



SACHSEN-ANHALT

Investment and Marketing
Corporation

FOOD INDUSTRY IN SAXONY-ANHALT /// GERMANY

SECRET RECIPE FOR PROFITABLE GROWTH.



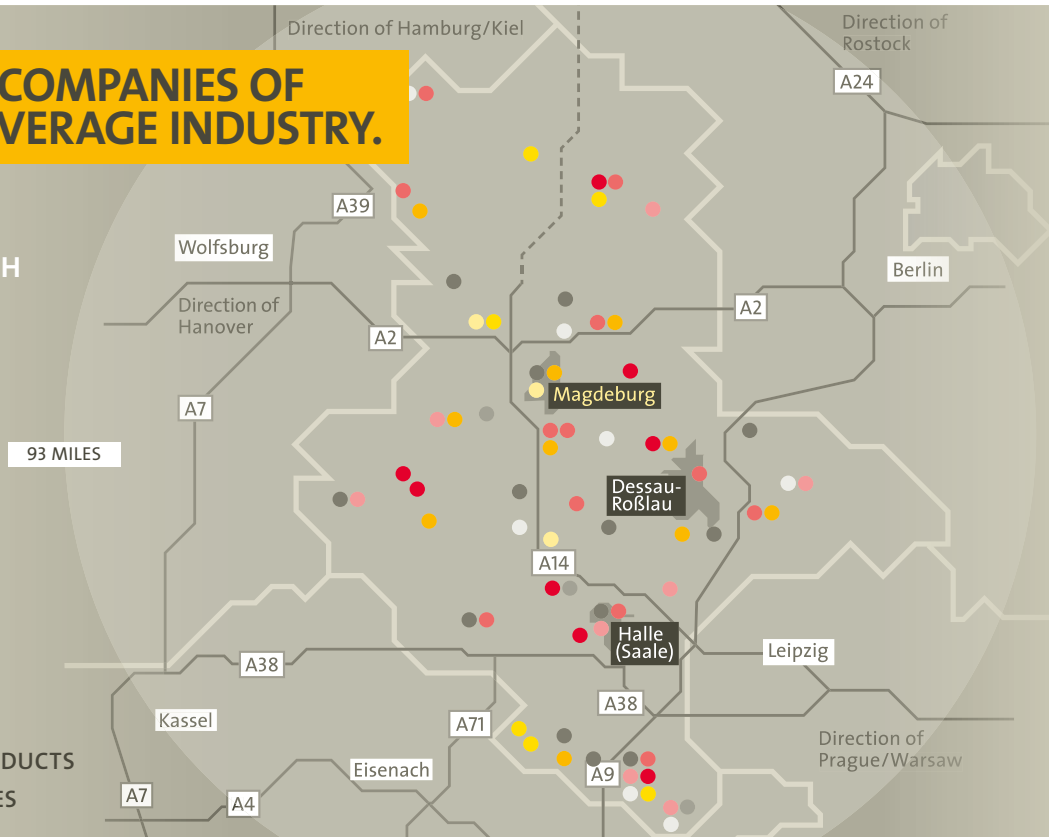
www.invest-in-saxony-anhalt.com/food-industry

COMPREHENSIVE: COMPANIES OF THE FOOD AND BEVERAGE INDUSTRY.

THIS SELECTION SHOWS SAXONY-ANHALT IS A REWARDING LOCATION WITH EXCELLENT LOGISTICAL ADVANTAGES.

Companies involved in:

- DELICACIES AND CANNING
- MILK PROCESSING
- GRAIN AND STARCH
- ADDITIVES
- SUGAR PRODUCTION
- PRODUCTION OF BEVERAGES
- MEAT PRODUCTS
- BAKED GOODS AND BREAD PRODUCTS
- CONFECTIONERY AND PRESERVES



APPETISING: BRANDS FROM SAXONY-ANHALT.

STRONG BRANDS SUCH AS ROTKÄPPCHEN SPARKLING WINE, HALBERSTÄDTER SAUSAGES, HASSERRÖDER BEER, HALLOREN CHOCOLATE BALLS, BURGER CRISP BREAD, KATHI BAKERY PRODUCTS, ZÖRBIGER JAMS AND SAALE-UNSTRUT WINE ARE CONQUERING THE SHELVES AT HOME AND ABROAD. IT IS NO COINCIDENCE THAT THEY ALL COME FROM SAXONY-ANHALT.

We have known for a long time what makes good food. That is particularly why our entrepreneurs always cleverly spice their offer with fresh ideas. Our recipe: convince with proven products, and become a talking point with new products.

The food industry in Saxony-Anhalt provides employment for about 22,500 people in 173 companies (with more than 20 employees). It is among the most employment-intensive sectors and embraces companies which produce foodstuffs or beverages. As a result, the food industry generated a total of 7.7 billion euros in 2014. It leads the manufacturing industry as the sector with the highest turnover. The simple reason: the conditions for the production of foodstuffs are truly ideal here.

