

**Economic Development Corporation Vorpommern**

**&**

**The Region of Vorpommern**

**Greifswald, 18<sup>th</sup> of August 2010**

## The Wirtschaftsfördergesellschaft Vorpommern mbH



- **Year of foundation:** 2001
- **Commence of business:** 2002
- **Share capital:** 62,5 TEUR
- **Annual turnover 2009:** approx. 460 TEUR
- **Current number of employees:** 6

## Shareholder



- Saving bank of Vorpommern



- University- and Hanseatic city of Greifswald



- District of Nordvorpommern



- District of Ostvorpommern



- District of Rügen (since July 2009)

## In general

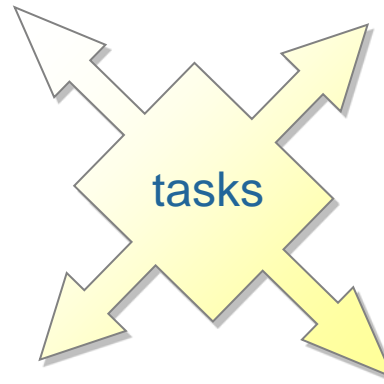
### Fields of activity and core objectives

#### Regional location marketing

- Marketing the region as an attractive business location
- Strengthening the level of Vorpommerns awareness
- Improving the regional image

#### Company acquisition and investment support

- Proactive acquisition of potential investors based on intensive observation of markets
- Settlement support
- Employment creation



#### Support services for regional companies

- Pursuing regional growth potentials
- Strengthening regional companies and networks
- Downsizing development-inhibiting shortcomings
- Business expansions of local and regional firms and enterprises and employment creation

