



# PRESS-INFORMATION

## Dynamic investment activity at Saxony-Anhalt's 12 Centers of Excellence

**“Dow ValuePark deserves the accolade ‘Center of Excellence’. Here, companies and world-class research go hand in hand. The site is a flagship for the chemical industry in Saxony-Anhalt,” said Sven Schulze, Minister for Economic Affairs, today when naming the Dow ValuePark Schkopau a “Center of Excellence”. Centers of Excellence build on tradition, here self-confidence blooms, researchers from all corners of the globe develop internationally sought-after products. For young talent and skilled workers, the 12 Centers of Excellence in the central German state of Saxony-Anhalt offer countless opportunities for achieving their true potential, starting afresh, and turning their dreams into reality. It’s also noteworthy that investment activity at the 12 Centers of Excellence always involves a special dynamic:**

The plastic packaging manufacturer W. u. H. Fernholz GmbH & Co. KG is currently adding an additional plastic sheeting facility to its existing plant. This expansion will provide over 2,250 m<sup>2</sup> for production and storage. Around 250 m<sup>2</sup> is also planned for outbuildings to house cooling, electricity supplies and silos. The company will ensure adherence to the latest energy efficiency standards. The EasyMining and Gelsenwasser firms are planning to build the world’s first pilot phosphorus recycling plant at the chemical park. The aim is to jointly open up the German market for recovering phosphorus from sewage sludge ash.

The Leuna Chemical Complex is currently home to one of Germany’s largest industrial construction sites. Several companies are building new plants, including the Finnish firm UPM, which is building a biorefinery in Leuna where sustainable basic chemicals will be produced using wood from the region. The 1300-hectare industrial plant on the site of the former Leuna works came out on top in the international competition to host the large-scale facility. Alongside around 300 international firms, the Fraunhofer Center for Chemical-Biotechnological Processes (CBP) is also based here. The institute is carrying out research into the industrial production of chemicals from sustainable raw materials. This and the proximity to potential customers from the chemical industry, plus the supply of green electricity, were the key factors that convinced UPM to make the move to Saxony-Anhalt. The availability of renewable energy enables the companies already located in the area to manufacture products that are sustainable right from the start of the value chain.

The Fiege Group from North Rhine-Westphalia has just announced the construction of a modern logistics center. Completion of the new FIEGE site in Barleben, with around 42,000 square meters for logistics in the healthcare sector, is planned for the end of 2022. Furthermore, the foundations are currently being laid for a new research center at the Ostfalen Park Center of



**Excellence:** from 2023, up to 50 engineers from various faculties will establish new virtual development methods and processes for sustainable future mobility at the Center for Method Development CMD. The aim is to dramatically shorten the development times of sustainable drives and allow novel vehicle concepts and innovative components faster access to markets.

Construction is also underway at the Weinberg Campus in Halle (Saale): Wacker has announced the construction of a center of expertise for mRNA drug substances. Diggers are already at the site. Here, active ingredients based on messenger ribonucleic acid (mRNA), such as mRNA vaccines against Covid-19, for example, will be produced. The expansion will more than triple production capacity in Halle, and the workforce is set to more than double. With this expansion, WACKER is investing more than 100 million euros in Halle. IT company exceeding solutions GmbH, currently based in Merseburg, is investing 3.6 million euros in a new office building.

And last but not least, Wiese Umwelt Service GmbH, a certified waste disposal company based in Berga/Elster, plans to build a state-of-the-art thermal sewage sludge recycling plant at the Zeitz Chemical and Industrial Park, which will come into operation in 2024. It will use the resulting ash, which contains low levels of pollutants, to manufacture phosphorus fertilizer for use on arable and organic farms in the region. The sustainable recycling process reduces the use of resources and makes a positive contribution to the regional circular economy.

