

Niedersachsen Global

ISSUE#2 | 2009
Magazine for Business
and Technology



Sustainable Mobility

The Future of Transportation is Made in Niedersachsen

MARITIME CLUSTER

R&D for shipping, shipbuilding
and ocean technologies

ENERGY

New Power for ecofriendly
energy concepts

INITIATIVES

Niedersachsen heading
for new international markets



Niedersachsen

Maritime Industry in Niedersachsen



Niedersachsen is bringing its future industries into the spotlight!

With the recent current assessments for the strengthening of the maritime industry in Niedersachsen guidelines have been presented to the Niedersachsen state government to achieve optimum growth potential in the maritime industry and increased cooperation and connection with research. A 'State Initiative for the Maritime Industry' will initiate and coordinate the activities.

More at www.mw.niedersachsen.de



Niedersachsen



Photo: heinrichson photos

"Our purpose is to make you curious about the state of Niedersachsen and the companies located here."

Gerhard Gizler, CEO NGlobal GmbH

Worldwide Dialogue

Niedersachsen Global – this is name and objective and at the same time. After the foundation of a state owned agency which deals with investment, trade promotion and location marketing at the beginning of this year, now this magazine has been renamed in it's fourth edition. From now on, it supports the work of the new Niedersachsen Global GmbH (NGlobal) with two annual editions. The magazine presents the initiatives done by the state of Niedersachsen and its entrepreneurs for positioning in the global competition to an international audience. Its purpose is to make you curious about the state and the companies located in Niedersachsen.

Even now, during a difficult year 2009 with many upheavals and changes the long term perspectives as well as the substantial alignment of a business location are in the focus. Sustainability and a business structure which is prepared for the future – these are parameters which are decisive for the state of Niedersachsen.

First example: Energy. Investments in the infrastructure and in the energy industry are linked with a long-run support of our foreign business activities, that counts on successful partnerships with the energy exporting countries in this world.

Second example: Mobility. As the global players of the state, leaded by Volkswagen, position themselves worldwide, this also creates chances for medium-sized suppliers and further accelerates the internationalization of the state of Niedersachsen.

Third example: Networking. The worldwide presence of the state of Niedersachsen and of exhibition organizer Deutsche Messe creates connections which are of high relevance when it comes to discovering new markets and gaining new investors.

With its reports, analyses and articles, this magazine shows how Niedersachsen and the companies in the state act internationally and commonly. You as the reader are invited to get in touch with the companies and institutions located here in Niedersachsen. NGlobal and the entrepreneurs in Niedersachsen are looking forward to the dialogue with you – here in Niedersachsen or anywhere in the world.

Niedersachsen Global

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Fascinating Christmas markets in Niedersachsen



Photo: UnitedPictures



Photo: UnitedPictures



New Mobility

Climate Change and a the demand for a sustainable and "green" mobility are the framework for the future of the global car industry. The core players of Niedersachsen's innovative automotive cluster are facing these challenges. And it is not about just concepts. Volkswagen and their entire supplier networks are ready for contributing to new e-drives and an energy saving mobility.







Photo: DOTI



Photo: EWE

Following Wind

Massive investments in a unique energy infrastructure in Niedersachsen are to pay off. The strong winds of the North Sea are already supplying renewable energy to many households all over Germany. But the new green energy industry is providing also an alternative and long term perspective for Niedersachsen's traditional maritime clusters.



Photo: N.Buczior, NPorts

Niedersachsen

Facts & Figures



Science, Research and Development

- The Brunswick region is the most research-intensive area in Europe.
- The Wolfsburg-Hanover-Brunswick economic area is one of Europe's leading regions in terms of its clustering of expertise in the auto industry.
- CFK-Valley Stade is home to concentrated German know-how in carbon fibre-reinforced plastics.
- The innovation network "Innovationsnetzwerk Niedersachsen" brings together more than 200 members from the fields of innovation promotion, technology transfer and technology consultancy.

Politics and Administration

- Niedersachsen is governed by a coalition of the parties CDU and FDP with Christian Wulff (CDU) as Prime Minister and Dr. Philipp Rösler (FDP), Minister for Economics, Labour and Transport, as his Deputy.
- Campaign sticker: "You know our horses. Experience our power."
- Niedersachsen is divided into four administrative districts: Brunswick, Hanover, Lüneburg and Oldenburg. The entire state has eight autonomous towns, 37 counties and 1,032 municipalities. The capital is Hanover.

Economy

- GDP: 206.4 billion euros
- Motor vehicle construction is the dominant sector in Niedersachsen's industry, and is present in Wolfsburg, Hanover, Brunswick, Salzgitter and Emden.
- The agricultural and food industry is the second largest sector in the state after the car industry.
- The largest companies headquartered in Niedersachsen are Volkswagen AG, TUI AG, Continental AG, Piepenbrock and Salzgitter AG.
- Niedersachsen's coast and seven islands in the North Sea are one of the most popular holiday destinations in Germany.
- Deutsche Messe occupies the leading position in the international trade fair business: five of the ten biggest exhibitions in the world take place in Hanover.

Education

13 universities, six state or foundation universities of applied sciences and seven state-recognised universities of applied sciences are located in Niedersachsen as well as many extra-university research facilities, among them seven Max-Planck Institutes and three Fraunhofer Institutes.

Area and Population

- Niedersachsen is Germany's second largest state by area and fourth in population among the country's sixteen states.
- Area: 47,624 km²
- Population: 8 million
- Population Density: 168 /km²



Photo: UnitedPictures



Photos: VW



Fully Recharged!

At the International Motor Show in Frankfurt, Volkswagen shows its ambition to become #1 – worldwide!

Text: Andreas Breyer

It was a superlative event of many kinds: The perfect show, the number of eager waiting journalists, and the power that emerged from the Volkswagen press conference at the Frankfurt Motor show. A power which did not express itself in pure horsepower this year, but also in a simple and clear message: We are still number one in Europe, and we want more! In Frankfurt, the epicentre of automotive visions and new models every two years, Volkswa-

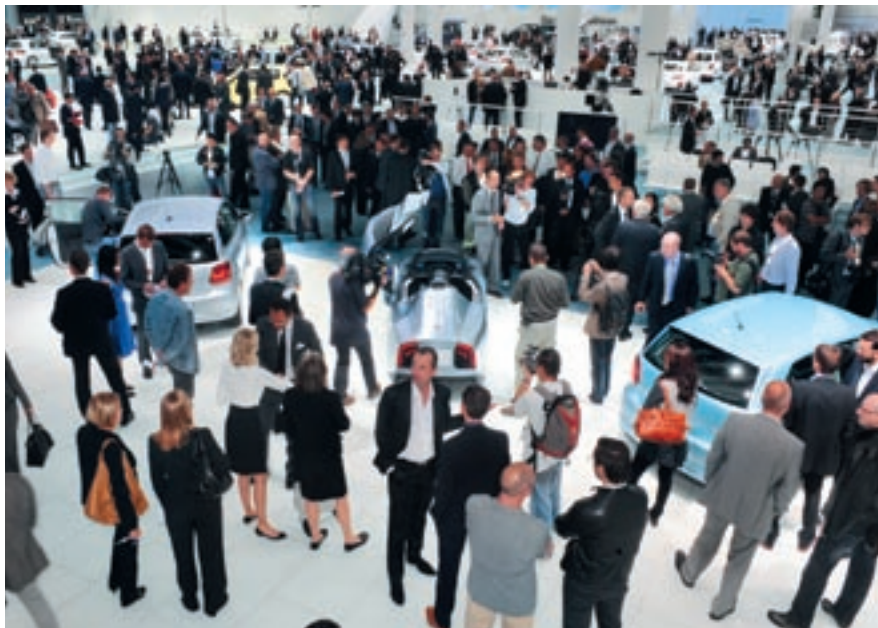
gen presented its model range for an ecologically sound mobility of today, and managed the bridging to the automobile future. Nine world premieres were presented, amongst them the new BlueMotionTechnology in the new generation of the Polo, the Golf and the Passat.

Two concept studies

Building the bridge to a mobility concept of tomorrow, Volkswagen also presented two concept cars. The two-seated L1, weighting only 380 kilograms, is with an average consumption of 1.38 litre Diesel the most economic full-hybrid automobile worldwide. The Zero-Emission-Study E-Up! goes even beyond these limits: The 3+1 seater, with a top speed of 135 km/h, is powered by an electric motor with a peak power of 60 kW. The E-Up! is supposed to be an outlook for the Beetle of the 21st Century.

According to Prof. Dr. Martin Winterkorn, Chairman of the Board of Management of the Volkswagen Group, one of the basic milestones in the near automotive future is the mass produced electric car. Yet, to be a resounding success such an electric car must be affordable to a broad customer base as well as uncompromisingly practical in everyday driving. A goal that doesn't seem far away at Volkswagen. And Porsche? Accord-

ing to Michael Macht, the new Porsche-CEO, the integration of the Porsche brand is only advantageous and bears huge growth potentials for the premium brand. The ten brands of the newly formed Volkswagen Group seem to set the pace for the automobile future, and their goal to become number one in the automotive world is in reaching distance.



Photos: UnitedPictures



Photos: VW



Auto History in Summer



Volkswagen and Porsche will integrate the two carmakers by 2011 to create a German automotive giant.

VW's supervisory board gave the green light to the merger in August. Volkswagen chief Martin Winterkorn is to become head of both companies under the plan.

The deal came after a protracted power struggle between Porsche and VW, which saw Porsche CEO Wendelin Wiedeking step down in July after attempts by Porsche to take over its much bigger rival failed.

Volkswagen AG agreed to buy a 42 percent stake in the sports car unit of debt-ridden Porsche Automobil Holding SE. VW will increase its capital in the first six months of 2010. In August also the Gulf state of Qatar has agreed to buy a

large stake in Porsche. The federal state of Niedersachsen, where VW has its headquarters, will retain a 20-percent stake and keep its veto-rights in the enlarged group. Qatar will eventually hold nearly 20 percent, becoming the third-largest shareholder of Europe's largest carmaker.

The Porsche and Piech families, however, will remain the biggest shareholders. Porsche will now become the 10th brand of the Volkswagen group, which includes SEAT, Skoda, Lamborghini and Audi. Volkswagen, based in Wolfsburg, Germany, is Europe's biggest automaker. The company employs around 370,000 people in 61 plants around the globe. Last year, VW produced 6.2 million vehicles. The merger between the two carmakers in 2011 will create an auto giant with annual sales of about 6.4 million vehicles.



Long Run Decisions

Christian Wulff, Prime Minister of Niedersachsen talks about the state's historic relation to Volkswagen, the newly formed group with Porsche, and chances for investors in Niedersachsen.



Interview: Hans Gäng

Mr. Wulff, apparently, government shareholdings are turning into a trend again due to the current economic crisis. Your state's partial ownership of Volkswagen has, however, historical reasons. Why do you object vehemently to the liberalisation tendencies of the European Commission?

Volkswagen and the federal state Niedersachsen were strongly connected during their histories of development. After World War II, when Volkswagen's ownership structure was argued about by the German state, the labour unions and the federal state Niedersachsen,

Niedersachsen advocated an appropriate solution. The result was the foundation of Volkswagen AG, of which the German government and the state of Niedersachsen owned 20% respectively. The demands of the workforce and their labour unions were met, as 60% of the capital was available for the public via widespread shareholdings. There should be a multitude of shareholders and not one dominant major shareholder. That was also the reason for the VW Law. This early decision proved to be right in the long-run.

The basis of this model is the VW Law. It does not form an obstacle for VW's good development. The European Court's ruling of October 23, 2007 did not demand the abolition of the VW Law as a whole – which is often claimed falsely – but only the delegation right had to be withdrawn and the fixing of the blocking minority at 20% should be abolished. Germany fulfilled its obligations by changing the VW Law – the delegation right and the capped voting rights were cancelled. The blocking minority is still included in the VW Law and the bylaws – this is in accordance with the German stock corporation law.

Where do you see industrial political potentials for the newly created Volkswagen group with Porsche?

VW and Porsche are among the leading companies of the automobile industry. The integration of VW, with its technological leadership and its volume on the one hand, and the legend Porsche on the other hand, will bring high gains in efficiency and further impulses for innovation to the company. Volkswagen will become the number one of the global automobile industry.

Does the shareholder Niedersachsen see a stable foundation for the future development of the company, with the investments of the families Piëch and Porsche, as well as the emirate Qatar?

Many companies are longing for such a stable shareholding structure as it will be the case with Volkswagen AG after the

lar individual cases if it is necessary, for instance when suppliers have to struggle to get loans for important investments.

Do big commercial companies need support by national or regional politics at all? Should the framework for subsidies not be the same, at least in the EU?

"The most important thing is a strong position in competition. That's the decisive condition for guaranteeing employments at Volkswagen in Niedersachsen and at component suppliers."

main issues have been decided on. The government of Niedersachsen always appreciated strongly the VW engagement of the families Porsche and Piëch. VW is well cared of. The emirate Qatar is a stable anchor shareholder, that has a long-term interest in an integrated VW/Porsche automobile company.

There will be a fair partnership between the families, the state Niedersachsen and Qatar. This will further advance the positive development of the Volkswagen group.

Regulatory and employment policies are often incompatible political principles. Does the federal state have the abilities and the will to influence VW as stockholder, in order to maintain and strengthen the supplier base in Niedersachsen?

The most important thing is a strong position in competition. It's the same case for the supplying sector. It is not the task of politics and the Volkswagen AG's board of directors to select automotive suppliers. The strengthening of the position in competition is the task of the respective managing directors. That's the decisive condition for guaranteeing employments at Volkswagen in Niedersachsen and at component suppliers. We are in close dialogue with the whole sector, in order to help the automotive suppliers in Niedersachsen to get through the crisis. We help in particu-

lar individual cases if it is necessary, for instance when suppliers have to struggle to get loans for important investments.

