



Thuringia Telegram

■ Thuringia's economy will continue to grow, concluded the Erfurt Chamber of Industry and Commerce (IHK) from its latest index of economic sentiment. The index has risen to 114 since the last survey (maximum possible points: 200). According to Dieter Bauhaus, the IHK President, the strong economy will likely add 5,000 new jobs by the end of the year.

■ The Thuringian state government plans to invest more than EUR 12 million in the climatic resort town of Oberhof. The funds will be provided by the Economy, Interior, Transport and Family Ministries and used to revitalize the city's downtown and the Rennsteig thermal baths. LEG was put in charge of the overall coordination of the construction projects this past August.



Handing over the keys in front of the Logistics Center: Sven Munderloh (Eurogate), Roland Hennebach (ProLogis), the Mayor of Erfurt Andreas Bausewein, the former Thuringian Minister for Federal and European Affairs and Head of State Chancellery Dr. Jürgen Schöning, and Kourosh Atabaki from GIEAG (left to right).

Catching Up with Europe

German investor brings Japanese electronics maker to Thuringia

Flat-screen TVs and digital cameras to washing machines and DVDs – for countless Panasonic products, the journey to a department store shelf begins with a single step. And that step is now being taken in Thuringia. In August 2010, EUROGATE, a subsidiary of Hamburg-based MARE Beteiligung GmbH, started operating a new distribution center for the Japanese electronics multinational just outside Erfurt, the state capital. The Thuringian site now distributes over 3,000 Panasonic articles to the German, Austrian and Belgian electronics market. From contacting to the project developer to raising the warehouses, it only took one year to conjure the EUR 25 million investment out of thin air. No wonder Thuringian busi-

nesses and the associated logistics industry thrive in this environment. Records were likely broken – not just by the pace of construction, but also by the enormous interest shown by other companies in investing millions in the new International Logistics Center (ILC). "More and more logistics firms have discovered the benefits of setting up business in Thuringia," said Matthias Machnig, Thuringian Economy Minister, recently. The state has won other major projects in international competitions as well. They include a processing and distribution center for Kaufland in Heiligenstadt, and a logistics center for the Rhenus Group in Höseltgau. EUROGATE, for its part, chose Erfurt for its central location, expansive

site and large pool of available workers. A total of 125 jobs will be created at the 60,000 m² storage facility by the end of the year. The investor, Gewerbe Immobilien Entwicklungs AG (GIEAG), plans to add another 20,000 m² of improved building land in four years. Meanwhile, bulldozers are leveling another site across the road. This will be Netto's future home. The supermarket group plans to supply 200 of its stores with food and nonfood products from Erfurt. Another logistics operator – the Schaeffler Group – will complete the profitable trio in early 2011. (td)



209 square meters for Thuringia's booth: The Thuringian Economy Ministry and the State Development Corporation once again exhibited at a joint booth at this year's EXPO REAL.

Positive Messages for Investors

Thuringia exhibits again at EXPO REAL this year

No question – EXPO REAL is enormous: around 1,600 exhibitors from 34 countries, up to 21,000 visitors and 63,000 m² of booths. Established in 1998, this Munich-based fair has become one of the world's leading trade shows for commercial real estate and business sites. It claims to be the largest fair of its kind in Europe. As a networking forum, it focuses on investment, business and project development. The State Development Corporation of Thuringia (LEG) was at the Neue Messe München conference center

in early October, where it exhibited at a joint stand in Hall C2 with the Thuringian Economics Ministry. They and nine other Thuringian exhibitors turned out in force to represent the state's economic interests at a 209 m² stand. The Economics Ministry, LEG and other regional exhibitors aimed to use the 13th installment of EXPO REAL to successfully and permanently network with global and national companies who see Thuringia as a flourishing region with a promising future. Among the positive messages that the Thuringian exhibitors could convey to their guests at the joint stand were the results of a recent study

published by the initiative "New Social Market Economy": Thuringia comes out top in the German state ranking for the increase in its share of the gainfully employed and the rise in taxpaying capacity. That places Thuringia squarely in the focus of investors as an attractive place to invest and do business. (td)

This year, the state's interests were represented by:

- The ImPuls Region in Erfurt, Weimar, Jena
- The Erfurter Kreuz region (Ilm County, Gotha County, City of Erfurt)
- Kyffhäuser County

- "Am Saalebogen" Triangle of Cities
- The Wartburg region
- on-geo GmbH
- Saller Josef Gewerbebau
- Thuringian Reconstruction Bank
- German Federal Association of State and Urban Development Companies

Kabel Deutschland: 600 jobs for Erfurt



Under construction: Kabel Deutschland is upgrading many of the monofunctional TV lines throughout Germany so its customers can tap into state-of-the-art TV, broadband internet and telephony from a single outlet.

