

# Location Marketing

Location marketing develops the image of a region, communicates unique selling points and enhances the degree of familiarity. That is why we understand good location marketing as an important element of a successful economic promotion: a core task of the IMG. The strategic approaches for alignment of location marketing are oriented towards goals which are set by means of economic promotion. The communication of these goals is implemented by means of a well-balanced mix of marketing tools.

Economic promotion and location marketing have become increasingly interlocked in Saxony-Anhalt. You benefit from mutual knowledge and a common strategy. We essentially focus on those lead markets which we have determined in our "Regional Innovation Strategy":

- Energy, mechanical and plant engineering, resource efficiency
- Health and medicine
- Mobility and logistics
- Chemistry and bioeconomy
- Food and agriculture

In the process, we not only focus on new investors: we also keep an eye on existing companies, because they are our backbone. The future of Saxony-Anhalt also depends on their well-being. That is why we boost companies, create a healthy awareness of entrepreneurial culture, and expedite business ideas and investments in the expansion of capacities and the networking of industry and science.

Our work is oriented first and foremost towards entrepreneurs, investors and founders of a new business. But partners such as politicians, chambers of commerce and associations as well as good networking with regional, national and international media are part of successful location marketing.

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