



BUSINESS IN SAXONY-ANHALT **INTERNATIONAL, DYNAMIC AND INNOVATIVE**

RENEWABLE ENERGY, A REGIONAL ADVANTAGE

INDUSTRIES WITH A STRONG FUTURE

WORLD-CLASS RESEARCH

The place for big plans

The central German state of Saxony-Anhalt is a high-performing business location that boasts many advantages.

A popular location for large-scale investment

Saxony-Anhalt is characterized by an excellently developed infrastructure, its central location in the heart of Europe and fast-working administrations. The state has developed into a modern and sought-after location for major investments. Major settlement projects include the investments of Daimler Truck AG in Halberstadt, the US electronics group Avnet in Bernburg and the Finnish biochemical company UPM in the Leuna chemical park.

The economy in Saxony-Anhalt has also developed accordingly positively. In nominal terms, i.e. taking price developments into account, Saxony-Anhalt achieved a gross domestic product of EUR 78.4 billion in 2023, which corresponded to an increase of 5.2% compared to the previous year. Against the background of the war in Ukraine in particular and the resulting massive increase in energy prices as well as the climate crisis, the gross domestic product in 2023 fell by 1.4% compared to the previous year after adjusting for prices. Overall, however, Saxony-Anhalt's gross domestic product has risen steadily since reunification.

Positive impulses for the economy in Saxony-Anhalt, each with a better price-adjusted development than the German average, came from agriculture and forestry, fishing with +8.5% (Germany: +1.4%), the construction industry with +0.5% (Germany: -0.2%) and the service sector with +0.9% (Germany: +0.5%).

Exports have also increased continuously in recent years. But in 2024 there was a downward trend: According to preliminary results of the foreign trade statistics, Saxony-Anhalt's economy exported goods worth EUR 16.6 billion in the period from January to September 2024, which was 0.4% less than in the same period last year. At the same time, goods worth EUR 19.7 billion were imported into Saxony-Anhalt, 9.9% more than in the first 9 months of last year.

Further information and resources to download on the subject

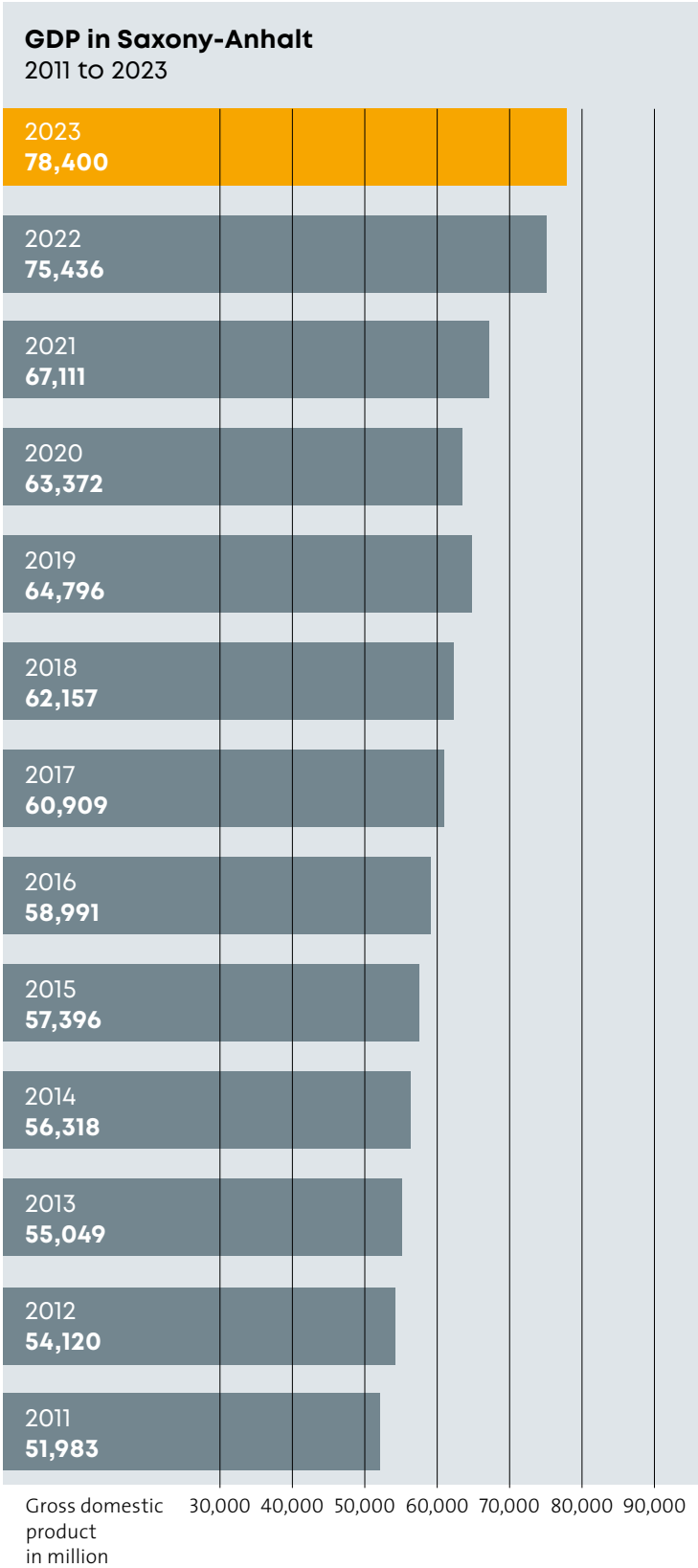
[GDP in Saxony-Anhalt 2023](#)

