



MaxicoM

Euro-Asia Business Center Leipzig

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The latest news from MaxicoM

Our New International Services Department Focuses Our Foreign Activities

Focusing foreign expertise and transactions internally and externally while offering more services at lower cost is the top priority of our new International Services Department now established at the Leipzig Trade Fair. **The trade fair subsidiaries MaxicoM GmbH Euro-Asia Business Center Leipzig and LMI Leipziger Messe International GmbH are also aboard including the Foreign Markets Department** that is in charge of foreign trade fair agencies. The idea is boosting synergies and generating added utility such as supporting trade fair project teams in presentations and press conferences abroad, looking after foreign exhibitors before and during Leipzig's trade fairs and making contacts with foreign disseminators and media. **MaxicoM's newsletter comes out every quarter** and it throws a spotlight on the high-water marks from the Euro-Asia-Business-Center, LMI and Leipzig Trade Fair while showcasing the Leipzig Venue, Saxony and Central Germany and their many facets. Now, it will have a



LMI organises joint German stands at foreign trade fairs such as here at BIO Chicago 2010 with more than 40 German exhibitors

much greater range of recipients: it only used to be sent all over the world in German, English, Russian and Chinese to 1,400 personally known recipients. Now, business partners and customers of LMI will also be able to profit from it.

www.maxicom.de

www.lm-international.com

www.leipziger-messe.de



Matthias Rose and Chunli Chen-Dietrich (on the right-hand side) are in Nanjing explaining what MaxicoM does for companies interested in relocating

Trip to China: Providing Support in Showcasing Our Location and an Investment of Millions

Beijing, Nanjing, Nanning, Chongqing and Shanghai – those were the stops that MaxicoM's Managing Director Matthias Rose and customer service provider Chunli Chen-Dietrich had on their trip to China in October. While they were there, they not only highlighted the Leipzig-based Euro-Asia Business Center and the services it provides before a whole range of companies. They also carried on a whole series of individual talks with companies interested in relocating to Leipzig to establish themselves on the German and European market from there.

For example, one entrepreneur from Nanjing wants to **set up a company in Germany** with his son who is studying in Dresden. Another company has also put this on its to-do list because it wants to purchase powdered milk products in Germany. They have scheduled their first visit to Leipzig in December. The opportunities of collaborating with the LMI Leipzig Trade Fair International were pursued with the Nanjing International Expo Centre. For example, in future it might be conceivable to put on the Heritage Preservation China (International Fair for Landmark Preservation, Restoration and Museum Technology) that was developed in Leipzig in Nanjing.

In Nanning, they were discussing coming up with a presentation of the local venue for the international scene that the Leipzig Graduate School of Management (HHL) and the German/Chinese Center in Leipzig will collaborate in with MaxicoM acting as the mediator. In Shanghai, they considered doing some work with Taiwan while in Beijing they discussed the commitment of a Chinese entrepreneur in Leipzig who was looking for the right project for investing millions.

Customer service providers for China:

Chunli Chen-Dietrich, email: chen@maxicom.de

Jana Kowollik, email: j.kowollik@maxicom.de

This is how MaxicoM supports you in relocating here: www.maxicom.de



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Electronic dictionaries are a big help, but they cannot take the place of interpreters or translators

Here's a service tip: Database for Professional Translators

International cooperation, globalisation and staking out foreign markets – that is becoming the day-to-day business of more and more companies in lively economic regions. Different languages should not turn into barriers to business, but it is not enough to download translation programs from Internet or take advantage of the latest electronic dictionaries. **What you need is real translating expertise:** the capability to transform the sentences of the original into faithful reproductions of sentences that sound natural in the target language. That involves a lot of thinking, linguistic skills and technical knowledge in the specific topic area. And it also calls for **an understanding of cultural differences**. Whoever is interested can search for professionals under www.bdue.de free of charge in the member database of the German Association of Interpreters and Translators according to criteria such as technical area of expertise, combinations of languages and where the interpreter or translator is based.