What's more, IDT Biologika, a leading contract development and manufacturing organization (CDMO) of live viral vaccines, viral vectors for gene and immune therapeutics and oncolytic viruses, is currently expanding its production capacity at the BioPharmaPark Dessau Center of Excellence. Its investment of 100 million euros in the pharmaceutical site is part of a program running over several years to increase manufacturing capacity and expertise, enabling IDT Biologika to meet the growing global demand for vaccines and biopharmaceuticals and therefore make an important contribution to reliable healthcare. This investment goes hand in hand with the creation of approximately 350 jobs between 2020 and 2022, as well as premises for drug substance manufacture, aseptic liquid filling, packaging facilities, and automated visual inspection.

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Magdeburg/Schkopau, July 2022

## Summer tour: Schulze, State Minister for Economic Affairs, names Dow ValuePark a Center of Excellence

**During his summer cycling tour, Sven Schulze, Saxony-Anhalt's Minister for Economic Affairs, Tourism, Agriculture and Forestry, visited the Dow ValuePark Schkopau and named it a "Center of Excellence". "Dow ValuePark deserves the accolade 'Center of Excellence'. Here, companies and world-class research go hand in hand. The site is a flagship for the chemical industry in Saxony-Anhalt. I am delighted that this sector can find the best conditions for growth and innovation in Saxony-Anhalt," said Minister Schulze.**

In Saxony-Anhalt, a total of 12 sites, where business converges with science and research, have received this accolade, and are being marketed as part of the regional campaign initiative by the Investment and Marketing Corporation Saxony-Anhalt (IMG).

The ValuePark industrial park was founded by the Dow international chemical corporation in 1998. Today, Dow owns and operates the chemical parks in Schkopau and Böhlen along with 30 German and international companies. These consist of a balanced mix of manufacturing and processing firms, primarily from the plastics and logistics industries, and from research and technology service provision. As clients and suppliers join the companies already based here, synergies are created while the region's economy is given a boost at the same time. The companies have invested more than 800 million euros since the park opened.

And the site continues to grow. The plastic packaging manufacturer W. u. H. Fernholz GmbH & Co. KG is currently adding an additional plastic sheeting facility to its existing plant. This expansion will provide over 2,250 m<sup>2</sup> for production and storage. Around 250 m<sup>2</sup> is also planned for outbuildings to house cooling, electricity supplies and silos. The company will ensure adherence to the latest energy efficiency standards. The EasyMining and Gelsenwasser firms are planning to build the world's first pilot phosphorus recycling plant at the chemical park. The aim is to jointly open up the German market for recovering phosphorus from sewage sludge ash.

In November 2021, the Fraunhofer Pilot Plant Center for Polymer Synthesis and Processing (PAZ) invested roughly 11 million euros in polymer processing – with 1000 m<sup>2</sup> of additional surface area and new plants for lightweight thermoplastic construction, sustainable tires, digital component development, and plastics processing and manufacturing.

The modernization of the railway control center at the end of 2020 was an important investment for ensuring the future viability of the Dow ValuePark. The site now has one of Europe's most modern control centers. The railway



is part of the chemical park's most vital infrastructure. Every year, over a million tonnes of chemical products are shifted via the park's trains – and this figure is rising. In future, even more transport will switch from road to more environmentally friendly rail.

**Carlo de Smet, CEO of Dow Olefinverbund GmbH**, explains: "I am very pleased with this accolade. The ValuePark is rooted in a region with ideal conditions for the chemical industry. The combination of industrial production, applied research and state-of-the-art logistics in the field of plastics chemistry is unique and an invaluable advantage provided by this site for the development of innovative products."

As well as the 30 companies and research institutes based here – the Merseburg Innovation and Technology Center (Mitz II), the Fraunhofer Pilot Plant Center for Polymer Synthesis and Processing (PAZ) and the Fraunhofer Center for Silicon Photovoltaics (CSP) – the ValuePark also maintains partnerships with universities and industry associations. And since 2019, it has belonged to the "Centers of Excellence" network which, under the umbrella of the IMG, develops joint marketing strategies at regular workshop discussions, with the aim of increasing Saxony-Anhalt's visibility among the German and international competition. The latest example is the joint skilled worker campaign, "Find YOUR future here", which seeks to attract young talent.

"As a Center of Excellence, we are delighted to be involved in this campaign, because we need skilled workers who are modern thinkers and will work with us on sustainable solutions and materials for the future," explains **Lars Domogalla, Director and Responsible Care Leader at Dow**.

