



SACHSEN-ANHALT

Developing regional profiles – tools and experiences of Saxony- Anhalt

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Saxony-Anhalt



Saxony-Anhalt in the Heart of Europe

Saxony-Anhalt



- region of 2,5 Mio. Inhabitants
- Regional Government: 1 Prime Minister and 8 Ministers:

Prime Minister's Office

Ministry of Agriculture and Environment

Ministry of Economy and Labor

Ministry of Social Policy

Ministry of Transport

Ministry of Finance

Ministry of Justice

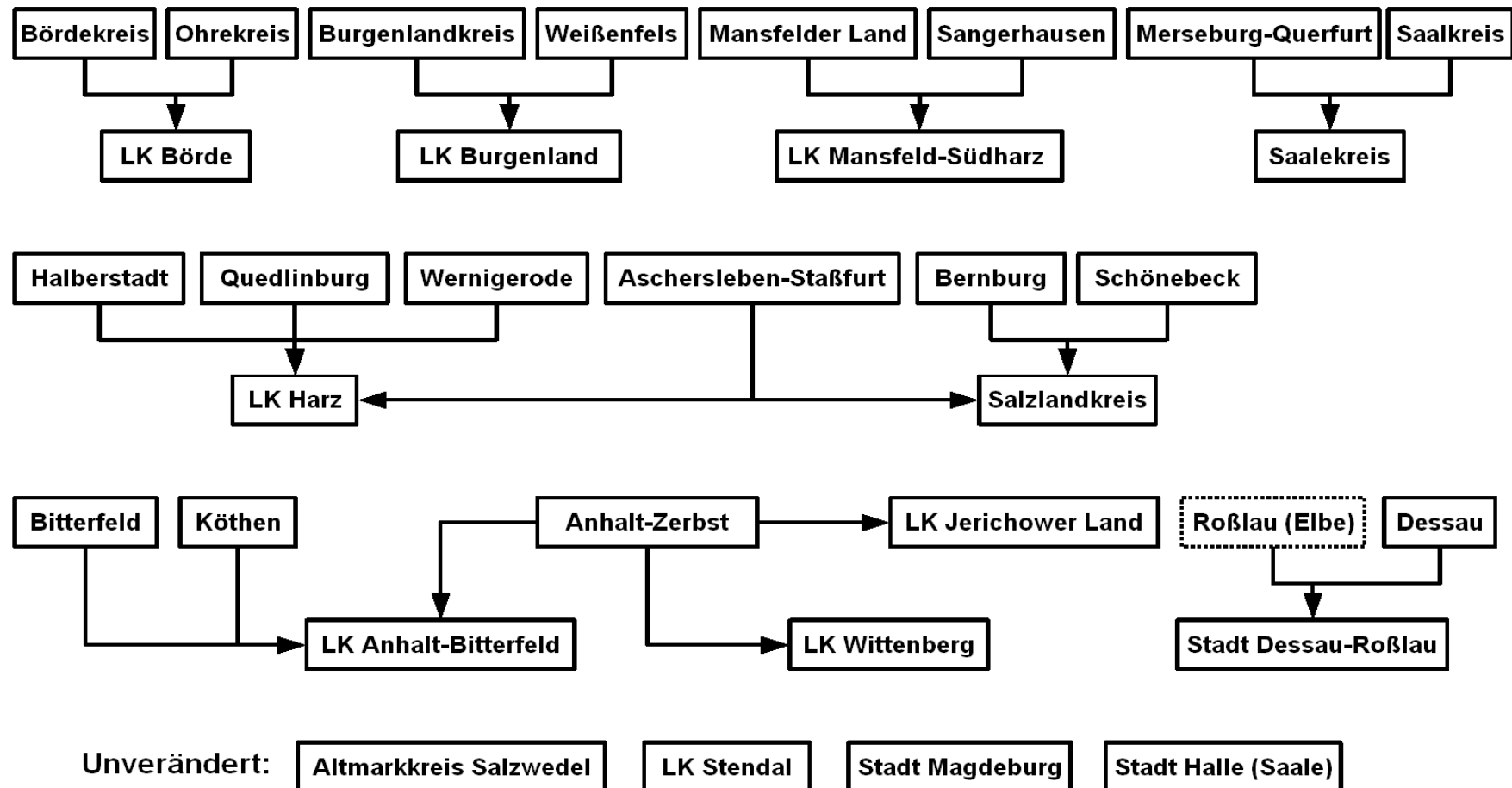
Ministry of Home Affairs

Ministry of Education

