

Saxony-Anhalt Presents Current and Future Investment Opportunities at Expo Real

From October 7 to 9, 2024, the Investment and Marketing Corporation of Saxony-Anhalt (IMG), together with the European Metropolitan Region of Central Germany and 25 exhibitors from the region, will showcase a cross-section of the commercial real estate portfolio from Saxony-Anhalt at EXPO REAL in Munich, Europe's largest B2B trade fair for real estate and investment.

International industry professionals will have the opportunity to learn about the plans for the High-Tech Park Saxony-Anhalt, which, with approximately 700 hectares of available land, represents Europe's largest investment opportunity on the outskirts of our state capital, Magdeburg. Additionally, they will be introduced to 19 other attractive commercial and industrial sites, each offering at least ten hectares of contiguous land, all with valid development plans. Furthermore, strategically important sites with near-term development potential will be presented, including locations in Leuna, Köthen, Sangerhausen, Staßfurt-Brumby, Barleben, Stendal, Quedlinburg-Quarmbeck, and Sandersdorf-Brehna.

"Saxony-Anhalt is currently experiencing remarkable investment momentum. Numerous innovative companies from various sectors have deliberately chosen our location – a testament to the attractiveness of our region. In addition to excellent location advantages, such as our central location and well-developed infrastructure, we offer attractive spaces for new projects. We will be highlighting these strengths at Expo Real to attract further investors to Saxony-Anhalt and fully leverage our region's growth potential," emphasized **Dr. Robert Franke, Managing Director of IMG.**

Sven Schulze, Minister for Economy, Tourism, Agriculture, and Forestry of Saxony-Anhalt, stated, "The economy in the eastern German states has become a driving force for Germany. Saxony-Anhalt plays a special role in this, especially with the recent investments from Daimler Truck, Avnet, Wacker, and others. We aim to continue this positive development and are working to convince more companies of Saxony-Anhalt's economic advantages."

For the first time at Expo Real, Saxony-Anhalt will present investment opportunities in its growing tourism sector. As a diverse tourist destination, Saxony-Anhalt impresses its domestic and international visitors with spectacular offerings such as its UNESCO World Heritage sites, gardens, parks, and unspoiled nature, all contributing to a continuous rise in guest and overnight stay numbers. From January to July 2024, the number of guest arrivals reached approximately 1.92 million, up 1.9%, while overnight stays, totaling nearly 4.82 million, increased by 2.8% compared to the same period last year.

In the spa town of Flechtingen, a hotel is planned opposite the MEDIAN Clinic to meet the growing demand for accommodations. Additionally, a new hotel is planned in the lake district of Geiseltalsee, featuring a 190-meter-long pier offering a unique view over the lakes. The marina is designed for approximately 165 berths, while commercial spaces for maritime and gastronomic services are being developed along the new promenade, with vacation homes planned on the slope behind the promenade.

At the southern shore of Geiseltalsee, the city of Braunsbedra is offering two adjacent plots for sale, measuring 1.5 hectares for a hotel development and 1.9 hectares for a vacation home complex. Near Bergwitzsee in the Anhalt-Dessau-Wittenberg World Heritage region, a roughly 4-hectare area is set to be developed for tourism and water sports. The historic Kulturpalast in Bitterfeld and the historic hotel and theater building "Reichskrone" in the cathedral city of Naumburg also offer future potential, with both properties seeking investors.

IMG Managing Director Dr. Robert Franke will also participate in the inaugural stage forum, "Global Players Welcome – Large-Scale Industrial Sites in Eastern Germany," on October 7, 2024, from 12:00 to 12:50 pm. In this forum, the five eastern German states will present existing and ongoing large-scale development projects on the "Exhibitor Stage," addressing both site developers and industrial investors. The forum will also explore specific challenges and solutions for these large-scale projects. Franke will join representatives from the cities of Halle (Saale), Magdeburg, and Dessau-Roßlau afterward at the traditional 17th Central German Investors' Evening.

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