In general, subsidies always have to be looked at from a critical point of view in a social market economy. In the long-run, structural change demanded by economy is often being delayed. It is not the task of the state to compensate for mismanagement and to punish companies which were able to succeed in competition. Politicians are in general not the better entrepreneurs.

The mutual consent on a common framework is significant: within the European Union, there are uniform rules in the frame of subsidy rights. They are the basis for a nation's regional policy. In the EU's regional policy for instance, regions in need are given objective one

or objective two status, according to the wealth of the area's inhabitants, these classifications and the requirements for investments are very strict.

Projects of a certain investment volume need to be authorised by the European Commission before they are funded. This comprehensive legal framework is always necessary, so that the rules of the market economy apply for everyone at any time.

Currently, many governments subsidise the development of seminal technologies in the areas of energy and mobility. Will your federal state Niedersachsen position itself in the competition?

Mobility and energy already belong to the core competences of Niedersachsen to-day, we even campaign actively for them abroad. To advertise our potentials internationally is the main task of NGlobal. I doubt that sustainable technologies will depend on subsidies from taxpayers' money in the long-run. Incentives at the beginning are reasonable, though.

Our universities and state initiatives achieve results that assert themselves at the market. Niedersachsen does not have to be turned into a state of mobility – it is already one due to its position as Europe's logistics centre. It is NGlobal's task to support Niedersachsen with the international presentation of these successful products and services.

What is your core message for potential investors from all over the world to make them come to Niedersachsen?

Niedersachsen possesses an excellent infrastructure ashore, at sea and in the air. High-performance locations are the foundation for strong economic development. Our growing sectors are renewable energies, such as wind energy, which are an important impulse for Niedersachsen, together with the automobile industry. The food industry and agribusiness are

another export hit. Machinery and high-technology equipment from Niedersachsen is used in agriculture all over the world. Quality standards for production and processing of food are on the highest level. The successful and unbureaucratic cooperation of economy, science and politics is a precondition for this achievement. That's why I invite foreign companies to invest here and to profit from Niedersachsen's strong points.

"Politicians are not the better entrepreneurs."



Photo: NPorts, Hero Lang

The maritime economy plays an important historical and geographical role for Niedersachsen. Niedersachsen possesses the important seaports of the North Sea, a significant shipbuilding industry and it is the economic and logistic back-country for the huge ports in Hamburg and Bremen.

In order to find out how the future of this structure can be secured, the state of Niedersachsen commissioned a study for this topic. The NordLB as leader, together with the MR Association for Regional consulting mbH, the Ernst Basler + Partner AG, as well as Niedersachsen's Institute for economic research, delivered their analysis in September.

The report provides for the first time an overview of the maritime industry and it analyses the development and the potential of the whole cluster in detail. One of the results: the importance of networks is growing. Management of the maritime cluster shall develop the potentials further. The Maritime Industry represents a

multitude of sectors: Ports, shipping, shipbuilding, industrial offshore underwater technology, ice and polar technology are part of it, as well as offshore wind energy, maritime aqua-culture, blue biotechnology, hydrography, maritime process control and safety technology, maritime environmental protection technology, coastal management and water engineering. Philipp Rösler, Minister for Economic Affairs, and Lutz Stratmann, Minister for Research, presented the study together: "Due to its long tradition, Niedersachsen possesses a good access to the growth potentials of the maritime economy. This is of course connected to the state's outstanding research institutes".

The potential of the maritime economy in Niedersachsen is shown in numbers: The study identifies 893 companies with some 40,000 employees in the maritime sector in Niedersachsen all in all.

40,000 employees

The strongest segments are the maritime services, the port industry and the shipbuilding suppliers. The highest employment rate was seen in the shipbuilding industry with approximately 6,900 workers in the shipyards and 7,150 employees among the subcontractors. On a national scale, the shipyards in Niedersachsen achieve the highest turnover with 1.41 billion Euro. The 120 shipping companies with 1,200

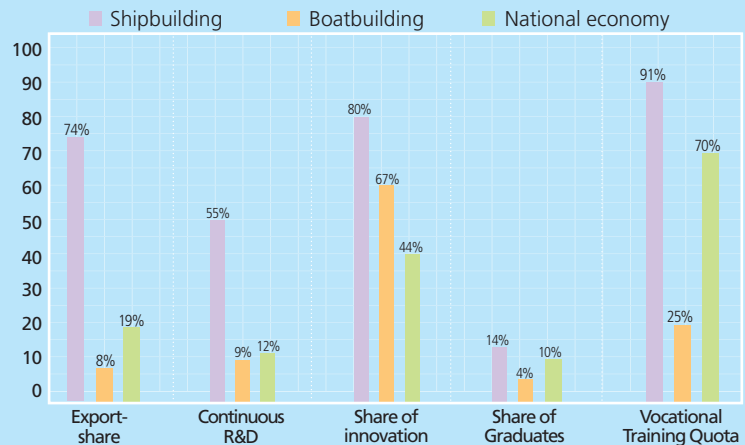
ships follow with approximately 6.370 employees ashore and at sea, and make Niedersachsen Germany's second largest shipowning location right after Hamburg. Other important maritime industries in terms of employment are the port industry with 5,470 employees, and the 67 maritime science, research and educational institutes which employ 2,656 members of staff.

Shipbuilding state Number one

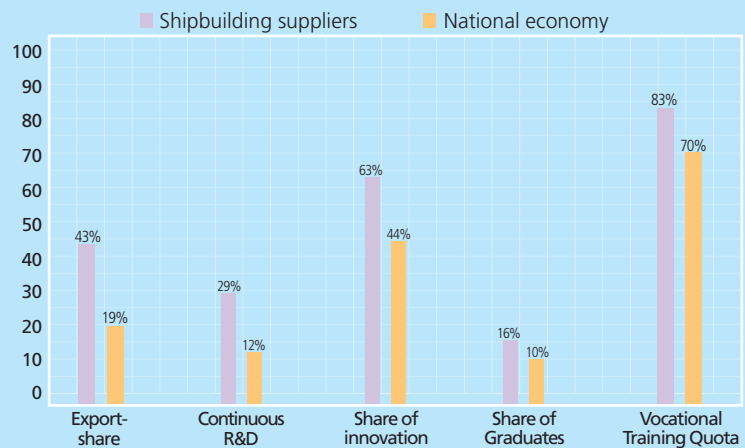
Concerning the current situation of the most important maritime sector, the shipbuilding industry, Rösler states: "Niedersachsen is Germany's shipbuilding state Number one. Thus, I will continue to strongly advocate the survival of the shipyards in our state". The report points out that there are structural problems and overcapacities in the shipbuilding sector. The prognosis: "The economic trough will be reached quickly after the strong decline in demand during the last months." The experts recommend support by the state for reorganization. This is currently being discussed at the Nordseewerke in Emden and the Hegemann-Werftengruppe in Berne. The state, together with investors and the employees struggle for the shipbuilding's future at these locations. Governmental guarantees and the establishment of new business pillars by building offshore wind power plants are being debated about. Christian Wulff, Niedersachsen's prime minister, supports the shipbuilding sector: "Fighting for the shipbuilding location Emden is worthwhile".

According to the report there are good chances for the state's maritime industry – in spite of the obvious global crisis in the shipbuilding and shipowning sector: the companies and universities simply have to be largely connected. Thus, the new objective stated by the federal state government is to achieve an ideal network and more cooperation with research institutes – and this also across the federal borders with other German federal states having maritime potentials. Says Rösler: "We want a sustainable strengthening of companies in the region in order to make more growth

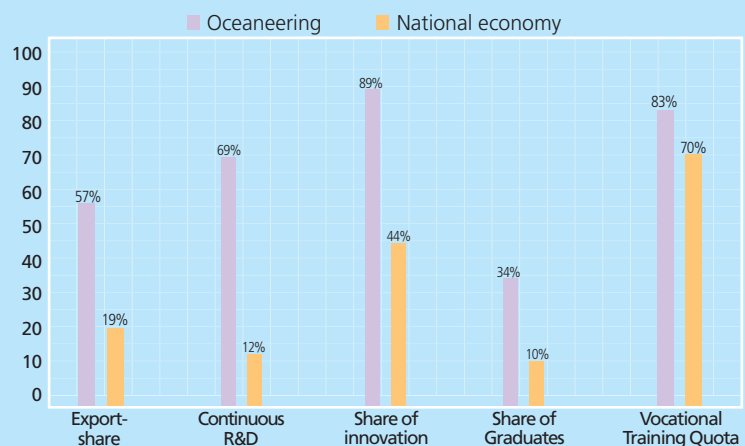
COMPETITIVENESS OF THE SHIP- AND BOATBUILDING INDUSTRY IN NIEDERSACHSEN



COMPETITIVENESS OF THE SHIPBUILDING SUPPLIERS IN NIEDERSACHSEN



COMPETITIVENESS OF OCEANEERING IN NIEDERSACHSEN



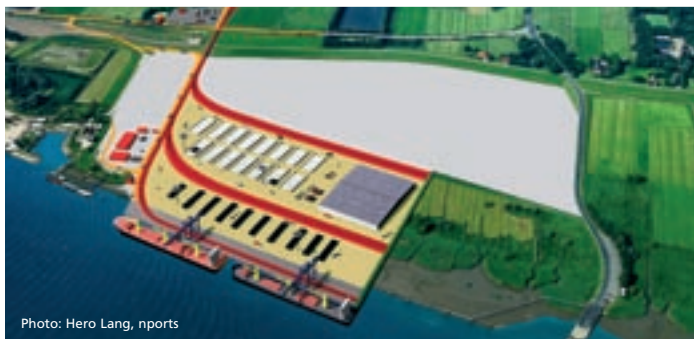


Photo: Hero Lang, nports

Maritime Cluster

Niedersachsen relies on the potential of its maritime economy and science. A state's study developed in cooperation with the NordLB makes clear: Niedersachsen's maritime network of infrastructure, companies and science is competitive, despite the crisis.

and employment possible for the maritime economy in northern Germany".

Three areas of industry's aggregation

The report identifies three greater areas of regional industry's aggregation ashore: Ems-Achse (Ems axis), Jade-Weser and Unterelbe (lower Elbe river). The Ems-Achse established its position among Germany's most significant shipbuilding locations. More than 4,500 shipyard workers are currently employed and almost 1,900 workers from the supplying industry can be added. The shipyards mainly focus on high-technology shipbuilding. A multifaceted network of suppliers was created around the Papenburger Meyer Werft GmbH and the TKMS Blohm + Voss Nordseewerke GmbH in Emden. The Ems area developed into Germany's second largest shipping location after Hamburg, but the shipping companies and the maritime services are

mainly located in Leer and Haren (Ems), as well as in Emden. In the realisation of off-shore wind parks near the western North Sea shore, Emden acts as base port for the handling and production of wind power plants.

The second agglomeration is the Jade-Weser area with 160 maritime companies and about 7,100 employees. The region, located near Bremen and the port Bremerhaven, gets a new impulse through the large-scale project deep water harbour JadeWeserPort a joint project by the states of Niedersachsen and Bremen. The JadeWeserPort is expected to develop into the main hub for the sea transit traffic with the North and Baltic Sea ports. The project emphasises Niedersachsen's role as European hub in logistics and energy supply.

The region Unterelbe is the third regional agglomeration. The area profits from its proximity to Hamburg. There is an espe-

cially high intensity of maritime activity in the harbour city Cuxhaven – the starting point for sea traffic to Great Britain, Scandinavia and the Baltic Sea's riparian states. In the future, Cuxhaven will profit even more from its central function as base port for off-shore wind parks. Along the lower Elbe, there are numerous big and small shipping companies located at the traditional location for the shipping industry, they have to be acknowledged as an essential part of the whole shipping industry of the metropolitan area Hamburg – especially Stade, Jork and Drochtersen, as well as Buxtehude.

Combining research and education

A main focus of the study lies on the analysis of ways to connect systematically the existing structures of education and research with the regions and industries. Lutz Stratmann, Niedersachsen's Minister

for Research, points out the assets of this connection: "The maritime economy already cooperates successfully with 63 colleges and universities." Offering ideal conditions for maritime research is the objective of Niedersachsen's economic research policy. It focuses on ocean engineering subjects, the areas hydraulic engineering and shore management, as well as deep sea navigation. The discipline of ocean engineering deals with applied research – as it happens at the Centre for wind energy research ForWind, at the German Wind Energy Institute (DEWI), at the DEWI-OCC Offshore and Certification Centre GmbH and at the Senckenberg Institute in Wilhelmshaven, as well as the research centre "Terramare" for maritime environmental research. In terms of education, Niedersachsen is competent in the area of seaman's education. The Leerer Institut for Navigation and the faculty for navigation in Elsfleth are special university institutions for the sectors nautics and technical ship operation.

Cluster development

The report not only delivers a review of the situation of the maritime cluster in Niedersachsen. The experts also worked out solutions for the cluster development. Their quintessence on how to emerge from the crisis is as follows: "Highly specialized companies and contractors of skill-intensive products and services, especially in ocean engineering, experience smaller decreases in demand and less structural adjustment. All in all, Niedersachsen's maritime economy possesses the best potentials for development in those sectors, by using special knowledge which can not be copied directly."

Following this basic idea, the study developed 15 tangible projects (see box). The most important one: The "State initiative Maritime Economy" will become a key project. It institutionalises the cluster management, it shall give an impulse to the other projects and connect them nationally and internationally to other riparian states and their activities. The state relies on a new motor, which shall lead the traditional sector from the crisis to a new future.



