



# Quarterly Newsletter

Berlin Business Office USA

## "Managing tech unicorn Pipedrive's global business from the home office out of Berlin"

With their office launch for early 2021, Pipedrive has arrived in Germany to expand its customer base and support German SMEs.



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## Avenue Code opens Berlin office, accelerates digital evolution for clients post COVID-19.

Avenue Code, the leading software consultancy for full-service digital evolution solutions, recently announced the opening of its new office in Berlin. Since launching its US operations in 2008, Avenue Code has grown to embrace 8 offices and more than 500 team members globally.

## IoT+ Network - the new Network for Technology Enterprises, Startups and Investors

IoT+ Network, Berlin's new B2B platform for game changers and innovators in the business of the Internet of Things (IoT), officially launched with a kick-off event on November 11, 2020.



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## Three Letters That Will Make History: BER!

The new Berlin Brandenburg Airport witnessed its first two inaugural landings by aircraft operated by EasyJet and Lufthansa.

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## In the Spotlight: Lichtenberg

Home of Hidden Champions and Countless Success Stories

The centrally located Lichtenberg district, in the NE of Berlin, is a historically evolved industrial site, which combines the metropolitan flair of urban Berlin with idyllic village life on the outskirts of the city.

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## Berliner Slang of the Quarter

"Dit find ich knorke!"

Translation: "I think that's great!"

Definition: The word "knorke" is an adjective that is used to describe something great or fine in Berlin. The sentence can be used in any appreciation for something and is anchored in the capital area for a long time.

## Upcoming Events



# SAVE THE DATE

JANUARY 6-9, 2021  
LAS VEGAS, NV

Meet with representatives and companies of Germany's Capital Region Berlin-Brandenburg at their cooperative booth. CES is the leading consumer electronics trade show for traditional electronics manufacturers, as well as all major automobile manufacturers and numerous start-ups.

To arrange a meeting, please contact [info@berlinbusinessoffice.com](mailto:info@berlinbusinessoffice.com)

**Register  
Now:**

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BERLIN MEETS USA  
JANUARY 28, 5 P.M. CET  
WEBINAR + VIRTUAL BUSINESS  
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# **E · COMMERCE BERLIN — — EXPO**

Date: May 27, 2021

180 exhibitors, 50 speakers and networking among more than 7000 participants  
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