



Thüringen Telegram

Thüringen knows the value of having a balanced, forward-looking energy mix: The region has maintained its leading position in renewable energy. 11.5 percent of its total energy consumption is met with renewable fuels such as biomass, wind and solar – a record among Germany's states.

Thüringen's economy broke another sales record in 2006: It expanded 9.7 percent compared to the previous year. Much of the growth was fuelled by a steep jump in export sales (11 percent).

Thüringen continues to cut a fine figure in science and business. The Hamburg Institute of International Economics (HWWI) just opened a new branch office in Erfurt. The Institute cited the research potential in Thüringen as one of the main reasons for its siting decision.



Candy maker Storck makes Thüringen the focus of its expansion plan.

Deliciously Profitable

Thüringen's latest advertising campaign tempts investors with a special "menu": a selection of attractive locations as the "appetizer", an investment embedded in highly developed infrastructure and a cutting-edge telecommunications system as the "entrée". And for "dessert", there are delectable incentives packages. This vivid presentation has gotten many mouths watering, especially among food and beverages companies. In fact, this industry already has the largest sales volumes in Thüringen, and its "appetite" for attractive investment opportunities in Thüringen shows no signs of abating.

One prime example is Sauels AG, a sausage and ham maker from North Rhine-Westphalia who seized the opportunity to invest in the expanding Erfurter Kreuz industrial park. The company plans to employ over 150 employees to the south of Thüringen's capital city. Nearby

Apolda also recently welcomed Dr. Schär, a specialty food producer based in Burgstall, Italy. 25 employees have been working here since the beginning of the year. Its product range includes flours, bread, cakes and pasta for consumers who cannot eat gluten.

Yet another major player in the food industry has discovered the benefits of doing business in Thüringen. Candy maker Storck is turning its Ohrdruf site into the group's central production facility. Storck is investing EUR 98 million in a third factory, making it one of Thüringen's major employers with more than 850 employees. Once this project is finished, Storck will have invested EUR 300 million in Thüringen. Several additional production lines should be finished by September. At that point, the industry giant will have three factories with 16,000 m² of produc-

tion space each, a high-bay warehouse containing 20,000 pallet places, a cocoa roasting building, and a dedicated power house at its Ohrdruf location. And there will be an extra treat for sweets-lovers everywhere: Storck will be launching a new candy product with its new factory. Now that's the perfect "dessert" to whet investors' "appetite" for Thüringen...

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China's CNBM presented its plans for an investment in Northern Thüringen at a conference in Beijing on January 5, 2007.

Chinese Corporation Comes to Nordhausen

Here's some news that will bring joy to any industrial region: China National Building Material Group Corporation (CNBM) is acquiring Nordhausen-based NOI-Rotorteknik GmbH and intends to expand local production capacity. The new company is called SINOI Rotorteknik GmbH.

„In Nordhausen, we can find highly qualified and motivated workers with extensive expertise in building rotor blades

and molds,” said Carsten Zaremba, CFO of SINOI, when the investment was announced. „Plus, Nordhausen offers the added benefit of the new A 38 highway, which allows large rotor blades to be transported quickly and efficiently.”

NOI-Rotorteknik GmbH had been operating out of Nordhausen for years. It had maintained a close business relationship with one of CNBM's subsidiaries: In 2005, NOI sold the technology to make 1.5 megawatt rotor blades. Both partners were extremely pleased

with the results of this technology transfer. By March 2006, they had already jointly started to produce rotor blades in China. By integrating NOI into CNBM, they intend to step up the production of rotor blades for the European market.

Top priority will be given to evolving and improving product technologies. The rotor blades are made from fiber-reinforced composites that the Nordhausen workers are specially qualified to handle. A training center will help ensure that product enhancement conti-

nues apace with input from customers. The new company will begin production in April 2007; its management is focusing on developing a new generation of rotor blades.

Global Market Leader Expands in Eisenach

Top political and business leaders helped to kick-start the new project: Automotive supplier Emitec is building a new factory, and Thüringen Minister President Dieter Althaus and Bernd Gottschalk, then President of the German Association of the Automot-

ive Industry, „broke ground” with Emitec CEO Wolfgang Maus for the construction project in the Kindel business park. EUR 10 million will be invested by Emitec – a joint venture of Siemens and the British GKN group – in expanding production capacity. 20 more highly qualified workers will be employed here. The

product range will include innovative catalyst carriers and cutting-edge diesel particulate filters.

„Our expansion will bring in 120 jobs to the region,” said Wolfgang Maus at the ground-breaking ceremony. „In and around Eisenach, we have built a strong corporate network centered around the Opel production plant. And with the local development center, we will have all the tools we need to continue growing through innovation at our Eisenach site.”

Once the facility is completed in August 2007, around 150 highly productive employees will start working for Emitec in Eisenach. The company decided to expand in order to meet an anticipated surge in demand for clean catalyst carriers and filters. Future EU emissions standards will require more environmentally friendly components to be used,

and Emitec says it can provide them. „With the new factory in Eisenach, we will be in a perfect position to capitalize on this market opportunity,” explained Wolfgang Maus. Emitec has risen to become the world's leading provider of emission treatment components. It maintains a global presence, with locations in Germany (Lohmar/North Rhine-Westphalia and Eisenach), the U.S., and India, as well as branches in Vietnam, China, Korea and Japan. And, as the ground-breaking ceremony in Eisenach showed: Thüringen remains an important pillar of its worldwide organization.