This already starts with the supply of raw materials. Out of 1.2 million hectares of agriculturally utilised area, 85% are arable land: a peak value nationwide. Saxony-Anhalt also sets standards in terms of quality. The maximum soil value of 100 was determined in 1934 on a soil sample in Eickendorf. This is a value that is attained in many places. Saxony-Anhalt is therefore among the most fertile regions in Germany. Correspondingly high crop yields and short routes provide optimal conditions for processing companies.

Quality requires experience: and the production of foodstuffs has a long tradition in Saxony-Anhalt. The Altmark region in the north of the state is among the traditional livestock breeding centres, while the fertile plain known

as Magdeburger Börde has always been included among Germany's "granaries". Wine has been cultivated in the valleys of the Saale and Unstrut rivers for over 1,000 years.

CLOSE TO THE MARKETS

Food brands such as Coca-Cola, Unilever, Ditsch, ZUEGG, Nordzucker and Südzucker appreciate the locational advantages in Saxony-Anhalt. From here they supply end customers throughout Germany and Europe with their products – also thanks to the outstanding logistical conditions in Saxony-Anhalt.



UP TO **35** %
 OF YOUR INVESTMENT COSTS ARE ELIGIBLE FOR FINANCIAL SUBSIDIES: SAXONY-ANHALT IS AMONG THE MOST ATTRACTIVE GERMAN FUNDING REGIONS

168
 TRADE AND INDUSTRIAL LOCATIONS ARE AVAILABLE FOR YOUR INQUIRY IN OUR LOCATION DATABASE

GOOD SOIL: NETWORKS FOR COMPETITIVENESS AND INNOVATIONS.

NETWORKED HIGH-TECH RESEARCH, LIKE ON A CONVEYOR BELT? THIS IS REALITY IN SAXONY-ANHALT. EVEN IN THE LITERAL SENSE, AS ONE CAN EXPERIENCE AT THE LEIBNIZ INSTITUTE OF PLANT GENETICS AND CROP PLANT RESEARCH IN GATERSLEBEN.



The Leibniz Institute is an important international centre for crop plant research and is among over a dozen universities and research institutions with orientation towards the food sector.

Scientific institutions such as Martin Luther University of Halle-Wittenberg and Anhalt University of Applied Sciences secure the demand for well-educated specialists for the regional food industry. Due to the close cooperation with

companies such as Halloren Schokoladenfabrik AG and KATHI Rainer Thiele GmbH in Halle (Saale), they are an important success factor for the sector's innovative ability. Numerous initiatives such as the Netzwerk Ernährungswirtschaft Sachsen-Anhalt (Saxony-Anhalt Food Industry Network) and Netzwerk Ernährungsgewerbe Sachsen-Anhalt Süd (South Saxony-Anhalt Food Industry Network) support their members in safeguarding their competitiveness as well as product marketing. And the Agrarmarketinggesellschaft Sachsen-Anhalt (Saxony-Anhalt Agricultural Marketing Corporation) ensures the reinforced public perception of the sector leading towards promotion of export activities.

/// Product variety from the conveyor belt: here from the brand producers frischli, Südzucker and Rotkäppchen. (above) /// Research from the conveyor: fully automatic Lemnatec plant in Gatersleben, which enables experiments under controlled conditions.

YOU CAN REACH **25** %
 OF THE EU POPULATION IN A RADIUS OF 300 MILES SAXONY-ANHALT IS A CENTRAL DISTRIBUTION AND LOGISTICS LOCATION

MORE THAN **350**
 NATIONAL AND INTERNATIONAL INVESTMENT PROJECTS HAVE ALREADY BEEN ASSISTED AND SUPPORTED BY THE INVESTMENT AND MARKETING CORPORATION

A LOCATION WITH POTENTIAL.

THE BEST REASONS FOR COMPANIES TO INVEST IN SAXONY-ANHALT:

/// Direct market access: Here in Saxony-Anhalt you work in close proximity to the growth markets in Central and Eastern Europe.

/// Well-structured: The ideal location and modern transport and logistics infrastructure make Saxony-Anhalt extremely attractive as a location.

/// Competent: In Saxony-Anhalt you will find qualified and highly motivated specialists who productively work on an above-average basis.

/// Promotion: Here in Saxony-Anhalt you can take into account reduced costs for investment, training and advanced training as well as research and development.

/// Flexible: Unbeatable speeds with regard to approvals and project realisations are standard in Saxony-Anhalt.



- /// Business case and project planning
- /// Location search, analysis and selection
- /// Subsidy and financing issues
- /// Permission management
- /// Mediation of cooperation partners, personnel recruitment

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