- Each Ministry has up to 250 members of staff and some of them (Home Affairs, Social Policy, Education) have several thousand of employees in lower institutions
- Regional Budget: 10,5 Billion EURO
- Taxes for the Federal and regional level (income tax, corporate tax, business tax)
- Taxes for the regional level (car tax, property tax)
- European Affairs are dealt with by the European Department in the Prime Minister's Office

County Reform in Saxony-Anhalt

Reform der Kreisgebiete in Sachsen-Anhalt am 1. Juli 2007



Map of County Councils of Saxony-Anhalt



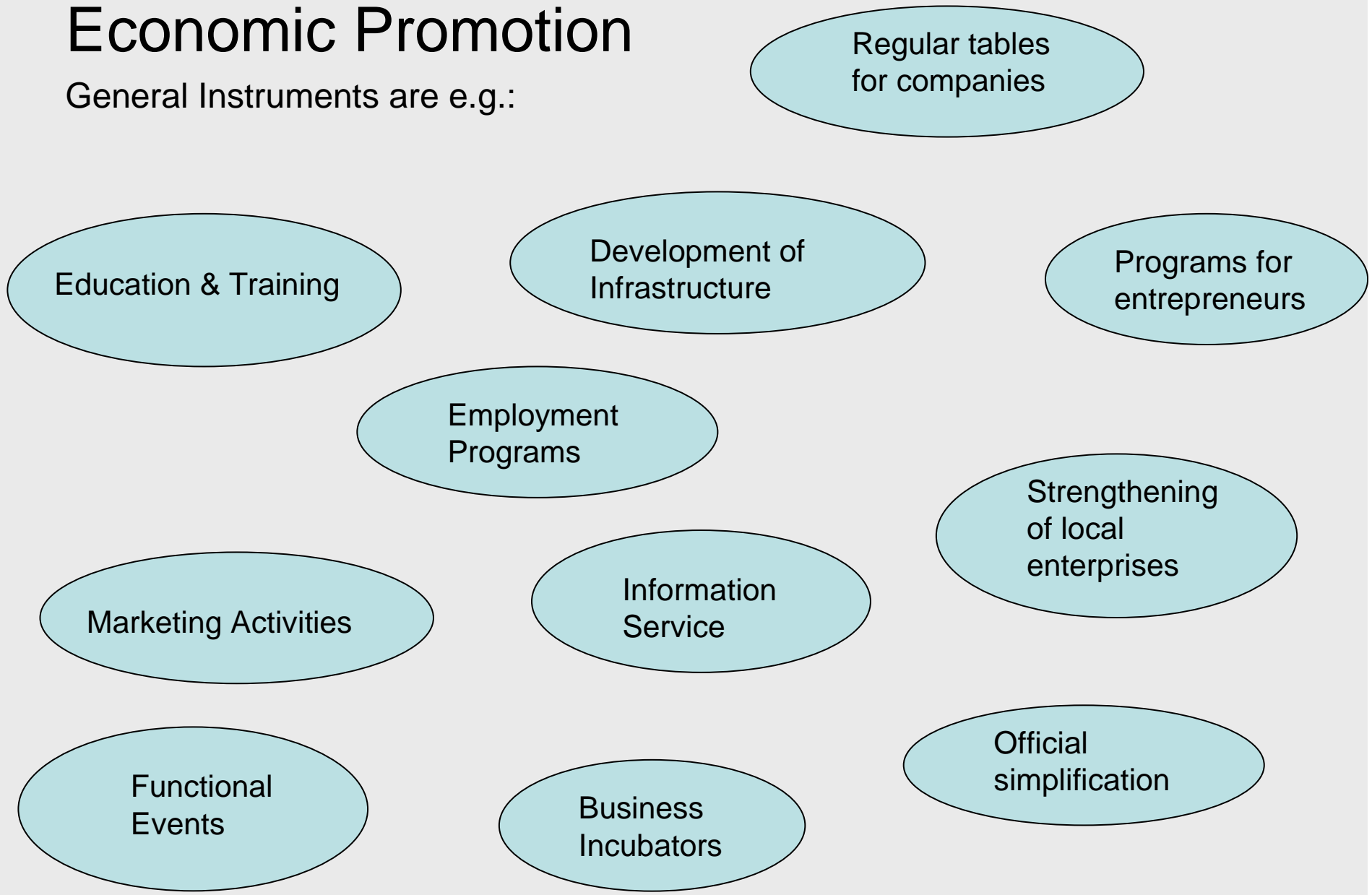
The Economic Department of a County Council

