

## Presenting the campaign: “Germany at its best: Nordrhein-Westfalen”



**In the future, North Rhine-Westphalia aims to acquire foreign investors internationally with the slogan “Germany at its best: Nordrhein-Westfalen”.**

The Ministry for Economic Affairs, Energy, Building, Housing and Transport of the State of North Rhine-Westphalia and NRW.INVEST presented the marketing campaign for the business location North Rhine-Westphalia in the State Chancellery in Düsseldorf. The location marketing campaign focuses on the concept of partnership and participation. Representatives of towns, cities and regions, business, science, culture and sports market their top achievements and thus North Rhine-Westphalia as a location – and demonstrate how true it is to declare: “Germany at its best: Nordrhein-Westfalen”.

In the first phase, the location marketing campaign focuses on the cross-sectional topics logistics and research & development, as well as on the industry-specific topics automotive & mobility, renewable energies, and fashion. Various advertisement motifs, marketing cooperation programs, events, an online portal inviting participation, and a book serve as an international platform for top achievements “made in North Rhine-Westphalia”.

The capital city Düsseldorf, the city of Cologne, the Aachen technology region, Rhein-Kreis Neuss and the South Westphalia region are all taking part in the first phase of “Germany at its best: Nordrhein-Westfalen”. The Ruhr metropolitan region has also agreed to participate. Other cities, towns and regions are to be approached. “We are delighted that the new campaign has been received so positively throughout the state. The partner concept allows us to combine the strengths required to market North Rhine-Westphalia internationally as an economic location,” says Minister Harry K. Voigtsberger.

Another feature of the campaign is location ambassadors who promote North Rhine-Westphalia on an international level. "We are proud to have won such prominent advocates as Arndt G. Kirchhoff of the Kirchhoff Group, fashion icon Albert Eickhoff, Prof. Dr. Fritz Vahrenholt of RWE Innogy and the table tennis player Timo Boll at the very beginning of the campaign," said Petra Wassner, CEO of NRW.INVEST at the campaign presentation.

## Minister Voigtsberger visits Japan



**To celebrate the 150th anniversary of German-Japanese relations Economics Minister Harry K. Voigtsberger visited Japan at the beginning of September 2011.**

The main focus of the trip was on the topics energy and environment, transport and economic policy. In talks with entrepreneurs and politicians Voigtsberger informed himself about the situation in Japan – the first representative of the North Rhine-Westphalian State Government to do so since the March earthquake and the nuclear disaster in Fukushima.

Together with Masanori Tanimoto, the Governor of Ishikawa Prefecture, Voigtsberger opened the conference entitled “Ways to improve energy efficiency in residential buildings“. More than 200 delegates from the housing sector and other areas informed themselves about developments in ecological construction in Germany at the conference organized by the prefecture administration and the Öko-Zentrum NRW in Hamm.

In addition, the minister’s itinerary included visits to the world’s largest auto company Toyota, the automotive supplier Denso, and Fuji Film.

Voigtsberger and the Mayor of Düsseldorf, Dirk Elbers, welcomed around 1,000 German and Japanese guests to the tenth Düsseldorf Evening organized by the city of Düsseldorf and the state of North Rhine-Westphalia. This year’s event took place completely under the banner of the 150th anniversary of German-Japanese relations and provided ample opportunity for those present to cultivate contacts.

Furthermore, a seminar held by the state capital Düsseldorf and NRW.INVEST entitled “Nordrhein-Westfalen & Düsseldorf, a Global Mobile Capital” provided information on the opportunities and developments of the German and European mobile markets. Participants in the event included Kozo Omae, President of the Japanese Chamber of Commerce and Industry in Düsseldorf and General Manager of the European branch of the Nippon Steel Corporation in Düsseldorf.

## North Rhine-Westphalia celebrates its 65th birthday



**On August 23, 1946 – 65 years ago – the British military administration founded the German federal state of North Rhine-Westphalia with “Operation Marriage“.**

By decree, the British brought together people from the Rhineland, Lower Rhine, Münsterland, East Westphalia, Lippe, Ruhr, Sauerland, Eifel and Siegerland regions. The German federal state of North Rhine-Westphalia was born, and with it the heart of the Federal Republic of Germany yet to be founded, uniting 16 million people to form a political entity. At the same time, an economic region was created which was to become the motor of the German economic miracle.

Today, after 65 years, the federal state has changed noticeably and become modern in its appearance. Nowhere else in Germany do business-to-business service providers contribute so much to innovation and value creation as in North Rhine-Westphalia. In 1970, 55.7 percent of the state’s gross value added was generated in industry and only 42.3 percent with services. By 2010 this ratio had been more than reversed. In North Rhine-Westphalia the services dominated with 71.8 percent compared to 27.6 percent for industry.