Photo: nports, Buczior

Niedersachsen: Ideas for a Maritime Economy

The analysis turns into projects. The NordLB report suggests.

1. State initiative Maritime Wirtschaft
Cluster managements – regional, national, international networks and coordination

2. Logistic concepts for the Offshore Sector: Offshore wind parks, innovation in operation & maintenance. Added value chain, education, diversification

3. Maritime Competence Centre Leer
Applied maritime research, regional and international cooperation, integration in global streams of knowledge concerning offshore technologies, optimisation of maritime transport chains

4. Research cooperation at the maritime campus Elsfleth
Public private cooperation with Beluga Shipping Bremen, technology transfer in transport and shipping

5. JadeWeserPort – Maritime Services in Wilhelmshaven Education and cluster of added port services

6. Supplier network shipbuilding
Ems axis SME promotion, cooperation projects, marketing activities

7. Award "Applied Maritime Research" Award for future orientated research projects

8. Steering committee German Coast states Effective cooperation with North German federal states of Bremen and Hamburg

9. Maritime technology in Wilhelmshaven Education and research activities, networking with industry

10. Competence Network Offshore Wind Cluster activities, cooperation between technology suppliers, energy providers and SME

11. Exploration Cluster Celle International Center for deep drilling exploration, USP on European scale

12. CFK-Technologies for maritime industries Information on CFK technologies in shipbuilding. CFK-Valley Stade e.V., maritime subcluster

13. Dock capacities Wilhelmshaven Development of repair and maintenance activities close to Jade Weser Port

14. Maritime Platform Lower Elbe Development of cluster and information structures in the region

15. Global Satellite Navigation – GALILEO/GAUSS R&D activities in Braunschweig, development of maritime security applications

Freight Village

With its location directly adjacent to JadeWeserPort, the 160 hectare JadeWeserPort freight village is intimately linked to one of the largest deep sea container ports in the world. Only a handful of ports today are able to handle the largest class of container ship.

Short-sea and feeder-traffic with Scandinavian and Baltic countries, its "own" motorway straight to the site, rail connections via a combined transport terminal, and industry branch lines, create the outstanding infrastructural framework for a freight village. The perfect planning and layout of JadeWeserPort and the logistics zone at its back, the freight village, was possible because the whole facility is built on land reclaimed from the sea. Almost the whole of the north-south aligned, 1,725 metre long riverside quay is directly paralleled to the west by a 130 hectare container terminal and a six-track yard for combined transport. The water in the deep sea port is 18 metres deep and can load and unload the

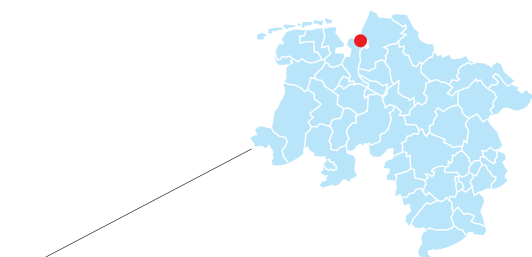
largest class of container ship. Transshipment is completely independent of the tide – the only other place where this is possible in north Europe is Rotterdam.

Easy access by truck

The freight village which has 160 hectares lies directly to the west of the combined transport terminal. The master plan for this site to be published in early 2010 specifies its use by logistics companies and logistics-related businesses. The cargo transport centre is served by road and rail. It is also possible to directly tranship cargo arriving from overseas onto short-sea shipping routes to Scandinavia, the Baltic, or other North Sea ports. The road connections at the site could not be better: the BAB 29 motorway terminates at a roundabout at the southern end of the site and links the freight village to the European motorway network. The transport times for trucks are already easily comparable to traffic to Rotterdam and Hamburg. Plus, trucks arriving at JadeWeserPort early are well looked after. A rest-stop is planned in the immediate vicinity of the site.

Regular train connections

Shuttle transports to the German North Sea ports in Bremen, Bremerhaven and Hamburg can be carried out by rail. The service for JadeWeserPort will include regular daily complete trains between Wilhelmshaven and Bremen, as well as Bremerhaven and Hamburg. Journey times to Hamburg are scheduled for 5 hours; with 4 hours to Bremerhaven. Two train shuttles a week connect the sea port with Minden.



JadeWeserPort will be the only port in Germany. Only a handful of ports today are able to handle the largest class of container ship: when it opens for business in autumn 2011.

Furthermore, several rail connections to the south are scheduled. A railway marshalling yard with 16 tracks will be built at the northern flanks of the cargo transport centre and container terminal sites. Trains can be split and sorted here, and the wagons sent to either the combined transport terminal or loaded and unloaded within the cargo transport centre.



The perfect planning and layout of JadeWeserPort and the logistics zone at its back, the freight village, was possible because the whole facility is built on land reclaimed from the sea.

Niedersachsen – the state of things to come



Abb.: BARD Engineering GmbH



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Photo: Derek Purdy

Wind of Cyprus

The first ever renewable energies project on Cyprus - a wind farm to deliver up to 14 percent of Cypriot power requirements – is financed by Nord/LB.



Photo: NORD/LB

NORD/LB – in cooperation with Commerzbank, ING and the European Investment Bank – is arranging the financing of the first ever wind farm on Cyprus for Platina Partners LLP, a British-French equity fund consultancy and management firm. The first phase of the project involves an overall capacity of 82 megawatts (MW) and a financing volume of 170 million euros. The technology for the project is being supplied by Vestas and Siemens.

Construction work on the wind farm located on the Orites Mountain in the south-west of the Republic of Cyprus is scheduled to start in the coming month already, with the first stage expected to be com-

pleted by the end of the coming year. It is planned to extend capacity to a total 140 MW in further phases, meaning that the wind farm will then be capable of delivering up to 14 percent of the republic's annual power requirement.

"The government of the Republic of Cyprus has been exemplary in this respect, so further such projects in the future are a very real possibility", said Pedro Capote of NORD/LB, responsible for the transaction's general coordination..NORD/LB's portfolio volume in this growth segment now totals 3.5 billion euros. Platina Partners is active in the sphere of renewables since 2002, and has invested over 270 million euros.

European Project

NORD/LB has structured a transnational wind power portfolio with a total output of 60 MW for developer ABO Wind AG of Wiesbaden.



Photo: Leo Reynolds

Renewables are a business worldwide. Nord/LB is expanding its financing services in the energy sector.

With an annual project volume of around 100 million euros, ABO Wind AG figures among Europe's most experienced wind farm project developers. Comprising five wind farms in all, the portfolio is the only one of its kind to date to extend over the three European countries Germany, France and Ireland.

"NORD/LB has shown that even in these times of global economic recession it is possible to successfully realize larger-scale projects via alternative financing approaches", stated Christoph Trestler, Glo-

bal Head Structured Finance of NORD/LB. He continued that this transaction underpins the bank's status as one of the nationally and internationally leading financiers of renewable energies.

NORD/LB's overall business volume in this growth sector has now reached a figure of 3.5 billion euros.

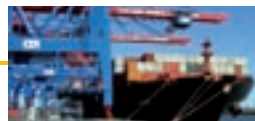
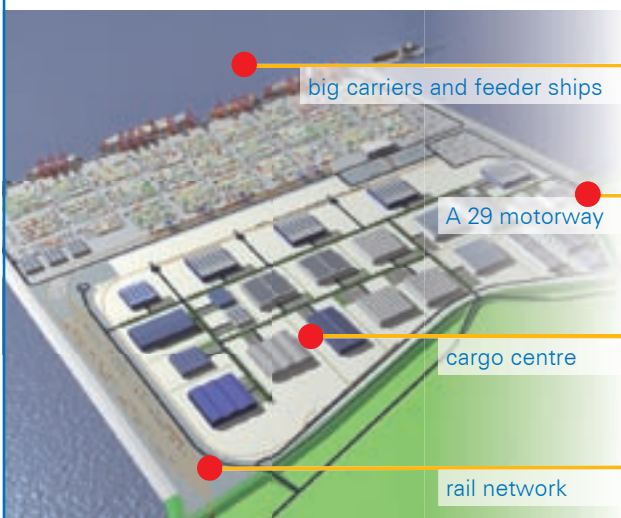
"Our longstanding expertise in this segment enabled us to develop a product that was fine-tuned to the customer's specific needs and requirements", stressed Christoph Trestler.



160 ha Logistics Zone from 01.01.2011

JADEWESERPORT
Wilhelmshaven

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Doubled Power

With the strategic partnership sealed between Oldenburg based EWE AG and EnBW Energie Baden-Württemberg AG of Karlsruhe a new alliance is born. Joint projects will boost Niedersachsen's role in the European energy business.

The EWE shares were transferred to EnBW in July 2009. The transaction, which was recently approved by the German Federal Cartel Office and involved EnBW acquiring 26 per cent of the shares in EWE. The total volume of the transaction is approximately 2 billion Euros.

EWE's CEO, Dr. Werner Brinker, believes the collaboration considerably strengthens both partners and therefore also supports the energy industry in Germany. „Customers, employees and local authorities will all benefit from this cooperation“, Brinker announced. He went on to say that the two companies would immediately begin discussing joint projects.

Hans-Peter Villis, CEO of EnBW, said "This is the beginning of a long-term, successful partnership. Both EWE and EnBW are strong companies in two regions that complement one another ideally, and they share the same understanding of markets and partnerships".

EnBW's involvement with EWE is also a success for the local authorities. It allows the 21 districts in the Ems-Weser-Elbe Versorgungs- und Entsorgungsverband alliance to dispose of the stock acquired from E.ON in 2004. End of August the German Federal Cartel Office

consented to EWE AG transferring its stock in Verbundnetz Gas AG to EnBW Energie

EWE: Expertise in Networks

As a multi-service provider, the EWE Group with almost 5,000 employees is active in three business areas: energy, network, and ICT.



Photo: EWE

"The collaboration considerably strengthens both partners and therefore also supports the energy industry in Germany. Customers, employees and local authorities will all benefit from this cooperation."

Dr. Werner Brinker, CEO of EWE

EWE is currently one of the largest energy companies in Germany. More than a million electricity customers and 1,2 million natural gas customers rely on EWE for a secure and inexpensive supply of energy. EWE is involved along the entire value creation chain in the area of natural gas and electricity supply. EWE has expertise in transporting and storing natural gas as well as operating its own networks efficiently. The company also decided early on to focus on producing electricity and heat from renewable energies. The company's expertise in this area is acknowledged throughout the industry. EWE is acting not only in the core region between the Elms and Elbe rivers but also in other regions as well as in Poland and Turkey.

EWE developed its expertise in efficient energy network management into the ICT segment, where regional telcos and BTC AG became strong supporting pillars.

Despite the growing trend towards internationalisation, EWE is proud of its northern German roots and its commitment to science and research.



CEO's of EWE and of EnBW sealed an agreement, creating an alliance acting on local and international energy markets.

EnBW: Strong in Service

Six million customers, 2,000 employees and a turnover of 16.3 billion EUR make Energie Baden-Württemberg AG the third largest utility company in Germany.

With the creation of its subsidiary Yello Strom in 1999, the company not only added colour to its spectrum it also set new standards. EnBW considers itself not merely as a supplier of energy but also as a service provider.

EnBW recently inaugurated projects in which consumers have since been able to analyze and control their energy consumption. EnBW's "MeRegio" project is aiming to build a model region in which local generators and intelligent appliances are connected with stationary as well as mobile energy storage, incorporating electrical power and relevant data in an intelligent network.

Research and development are of prime importance for EnBW. Thanks to its highly modern power plants, the company's carbon dioxide emissions are the lowest

among the big utilities companies in Germany. And EnBW invests millions of euros in renewable energies. In 2008 it purchased the rights for four offshore wind farms in the German Baltic Sea and in the North Sea to produce a total of 1,200 megawatt of electricity. Only a few months later all main trades necessary for the construction of the first commercial offshore wind farm in Germany were allocated. Likewise EnBW is investing 400 million EUR to construct the running-water power station in Rheinfelden. It is also expanding the Iffezheim hydroelectric plant the largest running-water power stations in Europe.

EnBW has its roots in Baden-Württemberg. With its stakes in Turkey, Switzerland, Austria, the Czech Republic, Hungary and Poland EnBW also has become a player on the European market.



"Both EWE and EnBW are strong companies in two regions that complement one another ideally, and they share the same understanding of markets and partnerships."

Hans-Peter Villis, CEO of EnBW

New Power Offshore

45 billion Euros are likely to have been invested in the development of offshore energy by 2030. As early as in six years' time, wind energy could provide 9 million German households with offshore wind power.



"For the first time, wind turbines of this size are being constructed this far offshore in waters up to 30 meters deep."

Wilfried Hube,
(EWE), overall project leader of alpha ventus

Wind turbines, tall as steeple towers and anchored in the sandy bed of the sea, can generate an infinite amount of energy without having a negative impact on the climate.

Emission-free and renewable sources of energy are becoming increasingly important for the world's supply of energy. This means high hopes for wind energy since among the renewable energies and

next to water as a power source, wind is the most economic source of power. The greatest potential for wind energy is still slumbering offshore. The ocean is a vast expanse, and out on the open sea strong winds blow at a constantly high speed, generating up to 40 percent more energy than they would on land. So far in Germany this potential seemed to belong to some indistinct future, but now it is taking on shape. Even today, 40 percent of all German wind turbines are produced in Niedersachsen.

