

YOUR SUCCESS ON SITE

The INVESTMENT AND MARKETING CORPORATION (IMG) is the Economic Development Agency of the German Federal State of Saxony-Anhalt. As a service provider working on behalf of the Ministry of Economic Affairs, Science and Digitalisation of the federal state of Saxony-Anhalt, we support companies in the settlement process and in setting up; we promote Saxony-Anhalt as a location for business and science; and we are also responsible for tourism marketing in Germany and abroad.

OUR SERVICES:



INVESTOR SERVICE

- for location search
- for support and financing matters
- when dealing with public authorities
- for project implementation



LOCATION MARKETING

- for the business and science location
- for target group-specific and strategic communication
- for trade fairs and events
- related to your success story



TOURISM MARKETING

- for theme-orientated tourism
- for tourism-related market research
- for tourism strategies
- for the network development

LOCATION MARKETING

HERE WE THINK OUTSIDE THE BOX.

To us, location marketing means:

- enhancing strengths
- increasing visibility
- creating an image of our region.

Therefore, we see location marketing as an important component of successful business promotion: a core task of the IMG.

Objectives of location marketing:

- to promote Saxony-Anhalt as an investor-friendly location
- to strengthen the corporate culture
- to motivate to set up new businesses
- to motivate to innovative action
- to motivate to connect business and science

Business promotion and location marketing in Saxony-Anhalt are interconnected. They benefit from mutual knowledge and a joint strategy. Here, our communication is **target group-specific, topic-based, online-based** and **cross-media**.

TOURISM MARKETING

WORLD CULTURE – CULTURE WORLD

To continue to profile Saxony-Anhalt successfully as a travel destination, we tailor our tourism marketing consistently to the requirements of the market and to the needs of our target groups:

- cultural and city travellers
- nature enthusiasts
- trip and conference organisers

When addressing guests, we focus on convincing, **theme-based marketing:**

- Luther and Reformation
- UNESCO World Heritage
- Bauhaus and modern architecture
- Romanesque period and Middle Ages
- Gardens and parks
- Sky paths and archaeology
- Elbe cycle path
- hiking in the Harz region

For special events we develop reinforcer topics:

In 2018, the 25th anniversary of the “Romanesque Road” will be the focus. In 2019, Saxony-Anhalt will celebrate an anniversary of global rank – the 100-year anniversary of the establishment of the Bauhaus.



INVESTOR SERVICE



WE SUPPORT YOU IN YOUR LOCATION SEARCH

You are looking for a suitable location for your investment – we will find the ideal site for you. We search among the more than **160 industrial and commercial regions** in our location and property database to find the suitable plot of land.

- ∴ 24-hour service: preparation of investor-specific site offers
- ∴ selection of suitable properties and land in Saxony-Anhalt
- ∴ organisation of site visits
- ∴ support in purchase and lease negotiations



WE SUPPORT YOU IN FINANCING MATTERS

As an investor, you require a partner for your financing. We support you.

- ∴ support in selecting non-refundable subsidy programmes
- ∴ support in selecting other financing components
- ∴ establishment of contacts with financing partners
- ∴ preparation and coordination of appointments related to support and financing matters



WE SUPPORT YOU IN DEALING WITH PUBLIC AUTHORITIES

Applications, administrative decisions, approvals, laws – **benefit from our network to the institutions of the state.**

- ∴ support in the preparation of application documents
- ∴ ensuring adherence to deadlines
- ∴ support with approval procedures (e.g. BImSchG [Federal Emissions Control Act])
- ∴ chairing discussions as part of the company development

GOOD REASONS FOR THE IMG'S INVESTOR SERVICE

TOP INVESTMENT PROMOTION AGENCY

In 2016, the Investment and Marketing Corporation Saxony-Anhalt was granted the "Top Investment Promotion Agency Award" for already the second time in succession. The IMG was thus chosen as one of the two best regional business promotion agencies in Europe.

ONE-STOP AGENCY

∴ one central contact for all your requirements ∴ constancy and reliability as a partner at your side ∴ customised service, tailored to the needs of your company ∴ facilitates the settlement process for your company and allows a maximum level of efficiency

GLOBAL MARKET EXPERTISE:

∴ the IMG has specialised regional managers at its disposal ∴ excellent knowledge of the foreign markets that is always up-to-date, based on many years of experience ∴ regular international on-site presence ∴ excellent global networks

LINK TO VALUE CHAINS:

∴ excellent links to the existing regional economy ∴ exclusive knowledge of Saxony-Anhalt as a location for business

BUSINESS CASE-SENSITIVE CONSULTING:

∴ market and company-orientated case analysis ∴ detailed knowledge of company settlement and development processes

OUR SERVICE IS FREE AND CONFIDENTIAL.

YOUR CONTACT:

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MORE INFORMATION:

