



# Germany's SAARLAND

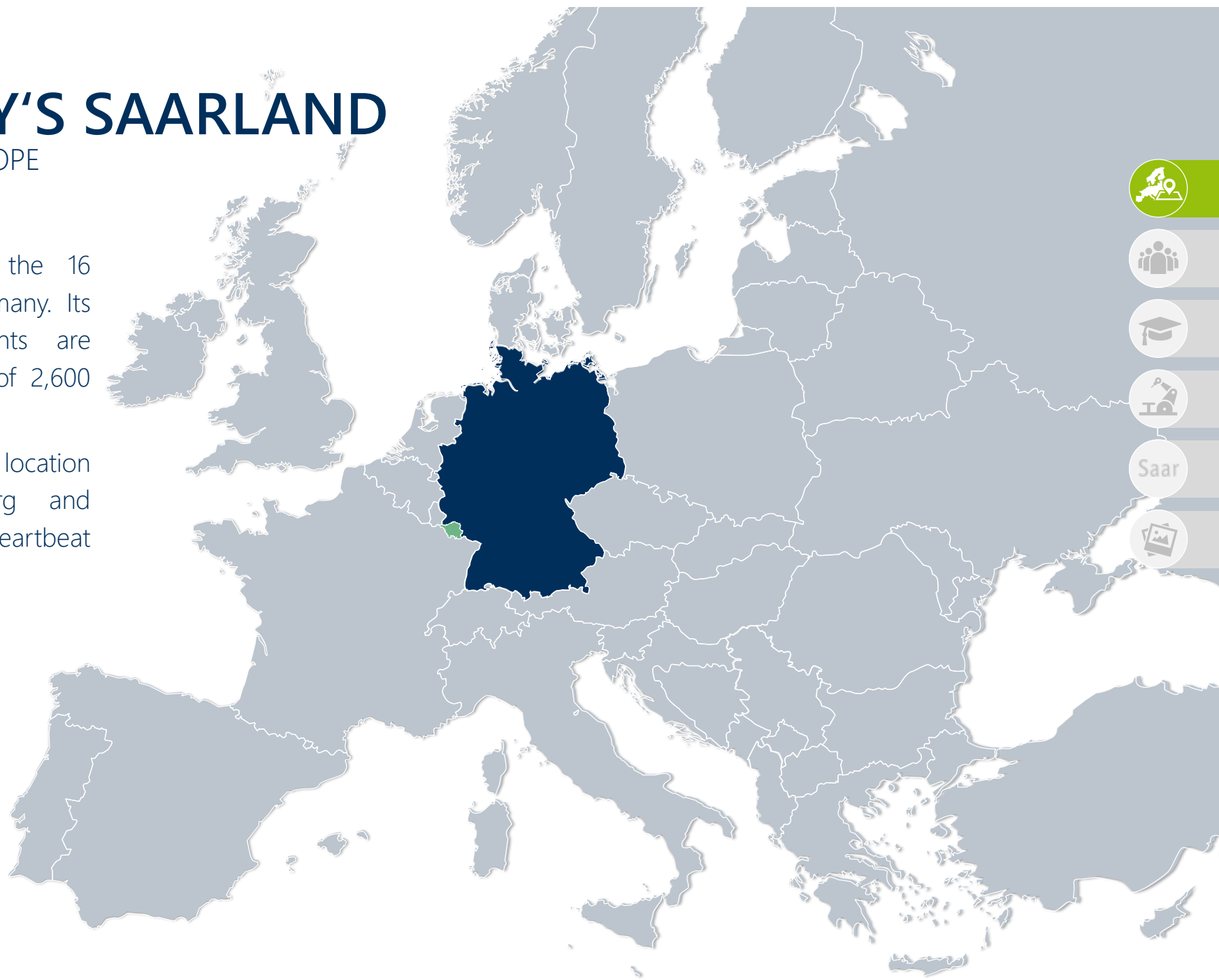
small  
smart  
attractive

# GERMANY'S SAARLAND

HEARTBEAT OF EUROPE

Saarland is one of the 16 Federal States of Germany. Its one million inhabitants are spread over an area of 2,600 m<sup>2</sup>.

Its geographical location bordering Luxembourg and France makes it the heartbeat of Europe.





YOUR  
**BUSINESS  
LOCATION**  
OF TOMORROW

# THE CENTER

## OF THE EUROPEAN ECONOMIC AREA

Saarland has much to offer and is the perfect location for businesses, not the least because of its central position in the stable economic area of the EU.



# THE CENTER

## OF THE EUROPEAN ECONOMIC AREA

By road, rail and air – Saarland is well-connected to the metropolises of Europe.