Tasks of the office include:

- Marketing and image promotion
- Support for start ups
- Advice in using funding programmes
- Acquisition of new investment
- Analysis of economic development, support for investment projects, relocation and extensions of companies
- Regular contacts with the companies, the transport sector, the institutions relevant for economic development, research institutions and other public administrations
- Contacts and co-operation with other institutions such as the labour office, tax office, chambers of commerce and other institutions
- European Affairs
- Development of the tourism infrastructure, cycling and walking network in the county
- Support for tourism related associations and organisations
- Participation in fairs and exhibitions
- Development of measures for the labour market in cooperation with the job centre Burgenlandkreis

Economic Promotion

General Instruments are e.g.:



Example for an economic promotion strategy: the Capital Magdeburg



Tasks

- Promotion of investors
- Coordination of collaboration between enterprises and administration
- Support in solving location problems of the enterprises
- Provision of suitable industrial spaces (Gewerbeflächen)
- Formation of enterprise networks including science institutes
- support of entrepreneurs
- Advice in using funds
- Image Improvement and location marketing

Limits

1. Economic promotion doesn't create employment, just the framework conditions for the enterprises
2. For economic promotion the equality principle has to be valid for all enterprises
3. Local economic promotion is no business consultancy
4. Local economic promotion can not change the global and regional framework conditions

Example for an economic promotion strategy: the Capital Magdeburg



Economic guiding principle:

Economic development take place in particular in the fields and clusters of:

- Mechanical engineering
- Circular economy and renewable feedstock's
- Health management

The economic promotion is structured in:

- Association for Economic Service Magdeburg Ltd.
- Department of Economy, Tourism and Regional Cooperation, Municipal Administration

Principles and Targets:

1. Development of Magdeburg as an economic-friendly commune
2. Strengthening and enlargement of the portfolio of enterprises
3. Target-oriented settlement of new enterprises
4. Active employment policy
5. Strengthening of the service location
6. Exhaustion of touristic potentials
7. Development of cooperation within the economic region

