

HERE YOUR SUCCESS ON SITE SAXONY-ANHALT

IMG – INVESTMENT AND MARKETING CORPORATION SAXONY-ANHALT MBH

The **Investment and Marketing Corporation Saxony-Anhalt** is the economic development agency of the German federal state of Saxony-Anhalt.

On behalf of Saxony-Anhalt's Ministry of Economic Affairs, Tourism, Agriculture, and Forestry, IMG Saxony-Anhalt markets the state as a science and business location. It is also responsible for promoting Saxony-Anhalt as a tourism destination at home and abroad.

OUR SERVICES:



INVESTOR SERVICE

- for location search
- for support and financing matters
- when dealing with public authorities
- for project implementation



LOCATION MARKETING

- for the business and science location
- for target group-specific and strategic communication
- for trade fairs and events
- related to your success story



TOURISM MARKETING

- for strategic positioning and market development at home and abroad
- as a digital competence center
- for tourism market research
- for a strong tourism network

LOCATION MARKETING

HERE we think outside the box.

To us, location marketing means:

- enhancing strengths
- increasing visibility
- creating an image of our region.

Therefore, we see location marketing as an important component of successful business promotion: a core task of the IMG.

Objectives of location marketing:

to promote Saxony-Anhalt as an investor-friendly location | to strengthen the corporate culture | to motivate to set up new businesses | to motivate to innovative action | to motivate to connect business and science

Business promotion and location marketing in Saxony-Anhalt are interconnected. They benefit from mutual knowledge and a joint strategy. Here, our communication is target group-specific, topic-based, online-based and cross-media.

TOURISM MARKETING

TRAVEL EXPERIENCE SAXONY-ANHALT

Tourism marketing focuses on the common mission:

- to positively charge the state brand Saxony-Anhalt at home and abroad via the **awareness and image factor**,
- to contribute more to the **local added value**,
- to further qualify the **location factor** and
- to strengthen the **regional identity and culture**.

In the process, the focus is consistently placed on the travel motives of the target groups and lead products are aligned with the individual strengths and specific highlights. All activities are based on extensive data-driven market and trend research and a joint digitization and data management strategy.



SACHSEN-ANHALT

#moderndenken



Further information:
www.invest-in-saxony-anhalt.com/about-img

INVESTOR SERVICE HERE SERVICE IS PERSONAL.



WE SUPPORT YOU IN YOUR LOCATION SEARCH

You are looking for a suitable location for your investment – we will find the ideal site for you. We search among the more than **160 industrial and commercial regions** in our location and property database to find the suitable plot of land.

- 24-hour service: preparation of investor-specific site offers
- selection of suitable properties and land in Saxony-Anhalt
- organisation of site visits
- support in purchase and lease negotiations



WE SUPPORT YOU IN FINANCING MATTERS

As an investor, you require a partner for your financing.

We support you.

- support in selecting non-refundable subsidy programmes
- support in selecting other financing components
- establishment of contacts with financing partners
- preparation and coordination of appointments related to support and financing matters



WE SUPPORT YOU IN DEALING WITH PUBLIC AUTHORITIES

Applications, administrative decisions, approvals, laws – **benefit from our network to the institutions of the state.**

- support in the preparation of application documents
- ensuring adherence to deadlines
- support with approval procedures (e.g. BImSchG [Federal Emissions Control Act])
- chairing discussions as part of the company development

GOOD REASONS FOR THE IMG'S INVESTOR SERVICE

One-Stop Agency

- one central contact for all your requirements
- constancy and reliability as a partner at your side
- customised service, tailored to the needs of your company
- facilitates the settlement process for your company and allows a maximum level of efficiency

Link to value chains:

- excellent links to the existing regional economy
- exclusive knowledge of Saxony-Anhalt as a location for business

Global market expertise:

- the IMG has specialised regional managers at its disposal
- excellent knowledge of the foreign markets that is always up-to-date, based on many years of experience
- regular international on-site presence
- excellent global networks

Business case-sensitive consulting:

- market and company-orientated case analysis
- detailed knowledge of company settlement and development processes

Our service is free and confidential.

IMG – YOUR POINT OF CONTACT

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IMG – YOUR PARTNER

For **all queries concerning project implementation**
For **industrial areas and location service**
For **international business service**
For **support and financing service**

For **skilled and talented staff**
For **authority and permit management**