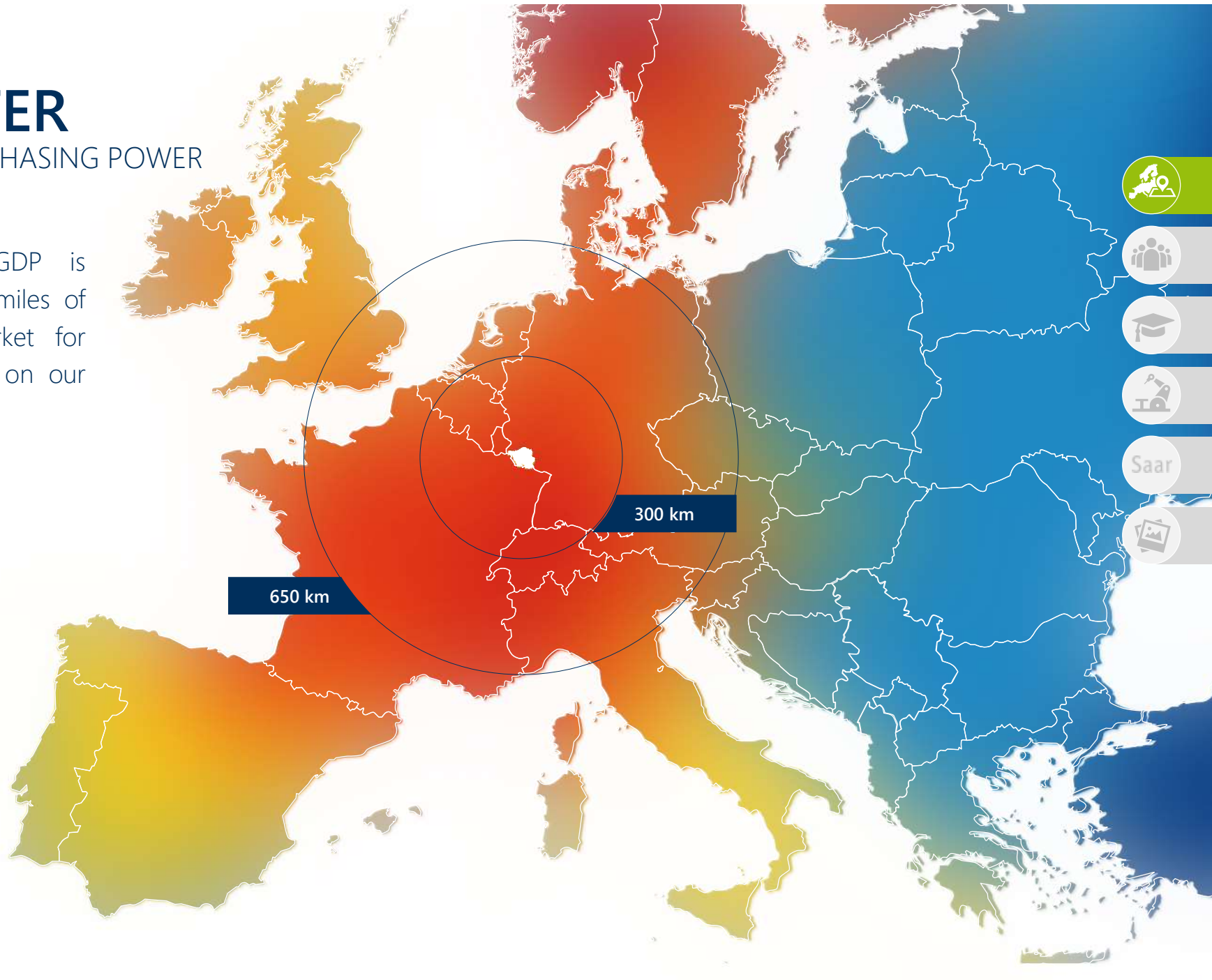
Fast connections make it very easy for you to reach your business meetings.



# THE CENTER

## OF EUROPEAN PURCHASING POWER

40% of the EU's GDP is generated within 400 miles of Saarland, so the market for your products is right on our doorstep.



● STRONG



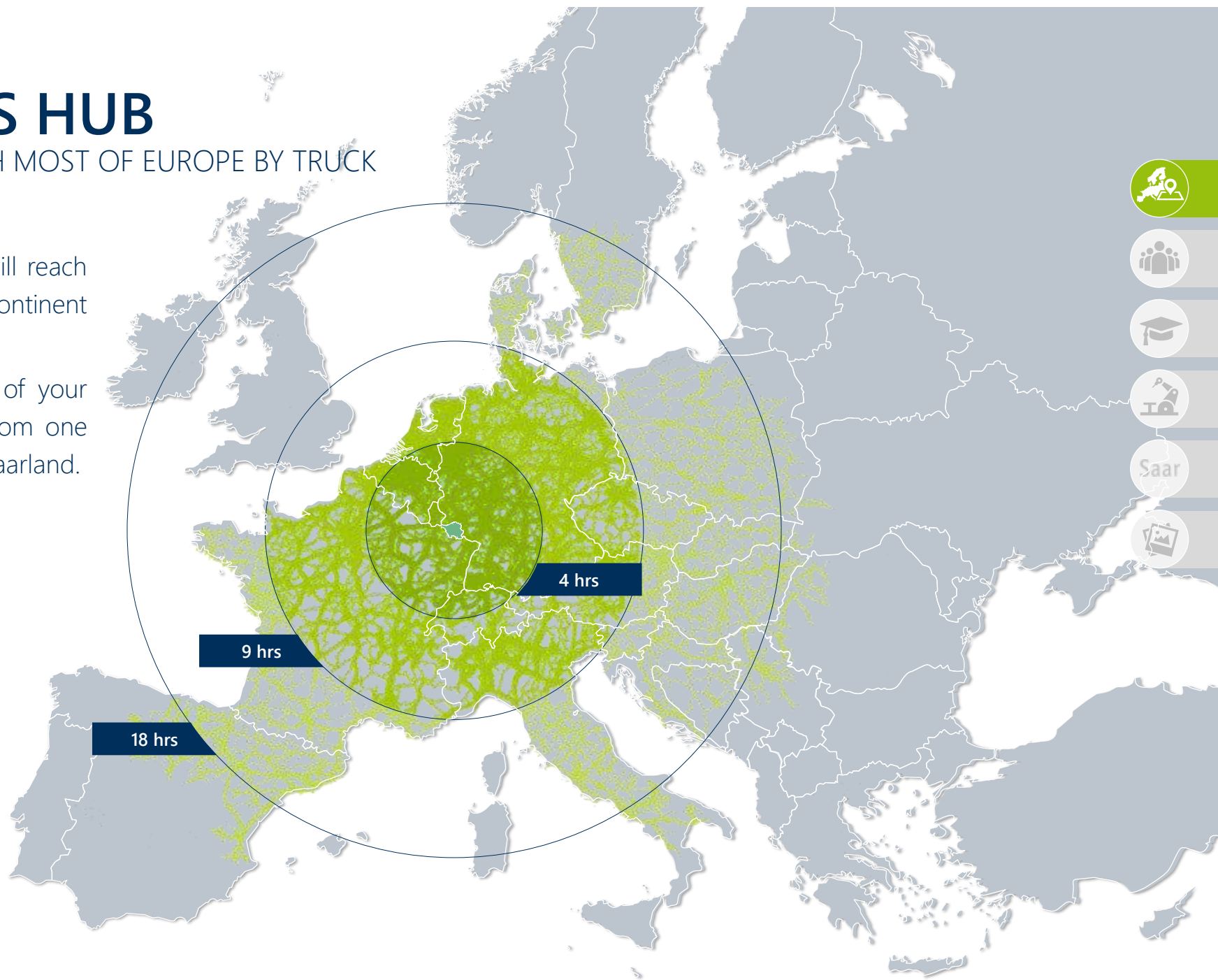
● LESS

# LOGISTICS HUB

18 HOURS TO REACH MOST OF EUROPE BY TRUCK

By road, your goods will reach most of the European continent in no time.

You can deliver to all of your European customers from one single logistics hub in Saarland.



