



# PRESS RELEASE

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## **Cutting-edge business location for Medical Engineering in Germany**

**The Investment and Marketing Corporation Saxony-Anhalt publicizes the German federal state's potential with the "CHECK-IN FOR SUCCESS" investors' conference in Malaysia**



Bundesministerium  
für Wirtschaft  
und Energie

**Magdeburg / Kuala Lumpur.** Innovative prostheses, operation robots, telemedicine – the possibilities of medical engineering are revolutionizing diagnosis and treatment. Companies from Saxony-Anhalt are at the forefront in the development and manufacturing of innovative medical engineering products. The medical engineering industry has developed into a highly innovative, state-of-the art technology sector in the German federal state at the heart of Germany, thanks to the outstanding collaboration between science and business, excellent reputation in engineering sciences and superb specialist training opportunities. To promote Saxony-Anhalt as an innovation and business location for the Malaysian medical engineering sector, the Investment and Marketing Corporation Saxony-Anhalt – The Economic Development Agency of the German Federal State of Saxony-Anhalt organized the conference "CHECK-IN FOR SUCCESS. Saxony-Anhalt – business location for medical engineering" in Kuala Lumpur on February 25th.

"Medical engineering in Saxony-Anhalt is characterised by a pioneering spirit, high standard of technology and above all innovative forward-looking solutions for society's medical challenges of today and the future. It is therefore not without good reason that the region has been recording continuous growth for years," emphasises Dr. Carlhans Uhle, Managing Director of the Investment and Marketing Corporation Saxony-Anhalt. Research companies, production locations and universities work hand in hand throughout the entire value chain in Saxony-Anhalt. "With the solid growth of Saxony-Anhalt's medical engineering there is also a need to develop the existing value-added chains and plug the gaps in the supply chains," Uhle continues. International firms therefore find attractive market opportunities and network structures here to successfully build up their medical engineering companies, he emphasizes: "With the conference we want to identify the shared potential between the medical engineering sectors in Malaysia and Saxony-Anhalt as a profitable investment location and harness it."

„Medical technology is a core element of Malaysia's growth policies. Germany as a global innovation leader thus is a perfect partner for the internationalization strategies of Malaysian companies," says Holger Michael, German Ambassador to Malaysia at the investor conference of Saxony-Sachsen-Anhalt. He stresses in particular the chance for Malaysian companies that open up with the step into international markets. „Saxony-Anhalt and the other German States provide excellent investment conditions, including a pool of highly qualified employees, a top-notch infrastructure and an easy access to the European market. Being present in Germany therefore gives Malaysian companies direct access to a broad network of research and development clusters, effectively supporting the company's innovation strategies", he says.

The German state of Saxony-Anhalt therefor lies logistically particularly favorable. Due to its location in the heart of Germany, in the center of Europe, it provides access to the vast European single market with over 500 million inhabitants. Approximately 25 percent of the EU population lives within 300 miles.

Steffen Borlich, CEO of the medical engineering company EKF diagnostics GmbH, and Prof. Dr. Georg Rose, Director of the Institute for Medical Engineering at the University of Magdeburg and Chairman of the Executive Board of the Science Campus STIMULATE, spoke about Saxony-Anhalt's science and business practice at the conference.

The medical technology company EKF diagnostics GmbH was founded in the German federal state of Saxony-Anhalt in 1990 and acquired by a British investor group in 2011. It has become established as a centre of the international group. It has enjoyed an outstanding reputation for many years in terms of the quality, precision and user friendliness of their analysis equipment and exports worldwide to more than 70 countries. The good framework conditions for investors were what convinced the company about Saxony-Anhalt as a business location. These included highly qualified employees, competitive production and real estate costs, assistance and support from the districts, municipalities, from the Investment and Marketing Corporation Saxony-Anhalt and the German federal state as well as the networking within the clusters.