In these times of online shopping, banking and flight reservations, fast broadband isn't a luxury – it's a necessity. Unfortunately,

some regions of Germany, particularly in rural areas, still have to use a phone line to plug into the World Wide Web. Relief is coming,

though, in Kabel Deutschland's versatile alternative to the phone jack: cable. Television, phone, internet – it all comes through the TV cable. Around 8.9 million households currently subscribe to Kabel Deutschland's digital and analog media service. However, the provider wants all its customers to tap into state-of-the-art TV, broadband internet and telephony in the future. To accomplish that, it is upgrading many of the monofunctional TV lines. The cable network in Thuringia already supports broadband internet and telephony, says Klaus Rosenkranz, Kabel Deutschland's PR director. The multimedia provider has set up three customer centers throughout Germany to supply

high-quality, full coverage communication service. One center is based in Erfurt. Around 600 employees process 13,000 customer requests and inquiries received every day by mail, fax, phone and e-mail. Located in the Airfurt Office Park, the Erfurt customer center of Kabel Deutschland GmbH started operations already in 2001 when LEG Thüringen attracted the company to the state's capital. Since then, it has become one of Erfurt's biggest service providers. (td)

Thuringia Leverages its Strengths in Recovery



Stressing the importance of ERDF funds for Thuringia: Economy Minister Matthias Machnig.

“Goodbye Short-Sighted Thinking: Internationalization and Local Economic Development” was the title of the 17th meeting of the “Working Group of Local Economic Development Agencies” (WG-LEDA) held in Erfurt in late October 2010 by the Thuringian Economy Ministry and the State Development Corporation of Thuringia (LEG). Over 100 development agencies from county and municipal governments in Thuringia met to discuss ways to improve their relationship with LEG, the Ministry and local players. The number of delegates at the meeting was even higher than in previous years. Since the WG-LEDA meeting also hosted the annual conference of the European Regional Development Fund (ERDF), it covered not only foreign direct

investment (FDI) and economic development, but also EU funding issues in one event. Thuringian Economy Minister Matthias Machnig kicked off the conference by noting that ERDF funds had led to investments worth EUR 2.8 billion

and the creation of 5,000 jobs since 2007. Machnig stressed the vast significance of the ERDF funds for Thuringia’s economic development and its FDI activities.

He also underscored the importance of close ties between all of Thuringia’s economic development agencies. In his welcoming address, LEG Chairman Andreas Krey pointed to the thriving network of regional economic development agencies and their Ministry and LEG partners and noted that it formed the basis for Thuringia’s successful economic development policies. Krey highlighted the changed environment for economic development – the crisis had intensified competition between regions even further. Now, however, the recovering economy opened up many new possibilities as companies around the world began to seize new market opportunities. In this environment, a site like Thuringia – with its location in Germany’s and Europe’s heartland, a highly developed transportation

infrastructure, a vibrant research community and cutting-edge technology – is extremely well positioned.

Presentations covered current issues in economic development, ranging from the new opportunities offered by social media for location marketing to behind-the-scenes glimpses at the 2020 Atlas of the Future to the importance of the green tech industry. For example, LEG Department Manager Arnulf Wulff outlined the rising importance of Thuringia’s greentech capabilities in marketing the region. Likewise, conference delegates were also introduced to the new “Thuringian Energy and GreenTech Agency” – a central center of competence and support for the greentech industry that Minister Machnig set up at LEG and opened up this summer. (hw)



Economic promotion and investors’ service were important topics at the WG-LEDA meeting in Erfurt. The picture shows the large industrial area “Erfurter Kreuz” where many international companies set up production plants.



"Keeping the reins in your hand": Advertising expert Kai-Uwe Marschner outlines the key steps in successfully marketing innovations.

