



MaxicoM

Euro-Asia Business Center Leipzig

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The latest news from MaxicoM

MaxicoM advises Russian companies to relocate to Germany and Western Europe

In recent months, MaxicoM Euro-Asia Business Center Leipzig **has consolidated its relationships to Russia to get companies from there to relocate**. For instance, MaxicoM's Managing Director Matthias Rose and Hans-Steffen Hoßfeld, MaxicoM's Manager Customer Service for Central and Eastern Europe, took **trips to Voronezh and Lipezk** in February and March where they had negotiations with high-level policymakers and economic representatives after the local chambers of industry and commerce paved the way with corporate profiles.

The idea behind their trips was **promoting the commitment of Russian companies interested in Germany and Western Europe** – and that included companies from local regions, not just Moscow. And there was a lot of interest for what MaxicoM's delegation had to say. MaxicoM Euro-Asia Business Center Leipzig is now carrying on downstream negotiations on relocating with two companies from Lipezk. They are also staying in contact with the local chamber of industry and



MaxicoM's Managing Director Matthias Rose and Manager Customer Service Hans-Steffen Hoßfeld talking with Tatjana Poljanskaja and Elena Belan (from the right) who are looking for German business partners for organising advanced training courses in Germany. MaxicoM is acting as the mediator.

commerce that is planning on building a task force of small and medium-sized exporters in Lipezk. When we caught up with MaxicoM's Managing Director Matthias Rose, he had this to say about that: "The best thing about small and medium-sized businesses is the fact that they can react flexibly to the present crisis. This is the time when new niches are opening up for exports and imports that were occupied by somebody else before. MaxicoM backs up foreign companies in the process of finding these niches in Germany and Western Europe and building up their business."

In April, MaxicoM's representatives travelled to **Kaluga and Kasan** together with the Saxon Prime Minister Stanislaw Tillich and Commerce Minister Thomas Jurk. High on the agenda was sounding out **potential partnerships for the Saxon automobile cluster** (that includes car manufacturers such as BMW and Porsche and a whole series of component suppliers) with car companies located in Russia such as VW and KAMAS.

MaxicoM will be attending a major investor conference in Voronezh in June. One company from Voronezh that comes up with software for virtual guided tours of the city has already relocated to MaxicoM in Leipzig. **Today, there are 18 companies from Russia, Belarus and the Ukraine at the Leipzig-based Euro-Asia Business Center.**

More on MaxicoM: www.maxicom.de

Contact to MaxicoM's Manager Customer Service for Central and Eastern Europe: h.hossfeld@maxicom.de



www.ixpos.de

Here's a service tip: Germany Trade and Invest has three foreign trade portals in the web

Germany Trade and Invest, Germany's new economic promotion company, **is advising and backing up foreign companies that want to extend their business activities to the German market** including German companies who want to stake out foreign markets. It features extensive commercial and sector data including information on calls for tenders abroad, investment projects, legal systems and customs. Germany Trade and Invest operates three foreign trade portals in the web in joint efforts with players in foreign trade promotion:

www.ixpos.de

www.e-trade-center.de

www.german-business-portal.info



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Here's a service tip: Avoid typical mistakes in foreign trade

The Dresden Chamber of Industry and Commerce is putting on an event at its training centre on typical mistakes in foreign trade and how to avoid them on June 9, 2009. They will be focusing on **initiating contacts to potential customers, selecting the right commercial agents, problems when submitting foreign bids and peculiarities when making foreign calculations.** They will also be throwing a spotlight on the most frequent mistakes in formulating contracts and telling you what you should do when the customer does not pay.

Call Sindy Rönitzsch for information and registration

phone: +49+351+286-6665 • email: roenitzsch.sindy@bz.dresden.ihk.de

Business Exchange



Ina Wrick will tell you more about the current selection at +49 341678-2000 or by email under info@maxicom.de

- **Chinese company is looking for:**
 - sinter lamellas
 - equipment for de-potassium nitrification in brown coal electricity works
 - equipment for anti-osmosis filters (such as desalinisation of seawater)
 - filter equipment (dedusting) for sinter lamellas
 - equipment for treating residual fluids from waste processing

Beyond this, buying up medium-large German companies in metal and waste grinding and packaging plant production.

