



INDUSTRIAL INITIATIVE FOR CENTRAL GERMANY

The Industrial Initiative for Central Germany (IICG) is a private initiative set up to promote and strengthen regional competitiveness with more than 50 members, including international investors such as BMW, Dow, Siemens and Bayer. In addition to companies that play a pivotal role in shaping the region's economic structure, IICG also involves chambers of commerce and local authorities (Leipzig, Halle, Jena, Dessau) from the three German states of Saxony, Saxony-Anhalt and Thuringia.

All the IICG's members are committed to achieving the common goal of sustainable development and marketing the united cross-border business location 'Mitteldeutschland' or 'Central Germany' (the historical name for the cross-border region). To conduct its operational business, the initiative founded a limited liability company with five employees. Members of the initiative as well as a large number of non-member corporations, research institutes and administrative institutions are actively involved in the IICG's project work.

The IICG controls projects and processes in three different areas:

- 1) promoting innovation
- 2) intensifying growth (including clusters)
- 3) communication and marketing

In the field of innovation the IICG conducts annual job fairs and the IQ Innovation Award. Moreover, entrepreneurs and scientists find a platform at regularly held conferences on cutting edge economy trends. Hence, the IICG enables innovators and entrepreneurs to conduct extensive networking with opinion leaders and prominent figures in Central Germany.

For five years, the privately financed initiative has been successfully strengthening regional competitiveness by developing sustainable cluster organisations. In areas such as the chemical industry, optics, automotive production and renewable energies, they entail economic success combined with the significant expansion of employment. Meanwhile, the highly efficient infrastructure evolving is a major factor paving the way for further economic development.

The IICG's communication and marketing activities have two aims. On the one hand they are designed to improve communication within the region since many potential partners don't even know each other. On the other hand, these activities are designed to improve the way the region is regarded externally.

More information: www.mitteldeutschland.com

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