[GDP in Saxony-Anhalt, 1st half of 2024](#)

[Exports and imports in Saxony-Anhalt 2023](#)

[Foreign trade statistics](#)

You can find current quarterly economic data here:
www.mwl.sachsen-anhalt.de



Economic structure of Saxony-Anhalt



This central German state has pulled off a continuous economic recovery since 1990, whilst also evolving to become a pioneer of economic transformation.

Saxony-Anhalt is currently undergoing a fundamental structural transition that is transforming existing industries and even entire markets. In order to achieve the ambitious goal of becoming carbon-neutral, innovative solutions to reduce CO₂ emissions – through the use of green hydrogen, for example – are very much in demand, especially in energy-intensive industries. In the face of climate change and the looming shortage of raw materials, the energy and resource transition is taking on even more importance.

Digitalization is causing established industries to change and is giving rise to new areas of business. The Covid 19 pandemic clearly highlighted the vulnerability of business and society, and Saxony-Anhalt is affected by these disruptive developments in a very particular way: as well as the structural change brought about by the energy transition, demographic change is throwing major challenges in the region's path, especially in rural areas. On top of this, the state's economy is dominated by small and medium-sized enterprises, which often lack the necessary resources and skills to use the ongoing transformation as an opportunity.

The unique challenges facing Saxony-Anhalt make it a test chamber for transformative solutions with the potential to have an impact beyond the state's borders. Consequently, Saxony-Anhalt has the potential to establish itself as a centre for sustainable, resilient and social renewal at the heart of Europe. The state has set itself the target of improving its position on the European Union's Regional Innovation Scoreboard, which compares innovation in European regions, and to join the ranks of "Strong Innovators" by the year 2027.

As with its previous innovation strategy, the state will continue to focus on promoting the lead markets "Energy, Engineering and Plant Construction", "Resource Efficiency", "Health and Medicine", "Mobility and Logistics", "Chemistry and Bioeconomy" and "Food and Agriculture". These lead markets continue to represent the speciality areas of Saxony-Anhalt's economy. The cross-sectional fields of "Information and Communication Technology", "Key Technologies" and "Creative and Media Industry" will still feature large among the state's priorities.

In recent years, further topics have emerged that give even more momentum to the key technologies. The areas "Green Hydrogen", "Lightweight Construction" and "Algae Biotechnology" are especially important for Saxony-Anhalt.