Offshore pioneers

For the first time, offshore wind power flows from the North Sea to the German power grid: The consortium of Oldenburger Versorger EWE, E.ON and Vattenfall has now successfully started up and adjusted for the regular electricity generation the first three of a total of twelve wind tur-

bines at the alpha ventus wind farm, approximately 45 kilometres north of the island of Borkum. The Areva Multibrid M5000 turbines with a nominal capacity of five megawatts each have a height of 155 metres above sea level. It is anticipated that the wind farm's twelve turbines will all be in operation by the end of this year. The power produced annually by alpha ventus will meet the energy needs of 50,000 households. Says Wilfried Hube (EWE), overall project leader of alpha ventus. "For the first time, wind turbines of this size are being constructed this far offshore in waters up to 30 meters deep. EWE, E.ON and Vattenfall are accomplishing a truly pioneering feat in the offshore wind industry and I am certain that alpha ventus will be a success story." 250 millions euros have been invested in this pioneering project.

Another offshore specialist, Bard Engineering is operating in Emden since 2003. The fast growing company was founded by the German-Russian investor Arngolt Bekker. By 2010, Bard will be going to build the windpark Bard Offshore I. With a total power of 400 Megawatt, the 80 turbines could supply up to 400,000 households with energy.

Windy but bright future

"Altogether, 22 offshore projects are currently approved in the North Sea with an installed power of 8,000 megawatt, others are in the approval process", says Christian Dahmke from the Bundesamt für Seeschifffahrt und Hydrographie (BSH). With an investment of 48 million Euros Niedersachsen wants to further boost the Off- an Onshore industry in the state.

We're putting all our energy into the future.

The Power Pioneers – that's us, and we're proving it through a range of projects designed to make energy even more environmentally friendly to produce and use. The construction of the largest offshore wind farm in the North and Baltic Seas, for example, or the expansion of the Rheinfelden hydroelectric power plant, one of the largest renewable energy projects in Germany. The introduction of intelligent electricity meters represents a further important step towards the future of energy, making consumption transparent and thus helping to save energy and CO₂ in a controlled manner.



Photos: Daniel Schwen

Market place with old city hall and the pedestrian zone of Göttingen

Gauss for High-tech

Göttingen, the charming city, combines the future with the flair of history. Metrology has its roots here in the 19th century. Today within the high-tech cluster "Measurement Valley" local world market leaders work closely together with institutes and the three universities.

Text: Andreas Breyer

Situated right in the middle of Germany and in the heart of Europe, Göttingen, the university city on the Leine river steeped in tradition, is characterized by a creative flair and a unique atmosphere. The village „Gutingi“, to which the city goes back, was first mentioned in 953 in a document by Emperor Otto I. Accordingly, a plethora of

sights from different eras shapes the special face of Göttingen, as for example the double winged altar in St. Jacob's church dating from 1402 or the Old Town Hall with its decoration of the hall from the late 19th Century. Today's old town combines in a charming way the memory of the medieval merchant community that once was member of the Hanseatic League from 1351 to 1572 with the ambience of

a modern business location. Colourful and diverse is also the cultural and economic offer of the city. Pedestrian zone and cosy back streets invite to a stroll and to extensive shopping tours. Concerts of the Göttingen Symphony Orchestra and the Händel Festival – the oldest of its kind – are regular highlights in the cultural life of the city. A very special jewel of the cityscape nowadays is the „Gänseliesel“, the

city's landmark. This art nouveau figure is the darling of all freshly promoted doctors, who kiss her bronze cheeks after having passed their exams. And you will find quite a number of ambitious doctors and engineers in Göttingen, since the city has long become a centre of science, research and hi-tech!

Science and research excellence

Together with more than 25,000 ambitious and curious students out of the approximately 129,000 inhabitants, young scientists highly influence life in Göttingen. Says Detlef Johannson, spokesman of the city council: "For centuries, the city life is driven by young, curious and ambitious people. About 50,000 inhabitants in our city deal with science directly or indirectly almost on a daily basis. Plus, the nearly 275 years of academic tradition in our city have established an international flair that can hardly be seen in cities of a comparable size".

The superior presence of science and research rests on several foundation pillars, with the Georg-August-University, which was founded as early as 1737, being the first to name. With 13 faculties, the university is well represented in nearly all scientific disciplines. Also, more than 40 Nobel Prize winners are associated with its name. One famous son of this alma mater is Carl-Friedrich Gauss, who lived in Göttingen until his death in 1855. Gauss was a scientist, mathematician, astronomer and geo-physicist. Within the academic environment of the university, already renowned by then, Gauss surveyed the country, and explored the stars. Together with the mathematician Wilhelm Weber, he developed the first telegraphic connection, which ran across the city, between the observatory and the institute of physics. The city honors his invention with a green laser beam that marks the route of the telegraphic connection at night. Since 2007, the Georg-Augusta counts among the small circle of elite universities in Germany.

The choice of education in Göttingen is supplemented by a public University of



Photo: Göttingen Tourismus e.V.



Photo: Dschwen

Applied Sciences and Arts and the Private University of Applied Sciences. But it does not stop here: The interface between science and research is formed by numerous internationally renowned institutes of many disciplines, where young engineers cannot only do research but also apply their knowledge. Four Max-Planck-Institutes, the Academy of Sciences and Humanities, the Laser-Laboratorium Göttingen and the German Aerospace Center have succeeded in attracting and retaining world-class researchers whose ground-



Photo: Measurement Valley e.V.

Measurement Valley cluster is creative also in motivating and recruiting young people for an academic or professional career in metrology.

breaking research led to the establishment of the city's international reputation.

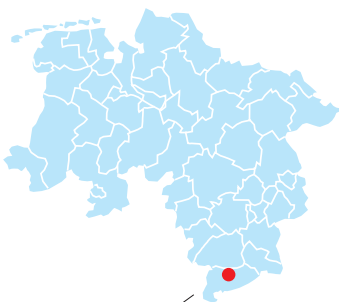
World leadership in metrology

Gauss continues to be a stimulating influence on Göttingen and on the area of metrology. During his lifetime, the scientist demanded to go beyond the limits of feasibility. Metrological instruments continually became more and more precise, and with every new invention, Göttingen became a step closer towards what it is now famous for: A center of competence on measurement. The first seismographic measurements were conducted in Göttingen. The components for these were provided by Spindler and Hoyer, a company located in this very city now operating as Linos. Many other laboratories and workshops laid the foundation in the 19th century for companies that are still successfully operating today, for instance the aviation pioneer Ludwig Prantl, one of the founders of the German Aerospace centre. Numerous companies manufacturing metrological instruments settled in Göttingen in the following decades, such as the Mahr Group, a worldwide known specialist in production measurement technology (see interview).

Another long established company in the area of measurement is Sartorius. The Sar-



Sartorius has international customers not only in the pharmaceutical sector.



Sartorius Group is a leading international laboratory and process technology provider covering the segments of biotechnology and mechatronics. In 2008, the technology group earned sales revenue of 611.6 million euros. Founded in 1870, the Göttingen-based company currently employs approximately 4,600 persons. The major areas of activity in its biotechnology segment focus on filtration, fluid management, fermentation, purification and laboratory applications. In the mechatronics segment, the company primarily manufactures equipment and systems featuring weighing, measurement and automation technology for laboratory and industrial applications. Key Sartorius customers are from the pharmaceutical, chemical and food and beverage industries and from

numerous research and educational institutes of the public sector. Sartorius has its own production facilities in Europe, Asia and America as well as sales subsidiaries and local commercial agencies in more than 110 countries.

Despite the global activities, Sartorius still shows a high commitment to Göttingen, the location of its headquarters.

Dr. Joachim Kreuzburg, Sartorius CEO and Executive Board Chairman, describes the city as follows: "Göttingen with its famous university is an internationally focused, vibrant city in which many students and people from other nations learn and live. This is what gives the city its special flair. The city is particularly distinguished by its eminence in research and science. Adding to this distinction, Göttingen is home to companies with interesting prospects, especially those operating in the field of measurement technology."

Measurement Valley

The cluster of competence in measurement made some nineteen high-tech companies to put their skills and talents together in 1998, and Measurement Valley Association was founded, a unique centre of competence in metrology. Today, forty companies with more than 6,500 employees are represented by the association. Their products and services globally accumulate a yearly turnover of more than one billion euros. Nowhere else in the world does a region like Measurement Valley exist, with so many companies using light as a tool, measuring in micro- and nanometers, and involving bioscience and medical engineering as well. The Measurement Valley companies help to make life easier, safer and more comfortable. For instance, they help to produce more economic cars, with reduced emissions, or to make traffic and transportation safer and more efficient. With companies such as Otto Bock, they also help handicapped people to stay

"Göttingen with its famous university is an internationally focused, vibrant city. "

Dr. Joachim Kreuzburg, CEO Sartorius

mobile. The artificial leg is controlled by a microprocessor. In this way, handicapped people can live independently and remain mobile. Contact and optical measurement technologies inspect surfaces and form of work pieces with an accuracy of only a few nanometers. Optical glass receives a special coating. In this way, coated and curved glass of highest precision are manufactured. Important information can be projected into a pilots field of vision, e.g. with a head-up display. Throughout the world, climate data such as temperature, air pressure, humidity, precipitation, radiation, flow and wind are measured with instruments developed and made in Göttingen. The development for filtering, weighing and automation is also settled well in Göttingen.

Göttingen and Measurement Valley have become real innovation drivers. They are now setting standards for high-tech in the middle of Europe.

Food manufacturers use machinery from Göttingen to ensure the safety of their products. Medical engineering ensures health and quality of life. By the measurement valley association, together with the universities and the institutes, which span the bridges between research, science and hands-on training, numerous business start-ups are being facilitated. Göttingen and Measurement Valley have become real innovation drivers. They are now setting standards for high-tech in the middle of Germany. From here, Europe and the global markets are served with state of the art products and technologies.

Excellent infrastructure and a flair of history

What else makes Göttingen a unique place? For Dr. Joachim Kreuzburg, it's the mixture: "The historical center of the city, which is really worth seeing, good national and international connections with the transportation infrastructure and broad-



"The historical center of the city, which is really worth seeing, good national and international connections with the transportation infrastructure and broad-based cultural offerings are additional plus points about this city."

Dr. Joachim Kreuzburg, Sartorius AG

based cultural offerings are additional plus points about this city." Indeed, being a relatively small city means easy orientation and small distances, but then Göttingen also has easy access to all national and European regions via the connection

of the fast ICE trains. Göttingen clearly is a place people love to live and to work, a place for research and simply a place to enjoy. It's time to board the train, history and high-tech wait to be explored in measurement valley!

Laser beam in Göttingen that marks the first telegraphic connection.



Photo: Marc-Oliver Schulz, Autostadt Wolfsburg

Permanent Adaption

Germany's mechanical engineering firms are struggling with the consequences of the global economic crisis. In Niedersachsen's south they do it together. An interview with Stephan Gais, CEO and one of the family owners of Mahr GmbH in Göttingen, on the challenges to be faced.



"What gives distinction to our development is this: We learned from preceding crises and adapted the company permanently."

Stephan Gais, CEO, Mahr GmbH

Interview: Hans Gäng, photos: Mahr GmbH

Mister Gais, how did you experience and survive the year of crisis 2009 so far?

Actually, in the engineering and plant constructing sector you already know what a crisis is. We already experienced huge fluctuations in this industry. The effect of the last big crisis in 1992/1993 was that we had to abandon the production at our historic headquarters in Esslingen and concentrated on the location Göttingen. Since then, we had to face numerous cyclical troughs and we experienced different developments at the individual markets world-wide. But the events between winter 2008 and early summer 2009 were unparalleled.

In which way were they unparalleled ?

You have to know: 2008 was Mahr's best year during our very long, that is 150 years, company's history. Mahr is at home in the measurement engineering sector since 1861. At first, it was unbelievable that a dramatic contraction of the volume of orders occurs at all markets and within all groups of products, and that this happens within an indescribably short period of time of only a few weeks. In spring, we sometimes thought that the telephone line to our international customers was technically out of order, because we were not even able to get a single connection for weeks.

What was your first reaction?

When your contract volume stays 50 percent behind the numbers of the preceding year, then you know that the company's matter is on trial. The number and

kind of measures that have to be taken are quickly reduced to the most essential. It's all about liquidity and thus the securing of the company's survival. Of course, also the owner family has to react, all have contribute to the maintenance of the company's financial matter.

How long will short-time work help to survive?

Certainly, this is an important and relieving measure, for the time being. And maybe I also speak here for other medium-sized and family-run companies in the mechanical engineering sector: if you want to run a lean company – and, during the last years, we all put effort into streamlining and optimising our processes – you simply don't have two or three spare workers who can carry out or continue to do urgent tasks immediately. In the long run, that's hard to overcome.

Did you ever have doubts whether your company's positioning was right?

As the number three in dimensional measurement engineering at the world market we don't have to reproach ourselves anything! What gives distinction to our development is this: We learned from preceding crises and adapted the company permanently. Take the key word diversification: Indeed, 55 percent of our sales have still their origins in the automobile sector, and that's why the continuing crisis in this industry hits us, and especially our customers, the OEMs and the first tiers of the supplying sector, still very hard. But we established new supplementary pillars: shipbuilding, aerospace, medical engineering, synthetics.

And we don't supply our customers only with high technology products anymore, but we also have a successful position as specialist for applications in precise measurement engineering. That's how we enlarged our value creation.

Did you make yourself too much dependent on global economy with exports accounting for almost 60%?

No, on the contrary. There was and there is no alternative to internationalisation, which we advanced intentionally after 1993. "Follow-the-customer" was for us an essential principle in global company development from an early point on. When production moves to new markets at a global scale, when additional growth takes place at emerging markets, then we cannot just watch and sit in Göttingen. Our customers want to see us there. And due to the successful internationalisation, we secured our resources and perspectives at the location Niedersachsen. The first careful signs for a reactivation of the markets are coming from China and India. Luckily we can act globally due to our international marketing organization and it's good that we produce in Suzhou, China.