**Minister of Economic Affairs Sven Schulze** is the patron of the "Centers of Excellence" in this state, where the economy, science and research are closely entwined. As well as the Dow ValuePark, these Centers also include the Weinberg Campus Technology Park in Halle, the Ostfalen Technology Park, the Magdeburg Research Campus, the BioPharmaPark Dessau-Rosslau, the Bitterfeld-Wolfen Chemical Park, Green Gate Gatersleben, the Leuna Chemical Complex, the Agro-Chemical Park Lutherstadt Wittenberg, the Middle German Multimedia Center (MMZ) in Halle (Saale), the Magdeburg Science Port, and the Zeitz Chemical and Industrial Park. To further enhance the region's economic dynamism and attract skilled workers, the initiative is to be continued and further Centers of Excellence named – always accompanied by the message: "Saxony-Anhalt, Region of Excellence, welcomes skilled workers and investors!"

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# PRESS-INFORMATION

## Future prospects for the chemical industry

Very promising innovations are taking shaped at [Saxony-Anhalt's Centers of Excellence](#)

When science, research and technology all pull together on one site and work shoulder-to-shoulder to produce amazing innovations in chemistry and biotech, we are talking about the [12 Centers of Excellence in Saxony-Anhalt](#). From Barleben to Leuna, and from Gatersleben to Bitterfeld-Wolfen, there stretches a network of chemical, technological and science parks that is unrivaled throughout Europe. Global players, hidden champions and extremely promising startups are jointly developing state-of-the-art technology and solutions in the fields of pharmaceuticals, plant research, alternative energy and raw materials, and electric mobility. Thomas Einsfelder, Managing Director of IMG Saxony-Anhalt, is impressed: "The projects currently ongoing at our Centers of Excellence will make our state's remarkable innovative spirit even more visible."

[Green hydrogen](#), the energy of the future, comes from Saxony-Anhalt

The Nobian company at the Bitterfeld-Wolfen Chemical Park has laid an important foundation stone for the pressing matter of the energy transition. At the end of last year, it became the first company in Germany to supply hydrogen from a chlor-alkali electrolysis plant to international customers. The electricity needed for production comes from renewable energy, so that the green hydrogen has a carbon footprint 90 percent lower than conventional processes. Up to 2,700 tonnes of green hydrogen a year can be produced at the Bitterfeld-Wolfen site.

At the same time, the Bitterfeld-Wolfen Chemical Park is also conducting research on the uses of this promising energy source. The "hydrogen village", which was built in 2018 as part of the "HYPOS:H2-Netz" project, will now be run by Mitnetz Gas as the "H2-Infra". A test infrastructure with a distribution network 1200 meters long, gas pressure regulating and measuring system, and an experimental container, have been installed on premises covering 12,000 square meters. Over the next three years, the focus will be on testing and further developing the technology both for households and industry, and on more in-depth testing of supplies to end consumers.

## Millions in investment for greater resource efficiency

A great deal is in the pipeline for Saxony-Anhalt's Centers of Excellence, although some investments have been delayed due to the pandemic. The Bitterfeld-Wolfen Chemical Park will also be home to a new refinery for battery grade lithium hydroxide belonging to the

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Advanced Metallurgical Group (AMG) following an investment of 120 million dollars. Subsidiary AMG Lithium GmbH plans to get the plant into operation in the third quarter of 2023, and therefore forge ahead as a preferred supplier of lithium hydroxide throughout Europe. This raw material, which is vital for electric mobility, is on the way to becoming Saxony-Anhalt's latest export hit.

The Finnish group UPM is investing over 750 million euros in a biorefinery at the Leuna Chemical Complex. In laboratories, renewable biochemicals are obtained from wood, creating alternatives to fossil fuels in plastics production. The lignin produced in this way can replace carbon black in tire production, and mono-ethylene and polypropylene glycol can be used for plastic packaging and de-icers. The plant, which already exists in miniature in the lab, should start production as an optimized, meticulously planned biorefinery by the end of 2023.