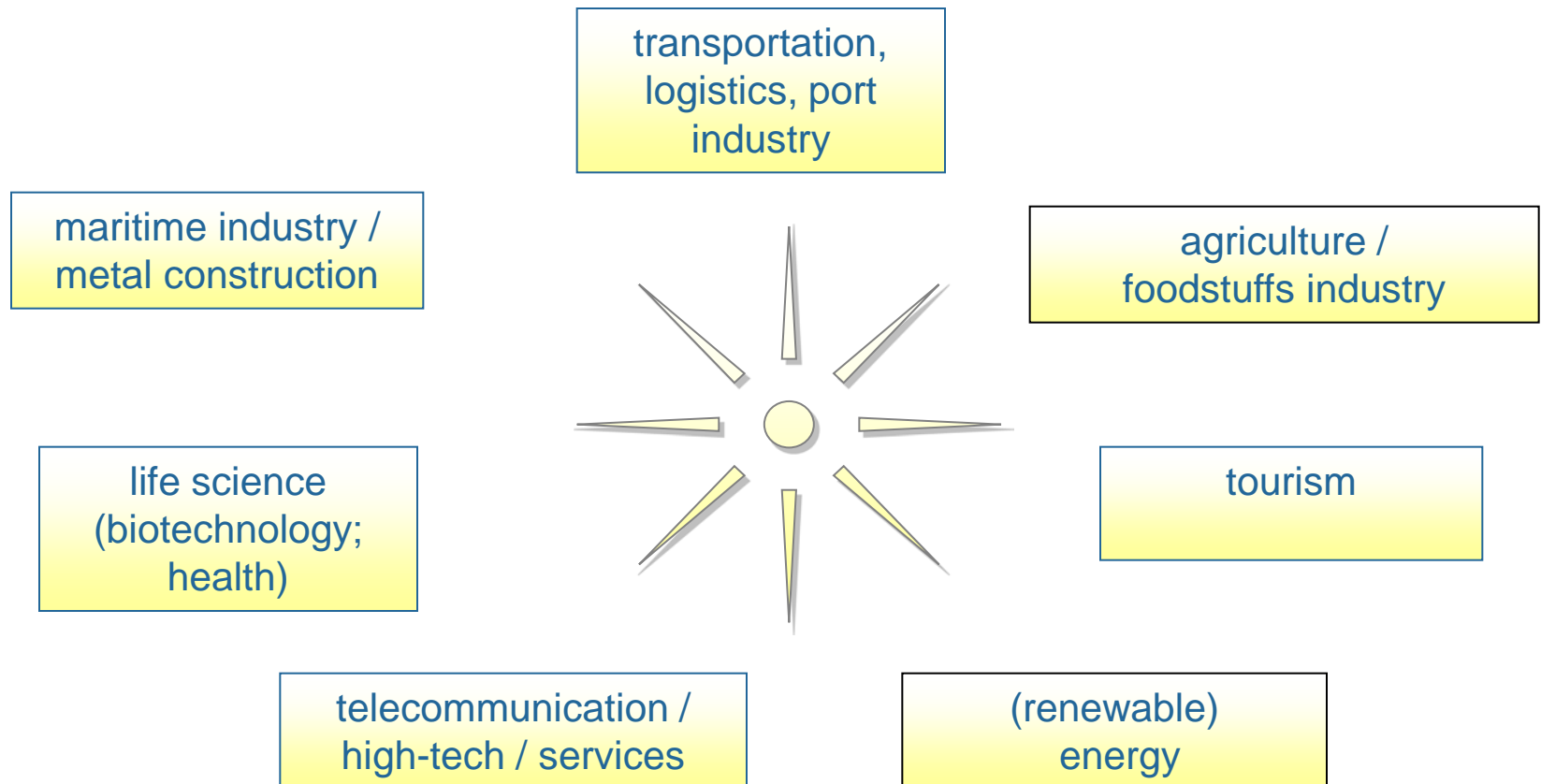
#### Projects

- Networking of regional and transregional agents
- Strengthening the regional identity

## In general

Key industries in Vorpommern:

Vorpommerns advantages have to be strengthened



## In general

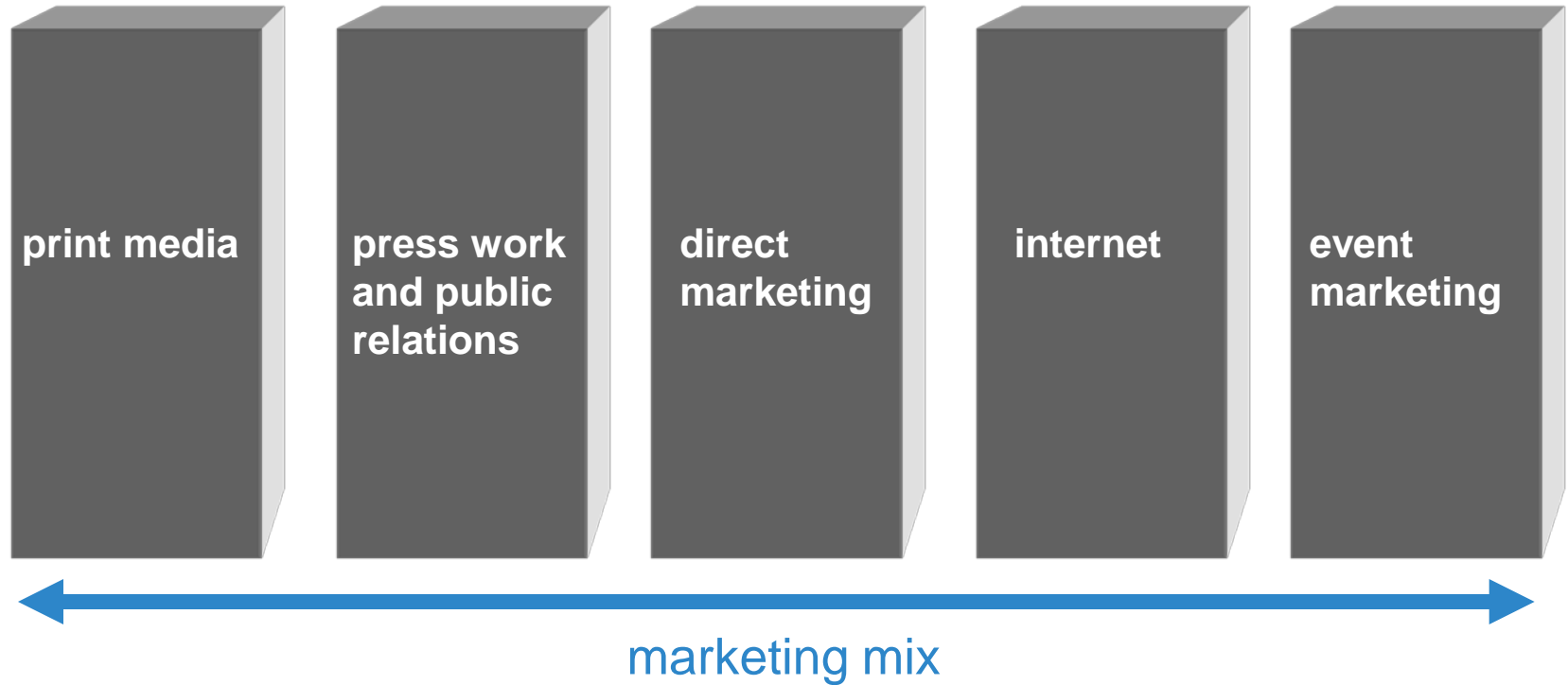
### Target markets

- **Prior-ranking: inland, particularly in the main regions of the key industries in Germany**
- **Lower-ranking: abroad, in particular Scandinavia, Poland and the Baltic states**
- **Other selected markets abroad are dealt with within the bounds of possibility**
- **Processing of foreign markets predominantly by Germany Invest & Trade and Invest in MV**

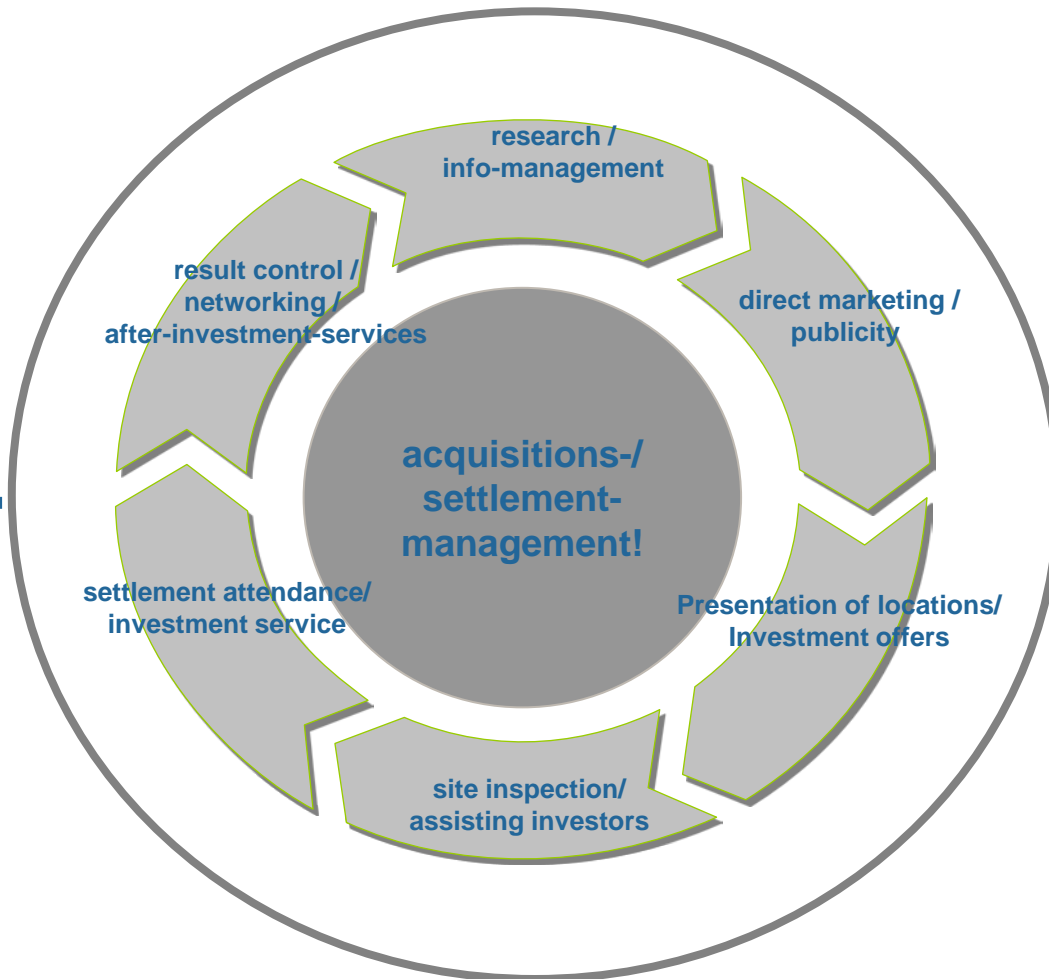


Only a complex marketing mix leads to a perceptible awareness among the target group and in public

