



PRESS KIT



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SAXONY ECONOMIC DEVELOPMENT CORPORATION – ECONOMIC DEVELOPERS AS SUCCESSFUL BRIDGE BUILDERS FOR COMPANIES

Saxony is one of Germany's most dynamic economic regions. Saxony's companies are successful in business, seek to enter foreign markets, and meet the challenges of the increasingly fierce global market conditions and higher competition for skilled employees. Numerous international enterprises focus on the region. With its many activities designed to support Saxony's companies, on the one hand, and to help investors, on the other hand, the Saxony Economic Development Corporation (WFS – Wirtschaftsförderung Sachsen GmbH) makes a valuable contribution towards expanding the economy of Saxony. "In other words: The WFS builds bridges for Saxony's enterprises heading off into the world and for investors heading for Saxony," notes Peter Nothnagel, the WFS' managing director.

→ **Successful WFS Concept**

As a state-owned enterprise, the WFS has been committed to three key areas since 1991: It promotes the business location Saxony and advises potential investors comprehensively from the initial idea all the way to the implementation of their specific relocation projects. In addition, the WFS assists Saxony's enterprises in reaching their export goals and initiates cooperations with companies located outside of Saxony. "Our objective is to help Saxony's companies expand their international business and, at the same time, create new jobs in Saxony by convincing potential investors of Saxony's strong points and attracting companies to the Federal State," explains Peter Nothnagel. "Towards this end, we need to identify relevant technological trends early on and be smart enough to integrate them into our relocation, sales promotion, and locational marketing activities." The WFS' strategic orientation towards core industrial branches and key regions has proven its worth. For example, the WFS' relocation efforts have been very successful over the past couple of years: Since 2000, the Saxony Economic Development Corporation has accompanied about 324 new business setups which, in turn, created more than 31,000 new jobs. So far, these firms have invested over six billion euros in the Federal State of Saxony. New jobs were primarily created in the microelectronics / ICT, mobility (mainly the automobile industry, logistics), machine and plant engineering as well as environmental / energy technology branches.

→ **Saxony's Economy on International Markets**

An important instrument of economic development is the organization of company participations in global trade shows and exhibitions. "This way, Saxony's economy gets name recognition both at home and abroad," says the WFS' managing director, Peter Nothnagel.

Last year alone, the WFS was present at 13 branch-specific, leading international trade shows with a “Sachsen-live” joint company booth on behalf of the Saxony State Ministry for Economic Affairs – 170 exhibitors from all around Saxony were assisted during these events. On behalf of the Saxony State Ministry of the Environment and Agriculture (SMUL), the WFS organized nine Saxon joint booths at trade shows of the food industry in 2016 – with 89 participants.

“Of particular significance for Saxony’s entrepreneurs are also the business and delegation trips to the relevant target markets around the globe,” Nothnagel explains further. “This gives companies the opportunity of establishing direct contact to potential customers and familiarizing themselves with the regional economy in the target countries.” During the past couple of years, the destinations of these business trips, which were often headed by representatives of the Saxony State Government, included, for example, Russia, China, the USA, Japan, and the Arab Gulf States.

“The relevance of international business becomes apparent particularly if one looks at the long-term perspective: Compared to 2000, the exports of Saxony’s companies more than tripled. That’s why the support of regional companies in developing and sustainably expanding global markets continues to be one of the WFS’ focal objectives,” says Nothnagel. Towards this end, but also to attract foreign investors, the WFS has contact partners in ten countries around the globe, for example, in China, Russia, Japan, and the Czech Republic.

→ **Success Stories from Saxony**

Spectacular examples of the successful locational marketing and the active assistance of business setups on part of the WFS are the automobile factories of Porsche and BMW as well as the European hub of DHL in Leipzig. Just here alone, more than 12,000 new jobs have been created so far – this does not even include the new jobs at the respective suppliers. And the success is sustainable: The original investment sum of approximately 250 million euros for the new Porsche plant has been greatly exceeded since then, and the same is true for the number of new jobs that have been created so far. Currently, 4,000 employees are working here, and the total investments reached about 1.3 billion euros by 2016.