Holding the Reins for Successful Marketing

Google, iPhone, Starbucks – innovations that define our bustling, modern lifestyle. Hard to imagine a world where an industrious manager can't sip a Starbucks venti latte while Googling the route to his next appointment on an iPhone. These are prime examples of apparently inimitable success stories. However, even Apple's founder Steve Jobs merely started out with a simple idea. And it was clever marketing, not dumb chance, that made the iPhone what it is today. "The extraordinary thing about Apple products is that consumers always associate them with Steve Jobs, the company's founder," said Kai-Uwe

Marschner, Managing Director of Marschner + Kühn, an ad agency, at LEG's "Marketing for Innovation" workshop. 60 participants were registered at the Erfurter Messe Conference Center when LEG hosted a series of marketing presentations and idea-sharing sessions last September. Small and mid-sized Thuringian businesses attended the event as part of the "Innovation Day". Participants were hoping for tips, encouragement and inspiration for successful marketing. What they received was an exciting glimpse into the world of behavioral psychology, strategic communication and market research. Marschner explained the marketing basics that every entrepreneur should remember: people, goals,

budget, reins, partners, market and product name. "85 percent of all innovations fail during the launch phase – but rarely due to the product itself," explained Marschner. This is where "the reins" come in. You can only successfully launch a product if you hold the reins in your hand. Take Jobs: He presents all new Apple products himself, instead of handing this off to the PR or marketing director. In other words, he keeps the reins in his hand. Thuringia's Olaf Stepputat, CEO of IOSONO GmbH, sought out customers himself when developing a new 3D sound technology. "We deliberately took a detour in our marketing strategy," says Stepputat. "Like Vasco da Gama, who circumvented Africa to reach

India, we are circumventing massive advertising campaigns in hopes of reaching our goal – success in Hollywood." The method has paid off, with four sound installations in the U.S., and two in Germany. (td)

LEG Forums Examine Environmental Issues

"GECO Dialog" Network Blazes New Trails

Both manufacturers and operators of plants aim to minimize odors and biogenic corrosion in pipes and lines. To support them, Thuringia's new "GECO Dialog" network held an idea-sharing forum on December 2, 2010 entitled "Biogenic Corrosion and Odors in Wastewater, Exhaust and Biogas Plants". Operators, designers, manufacturers and researchers exchanged experiences in this field. They came

together to discuss ways to lower maintenance and operating costs caused by repairs and unplanned downtime. The debate highlighted the fact that demographic change and political austerity plans would exacerbate the problems. Emigration and cost-cutting would make it more difficult to minimize factory pollution; the environment would suffer, and costs would rise. The GECO Dialog network was co-initiated by the Technology Management Department of the State Development Corporation of Thuringia (LEG Thüringen). (hw/td)

Environmental Industry Forum: Start of Thuringian Resource Efficiency Roadmap Process

Conserving resources, saving energy, using materials efficiently – these challenges will enable the kind of dynamic economic growth that will open up enormous opportunities for Thuringian companies and researchers. On December 1, the new Thuringian Energy and GreenTech Agency (ThEGA) held an Environmental Industry Forum in Erfurt where it brought together environmental researchers, entrepreneurs and policymakers. The

meeting also marked the start of the Thuringian Resource Efficiency roadmap process. Experts examined key aspects of resource efficiency in Thuringia in presentations and a panel discussion. (hw/td)

People Who Roast in Glass Houses...

6th Thuringian Boundary and Surface Conference in Gera provides insights

Glass skyscrapers punctuate the skylines of almost every major city – but few people think about the coating on the glass. That is a mistake. Squat or tall, boxy or cylindrical, the buildings often look like giant batteries. This appearance is deceiving – instead of storing energy, many are voracious electricity consumers. Their glass facades let in warmth along with the light. The problem then builds up in the

top floors: heat. Rising temperatures keep countless air-conditioners – and power meters – running around the clock. New innovations in surface technology promise eco-friendly alternatives to these energy sinks. Several of them were presented this September at the 6th Thuringian Boundary and Surface Conference in Gera.

“Developing special thermal coatings is a challenge for researchers and engineers. The glass surface has to allow light to pass through,

but reflect the heat away,” explains LEG employee Jens Ohrt, who attended the three-day conference on behalf of the Investment Promotion, Technology and International Relations department. He was joined by 250 German and international experts from companies, universities and research institutions. Conference delegates discussed relevant issues and developments in order to make expertise in optics and surface technology accessible to companies. The colloquium

“Thin Films in Optics”, held after the conference, explored special issues in coating technologies for optical applications. (td)

New Direction at 1013 Millibars



Minister President Christine Lieberknecht at the kick-off workshop for “J-1013 Growth Core”, held in Jena-Maua at the headquarters of j-fiber GmbH, one of the association’s members.

