

Top marks for North Rhine-Westphalia



In 2010, NRW.INVEST successfully supported 110 companies with their location or expansion investments. This is the best result for several years.

„The 2010 location balance of NRW.INVEST once again demonstrates impressively that we are the leading location for foreign investors in Germany,“ explained NRW Economics Minister Harry K. Voigtsberger at the presentation of the annual balance. In total, 196 foreign investors came to North Rhine-Westphalia last year – more than half of which received support from NRW.INVEST. The investors assisted by the state economic development agency created 3,277 new jobs in the state. This figure is 58 percent higher than in the previous year.

In 2010, the most important investments came from the United States. NRW.INVEST accompanied six American investments which created a total of 1,970 new jobs. These investment projects focused mainly on job-intensive logistics centers. „Our state is becoming more and more attractive to foreign investors as a logistics location. We have the know-how, outstanding logistical conditions, strong industry expertise, sufficient space, and qualified workers,“ emphasized Petra Wassner, CEO of NRW.INVEST.

In terms of the number of investment projects, China heads the list for 2010. 45 Chinese companies settled in North Rhine-Westphalia with the support of NRW.INVEST, creating around 700 jobs.

fDi Magazine names North Rhine-Westphalia a top investment location

The logo for fDi Magazine, consisting of the lowercase letters "fDi" in a bold, black, sans-serif font.

According to a recent survey, North Rhine-Westphalia ranks second among Europe's top investment locations.

The trade journal for foreign direct investments, fDi Magazine, has examined the development of foreign direct investment projects in Europe between 2006 and

2010. The result: Among a total of 46 regions, North Rhine-Westphalia occupies second place behind Scotland – putting it firmly among the top investment locations in Europe. „fDi Magazine's ranking once again demonstrates the special status of North Rhine-Westphalia in Germany as the number one location for foreign direct investments,“ says Harry K. Voigtsberger, Minister for Economic Affairs, Energy, Building, Housing and Transport of the State of Nordrhein-Westfalen.

The study focused on how the different European investment locations developed during the recession and to the present day. The study data show that the number of greenfield investment projects decreased significantly in the last two years.

By contrast, developments in North Rhine-Westphalia during this period went clearly against the trend. As far as the company location business in North Rhine-Westphalia is concerned, the crisis did not make itself felt.

„Germany at its best“ – North Rhine-Westphalia repositions itself



With the slogan „North Rhine-Westphalia. Germany at its best“ the state wants to compete internationally for foreign investors.

North Rhine-Westphalia is already the number one investment location for foreign investors. This position is to be further enhanced and investors acquired even more successfully with the new advertising slogan. „As an investment location we are playing in the Champions League when it comes to international competition,“ emphasized Economics Minister Harry K. Voigtsberger at the presentation of the claim. The campaign stands for the new self-awareness of Germany’s economically most important federal state. Furthermore, North Rhine-Westphalia profits from the awareness and new popularity of Germany worldwide with the slogan. The aim is for as many partners as possible from industry, the regions, cities and municipalities to participate within the context of the campaign.

Non-stop to the People's Republic

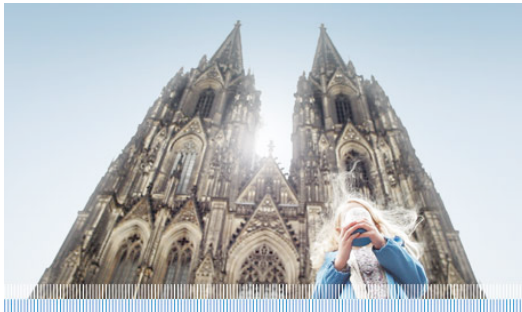
In cooperation with Lufthansa, Air China is flying direct from Düsseldorf to Peking and back three times a week.

The direct connection takes account of the important economic relations between North Rhine-Westphalia and China. North Rhine-Westphalia is the most important location for Chinese investors in Europe. There are now

around 700 companies from the People's Republic based in North Rhine-Westphalia. Last year alone, NRW.INVEST helped 45 companies from China set up business here. „The Far Eastern companies are convinced by the central location, the excellent connections, the availability of qualified employees and the already existing Chinese infrastructure,“ says Petra Wassner, CEO NRW.INVEST.