### **Saxony-Anhalt as a pharmaceutical center**

The pharmaceuticals industry is also successfully represented at Saxony-Anhalt's Centers of Excellence. For example, Wacker Biotech GmbH, based at the Weinberg Campus Technology Park in Halle (Saale), is collaborating with the Baden-Württemberg company Corden Pharma on the production of mRNA vaccines to safeguard future demand. Vivoryon Therapeutics N.V. is another success story at the Campus, having increased its share capital to 21 million euros. The company is developing a drug to treat sufferers of Alzheimer's. What's more, this year Icon Genetics will build a production site worth 50 million euros on the Weinberg Campus.

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## **A force of nature: Green Gate Gatersleben Center of Excellence for Plant Biotechnology and Genome Research in the heart of Europe**

**As far back as 1945, Gatersleben in the lower Harz region between Quedlinburg and Aschersleben became a center for plant research and genetics. In the last few years, Green Gate Gatersleben Plant Biotech Center and its largest local partner, the Leibniz Institute of Plant Genetics and Crop Research (IPK), have evolved into one of the most dynamic and innovative centers for all aspects of plant biotech and genome research. When science, research and technology all pull together on one site and work shoulder-to-shoulder to produce amazing innovations in chemistry and biotech, we are talking about the [12 Centers of Excellence in Saxony-Anhalt](#). And one of these is Green Gate Gatersleben.**

### **Cultivation and climate change**

Droughts, fluctuating temperatures, floods, parasite infestation: the challenges facing agriculture and forestry are constantly growing. And so is the importance of the projects that are taking place at the Green Gate Gatersleben site. Day in, day out, around 600 people from 11 companies and the IPK are dedicated to researching plant genetics, identifying more resilient and efficient plants, analyzing and developing new methods of synthesis, and further training in these specialist areas. On premises extending over about 10 hectares, the IPK is joined by BASF Agricultural Solutions GmbH, IT-BREEDING GmbH, Orgentis Chemicals GmbH, Saaten Union Biotec GmbH, SGS INSTITUT FRESENIUS GmbH TraitGenetics Section, Bioanalytics Gatersleben UG BMD GmbH, Grünes Labor Gatersleben and Inno Planta e.V. Green Gate Gatersleben is an affiliation of these and other partners, so that the center's expertise and services can also be presented beyond the region.

### **Young talent – a key issue for the future**

As in other sites and industries, the companies in Gatersleben are also feeling the pinch when it comes to skilled workers. Green Gate Gatersleben may be one of the best known plant research centers in Europe, but nevertheless it is much harder to entice potential employees to this region than the Rhine-Main area around Frankfurt, or greater Munich, for example. Therefore, efforts are underway to further expand the network for training and apprenticeships both in Gatersleben and the region as a whole. "So that the Center of Excellence remains a Center of Excellence," emphasizes Dr. Martin Ganal, Spokesperson at Green Gate Gatersleben. "To add to the

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expertise among our own ranks, qualified young talent is crucial for our site.”

### **Growth prospects**

After 15 years of marketing the Gatersleben site in a loose association of local partners, Green Gate Gatersleben is now set to grow in the future. The aim is to build a stronger network with businesses both in the region and further afield, and so become a cohesive and future-oriented association. “Thanks to the IPK, Gatersleben is of international importance,” asserts Dr. Ganal. “But in an association with other seed cultivation and research companies, plant biotech and genome research can become a true beacon for our state.”

As well as Green Gate Gatersleben’s network and close collaboration in the region – in the Swiss SGS Group, for example, a network with more than 2,600 branches and laboratories worldwide with over 93,000 employees – the TraitGenetics Section is involved in an intense exchange of information at international level. This internal network will give the Green Gate Gatersleben Center of Excellence as a whole greater global visibility,” says Dr. Ganal.