# A SMALL STATE

## WITH A GRAND HISTORY

In 250 years, Saarland has changed its nationality eight times. We have switched between French and German nationality, and were also an independent nation. This has shaped our people's mentality and made them very accepting of other cultures.



In 1952, Saarland participated in the Olympic Summer Games in Helsinki as a sovereign state represented by 36 athletes.

In 1954, Saarland's national soccer team met the German national soccer team in a qualifying match for the World Cup. The game was hosted in Saarbrücken. We lost by one goal. Germany, however, went on to win the entire tournament.





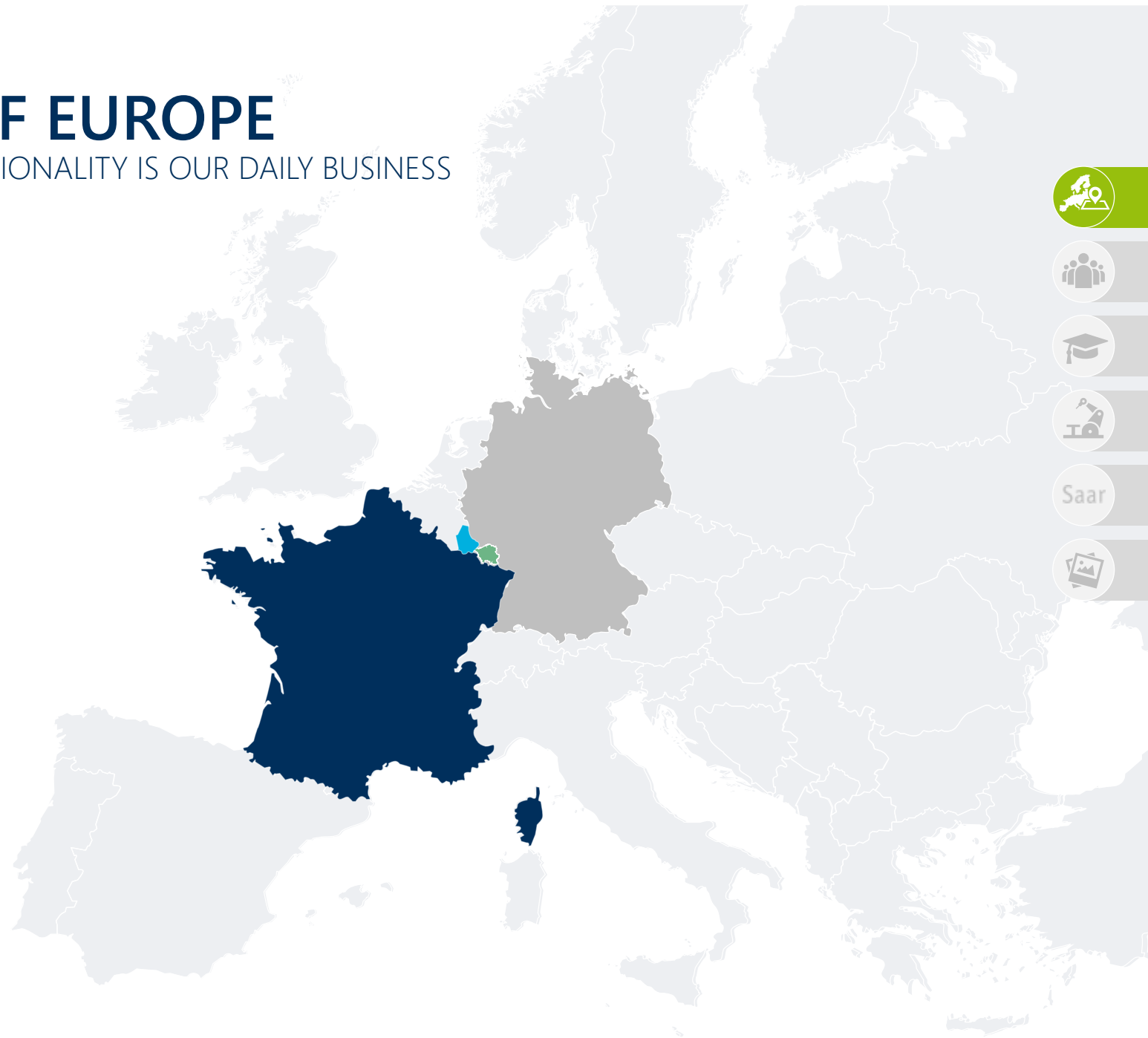
# THE CRADLE OF EUROPE

GOOD NEIGHBORS – INTERNATIONALITY IS OUR DAILY BUSINESS



Saarland is where Germany, France and Luxembourg merge into Europe.

Here, a united Europe has been a long-practiced reality, and borders disappeared a long time ago in the minds of the locals.





QUALIFIED  
**EMPLOYEES**

FOR YOUR BUSINESS

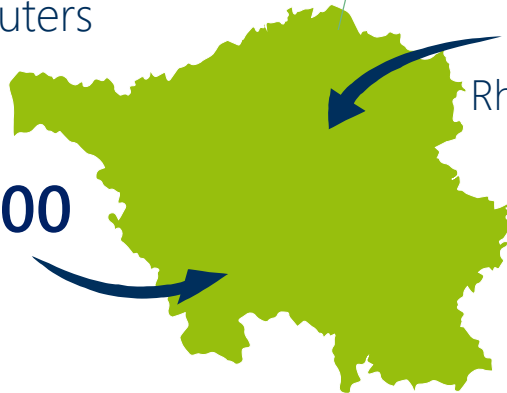
# PEOPLE

## WHO SECURE YOUR GROWTH

The European labor market has no borders. Companies in Saarland benefit from the open-border policy more than others. The workforce has strong language skills, is often bilingual, and understands the customs of neighboring countries.