Living and working in Saxony-Anhalt

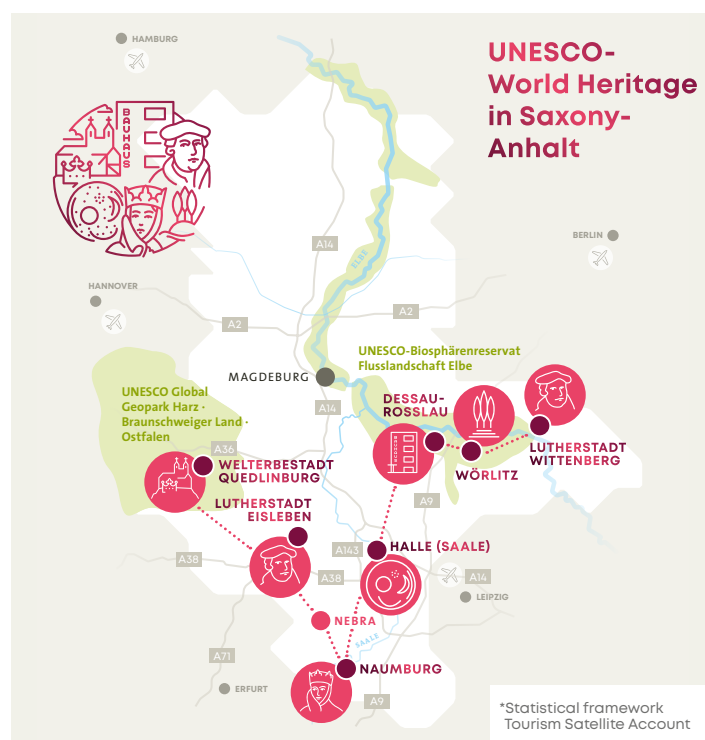


Room for personal development, outstanding career opportunities, inexpensive apartments and plots of land, Germany's best childcare facilities, and a uniquely rich offering of culture and leisure all combine to make Saxony-Anhalt a feel-good region where people can live their best lives.

Of the 52 **UNESCO World Heritage Sites** in Germany, five are situated in Saxony-Anhalt alone. Moreover, numerous other significant cultural assets can be found here: with over 60,000 monuments reflecting architecture, art, history and archaeology, the state's cultural ranking in Germany is outstanding. **Saxony-Anhalt is known as the heartland of Germany history** – and with good reason.

Tourism has therefore developed into an important economic factor. In 2023, the industry will generate gross sales of 3.3 billion euros. Day tourism in particular is the driving force here. Of a total of 92.6 million tourist days, 74% are day trips with sales of 1.8 billion euros. Overnight tourism generates sales of 1.5 billion euros with 23.8 million overnight stays. As a sought-after **travel destination**, Saxony-Anhalt has a lot to offer: delightful natural landscapes, superior and extensive musical entertainment, such as the Handel Festival in Halle (Saale) and the Kurt Weill Festival in Dessau-Roßlau, plus numerous sports and leisure opportunities. Combined with its exceptional infrastructure and transport links and its lively cultural scene, Saxony-Anhalt also scores highly when it comes to soft location factors.

sachsen-anhalt-tourismus.de, welterbe-sachsen-anhalt.de, echtschoensachsenanhalt.de
Tourismuszahlen 2024



Renewable energy, a regional advantage

Saxony-Anhalt is well on its way to expanding renewable energies. In 2022, the share of renewable energies in gross electricity generation totaled 60.1 percent, which corresponds to an increase of 3.5 percentage points within one year.



This means that the state has a good chance of achieving the federal target of 80% by 2030. This development has great advantages for the business location, because in contrast to fossil fuels, renewable energy sources make it less dependent on geopolitical events. For companies, this means a reliable supply of inexpensive energy. They can also reduce their carbon footprint and thus achieve their energy management and sustainability goals. For companies, energy costs have long been a decisive factor in their future viability.

Wind power

Wind energy made the largest contribution to total electricity generation in 2022, with a share of 34.0% (2021: 32.6%). A total of 8.5 million MWh of electricity was generated from wind energy and fed into the power grid. This was an increase of 3.7% compared to the previous year. This was also more than half of the electricity generated from renewable energy sources.

Biomass

Electricity from biomass (3.0 million MWh) accounted for 19.9% of renewable energies (previous year 21.7%). The renewable raw materials used as biomass to generate electricity, such as wood, plant and animal waste and biogas, accounted for 12.0% of Saxony-Anhalt's electricity mix.