Invest in Vorpommern



# Acquisition of investors and settlement management

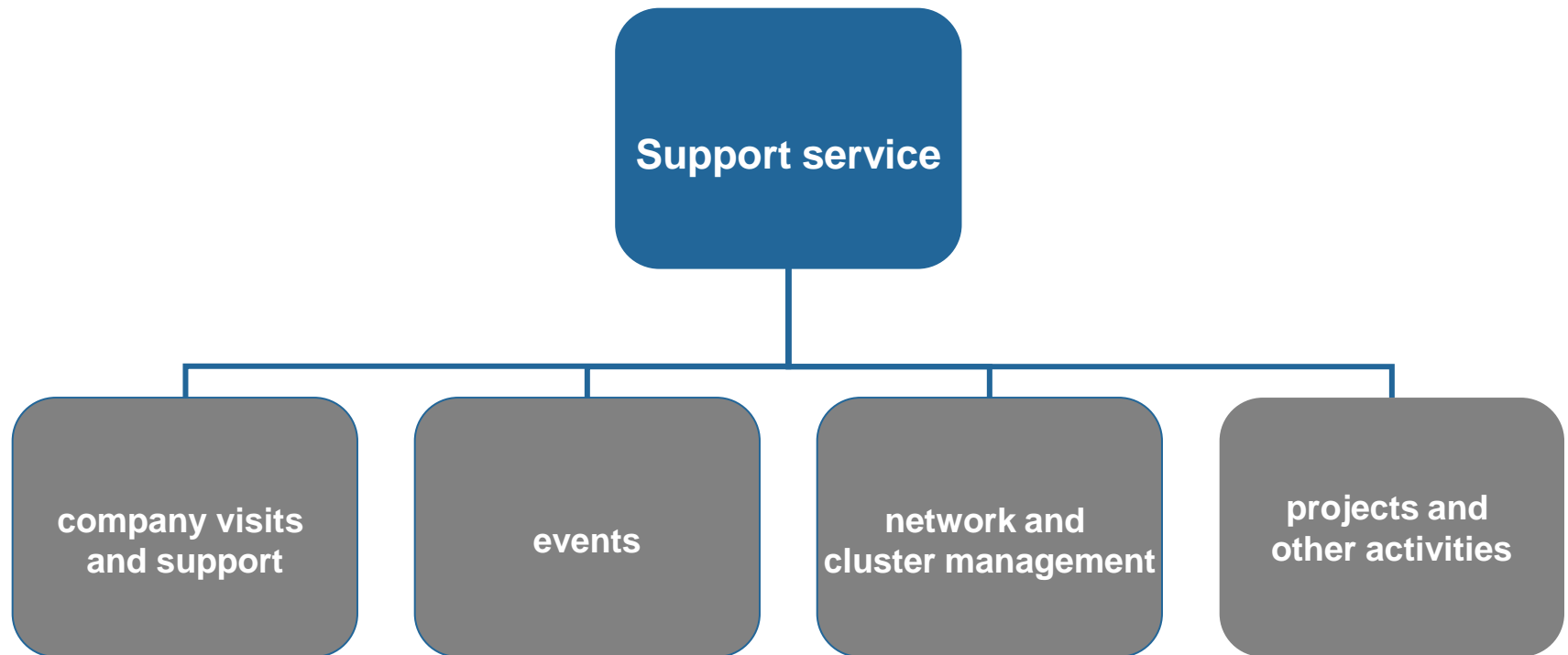


daily market observation,  
continuous investor research and  
daily distribution of all advisers

- + investor presentations & location-publications
- + acquisition mailing
- + telemarketing
- + direct approach (cold calls) to investors f.e. at trade fairs
- + network and cluster management
- + business contact database & area management
- + economic publicity
- = active, agile and systematic acquisition marketing



## Fields of action in support service



## Array of services

- ✓ **Compilation of information needed**
- ✓ **Assistance with setting-up process**
- ✓ **Research into premises**
- ✓ **Advice on locations**
- ✓ **Organisation of viewing appointments**
- ✓ **Establishing links with decision makers**
- ✓ **Assistance with recruitment, apprenticeships and vocational training**
- ✓ **Financing and funding advice**