Location film for a unique state



NRW.INVEST wants to market North Rhine-Westphalia more strongly by means of a new location film. Entitled „Imagine a place“ the two-minute film carries the viewer off to a unique state.

North Rhine-Westphalia – a place where creativity, the modern and the traditional, innovation and industry, nature and culture are at home. The new location film presents precisely these topics. As an element of international location marketing the film will be shown in the future at, for example, investor seminars and dialog events, as well as on the Internet.

„The hard facts already speak for North Rhine-Westphalia. With our location film we are consciously focusing on emotionality and the viewer’s attitude to life. These concepts have now become indispensable in location marketing,“ explains Petra Wassner, CEO of NRW.INVEST.

The young filmmaker Viviane Blumenschein has placed North Rhine-Westphalia in the spotlight. In the style of John Lennon’s classic pop song „Imagine“ the renowned documentary filmmaker addresses people’s desire for a different, better world.

Amazon to build logistics center in Rheinberg



The American online trader Amazon plans to build an approx. 110,000 square meter logistics center in Rheinberg, Lower Rhine.

The center is scheduled for completion by autumn 2011. Over the next three years, around 1,000 long-term jobs will be created here. „Amazon’s decision in favor of a further site in North Rhine-Westphalia shows how important our state is as a logistics location,“ underlined NRW Economics Minister Harry K. Voigtsberger at the presentation of the investment project. The international corporation opted for Rheinberg due to the favorable transport location of the site with links to the A57 and A42 freeways, the available employee potential in the surrounding region and the good working relationship with the town authorities.

NRW.INVEST has been supporting to Amazon since the end of 2009. Due to the continuous growth of the online trader in the German market Amazon was looking for a further suitable location along the Rhine and in the western Ruhr region. Amazon has already had a distribution center in Werne, Münsterland since September 2010. NRW.INVEST provided the company with intensive support during its search for a site.

„It is impossible to overestimate the importance of this location for Rheinberg and the region. It will have a lasting positive effect on the labor market statistics for the Wesel district in the future,“ said Hans-Theo Mennicken, mayor of the town of Rheinberg.

MIPIM 2011: Cooperating on future concepts



In March, cities and companies from North Rhine-Westphalia presented themselves jointly for the first time at the world's largest trade fair for commercial real estate and industrial siting, MIPIM, in Cannes.

In close collaboration with municipalities, companies and the economic development agency metropoluhr GmbH, NRW.INVEST organized a joint stand to represent the state at MIPIM in Cannes at the beginning of March. The partners presented the locational advantages of North Rhine-Westphalia as well as sustainable concepts and technologies for the areas economics, energy, urban development and traffic to the trade fair visitors. The focus was on the topics electric mobility, sustainable urban strategies and other future issues in metropolitan areas.

In addition to NRW.INVEST, the economic development agency metropoluhr, NRW. URBAN, the cities of Bochum, Dortmund, Duisburg, Essen, Gelsenkirchen and Mönchengladbach took part, as did well-known companies such as RWE Effizienz, RAG Montan Immobilien, Europa-Center Immobilien-Gruppe, Gesundheitscampus North Rhine-Westphalia, Greif & Contzen Immobilien, Harpen Immobilien, Stiftung Zollverein and ThyssenKrupp Real Estate.

North Rhine-Westphalia is focusing on lead and future markets



North Rhine-Westphalia aims to establish itself as a pioneer in meeting global economic, ecological and social challenges. To this end, the state is realigning its cluster policy.

„We want to define new, sustainable lead and future markets. Universities, companies and research institutes are working together in the cluster to develop future markets,“ said North Rhine-Westphalia’s Economics Minister Harry K. Voigtsberger at the „Annual Conference ExzellenzNRW 2011“.

During the conference on March 21, 2011 in Düsseldorf, more than 700 representatives from science and industry, as well as economic development specialists, members of transfer organizations, associations and chambers discussed the prospects of the cluster policy. In seven expert forums they discussed selected areas of collaboration in which the state already plays a pioneering role: cloud computing and logistics, organic electronics, social media, the future of electrical networks, electric mobility and light-weight design, resource efficiency, Alzheimer’s and neurodegenerative diseases.

Only through dialog, networking and transfer will it be possible to pool outstanding expertise in science, research and development in such a way that research projects are successfully acquired and implemented, said Voigtsberger, explaining the realignment of the cluster policy.