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# PRESS-INFORMATION

## **Green hydrogen – Saxony-Anhalt hits the gas to get the hydrogen strategy off the ground**

**At the Zerbst Regenerative Energy Park, GETEC green energy GmbH is building a plant for the production of 100 percent green hydrogen. This is another project under the auspices of Saxony-Anhalt's ambitious hydrogen strategy. The state is a pioneer in the development of the hydrogen economy.**

Recently, a weather station began recording meteorological data at the Zerbst Regenerative Energy Park in the district of Anhalt-Bitterfeld. The station was installed by GETEC green energy GmbH and meteorologist Jörg Kachelmann. The Energy Park was no random choice for the siting of the weather station: GETEC in Magdeburg and project partners are currently planning to establish the first plant for generating 100 percent green hydrogen. "For the planned production of hydrogen from wind power, in particular, precise weather data is essential for the detailed daily planning of hydrogen production and therefore of existential importance for ensuring security of supply to our customers," explains Chris Döhring, Management Spokesperson at GETEC.

## **Green hydrogen and green electricity**

From gas, coal and oil to green hydrogen: in the years to come, Saxony-Anhalt is to evolve into a carbon-neutral industrial location. "Clean" hydrogen plays a key role here – for integrating the renewable energy sector, for structural transformation, and for decarbonizing industry. This still rare green hydrogen is to be produced at the Zerbst Energy Park, developed by GETEC on a former military airfield. For its manufacture, water is split into oxygen and hydrogen through electrolysis using wind energy, so that the process is carbon negative. At Zerbst, first an electrolysis plant with an hourly capacity of approx. 2,000 Nm<sup>3</sup> is to be constructed. The electricity for electrolysis will be supplied by the latest generation of highly efficient wind turbines, which will be erected on neighboring arable fields. Most of the wind power will be used for hydrogen production. The remainder will increase the region's share of green electricity and will help to stabilize prices and ensure security of supply in the years to come.

## **Accelerating the expansion of renewables**

One thing is certain: renewable energy is key to building the hydrogen economy. "We really have to speed up the expansion of renewable energy, in particular. Cheap wind and solar power is the prerequisite for green hydrogen production on an industrial scale," says Saxony-Anhalt's Energy Minister Prof. Dr. Armin Willingmann. The state expects to need an additional five gigawatts of wind power and five gigawatts of solar power for hydrogen production by 2030 alone. Then there is the general demand for more renewables due to the phase-out of nuclear power and coal for energy purposes.

## **Pioneer in building a green hydrogen economy**



In the next few years, green hydrogen in Saxony-Anhalt will be used both for supplying material to the chemical industry and for supplying energy, especially to energy-intensive companies. The state is a pioneer in the building of the green economy, and offers ideal conditions: with its central German chemical triangle, Saxony-Anhalt already boasts many years of experience in the use of hydrogen. Therefore, the modern electrolyzer in Zerbst and other projects can take root in an existing hydrogen infrastructure. These also include the building of the world's largest PEM electrolysis plant (24 megawatts) by Linde AG at the Leuna Chemical Complex, and the "Hydrogen Lab", also established at Leuna in June 2021, where the Fraunhofer Society has five test facilities working on scaling up hydrogen production for industry.

### **The state's hydrogen strategy is becoming reality**

Saxony-Anhalt set out its hydrogen strategy two years ago. Objective: From 2040 onwards, the demand for hydrogen is to be covered by CO<sub>2</sub>-free and neutral resources. An electrolysis capacity of 1,000 megawatts will be established by the year 2030. Saxony-Anhalt and the German government are also investing heavily in the infrastructure. An investment project to build a European hydrogen network is a key focus: the "Green Octopus Central Germany" project will herald the development of a pipeline that will connect a hydrogen storage facility in Bad Lauchstädt to the Leuna Complex and Salzgitter in Lower Saxony. 149.1 million euros are to be invested in the hydrogen storage facility and pipeline alone. The German government plans to set aside 130 million euros and Saxony-Anhalt's Ministry for the Environment over 55 million euros to complete the pipeline and storage projects in Saxony-Anhalt. "Our goal is to make Saxony-Anhalt a pioneering region for green hydrogen. Appropriate infrastructure investments are indispensable for this," says Saxony-Anhalt's Energy Minister Prof. Armin Willingmann.