- **Partnership with heat pump/air conditioning manufacturers in China:**
We are looking for business partners for a joint venture in China, representatives of the company in Germany and manufacturers interested in exporting to China. We are offering the purchase of the rights of use, taking over the company and a general agency for China.
- **Tree nursery is looking for business partners for expansion:**
A tree nursery in the Central Russian area of Lipezk is looking for German business partners for expansion. We have state-of-the-art equipment from Holland and a sales market in Russia.
- **Producer of mineral water is looking for customers:**
The producer of a certified mineral water brand known in Russia with its own springs of various compositions from the Central Russian area of Lipezk is looking for customers from Germany.
- **Manufacturer of ice cream is looking for sales in Western Europe:**
Manufacturer of ice cream from the Central Russian area of Lipezk is looking for sales in Western Europe. They already export to Israel and Spain and have European certification.
- **Freight-forwarding services for the CIS:**
Freight-forwarder from Ulyanovsk in Russia is offering its services for Russia and the CIS countries.
- **Rubber granulate for Russia:**
German rubber granulate producer (tyre rubber) is looking for a contact to Russia with the following goals:
 - selling rubber granulate
 - joint development for using rubber granulate
 - import and export
 - joint development of rubber granulate production in Russia.

If you're interested in these offers and calls or if you want to offer something yourself, please get in contact with info@maxicom.de

Maxicom provides the service of publishing these offers free of charge, even to newsletter readers at home and abroad. We're looking forward to your emails with your needs or your own offers.

Leipzig Trade Fair



© Leipziger Messe/Rainer Justen

Off-road course on the grounds outside of AMI

The Enduring Fascination of the Car: AMI is Expanding its International Customer Base

The 19th AMI – Auto Mobil International – has an indisputable track record. After the Leipzig automobile fair was over in April of 2009, we asked Wolfgang Marzin, the CEO of the Leipziger Messe GmbH, what he thought of it. “Our exhibitors are very satisfied with the way they chimed with the visitors and their quality as well as the deals they landed. You can’t take that for granted these days. Satisfied exhibitors and good deals are what make up a successful fair.” A survey among exhibitors and visitors showed that **84 percent of the exhibitors at AMI and AMITEC have committed themselves to come in 2010**, 61 percent of the exhibitors landed deals during the fair and more than 80 percent are expecting to finalise some good transactions after the fair.

More than 250,000 persons came to Leipzig’s trade fair grounds to take a look at the new things the 493 exhibitors from 20 countries had to offer, including more than 80 world premiers and firsts for Germany. AMI was able to expand its international customer base once again. The project director Matthias Kober was heard as saying: “The proportion of foreign visitors, especially from Poland and the Czech Republic, rose to 11 percent which is why the number of contacts with visitors from Central and Eastern Europe has soared.”

The official exhibitor survey indicates that **60 percent of exhibitors were negotiating with Polish and 58 percent with Czech visitors.** 44 percent of the exhibitors reported talking with visitors from other Central and Eastern European countries including Latvia, Lithuania, Moldavia, Romania, Russia, the Slovak Republic, Ukraine and Hungary. The same goes for the reception in the media. 1,600 journalists from 17 countries were accredited for AMI and AMITEC, including 150 media representatives from Poland, the Czech Republic and Russia alone. The next AMI – Auto Mobil International – will take place in Leipzig from April 10-18, 2010.

www.ami-leipzig.de

www.leipziger-messe.de



© Leipziger Messe/Jens Schlüter

AMITEC 2009 was opened with the German Commerce Minister Wolfgang Tiefensee, the Saxon Prime Minister Stanislaw Tillich and the CEO of the Leipziger Messe GmbH, Wolfgang Marzin

AMITEC: Major Percentage of International Trade Visitors

AMITEC 2009, Trade Show for Vehicle Parts, Garage and Service, finished off the week with a bang: **the foremost central European trade show for passenger cars of the years ended on April 1 with more than 50,000 visitors.** The decision-makers, master mechanics and other automobile workers at car companies and in the car component trade had a whole five days together with hobby craftspersons to get the low-down on what the 283 exhibiting companies have to offer (2008 it was 271).