68 universities and universities of applied sciences with over 528,000 students guarantee a dynamic research and development landscape. 48 technology centers and 49 non-university research institutes form the densest research network in Europe and provide ideal conditions for technology transfer.

## XCMG to conduct R&D in Krefeld



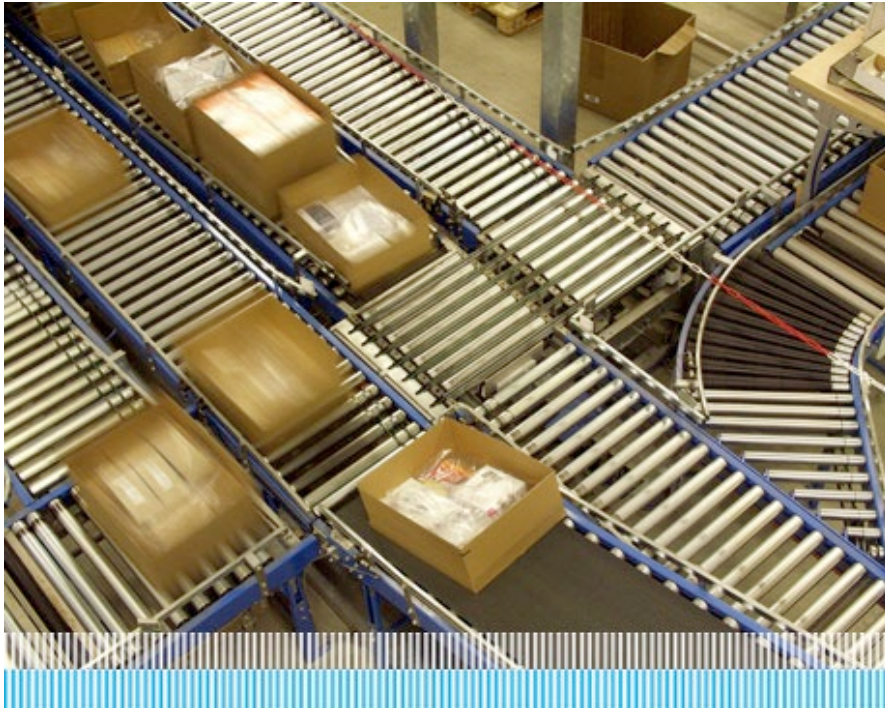
**The Xugong Group, the leading manufacturer of construction machinery in the Chinese market, is to invest 50 million euros with XCMG Europe GmbH at Krefeld's Europark Fichtenhain and build a new research and development center.**

Hydraulic systems and construction machines are already to be developed there from the summer of 2012 in a first construction phase. The facility in Krefeld is the first major research center established by the company outside China. Up to 100 new jobs will be created within the next two years. At the same time, the Krefeld location will assume an important role in the development of the European market.

The Chinese Xugong Group is the market leader in Europe with the XCMG brand. The company generates annual sales of around ten billion US dollars, making it the seventh-largest manufacturer of construction machines in the world.

XCMG has already been conducting a joint venture with the Krefeld-based company Fluitronics since the beginning of the year. Together they aim to advance the development and sales of hydraulic assemblies.

## DHL builds for Amazon in Rheinberg

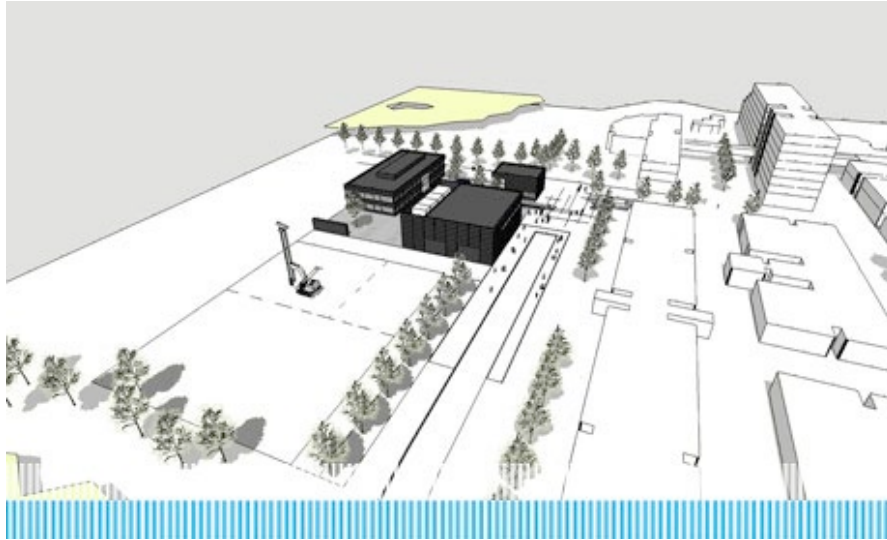


**DHL, market leader in the international logistics industry, is building a branch in Rheinberg.**

The 5,000 square meter cargo hub is being constructed in the immediate vicinity of the new logistics center of the online retailer Amazon. From the beginning of 2012, DHL will take over the dispatch of shipments from the Rheinberg location. To this end, the logistics company is creating 60 new jobs.