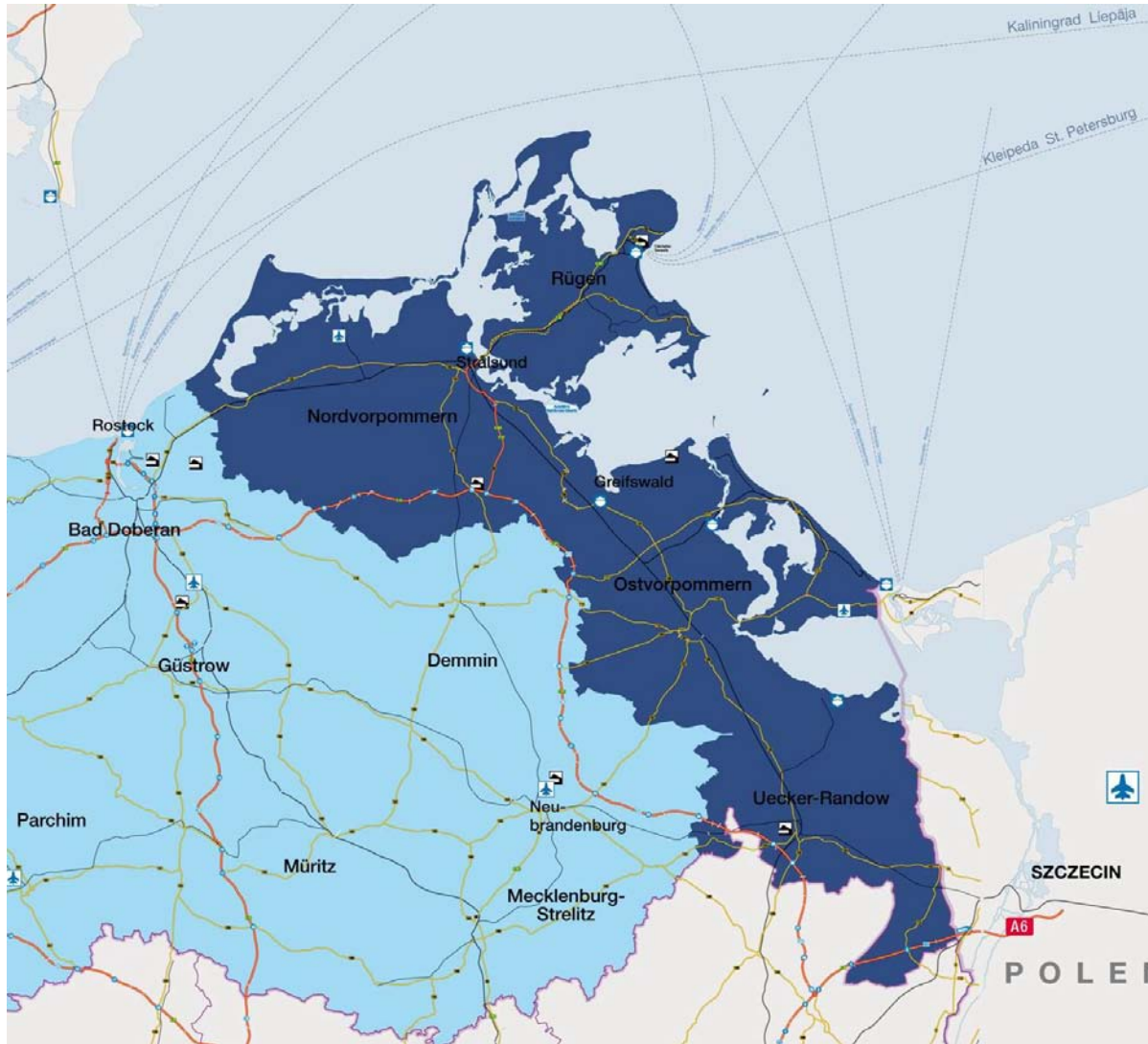


# The region Vorpommern



- **Central location in the Baltic Sea region**
- **Access to the markets in Northern and Eastern Europe**
- **Excellent infrastructure (ports, road and rail network, telecommunications)**
- **Hamburg and Berlin are reachable within 2,5 hours**

# The region Vorpommern



## By road:

- motorways: A20 Lübeck-Stettin, A19 Berlin-Rostock, A11 Berlin-Stettin
- federal roads B96, 105, 109, 110, 111, 194, 196, 197, 199
- integrated public transport