www.bdue.de

Business Exchange



Ina Wrick will tell you more about the current selection and requests at +49 341 678-2000 or by email under info@maxicom.de

Offers or calls from the Omsk Region in Russia:

- **01-12/2010**
Wholesaler for jewellery and similar things is looking for suppliers of silver and gold jewellery.
- **02-12/2010**
Companies from material and mineral wholesaling for the tyre and rubber goods industry has experience in international cooperation with qualified personnel and storage capacities and it is offering its services to potential business partners for storage, commodity transit, logistics and representation in Russia. They are also interested in franchising.
- **03-12/2010**
Company from woodworking (veneer and plywood) is looking for agents to expand their markets.
- **04-12/2010**
Market research company in foodstuffs working in the Asian part of Russia and in Kazakhstan is offering outsourcing services.
- **05-12/2010**
Company that is specialised in developing, planning and producing mills for fine and very fine material milling starting with systems for milling and classifying fine and very fine materials and classifying mineral and organic materials. It is interested in customers and agents for their sales. They use their systems for manufacturing construction materials, ore enrichment, producing lacquers and paints, road construction and manufacturing organic materials such as rubber in the nutrients industry.
- **06-12/2010**
Company carries out research and construction work on materials for the construction industry and road construction and is offering itself as a contractor for developing these materials and technologies for building and road construction.

- **07-12/2010**
Areas and buildings sought for using photovoltaics:
 Leipzig-based company is looking for the right areas and buildings for photovoltaics utilisation. Cooperation can take place in the form of renting or own utilisation.
- **08-12/2010**
Sales partners for German cosmetic manufacturers:
 Chinese company is offering cosmetic manufacturers from Germany the opportunity to introduce and represent their products on the Chinese market.
- **09-12/2010**
Chinese producer of solar cells is looking for customers in Germany:
 This company is planning, producing and marketing solar panels and systems and can manufacture large numbers of mono- and polycrystalline silicon cells, amorphous silicon cells, tandem cells and CIGS solar cells. Beyond this, the company is also offering photovoltaic technologies built into buildings.
- **10-12/2010**
German glass-fibre manufacturer is looking for customers in China:
 Manufacturer of decorative glass fabrics, textile glass fabrics, glass mesh fabrics and a next-generation construction material that sustainably dampens electrosmog is looking for customers in China.
- **11-12/2010**
Chinese LED manufacturer is looking for customers in Germany:
 LED industrial lighting, high power LED street lighting, high power LED tunnel lighting, high power LED spotlighting, floodlighting and high power LED tube (certified in conformity with ISO 9001 and ISO 14001).
- **12-12/2010**
Coal suppliers sought:
 Eastern European and Russian suppliers are sought for exporting coal to China calling for at least 10,000 MT of coal (boiler coal and coke); specifications (basic values):

VdaF:	20%–32%	VM летучие
CV calorific value:	from 5,300 kcal	CV высшая теплота сгорания
MT moisture:	below 8%	TM влага
ST sulphur:	below 1.5%	TS сера

Other coal will be taken depending upon the price.
- **13-12/2010**
Scrap to China:
 Company in Leipzig with Chinese management is purchasing large quantities of old iron, scrap copper, old engine blocks and old batteries for cars.
- **14-12/2010**
Joint venture partner sought for Russia:
 Producer of alternative fuels from refuse from woodworking, agriculture and systems for burning them is looking for business partners for joint ventures as well as business partners for marketing and logistics for Western Europe.

- **15-12/2010**
Solar modules from China:
Leading manufacturer of solar modules in China is looking for customers for crystalline photovoltaic solar modules (coupled to networks or island systems) for private and commercial usage.
- **16-12/2010**
Used trucks and semitrailers:
Company based in Austria is offering used trucks and semitrailers built 2002-2004 (all TÜV-licensed for Western Europe).
- **17-12/2010**
Russian company is offering:
petroleum: Kirkuk blend and Basra light, producer: Iraq
diesel fuel from 1 million t/month, Port ASWP or CIF Rotterdam,
producer: GAZPROM
natural gas from 10 billion m³, producer: GAZPROM.