The WFS also increasingly promotes the expansion plans of companies from Saxony. The largest expansion project assisted and accompanied by the WFS in 2016 was that of the Heliatek GmbH in Dresden with an investment sum of 80 million euros. This amount is designed to expand the production volume of the globally leading manufacturer of organic photovoltaics at the corporate site by early 2018.

When it comes to sales promotion and the initiation of cooperations, for example, the Support Q GmbH benefitted from the WFS’ activities: The Görlitz-based provider of quality management services participated in an entrepreneurial trip to Mexico in 2016. With great success: As a result of the trip, Support Q decided to establish a subsidiary in Mexico in January 2017. The trip, which had been organized by the WFS, was the initial impulse for this undertaking.

PORTRAIT OF THE SAXONY ECONOMIC DEVELOPMENT CORPORATION

→ Profile

The Saxony Economic Development Corporation (WFS – Wirtschaftsförderung Sachsen GmbH) was founded in 1991 as a state-owned enterprise of the Federal State of Saxony and has been active in three key fields since that time. The WFS promotes Saxony as a business location and advises potential investors comprehensively from the initial idea all the way to the implementation of their relocation projects.

In addition, the WFS assists Saxony's companies in achieving their export goals and initiates cooperations with companies located outside of Saxony. The objective is to open up new international markets for Saxony's business community and to create new jobs in Saxony.

In other words: The Saxony Economic Development Corporation builds bridges. Between Saxony's companies and foreign customers, between enterprises looking for investment opportunities and the regions and municipalities of the Federal State of Saxony.

An important foundation for the effective work of the WFS is its strategic orientation towards Saxony's key industrial branches. Identifying the relevant technological trends early on and integrating them into its locational and sales promotion measures represent a field of competence which the WFS has been focusing on for several years now.

→ Our Tasks

The Saxony Economic Development Corporation successfully performs the following duties and tasks on behalf of the Federal State of Saxony:

- Promoting the Federal State of Saxony as a business location in Germany and abroad
- Acquiring, advising, and assisting companies wishing to set up or expand their business in Saxony
- Increasingly supporting the growth and expansion of Saxony's companies
- Procuring information and establishing contacts for the development of domestic and foreign markets
- Implementing sales promotion measures in Germany and abroad
- Hosting and assisting foreign business delegations in Saxony
- Increasingly using Saxony's networks, research and training facilities with the objective of prompting companies from Germany and abroad to set up their business in Saxony and generate growth here