Photovoltaics

Out of 3.4 million MWh of electricity, 22.5% of gross electricity generation from renewable energies was generated using photovoltaics. Photovoltaics contributed 13.5% to total electricity generation (previous year 10.9%). After the decline of the solar industry more than a decade ago, Saxony-Anhalt has succeeded in rebuilding the solar industry. Of great importance in this regard were the solar research center of the South Korean company Hanwha Qcells based in Bitterfeld-Wolfen, strong research institutions such as the Fraunhofer Center for Silicon Photovoltaics CSP in Halle (Saale) and the storage specialist Tesvolt based in Lutherstadt Wittenberg, which is growing extremely dynamically.

Green hydrogen

Saxony-Anhalt is a pioneer in the development of a green hydrogen economy. Green hydrogen is the ideal storage medium for renewable energies. As part of the lignite phase-out and the associated structural change, the state is developing into a hydrogen model region. In the Bitterfeld-Wolfen chemical

park, for example, a "hydrogen village" has been established on 12,000 square meters to simulate the distribution of hydrogen right up to the connection to private households. Another test facility has started operations in the Leuna chemical park and a huge underground hydrogen storage facility is being built in the Bad Lauchstädt energy park.

Hydropower and landfill and sewage gas continued to contribute to electricity generation from renewable energies. Other important energy sources were lignite with a share of 20.6% (2021: 21.3%) and natural gas with a share of 13.3% (2021: 15.0%).

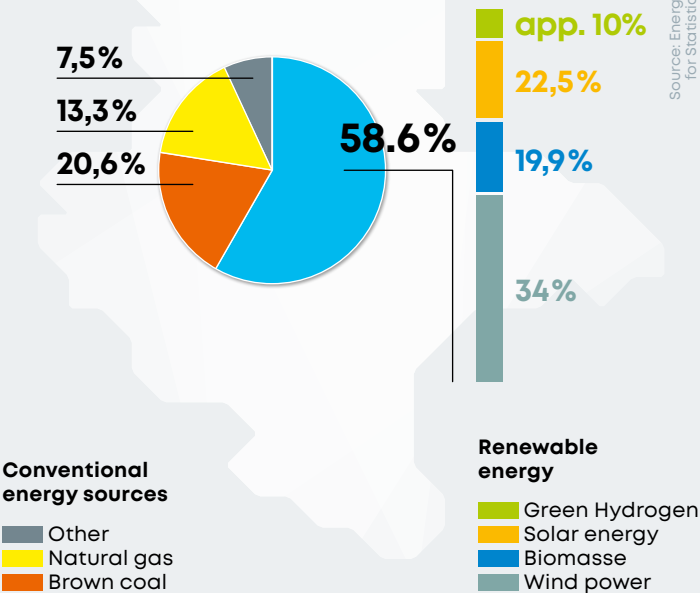
More information

statistik.sachsen-anhalt.de,
moderndenken.sachsen-anhalt.de

Share of renewable energy in gross electricity production in Saxony-Anhalt

Total 24,8 million kWh

Renewable energy



Source: Energy figures by state task forces, State Offices for Statistics; from 07/2022 | © Agentur für Erneuerbare Energien (Renewable Energy Agency)

Where science and business work together

Innovative potential in Saxony-Anhalt is one of the state's major strengths.

The conditions for this are perfect, with one of the **densest research landscapes in the whole of Germany** and **close cooperation between businesses, universities and research institutes**. The state of Saxony-Anhalt actively supports this collaboration, so that innovative breakthroughs can be grasped and exploited without delay. In recent years, the links between science and business have been expanded and built to last. This has given significant momentum to the transfer of knowledge and technology. Carefully planned cluster management and ideal research structures provide the best possible conditions for both established companies and startups. To provide a future-proof environment for innovative, fast-growing start-ups, Saxony-Anhalt is continuing its successful funding of start-up centers at the region's universities. A total of 13.3 million euros is being made available as part of the ego.-KONZEPT funding program.