Organisation of Competitiveness

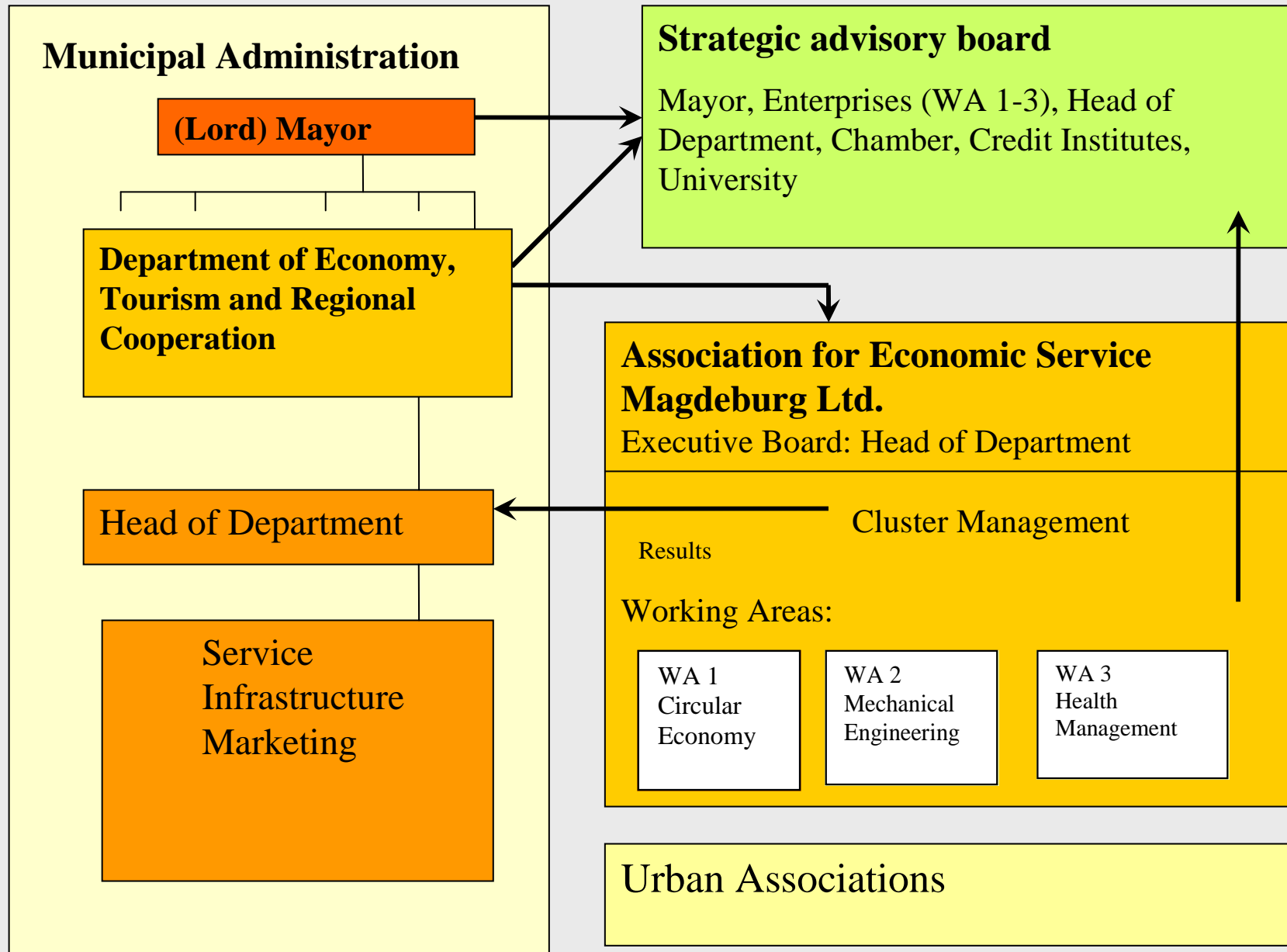


Illustration of selected tasks: Cluster Management

- Information transfer
- Contact transfer between enterprises
→ creation of networks
- R&D cooperation of companies with science institutes
- Coordination of fair attendances for companies
- Seizure of regional procurement

Cluster:

- Mechanical engineering and plant construction
- Circular and Recycling Economy/
environmental Technology
- Health Management



Illustration of selected tasks: Development of Infrastructure



`Wissenschaftshafen` - Science Port

Development of settlement areas for innovative companies in the surroundings of

- **Otto-von Guericke University**
- **Max-Planck Institute**
- **Fraunhofer Institute**
- **Experimenteller Fabrik (experimental Factory)**
- **Virtual Development and Training Centre (Fraunhofer-Institute)**
- **Denkfabrik (think tank)**

total area: 30 ha

Cluster Strategy of Saxony-Anhalt

Key elements:

- Focus on key economic drivers in the region
- Strong public private partnership
- Combination of regional, national and EU support programmes



The Cluster Strategy of Saxony-Anhalt towards the Chemical Industry

The Challenge of the Halle/Leipzig area



Starting Point:

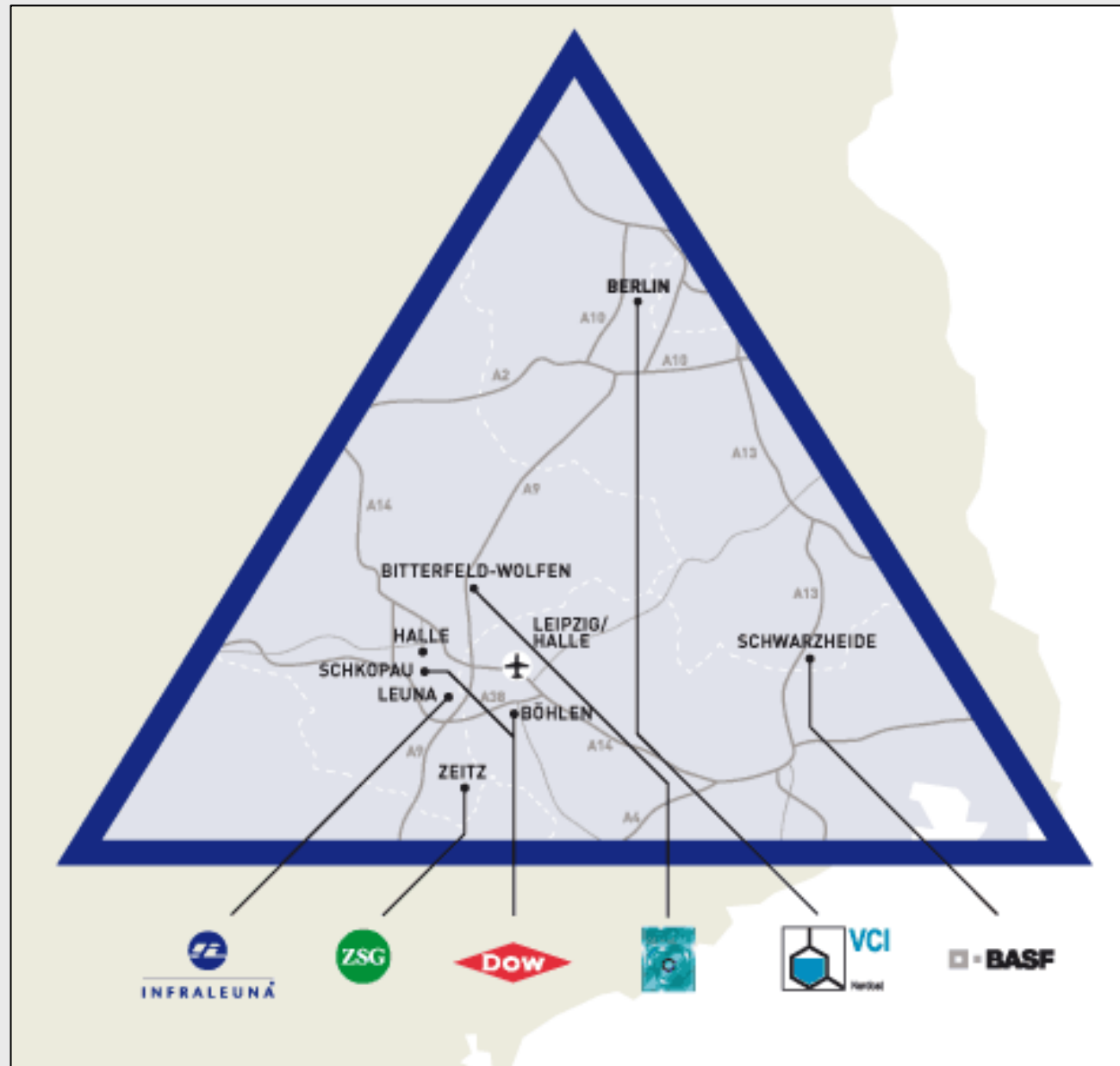
- Halle/Leipzig/Dessau is the economic heartland of Eastern Germany
- Chemical Industry plays a key role in regional development
- The region is located within three German Länder, different sub-regional districts and bigger cities
- Since German unification – particularly between 1994 and 2000 – the chemical industry received large public support for investment aid and business related infrastructure
- Early on it became evident that a stronger co-ordination between the socio-economic actors, the local and regional authorities and the research and innovation providers is necessary to improve the innovation climate

The Cluster Strategy: CeChemNet



- Cross sectoral cluster strategy along the value chain
- Cross regional approach including chemical sites in Saxony, Saxony-Anhalt and Brandenburg
- Business led initiative with involvement of German Chemical Association
- Combination of the Cluster approach with a Strategy Dialogue on Chemical Industry with the regional government of Saxony-Anhalt