→ **Facts an Figures**

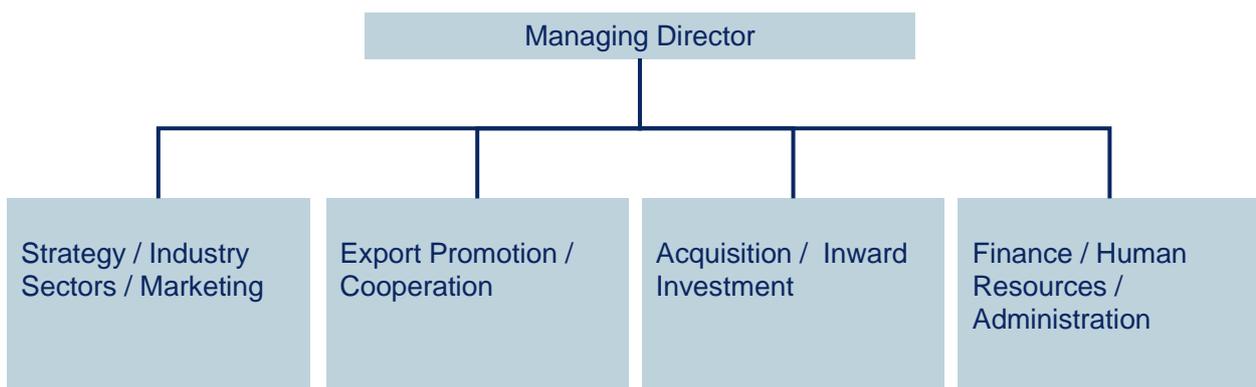
Founded: 1991

Registered Office: BusinessPark Dresden, Bertolt-Brecht-Allee 22, 01309 Dresden

Employees: 52

Managing Director: Peter G. Nothnagel

→ **Structure:**



→ Our Services in Detail

Strategy / Industry Sectors / Marketing

The key area Strategy / Industry Sectors promotes the WFS's orientation towards specific industrial branches in Saxony's five core fields of competence: Mobility (the automobile industry, logistics, rail technology, the aerospace industry), microelectronics / ICT, machine and plant engineering, life sciences, and environmental / energy technology – as well as in such other key industrial branches as the food industry.. The team strategically assists and accompanies the project planning process within the WFS. The many years of cooperation with its partners and within the networks permit the expansion of the available investment potential and the implementation of new ideas in Saxony. That is why the WFS organizes special seminars, innovation forums, and project workshops on specific technological fields.

Strategic locational marketing has been one of the WFS's core tasks right from the start. It revolves around the global promotion of Saxony as a highly attractive and promising economic location under the united label "SAXONY! – A Place in Motion." Specific locational factors and facts about Saxony's key high tech branches represent the most important communication contents. One of the primary communication carriers is Saxony's web portal www.business-saxony.com.

Acquisition / Inward Investment

When it comes to the locational competition between regions, many advantages speak in favor of Saxony. The WFS identifies enterprises which are considering an investment in Saxony and contacts them. The WFS then accompanies the German and foreign investors from the initial idea all the way to the implementation of their relocation project. In cooperation with regional and national economic development agencies, interest groups from Saxony's business community, Saxony's State Government as well as many other stakeholders, the WFS sees itself as a guide and advisor who assists and supports commercial and industrial enterprises in their decision-making processes.

Export Promotion / Cooperation (AK)

The WFS is the contact point for Saxony's companies wishing to successfully develop global markets. With technology and branch related entrepreneurial trips, organized participations in international trade shows and symposiums as well as the strategic procurement of partners for cooperations, the WFS helps companies from Saxony to successfully export their products and services. For the WFS, this is neither a routine process nor a standard program because every single company has its own unique individual wishes and requirements, and that's what counts.

CURRENT FACTS & FIGURES OF THE SAXONY ECONOMIC DEVELOPMENT CORPORATION'S WORK (2016)

Acquisition / Inward Investment

New business setups + expansions	25
Total investment volume:	124.3 million euros
New jobs:	357
Additionally safeguarded jobs:	158
Individual offers for available sites:	154

Export Promotion / Cooperation

Assisted companies:	1,008*
Number of projects:	74
Of which are "Sachsen-live" trade show participations (participation in international high tech trade fairs):	13 (170 exhibitors*)
Of which are "Sachsen genießen" trade show participations (participation in trade fairs for the food industry):	9 (89 exhibitors*)

(*companies and R&D facilities)

SAXONY'S KEY INDUSTRIAL BRANCHES

Automobile Industry

With five vehicle and/or engine factories of BMW, Porsche, and Volkswagen as well as approximately 780 suppliers, equipment and service providers of the industry sector, "Autoland Saxony" is one of the top locations in Germany. The automobile industry with its more than 95,000 employees is Saxony's branch with the highest turnover. It contributes over one quarter of the industrial turnover and more than one third of foreign sales. Saxony is also in the "pole position" when it comes to the second automobile revolution. Today's innovative fields include modern hybrid and e-mobility solutions, developments for autonomous driving, lightweight construction in efficient material combinations as well as intelligent transport systems.