Wolfgang Marzin, the trade fair CEO, summed it all up: “AMITEC 2009 really got the market moving and shaking with a substantial boost in orders over last year. You can be sure that one reason was the increase in decision-makers visiting the fair, which helped AMITEC underscore its position as the pivotal place for the sector to meet.”

AMITEC concentrated heavily on the countries of Central and Eastern Europe, which is why there was a large proportion of international trade visi-

tors. A total of 17 percent came to Leipzig from abroad this year with Poland and the Czech Republic leading the list of trade visitors. The next AMITEC will be in Leipzig from April 10-14, 2010.

www.amitec-leipzig.de

www.leipziger-messe.de

Leipzig Book Fair: 200 Foreign Authors Read from Their Works

The Leipzig Book Fair had a record it could be proud of in March: **147,000 visitors got a look at the new books by 2,135 exhibitors from 38 countries** while 2,900 journalists from 23 countries reported on the international meeting place of authors, publishers, trade visitors and the reading public at large.

The literary fest entitled Leipzig, the City of Readers, soared again: 1,500 authors read from their books at 1,900 events while ten thousand persons listened. T. C. Boyle, Péter Esterházy, György Konrád, Geert Mak, Kiran Nagarkar, Olga Tokarczuk, David Lodge, John Griesemer, Petros Markaris and Jonathan Stroud were among the **200 international authors at Leipzig, the City of Readers**. The next Leipzig Book Fair will be taking place from March, 18-21, 2010.

www.leipziger-buchmesse.de

www.leipziger-messe.de



© Leipziger Messe/Uwe Frauendorf

The Leipzig Book Fair Has Made Promoting Reading Skills among Children and Young People One of its Top Priorities

Are you curious to find out which of Leipzig's trade and customer fairs or congresses might be of interest for your particular business or how you get in contact with the Leipzig Trade Fair's foreign agency in your country?

you can find it out with info@maxicom.de

[The foreign agencies of the fair, and](#)

[the fair calendar](#)

The Leipzig Venue

LEIPZIGER LEUCHTEN: Growth Opportunities Abroad

In spite of the crisis, the company LEIPZIGER LEUCHTEN is expecting higher growth levels and even targeting a turnover of 9 million euros this fiscal year. LEIPZIGER LEUCHTEN has invested five million euros in its Leipzig-based location and **the management sees growth opportunities primarily in the western part of Germany and abroad**. Lamps from Leipzig not only throw light on the subject in other countries of Europe, but also in Central America, Africa, Australia and the Middle East and they are now looking to conquer the market in the United States. With 45 employees, LEIPZIGER LEUCHTEN is one of the medium-sized companies in this sector and it focuses on industrial, athletic hall and street lighting.

www.leipziger-leuchten.com



© LEIPZIGER LEUCHTEN

Decorative outdoor lamp in a Dutch amusement park, made by the Leipzig-based company LEIPZIGER LEUCHTEN.



Leipzig is a leading medical venue: six patients successfully treated in Leipzig thank doctors for a new life.

St. Petersburg's Physicians Get the Facts in Leipzig's Clinics

A delegation of physicians from the St. Petersburg Health Committee visited Leipzig's Medica Clinic in March. They are reciprocating because the managers at the Leipzig Clinic for Out-Patient Rehabilitation and Athletic Medicine went to St. Petersburg in 2008 to get the facts on their health facilities and pave the way for future partnerships. The doctors from **St. Petersburg are here now to explore rehabilitation facilities** because they want to build their own rehabilitation clinic. They saw an emergency centre, university surgical ward and heart centre. René Toussaint, medical CEO and senior physician at Leipzig's Medica Clinic, thinks contacts abroad will help Leipzig to be seen internationally as a world-class medical centre alongside Hamburg, Berlin and Munich.