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

Premiere for AMISTYLE: New Leipzig Car Fair puts Car Styling in Focus

There's a new arrival in the family of Leipzig's car fairs: AMISTYLE will be taking place for the first time from April 9-13, 2011. This **new idea for a car styling, customising, retrofitting and servicing fair** is aiming its sights both at private car owners and professional visitors. AMISTYLE 2011 will be put on at the same time as the AMITEC (the specialist trade fair for vehicle components, workshop and service equipment) and AMICOM (the trade fair for entertainment, communication and navigation technology in motor vehicles). The Leipzig Trade Fair has hit the nerve of the automobile industry by combining **AMITEC, AMICOM and the new AMISTYLE**. A whole range of market leaders have already confirmed they will be attending this trio of fairs that will be accenting various areas of after-sales service, thus creating a wide range of synergies for exhibitors, trade visitors and the public at large. Beyond this, their spectacular program also promises to be a big hit.

www.amistyle-leipzig.de

www.leipziger-messe.de



Something new among
the AMI fairs: AMISTYLE



In Leipzig's city centre at the 2009 Festival of Light

Subsidiary of the Leipzig Trade Fair and Event Service Supplier FAIRNET Given Award for 2009 Leipzig Festival of Light

Leipzig's 2009 Festival of Light has been given a major award. Leipzig Tourismus und Marketing GmbH was the organiser of this awesome event last year that commemorated Leipzig's historical Peaceful Revolution in autumn of 1989 along with the event service provider FAIRNET, a subsidiary of the Leipzig Trade Fair. **Now, they have won the Bronze Apple at the Event-Award EVA.** Every year, FAMAB, the Association for Direct Economic Communication, honours **outstanding work done in live communication.**

This is how Dirk Deumeland, the authorised officer at FAIRNET, sees it: „For us as a service provider, the EVA-Award is something like conferring knighthood on our new business area of events. That not only goes for recognising our services. It also underscores our **expertise as an event service provider.**” The jury especially emphasised the stunning artistic light installations along the historical path of the demonstration that 150,000 visitors were enthused by. The drafts for the 28 audio, video and light installations came from artists all over Europe. This event reminded people of the historical events of 20 years ago in a very emotional fashion. One of the reasons they gave for conferring this prize was the goose bumps people got from this installation.

www.fairnet.de

www.leipziger-messe.de



MyFairs – the App for mobile access to global trade fair data

Here's a service tip: Information on 2011 Trade Fairs for Germany and the World

The AUMA_MesseGuide Deutschland 2011 is edited by the exhibition and trade fair committee of the German Private Economy that offers 442 portraits of German trade fairs. This handbook offers compact data on trade fairs and exhibitions in an index set up according to sectors, dates and locations. **Beyond this, the iPhone app MyFairs offers mobile access to trade fairs in Germany and all over the world** under www.myfairs.auma.de. Finally, AUMA has published a brochure under the title of German Trade Fair Quality Abroad 2011 that lists 261 foreign trade fairs of German organisers in 34 countries focusing on Asia with 136 trade fairs. This publication is targeting export-oriented companies in Germany and abroad.

www.auma.de

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 trade fair foreign agencies](#), [the trade fair calendar](#)

The Leipzig Venue



The Chinese guests were highly interested in protection against infections and anaesthesiology

Chinese Doctors Visiting Leipzig's St. Georg Clinic

Two groups of Chinese doctors got up to date on **how to protect against infection, prevent illnesses and all about anaesthesiology** in their visit to Leipzig's St. Georg Clinic in November. St. Georg's guests sat in on lectures at the clinic for infectology, tropical medicine and nephrology and exchanged views on hospital hygiene and safety management with their German colleagues. These visits by Chinese doctors were arranged through a **partnership agreement** that Leipzig's St. Georg Clinic signed with the Drum Tower Hospital in Leipzig's partner city Nanjing in 1998. Since then, these institutions have had lively medical and also scientific contacts. The central infection department at Leipzig's St. Georg Clinic is known as a centre for expertise for all of Germany.