Microelectronics / ICT

With approximately 2,300 companies and about 60,000 employees, "Silicon Saxony" is Europe's largest microelectronics / ICT cluster and the fifth largest of its kind around the globe. Every second chip produced in Europe bears the label of origin "Made in Saxony." GLOBALFOUNDRIES, Infineon Technologies, and the Siltronic AG corporations are expanding their fabs in Saxony into the most modern production sites around the globe.

"Silicon Saxony" aptly demonstrates its innovative power in diverse fields: Under the leadership of Infineon Technologies Dresden, 33 companies and research institutions from six European countries are joining forces in the "IoSense" project to develop flexible technologies for the production of sensors to be used for the "internet of things." The partners of the cluster of excellence "Center for Advancing Electronics Dresden (cfaed)" are developing innovative materials, technologies, and systems for the IT branch of tomorrow. And the Dresden-based Heliatek GmbH is the global technology leader in the field of building-integrated organic photovoltaics (BIOPV).

Mechanical and Plant Engineering

Saxony is considered to be the cradle of German machine construction. For about 200 years now, such globally coveted mechanical engineering products as, for example, textile, tool, and printing machines have been coming from Saxony. With about 45,000 employees in approx. 1,000 firms, the branch contributes about 13 percent to the industrial turnover and 17 percent to Saxony's foreign sales.

Today, Saxony is a top location for such globally active enterprises as, for example, Siemens, NILES-SIMMONS, Starrag, and Koenig & Bauer. Germany's oldest still existing toolmaking factory – the UNION Werkzeugmaschinen GmbH in Chemnitz – is a leading manufacturer of boring mills and machining centers. The mostly small and medium sized enterprises of Saxony's machine and plant construction industry score points in international competition primarily with their high innovative

power. They possess extensive expertise in the production, automation, and process engineering sectors as well as in laser and electron beam processing and efficient plant construction. This results in ultramodern products and state-of-the-art technologies which are highly appreciated by customers from the automobile industry, energy and environmental technology, photovoltaics, medical and communication technology as well as micro and nano electronics.

Environmental and Energy Technology

With approx. 14,100 employees in more than 700 companies, environmental and energy technology also is an important economic factor in Saxony. Thanks to Saxony's long tradition as a mining region, the companies and research facilities located here possess superb expert knowledge, for example, in the rehabilitation of post-mining damages, the disposal of hazardous waste, and the renovation of sewage systems. When it comes to renewable energy, increasing energy efficiency, and energy storage, Saxony is considered to be one of Germany's top locations.

Saxony has unique competences primarily when it comes to "resources." In particular, the region around Freiberg with the Freiberg University of Mining and Technology and the Helmholtz Institute Freiberg for Resource Technology (HIF) has gained renown as an important competence center around the globe. It is here where efficient solutions are developed for biomining, for the sustainable processing of rare earths as well as for the production of such raw materials as lithium and gallium arsenide from waste products and industrial sewage.

Life Sciences

Saxony is one of the most dynamic life sciences regions in Germany today. Around 350 biotechnology, medical technology, and pharmaceutical companies cooperate closely with more than 30 research institutions located here. Their focus is on the sectors regenerative medicine (e. g. Tissue Engineering), diagnostics, molecular bioengineering, bioinformatics, permanent monitoring as well as on implants and prostheses. Vital clusters are active primarily in the vicinity of the technology centers BIO CITY LEIPZIG and BioInnovationCenter Dresden.

GlaxoSmithKline Biologicals produces influenza vaccines for the global market in Dresden. The globally renowned manufacturer of medical technology B. Braun is already active at three locations in Saxony. The Wilsdruff branch is being expanded into Europe's most modern production site for dialysis machines.

With Leipzig University's Saxonian Incubator for Clinical Translation (SIKT) and Dresden University of Technology's Research Center for Regenerative Therapies Dresden (CRTD), Saxony has two leading research centers for regenerative medicine. In addition, three interdisciplinary innovation centers are also active in Saxony – B CUBE Dresden (molecular bioengineering), ICCAS Leipzig (computer-assisted surgery), and OncoRay Dresden (medical radiation research).