This is the reason why the image campaign entitled Leipziger Freiheit (Making My Mark in Leipzig) is launching a special motif. Six patients successfully treated in Leipzig thank doctors for their new life – six people who were able to profit from the world-class medical facilities and outstanding qualification of physicians in Leipzig. Each of these six people had a life-saving organ or stem-cell transplantation in Leipzig and, **as a leading centre for medical teaching, research and practice, the medical venue of Leipzig has had a first-ranking reputation for many years.** Leipzig is among the foremost centres in Europe with its state-of-the-art facilities in the field of transplantation medicine.

www.med-in-leipzig.de



A 360° Monumental Panorama Featuring the Wonder of the Rain Forest

2008: New Visitor Record in Leipzig

There were more than one million hotel guests in Leipzig for the first time in 2008. Leipzig broke a new record with 1,003,703 guests arriving and 1,852,747 overnight stays. The average stay was 1.8 days and Leipzig's based Tourismus und Marketing GmbH (LTM) says their guests are more and more international. Americans, British and Dutch were the groups who put Leipzig at the top of their list of places to see.

In spite of pessimistic forecasts from tourism experts, LTM GmbH is also expecting growth in the number of guests in 2009. The sector has put together special package deals for **world-class celebrations** such as the 20th anniversary of Leipzig's Peaceful Revolution, the Leipzig University's 600's birthday and the Mendelssohn Celebration in 2009, not to mention the various and sundry congresses and events.

A new high-water mark among Leipzig's sights is the **Monumental Panorama AMAZONIEN** by Yadegar Asisi opening up at the end of March. It will enable visitors to uniquely experience the entrancing world of the Amazon rain forest. You can book the Panorama Art in Leipzig package deal from LTM GmbH if you want to see AMAZONIEN. Asisi's previous project showcasing ancient Rome filled the panorama with 600,000 guests.

www.ltm-leipzig.de

Saxony and Central Germany

126 Companies are Investing in Saxony

126 companies from Germany and abroad decided to put their money where their mouth is in Saxony. The Saxon commerce ministry announced in March of 2009 that their 452 million euro investments will create 2,650 new jobs in coming years. Not only that, these companies were backed up with 99 million euros for enhancing the regional economic structure. By the way, the economic promotion office of the Free State of Saxony has also made a major contribution to this successful track record of relocating companies because it got 18 companies to come to Saxony and bring 1,130 new jobs with them. It is working on another 180 relocation projects today. **The largest foreign investor and most important foreign trade partner in Saxony is America.**

www.sachsen.de



© Marley Sardu Escobar/Fotolia.com

Saxony's Environmental Technology is Developing Dynamically

Saxony's Environmental Technology is contributing six percent to the gross domestic product of the Free State of Saxony. This sector has had an annual growth rate of 17 percent since 2007 and will probably grow on the same scale in 2009. It has 18,500 employees, with no end in sight. These are the core statements of a new sector analysis that Saxony's Minister for the Environment and Agriculture, Frank Kupfer, presented at the end of January at the Leipzig Environmental Fair TerraTec.

Roland Berger Strategy Consultants also polled 250 companies in this sector on behalf of the state. When Frank Kupfer presented it in Leipzig, he said their study indicates that this sector is very robust and will stay that way even with the current factors from the global economic and finance problems. Frank Kupfer was quoted as saying: **"Environmental technology are the driving forces behind growth and job creation in Saxony including renewable energies and energy-efficient technologies."**

www.terratec-leipzig.de



© Leipziger Messe/Jens Schlüter

Saxony's Environmental Technology is the Driving Force for Growth

Central Germany: This is Where Things Get Going!

The Commercial Initiative for Central Germany has a new image film on commercial venues, cultural venues and the quality of life in Central Germany. The extraordinary idea of this five-minute film lampoons the "classical" advertising film by beginning in the agency that is supposed to create the image film for the region. The boss sends his three filmmakers on a voyage of discovery ...

