



MaxicoM update

MaxicoM in talks in China and Vietnam

The talks led by Dr Dirk L. Büscher, Managing Director of MaxicoM, during his autumn tour of **China and Vietnam** focused on opportunities for **cooperating and setting up business relationships**. Among other places, the Managing Director of the **Euro-Asia Business-Centers** based in Leipzig visited Foshan in Southern China which is regarded as the heart of the country's ceramics industry. The Chinese ceramics and tile manufacturers want to build a modern exhibition centre in Foshan right next door to their production facilities.

In Vietnam the programme included talks with the Chairman of the Vietnamese Peoples' Party, the Trade Officer from the German Embassy and various companies. **To summarise the trip: Leipzig enjoys a good reputation in Vietnam and entrepreneurs are very interested in entering the European market via Leipzig.**

However, at present they are not yet in a position to start exporting – on financial grounds.

To find out how MaxicoM can support you in opening up export markets see:

@ [MaxicoM's range of services](#)

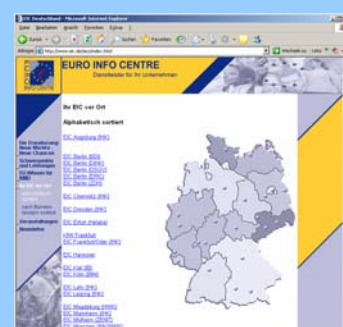
Service tip: searching systematically for business partners all over Europe

If you want to open up new markets, you need the right business partners. With their **databases covering the whole of Europe**, the **Euro Info Centres (EIC)** offer medium-sized enterprises in particular the opportunity not only to make a general search for potential partners within a particular country but also to make a **specific search according to the type of collaboration required** (e.g. joint venture or technology transfer). It is also possible to select whether the desired partner company should be a **manufacturer, service provider or research institution**. You can find out more about this service from any of the 35 Euro Info Centres in Germany.

@ www.eic.de



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Dr. Dirk L. Büscher (left),
Managing Director of MaxicoM,
inspects the plans for a new
exhibition centre at
Foshan Ceramic City.



@ www.eic.de

Who's got what

- **Sausage making machines:**

Chinese company seeks machinery and know-how for the production of sausages in China.

- **Partners for Chinese law firm:**

Law firm with 95 solicitors in 25 offices seeks partners worldwide (main areas of work: patents, copyright, trademarks, licences).

- **Entertainment electronics for Russia:**

Looking for: Sony PSPs, DivX players, HDD players (min. 80 GB), MP4 players (min. 80 GB), DVD recorders. All these units need to be operable in German and must support Regional Code 2. Initial order to be in the region of 10,000 EUR.

- **Soya beans from the Ukraine:**

Offer for export to Germany / Europe: soya beans, raw protein content min. 35%, moisture content max. 12%, other seeds and foreign bodies max. 3%, harvested in 2005, quantity approx. 2,000 tonnes.

- **Butter for Uzbekistan:**

Usbek importer seeks unsalted butter from non-EU territory. Specification: 82.5 % fat content, if possible in 20 kg blocks, initial delivery ideally 1,000 tonnes.

- **Sheet steel for Russia:**

Company offering conversions of Soviet-produced aircraft seeks 0.5 mm sheet steel, rust-free, polished, 3t per month.

- **Exhibition centre site:**

Trade fair corporation in Russia seeks interested persons to invest in its exhibition centre.

- **Sand purification:**

Wanted for Russia: plant for purifying high quality quartz sand.

- **General building contractor:**

Wanted: a German general contractor for the construction of a German settlement for Russians of German origin who do not wish to emigrate to Germany.



You can find out more about the latest offers and requests by contacting Ina Wrick, Tel. +49 (0)341 678-2000, or e-mailing info@maxicom.de

If you are interested in any of the offers or requests above, or if you wish to make an offer or request of your own, please contact

[@ info@maxicom.de](mailto:info@maxicom.de)

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Leipzig Trade Fairs

Exhibition Centre pins its hopes for overseas business on a new image film

Leipziger Messe GmbH is hoping to **further strengthen its business activities abroad** with a new image campaign and to present Leipzig Exhibition Centre as the trading centre of the enlarge Europe. Here the company is pinning its hopes on a new image film in which – looking ahead to the **2006 FIFA World Cup in Germany** – the main role is played by a football-mad youngster. In the film 11-year-old Richard acts as a role model, showing off his football skills in Leipzig's Central Stadium and Museum of Fine Art, at the skyscraper on the Augustusplatz in the city centre, at Leipzig/Halle Airport and of course also at Leipzig's modern Exhibition Centre. The film's title "**Leipzig on the ball**" is also a play on the fact that the city will be one of the twelve venues for the football World Cup games. **It is hoped that the film will now inspire potential trade fair exhibitors and visitors to Leipzig at presentation within Germany and abroad, in particular in the 27 representative offices of Leipziger Messe GmbH abroad.**

@ www.leipziger-messe.de

@ [Leipziger Messe GmbH's representatives abroad](#)

World Cup draw: the world looks to Exhibition Hall 1 in Leipzig

A TV audience of more than 300 million around the world will be there live on the evening of 9th December when an exciting ceremony takes place in Leipzig's Exhibition Hall 1: the **draw for the finals of the football World Cup** which will be held in Germany in the summer of 2006. **All around the world fans are gearing up for the decision as to which of the 32 teams left in the World Cup will play against whom and at which of the 12 match venues.** 3,700 guests will be able to follow the draw on the spot in Leipzig. Immediately beforehand the **FIFA Congress** will also be taking place at **Leipzig Exhibition Centre**.