So which role does the industrial cluster of measurement engineering, which is located here in Niedersachsen's south, play for you?

You have to say it clearly for once: The Measurement Valley concept is more than a mere marketing event by the state of Niedersachsen and the region. It is an extremely exciting attempt to create synergies mainly for medium-sized companies. And it did succeed. There is shared knowledge due to the resources and competences of the smaller companies and the universities. We communicate openly and directly with our colleagues at Sartorius or Otto Bock. We institutionalised the dialogue, we exchange ideas.

What does this imply for the cooperation practically?

www.nglobal.de



Mahr GmbH, Göttingen

Photos: Mahr GmbH

It is open and trusting. We know to appreciate each other. Although the products are different, there are several industrial processes which are similar or the same among the SMEs in measurement engineering. The processor technique which is used for the measuring procedure ranks among them. The investments that are necessary for the production of printed circuit boards, in order to stay at the top, can be shouldered better together, especially if only medium-sized numbers of items are involved. Outsourcing – that is at Sartorius, means reduced complexity for Mahr – and reliable delivery based on the Kanban system. Plus the jobs stay in the region

And how will it continue?

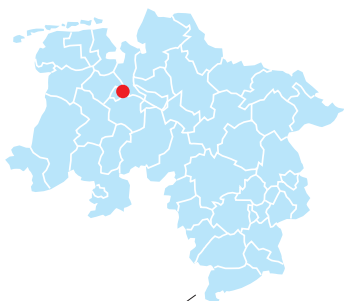
Like all the other companies in this sector, we have to hope that the investment backlog will be overcome in spring 2010 at the latest. Traditionally, we do not belong to the first to feel the recovery. But we share a common will with our partners: we want to emerge from the crisis with quality products and as independent companies, and we want to continue to



enthusiasm our customers world-wide. We will continue to do our homework without restrictions, that is the improvement of processes and products.

City of Science

Oldenburg has the charm of a “compact” city with historic sites in the center. It has received the honorable title of Germany’s city of science 2009. Oldenburg’s combination of science and its competence cluster on hearing, marks the way into the future.



"Oldenburg comes across friendly and open to everybody."

Text Andreas Breyer

One couldn't have put it better: "Oldenburg, quite something!" Simply and to the point, it expresses what Oldenburg's residents and visitors think and feel. The University City with 160,000 inhabitants comes across friendly and open to everybody. With the first documented record dated back to 1008, Oldenburg is proud of its historical buildings and old quarters with their distinctive architecture and magnificent villas. It is the variety that gives this "compact" city its personality. So what's the best way to explore it? The answer: by taking it easy. Whether on foot, by wa-

ter or on a bike, Oldenburg is ideal for a relaxed tour of discovery. A great way to start is with a guided tour. The river Hunte flows right up to the Old Town, combining maritime atmosphere with the flair of an urban environment. There's always plenty going on because of the huge range of events that offer something for everyone. Most cultural highlights are within easy reach of the Old Town, including colorful markets, trend-setting bars and must-see buildings.

Varied and high-class, contemporary and historical or all the way from regionally popular to nationally known: There is something for every cultural taste in Old-

enburg. The Castle tells the story of past rulers, and, along with two other historic buildings, is home to the State Museum for Art and Cultural History. Here you can admire 400-year old works ranging from Tischbein to Italian baroque paintings collected by the former Grand Duke. Furthermore, the museum provides an insight into the wide variety of cultural histori-

a well-preserved “ancient bog man”, but also fascinates with modern displays that illustrate the natural and cultural history of north-western Germany. When it comes to contemporary art, Oldenburg offers a real gem: The Edith Ruß House is devoted exclusively to new-media art, presenting displays of “art for the new millennium”. Another major pillar of Oldenburg’s cultural landscape is the performing arts sector, with the imposing State Theatre, designed in the neo-baroque style.

Domestic port and medium-sized companies

Oldenburg’s harbor lies at an intersection of the Hunte maritime waterway and the Coast Canal inland waterway. The Hunte provides a route to the river Weser and the North Sea, and the Coast Canal leads to the Ruhr conurbation and the Benelux countries. An average annual cargo handling volume of 1.4 million tons makes Oldenburg’s port Niedersachsen’s most important inland port. Typical for Oldenburg’s economy is a dynamic, medium-sized business sector and a focus on services, increasingly also hi-tech companies and innovative start-ups as spin-offs from the universities. The production sector includes auto suppliers, food science, printing works, chemicals, photo finishing and micro systems engineering. The energy sector, especially renewable energies, is one focus of business services alongside IT, telecommunications and media. Banks and insurance companies are further pillars of Oldenburg’s economy.

One perfect example of cooperation between science, research and business in Oldenburg is the area of hearing and phoniatrics. The Hörzentrum Oldenburg cooperates with various Oldenburg institutions with a focus on hearing and new technologies for hearing devices, and runs the Center of Competence HörTech, together with the university Oldenburg. They are both part of the unique research and development cluster “Auditory Valley” that spans between Oldenburg and Hanover and brings together experts on the topic

Oldenburg means culture. The diversity of the old city delivers attractions for every cultural taste.



Photos: Oldenburg Tourismus und Marketing

cal features in Oldenburg and the vicinity. The city is particularly proud of the artist Horst Janssen, who grew up here, and in the year 2000 opened the Horst-Janssen-Museum as the world’s only gallery with a major collection of his works. Right next door, the City Museum presents the city’s history. In 1914, Theodor Francksen, a local merchant’s son, lawyer and art collector, left his art treasures and his two villas to the city, under the condition that the private collection becomes the basis for a city museum. One of Germany’s oldest museums, the State Museum for Nature and Humanity, was opened in Oldenburg in 1836. Today it is not only the last resting place of



An open atmosphere and high life quality in the northwest of Niedersachsen.



Oldenburg is the European center for basic hearing research and the adjustment of hearing aids.



Photos: HörTech gGmbH

of hearing since several decades. As a part of this, the "Haus des Hörens" made a vision become reality: A European center for hearing research combining basic research with the development and adjustment of hearing aids. It is a place where institutions are united to benefit the hearing impaired.



Photo: forward2business.com

Übermorgenkongress from 18-20 October, 2009: Every Sunday at 11:00 hrs and from April to December; www.uebermorgenkongress.de

Public guided city tours every Friday at 14:00 p.m. start at the entrance to the Castle

Along with this, measurement methods for audiology and phoniatrics are continually developed. Well recognized, these procedures are becoming standards in research and clinical applications worldwide.

City of science 2009

So, one can see that there is a vivid exchange between science and practical application in Oldenburg. And the scientific landscape in Oldenburg is exceptional: Oldenburg University, named after the publicist and Nobel Peace Prize winner Carl von Ossietzky, is one of Germany's youngest universities, with some 11,000 students on more than 40 courses. Furthermore, Oldenburg/Ostfriesland/Wilhelmshaven University of Applied Sciences is one of Niedersachsen's largest applied sciences universities. Its four locations attract around 9,000 students, some 2,000 of them in Oldenburg. Plus, the Niedersachsen University for Administration and Justice as well as a Civil Service Institute are also located in here.

The variety of education is supplemented by the Federal Technology Centre for Electrical and Information Technology e.V. and a Hairdressing Academy. This multitude of educational offerings, combined with an active exchange with the local and regional business community has led to a very special decoration: The city of Oldenburg has been honored by the Association of German Research Foundations as its choice for the prestigious "City of Science" title. Under the motto "the city of the day after tomorrow" topics like the demographic change, social balance, climate protection and a sustainable economy will be discussed in workshops throughout the current year. From 18-20 October, Oldenburg will host the "Übermorgenkongress", where concepts of the future city in the year 2020 will be discussed.

City of science and competence cluster on hearing, that can only mean one thing: The future belongs to Oldenburg. Listen up!



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Turning Ideas into Value

With more than 650 exhibitors, BIOTECHNICA is the leading European trade fair for biotechnology and the life sciences. The top themes are Bio-IT and Protein Engineering.

"The fact that more exhibitors are participating, plus the increase in the stand area occupied, has created a positive mood even before the trade fair kicks off."

Stephan Ph. Kühne, Board Member
of Deutsche Messe AG, Hanover



Photos: Sartorius



BIOTECHNICA from 6 to 8 October 2009 - offers promising signs at a time of economic difficulty by registering a noticeable increase in terms of both exhibitor numbers and display area booked. "The fact that more exhibitors are participating, plus the increase in the stand area occupied, has created a positive mood even before the trade fair kicks off", reports Stephan Ph. Kühne, Board Member of Deutsche Messe

AG, Hanover. More than 11,000 square metres of display space have been booked. "These pleasing figures put us 30 percent ahead of the final results for last year's trade fair", says Kühne. More than 650 exhibitors will be showcasing their products, innovations and services. "Whether trends, product innovations or new business contacts - BIOTECHNICA affords both exhibitors and visitors tremendous opportunities for new business." According to Kühne "this will boost the sector for some considerable time". EU Commissioner Jan-ecz Potocnik and Philipp Rösler, Economics Minister of Niedersachsen, will be opening the 17th BIOTECHNICA. In fact, companies from all five continents will be in Hannover. As Kühne points out, "BIOTECHNICA has once again consolidated its status as the leading European trade fair for biotechnology and the life sciences. The conference program is therefore a highlight at this year's BIOTECHNICA. More

than 500 internationally acknowledged experts from science, business and politics will meet in Hanover to discuss current trends and developments in the biotech sector. Their ranks include Kary Mullis, Nobel prize-winner in chemistry, who developed the polymerase chain reaction (PCR) and science historian and author, Prof. Dr. Ernst Peter Fischer, University of Constance, Germany. This year will see greater correlation between the content of the conference program and the individual displays. Even prior to the event the keynote themes "Bio-informatics" and "Protein engineering" have attracted a lot of interest. More than 350 participants have already registered for the new conference "Bio-IT World Europe" and the "Protein Engineering Summit - PEGS Europe". Other highlights to look forward to this year include the international Congress "bone



tec 2009" (dedicated to modern bone regeneration techniques) and a conference on molecular food analysis. The new "Bio@Venture Conference" introduces financing as a keynote in the BIOTECHNICA program. Another conference making its debut in 2009 is the "Bio-Based Economy Conference", which will examine how bio-

The European world of biotechnology is expecting innovations to be presented at BIOTECHNICA in Hanover.

technological processes are impacting on areas of industry other than medicine (e.g. the automobile industry, chemicals and the energy sector). However, medical applications obviously remain a major topic.



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EcoCraft



The pick-up truck, with an electric drive system, EcoCraft Carrier, developed by EcoCraft-Automotive in Wunstorf near Hanover, is one of the prize winners of the nation-wide competition "Germany – country of ideas". The award was delivered on 21st July, the

"open day" in Wunstorf. The Eco Carrier is the first electric commercial vehicle which has a licence for use in public road traffic and is being produced in serial. The judges had to select from more than 2,000 applicants. www.ecocraft-automotive.de

Insulation: New Cable



120 kilometres of non-halogen cables are already in use in the underground network in Istanbul.

A new cable sheath provides for better fire prevention. Nexans Germany produces flame resistant cables and power lines in Hanover. The robust insulation protects the cable from low and high voltage. The newly developed material is – in contrast to traditional PVC – non-halogen, flame resistant and it inhibits heat conductivity. Thus, it can do without expensive heat resistant coatings which were necessary before. Additionally, the new sheaths do not develop toxic gases and release less fumes if they get charred. Escape ways and emergency exits are thus better visible. At the same time, the sheath is harder and more abrasion-resistant and completely water-proof.

The new cables shall be employed especially in places where many people are about and where high fire protection requirements have to be met, for instance in industry, power plants and the transport system.

www.nexans.de

2nd Nano and Material Symposium



The state initiative Nano and Material innovations Niedersachsen presents the 2nd NMN symposium in Papenburg on **22 October 2009**. Experts from economy, science and politics will showcase current product innovations and project results from the areas "Maritime applications", "Ship building" and "Renewable Energies". A guided tour through the shipyard Meyer will grant insight into material trends and the modern ship building industry. It is the objective of the state initiative Nano and Material innovations Niedersachsen to support actively the technology transfer between industry and research, and thus, to give an impulse for concentrated innovative processes.

Especially small and medium-sized companies will be accompanied during the development of competitive products. With the help of the NMN symposium, an intersectoral platform was established which focuses on the state initiative's three main areas nano and material innovations, lightweight design/construction and surface engineering.

www.nmn-ev.de/nmn-symposium

Wooden towers for wind energy

The young team of Timber Tower GmbH wants to build towers for wind generators out of wood. The company from Hanover is the first company world-wide to construct the towers for multi-megawatt wind turbines out of fir wood. It is more solid, easier for transport and cheaper than steel and ferroconcrete, plus it can be recycled. Currently, the first preproduction model is being developed together with the wind energy plant producer Vensys Energy.

Taking the Train

Train journeys will be safer due to a new positioning system: researchers from the German Centre for Aerospace Engineering (DLR) tested the technology, which is called "Demo Ort". The positioning system now contributes to more precise, and headway control between two trains, speed surveillance and line clearance signals. The tests made clear that the innovative positioning system works considerably more precise and more inexpensively than the traditional ones. At first, a satellite receiver in the train determines via GPS, or rather via the future European satellite navigations system Galileo, the train's approximate position. Then, an eddy-current probe generates a magnetic field; with its help rail-fastenings can be counted and turnouts detected.

www.dlr.de



Train journeys will be safer due to a new positioning system.