<https://www.investieren-in-sachsen-anhalt.de/wasserstoff>



# PRESS-INFORMATION

12 Centers of Excellence – 1000 Opportunities

Where do you and your knowledge want to shine?

**Premiere: 12 Centers of Excellence and the IMG are jointly launching the skilled worker campaign “Find your future HERE.”**

**Magdeburg 04/07/2022.** “There is noticeable positive economic growth in Saxony-Anhalt at the moment. Mega-projects are within reach, small companies are specializing and turning into real jewels in our crown, handicraft firms are forging new paths. And this is especially noticeable at certain locations in our state: at our Centers of Excellence. Here, industrial heavyweights join forces with highly specialized small and medium-sized companies, service providers, and craft businesses. The synergies that can be exploited give impetus to the job market and help to make Saxony-Anhalt a great business location. To further enhance this dynamism and attract skilled workers, we are going to continue this initiative and name further Centers of Excellence – always accompanied by the message: Saxony-Anhalt, Region of Excellence, welcomes you!” said **Stefanie Pöttsch, State Secretary at the Ministry of Economics, Tourism, Agriculture and Forestry of Saxony-Anhalt** today at the launch of the Centers of Excellence [#skilled workers](#) campaign at the Magdeburg City Park. The patron of the Centers of Excellence initiative, in which 12 sites have received the “Center of Excellence” quality seal since 2019, is Minister for Economic Affairs Sven Schulze.

**Thomas Einsfelder, Managing Director of the Investment and Marketing Corporation (IMG)**, explains the idea behind the campaign: “There have never been so many job vacancies in Saxony-Anhalt, the average time needed to fill a position has never been so long. This is evident both in the companies we have attracted to the region and that we support and among our partners in regional development agencies, from chambers of commerce and industry associations. Skilled workers are right at the top of companies’ wishlist.” To tackle this problem, marketing specialists from the Centers of Excellence and the IMG have developed this campaign, which will attract talent for these Centers of Excellence both online and offline in the years to come.

“Dreams, opportunities, talent. Saxony-Anhalt’s Centers of Excellence offer real prospects of getting ahead using your own skills. Here, things are moving and shaking and progress can make great headway. Outstanding science and business accumulates here, full of potential. Ideal conditions and the right environment are your opportunity to realize your own potential,” say the advertising motifs. Under the banner “Find your future HERE,” attractive professions in future-oriented industries in Saxony-Anhalt are placed in the spotlight, to show skilled workers where they can put their talents to good use in future. The campaign highlights people who are successfully using their expertise and have found their future career here. They talk about how it feels to live and work here.

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For example Christine Heinemann. She brought love with her to Saxony-Anhalt: she met her husband in Houston. She now works as a project manager in site development at InfraLeuna GmbH and, with her family, has “arrived”, as she puts it. “Over 12,000 people work at more than a hundred companies at the Leuna Chemical Complex, which covers an area larger than 1800 football pitches. Together, we are continually seeking skilled staff, from train shunter drivers to chemistry graduates, and from junior lawyers to chemical workers. The Center of Excellence quality seal helps us in this task. We therefore work in the Centers of Excellence network and are also involved in the skilled worker campaign, which gives real added value. Christine Heinemann is the Chemical Complex’s likeable ambassador and entrant in the race for workers. She is bound to entice people to look for future jobs in Leuna,” says **Martin Halliger, Press Officer of InfraLeuna GmbH** with conviction.

“Our colleagues Elisabeth May and Johannes Wermann are involved in the advertising campaign for the Dow ValuePark in Schkopau. They both show what it means to shape the future, make a difference and turn the world of tomorrow into a better place. The world is constantly changing. And we need skilled workers like them, who are modern thinkers, who will work with us on sustainable solutions and materials for the future, and who will also find their own personal future here. We are delighted to be involved in this campaign as a Center of Excellence, and are convinced that this fresh approach will find a lot of resonance,” says **Lars Domogalla, Director and Responsible Care Leader of Dow Olefinverbund GmbH**’s involvement in the scheme. While Elisabeth May is operations manager for energy and operational environmental protection, Johannes Wermann is a production engineer for the chlor-alkali and vinyl plants.