@ [More on the draw and the 2006 football World Cup in Leipzig](#)

Do you want to know which of the more than 30 trade fairs and shows open to the public or which congress is of interest to your business field and how to contact the Exhibition Centre's overseas representative in your country?

Information available from:

@ info@maxicom.de

Service tip: bfai sends free legal news by e-mail

The German Office for Foreign Trade (bfai) is now offering a new free service to anyone who wants to be kept regularly informed about **current developments in foreign business and fiscal law**: you can now receive all the relevant legal news by e-mail, consistently and easily.

Subscribe to the Legal Newsletter by e-mailing

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© Leipziger Messe
Trade fair boss Wolfgang Marzin
and football fan Richard
high above the rooftops
of Leipzig.



© Leipziger Messe GmbH
Leipzig's Central Stadium
is one of twelve match venues
for the World Cup.
On 9th December the draw
will take place to decide
which teams from around the
world will fight it out here
in the summer.

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@ www.bfai.de

Location Leipzig

Biotech firm from Baltimore sets up business in Europe at BIO CITY LEIPZIG

The American biotech firm In Vitro Technologies (IVT) has opened its **European headquarters at BIO CITY LEIPZIG**. The company produces **cell-based testing systems** that are used in **pharmaceutical and biological chemical research** as an alternative to animal experiments. For example, their freeze-dried *in vitro* cell products from the cells of the liver and small intestine are used to test the interaction between medications.

According to information given by the company, the crucial factor in the decision to move IVT to Leipzig was the **network of internationally renowned researchers** and the **technical experience of the workers**. Logistics company DHL's planned **air freight hub** at Leipzig/Halle Airport also played a crucial role. As a result, it will be possible to deliver the firm's products all over the world from Leipzig within 24 hours.

As well as looking to the market in Europe, IVT is also hoping to **open up the Asian market from Leipzig**.

@ www.bio-city-leipzig.de

Italian conductor Riccardo Chailly is the new Musical Director of the Leipzig Gewandhaus

An important person in the international world of music: in September the Italian conductor Riccardo Chailly took office as the **19th Musical Director of the Gewandhaus** and at the same time **General Musical Director of Leipzig Opera House**. Along with Beethoven, Brahms, Mahler, Strauss and Tchaikovsky, in future more contemporary composers are to be included on the Leipzig programme. It will also shortly be possible to experience the passionate Chailly together with the world-famous Gewandhaus Orchestra on the international stage: they will be making a **grand tour of Europe in February 2006**, taking in Austria, Spain, Portugal, Belgium and Great Britain, as well as visiting **Canada and the USA in March 2007**.

The Gewandhaus Orchestra, founded in 1743 is **the oldest civic concert orchestra within the German-speaking world**. The name "Gewandhaus" goes back to the trade fair hall of the cloth dealers where the orchestra used to practice at that time. Their home nowadays is the Gewandhaus on the Augustusplatz in Leipzig, opened in 1981, which can seat 1,900 people in its main hall.

@ www.gewandhaus.de



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at BIO CITY LEIPZIG .



© Gewandhaus/Gert Mothes
Riccardo Chailly conducts
the world-famous
Gewandhaus Orchestra.

Location Saxony

Saxony is the favourite and most dynamic Federal State in Eastern Germany

Saxony is the most dynamic of the Federal States. **Since 2002 it has developed better than any other Federal State in terms of prosperity, structure and the employment market.** This is the result of a study carried out by Initiative Neue Soziale Marktwirtschaft (INSM) and the business journal "Wirtschaftswoche". Second and third places went to the Rhineland-Palatinate and Lower Saxony. 30 economic and location-relevant indicators were taken into account in the ranking, such as **earned income, gross domestic product and the concentration of training places** – and also the crime rate and amounts owed by each of the States. For Saxony the positive points included the fact that Volkswagen, BMW, Porsche and chip manufacturers AMD have moved into the area – examples of **good location policies**. Saxony also has the **largest number of highly qualified workers in the whole of Germany**.

This is also the crucial reason why expanding medium-sized German companies prefer to move to Saxony, as shown by a study carried out by the Swiss Prognos Institute. **Together with the workforce, good transport links and production reliability are also important.**

But Saxony also gains points with well-functioning sector networks, a local presence and its central position within Europe.

Further studies can be found on

@ www.insm.de



© Sven Döring/AMD
AMD, an American company that makes semiconductors, has started up its "Fab 36" in Dresden – one example of good location policy in Saxony.

Who in the world is ...

Introduce your company worldwide!

Are you an innovative German company, interested in **opening up export** markets? Or a foreign firm wanting to **get a foothold in Germany**?

Perhaps you are also looking for suitable **cooperation partners**?

Whatever your objective – MaxicoM can offer you support by **introducing your company** at this point, reaching **over 1,200 recipients worldwide**. Our newsletter is published in **German, English, Russian and Chinese** – literally putting you into every future market!

Tip: secure this spot for your company in the next newsletter for only 90 EUR including translation!

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The MaxicoM Euro-Asia Business Center Leipzig

offers German and international companies a pool of expertise in opening up national and international markets, global networks and an all-round service for successful business activity. The package offered by the Business Center includes a wide variety of services ranging from the provision of market information and office services to support for the establishment of distribution systems or even the handling of your sales by competent marketing intermediaries. The accent is on attracting foreign companies by providing accommodation in the MaxicoM building and promoting sales for firms already working there.

www.maxicom.de

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