## By airway:

- Airports in MV:  
Rostock-Laage, Heringsdorf, Barth, Parchim
- International airports:  
Hamburg (260 km), Berlin (240km)

## By waterway:

- 6 ports in Vorpommern,
- Various waterways into the heart of the country

## By railway:

- Deutsche Bahn
- Usedomer Bäderbahn

## Facts and figures

- **Area:** 6 765 km<sup>2</sup>
- **Population:** > 475 000
- **Population density:** 70 inhabitants per km<sup>2</sup>
- **Businesses:** almost 20 000
- **Working population:** 140 642
- **Major towns:** University- and Hanseatic City Greifswald, Hanseatic City Stralsund, Anklam, Grimmen, Wolgast, Pasewalk, Ueckermünde, Bergen on the island of Rügen, Ribnitz-Damgarten,



## Vorpommern's advantages

### Vorpommern offers space...

- A whole host of industrial estates, business parks and properties
  - with excellent links to the region's infrastructure
  - at affordable prices
- Attractive premises, including
  - offices,
  - business premises
  - and halls



# Major business parks



„Pomeranian Triangle“

## Advantages:

- ✓ High availability of space
- ✓ Good traffic infrastructure
- ✓ Inexpensive plots of ground
- ✓ Low trade taxation rate



Lubmin Heath Synergy Park



Sassnitz Mukran ferry port



Pasewalk business park

## Vorpommern's advantages

### Vorpommern promotes business...

- High level of investment with subsidies of up to 50%
- Quite a number of subsidy programmes offered by the EU, the German government and the regional state authorities
  - Investment funding
  - Funding for research and development and innovation
  - Job market funding



© Fotolia.com



© Fotolia.com



# Investment Grants

In principle, large companies can receive up to 25%, SMEs up to 35% and small companies up to 45% support for their project.

The maximum amount of the subsidy is, however, limited to a maximum of € 80,000 per newly created permanent post (at least minimum 5 years after transaction). Exceptions are possible.

Company size	Subsidy in %
Large enterprises*	25%
Medium-sized Enterprises**	35%
Small enterprises***	45%

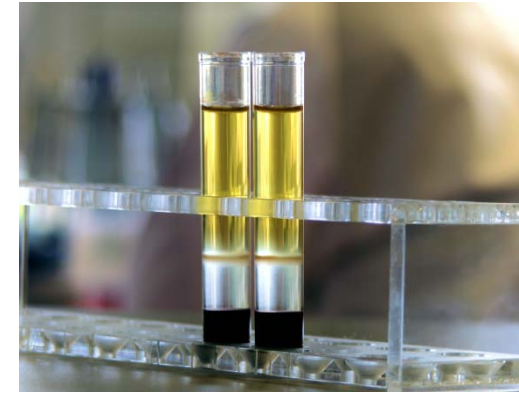
- \* More than 250 employees, annual turnover over 50m, balance sheet total of more than € 43m
- \*\* < 250 employees and annual turnover of at most € 50m or a balance sheet total of € 43m at most
- \*\*\* < 50 employees and annual turnover of at most € 10m or a balance sheet total of € 10m at most



## Vorpommern's advantages

### Vorpommern researches...

- Close ties between the business world and research
- Perfect conditions for R&D offered by the universities, research facilities and institutes, technology hubs and new business centres



### Vorpommern educates...

- The region's universities generate a wide range of highly qualified employees for all areas of science and research
- A comprehensive array of general and vocational schools and training institutes



## Vorpommern's quality of life

- ✓ wide array of leisure, cultural and recreational options
- ✓ unique landscape with national parks, forests and lakes
- ✓ clean, low-pollution air



- ✓ one of the most modern and most efficient health care sectors in Europe
- ✓ most state-of-the-art hospital in Greifswald



- ✓ family-friendly, offering affordable homes in rural settings
- ✓ well-balanced infrastructure
- ✓ nursery schools near residential areas and schools for all ages



# Thank you for your attention!

## Contact details:

**Wirtschaftsfördergesellschaft Vorpommern mbH**

Brandteichstraße 20

17489 Greifswald

tel.: +49 (0)3834 550-605 fax: +49 (0)3834 550-551

[info@invest-in-vorpommern.de](mailto:info@invest-in-vorpommern.de)

[www.invest-in-vorpommern.de](http://www.invest-in-vorpommern.de)