The point of departure for this trip through the **Commercial Venue** is the Central German chemical triangle with Dow Olefinverbund GmbH and Total Raffinerie Central Germany GmbH. The film-makers pass the border from Saxony-Anhalt to Saxony at the Leipzig/Halle Airport where they not only find the trade fair, Verbundnetz Gas and the Max Planck Institute for Evolutionary Anthropology in Leipzig, but also BMW and Porsche. In Dresden they encounter VW's Transparent Factory and on the last leg of their trip they come to Jena in the German



© Helmut Niklas/Fotolia.com

The states of Saxony, Saxony-Anhalt and Thuringia are forming the Central German Commercial Venue.

state of Thuringia where they find the internationally known companies Carl Zeiss and Jenoptik.

The exciting thing about Central Germany is its attractive **cultural venues**. The image film shows the Bauhaus in Dessau, Ferropolis (the City Made of Iron at Lake Gremmin), the Red Tower and the State Museum for Prehistory in Halle an der Saale as Saxony-Anhalt's foremost venues. Leipzig in Saxony has its monument to Johann Sebastian Bach in front of the St. Thomas church, its Museum of Fine Arts and its cotton spinning workshop as the locus of the Leipzig School of Painters – let's not forget Leipzig's Zoological Garden. Finally, Thuringia has its attractions of the Wartburg Castle and the Monument to Goethe in Ilmenau.

The film shows **Central Germany's landscapes** as the third destination on their voyage of discovery. The tour begins at Lake Goitzsch near Bitterfeld, a former mine, the Dessau-Wörlitzer Garden Realm is the second destination going onto the Unstruttal Valley with Freyburg, the centre of the northernmost wine-growing regions anywhere in Europe. Finally, the viewer experiences Leipzig's New Sea Land, the Saxon Sandstone Mountains, Saxon Switzerland and the Thuringian Forest.

They are planning on showing this film in future at large-scale events and places where this Commercial Initiative will be appearing on the national and international scene.

[Watch the image film](#)

Who in the world is ...?

... Sachsen Wasser GmbH?

The Leipzig-based company Sachsen Wasser GmbH has been committing its energies wherever its expertise and experience are urgently needed – for instance, **where access to clean drinking water and sewage water purification are not an everyday phenomenon**. Sachsen Wasser GmbH Leipzig, a 100% subsidiary of KWL (Kommunale Wasserwerke Leipzig GmbH, Leipzig's waterworks) is a consultant and plant operator in the water/sewage water sector in Germany and abroad and its 41 workers are doing jobs in Germany, Afghanistan, Egypt, Albania, Palestine, Lebanon, Turkey, Syria and Bosnia-Herzegovina.

For instance, Sachsen Wasser GmbH **has been advising the Afghan water supply company Kabul Water Supply, CAWSS** on site since December of 2006 as an international consultant. We asked CEO Dr. Jürgen Wummel about Sachsen Wasser's commitment in Kabul and he said, "Sachsen Wasser GmbH gives CAWSS its organisational, technical and financial experience on drinking water and also provides guidance and assistance for the current institutional reform in Afghanistan's water sector."

Sachsen Wasser GmbH has been giving advice to municipal water/ sewage water companies in the Una-Sana region near the city of Bihać in Bosnia-Herzegovina for three years. They are constantly on hand with a team of international experts. Their project targets include enhancing the operational processes, controlling networks, reducing water losses and



Sachsen Wasser GmbH has been committing its energies in Kabul-Nasaji in Southwest Asia.

support in rolling out cost-covering rates for water and sewage water services.

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www.sachsenwasser.com

Here's a tip: you can throw a spotlight on your enterprise here that more than 1,200 people will see all over the world.

You can get details and prices at info@maxicom.de

Facts about MaxicoM



The Atrium of MaxicoM
Euro-Asia Business Center Leipzig

MaxicoM GmbH Euro-Asia Business Center Leipzig has been operating on the market as an independent subsidiary of the Leipzig Trade Fair GmbH for more than ten years. **Our multilingual team is committed to relocating domestic and foreign companies to Leipzig with their specialised expertise and a network of contacts.**

More than 200 companies operating on an international scale have already taken advantage of MaxicoM's services. Our Euro-Asia Business Center has state-of-the-art offices and well equipped event spaces with outstanding access to the transportation routes. Companies can launch business operations here without a major initial investment, while the MaxicoM team takes care of all of the formalities, communication and office services in joint efforts with its business partners.

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