Making our world safer



TÜV NORD Group, with its staff of over 8,400, more than 6,600 of whom have technical or scientific backgrounds, is one of the biggest technical service providers in Germany and the biggest in the north of the country. In addition, it is active in more than 70 other countries of Europe, Asia, Africa and America. The Group owes its leading position in the market to its technical competence and to the broad range of consultancy, service and testing activities performed by its Mobility, Industry Services, International, Natural Resources, and Human Resources and Training business units.

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TÜV®



On Everyone's Lips

Niedersachsen is the number one provider of agricultural products in Germany. Farming, the food industry, but also high-tech research in food and food processing play an important role in the Northern state of Germany.



"We see ourselves as a partner to the industry, as a central link between science and practice."

Dr. Volker Heinz, director of the German Institute of Food Technologies



Photos: Deutsches Institut für Lebensmitteltechnik e.V.

Text: Andreas Breyer

Being the second largest federal state in Germany, Niedersachsen provides lots of cultivable land, which is intensively used both for cultivation and stock farming, but without losing the balance between agriculture, cultural landscape, and nature preservation. 2.6 million hectares of usable agricultural area are available to be cultivated by the some 53,000 farmers in

Niedersachsen. Every second chicken and potato, every third egg and pig, every fourth sugar-beet and every fifth liter of milk that is produced by German farmers comes out of Niedersachsen, with just a few products to name. The food industry places second in the ranking of the most important industries of the country, right after the automotive industry. Meat, milk and animal feed are the most important foods that are produced, followed by bev-

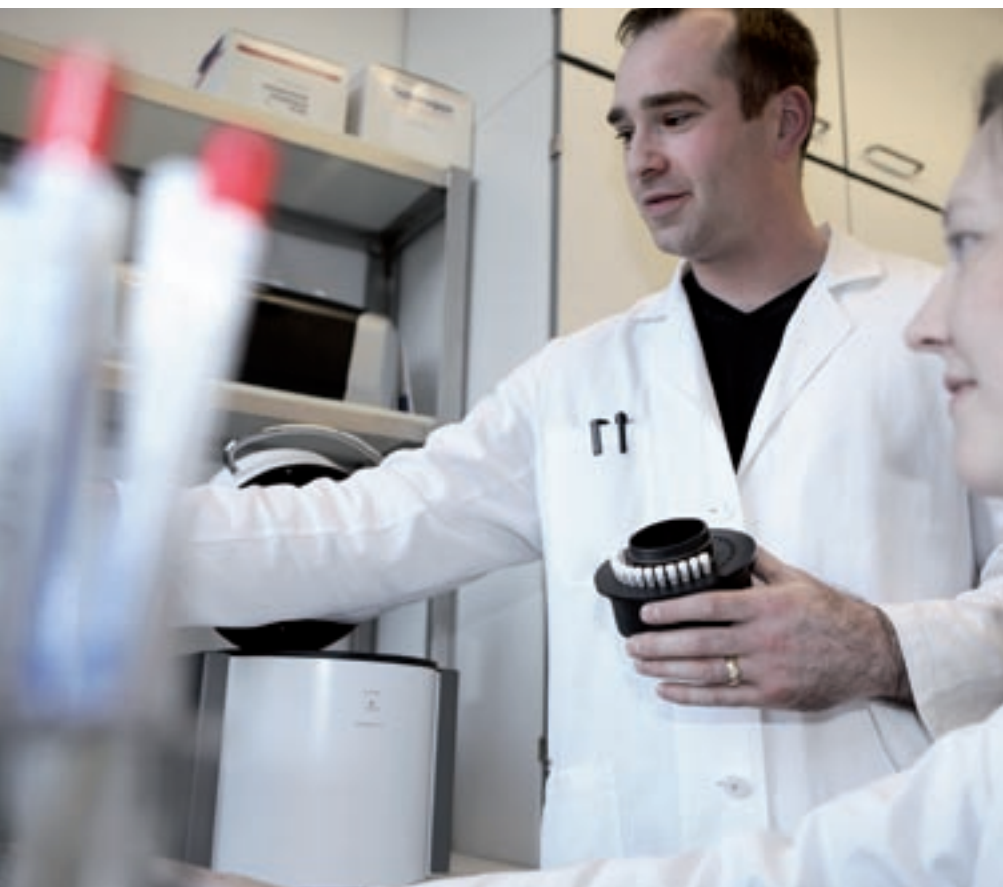
erages, fruits and vegetables. More than 30,000 people earn their living in all areas of agriculture, and more than 82,000 people work in all sectors of the food processing industry in Niedersachsen.

World-class research in rural countryside

Together with all related industries, more than 130,000 jobs directly or indirectly de-

pendence centre Ökolandbau Niedersachsen (KÖN) supports organic farming, while the competence network GenoMik Göttingen carries out genome research for the analysis of bio diversity. BioRegion N GmbH – Biotechnologie Niedersachsen stands for management and marketing of life sciences in Niedersachsen, and the competence centre 3N links the research activities in the area of renewable primary products and

industrial and research institute for product and process development in food production, DIL is supported by more than 120 members from the fields of food and compound feeds production, mechanical engineering, metrology and process engineering. As a privately, self financed institute, DIL offers its members and customers a wealth of benefits which allow small and medium-sized companies to market inno-



Research on food technologies - in a state-of the art-framework in Quakenbrück.

pend on the agribusiness, which has its regional centre in the emergent agricultural cluster in the northwest of the country. But agriculture in Niedersachsen means not only production. New knowledge is being created for instance by several competence centres which are supported by the state government, such as the Niedersächsisches Kompetenzzentrum Ernährungswirtschaft (NieKE), which links stakeholders from farming and the food industry. The com-

bioenergy. That state-of-the-art research is possible even in a rural area outside the centres of the big cities is also proofed by the German Institute of Food Technologies (Deutsches Institut für Lebensmitteltechnik e.V. - DIL), located in Quakenbrück in the county of Osnabrück. Since its foundation in 1983 by the state of Niedersachsen and representatives from the German food industry, this research institute has become a recognized global player. Working as an

vative products. It has a staff of more than 110 highly qualified employees, who are dedicated to linking science and practice, in order to support the food industry in the development of innovative ideas for a successful future. Says Dr. Volker Heinz, director of the DIL: "We see ourselves as a partner to the industry, as a central link between science and practice". Due to its extensive cooperation with universities and the integration into European and international research networks, the DIL is an acknowledged cooperation partner for the industry and acts as a safeguard for successful outcomes. Product development, process optimization and quality assurance are key factors for securing the future of companies in times when consumers demand high food safety standards and globalization is stiffening the competition.



Successful Services

With over 8,400 employees, including more than 6,300 people with a technical and/or scientific background, the TÜV Nord Group is one of the largest technical service providers in Germany.



Certification is one of the core activities of the safety and inspection experts from TÜV Nord Group

Text Andreas Breyer

“Making our world safer”: With over 8,400 employees, including more than 6,300 people with a technical and/or scientific background, the TÜV Nord Group is one of the largest technical service providers in Germany. It also operates in over 70 countries in Europe, Asia, Africa, and the Americas. Its broad consulting, service and testing/inspection portfolio encompasses both specific individual tests and inspections and also management of complex safety solutions.

The TÜV NORD Group is made up of the following divisions: Mobility, Industry Services, International, Natural Resources,

Training and Human Resources. As a customer-oriented competence centre, it is in constant contact with its customers for analyzing, consulting and developing individual solutions and joint implementation with the customer. Customers benefit from the broad, well-founded expertise of the TÜV NORD Group consultants and inspectors. Through their understanding of the subject and the customer needs, the employees form the backbone of the company's success.

A goal of one billion

The company is consistently expanding its leading market position. An ambitious growth program will drive the planned

turnover of TÜV NORD Group over the billion mark by 2010. In 2008, the total turnover was 830.4 million euro (previous year: 735.3million), the operating profit (EBIT) was around 30.0 million euro (previous year: 27.3 million). The profit margin reached more than 5.0 percent. Says Dr. Guido Rettig, Chairman of the Board of TÜV NORD AG: "All of the company's core activities are experiencing growth."

The roots

The success story of the TÜV NORD Group has its roots in the traditional boiler inspection associations founded by the industry that voluntarily obligated themselves to begin monitoring and ensuring the operational safety of boilers in 1869. Gradually, the government gave the DÜV, later known as the TÜV (Technical Inspection Association) additional safety-related tasks such as the general inspection of automobiles, which is now synonymous with certified traffic safety.

High Expertise

The TÜV NORD Group often carries out its work behind the scenes in various branches of industry. Thus, power plant operators in Germany and other countries rely on the TÜV NORD Group's expert knowledge and integrity. Together with the Ethics Council of German Industry, TÜV NORD CERT is a pioneer in the certification of ethical management systems. In a short space of time, TÜV NORD Aviation has become a centre of excellence for safety and security in aviation and is already a major player within the industry. In the field of food-stuffs and feedstock safety, the TÜV NORD Group has built up extensive knowledge and evaluates production processes and supply chains at a global level, based on extensive accreditations.

Value-based company culture

Common to these highly specified areas of activity, the TÜV NORD Group's corporate philosophy is based on its original values of independence, objectivity, neutrality and integrity. Firmly anchored in its guid-



Through the general inspections of automobiles, TÜV Nord is widely known for car safety.

ing corporate principles, these standards are exercised both internally and externally on a daily basis. With its unique philosophy of combining technological expertise, personal integrity and value-based corporate culture, TÜV NORD creates a high level of confidence amongst its customers, which trust in the company's ability to support and guide them safely towards the future.



Soccer and Beyond

At the end of October, Minister for Economics Dr. Philipp Rösler is expected to head a trade delegation travelling to South Africa. The country will also be focus of attention at the Niedersachsen Day of Foreign Trade at Hannover Messe 2010.

The trade mission scheduled to visit South Africa from 31 October until 8 October 2009 has so far met with an unusually strong response. Some 60 companies are planning to accompany the Minister of Economics Philipp Rösler to sound out opportunities for economic co-operation in South Africa.

On the itinerary are Kapstadt, Johannesburg/Pretoria as well as Port Elizabeth in the Niedersachsen partner province Ostkap. The programme includes match-making events with South African companies in Kapstadt and Johannesburg as well as visits at ZF Lemförder and Volkswagen South Africa.

There will also be talks with members of the government and the opposition in Kapstadt, Johannesburg and Pretoria. Events in universities and visits at hospitals and

pharmaceutical companies will round off the one-week programme. Furthermore, Minister Rösler will accept an invitation to speak to students on the federal system in the Germany.

The delegation will consist of high-ranking members from a number of sectors, including automotive and suppliers, biotech, wood construction, services, renewable energies, logistics, trade fairs, IT and software as well as banking and finance. Representatives of trade associations, of the Chamber of Commerce and Industry and of Niedersachsen Global GmbH (NGlobal) will complement the group.

In the year of the FIFA soccer world championship Niedersachsen will again bring the host country strongly at the centre of its attention. South Africa will be focus of the state's 7th Day of Foreign Trade. The



Photos: David J. Roberts, flickr

event will be organized by Niedersachsen Global GmbH at Hanover Messe on 20 April 2010.

"We are very confident that we will be able to act as mediators for numerous contacts which will lead beyond the championship to sustainable co-operation projects," says Gerd Gizler, CEO of NGlobal, the government based agency for Niedersachsen.

The programme lined up by NGlobal follows up on contacts that have resulted from the commitment of a number of large companies in the country. Volkswagen has had one local production site since 1956, likewise the supplier ZF Lemförder. Niedersachsen is represented in South Africa by an agency which is headed by Yorck Wurms.

Wurms has published a most informative report on the country's current economic and political situation on the NGlobal internet platform.

According to Wurms, South Africa's economy is going to shrink by 1.5 percent in crisis-ridden 2009. It will though receive an impetus through the world championship in 2010, also the gold price has risen to nearly 1,000 USD. Nonetheless, the labour market is likely to be affected, also in the

automotive sector. Education will hence be of particular importance for the government of President Zuma. For Niedersachsen education has always played a significant part. As early as with the end of apartheid Niedersachsen signed a co-operation agreement in this respect with the province of Eastern Cape. Emphasis has since been on professional training, with a focus on the automotive industry, the training of carers for AIDS patients, the banking sector, craftsmanship and housing.

The partnership involves schools such as vocational schools, GTZ as well companies like Siemens and Volkswagen; a public private partnership has been created to build an educational network which is to secure comprehensive qualified vocational training for the entire country. One of its aims has been to prepare black teenagers, through electronic tuition, to apply for training positions with Volkswagen, DaimlerChrysler or other highly automated companies.

This has helped Niedersachsen to build good relations in South Africa. Yorck Wurms, who represents Niedersachsen in the country and who used to teach at a vocational school himself, co-ordinates numerous projects. The King Hintsa, Ikhala and King Sabata Colleges have estab-



lished contacts with vocational schools in Cuxhaven, and Neustadt am Rübenberge. Also a mechatronics project is being supported by VW Coaching. Over the past few months, sports and youth exchange programmes have had their share in intensifying relations: they have resulted in quite lively meetings between Niedersachsen and South Africa.

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Photos: Andrew Turner, flickr

A Chance to Play

With a new programme the Volkswagen Group Works Council wants to extend its commitment for children worldwide. A three-year initiative for South Africa runs in the provinces of Eastern Cape (focal area), Limpopo and Gauteng. The Group Works Council is made up of workers' representatives from the auto corporations Volkswagen and Audi and their international subsidiaries. The workers hope to make a lasting contribution to improving the lives of children and their families. The Volkswagen Group Works Council's partner is the child rights organisation terre des hommes.

Networking Globally

Consulting Days: A new event supports companies in their activities abroad.
The successful premiere took place in September.