Image-guided, minimally invasive medical engineering products and processes are further developed at the University of Magdeburg's STIMULATE Science Campus. Its non-university partners include, for example, the companies Siemens and Philips. These processes are aimed at being able to diagnose and treat age-related common diseases such as strokes and cancer better, emphasised Prof. Georg Rose. At the same time STIMULATE is working closely together with research institutes both regionally and nationally. STIMULATE is explicitly interested in collaborating with science and business partners in the process. The progress of the research project benefits not least from Saxony-Anhalt's expertise across the sectors of mechanical and plant engineering, electrical engineering, the chemical and plastics industry and ICT industry.

#### **Contact for business:**

Investment and Marketing Corporation  
The economic development agency of the German federal state of Saxony-Anhalt  
Am Alten Theater 6  
39104 Magdeburg  
Germany

#### **Mathias Obieglo**

Regional Manager Asia  
Phone: +49 391 568 99 25  
Email: mathias.obieglo@img-sachsen-anhalt.de

#### **Oliver Köhn**

Head of International Business Development  
Phone: +49 391 568 99 30  
Email: oliver.koehn@img-sachsen-anhalt.de

#### **Birgit Heine**

Senior Manager Medical Engineering  
Phone: +49 391 568 99 32  
Email: Birgit.heine@img-sachsen-anhalt.de

#### **Contact for Press**

#### **Tanja Ruedinger**

Project Manager International Press & PR  
Phone: +49 391 / 568 99 76  
Email: tanja.ruedinger@img-sachsen-anhalt.de

**Background: Medical Engineering in Saxony-Anhalt**

The medical technology in the German state of Saxony-Anhalt has evolved in the last 10 years to a highly innovative, highly technologized industry and shows continuous growth. In innovative conjunction with the local metal working industry, electrical engineering, the plastics industry as well as IT-technology, the medical technology industry in Saxony-Anhalt provides future-oriented and intelligent solutions for the Life Science market. The approximately 75 companies in the state with about 2,200 employees work closely with the outstanding science and research and development landscape. Many companies in Saxony-Anhalt have established themselves worldwide. International leading-edge science projects like the research campus STIMULATE, which is focusing on image-guided, minimally invasive tools for the diagnosis and treatment of specific diseases, have established here.

**Background: Malaysia and Saxony-Anhalt**

Germany is Malaysia's most important trade partner within the European Union. German exports to Malaysia amounted to EUR 4.8 billion in 2014; imports to Germany were EUR 6.1 billion. In the first half-year of 2015 the bilateral trade with Germany rose by another 12 percent and therefore followed the same positive trend as the previous years. The German Federal State of Saxony-Anhalt's imports to Malaysia amounted to roughly EUR 57 million in 2014. Goods worth approx. EUR 79 million were exported from Malaysia to Saxony-Anhalt.

**Background: Investment and Marketing Corporation Saxony-Anhalt**

The Investment and Marketing Corporation Saxony-Anhalt mbH (IMG) is the business development agency of German federal state of Saxony-Anhalt. It provides all services relating to company establishment in the state. These services – ranging from investor acquisition via business consulting through to locating marketing for the business and science location as well as tourism marketing – are united under one roof. As one-stop agency, commissioned by the Ministry of Sciences and Economic Affairs of Saxony-Anhalt, IMG supports companies in the realization of their investment project. IMG acts as partner for business, providing individually tailored consultancy in all matters - from finding a suitable site, information on subsidy and financing matters, to dealing with public authorities up to all matters concerning the realization of the settlement or investment. Investment and Marketing Corporation Saxony-Anhalt maintains over 250 industrial and trade estates in its database for a location fitting to individual needs. The services of IMG are confidential and free of charge.

**More information about the Investment conference "CHECK-IN FOR SUCCESS Saxony-Anhalt":**

<http://www.invest-in-saxony-anhalt.com/CHECK-IN-FOR-SUCCESS-2016>.

**More information about the medical engineering location Saxony-Anhalt:**

<http://www.invest-in-saxony-anhalt.com/medical-technology>