CeChemNet Partner



CeChemNet Working Groups:

coordinated by isw GmbH

P-D ChemiePark
Bitterfeld-Wolfen

InfraLeuna
Leuna

BASF
Schwarzheide

Dow Olefinverbund
Schkopau, Böhlen

ZSG
Zeitz

Nordostchemie
Associations

MODULE 1

Safety and Security
Management

MODULE 2

Environment Protection
and Site Clearance

MODULE 3

Infrastructure,
Facility Management,
Chemical Logistics

MODULE 4

Site Development

MODULE 5

Feedstock Integration

MODULE 6

IT Information
Technologies

MODULE 7

Human Resources
Development

MODULE 8

Competence
Development

MODULE 9

Financing and Support

MODULE 10

Association

MODULE 11

Social Policy

MODULE 12

PR and Site Marketing

CHEMICAL PARK MANAGEMENT SERVICE PLATFORM

Results of the internal Cluster Process:

- Setting of CeChemNet as a Cluster Co-ordination
- Coordinated approach in setting up and extending innovation centres at chemical sites, i.e.:
 - Fraunhofer Institute for Polymer Synthesis (Schkopau)
 - Fraunhofer Centre for Biomass (Leuna)
 - Fraunhofer Centre for Silicon- Photovoltaic (CSP) (Schkopau)
 - Extending the research facilities regarding polymers chemicals at the Martin-Luther-University in Halle
 - Setting up of the plastics competence centre Halle-Merseburg
- Joint presentation and promotion of chemical sites
- Joint positions towards the regional governments

The Automotive Cluster in Eastern Germany

The Automotive Industry in Central Germany



MAHREG



- **MAHREG Automotive** is being initiated by the registered association Sachsen-Anhalt Automotive e.V.
- The competence network MAHREG has transformed into a brand name for automotive competencies of Saxony-Anhalt and is representing a wide range of products and services of suppliers located in Saxony-Anhalt.
- MAHREG is being characterised by the broad and active support of its companies and scientific institutions in collaboration with politico-economical committees of federal and state government.
- Main focus of the network tasks is the generation of innovations and their market efficiency.
- Resulting from the intensive work up till now, the network was able to generate research projects such as the broad application of information and communication technologies, the utilisation of modern network-management-methods, including constant qualification or the usage of new materials and procedures (micro system technology, nano technology and others are interesting topics for MAHREG, its companies and partners).

Investment and Marketing Corporation Saxony-Anhalt (IMG)



- IMG is the business location, service and marketing agency of Saxony-Anhalt
- IMG provides all service related to new business sides – from acquisition to production start
- IMG is globally marketing the business and science location Saxony-Anhalt and developing touristic concepts
- The state of Saxony-Anhalt is the sole shareholder of IMG. Dr. Reiner Haseloff, Minister for Economy and Labour, is chairman of the IMG supervisory board
- Target: Improvement of the economic structure of Saxony-Anhalt

Investment and Marketing Corporation Saxony-Anhalt (IMG)



Corporate profile:

1. location search partner

- You are looking for a suitable investment site? For plot sizes, infrastructure, transport access and adjacent companies?
- The IMG search the site and property, database with 250+ industrial and trade estates for a location tailored to your needs
- The IMG provide competent and individual advice for Greenfield and Brownfield sites, office properties or production halls

2. partner in funding issues

- You intend to invest in Saxony-Anhalt and are looking for financing partners? You require information about equity, venture capital, loans, incentives and collaterals?
- The IMG provide support in structuring and fine-tuning your business plan
- The IMG consult you on public grant programs for investment projects and arrange meetings with potential partners

Investment and Marketing Corporation Saxony-Anhalt (IMG)



3. partner in dealing with public authorities

- Zoning plan, site development plan, EIA, permit, application, notification and administrative decision – do all these sound like gobbledygook to you?
- The IMG sort out administrative procedures to make your investment happen. You can use the network in the federal state's institutions to realise your project.
- The IMG identify contacts in public authorities, coordinate and negotiate for you at state, district and municipal levels, and with official bodies.
- The IMG guide you through the bureaucratic maze as a one-stop agency.

4. project implementation partner

- You have got a business idea but do not know where to start? Your competitors are implementing a similar project and you want to outpace them?
- The IMG support you in conceiving your project, defining objectives, preparing work plans, assigning responsibilities and deadlines.



SACHSEN-ANHALT

Do you have any further questions?

Many thanks for your attention.