Virtually every industry worldwide works to come up with innovations in the surface technology field. From aerospace engineering and architecture to carmaking, companies everywhere

continue to invent new coating methods for various surfaces. One such technology, “J-1013”, will be used to combine surface modification processes, announced Arnd Schimanski, Managing Board Member of the “Growth Core

J-1013 – Surface Technologies Net” at an event of the same name held in Jena this September.

J-1013 has already brought forth a new generation of brightly colored cups made by Kahla, a Thuringian porcelain company. With its velvety-soft coating in twelve vivid colors, the “Touch” series represents a new direction in porcelain coating. The cups even withstand the rigors of dishwashers and microwaves thanks to the special J-1013 coating process that modifies the product surface under an atmospheric pressure of 1013 millibars. To develop the technology further, 15 companies and research institutions set up the “J-1013 Growth Core”. It has been a success: Glass and automotive companies have already sent in inquiries. Policymakers have been quick to back the project, too. The German Federal Ministry of Education and Research is providing

J-1013 Growth Core EUR 5.4 million in funding. Minister President Christine Lieberknecht honored the Jena research platform’s contributions by attending the kick-off workshop and learning about the initiative’s goals.

The Technology Management department of the State Development Corporation of Thuringia (LEG) has supported the project from the start. (td)

Multibillion Euro Funding Package for EU Research Unveiled

The European Commission plans to invest a record EUR 6.4 billion in research and innovation to keep the European economy moving, said Research Commissioner Máire Geoghegan-Quinn in Brussels last July. This is the largest-ever investment package of the EU and it is aimed at political and scientific projects. Geoghegan-Quinn expects it to create at least 165,000 jobs.

The funds will be used to cross scientific frontiers, make Europe more competitive and overcome societal challenges. They include climate change, energy and food security, health and demographic aging. The multibillion-euro package will be distributed among 16,000 research organizations, universities and companies – including 3,000 small and medium-sized enterprises. The subsidies will be awarded via calls for proposals that will be run and evaluated over the next twelve months.

The package is part of the Seventh Research Framework Program, which at over EUR 50.5 billion is the world's largest single research program. (td)

Thuringia Grooves to Jazz



In the 17th Thuringian Jazz Mile, 18 cities in Thuringia celebrated intercultural exchange with 150-plus concerts played by musicians from all over the world.

The autumn wind was sweeping through Thuringia's streets with a roar – and it was bringing jazz along with it. Unlike the wind, the jazz tunes were light and lively – the perfect antidote for the fall doldrums and a cure-all for bad vibrations. The only vibrations remaining in Thuringia were those made by piano, bass and cymbals at the 17th Thuringian Jazz Mile. What began in 1994 as the brainchild of dedicated musicians in Weimar and Jena has become a permanent fixture of the music scene. The jazz festival attracts thousands of live music fans to Thuringia's clubs every year. 20 years after Germany's reunification, 18 cities in Thuringia celebrated intercultural exchange with 150-plus concerts played by musicians from all over the world. With this year's motto "Border Hopping – Inside-Outside Views", the unique sounds and melodies of jazz were floating through the countryside from October 3 to November 25. Sonneberg, Nordhausen, Weimar, Altenburg, Saalfeld,

Ilmenau, Erfurt and Jena – the network of venues stretched through almost every county in Thuringia. That is essential for festival organizer Thomas Eckhardt, since it gives the Jazz Mile every year its special touch. "Nowhere else can you experience so much original music for so long in such a concentrated form. Visitors can hear bands and musicians who, though largely not yet superstars, will certainly make a name for themselves in the future." Eckhardt has been managing the renowned music festival professionally since 2000; in the 1990s, he oversaw it as a volunteer. Though a trained physicist, the 56-year-old has gained a national and international reputation as the founder of the "Jazz im Paradies" club in Jena – and is considered one of the grandfathers of the Thuringian jazz scene. No wonder the Thuringian Jazz Mile has such a strong nationwide reputation. It's nice work if you can get it. And you can get it – if you try. (td)

Thuringia in Europe



Imprint

Editorial staff: Dr. Holger Wiemers (Vi.S.d.P.), Theresa Dunkel

Layout: formation, Erfurt

Printed by: Satz & Druck Centrum Saalfeld

Photos:

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