



SAXONY-ANHALT

Investment and Marketing  
Corporation

FOOD INDUSTRY SAXONY-ANHALT /// GERMANY

# SECRET RECIPE FOR PROFITABLE GROWTH

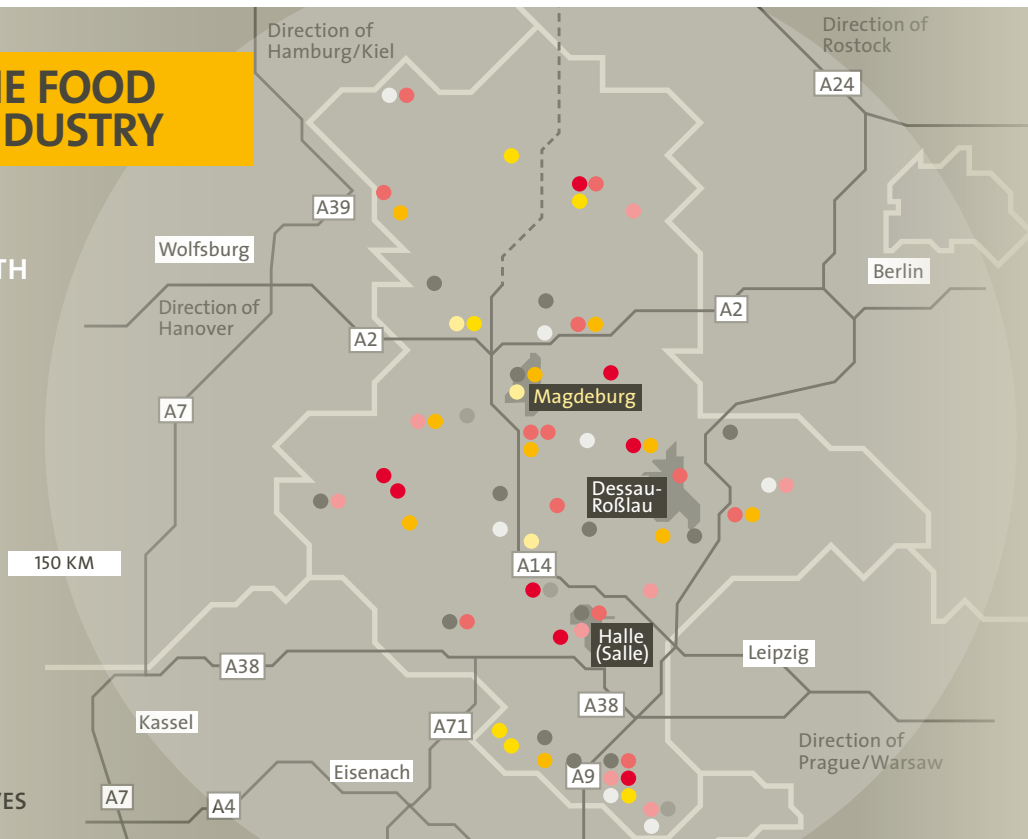


## COMPANIES OF THE FOOD AND BEVERAGE INDUSTRY

THIS SELECTION SHOWS: SAXONY-ANHALT IS A REWARDING LOCATION WITH EXCELLENT LOGISTICAL ADVANTAGES.

### Companies involved in:

- DELICACIES AND FROZEN FOOD
- MILK PROCESSING
- GRAIN AND STARCH
- ADDITIVES
- SUGAR
- BEVERAGES
- MEAT PRODUCTS
- BAKED GOODS AND BREAD PRODUCTS
- CONFECTIONARY AND PRESERVES



## APPETISING: BRANDS FROM SAXONY-ANHALT

STRONG PRODUCT BRANDS SUCH AS ROTKÄPPCHEN SPARKLING WINE, HALBERSTÄDTER SAUSAGES, HASSERÖDER BEER, HALLOREN CHOCOLATE BALLS, BURGER CRISP BREAD, KATHI BAKERY PRODUCTS, ZÖRBIGER JAMS AND SAALE-UNSTRUT WINE ARE CONQUERING THE SHELVES AT HOME AND ABROAD. IT IS NO COINCIDENCE THAT THEY ALL COME FROM SAXONY-ANHALT.

**The food industry is the sector with the highest turnover and the most intensive employment in Saxony-Anhalt. Approximately 190 companies and 21,700 employees generate an annual turnover of roughly seven billion Euros. The simple reason: the conditions for the production of foodstuffs are simply ideal here.**

This starts with the supply of raw materials such as grain, meat and sugar. Out of 1.2 million hectares of agriculturally utilised area, 85% are arable land. This is the highest percentage nationwide. Saxony-Anhalt also sets standards in terms of quality. The maximum soil value of 100 was ascertained in 1934 on a sample in Eickendorf. As a result, Saxony-Anhalt is amongst the most fertile regions in all of Germany. Correspondingly high yields, efficient busi-

ness sizes in the agricultural sector and short routes provide optimal conditions for processing companies. Among the companies which benefit from these advantages is Tönnies Fleischwerke GmbH (meat processing works) in Weißenfels, one of the largest processing companies in Europe.

