



## Thüringen Telegram

■ Production is still the engine driving Thüringen's economy: Last year, the manufacturing sector grew 5.5 percent. Its revenues stood at euro 24.6 billion: almost twice what they were in 1996.

■ By 2015, Thüringen will be one of Germany's biggest growth regions. That was the conclusion of the recent study, "Life and Industry in Germany" published by the "empirica" institute. The researchers predict, among other things, that the number of export-related jobs in Southern Thüringen will increase by 13 percent between 2005 and 2015.

■ Lufthansa and Rolls-Royce have started construction of an engine maintenance facility in Arnstadt, Thüringen. According to the joint venture, N3 Engine Overhaul Services GmbH, euro 100 million will be invested in the site.



Speed is their trademark: Apollo cars produced in Altenburg, Thüringen.

## Apollo comes from Altenburg

In Thüringen, carmaking enjoys a rich tradition—and it just got richer: In early 2006, some 25 employees began assembling Apollo sports cars in Altenburg, in Eastern Thüringen. When Audi's former competitions chief, Roland Gumpert, decided to put this ultimate muscle car into series production, he could hardly overlook Altenburg as a potential site. And, with its perfect real estate and reasonable wage costs, he decided to set up production here. Gumpert invested euro 15.5 million. In 2006, 50-60 Apollos will be custom-built. The car outperforms Porsches and Ferraris, and is designed both for racing tracks and normal roads. Weighing in at 1,100 kilograms, it is one of the lighter vehicles in its class. It accelerates

from 0 to 100 km in three seconds, and attains a maximum speed of 360 km/h. The price for this road rocket starts at euro 198,000, plus sales tax. Gumpert has found customers in Germany, France, the United Kingdom and Switzerland. The company has even heard from potential customers in the Arab world. The remaining production processes for the Apollo have left Ingolstadt, leaving the development team there; now, the cars are manufactured entirely in Altenburg. With this step, Thüringen has written another chapter in its carmaking success story: What began with BMW Dixis, the Ley brothers' six-cylinder vehicles, and the

Wartburg continues today with General Motors Opel Corsas, Multicar functional vehicles, Neoplan busses, Bell Equipment dump trucks, and now the Apollo—all of which are built in Thüringen.

**The German Idea Factory.**

THE FREE STATE OF THURINGIA





Products of Dr Schär GmbH will soon be made in Apolda, Thüringen.



Highway A4 is Thüringen's East-West route.

## Beefing up the food industry in Thüringen

It's a clear yes for Thüringen: Dr. Schär GmbH, Europe's market leader for gluten-free foods, is building a new factory in Apolda. Euro 18 million are being invested by the Italian company from Burgstall; around 40 people will work at the new site. For 25 years, Dr. Schär GmbH has made and sold gluten-free foods. These foods are needed by people with

grain allergies. Demand for Schär products has been rising steadily: The company has been reporting two-digit growth rates. To keep up with demand, it has decided to add production capacity by investing in Thüringen. The original investment plan was expanded after the company acquired the Glutano brand and thus enlarged its market presence. Practical logistical reasons played into the site selection decision.

„Thanks to Thüringen's central location, we will be even closer to our customers," says Ulrich Ladurner, owner and managing director of the parent company. The Apolda subsidiary will trade as Dr. Schär Deutschland GmbH. This is where bread, among other things, will be produced for Central, Eastern and Northern Europe. All told, Apolda will make some twenty products. Because distances from Thüringen are shorter, the company will make

more frequent deliveries, which improves product freshness and makes the company more responsive to customers in Central, Eastern and Northern European markets.

## All clear for expansion



„Until the end of next year, we will hire new employees every month!" Enrico Heß, managing director of Erfurt-based call center and online service provider Ostteam GmbH, makes no bones about his company's direction for 2006: expansion. The company, established in 2004 in Thüringen's capital, sells travel services over the internet. Plus, its specialists develop and program web portals for travel providers. Once Sonnenklar TV joined Ostteam's group of companies in late 2005, the company's business boomed. Through the TV station, which can be received via satellite or over the cable network, viewers can order trips—and all these orders are taken at Ostteam's call center in Erfurt.

Between the internet offerings and the new television presence, demand has skyrocketed. So much so that Heß decided to grow his business. The firm has already moved into new offices right at Erfurt Airport, and has begun to steadily increase its staff. To help in recruiting qualified personnel, the company has enlisted the help of Thüringen institutions: Applicants are found and trained together with Makotech GmbH, an Erfurt-based training firm.

„Workers in Erfurt are wonderfully flexible," says Heß. „We have a great corporate culture with hardly any turnover." He also cites the well-developed infrastructure as another benefit of the location: „Not only do we work right next

to the airport, but we're on the roads in a flash, and can capitalize on Thüringen's efficient telecommunications infrastructure!" Heß has put his trust in the entrepreneurial drive of staff in his native Thüringen—currently, Ostteam employs 70 people; by the end of 2007, it will be 200.

## New highways: investors benefit



Take the direct way to the South: the A71 now links Thüringen and Schweinfurt in Bavaria.