THE SAXONY ECONOMIC DEVELOPMENT CORPORATION – HIGHLIGHTS OF THE PAST 25 YEARS

Year	Events
1991	<ul style="list-style-type: none">• April 29 – Resolution of the State Government to establish the WFS• September 26 – Official entry of the WFS in the Commercial Register• Until the end of 1991: 130 consultations with foreign business representatives; export counseling for 90 / start-up counseling for 83 Saxon enterprises; realization of 22 relocation projects (DM 900 million; 3,200 jobs)
1992	<ul style="list-style-type: none">• Organization of the first state information / joint company booth for Saxony (on behalf of the Saxon State Ministry for Economic Affairs; today's "Sachsen-live" trade show booths)• First delegation trip (headed by the Saxon Minister President to the Republic of Bashkortostan)• Presentation of Saxony (*Sachsen#) via T-Online (formerly BTX; until 1996)• Publication of the first "Subsidy Guide for Saxony" (until 2009)
1993	<ul style="list-style-type: none">• Launch of the advertising campaign "Saxony takes out small ads, so there's more money left for investors!" (until 2002)
1994	<ul style="list-style-type: none">• Introduction of a multimedia system to present the business venue Saxony (abbreviated "STAPS")• Establishment of the Japanese external trade organization JETRO's representative office in Saxony at the WFS (until 2008)
1995	<ul style="list-style-type: none">• Business setup of the first Japanese investor in Saxony: Takata Sachsen GmbH (today with three locations in Saxony)• Business setup of the first Israeli investor in Saxony: Freiberger Compound Materials
1996	<ul style="list-style-type: none">• Presentation of Saxony ("Sachsen Online") at: www.sachsen.de (as of 2009, operated on the State Government's eGovernment platform)
1997	<ul style="list-style-type: none">• Introduction of the company online data bank (today to be found at: www.firmen.sachsen.de)• Launch of the "Saxon Student Network" (objective: Organization of stays abroad for students as "ambassadors on behalf of Saxony's economy," e.g. in the USA, China, Russia)
1998	<ul style="list-style-type: none">• First publication of the English magazine "SaxonMail" (3x per year; approx. 1,000 subscribers worldwide; until 2011)
1999	<ul style="list-style-type: none">• Porsche AG decides in favor of the business location Leipzig (official cornerstone ceremony for the new Porsche factory in September)
2000	<ul style="list-style-type: none">• Coordination of Saxon projects for the EXPO 2000 in Hannover• WFS goes online with its website www.wfs.sachsen.de• Introduction of the industrial real estate online data bank (today to be found at: www.business-saxony.com → "Info Center")
2001	<ul style="list-style-type: none">• BMW AG decides in favor of the business location Leipzig• Business setup of the Italian automotive supplier Magnetto in Treuen



- 2002** • **Business setup** of the **Advanced Mask Technology Center (AMTC)** in Dresden (photomask development center of GLOBALFOUNDRIES and Toppan Photomasks)
- 2003** • Decision of **Hitachi Ltd.** to build fuel injection pumps for motor vehicles near **Döbeln**
 - First dispatch of the WFS's **electronic newsletters** for the Saxon business community (published every two weeks, approx. 4,000 subscribers)
- 2004** • **Business setup** of **DHL** in Leipzig – the Deutsche Post logistics subsidiary relocates its European hub to Saxony
 - For the first time, the WFS is a project partner in an **EU-subsidized, cross-border project** – "3-CIP," followed by another six projects since then
- 2005** • Presentation of Saxony at the World Exhibition **EXPO 2005** in the Japanese Prefecture of Aichi and within the scope of the "**Germany in Japan 2005/06**" special event year
- 2006** • Presentation of the investment venue Saxony at:
www.invest-in-saxony.com
 - **Decision** of the **Amazon Logistik GmbH** in favor of the **business location** Leipzig
- 2007** • Decision of the Bochum-based wind energy enterprise **Eickhoff** in favor of a **business location near Dresden**
- 2008** • Launch of the marketing campaign for the business venue Saxony under the **united label SAXONY!**
- 2009** • Organization of "**Saxony Linked Globally:**" Almost 200 participants; eleven country-specific discussion groups; all international representatives and contact partners of the WFS were present in Dresden
- 2010** • **Locational decision** of the Esslingen-based automotive supplier **Eberspächer** in favor of Wilsdruff
 - Visit of **Federal Chancellor Angela Merkel**, the Federal Minister of Economics, and the Federal Minister of the Interior to the SACHSEN! booth on the occasion of the **5th National IT Summit** in Dresden
- 2011** • **Business setup** of the automotive supplier **Magna** in Treuen
- 2012** • **MSG Lithoglas GmbH** (a specialist for the production of ultrathin glass sealings on semiconductor components) **relocates** its **corporate headquarters** to Saxony
 - Organization of the first "**Sachsen genießen**" **joint booths** at trade shows of the food industry (on behalf of the Saxon State Ministry of the Environment and Agriculture)
- 2013** • **Business setup** of **Bosch Sensortec** (development / production of electronic components) and the **Tech Center Carbon Composites of ThyssenKrupp AG** (CFRP development) as well as the **production site of the ThyssenKrupp Carbon Components GmbH** (vehicle components) in the Dresden region
- 2014** • **Allgaier Werke GmbH** – an **automotive supplier** and a machine construction company – **sets up** an additional **production site** in Oelsnitz / Vogtland Region
- 2015** • **Business setup of the Borbet Sachsen GmbH** in Kodersdorf (Europe's largest manufacturer of aluminum rims)
 - The **B. Braun Avitum Saxonia GmbH** **decided to establish its third production site in Saxony** in Wilsdruff
- 2016** • **Business setup** of the Swiss lightweight engineering company **Connova AG** in Grossroehrsdorf
 - The new website of the business location Saxony goes online at:
www.business-saxony.com

INFORMATION FOR YOUR RESEARCH – DOWNLOADS / DATA BANKS

→ Downloads

- The WFS company logo may be downloaded in diverse formats at: www.wfs.sachsen.de/design
- The united label SAXONY! may be downloaded in various versions and formats at: www.standort-sachsen.de/design
- For a number of Saxony's key industrial branches, the WFS has compiled the so-called "logo maps" bearing the logos of select companies. Every map is also available in a version focusing on the specific regional branch and research clusters. Logo maps may be downloaded in various formats at: www.business-saxony.com/en/info-center/downloads
→ search for "map"
- The WFS publishes a number of brochures which introduce the business venue Saxony and select industrial branches. Brochures may be downloaded at: www.business-saxony.com/en/info-center/downloads
→ search for "brochure"





→ Data Banks

- Since 2004, the WFS has been operating an online **company data bank** at: www.companies.saxony.de. Currently, this data bank has almost 40,000 entries which are also maintained and updated by the companies. The data records can be searched, for example, for specific regions, branches (either NACE or the technology sector), and/or turnovers. Branch networks subsequently use the data bank for specific sectors on their own websites.
- The WFS operates an online **industrial real estate data bank**. Currently, the data bank contains more than 500 available industrial and commercial lots as well as 200 commercial and industrial properties in Saxony. The information is updated decentrally by the responsible regional economic development agencies and district county offices, the TLG Immobilien GmbH real estate corporation, and the Public Enterprise Saxon Property and Construction Management (SIB). For every industrial or commercial lot, you will receive a concrete profile and a specific contact person. Those partners who maintain the data bank subsequently use the data for specific regions on their own websites. The “Business Atlas Saxony,” a directory published by the chambers of industry and commerce (www.wirtschaftsatlas-sachsen.de), also uses this WFS service in the “industrial and commercial lots” sector.

Please see www.business-saxony.com/en/info-center/databases