**Dr. Jürgen Betzing, CEO of IDT Biologika GmbH** at the BioPharmaPark Dessau, explains: “Pharmaceuticals and biotech are two of Germany’s most important and innovative industries. They are united here at the BioPharmaPark, which is rightly part of the Centers of Excellence network. The combination of pharmaceutical expertise, a perfect infrastructure and very highly qualified skilled workers make this location one of the most productive biopharmaceutical manufacturing clusters in Germany. We are very happy to be involved in the state’s campaign, which conveys exactly what work and life are like here in central Germany. It flags up the opportunities for realizing your potential both professionally and personally, and for shaping your own future. Kathrin Meinik and Thorsten Wischnewski from IDT Biologika and Matthias Prömmel from Ceva are examples of how innovative companies can succeed and are models for the high quality of life here in central Germany. We thank IMG and the state of Saxony-Anhalt for its support in acquiring skilled workers. They are a vital foundation stone on which we, IDT Biologika, can consolidate and expand our leading role in the pharmaceuticals industry.”





In addition to the videos, the marketing campaign also includes a ModulBox popup construction for recruitment events, an extension to the Centers of Excellence website [Find YOUR future HERE \(zukunftsorte-sachsen-anhalt.de\)](https://www.zukunftsorte-sachsen-anhalt.de), a career matching tool for choosing future jobs, plus extensive social media packages with items such as adaptable advertising templates and email banners for the individual Centers of Excellence. What's more, posters, Edgar cards and an online campaign on Spotify are all in preparation.

### **Background:**

In Saxony-Anhalt, 12 sites have earned the "Centers of Excellence" quality seal since 2019. With these, we would like to show how science and business dovetail with each other so effectively in one place. They illustrate how innovations grow wings in Saxony-Anhalt, and how much potential can be exploited when research, science, services and production are so closely linked. These centers excel in the very good conditions they offer for innovative growth.

In a new campaign, we now want to highlight the opportunities open to further investors and skilled workers at the Centers of Excellence.

Under the banner "Find your future HERE," the 12 centers present themselves and directly address all those on the lookout for a new home or job. At the same time, attractive careers in future-oriented industries are given even greater visibility, showing skilled workers where they can put their talents to good and targeted use in future. At the heart of the campaign are people who are already utilizing their expertise at one of the Centers of Excellence. They talk about how it feels to live and work here.

And to guide prospective skilled workers, the website features a tool that enables them to find out in just a few clicks which Center of Excellence is most suitable for them. They can filter by category, such as industry, field of work, or the ideal living environment. An individual recommendation could then provide the impetus for getting in touch with a company or research institute at one of these Centers of Excellence.

The 12 Centers of Excellence are awarded this accolade, which is comparable to a quality seal, by the Ministry for Economic Affairs. Further centers will be added in future. Information about the Centers of Excellence can be found on the website at [www.zukunftsorte-sachsen-anhalt.de/profile](https://www.zukunftsorte-sachsen-anhalt.de/profile)

These are the Centers of Excellence in Saxony-Anhalt (in alphabetical order):

- Agro-Chemical Park Piesteritz in Luther's Wittenberg
- BioPharmaPark Dessau in Dessau-Rosslau
- Chemical Park Bitterfeld-Wolfen GmbH in Bitterfeld-Wolfen
- Zeitz Chemical and Industry Park in Zeitz
- Leuna Chemical Complex in Leuna
- Dow Valuepark® in Schkopau
- STIMULATE Research Campus in Magdeburg





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- Green Gate Gatersleben® in Gatersleben
- Middle German Multimedia Center MMZ in Halle (Saale)
- Ostfalen Technology Park in Barleben
- Weinberg Campus Technology Park in Halle (Saale)
- Magdeburg Science Port

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# PRESS-INFORMATION

**“Staffing must be a matter for the boss”**

In every industry without exception, the economy is faced with the challenge – not created by the upheavals of the pandemic, but certain intensified by them –of acquiring and retaining skilled workers. **Jacqueline Sell**, Coordinator of [Business Services](#) at the Investment and Marketing Corporation Saxony-Anhalt, and **Nance Kaemmerer**, Head of the Career Service at the Otto von Guericke University in Magdeburg, speak in an interview about how to tackle this problem.