www.sanktgeorg.de



Leipzig is at the top of the list in Europe in terms of living quality

Leipzig is the League Climber of the Year in Population, the Private Economy and Quality of Living

Leipzig is among the fastest league climbers in the city rankings of the Berenberg Bank and the Hamburg Institute of International Economics (HWWI). These rankings have something to say about how the 30 largest cities in Germany are poised for the future. Leipzig rose from the 25th to the 11th place in the overall valuation over 2008, making it the league climber of the year. **The critical factor for the jump was Leipzig's burgeoning dynamism in population development and its economic upturn.** It is more frequent that Leipzig is on the higher level among surveys establishing it among the most exciting cities in Germany. For instance, Leipzig is top-of-the-line in terms of living quality anywhere in Europe. A study published in June of 2010 and contracted by the European Commission of the European Union in 75 cities also states **that Leipzig has the best range of housing in Europe.** Furthermore, in October of 2010, Leipzig was an awesome 6th place in a survey of the urban portal meinestadt.de trying to discover which was „Germany's most attractive big city“ among those 25 cities with the most inhabitants. By the way, the new image film entitled „Leipzig. The city with no limits“ from Leipzig Tourismus and Marketing GmbH (that you can view under www.leipziger-freiheit.de) shows the most attractive features of this town.

www.leipziger-freiheit.de

www.ltm-leipzig.de

Saxony and Central Germany



© BMW Group

The flagship of e-mobility: BMW will be producing its Megacity Vehicle in Leipzig, an electrical vehicle for the urban environment

Saxony is Researching for Emerging Electromobility

There is a lot of attention being paid to electromobility throughout the world these days. What electromobility needs to be widely successful in the market is advancements in battery technologies for a longer service life, high-performance, greater reliability and lower costs. Global competition is running full speed – and **Saxony has a high-profile research infrastructure and the next-generation companies that are putting it in the forefront.** They include colleges and universities such as the Chemnitz Technical University, Dresden Technical University, Freiberg Technical University and Zittau/Görlitz College, not to mention non-university research institutions such as the Dresden-based Leibniz Institute for Solid Body and Material Research and several Fraunhofer Institutes in Dresden. They are researching such things as ways to come up with fuel cells, energy management systems for lithium-ion batteries and hybrid electrical drives. **Saxony has the entire value-added chain of electromobility at its fingertips** starting from the resources, materials and process technologies through batteries and systems right down to suppliers and car building companies.

Petition www.sachsen.de



© Fraunhofer Institute for Factory Operation and Automation

Intelligent interchangeable containers for urban logistics

Logistic Solutions from the Fraunhofer Institute for Factory Operation and Automation in Magdeburg, Germany: RFID Radio Chips for Greater Efficiency and Safety

Cross-border traffic, a high level of safety requirements and the call for more efficiency along with keeping down resource utilisation – these are all challenges that logistic service providers are confronted with today. The solutions offered by the Fraunhofer Institute for Factory Operation and Automation in Magdeburg, Germany are premised upon the latest **RFID technology: small radio chips that make it possible to complete cargo monitoring** during the entire transport. This is the reason why the researchers at Fraunhofer have come up with an intelligent transport container for urban logistics that makes sure that the labelled load can be located and identified at any time. Then these lightweight, removable and interchangeable containers for 3.5-ton vans are unloaded at the destination along with the goods.

Furthermore, the Fraunhofer Institute for Factory Operation and Automation has also come up with special RFID reader gates to read out and monitor the RFID-labelled goods at transfer locations or the destination reliably and extremely fast. These patented and flexible gates provide an uncomplicated way of reading the label goods without any mistakes from the palette to the complete truckload. In transit, the sensors read the information stored on RFID transponders and identify the goods in real-time. **For example, the state of fresh goods or commodities with an impact on safety can be checked at any time**, which can be a major advantage in multi-component supply chains.

www.iff.fraunhofer.de

Who in the world is ...?

Here's a tip: you can throw a spotlight on your enterprise here that more than 1.400 newsletter recipients will see all over the world!

You can get details and prices from 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 300 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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