Skilled employees



The training and research centers in Saxony-Anhalt produce high-performing specialists who position the state well for the future.

The highly qualified and motivated people from the region make a decisive contribution to the success of companies based here. Thanks to the technical orientation of the Otto von Guericke University Magdeburg and a complementary offering from the Magdeburg-Stendal University of Applied Sciences, which offer a wide range of ICT-specific courses, first-class trained specialists are available for innovative and digital technical processes. In addition, the Martin Luther University Wittenberg-Halle and seven other universities of applied sciences provide training.

Although Saxony-Anhalt is doing somewhat better overall compared to the rest of Germany, Saxony-Anhalt is also dependent on immigration and is looking for "hands and brains" for the work that will have to be done in the future. There is great potential in the well-trained graduates of universities in other German federal states and abroad.

In order to support companies in their search for qualified specialists and workers and to strengthen the attractiveness of Saxony-Anhalt as a business location, the state has launched the campaign "Saxony-Anhalt can do it!". With the campaign, the state is setting targeted incentives, for example through specific projects at home and abroad. This shows that in Saxony-Anhalt, skilled workers not only find exciting jobs, but also optimal living conditions.

More information:
sachsen-anhalt-kanns-halt.de

Open to ideas: 13 Centers of Excellence

Saxony-Anhalt is leading the way into the future: at 13 locations in the state, well-established clusters of businesses and research institutions are setting the pace.

At the Centers of Excellence in Saxony-Anhalt, bold ideas become market-ready innovations in fields such as new mobility, medical technology, bioeconomy and chemistry.

They are marketed as the 13 Centers of Excellence and are regarded as the jewels in the state's crown. Cooperation is of primary importance at these Centers, so that ideas can be turned into reality more rapidly. They offer ample space for incoming businesses from various industries, for a collaborative approach to the future with the benefit of synergies for all.

www.center-of-excellence-saxony-anhalt.com



HERE technology is shaping the future

Batteries and fuel cells, green hydrogen, innovative medical technology – step by step, Saxony-Anhalt is becoming a region of future technologies. Numerous medium-sized companies that value interdisciplinary teamwork ensure momentum and a creative approach.

In the southwest of Magdeburg, a new supra-regional industrial and commercial area is being built on a total area of 1,100 hectares (gross). Of the total area, over 700 hectares are available as open space. The High Tech Park is a central point of contact for companies, research institutions and start-ups in the field of high-tech industries, preferably for companies in the semiconductor industry and other high-tech sectors and is therefore considered Europe's largest investment opportunity. With a unique investment and commitment, the state of Saxony-Anhalt is taking big steps towards becoming a semiconductor hotspot and is not only taking over the marketing of the areas but also managing the operation. There is plenty of space here for innovative implementations and global networks.



_____ Battery and fuel cell production – for electric cars, for example – is also gaining ever more importance in Saxony-Anhalt. In Bitterfeld-Wolfen, Dutch company Advanced Metallurgical Group (AMG) is building the European Union's first refinery for lithium hydroxide in battery quality. The decision by Daimler Truck AG to establish its largest logistics center in Halberstadt in the Harz region also clearly indicates that Saxony-Anhalt is an attractive location for new business developments. In the future, the logistics center will play a key role in the global distribution of spare parts for Mercedes-Benz trucks, supplying around 3000 truck dealers in more than 170 countries with components.



_____ The Japanese Horiba Group's new Centre of Excellence for Batteries and Fuel Cells in Barleben near Magdeburg also offers brilliant prospects for Saxony-Anhalt as a home to business. Here, the subsidiary Horiba Fuelcon will produce test rigs for batteries, fuel cells and electrolysis in a production area of around 7,000 square metres, plus offices. In Osterweddingen, the Canadian company Li-Cycle has opened one of the largest recycling facilities for lithium-ion batteries. From 2024 onward, the firm aims to recycle up to 30,000 metric tons of batteries each year. Li-Cycle will process lithium-ion batteries of all kinds used in everything from electronic devices through to electric cars.



