

# IMG SAXONY-ANHALT PRESS AREA



## Solutions for a Competitive and Sustainable Industry - Saxony-Anhalt Aims for Significant International Attention

"At this year's Hannover Messe, Saxony-Anhalt is poised to garner significant attention, not least due to recent successful business relocations. We aim to leverage this opportunity to nurture local networks and forge new partnerships. At the Saxony-Anhalt booth, we will delve into industry trends such as Industry 4.0, artificial intelligence, as well as the issue of skilled labor. I am eager for the constructive exchange on these and other topics. I look forward to the presentation of our local companies and anticipate many new impulses for the continued positive development of the economy in Saxony-Anhalt," stated **Stefanie Pötzsch, State Secretary for Economic Affairs of Saxony-Anhalt**, ahead of the Hannover Messe.

Approximately 4,000 exhibitors from the mechanical engineering, electrical and digital industries, as well as the energy sector, will showcase their solutions for future production and energy supply over five days at the world's leading industrial trade fair. The Investment and Marketing Corporation Saxony-Anhalt (IMG) is organizing a state presentation under the motto "Where Industry and Talents Shape the Future" in **Hall 12 / Booth E36**. This year marks the premiere of the state's participation in the youth and skilled labor initiative "Your Future" at the Hannover Messe in **Hall 2 / Booth C54**. Here, young people will have unique opportunities to explore the world of industry and establish contacts with potential employers.

"One of our most important tasks is to promote the Saxony-Anhalt location and its advantages for companies through campaigns, as well as to attract skilled professionals from both domestic and international markets. The world's largest showcase of industry is also an excellent platform for small and medium-sized enterprises to provide insights into how young talents can shape the future of the industry and what specific career opportunities exist within companies in Saxony-Anhalt," explained **Dr. Robert Franke, Managing Director of IMG**.

Throughout the five days of the trade fair, presentations will be accompanied for the first time by an informative stage program both at the state booth and in the "Your Future" area. Twenty-six presentations will highlight solutions from Saxony-Anhalt for a competitive and sustainable industry, as well as concrete training and career opportunities. Intel specialists, dGW Gummiwerke, the "Future Places Saxony-Anhalt," and the IGZ BIC Altmark will provide insights into career entry and paths, while HR expert Laura Bornmann will demonstrate how companies can attract young talent. "Find Your Happiness in Saxony-Anhalt" - a raffle with attractive prizes, ranging from tickets to festivals to the Harzdrenalin Gigaswing, demonstrates that in Saxony-Anhalt, one can celebrate and enjoy after work.

**Prof. Dr. Armin Willingmann, Minister for Science, Energy, Climate Protection, and the Environment of Saxony-Anhalt** will visit the Hannover Messe on Monday, April 22, starting at 10:30 a.m. On April 23, starting at 10:15 a.m., **State Secretary Stefanie Pötzsch from the Ministry of Economy, Tourism, Agriculture, and Forestry of Saxony-Anhalt**, is expected to visit company booths. In addition to discussions with exhibitors at the state joint booth and at the booths of Saxony-Anhalt universities, she will engage in business talks with Siemens AG, ACP IT Solutions GmbH, Horiba Fuelcon, DLR, Hanwha Q Cells, and Symacon GmbH.

### Admission:

It is mandatory for media representatives to register in advance with the trade fair. Please note that accreditation is exclusively possible online! <https://www.hannovermesse.de/en/press/accreditation/index-4>

Additionally, please inform IMG of your participation in advance.

For current information on exhibiting companies and universities from Saxony-Anhalt, stage programs, and media public tours of the fair, please visit <https://www.investieren-in-sachsen-anhalt.de/aktuelles/hannover-messe-2024>.

### Background on the Hannover Messe:

Under the theme "Energizing a Sustainable Industry," the world's most important industrial trade fair will feature approximately 4,000 exhibitors from the mechanical engineering, electrical and digital industries, as well as the energy sector, showcasing their solutions for future production and energy supply over five days. Norway is the partner country for 2024.

[for-Significant-International-Attention](#)