Quality requires experience. And the production of foodstuffs has a long tradition in Saxony-Anhalt. The Altmark region in the north of the state is among the traditional livestock breeding centres, whereas the Magdeburg Börde has always been included among Germany's "granaries". Wine has been cultivated in the valleys of the Saale and Unstrut rivers for more than 1,000 years. And the mechanisation of sugar beet cultivation started in the region with the "Wanzleben Plough" in the 19th century.

Targeted promotion of settlements and innovations by the state also assure the future chances for the industry. This makes success stories such as the bakery product firm Stendaler Landbäckerei GmbH possible. The company, founded in 1990, established the nationwide quality brand „IHR LANDBÄCKER“ through creative product ideas and employs a staff of about 800 today.

### CLOSE TO THE MARKETS

International food brands such as Coca Cola, Nestlé, Unilever, Ditsch, ZUEGG, Nordzucker and Südzucker appreciate the locational advantages of Saxony-Anhalt. From here, they supply end customers throughout Germany and Europe with their products – also thanks to the outstanding logistical conditions in Saxony-Anhalt.



# 100

THE MAXIMUM SOIL VALUE IS ATTAINED IN MANY PLACES IN SAXONY-ANHALT. THE FERTILE SOILS GUARANTEE HIGH YIELDS AND TOP QUALITY.

## GOOD SOIL: NETWORKS FOR COMPETITIVENESS AND INNOVATIONS

NETWORKED HIGH-TECH RESEARCH AS IF ON A CONVEYOR BELT? IN SAXONY-ANHALT THIS IS REALITY. EVEN IN THE LITERAL SENSE, AS ONE CAN EXPERIENCE AT THE LEIBNIZ INSTITUTE OF PLANT GENETICS AND CROP PLANT RESEARCH IN GATERSLEBEN.



Efficient scientific institutions such as Martin Luther University of Halle-Wittenberg and Anhalt University of Applied Sciences do not only secure the demand for well-educated specialists for the regional food industry. Due to the close cooperation with innovative companies such as Halloren Schokoladenfabrik AG and KATHI Rainer Thiele GmbH in Halle (Saale), they are an important success factor for the competitiveness of the industry.

Numerous initiatives such as the Netzwerk Ernährungswirtschaft Sachsen-Anhalt (Saxony-Anhalt Food Industry Network) and Netzwerk Ernährungsgewerbe Sachsen-Anhalt Süd (South Saxony-Anhalt Food Industry Network) support their members in safeguarding their competitiveness as well as product marketing. And Agrarmarketinggesellschaft Sachsen-Anhalt mbH (Saxony-Anhalt Agricultural Marketing Corporation) ensures the reinforced public perception of the industry leading towards promotion of the state's food industry export activities.

/// Variety of products directly from the conveyor belt: from the well known brands frischli, Südzucker und Rotkäppchen. (top) /// research as if on a conveyor belt: fully automatic Lemnatec- plant in Gatersleben for experiments under controlled conditions

# 401,200

TONNES OF MEAT (NOT INCLUDING POULTRY) WERE PRODUCED IN SAXONY-ANHALT IN 2010. THE GREATEST PORTION WAS DUE TO PORK PRODUCTION WITH 399,900 TONNES.

# 2.6

 MILLION

TONNES OF SUGAR BEETS ARE PROCESSED ANNUALLY IN SAXONY-ANHALT. THREE LARGE SUGAR PRODUCERS HAVE SETTLED HERE.

# 485,000

TONNES OF WHEAT, RYE AND DURUM WHEAT SEMOLINA ARE PROCESSED ANNUALLY BY THE MILLS IN SAXONY-ANHALT. THE FERTILE MAGDEBURG BÖRDE IS THE STATE'S GRANARY.

## LOCATION WITH POTENTIAL

### FIVE GREAT REASONS FOR INVESTORS IN THE FOOD INDUSTRY TO GET TO KNOW SAXONY-ANHALT:

**/// Market Access:** Saxony-Anhalt's central location in Europe guarantees the best access to the Eastern European economic area as the EU expands eastwards.

**/// Infrastructure:** Excellent transport and logistics infrastructure offers you rapid turnover.

**/// Investment Security:** Saxony-Anhalt's political and legal stability makes it a reliable investment partner.

**/// Flexibility:** With fast approval and short project times, we make it easier for you to enter the market.

**/// Promotion:** Investment costs eligible for funding, graded according to company size.

## SAXONY-ANHALT IN EUROPE



### YOUR PARTNER FOR

- /// site selection
- /// subsidy and financing issues
- /// permitting assistance
- /// full line project management

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