The DHL branch in Rheinberg will be located north of the B 510 highway, adjacent to the Amazon premises, on a roughly 20,000 square meter site. The two buildings are directly connected via a conveyor belt, which will accelerate the logistics processes.

## International GeothermalCenter in Bochum growing



**The only research infrastructure in the world for geothermal research and geothermal experiments under realistic conditions is to be created in Bochum.**

The main focus of the International GeothermalCenter is the development of new technologies from laboratory scale up to readiness for series production. Geothermal energy is used to generate heat as well as electricity and is one of the mainstays for a renewable energy mix in the future.

In addition to an existing institute building containing geoscience laboratories, the Bochum University of Applied Sciences is constructing a large testing facility with workshops as well as a testing area for experiments under near-production conditions. The Energetikum building will be devoted to heat pump and geothermal supply technology. In cooperation with skilled trades and industry, urgently needed specialists are to be trained here. In addition to its own funds, the Bochum University of Applied Sciences is receiving grants to the tune of eleven million euros from the state of North Rhine-Westphalia as well as support from industry.

The International GeothermalCenter founded in 2006 is a joint science and industry research facility. Located at the Bochum University of Applied Sciences, it is further supported on the university side by RWTH Aachen University, the University of Applied Sciences Gelsenkirchen and the University of Applied Sciences East Westphalia-Lippe. Other partners include universities from abroad, public-law institutions and 25 firms from the geothermal sector.

## RWE invests in renewable energies



### **RWE plans to increase its production capacity in North Rhine-Westphalia in the field of renewable energies substantially by 2020.**

Technologically, the company wants to concentrate above all on growth in the wind energy and biogas segments. The Rhenish lignite mining region is to be the geographic focal point of the activities. In this way, recultivated open-cast mining areas can be used as cultivation areas for plants to produce biogas.

Before the end of this year, RWE wants to begin with the construction of a wind farm with 20 megawatts in Titz in the Düren district. The ten wind turbines, each rising to a height of nearly 150 meters, will start producing electricity from the summer of 2012. In addition, a wind farm consisting of four 3-megawatt-class turbines is to be built in the municipality of Jüchen in the Rhine-Kreis Neuss district. The investment volume for both farms is expected to come to a total of 60 million euros.

And not least, RWE has plans for a 7.4 megawatt biogas plant in Bergheim. A wide-ranging mix of raw materials, including maize and whole plant silage, sugar beet and alfalfa, as well as liquid manure, is to be deployed to supply the plant. Some of the raw materials can be provided from the surrounding area.

RWE is now already gaining around 120 megawatts per year in North Rhine-Westphalia on the basis of renewable energies. This figure is set to increase to a total of 500 megawatts by 2020.

## State names QIAGEN a “Place of Progress”

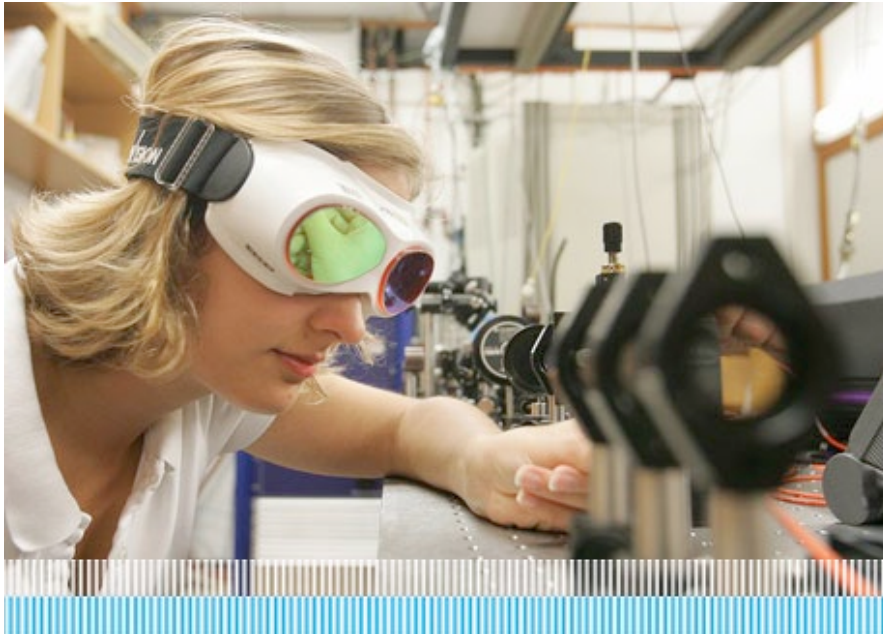


**Science Minister Svenja Schulze has recognized QIAGEN for its solutions in the field of molecular sample preparation and assay technologies with the title “Place of Progress”.**

