Dr. Margret Borchert, Chair for Human Resource Management, Mercator School of Management, University of Duisburg-Essen

Items on the agenda:

More productivity through networking: the strategic partnership “productivity of services”

Walter Ganz, Director of the Fraunhofer Institute for Industrial Engineering and Organisation (IAO), Stuttgart

Inka Moerschel, Fraunhofer Institute for Industrial Engineering and Organisation (IAO), Stuttgart

Productivity management for services from an SME perspective

Jürgen Kull, Proprietor, KULL Schmiede & Design, Bruchsal

Joachim Hamburger, itb – Institute for Technique of Business Management in the German Skilled Crafts Institute, Karlsruhe

Evaluating, structuring and managing the productivity of services on a cross-company basis

Dr. Hans-Peter Grothaus, Director of Development systems and Services, CLAAS KgaA mbH (self-propelling harvesters), Harsewinkel

Examination of productivity when breaking down services into components

Prof. Dr. Klaus-Peter Fähnrich/Dr. Martin Böttcher, Information Systems Institute, Business Information Systems, University of Leipzig

Ronni Swialkowski, Intershop Communications AG, Jena

Panel 7 A successful export of services: new approaches, models and solutions of the enterprises

Services have played a secondary role in German exports up to now. However, the export of services provides companies with considerable financial potential in areas such as industrial services or in fast-growing areas such as renewable energy or environmental technology. How can we capitalise on this potential? How can we successfully organise, market and implement the export of services and what solutions are particularly suitable for SMEs? The panel will discuss approved instruments as well as new ones, such as standardisation and secure payment transactions and there will also be examples of good business practice.

Host:

Dr. Sven Christoph Hallscheidt, Director of the Services Department, German Chamber of Industry and Commerce (DIHK), Berlin

Items on the agenda:

The settlement of payments in European e-commerce

Dr. Georg Wittmann, ibi research, University of Regensburg

“ChinaStar” –

German service providers on the way to China

Dr. Ralph Föhr, Managing Director and Proprietor of Europe China Solutions GmbH, Aachen
Sven Schumacher, Fraunhofer Institute for Production Technology IPT, Department of Production Quality and Measurement Techniques, Aachen

Export your success – systematic development of expertise in services and internationalisation

Jürgen Kull, Proprietor, KULL Schmiede & Design, Bruchsal
Ewald Heinen, Director, itb – Institute for Technique of Business Management in the German Skilled Crafts Institute, Karlsruhe

Panel 8 The future of production is called service. How enterprises can successfully interlink products and services

Companies can improve their competitiveness by combining supplies of goods and services to form hybrid products. In doing so, they are increasingly focusing on the fact that customers are looking for one-stop solutions – the merging of product and services. The shift from being a provider of products to a provider of solutions can consolidate a company's position in the market and create added value and increased benefits for the customer. The development, planning, marketing and pricing of hybrid solutions requires amongst other things the establishment of specially tailored organisation structures, pricing and sales concepts. Successful solutions will be presented here.

Host:

Prof. Dr. Jörg Becker, Managing Director at the European Research Center for Information Systems (ERCIS) and Chair for Business Information Technology and Information Management, University of Münster

Items on the agenda:

Information logistics for integrated processes from manufacturing and services

Dr. Ralf Knackstedt, ERCIS and Chair for Business Information Technology and Information Management, University of Münster

From the printing press to the online shop

Ulrich Treiber, RHIEM Services GmbH, Voerde

Engineering of hybrid service packages

Prof. Dr.-Ing. Horst Meier, Chair of Production Systems, Ruhr-University Bochum

Increasing and optimising efficiency in manufacturing by TCO

Prof. Dr. Stefan Schweiger, Industrial Project Planning and Process Management, University of Constance
Wolf Poppe, Head of Machine Maintenance, Daimler AG, Berlin

Panel 9 Services – a solution for the society of the future

Solving the problems of the future with services – that is still an unusual concept. The question is, how can you derive the knowledge to develop future-oriented solutions from the particular nature of services and service innovations. This directs the spotlight on to society's great challenges, such as energy, mobility, consumption, demography and health. We need to clarify how the specific procedural methods and instruments of service research and innovation can contribute to this issue.