_____ Biotechnology has unique potential in Saxony-Anhalt and has the best opportunity for extremely successful development in the years to come. "Red" biotechnology already numbers about a dozen businesses, including Wacker Biotech GmbH. The

central innovation hub is in the Weinberg Campus Technology Park in Halle (Saale). The heart of "green" biotechnology in Saxony-Anhalt is the Gatersleben Biotech Centre, which is home to the Leibniz Institute of Plant Genetics and Crop Research (IPK).



_____ Saxony-Anhalt also heads the rankings when it comes to pharmaceuticals and medical technology – with the BioPharmaPark Dessau, for instance, which offers excellent conditions for business and science, plus ample space for investments and ideas. Nearly 120 companies are active in Saxony-Anhalt's substantial medical technology market, from small and medium-sized firms to global players. In collaboration with universities and research institutes such as the Otto von Guericke University Magdeburg and the Leibniz Institute for Neurobiology (LIN) in Magdeburg, they are driving the development of new and improved methods of diagnosis and treatment, medical instruments and devices, and innovative prosthetics.

More information:

www.invest-in-saxony-anhalt.com/locational-advantages/in-focus-topics

Creative economy



Saxony-Anhalt's cultural and creative economy is a young and multifaceted sector. It covers everything from design to games, from art and architecture to film and media.

The creative sector that focuses on design and media has become a dynamic growth factor in the economic landscape of Saxony-Anhalt and also a key industry for the digital knowledge society. The profile of Saxony-Anhalt as a home to business is now largely shaped by this creative economy. Every two years, creative ideas from Saxony-Anhalt receive the **BESTFORM-AWARD**.

Further information:

www.invest-in-saxony-anhalt.com/creative-economy

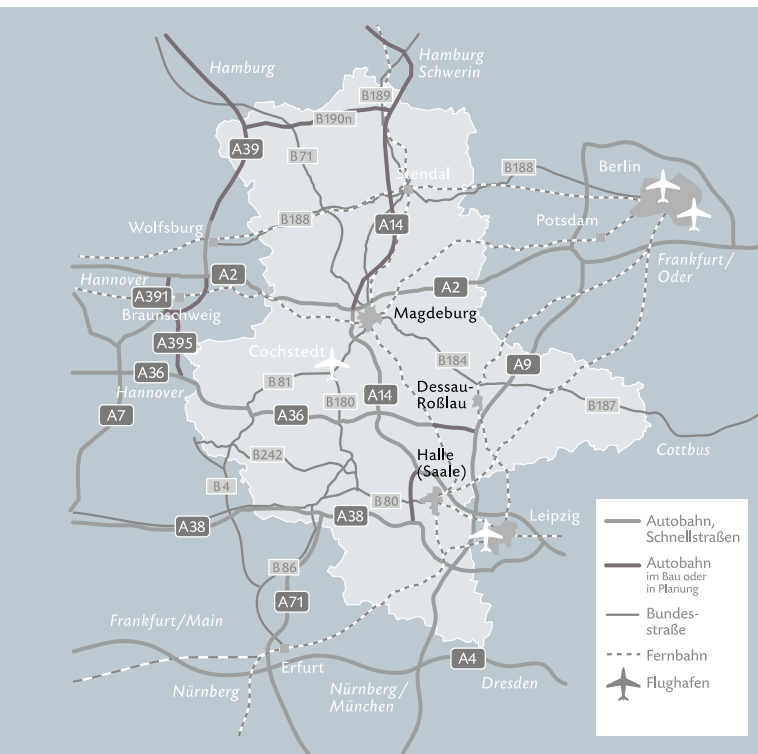
Location and transport links



Saxony-Anhalt's central location in Europe guarantees optimum access to international economic areas, with the best transport links to boot.

Leipzig/Halle Airport is Germany's second-largest air cargo hub and one of Europe's Top Ten freight airports. The parallel take-off and landing runways, each 3,600 metres long, mean that even the Airbus A 380 and Antonov 225, currently the world's largest aeroplanes, can land and take off here. The amount of freight passing through has risen to over 910,000 metric tons in recent years. Over 300 flights a week set off to over 50 destinations in more than 30 countries. Leipzig/Halle Airport has won the "Air Cargo Excellence Award" several times.