The Hilden-based biotech company sets biotechnological laboratory standards as a provider in the field of molecular diagnostics. With therapy-supporting tests for personalized medicine, the preventive care, diagnosis and therapy of diseases can be tailored to the individual, thereby improving the prospects of an individualized therapy succeeding. The special contribution made by QIAGEN to qualitative progress in North Rhine-Westphalia has been recognized with the title “Place of Progress”NRW .

About 1,300 of the 3,600 QIAGEN employees work in Hilden; the company generates some 40 percent of its total value added in North Rhine-Westphalia. Only recently, the biotech company invested around 30 million euros in extending research and development, production and logistics in Hilden. In October, the new buildings, creating room for a further 500 employees, will be officially inaugurated.

## The most patents come from Düsseldorf



**The Düsseldorf region is the frontrunner when it comes to patent applications by industrial companies and SMEs. The Henkel Group alone holds more than 8,000 patents.**

The economic area in the Düsseldorf region is one of the most research-intensive locations in Germany: In terms of patent applications, Düsseldorf is the frontrunner in Germany, according to the city's economic development agency.

There is a long tradition of industrial research in the Düsseldorf region. Companies based here have always been distinguished by their high international competitiveness. For example, the world's first hydraulic excavator went into production in Düsseldorf, Hille & Müller invented the first electrolytically refined steel strip, and Henkel revolutionized the detergent market with Persil. Without the cranes made by Demag Cranes, modern container shipping would be unimaginable, the first seamless tubes came from Vallourec & Mannesmann Tubes, and the world market leader for antiscalants is Keller & Bohacek. And finally, the new Airbus flies around the world with coatings from Eifeler.

## NextPharma locates in Werne



### **The new logistics center of NextPharma is commencing operations in Nordlippepark in Werne.**

NextPharma, a contract manufacturer for the pharmaceutical, biotech and veterinary medicinal products industries, has over 19,000 pallet and more than 4,000 picking places on around 17,000 square meters of storage space. This makes the new location the second-largest in terms of area in Nordlippepark – immediately after Amazon. 40 jobs have been created here. The new logistics system is also equipped for the future. The facility can be extended to accommodate up to 26,000 pallet and 9,000 picking places.

NextPharma was previously located 20 kilometers away in Waltrop. When capacity there was no longer sufficient the pharmaceutical company decided to relocate to Werne. The town on the Lippe river is now an important logistics location in North Rhine-Westphalia.

## Turkcell opens European headquarters in Cologne



**The Turkish mobile network operator Turkcell Europe GmbH opened its European headquarters in Cologne at the end of the summer.**

With a staff of 15 to begin with, Turkcell is further pursuing its strategy of expansion from here. "Germany is an important market for Turkcell and from a strategic point of view the right base for our new European business," says Deger Akal, Corporate Communications Manager of Turkcell Europe. The high proportion of people of Turkish origin in North Rhine-Westphalia also played a part in the location decision.

By its own account, Turkcell is the third-largest mobile network operator in Europe. The company serves 60.4 million customers in eight countries, including 33.5 million in Turkey. Turkcell has been operating in Germany since April 2011 and has acquired 130,000 customers since entering the market. This figure is expected to more than double by the end of the year.

## gamescom 2011 breaks its own records



**With 275,000 visitors, gamescom 2011 in Cologne attracted over 20,000 games enthusiasts more than in the previous year, thereby sharpening its international profile.**

Besides the growth in visitor attendance, at 550 the number of exhibitors also reached a new high. In addition, this year's trade fair was more international than ever before due to the first appearance of numerous countries, including the People's Republic of China. "We are delighted at this positive development. Every year so far, gamescom has broken its own records. Cologne offers ideal conditions for this trade fair, which for its part strengthens the diversified, creative and growing games sector in the media state of North Rhine-Westphalia," said Media Minister Dr. Angelica Schwall-Düren at the conclusion of the trade fair.

The gamescom congress organized by the State Government of North Rhine-Westphalia, the Media Authority of North Rhine-Westphalia (LfM), the German Trade Association of Interactive Entertainment Software (BIU), and the city of Cologne was also a great success. Around 450 registered visitors followed the presentations and debates on games in business, science and society.

Now that the relevant contract extensions have been completed, gamescom will also be taking place in Cologne for the next three years, starting in 2012 from August 15 to 19.