Working the West Coast



During his trip to the U.S., one of the main stops for Thüringen Minister President Dieter Althaus was Photonics West, an optics exhibition in San Jose, California.

It's the kind of support every company dreams of: Minister President Dieter Althaus, head of Thüringen's state government, visited optics companies from the region at the world's second largest optics exhibition, Photonics West, held in San Jose, California in early 2007. Althaus was there to learn what Thüringen companies had to offer and to underscore Thüringen's benefits as a business location for U.S. companies and associations. Accompanying the minister president were Jürgen Reinholz, Thüringen's Economics Minister, and Andreas Krey, Chairman of LEG Thüringen, who had organized the Thüringen delegation's trip across the Atlantic. These high-ranking decision makers know you need close ties at the highest levels before companies can break into new

markets. That's why this trip to the U.S. West coast wasn't a one-time venture; it was the latest in a series of delegation trips designed to open doors for Thüringen's companies. In the spring of 2006, Minister President Althaus had visited China with a delegation of business leaders; in December 2006, he strengthened ties with Russia. By making this visit to the third continent in nine months, the delegates intensified the relationship between the U.S. business community and Thüringen. Since Germany reunified, around 50 U.S. companies have put down roots in the German state – creating thousands of jobs and investing some EUR 2 billion. For their part, Thüringen's companies export EUR 48.2 million worth of optical devices to the United States. This show of economic strength in the optics industry was reflected by the number of companies attending Photonics West: One of every six German companies at this multinati-

onal trade show came from Thüringen, twenty firms in all. The optics industry wasn't the only economic engine that received support from Minister President Althaus. At Walt Disney Studios in Glendale, California, the politician held talks about a special transatlantic partnership: The U.S. media giant is interested in outfitting movie theaters with losono, a three-dimensional sound system. losono was developed in Thüringen by a group of researchers headed by Professor Karlheinz Brandenburg, the man behind the development of the MP3 format. Brandenburg's losono offers a whole new sound experience: Instead of providing only one „sweet spot“ in a room, it turns the whole room into a sweet spot. The entire audience is immersed in the sound atmosphere; sound events can move through the room and exert their full effect on each individual listener.

Thüringen holds all the aces in this game: a great location, strong ties, and a solid foundation for future transatlantic partnerships. Companies who operate in Thüringen or expand to the region enjoy top-notch support – on every continent, during every time of the year.



Visit at the trade show: Economics Minister Jürgen Reinholz (left) and Minister President Dieter Althaus talk with Alexander von Zschäbitz, Managing Director of Asphericon GmbH, an optical components maker.

Incentive Policies: Stable and Flexible

Continuity and flexibility – both are important for Thüringen's incentive policies, and both are beneficial for companies. Relocating firms can build on a stable incentives system: Until 2013, Thüringen will offer the maximum amount of regional investment incentives. Small businesses can receive grants and bonuses for up to 50 percent of their investment; medium-sized companies up to 40 percent; and large corporations up to 30 percent. These rates came into force in January 2007 for all regions in Thüringen.

Some of the incentives are provided by the Joint Scheme for Improving Regional Economic Structures. Half the funding for this program comes from the federal government; the other half is provided by Thüringen itself. Through flexible provisions, Thüringen intends to ensure the incentives are distributed fairly for maximum impact. New conditions for incentives will enable companies to receive attractive incentive packages if they leverage their growth potential, create jobs, improve their locations, and thus contribute to the local economy.

*Getting LEG involved in your investment plans early on will improve your access to our expertise. And that will improve your chances of optimizing your incentive package. If you have questions, please contact: Horst Albert
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Buga '07: Flowers Aplenty and Land Anew



Man and nature celebrating BUGA 2007 in Gera and Ronneburg.

This year's BUGA horticulture show turns the spotlight on nature; invites visitors to see, savor and be surprised; and crosses boundaries – literally: When BUGA '07 opens its doors on April 27 to visitors from all over the world, it will be the first federal garden show to be held in two cities at once. Gera and Ronneburg in Eastern Thüringen are the 2007 hosts of an exhibition that will set new trends in gardening and landscaping – not just for flower lovers and avid gardeners, but for anyone interested in fun and the outdoors. There will be two colorful garden areas. First, the Hofwiesenerpark in downtown Gera. It showcases green dreams along the White Elster River, sprawling shrubberies, various shows in the Flower Hall, and a historical park with a water cascade. Families will love the "Giant Bird World" in the play area. Second, the New Landscape Ronneburg shows how a region can transform itself, cast off the scars of an exhausting past, and develop into a new, vibrant habitat. For decades, ore mining in Ronneburg had stripped the natural countryside to its bare bones. Mine shafts and piles of

depleted ore were all that remained of an exploitation that had left deep wounds. Thanks to Wismut GmbH's restoration of the area, visitors to BUGA can once again experience nature at its purest in Ronneburg. Expansive meadows, wild shrubs, a stand of 400 trees, and the Wismut exhibit are among the attractions awaiting visitors on the other end of the spectacular "Dragon's Tail" – a 240 meter long wooden bridge that arches gently over the New Valley, blending harmoniously into the reclaimed countryside.

"I wish God had made me a gardener; I could be happy," wrote Thüringen's prince of poetry, Johann Wolfgang von Goethe, in his drama "Götz von Berlichingen". The biggest garden in Thüringen is awaiting guests in 2007!

The show is open from April 27 to October 14, 2007. For information and tickets, please contact Bundesgartenschau Gera und Ronneburg 2007 GmbH.

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Thüringen in Europe



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