Numerous major roads traverse Saxony-Anhalt, such as the A2, A9 and A14 motorways, as do waterways such as the Elbe and Saale rivers and the Mittelland Canal, not to mention principal rail routes. Approximately 303 kilometres of the Elbe, the main inland shipping link to the overseas port of Hamburg, flow through Saxony-Anhalt.



Magdeburg's port, with its current transshipment volume of around 4 million metric tons a year, is central Germany's largest trimodal inland port and a vital, central transport intersection for the shipping industry. Its trimodal connections make Magdeburg an important logistical hub in the port's region. The city is situ-

ated at Europe's biggest waterway intersection, where the Elbe River connects Hamburg to Prague and the Mittelland Canal links the Ruhr area to the German capital of Berlin.

Creative places in the countryside



**KREATIVORTE
IM GRÜNEN**
Sachsen-Anhalt

Saxony-Anhalt has a lot of rural areas. Utilizing the opportunities of digitalization in rural areas and demonstrating potential are the core points of the "Creative Places in the Green" project – a joint initiative of the Investment and Marketing Company Saxony-Anhalt GmbH and the Altmark Regional Marketing and Tourism Association. With the Altmark as a pilot region, the portal offers an overview of creative impulses in the rural areas of Saxony-Anhalt - places, projects and initiatives in the areas of living/building, working/business, life/tourism. One example: the Altmark Junior Business Association, consisting of young entrepreneurs and managers from the Stendal district and the Altmark district of Salzwedel, discuss regional economic topics and actively participate in various initiatives and projects in the region on a voluntary basis.

More information:
kreativorte-im-gruenen.de

SAiNT Joint / Open / Digital



The SAiNT database – Saxony-Anhalt intelligent Networking Technology is another successful digitization project. It bundles data from the various existing regional tourism databases as well as from administration and business databases and flows directly and automatically into SAiNT via technical interfaces. The data is static data such as addresses, opening times and events, and editorial data such as texts, photos and videos. In the tourism sector, this data is collected for points of interest such as attractions, sights and museums, but also for restaurants, events or routes. The SAiNT database is an offer from the Investment and Marketing Company Saxony-Anhalt mbH.

Mehr Informationen:
saint.tech/de/willkommen

IMG paves the way

Investment and Marketing Corporation Saxony-Anhalt (IMG) and its partners actively support businesses wishing to locate themselves in Saxony-Anhalt. Companies already established here also receive assistance with their investments if needed. **The service is confidential and free of charge.**

- Help with finding a property and location
- Help with questions on funding and finance
- Help in dealing with the authorities, permissions and approvals
- Help with recruitment and hiring

Further information

www.invest-in-saxony-anhalt.com

Other
important information:

[On foreign trade](#)

[About the hundred largest companies
in Saxony-Anhalt](#)

[On statistics](#)

[On the job market](#)

[On economic research](#)

Press contacts:

[Ministry of Economic Affairs, Tourism,
Agriculture and Forestry](#)

[IHK \(Chamber of Industry and Commerce\) Halle-Dessau](#)

[IHK \(Chamber of Industry and Commerce\) Magdeburg](#)



Download

Factsheet IMG (English)



The IMG **image database** provides a variety of high-quality digital photos and other information about Saxony-Anhalt free of charge. If you register, you will have access to all the images in 72 dpi or 300 dpi resolution, which are free of charge for you to use.

IMG Info Centre



News takes you to **press releases** and dates for **press tours** that IMG organises and runs for journalists.



Publications such as flyers, brochures and presentations about Saxony-Anhalt as an **investment location** and **travel destination**, can be downloaded here in PDF format.



Press kits report on **economic development**, innovative companies, clever ideas, investments and people from Saxony-Anhalt.



A **podcast series** provides inspiration for journeys through the beautiful state of Saxony-Anhalt following the themes of "Truly stunning. Saxony-Anhalt".



On **YouTube** and other **social media channels**, you can find more inspirational images, videos and stories about Saxony-Anhalt and IMG.

Your contact at IMG

Sabine Kraus
Press spokesperson
Tel. +49 391 568 99 20
sabine.kraus@img-sachsen-anhalt.de