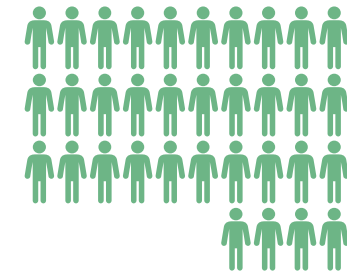
**Daily**  
commuters

 **20,000**  
Lorraine



**25,000**   
Rhineland-Palatinate

Workforce of  
**523,200**



Production	<b>21.7%</b>
Construction	<b>5.2%</b>
Retail, traffic, hotel and restaurant industry	<b>24.6%</b>
Finance, insurance, housing	<b>16.3%</b>
Public and other services	<b>31.9%</b>
Agriculture and forestry	<b>0.4%</b>



# PEOPLE

WHO SECURE YOUR GROWTH



**31,000**  
Students

Legal, economic and social studies	29.7%
Engineering	17.6%
Human medicine/health sciences	30.1%
Mathematics, natural science	6.5%
Other fields of study	14.8%



**17,000**  
Trainees

Industry and commerce	58.3%
Crafts	29.4%
Freelance professions	8.0%
Agriculture	2.1%
Other fields of education	2.2%



# INDUSTRIAL HERITAGE

SHAPES THE WORK ETHIC



## High acceptance of shift work

The work ethic in Saarland is shaped by the tradition of the steel and coal mining industry. This industrial heritage can be felt on the labor market. People are more accepting of shift work than in other locations.



## Highly-qualified employees

The diverse training opportunities at Saarland University, the technical schools and colleges, as well as in the many healthy companies of the region offer high-quality training opportunities and create a skilled work force.



## Strong identification with the company

The low rate of staff fluctuation allows companies to rely on their employees and conveniently plan for the long-term. Whether office or production workers, their high corporate loyalty gives local company's a competitive edge.





# CUTTING-EDGE RESEARCH



# CUTTING-EDGE RESEARCH

SYNERGIES THROUGH PROXIMITY

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li><b>1</b>   Max Planck Institute for Software Systems (MPI-SWS)</li> <li><b>2</b>   Max Planck Institute for Informatics (MPII)</li> <li><b>3</b>   Fraunhofer Institute for Nondestructive Testing (IZFP)</li> <li><b>4</b>   Fraunhofer Institute for Biomedical Engineering (IBMT)</li> <li><b>5</b>   Leibniz Institute for New Materials (INM)</li> <li><b>6</b>   German Research Center for Artificial Intelligence (DFKI)</li> </ul> | <ul style="list-style-type: none"> <li><b>7</b>   Korea Institute of Science and Technology (KIST)</li> <li><b>8</b>   Schloss Dagstuhl – Leibniz Center for Informatics</li> <li><b>9</b>   Steinbeis Material Engineering Center Saarland (MECS)</li> <li><b>10</b>   Helmholtz Institute for Pharmaceutical Research Saarland (HIPS)</li> <li><b>11</b>   CISPA – Helmholtz Center i.G.</li> <li><b>12</b>   Science Park Saar</li> </ul> |
|--|--|



# APPLICATION-ORIENTED RESEARCH

IDEAS BECOME PRODUCTS



Companies in Saarland benefit hugely from application-oriented research. Ideas are transformed into marketable products.

Research institutions such as the Center for Mechatronics and Automation Technology (ZeMA) and the Competence Center Power4Production ensure that research results make their way onto the factory floors.





# APPLICATION-ORIENTED RESEARCH

IDEAS BECOME PRODUCTS



**Qbing Industrial Solutions**

## Smart Factory

From the registration to the storage of goods, this RFID technology creates fully-automated process cycles in the production plants.



**Fraunhofer IZFP**

## Nondestructive sensor systems

Robot-based inspection of the mechanical characteristics of steel slugs and other materials.



**SemVox ODP S3**

## AI-based interaction

This voice recognition software turns the new AUDI A8 into a well-connected and interactive assistant.



# APPLICATION-ORIENTED RESEARCH

AND INNOVATIVE COMPANIES



Nanogate is a spin-off of the Leibniz Institute for New Materials, a research center at Saarland University. It has turned into a global market-leading developer and system producer of high-tech surfaces and components.

You have most likely had contact with Saarland's output in the past via the control panels and veneers in cars produced by AUDI, BMW or Mercedes-Benz.



# INDUSTRIAL FUTURE

PIONEER OF INDUSTRY 4.0

The **German Research Center for Artificial Intelligence (DFKI)** in Saarbrücken is considered the birthplace of Industry 4.0.

The **Center for Mechatronics and Automation Technology** pursues application-based research for industry and medium-sized enterprises.



In 2014, **Bosch Rexroth** put the world's first assembly line enhanced with Industry 4.0 into operation at its Saarland-based plant.

Smart research laboratories in Saarbrücken and Shanghai pave the way for additional **Smart Factory Labs.**



# INDUSTRIAL FUTURE

ENTERPRISES IN THE GLOBAL LEAD



High-end steel  
and iron products

**DILLINGER** 

Production of  
high-end heavy plates



Development and distribution  
of medical products



**SAARland**  
**IndustrieLAND**

**Rexroth**  
Bosch Group

Drive, control and  
assembly technology



Production of  
automotive transmissions

**hager**  **Group**

Development and distribution  
of intelligent control systems





# PRODUCTS FROM SAARLAND

THAT YOU KNOW OF



**Queen Mary 2**

Dillinger

Produces steel plates for the biggest ships and tallest buildings worldwide.



**China production**

Villeroy & Boch

A renowned producer and distributor of china and ceramic products since 1748.



**Wagner stone-baked pizza**

Nestlé Wagner

One of the largest producers of frozen pizza in the world with 350 million pieces a year.





# AUTOMOTIVE SECTOR



# HEALTH CARE



# IT SECTOR



# E-COMMERCE



# LOGISTICS



# SERVICE CENTERS

# E-COMMERCE

AT A GLANCE



# E-COMMERCE

AT A GLANCE



Delivery to most  
of Europe in

**18 hours**

Logistics companies  
at the location

**560+**

**1<sup>st</sup>-class**

location for the  
European market

**€2 - 5€/m<sup>2</sup>**

rent for production and  
warehouse space in Saarland

# E-COMMERCE

SUCCESSFUL IN THIS LOCATION



Consumer electronics, toys,  
DIY and garden products



Cameras & foto equipment



Online shop for electronics,  
consumer and lifestyle products



Military gear, Bundeswehr gear,  
Nato online shop, camping



DIY and gardening products



Construction fittings, building hardware,  
machines, tools and chemical products



Online shop for  
clothing and fashion



Spare parts for  
consumer electronics



Cleaning products,  
wellness and cosmetics

# E-COMMERCE

SUCCESSFUL IN THIS LOCATION



Specialist for suitcases,  
school satchels & leatherware



Bath and Wellness,  
tableware and tiles



Garden furniture,  
living & leisure time



Personalised and  
individually-designed gifts



Specialist retailer for  
baby items and infant care



Online shop for lifestyle products  
– since 1990



IT system house



Spare parts & tuning parts for scooters,  
maxiscooters, vespas, and mopeds



Wholesaler for ICT

# SAARLAND AS A LOGISTICS BASE

HEARTBEAT OF EUROPE



With Germany's Saarland as a logistics base, you can reach nearly all of Europe within 18 hours by truck.

And thanks to our location right at the border and a direct linkage to the French and German motorway network, you can cover the EU's largest markets, France and Germany, even faster.



At the center of the  
**European purchasing power**

**Ideal connectivity**  
by road and rail

Right on our doorstep  
**- the German and French market**

# DISTRIBUTION MADE EASY

## SWIFT DELIVERIES

Germany's Saarland is an efficient logistics hub for distributors and logisticians alike.

From deliveries and pick-and-pack services to fulfillment centers - the multitude of experienced, reliable partners can support you in your distribution.



- |                                     |  |                                     |   |
|-------------------------------------|--|-------------------------------------|---|
| <p><b>1</b>   DHL parcel center</p> | <p><b>2</b>   DHL Express parcel center</p>  | <p><b>3</b>   DHL freight depot</p> | <p><b>4</b>   DPD parcel center</p>         |
| <p><b>5</b>   GLS parcel center</p> | <p><b>6</b>   Hermes distribution center</p> | <p><b>7</b>   UPS parcel center</p> | <p><b>8</b>   TNT Express parcel center</p> |

# QUALIFIED EMPLOYEES

HIGH COMPETENCIES – WHERE THEY ARE NEEDED



## Industry, production, logistics

Shift and night work are a part of the industrial work routine, which has shaped Saarland's workforce. From engineers to qualified warehouse workers – Germany's Saarland scores with highly-skilled, motivated employees who strongly identify with the company.



## Service centers

Germany's Saarland is a popular location for service centers, because companies can easily find motivated customer care agents. On-the-job training opportunities are manifold, e.g. at the Saarland University for Applied Sciences and the CC Akademie Saarland GmbH.



## ICT competence

Saarland's ICT sector with more than seven research institutes has a world-class standing. The IT campus at Saarland University is an innovation driver for local companies. With more than 1,700 computer science students, the recruiting base for programmers and IT experts lies above average.

# IDEAL PREREQUISITES

FOR YOUR LASTING SUCCESS



## Favorable prices for sites and buildings

Investments in Saarland are worthwhile because we have fully-developed and ideally-linked sites and buildings at favorable rates. We offer project support for the planning process and during the execution phase. In any case, our experts are there for you at all stages of your project.



## Businessman/Businesswoman for eCommerce

Job education is manifold. The dual training program for Businessmen/Businesswomen for eCommerce by the Chamber of Trade and Commerce (IHK) starts in August 2018. Regional colleges offer management courses for customer care and the University of Lorraine offers bilingual courses for future logistics managers.



## A strong, well-connected logistics network

Germany's Saarland has short links. The logistics sector, as a key sector for industry and production, is well-positioned and well-connected. There is a multitude of experienced, reliable service providers to support your distribution activities.



# Germany's SAARLAND

OUR SERVICES FOR YOU



# A STRONG HOLDING

WORKING FOR YOU

**100%** owned by the  
Federal State of Saarland

Turnover of  
**€70** million

**6**  
Companies under one roof

More than  
**370** employees

# RELOCATION MANAGEMENT

FOR THE SUCCESS OF YOUR PROJECT



## Locational information

Fast, confidential and reliable.

We provide locational information that is tailored to your project and will help you make an informed decision on your company's relocation or expansion.



## Project support

Every step is well planned.

From the locational decision, assistance in approval procedures and setting up kick-off meetings to the final realization of your project, we provide support and assistance every step of the way.



## After-sale services

Your wishes and requirements are our mission.

We can provide support with staff recruitment and public relations as you relocate, as well as identifying partners for your local network.



# OUR PRODUCTS AND SERVICES

FOR YOUR LASTING SUCCESS



## Commercial sites and buildings

The industrial sites which we have developed for clients in recent years would cover 580 soccer fields. Take advantage of this experience – we know what is essential: fully-developed, logistically well-connected sites at attractive rates.

Of course, we set the same high standard when it comes to developing your buildings in accordance with your wishes and requirements.



## Project management and controlling

Compliance with deadlines and budgets is not just a sales strategy to us, it is our daily business. Whether you want a new building, an expansion or a modernization, our engineers and architects will take great care to ensure that your project progresses and remains cost-efficient.

We have experience in projects amounting to a total volume of more than 100 billion euros.



## Planning of building construction and civil engineering

We have brought all of the planning skills which your project needs together under one roof. Our skilled team is just as experienced in planning commercial buildings for all industrial sectors as it is in redesigning town centers and port areas.

Our diverse service portfolio and our experience make us the perfect partner for implementing your projects.



# COWORKING SAAR SPACE

THE SITE FOR YOUR EUROPEAN LAUNCH



## Coworking space with modern infrastructure

- located on the campus of University of Saarland
- in the immediate vicinity of renowned research centers
- single-user workstations and conference rooms
- no long-term contract obligations
- favorable rent terms
- creative and internationally diverse surrounding
- office services and technical support on demand

4 weeks  
free of charge



# SITES AND BUILDINGS

AT A GLANCE



## Germany's SAARLAND

sites  
buildings  
support

Whether you are looking for an industrial site or a commercial building, our comprehensive and up-to-date range has something for all project requirements. We have created a modern and user-friendly database for commercial buildings and sites in Saarland. The quality of our data is unmatched in Germany.

[www.portal.germanys.saarland](http://www.portal.germanys.saarland)



# OUR BERLIN OFFICE

SHORT LINKS – IN SAARLAND AS WELL AS IN THE CAPITAL



- **Contacts with politicians & organizations**  
Whether on federal, state or local level, we know the right contact person for your concerns.
- **Embassies as an international platform**  
We have close links with our international representatives and know how the world works.
- **Access to policy makers**  
We represent companies from Saarland and support their interests in dialogue with economic decision-makers.
- **Gateway to the business location of Saarland**  
We represent Saarland as a business location and enable companies to shift their operations to our state with minimal effort.



# GERMANY'S SAARLAND

THE TEAM FOR YOUR PROJECT



**Thomas Schuck**  
CEO



**Rita Gindorf-Wagner**  
CEO



**Ute Petersen**  
Authorized Representative



**Dieter Conzelmann**  
Director Economic  
Promotion and Finance



**Roland Schmitt**  
Director Economic  
Promotion and Development



**Anja Petschauer**  
Director Marketing



**Phillip Quien**  
Marketing



**Martina Salerno-Schwarz**  
Sales Manager



**Jan Fischer**  
Project Manager  
Business Intelligence



**Melitta Gillespie**  
Business Intelligence



**Anna Derschang**  
Project Manager  
Berlin Office



**Patrizia Spadaccini**  
Project Manager  
Berlin Office

# SUBSIDIES

## AND DEVELOPMENT AREAS



### Investment subsidies

**Objective:** Boost the competitive strength and adaptive capability of business and industry, and thus create new long-term jobs, as well as safeguarding existing jobs.

**Subsidizing authority:** Saarland Ministry of Economics, Labor, Energy and Transport

**Volume:** For each newly created job, up to 750,000 euros of investment can be subsidized for relocating companies. Subsidies can amount to 20-30% of the investment sum depending on the specific area. The actual rate of financial support depends on the particular company/project.

**Duration:** An investment period of up to three years.







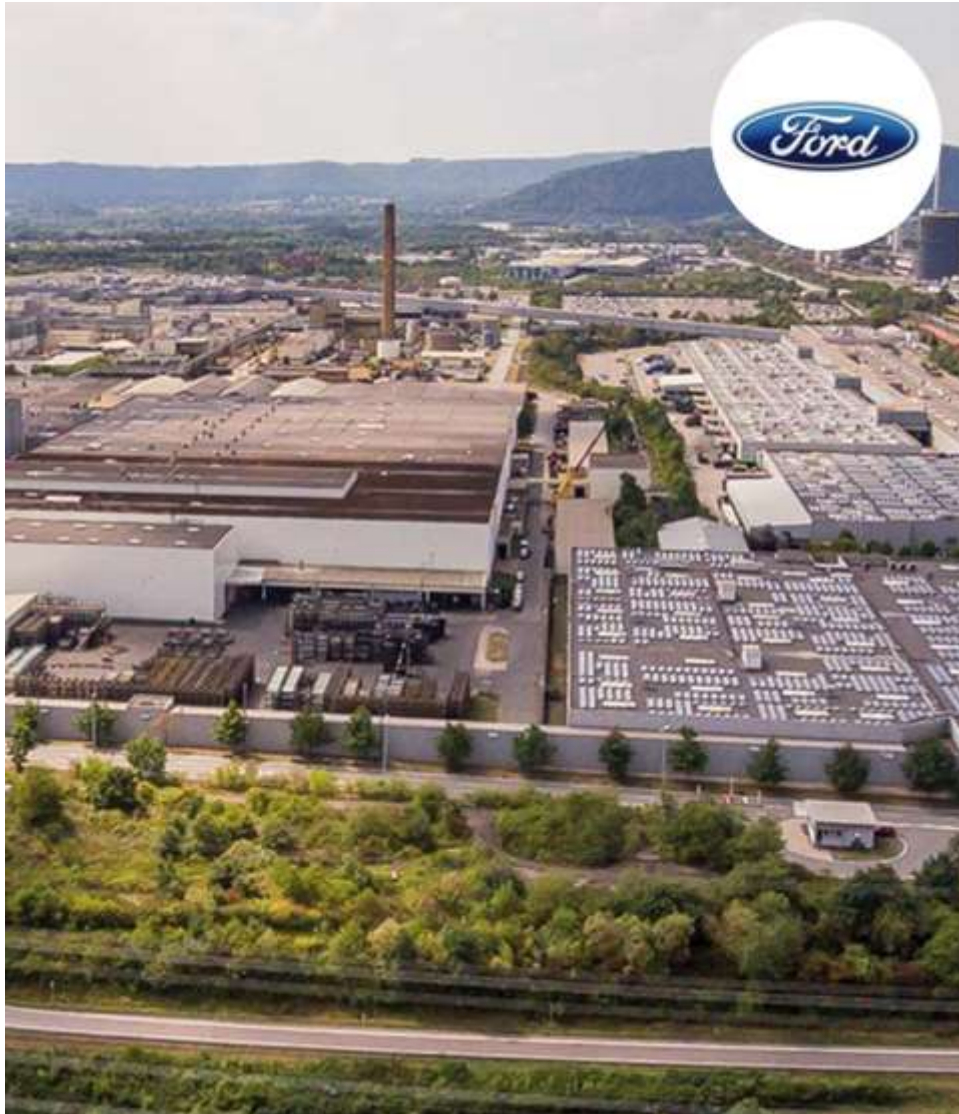
# OUR REFERENCES

WE DELIVER MORE THAN JUST BROCHURES



# REFERENCES

## FISP – FORD INDUSTRIAL SUPPLIER PARK



We operate the world's first tier-one supplier park and contribute considerably to the success of the Ford plant.

Investment: 106 million euros

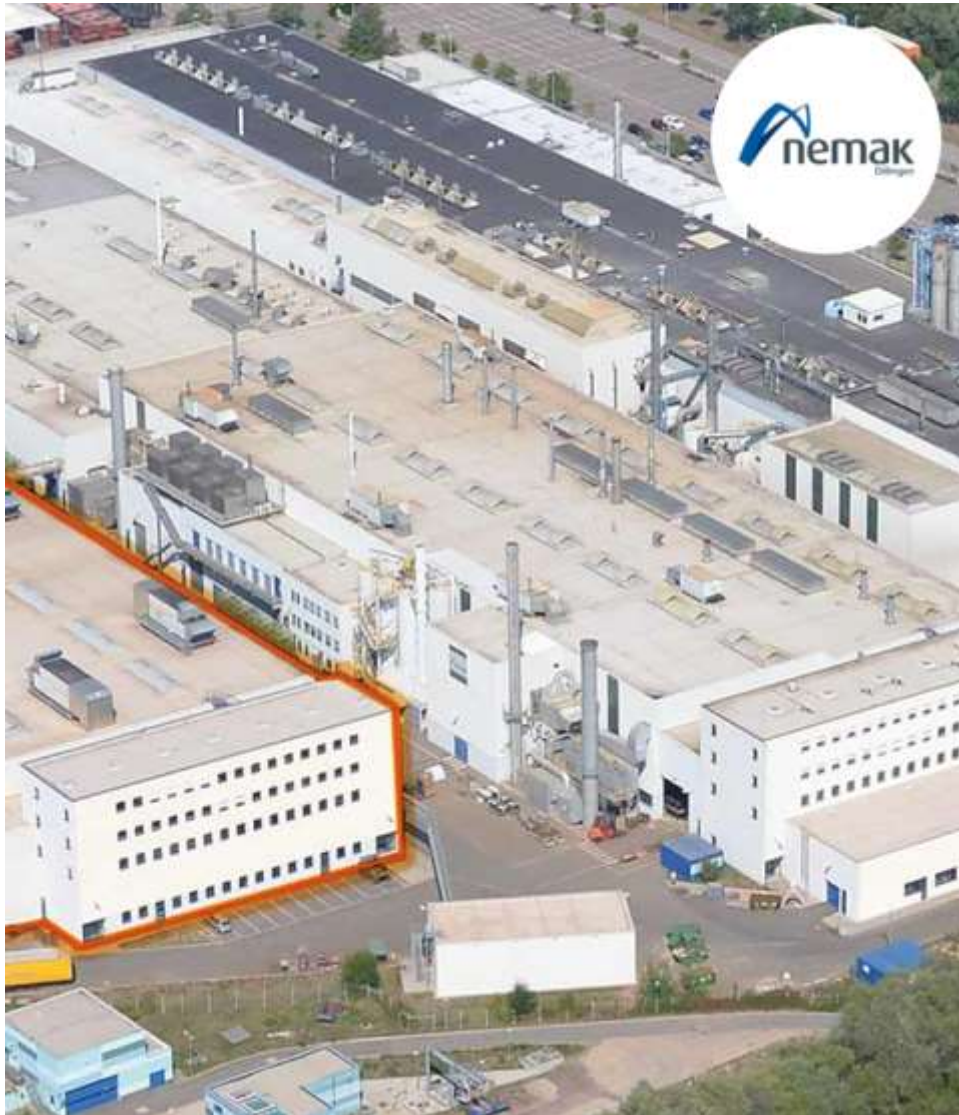
Area: 100,000 m<sup>2</sup>

- Planning
- Investment
- Construction
- Operation



# REFERENCES

## NEMAK DILLINGEN



We plan and construct new production halls and therefore considerably increase output.

Investment: 24 million euros

Area: 12,000 m<sup>2</sup>

- Planning
- Investment
- Construction
- Long-term rental



# REFERENCES

CISPA – CENTER FOR IT SECURITY, PRIVACY AND ACCOUNTABILITY



We manage the entire construction process of new buildings and deliver them turn-key.

Investment: 12 million euros

Area: 5,200 m<sup>2</sup>

- Investment
- Planning
- Tendering process
- Construction



# REFERENCES

SPS – SCIENCE PARK SAAR



We own and operate the top property for companies and research institutes at Saarland University.

Investment: 20 million euros

Area: 9,500 m<sup>2</sup>

- Planning
- Investment
- Construction
- Operation and lease



# REFERENCES

KIST EUROPE – KOREAN INSTITUTE FOR SCIENCE AND TECHNOLOGY



We construct new office buildings and laboratories and handle integration with the road network.

Investment: 8 million euros

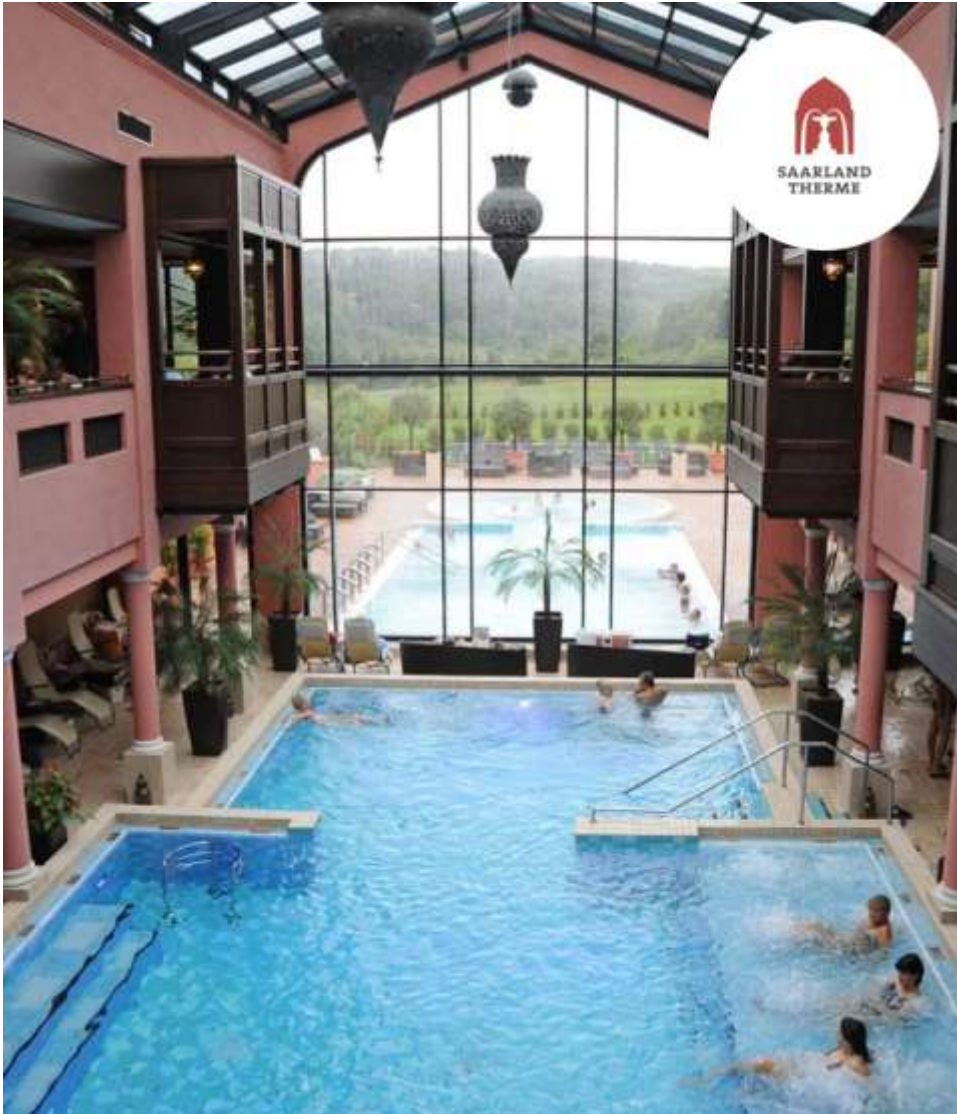
Area: 3,500 m<sup>2</sup>

- Planning
- Project management
- Construction



# REFERENCES

## SAARLAND THERME



We develop Saarland's touristic flagship project.

Investment: 15 million euros

Area: 120,000 m<sup>2</sup>

- Planning
- Investment
- Project management
- Construction
- Long-term rental





WHERE WORKING  
**AND LIVING**  
GO HAND IN HAND



# HAUTE CUISINE, CULTURE AND JOY OF LIFE

WELCOME TO SAARLAND



## Saarland meets French cuisine

In Saarland, you can enjoy world-class cuisine. Culinary diversity in the Greater Region of Germany, Luxembourg and France knows no limits.

You can enjoy regional treats such as Lyoner sausage or Dibbelabbes potato hash, as well as French haute cuisine.



## Industrial monument meets art museum

Saarland's Völklinger Hütte, the former ironworks plant, was the first industrial monument to be declared a World Heritage Site by the UNESCO.

We have something for everyone, with activities ranging from the Saar-Spektakel festival and the State Theater to the diverse museum landscape.



## Joy of life meets hospitality

In Saarland, French *savoir vivre* and local hospitality combine to create a unique atmosphere that make the state not just livable but also lovable.

Whether you are from out of town or born and raised here, you will find it easy to enjoy the atmosphere and the local mentality.

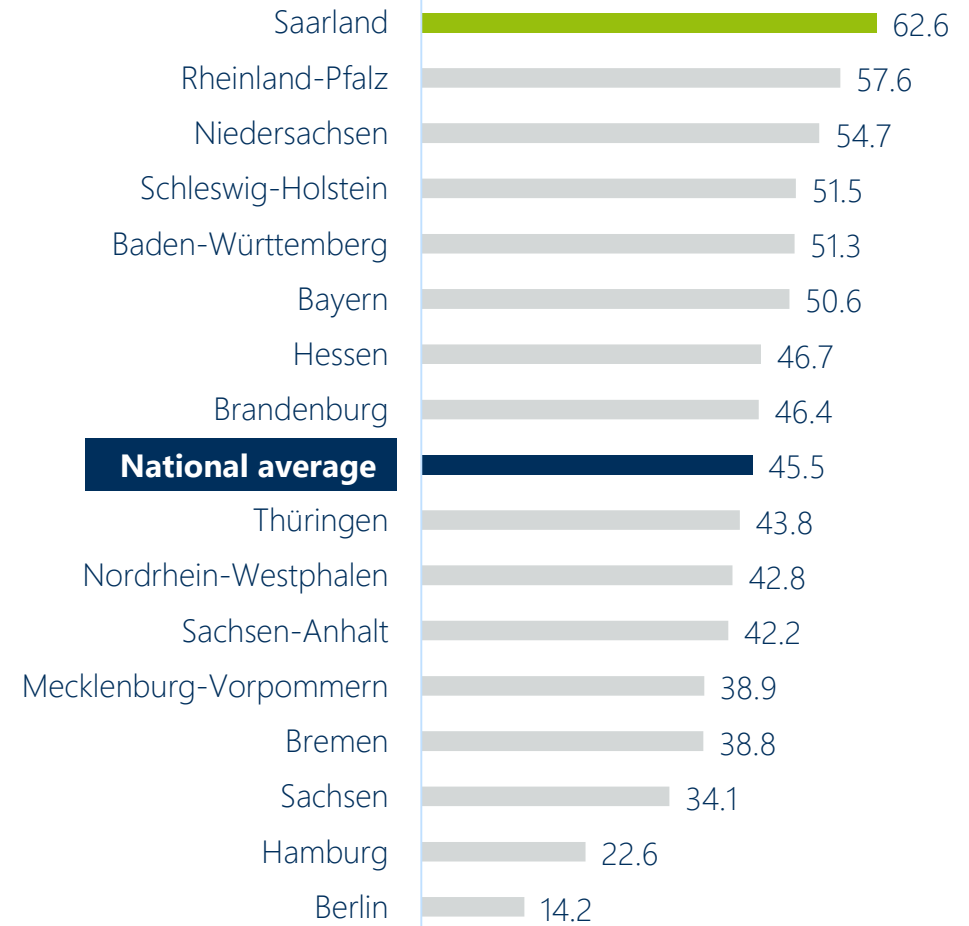


# A GREAT PLACE FOR LIVING

AND FOR OWNERSHIP



## MEDIAN OWNERSHIP RATE IN %





## Anna Derschang

Project Manager  
Berlin Office

**gwSaar**  
**Saarland Economic Promotion Corporation**

Vertretung des Saarlandes beim Bund  
In den Ministergärten 4  
10117 Berlin  
Germany

**Phone:** +49 30 72629-0480

**Fax:** +49 30 72629-0483

**Email:** [anna@germanys.saarland](mailto:anna@germanys.saarland)

**Web:** [www.germanys.saarland](http://www.germanys.saarland)



[www.facebook.com/germanys.saarland](https://www.facebook.com/germanys.saarland)

**Germany's**  
**SAARLAND**

small  
smart  
attractive





## Roland Schmitt

Director Economic  
Promotion and Development

**gwSaar**  
**Saarland Economic Promotion Corporation**

Airport Business Center  
Balthasar-Goldstein-Str. 31  
66131 Saarbrücken  
Germany

**Phone:** +49 6893 9899-613

**Fax:** +49 6893 9899-610

**Email:** [roland@germanys.saarland](mailto:roland@germanys.saarland)

**Web:** [www.germanys.saarland](http://www.germanys.saarland)



[www.facebook.com/germanys.saarland](https://www.facebook.com/germanys.saarland)

**Germany's**  
**SAARLAND**

small  
smart  
attractive





## Anja Petschauer

Director Marketing

**gwSaar**  
**Saarland Economic Promotion Corporation**

Airport Business Center  
Balthasar-Goldstein-Str. 31  
66131 Saarbrücken  
Germany

**Phone:** +49 6893 9899-612

**Fax:** +49 6893 9899-610

**Email:** [anja@germanys.saarland](mailto:anja@germanys.saarland)

**Web:** [www.germanys.saarland](http://www.germanys.saarland)



[www.facebook.com/germanys.saarland](https://www.facebook.com/germanys.saarland)

**Germany's**  
**SAARLAND**

small  
smart  
attractive

