

Invest in the heartland of German history: **SAXONY-ANHALT**



SACHSEN-ANHALT

Investment and Marketing
Corporation



/// UNESCO-World Heritage City Quedlinburg
Photo: Frank Boxler; image source: IMG



/// Luther Bible, Francke Foundations Halle (S)
Photo: Harald Krieg; image source: IMG



/// Bauhaus in Dessau-Roßlau
Photo: Michael Bader; image source: IMG

HEARTLAND OF GERMAN HISTORY

/// Almost **7,000 years of history and cultural assets** of European and international importance to be experienced make Saxony-Anhalt a heartland of German history. Only here can visitors marvel at medieval architecture along the “Romanesque Road”, stroll through the idyllic “Garden Dreams Parks”, discover sensational archaeological finds on the “Sky Paths” and become acquainted with Martin Luther at the original locations of the Reformation.

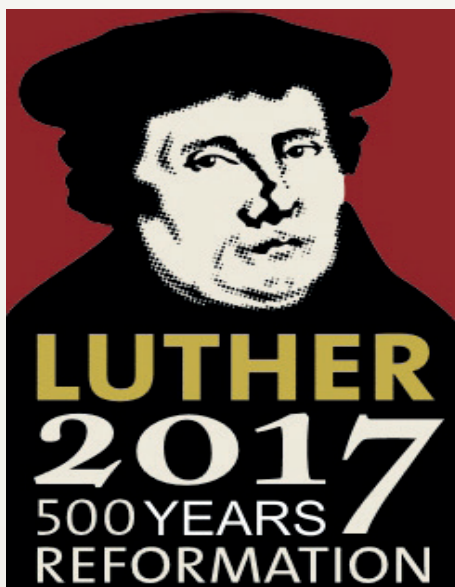
/// Thanks to the broad cultural-historical spectrum in Saxony-Anhalt, the federal state has the highest density of UNESCO World Heritage Sites in Germany: Bauhaus Dessau, Collegiate Church, the Castle and Old Town of Quedlinburg, the Luther Memorial Sites in the Luther Cities Eisleben and Wittenberg as well as the Garden Kingdom Dessau-Wörlitz.

/// Emperor Otto the Great, Martin Luther, Hans Christian Andersen, Neo Rauch, Catherine the Great, Johann Sebastian Bach, Hugo Junkers and Walter Gropius form the backdrop for art and cultural travel in Saxony-Anhalt.

CRADLE OF THE REFORMATION

/// From Saxony-Anhalt the Reformation went around the world. The well-known Luther Cities Wittenberg, Eisleben and Mansfeld are a magnet for visitors from all over the world.

/// When Germany celebrates the **500-year anniversary of the Reformation in 2017**, Saxony-Anhalt will be the centre of national and international attention due to its numerous original locations and the world’s largest museum dedicated to the history of the Reformation.



BAUHAUS, APPLIED MODERNITY

/// The BAUHAUS school of art, design and architecture, which is of global importance and also closely associated with Saxony-Anhalt, was founded in 1919 in Weimar and was relocated to Dessau in 1925, and then became Germany’s most successful cultural export item.

/// An industrial region of the future emerged in Central Germany, which was closely linked with visionary and idealistic plans for a new image of humanity implemented in terms of architecture, educational theory and promotion right up to space.

/// Dessau became the **capital of classical modernity** with the settlement of the Bauhaus in 1925.

/// Annual events and highlights such as the Handel Festival in Halle (Saale), the Emperor Otto Festival in Magdeburg, the Kurt Weill Festival in Dessau, and the Garden Kingdom Summer at the Garden Kingdom Dessau-Wörlitz or the numerous atmospheric Advent markets throughout the state ensure variety.

INVEST IN SAXONY-ANHALT



TOURISM IN FIGURES (2015)

- /// 3.14 million guests:
+ 34% more than in 2000
- /// 7.6 million overnight stays:
+ 31% more than in 2000
- Most popular travel destinations**
- /// Harz and Harz Foreland regions:
2.82 million overnight stays,
37.1% of all overnight stays
- /// Magdeburg, Elbe-Börde-Heide
region: 1.6 million overnight stays
- /// Halle-Saale-Unstrut region:
1.45 million overnight stays
- /// Increasing number of foreign
guests: + 28.67% from 2011 to 2015

PROMOTING YOUR INVESTMENT

- /// Corporate investments in Saxony-Anhalt can also be financially supported to a great extent in the coming years.
- /// Amount of funding pursuant to maximum EU funding rates:
- Max. 15%**
(Major enterprises)
- Max. 25%**
(Medium-sized enterprises)
- Max. 35%**
(Small-scale enterprises)

YOUR PARTNER FOR

- /// Location search, analysis and selection
- /// Subsidy and financing issues
- /// Approval management
- /// Support with cooperation partners
- /// Assistance with personnel recruitment & qualification
- /// Business case and project planning

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