Host:

Dr. Werner Wobbe, Research Directorate-General, EU Commission, Brussels

Items on the agenda:

Solving the problems of the future with services

Prof. Dr. Bernd Kriegesmann, Chairman, Institute for Applied Innovation Research (IAI), Bochum

Service companies and their responsibility for the solution of the problems of the future

Dr. Rainer Wend, Executive Vice President Corporate Public Policy and Responsibility, Deutsche Post DHL

E-Mobility – Using services to implement innovations in electro-mobility

Dr. Gerhard Gudergan, Director of Service Management, Research Institute for Rationalization (FIR) at the RWTH Aachen University

A topic for the future: “personal services” – what we can learn from the “rare diseases” field of application professionalisation

Prof. Dr. Carsten Schultz, Institute for Technology and Management, Technical University of Berlin

Prof. Dr. Jan Marco Leimeister, Department of Economics, Business Information Technology, University of Kassel

Bernd Bienzeisler, Fraunhofer Institute for Industrial Engineering and Organisation (IAO), Stuttgart

Panel 10 Simulation of services: Enterprises test the future

In manufacturing, the simulation of assembly processes and product testing before launch is approved practice. Services from the laboratory and the use of virtual worlds and realities to develop and test new services still sound rather futuristic. However, customer reactions which have been tested in a laboratory and have been rendered tangible can prevent failures in the market itself. The panel discussion will explore the opportunities presented by simulation of services and service design for companies in particular, and look at further possibilities.

Host:

Walter Ganz, Director of the Fraunhofer Institute for Industrial Engineering and Organisation (IAO), Stuttgart

Items on the agenda:**Simulation of services – opportunities and limitations**

Allan Mayo, Head of Services Policy Unit, Dept. of Business, Innovation and Skills, London

Experiences of service simulation

Ulrich Bergmann, Sanitär Bergmann GmbH, Mosbach

Intuitive visualisation tools in services development

Michael Schlicker, INTERACTIVE Software Solutions GmbH, Saarbrücken

From the simulation of IT services to the simulation of services

Prof. Dr.-Ing. Sahin Albayrak, Faculty of Agent Technologies in Business Applications and Telecommunications, Technical University of Berlin/DAI Laboratory

From formal modelling to simulation

Prof. Dr. Klaus-Peter Fähnrich/Dr. Martin Böttcher, Information Systems Institute, Business Information Systems, University of Leipzig

Panel 11 Fit for the economic competition through standardisation and individualisation of services

Standardisation is an important instrument to help companies preserve and strengthen their competitiveness. The standardisation of services and service processes is still in its early stages, so companies are not yet able to apply this concept strategically to any great extent. The panel looks at concrete examples of how standardisation can be introduced into the process of developing services early on and so bring the advantages of a unique selling position.

Host:

Hermann Behrens, DIN German Institute for Standardization, Berlin
Prof. Dr. Frank T. Piller, Chair for Business Administration, RWTH Aachen University

Items on the agenda:**Standards for home-supporting services in the context of demographic change and the potential of microsystems technology**

Lothar Schöpe, Fraunhofer Institute for Software and Systems Engineering, Dortmund
Petra Fahl, Spar- und Bauverein (savings and housing association) Hannover

The outsourcing of technology-oriented services

Prof. Dr. Markus Nüttgens, Chair for Business Information Technology, University of Hamburg
Dr. Robert Martignoni, pliXos GmbH, Munich

Statement of the German Confederation of Skilled Crafts

Dr. Rainer Neumann, Head of the Trade Promotion Department, German Confederation of Skilled Crafts (ZDH), Berlin

Panel 12 Which direction will the service research development take? A dialogue between science and business

The strength of service research in Germany is its interdisciplinary character and its cross-disciplinary focus. This panel will discuss whether service research also needs an academic focal point in the form of its own scientific discipline (Service Science) and what business and science expect from such a discipline. The discussions and outcome of panel 5 will be taken into consideration here.

Host:

Peter Schneider, Managing Director of FutureCamp Holding GmbH, Munich

Statements and stimuli:

Service Science – phenomenon or phantom? – The collective view of a panel of experts on behalf of the Science-Industry Cooperation

Prof. Gerhard Satzger, Director, Karlsruhe Institute of Technology (KIT), Chair for Business Administration Karlsruhe Service Research Institute

Requirements of service research from a company's viewpoint

Dr. Orestis Terzidis, SAP Research Center CEC Karlsruhe, SAP AG

“3sR – Social Science Service Research” – the contribution of social sciences service research to a current debate

Dr. Wolfgang Dunkel, Institute for Social Sciences Research, Munich

Experiences from an international perspective

Dr. Anne-Sophie Tombeil, Fraunhofer Institute for Industrial Engineering and Organisation (IAO), Stuttgart

Additional representatives from small and medium-sized companies have been approached.

“Marktplatz” (market place)

During the Services Conference, a “Marktplatz” (market place) will be held on levels B and C of the Berlin Congress Center. The findings of research projects funded by the Federal Ministry of Education and Research from the “Innovations in services” programme will be presented here. Various examples of how research findings have been implemented will be provided in a poster exhibition. An important aim of the market place is to present practical solutions and pioneering ideas for the future and so provide plenty of opportunity for participants to discuss matters and exchange experiences.

The “Marktplatz” will be open during the whole conference.

5th Young Scientists Competition of the Federal Ministry of Education and Research “Services for a Sustainable Development”

Sustainable development is gaining considerably in importance in view of global challenges in the areas of climate and energy, mobility, health, demographic change and security. Innovative services have the potential, the procedures and the players to make a substantial contribution in this area. However, there is not a great deal of scientifically-based knowledge available on this subject yet.

The 5th Young Scientists Competition of the Federal Ministry of Education and Research therefore called upon young scientists and academics to submit papers on the topic, “Services for a Sustainable Development”.

The Federal Ministry of Education and Research will award prizes for individual projects on the recommendation of a jury. There will be a special prize for a contribution demonstrating a particularly practical approach. The award is sponsored by the Stuttgart based company Drees & Sommer. The contributions of the winners will be published during the conference proceedings. The award ceremony will be held during the 8th Services Conference.

Members of the jury

Prof. Ralf Reichwald, Center for Leading Innovation & Cooperation (CLIC), Leipzig Graduate School of Management

Prof. Dieter Spath
Head of the Fraunhofer Institute for Industrial Engineering (IAO), Stuttgart

Prof. Georg Müller-Christ
General Business Administration/Sustainability Management, University of Bremen

Peter Tzeschlock
Drees & Sommer AG, Stuttgart

Bernd Walter
Director Mobility Center, Audi AG, Ingolstadt

Conference office

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dienstleistungstagung@media-consulta.com

Registration

You can register for the 8th BMBF Services Conference 2010 by visiting the website **www.dienstleistungstagung.de** or by contacting the convention office. A fee of 360 euros (VAT included) will be charged for attendance at the conference (with a special rate of 340 euros for early registration by March 17, 2010). The **closing date for registration is March 31, 2010**.

General conditions

A charge of 75 euros will be payable on cancellations received by March 1, 2010. Attendance fees cannot be reimbursed after this date. However, registrations are transferable. Cancellations can only be accepted in writing.

The attendance fee includes conference documents, lunch, drinks during breaks and the evening event and is payable on receipt of attendance confirmation. You will be sent an invoice requesting payment. Attendance at the conference is subject to prior receipt of payment.

Accommodation

Hotel Park Inn Berlin

The Hotel Park Inn Berlin is situated directly on Alexanderplatz in the centre of Berlin. It is only a two-minute walk to the Berlin Congress Center (bcc) located on the opposite side. The hotel is easily reached by all means of transport (bus, underground, S-train, tram).

At Hotel Park Inn Berlin, a limited number of rooms (including breakfast) are being held for you until February 26, 2010, starting from 134 euros for a single room and from 152 euros for a double room.

Address: Alexanderplatz 7, 10178 Berlin,
Tel.: +49 30 2389 4333, Fax: +49 30 2389 4305,
reservations.berlin@rezidorparkinn.com
www.parkinn-berlin.de

You can book your room direct with the hotel.
Your keyword: **“8th services conference”**
(8. Dienstleistungstagung).

The Park Plaza Wallstreet

The Park Plaza Wallstreet Hotel is located on Wallstrasse near Alexanderplatz. It is about a ten-minute walk to the bcc. By underground, Alexanderplatz can be reached from U-Bahn station Märkisches Museum (line U2 towards Pankow).

At The Park Plaza Wallstreet, a limited number of rooms (including breakfast) are being held for you until March 10, 2010, starting from 90 euros for a single room and from 107 euros for a double room.

Address: Wallstrasse 23, 10179 Berlin
Tel.: +49 30 400 557 700, Fax: +49 30 400 557 777
ppwbres@pphe.com
www.parkplaza.com

You can book your room direct with the hotel.
Your keyword: **“8th services conference”**
(8. Dienstleistungstagung).