A few weeks ago, Southwest Germany drew a little closer. The occasion was celebrated in Mellrichstadt, Bavaria. Here, in the wintry weather, the Federal Minister for Transport, Building and Housing, Wolfgang Tiefensee, along with the Minister Presidents of Thüringen and Bavaria, Dieter Althaus and Edmund Stoiber, officially opened the last section of the A71 highway: Now, entrepreneurs, investors, tourists, buyers and sellers can drive from Erfurt, Thüringen, all the way to Schweinfurt, Bavaria—on a highway that has been built over the past seven years. From Schweinfurt, it is not far to the main urban centers of Southwest Germany: Mannheim, Stuttgart and Karlsruhe. Every year, it takes less time to travel to and from Thüringen and that's no wonder: the region's

road network has been undergoing steady expansion. Given that, the ceremony in Mellrichstadt was only one stage. Following reunification, Thüringen originally had the North-South A9 route and the East-West A4 corridor. In the end, much of A4 was expanded to six lanes; by 2010, the entire road should have six lanes. That has shortened trips to Dresden, Berlin, Munich and Frankfurt. Plus, the inauguration of the Erfurt-Schweinfurt link has finished off A71. Its twin—A73 through Coburg—is still under construction. And in the north, cars are already zooming over parts of A38, which will connect Göttingen and Halle by 2008 and revitalize Northern Thüringen's economy. The highway is clearly attractive to investors, including those in the north. Several companies have decided to invest near the new corridor: Klemme, a baked goods specialist, Feuer Powertrain,

a Nordhausen-based crankshaft maker, and TWB, a stamping facility in Artern. "One of the things that draws investors to this area are the traffic connections," says Andreas Krey, Chairman of LEG Thüringen, which relocates companies to Thüringen on behalf of the regional government. Northern

Thüringen has responded to the demand, giving the green light to the development of another business park, called Goldene Aue and measuring some 100 hectares. Not to be outdone, Southern Thüringen boasts Thüringer Tor, a large industrial park located near Queienfeld, across the border from Bavaria. "Not only have the highways attracted investors, but they have improved mobility within Thüringen," says Andreas Krey. "Thüringen already has a dense road network so that local employees, suppliers, researchers and entrepreneurs can get together quickly." This is an enormous benefit, particularly for Thüringen's small-business economy. Not to mention its newfound proximity to Stuttgart and Switzerland.



The A71 shows an impressive number and variety of bridges.

- Site Selection and Counseling
- Counseling on grants and financing options, Tailor-made investment incentive packages
- Management of contacts with government agencies
- Project management
- Rehabilitation of land and buildings

■ Rehabilitation of land and buildings

Whenever LEG is developing land, it literally breaks the ground for investors willing to set up business estates with modern infrastructure. Apart from requesting fully developed plots, investors increasingly prefer renting or acquiring rehabilitated buildings at a given location, so that they do not have to construct production plants themselves. In order to meet this demand, LEG rehabilitates existing structures: It removes old pipework, heating and ventilation systems and/or walls from suitable buildings. Then, it renovates the entire structure, which includes waterproofing roofs, as well as repairing walls and windows, in other words, LEG creates properties that enhance the attractiveness of the site in question. Once the property has been sold, the investor can make structural and utility improvements tailored to the specific purpose of his investment.

# „We make more than Bratwurst!“



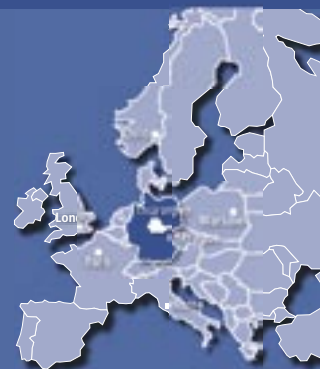
Visitors will enjoy Thüringen's delicacies and hospitality.

The way to a man's heart is through his stomach. Why shouldn't that go for tourists, too? One of every five tourists in Thüringen says they are in the region to enjoy the local cuisine. It's no secret that Thüringen has plenty to offer on the culinary front. That's why the Thüringen Tourism Association (TTG) has launched a new campaign for 2006: "Talented Thüringen – We make more than Bratwurst". Special programs entice guests to explore Thüringen's dishes and delicacies. Visitors quickly realize that the local culinary specialties go far beyond its famous bratwurst and dumplings: Thüringen tickles taste buds with its fine sausage products, delicate pastries and hearty beers.

So if you ever wanted to embark on a wild herb tour, or take a creative cooking class in the Thüringen Forest, this is the perfect year to visit. Erfurt boasts a unique watercress park, while wine connoisseurs can tour the world's northernmost premium wine-growing region with a continental climate. On selected routes, culinary tourists can experience Thüringen's outstanding

restaurants first hand; at "Culinary Magic" in Masserberg, they can watch the chef cast his spells; and in Zeulenroda, they can savor special seafood splendors.

Most exciting of all, visitors can tease out the subtle regional differences in the cuisine at the various stops, while uncovering the area's fascinating past at historical sites. Just as the locals love Thüringen, so are many visitors swept away by the region in Germany's heartland – not least because of its culinary delights.



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**Imprint**

**Editorial staff:** Dr. Holger Wiemers (Vi.S.d.P.)  
**Layout:** better communication, Erfurt  
**Printed by:** Werbedruck Staub, Erfurt  
**Photos:**  
page 1 „Gumpert Sportwagenmanufaktur“  
page 2 „Dr. Schär GmbH“  
„Ostteam GmbH“  
page 3 DEGES  
arifoto  
page 4 Barbara Neumann, Erfurt