Dieter Kipp, partner in Cuba, giving advice

10 countries, a wide range of activities and a conference in two locations: China, India, Japan, Cuba, Poland, Russia, Saudi Arabia, South Africa, the U.S. and the U.A.E. stood in the limelight, on 8 September in Oldenburg and on 9 September in Hanover. 250 companies participated in the successful debut of the Consulting Days, which were jointly designed and organized by the Niedersachsen Chambers

of Commerce and Industry, the investment and development bank NBank and NGlobal. The international Consulting Days provided a clear offer: it offered companies a direct dialogue with representatives of the federal state's agencies and business pools, a chance to learn about business opportunities and about how to extend or realign activities abroad. "We are most satisfied with the strong response to the

event," said Rösler. Its popularity confirms that "this kind of information is definitely in demand. In times that are economically difficult, knowing the right local contacts and having the right, purposeful information on the market is more important than ever."

But not only the representatives of the agencies, heads of business pools and local partners had a say. Company representatives shared first-hand, hand-on experiences on the ways in which they experienced support through the business pools. Hanno-Werk GmbH & Co, Powersol GmbH, Labotect Göttingen GmbH and Kampmann GmbH in Lingshared shared their experiences with the audience.

Information gathered in day-to-day business as well as the opportunity to discuss in-depth queries and problems on the target markets made the Consulting Days a valuable new contribution to promote internationalisation.

A second edition of the Consulting Days is scheduled for 2010.

Dr. Philipp Rösler, Minister for Economics, Labour and Transport of Niedersachsen, seen with delegates of the federal state's agencies abroad





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Niedersachsen Lounge at Expo Real



Photo: exporeal

Expo Real, the 12th International Commercial Property Exposition, is being held at the New Munich Trade Fair Centre from 5 to 7 October 2009. The meeting place of international real estate industry provides an excellent platform for networking with business-oriented industries and transnational projects, investments and financing. The trade fair caters the full spectrum of the real-estate industry: property consultants and project developers, banks and investors, corporate real-estate managers, cities and economic regions, as well as

property services providers. An extensive programme of conference events gives participants valuable insight into the latest trends and innovations in the real-estate market. This year, for the first time NGlobal offers the "Niedersachsen-Lounge" as an exclusive platform for presentation and networking at the Expo Real in Munich.

Messe München GmbH

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Mon./Tue. October 5-6: 9.00 a.m. – 7.00 p.m.

Wed. October 7: 9.00 a.m.–6.00 p.m.

Real Estate goes North

Deutsche Messe AG is expanding its product portfolio. On 2 and 3 June 2010 it will stage the first-ever Real Estate North — the International Trade Fair for Commercial Real Estate — with Hamburg as the venue. "The market for commercial Real Estate North and northeastern Europe has a highly promising future, leading us to anticipate sustained growth," commented Stephan Ph. Kühne, Member of the Management Board at Deutsche Messe, announcing the event being staged at the Tango Terminal at Hamburg Airport.

Real Estate North features with a focus on logistics apart from services like consulting, brokering and development, sectors like commercial real estate financing and management. The event will additionally showcase business regions and municipalities, architectural, planning and engineering offices as well as associations. A series of platforms for targeted networking via professionally organized matchmaking, forums and tours rounds the tradeshow well off.

www.messe.de



"The market for Real Estate North and Northeastern Europe has a highly promising future."

Stephan Ph. Kühne, Member of the Management Board at Deutsche Messe

New look for KomSIS.de

The location database KomSIS.de has a new look: the navigation is easier to understand and the design is clearer. Additional contents and services extend what is the most comprehensive offer of industrial and commercial sites and business location information available for Niedersachsen. KomSIS.de is presenting itself with a new logo and a new design, more strongly oriented around the "state colours". German and international investors or those looking for a business location are

also being given a multilingual collection of commented links on "business location themes".

The administrative districts and self-governing cities in Niedersachsen also intend to invest in their joint service offers in future and develop it even further, supported in the project by the Niedersachsen Ministry of Economics. In this way, a clear signal is being sent to national and international investors and business location seekers.



www.komsis.de

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Photos: jimgris, flickr

The Fachhochschule Osnabrueck has started to cooperate with the Technical University Hefei. The Fachhochschule is offering a special diploma programme to outstanding students from the Chinese university.



Photos: jimgris, flickr

Friends in Anhui

Economic partnerships between Niedersachsen and China have always a long perspective. The partnership of Niedersachsen with the province Anhui now is to celebrate it's 25th anniversary.



Anhui is located in the east of China and is surrounded by six other Chinese provinces, such as Jiangsu in the east and Shandong in the north. The province has an estimated population of 62 million people and a total area of 139,400 square kilometres.

Text: Esad Fazlic

The Shanghai branch of Volkswagen is without a doubt the prime example for such a kind of pioneering, long-lasting and successful partnerships, however, collaborations between Niedersachsen and China go far beyond the borders of first-tier cities like Shanghai.

It was already in 1984 that the Lower-Saxonian Prime Minister Ernst Albrecht and the Governor of Anhui Wang Yu Zhao signed the first ever cooperation agreement between a German federal state and a Chinese province.

During his visit in 2005, Prime Minister Wulff updated the partnership. Both sides have started to focus their efforts on environmental protection and scientific cooperation. One of the results is a project conducted by the Deutsche Management Akademie Niedersachsen in Celle. The

academy trains specially chosen people from Anhui to become environmental experts.

Osnabrueck, the third largest city in Niedersachsen, established first contacts with Hefei more than 20 years ago. An official partnership was signed in 2006. The Fachhochschule Osnabrueck has started to cooperate with the Technical University Hefei. The Fachhochschule is offering a special diploma programme to outstanding students from the Chinese university.

In the economic sector, both sides are primarily aiming at bilateral collaborations between SMEs. However, some bigger companies have also started to access the established network. In 2007 the Sievert AG und Co. KG has set up two joint-ventures in Hefei.

Furthermore, the tire manufacturer Continental is planning to set up a whole plant in Anhui until 2010.

Anniversary in Celle

Deutsche Management Akademie (DMAN) in Celle is celebrating its twentieth anniversary - with guests from Russia.

For now twenty years DMAN has been one of the pillars of Niedersachsen's international relationships. The German Management Academy Deutsche Management Akademie of Niedersachsen, DMAN) was established as a non-profit organisation in 1989 by the federal state and executive shareholders. DMAN since then is working with a highly qualified staff of employees and experts.

Up to now more than 24,000 participants have had the opportunity to develop their expert and management knowledge in DMAN qualification programmes. Each year more than 1,000 managers from CIS countries, Eastern Europe and China visit DMAN in Celle. They participate in management seminars, go on company visits and carry out in-company training in order to find out about current economic developments in Germany. German companies benefit from DMAN's worldwide alumni



Photo: Celle Management Akademie

network. Plus they have the opportunity to make contact with participants of DMAN seminars. In this way, they can get to know potential customers and partners for co-operation and develop new business relations in a targeted and cost-effective manner.

Niedersachsen global Magazine in its first edition covered DMAN and a day in Celle. The report is to be downloaded on the website of Niedersachsen global GmbH.

www.daman.de, www.nglobal.de



Photo: DMAG

С днем рождения, Целе! К 20й годовщине Немецкой Академии Менеджмента Нижней Саксонии приурочена бизнес-конференция. Как на Ганноверской Ярмарке 2005 (см. фото) губернаторы российских регионов Тюмень, Пермь, Краснодар и Томск посетят Нижнюю Саксонию.

Russia on the Agenda

The strategic cooperations in the course of time are the main issue at the Russia Niedersachsen cooperation day on 27 October 2009. The governors of Niedersachsen's partner regions Tjumen, Perm, Krasnodar and Tomsk are being expected. They will report about the international cooperation between Niedersachsen and their regions.

The event is perfected by the possibility of having bilateral talks with the administrations and chambers of the partner region.

www.dman.de

New Market Places

Deutsche Messe as organizer of world brands CeBIT and Hannover Messe is to expand its international portfolio of tradeshow. Four new industrial tradeshow in Moscow and two new shows in Istanbul are part of its ongoing international expansion program.



Photo: Hannover Messe

Deutsche Messe has had always a strong focus on Turkey, not only when Turkey was partner country of Hannover Messe. Trade shows in Istanbul are seen as hubs for industrial themes for the entire Eurasian region.

Fall 2010 will be the premiere for Deutsche Messe as organizer in Russia. The four tradeshow - MDA RUSSIA, Industrial Automation RUSSIA, Surface RUSSIA, and CeMAT RUSSIA - will go under the parent brand "Industrial Trade Fair Moscow" and will run from 28 September to 1 October 2010. The Moscow shows will profile technology solutions from the fields of power transmission/fluid power, industrial automation, surface technology and intralogistics. They will be held at the All-Russian Exhibition Center, one of Moscow's top three trade fair venues. Deutsche Messe's

cooperation partner for this new venture is the ITE Group Plc, a UK-based trade fair company with offices in 11 countries. Every year, the ITE Group stages 50 exhibitions and conferences in Russia alone.

"Despite the current global economic crisis and a poor growth outlook, Russia is and will remain a key market for the global export sector. Our four new industrial tradeshow cover all the themes of core importance for the modernization of Russia's industrial sector. We are confident that a recovery is just around the corner and that the Russian market will once again be in ex-

pansion mode. We have therefore made a carefully considered decision to invest now in what is a growth region of pivotal importance to Europe generally and Germany in particular,” explains Deutsche Messe Board member Dr. Andreas Gruchow.

Forecasts of Russia’s economic growth vary between -0.5 and 3 percent. Russia’s economic development ministry anticipates that the country’s GDP will shrink by 0.5 percent if oil prices settle at the 50 US dollar mark. However, once the global economy picks up again, so too will oil prices - and with them Russia’s economic growth. Russia remains fully committed to its program of industrial, public sector and infrastructure modernization. Its imports for the period from January to September 2008 grew to 218.5 billion US dollars, a year-on-year increase of 42 percent. More than half of these imports related to machinery, equipment and transport infrastructure - capital goods valued at 106.9 billion US dollars.

Renewables and Aluminium shows in Istanbul

Neighbouring Russia, Turkey is a market where Deutsche Messe is familiar since long. The portfolio of industrial shows is now to be completed with two premieres: Renex 2009 and Aluexpo.

Aluexpo will be the first international trade fair for the aluminum industry in Turkey. The show is meeting with a very positive response from the industry worldwide. The fact that international market leaders such as SMS Meer, Inductotherm and SAG Salzburger Aluminium are participating alongside key players from the Turkish aluminum industry such as Assan Alüminyum, ETI Alüminyum, Erdonganlar Alüminyum and Cuhadaroglu Metal underlines the sector’s buoyant mood. Aluexpo covers all aspects of cutting-edge aluminum technology, from foundry products, smelting and processing equipment to services. An exhibition area of around 5,000 square meters has been made available at the IDTM Istanbul Expo Center for the premiere of this new fair to be held

from 15 to 18 October 2009. With around 200 exhibitors representing companies from countries such as India, China, Italy, Germany, the Netherlands and Turkey, this fair is well on its way to becoming a major hub for the aluminum industry.

With high import levels and dynamic developments in aluminum processing, Turkey is not only attracting the attention of foreign companies, but also confirming its potential as the location for a truly international trade fair. The aluminum industry in Turkey is worth a total of four billion US dollars. Thanks to investment in rolling and extrusion plants, Turkey has succeeded

heart of the Eurasian economic region is sure to attract major interest from visitors not only from Turkey and its immediate neighbours, but also from the Gulf States and all over the Middle East.

Premiere of RENEX on renewable energies in November 2009

Also RENEX 2009 is targeting the entire region. The new show will be held from 5 to 8 November in Istanbul’s Expo Center, close to the international airport, and is being organized by Deutsche Messe and Hannover-Messe Sodeks Fuarcilik A.S, Istanbul. About 200 exhibitors are expected



Photo: VVC Russia

All-Russian Exhibition Center, one of Moscow’s top three trade fair venues.

in boosting its global competitiveness over the past few years. This is evident primarily in the increased export levels for aluminum products.

Aluexpo is organized by Hannover-Messe Ankiros Fuarcilik A.S., Ankara - a subsidiary of Deutsche Messe - in cooperation with TALSAD, the Turkish association for the aluminum industry. TALSAD is staging the fourth Aluminum Symposium parallel to the fair. Over the course of two days, experts will discuss technological developments in and the future of the aluminum industry. The launch of aluexpo at the

to attend the premiere of this fair, including leading Turkish manufacturers such as Isisan Isitma, Baymak, Form Temiz Enerji, Eziç Metal, Merk Solar, Solen Solar and Fentek as well as international suppliers.

Aluexpo Istanbul
15 to 18 October 2009
Industrial Trade Fair Moscow
28 September to 1 October 2010
RENEX Expo Center Istanbul
5 to 8 November 2009

Supplying Contacts

Deutsche Messe's Dr. Andreas Gruchow explains how the world leading trade fair organizer is expanding in new international markets.



"No other trade fair can offer the diversity and the synergies that we offer – and the opportunity to see allied areas of technology in their broader context."

Dr. Andreas Gruchow,

Member of the Managing Board, Deutsche Messe

Interview: Hans Gäng

What guides the Deutsche Messe when it enters new markets?

We base our decisions on two factors: On the one hand there are the economic dynamics inherent to a country or a region in the various industry sectors, on the other hand there are naturally our customer's preferences. It is our goal to support our customers in opening up new dynamic markets and offer them the best possible trade fair service all around the world. Particularly in countries such as China, India, the United Arab Emirates, the Eurasia region, Russia, or Brazil, trade fairs are a highly efficient tool for initiating high-value business contacts.

Many partners offering projects and proposals target Deutsche Messe. What are the prerequisites for you in starting negotiations?

