



IMG CORPORATE COMMUNICATIONS – **PAVING THE WAY FOR MEDIA PROFESSIONALS**

IMG – MODERN, COOPERATIVE, CONNECTED

THE ROLE OF IMG

SERVICES FOR THE MEDIA

The Investment and Marketing Corporation IMG boosts Saxony-Anhalt's image and economic potential

Saxony-Anhalt's regional slogan, **#moderndenken**, stands for state-of-the-art economic development and targeted marketing.

For some time now, the state-owned **Investment and Marketing Corporation Saxony-Anhalt** (IMG) has been recognised as the best regional business development agency in Western Europe because of the high-quality service it provides for investors. To ensure that it continues to live up to its excellent reputation in future, IMG is constantly adopting new and forward-looking approaches in relation to its core tasks:

- Boosting the **region's economic potential** by attracting investors and providing support for businesses
- Boosting the **region's positive image** by marketing Saxony-Anhalt as a place to live, do business and spend holidays in.

Our boards

IMG provides its investor and marketing services **on behalf of the Ministry of Economic Affairs, Tourism, Agriculture and Forestry**. It is guided by a **supervisory board** chaired by the Minister for Economy and made up of representatives of the state

government of Saxony-Anhalt, the Magdeburg and Halle-Des-sau Chambers of Industry and Commerce and the Magdeburg Chamber of Crafts. The **IMG expert advisory board** contributes an entrepreneurial and scientific perspective and practical ideas to IMG's business development strategies. The board is an important driving force behind future developments and networking within Saxony-Anhalt and across the state's borders.

IMG location service

Our interactive location database offers an overview of almost 200 industrial and commercial areas in Saxony-Anhalt.

Our business areas

A total of **41 experts** provide IMG's services. They have **specialist expertise** in areas such as batteries and energy storage, new mobility, smart materials, hydrogen, chemicals and plastics, mechanical and systems engineering, food, the bioeconomy, the media, the cultural and creative economy and **tourism marketing**.

IMG in figures

41 employees 6.7 million euro budget

Successful investments

2017 to 7/2022



21.5

billion euros of investment



173

location decisions



12,220

new jobs in Saxony-Anhalt



IMG's mission is to pave the way for others: As a modern, cooperative and connected organisation, it accompanies newly arrived businesses and established companies on the road to success and, with its marketing expertise, helps to create a positive image of Saxony-Anhalt as a dynamic business location, surprising travel destination and liveable state both inside and outside Germany.

Find out more about IMG in the 2022 **shareholding report** of the state of Saxony-Anhalt (from page 67)

A service-oriented network for investors and existing companies

For IMG, business development with **#moderndenken** means offering a **service to companies** that will attract potential investors and support existing clients. Saxony-Anhalt has the advantage of fast decision-making. **IMG's network** includes, among others, the ministry of economic affairs, the regional economic development agencies, the investment bank and the state chancellery.

IMG's services include research for companies interested in relocating to the state, bringing investors on board and supporting them with decision-making, finding suitable commercial sites and coordinating with public authorities, plus providing help with financing issues and recruiting skilled staff. In addition, IMG supports existing companies in Saxony-Anhalt with their expansion plans and with international business services, for example. The **investor service** and the **location marketing team** work closely together to attract companies to the region, help them to establish facilities and provide them with support.



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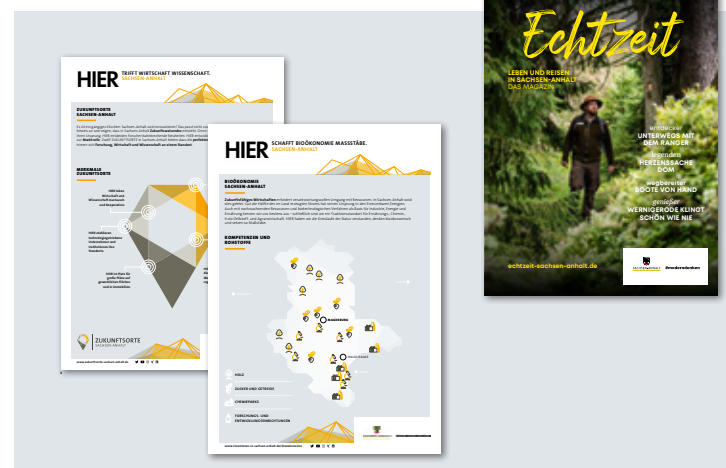
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1. Awarding the Altmark Industrial and Commercial Park as a Center of Excellence, 2. Signing the rental agreement for the high-tech Center in Barleben by Sioux Technologies, 3. Groundbreaking ceremony of Daimler Truck in Halberstadt, 4. Groundbreaking ceremony for the expansion of LMG Manufacturing in Hoym.

Cross-media marketing strategies and specialist expertise for Saxony-Anhalt

IMG has significant expertise in the fields of **tourism and theme-based marketing**, which are two increasingly interlinked areas. It provides the creative ideas and acts as a trend scout for attractive image projects, such as the **“Centres of Excellence”**, where outstanding research organisations and prominent companies come together to promote innovation. The concept of the **“Creative Locations in the Countryside”** highlights the potential of rural areas and exploits the opportunities of digitalisation. Furthermore, IMG makes use of **industry exhibitions, events and conferences**, both in Germany and elsewhere, to act as an ambassador for the region and help companies to open up new markets.

When it comes to marketing Saxony-Anhalt as a travel destination, IMG is a **centre of excellence** for market and trend research. The key factors in this respect are strategic positioning and developing the market at home and abroad. Here **#moderndenken** involves creating **cross-media marketing strategies**. IMG also develops offerings in the digital field that help its partners to create their own digital marketing materials. **SAiNT** is a georeferenced database created by IMG that all its partners in the region can access. In addition, IMG develops and launches its own campaigns, such as **“Truly stunning. Saxony-Anhalt”**, which act as an umbrella for marketing tourism destinations and events.



Fact sheet on Centres of Excellence and the Bioeconomy

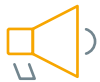
Echtzeit Magazine 2022

IMG Corporate Communications – paving the way for media professionals

Providing a special service at a very high standard, IMG offers state-of-the-art public relations. As well as working with the media, by answering inquiries and providing information in the form of press releases, themed services and press kits, IMG also communicates via its websites, the Info Centre and social media channels.

Key features of its communication activities are personal contacts and shared experiences. IMG offers media professionals the opportunity to take part in group press tours relating to current business and tourism themes and helps journalists, bloggers and influencers to organise individual research trips. Please feel free to contact us!

Info Centre



News takes you to **press releases** and events and economic trade fairs.



Press kits report on **economic development**, innovative companies, clever ideas, investments and people from Saxony-Anhalt



Publications, such as flyers, brochures and presentations about Saxony-Anhalt as an **investment location** and **travel destination**, can be downloaded here in PDF format.



The IMG **image database** provides a variety of high-quality digital photos and other information about Saxony-Anhalt free of charge. If you register, you will have access to all the images in 72 or 300 dpi resolution, which are free of charge for you to use.



A **podcast series** provides inspiration for journeys through the beautiful state of Saxony-Anhalt.



The platform **Saint** offers **tourist** as well as **economic location data** – Open Data is the basis for a variety of digital Applications.

Contacts.

We will be happy to advise and support you.



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On **YouTube** and other **social media channels**, you can find more inspirational images, videos and stories about Saxony-Anhalt and IMG.

Would you like to be included in our press distribution list?

You would like to get in touch with IMG Managing Director Dr. Robert Franke?