- 1. Unfortunately, employees can’t simply be conjured out of nowhere. Which groups do companies have to target more to cover their staffing needs?**

**Jaqueline Sell:** The recruitment process also includes older employees, apprentices, semi-skilled and unskilled workers, unemployed skilled workers, women, international skilled workers, university dropouts, people with disabilities, commuters and returnees. For each target group, there are different recruitment methods and approaches. What’s really important is that companies train people!

**Nance Kaemmerer:** And in my experience, it’s also important to make companies more visible to these target groups. They already have to be obvious when a student first thinks about doing an internship.

- 2. How are universities reacting to this need?**

**Nance Kaemmerer:** Magdeburg Uni, for example, is reacting with its Career Service, through which it has built up a resilient network of both regional companies and other universities. This enables incoming job vacancies to be targeted at graduates. Or our Dual Career Service, provided by the Career Service, which provides the life partners of applicants with a way into the local economy.

- 3. What strategies are important for further developing the issue of recruitment in companies, and how can the IMG provide support?**

**Jaqueline Sell:** Staffing must be a matter for the boss. A vital part of corporate strategy. Creating awareness of this is one of the tasks of the IMG’s Skilled Personnel and Talent Service. Giving companies individual advice and then linking them up with competent partners and experts in and outside Saxony-Anhalt leads to change and success.



School education is one piece of the puzzle, for instance. We've launched a pilot school project about career guidance. This involves companies that want to offer apprenticeships and are looking for candidates, but are also offering paid internships. These begin with presentations just before the summer holidays, sometimes at companies, sometimes at the schools. This project is to be expanded to further schools outside Magdeburg, too, and will take on a life of its own in future.

**4. Thinking and acting together, sharing information and networking are strengths of the IMG in Saxony-Anhalt. How is this manifested in collaboration with the universities, and with the University of Magdeburg in particular?**

**Nance Kaemmerer:** It can only work as a joint project. Here we have students, while in the state are great companies that are an ideal match for them. We jointly initiate concepts such as the *Campus Pitch*, for example, for highly sought-after degrees in medical technology and mechanical engineering. Here, the students can get to know the companies in an uncomplicated way. A company that develops really small MRIs has set itself up at the Science Port at the *STIMULATE* Research Campus. This is extremely exciting for students: there's a good degree course, and the right company as well. This enables graduates to remain in the state after their studies.

**5. Good working conditions at innovative and progressive companies aren't everything. What do skilled workers want as regards quality of life?**

**Jaqueline Sell:** A pleasant and friendly lifestyle culture, a broad network for very varied subjects such as settling in, the area, housing, culture, promotion, and talent. Saxony-Anhalt can offer all this. We take a very individual approach – we advertise the whole state but also address specific interests and locations: the UNESCO World Heritage Sites, for example, the Bauhaus in Dessau, the cathedral in Magdeburg, Luther in Wittenberg. The IMG's location and tourism marketing really helps to achieve success.

**6. What current projects, programmes and campaigns are currently in the pipeline for raising awareness of the issue and further developing Saxony-Anhalt?**

**Jaqueline Sell:** Projects are being jointly developed with business and science. There are a great many possibilities and ideas.



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Continuously developing these ideas and concepts and adapting them to people's needs is one of Saxony-Anhalt's strengths.

**Nance Kaemmerer:** The fact that 60 percent of students weren't born in the state says a lot about how attractive Magdeburg University is. Our goal is to help them take root here during their Bachelor's and Master's degree, so that for many, they no longer think about returning home. And this succeeds thanks to companies that are based right at the university, and through the numerous contacts provided. If companies manage to attract students through internships, final theses and part-time jobs, by involving them in large projects and in their corporate culture, then they will stay. We see this very, very often in combined work and study programmes: these students remain committed to the company.

Further information at <https://www.investieren-in-sachsen-anhalt.de/investorenservice#c51836>

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