Basically we are open for all kinds of ideas and concepts. When selecting and cooperating with our partners, we follow two fundamental guidelines. First of all the concept must fit into the context of our event or add useful elements to it. Our experience is that in many cases our partners focus on highlighting the trends and developments in the various industries with exciting concepts such as forums, conferences or special shows. However, our organization is of course also a profit-making business and will take a critical look at any partnership against the background of a business model. For us it is important to develop a cooperation that allows both parties to benefit – a win-win situation would be the ideal scenario. Only then is the work effective.

What philosophy determines the cooperation with partners and associations at events abroad?

Our philosophy is to facilitate our customer's entry in new markets – domestically and internationally – supplying them with as many qualified contacts as possible in order to generate new business, build and maintain partnerships and relations, and offer the best possible service. This philosophy also will then be the basis for a trusting cooperation with our partners.

Where are the synergies in the cooperation with NGlobal with regard to sales and the support of the medium-sized enterprises?

NGlobal is a very important partner for us, just as the medium-sized businesses in Niedersachsen are. NGlobal and the Deutsche Messe have congruent goals: Both want to enable Niedersachsen-based companies to move into dynamically growing foreign markets and to make their market entry as easy as possible. Conversely we are both also interested in paving the way into Niedersachsen for as many foreign enterprises as possible; whether as visitors or exhibitors at our trade fairs, and to have them establish a location in Niedersachsen in the medium term thus creating new revenue and jobs. Therefore both companies rely on close cooperation for many of our foreign activities and support each other in an outstanding manner. Our subsidiary in India and our branch office in Dubai at the same time serve as representations of Niedersachsen. Thus we can jointly support enterprises in foreign markets.

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Level Green – Learning Sustainability

What can be done to make life on our earth remain worth living? The Autostadt Wolfsburg asks this question and deals with the subject at “Level Green”, a new permanent exhibition

Text: Daniela Sandmann

The architecture as well as the interactive, playful format of the contents of the “Level Green” exhibition shall animate people to approach the subject of sustainability. On approximately 1,000 square metres, visitors can not only reflect about and deal with the contents, but also realize their own misconduct on which they can work. Every single person can make a contribution to sustainable comportment.

Complex dimensions of sustainability

“Those who are aware of the fact that 16,000 litres of water are needed for the production of one kilo of beef, will think about having vegetarian meals from time to time”, says Otto Ferdinand Wachs, executive director of the Autostadt. “We want to call attention to possibilities of



Photo: Emanuel Raab, Autostadt Wolfsburg



sustainable action which everyone can use in everyday life.” Jürgen Mayer H.’s architecture reflects the dimensions of sustainability. His architecture office developed a net-like spatial structure on the basis of the green PET symbol, which shows how complex the dimensions of sustainability are.

Every visitor can decide himself how far he wants to go into the matter. In six themed areas with 25 exhibits, the visitors may inform themselves about the consequences that previous human action had, and about the positive effects that sustainable behaviour can achieve. In the area “Per-

Green, greener, greenest: Wolfsburgs Autostadt has a new green attraction; A permanent exhibition deals with a greener lifestyle, is designed in green and is also named “Level Green”

sonal use”, interested people can learn about resource use and waste. The themed area “The three Aspects of Sustainability” grants insight into the creation of the concept of sustainability. Here, the visitor finds out everything about climate change and the right use of resources, visions and wishes for the future and values.

Six theme areas

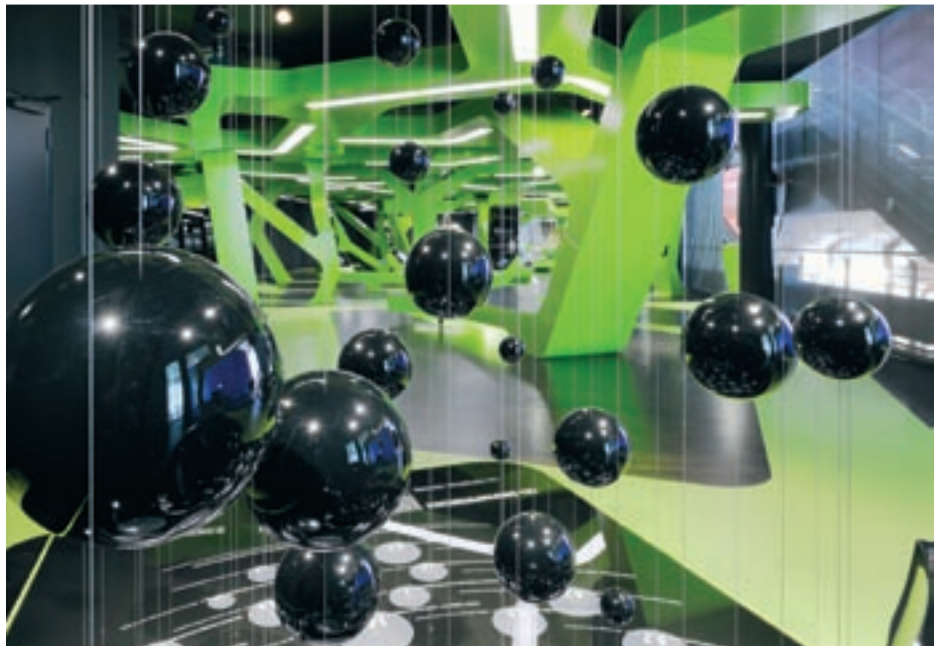
One of the Autostadt’s core question and at the same time the focus of the exhibition area “Mobility of the Future”, is the way how mobility concepts can develop further.



Level Green opened on 5 June for all visitors of the Autostadt. It is open from 9 a.m. to 6 p.m. on 363 days a year, except for Christmas Eve and New Year's Eve.

Another theme area, "Sustainability and the Economy", demonstrates that companies which operate globally have a huge responsibility when it comes to implementing sustainable development. Another area deals with "The Effects of Climate Change". The Autostadt does not only look at the causes for and the ecological consequences of climate change, but the emphasis is also on social and economic effects of the climate change.

The last themed area "Sustainability at Volkswagen" highlights the company's guidelines and points to the company's specific approach.



Photos: Autostadt



Photos: badzwischenahn

Body & Soul

North Sea coast, and right in the middle holiday landscapes like the Weser Uplands and the Lüneburg Heath, idyllic and tranquil. There's one thing you can find everywhere the whole year round in Niedersachsen: offerings for the body, spirit and soul.

Text: Daniela Sandmann

Why do people feel like a newborn baby after their stay in one of the more than 50 spas and health resorts that Niedersachsen has to offer? There are a lot of good reasons for this. For years, the Germans have been going on a pilgrimage to the Dead Sea in Israel for treatment for these diseases. Today, they simply go to Niedersachsen, and to be exact, to the saline

Luisenhall in Göttingen. It is Europe's only "Pfannensaline", which means that the brine is boiled in a huge pan. By this, Luisenhall uses methods to extract the brine that have been applied already 150 years ago. Luisenhall is both home to a bath house for diseased people and for those who just want to escape everyday life for an hour. The amount of salt in the water reaches 25 percent, thus, it has the same effect as the Dead Sea: drowning is impos-

sible. The consequence: all muscles relax, paddling or swimming is not necessary, just let yourself float. Respiratory and skin diseases, such as acne and neurodermatitis, but also rheumatism and arthritis will be alleviated as if by a ghostly hand. Another treasure for relaxation is the Gezeitenland Borkum. Several pools invite you to bath and swim: a warm outside pool with a jet stream canal which can be used throughout the year, an inside pool for swimming, a wading pool for children, an adventure pool, and a pool for aqua jogging and water aerobics.

The North Sea - a first class homoeopathic pharmacy.

The Flow-Rider, a pool in which waves are created that enable to surf ride, is a crowd puller. Such a surfing construction can be found in Europe only three times. Those who didn't have enough activity can participate in sports and gymnastics courses to let off steam. Afterwards you can relax in the sauna and spa area. The wisdom of the orient will help stressed out occidental people to find harmony and tranquility: thalasso, rasul, hamam, aromatherapy and different massage techniques will bring body and soul into balance. More sweating takes place in the Finnish sauna and the steam room, in the classic Roman sweating bath, the tepidarium, in the bio sauna and the panorama sauna, which grants a beautiful view of the beach and the sea. Beauty and anti-aging programmes will complement the feel-good-therapy to make you fit for everyday life. The North Sea, on the other hand, is considered as a first-class homoeopathic pharmacy; more and more people trust in the open sea and the power of its treasures. The walkers at the beach sense that they are breathing in the most healthy air on earth.

The North Sea breeze is fresh and the amount of pollen is low, a deep breath



works wonders. Mud wraps and seawater baths contribute to a perfect feel-good-experience. The holiday destination Niedersachsen has another trump card, besides the high health competence in water treatment: the different landscapes provide a guarantee for the various activities. The Harz, a unique low mountain range with forests, lakes and rivers, provides

Niedersachsens wellness locations are offering a liquid treasure for relaxation: A high developed culture of saunas, baths and pools inviting to bath and swim, inside and outdoor.

soothing mountain air and a pleasant climate. Even here in the heart of Niedersachsen where lavender-coloured heath land meets fir green forests, spas and health resorts can be found, which use moor and brimstone, brine and water; relying on traditional therapies with natural products from sources in the very region. www.luisenhall.de, www.gezeitenland.de



Photos: starrGazr, flickr

The smell of roasted almonds is in the air, delicious baked apples frizzle in the oven, hot spiced wine warms the hands and the heart. Every year, the Christmas markets of the holiday destination Niedersachsen fascinate people who like it cozy, romantic, jovial and festive.

Text: Daniela Sandmann

Each year at yuletide there is a special spectacle in Niedersachsen which makes sightseeing and city trips during this time of the year particularly worthwhile. A Christmas wonderland stretches across the hearts of the historic Old Towns, between picturesque half-timbered houses. Houses and streets shine in festive lights and the magical world of Christmas markets comes to life. Lovingly decorated stalls offer visitors the possibility to admire traditional handicraft and to enjoy typical German Christmas specialities such as Lebkuchen (gingerbread biscuits), roasted almonds and mulled wine. But there are also cul-

tural activities on offer. Often, the markets are complemented by feastful parades and magical performances. For instance, the Christmas fair in Lüneburg near Hamburg moves the visitor back in time to the Middle Ages. Celle's Old Town attracts due to the special week-end programmes, exhibitions, traditional singing and organ music. Last but not least, the capital Hanover offers a particularly festive experience with even three different Christmas markets.

Wilhelmshaven – a maritime Christmas market

Vessels and boats, anchors and beach chairs – the Christmas fair in Wilhelmshaven moves the feast to the sea. Below

niedersachsen inspires in all seasons

spring

summer

autumn

winter



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a ceiling of nets, the visitors discover many things that they normally only see at the beach or the port. Christmas at the sea offers many possibilities to purchase Christmas presents. When you're strolling across the market, you will not only find jewelry, maritime merchandise, toys and pottery, but you can also enjoy a mulled wine while sitting in a beach chair.

www.weihnachten-am-meer.de

Emden – an unusual Christmas market

The unusual Engelkemarkt floats on pontoons in the inland port in the middle of the city centre, it is framed by the festively illuminated museum vessels at the Ratsdelft, and there are various delightful offers to discover.

The beautiful wooden booths invite to stroll and to take something home.

There will also be plenty to eat and to drink. At the wooden stalls you can find wood carvings, smooth glass items and noble Christmas tree decoration, organic honey and sweet smelling candles, pretty pottery and precious gems. The Engelkemarkt got its name from the golden virgin eagle in the city's coat of arms above the city walls. It is lovingly called "Engelke up de Muer" by the people of Emden. The highlight of the Christmas market is the arrival of the Dutch "Sinterklaas" with its "Zwarten Pieten".

www.emden-touristik.de

Jever – a cozy Christmas market

The homey half-timbered houses at the Old Market are the frame for the traditional Christmas fair in Jever. The smell of roasted almonds, sweet doughnuts, tasty grilled sausages and punch are tempting every visitor and put them in the Christmas mood. The ideal place for choosing the right presents for the beloved ones. Handmade craft, ranging from pottery to

silk painting and Tiffany glass objects, are on offer together with other products such as puppets, teddies or doll's houses.

www.stadt-jever.de

Osnabrück – the most beautiful Christmas market in the north

According to a survey, the Christmas market in Osnabrück is the most beautiful one in the north. The Christmas fair is a fair of records. Here, not only the biggest nutcracker can be found, but also the biggest musical box world-wide, which has a height of six meters. You can also admire the life-sized Holy Family and the three Magi in full length. On all Saturdays in Advent, the shops in Osnabrück's city centre open until 8 p.m. The popular choochoo train connects the Christmas atmosphere at the Johanniskirche with the Christmas fair at the City Hall and the Domhof. Nikolaus in person opens a door of the huge Advent calendar every day at 4 p.m. from 1 to 22 December, for children and for adults. And for all those who can't wait for Christmas, the Nürnberger Christkind will already pay a visit on 9 December at 5.30 p.m. at the Marktplatz.

www.osnabrueck.de/weihnachtsmarkt

Information Christmas markets in Niedersachsen 2009

Autostadt	December
Brunswick	25.11. – 29.12.
Celle	26.11. – 28.12.
Emden	23.11. – 23.12.
Göttingen	25.11. – 29.12.
Goslar	25.11. – 29.12.
Hameln	25.11. – 23.12.
Hanover	December
Hildesheim	25.11. – 27.12.
Lüneburg historic	25.11. – 27.12. 05.12. – 06.12.
Oldenburg	24.11. – 22.12.
Osnabrück	25.11. – 22.12.
Wolfenbüttel	25.11. – 24.12.



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