Hotel Alexander Plaza

The Hotel Alexander Plaza is located close to the S-Bahn station Hackescher Markt. The bcc can be easily reached via Alexanderplatz station by S-train (S-Bahn). Alexanderplatz can be reached on foot in about 15 minutes.

At Hotel Alexander Plaza, a limited number of rooms (including breakfast) are being held for you until March 21, 2010 starting from 135 euros for a single room and from 155 euros for a double room.

Address: Rosenstrasse 1, 10178 Berlin
 Tel.: +49 30 240 01 705, Fax: +49 30 240 01 777
 frontoffice@hotel-alexander-plaza.de
www.hotel-alexander-plaza.de

You can book your room direct with the hotel.
 Your keyword: **“8th services conference”**
 (8. Dienstleistungstagung).

See www.dienstleistungstagung.de for further booking information.

Event location and directions

bcc – Berliner Congress Center GmbH

Alexanderstrasse 11, 10178 Berlin

Tel.:+49 30 23806-546

Fax:+49 30 23806-547

www.bcc-berlin.de

Arriving by plane

From Berlin airports Schönefeld or Tegel, you can take the shuttle service (2.80 euros), the underground (2.80 euros) or a taxi. The cost of a taxi transfer is about 25 euros from Tegel Airport and about 40 euros from Schönefeld Airport.

Arriving by train

Use public transport from Berlin’s main railway station to Alexanderplatz

Berlin city transport, Alexanderplatz stop

- Bus lines 100, 148, 200
- Underground lines U2, U5, U8
- S-train lines S5, S7, S9, S75



Multi-storey car parks

- P1 Alexa-Center, Alexanderstraße
- P2 Rathauspassagen, Dircksenstrasse
- P3 Hotel Park Inn, Alexanderplatz

Arriving by car

The bcc is located in the centre of Berlin directly on Alexanderplatz. Follow the signs to the city centre: “Berlin-Zentrum”. When there is a choice of direction between “Berlin-Zentrum (Zoo oder West)” and “Berlin-Zentrum (Alexanderplatz)”, head for Alexanderplatz – the address of the bcc is “Alexanderstrasse 11” and it is located in the “Berlin-Mitte” district. A variety of directions can be recommended from the Berlin ring road (A 10 – “Berliner Ring”) depending on where you are driving from.

Arriving via the A 24 or A 11 (from the north)

Leave the A 10 at the Pankow junction (“Dreieck Pankow”) and take the A 114 towards the city centre “Berlin-Zentrum”. After 8 km, the A 114 becomes the Prenzlauer Allee. After 5 km, turn left into Mollstrasse and after 350 m, turn right into Otto-Braun-Strasse towards Alexanderplatz. After 500 m, turn left from the Alexanderplatz into Alexanderstrasse. The bcc is on your left.

Arriving via the A 2 or A 9 (from the west)

Leave the A 10 at the Nuthetal junction (“Dreieck Nuthetal”) and take the A 115 (Avus) towards the city centre “Berlin-Zentrum”. When you can see the radio tower, first get into the lane for the A 100 towards Hamburg. After 800 m, leave the A 100 at the Kaiserdamm exit and follow the signs towards Kaiserdamm. At Kaiserdamm, turn left in an easterly direction and then continue straight on towards the Brandenburger Tor. Drive to the right around the Brandenburger Tor (it is closed to public traffic) until the road merges into the main road, “Unter den Linden”. Follow the road in an easterly direction past Berlin Cathedral and then turn right into Spandauer Strasse. At the major junction 80 m after

the Rotes Rathaus (Red Town Hall), turn left towards Alexanderplatz/Prenzlauer Berg. Do not drive into the tunnel but continue straight ahead – the bcc is on your right directly after the bridge.

Arriving via the A 12 or A 13 (from the south)

Leave the A 10 at Schönefelder Kreuz and take the A 113 towards the city centre, “Berlin-Zentrum”. From the A 12, first take the A 10 at the Spreeau junction (Dreieck Spreeau) and then the A 113 at the Schönefelder junction (Schönefelder Kreuz). After 10 km the A 113 becomes the B 96a and you should continue along this road towards Treptow and after 12 km carry straight on along the Köpenicker Strasse. After 2 km, turn right into Schillingbrücke and after 400 m, carry straight on into Andreasstrasse. After 35 m, leave this road and turn left into Holzmarktstrasse and after 1 km right into Alexanderstrasse. The bcc is on your right at the end of Alexanderstrasse.

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