



IMG CORPORATE COMMUNICATIONS – **PAVING THE WAY FOR MEDIA PROFESSIONALS IN SAXONY-ANHALT**

IMG – MODERN, COOPERATIVE, CONNECTED

THE ROLE OF IMG

SERVICES FOR THE MEDIA

The Investment and Marketing Corporation IMG boosts Saxony-Anhalt's image and economic potential

Saxony-Anhalt's regional slogan, **#moderndenken**, stands for state-of-the-art economic development and targeted marketing.

For some time now, the state-owned **Investment and Marketing Corporation Saxony-Anhalt** (IMG) has been recognised as the best regional business development agency in Western Europe because of the high-quality service it provides for investors. To ensure that it continues to live up to its excellent reputation in future, IMG is constantly adopting new and forward-looking approaches in relation to its core tasks:

- Boosting the **region's economic potential** by attracting investors and providing support for businesses
- Boosting the **region's positive image** by marketing Saxony-Anhalt as a place to live, do business and spend holidays in.

Our boards

IMG provides its investor and marketing services **on behalf of the Ministry of Economic Affairs, Tourism, Agriculture and Forestry**. It is guided by a **supervisory board** chaired by the Min-

ister for Economy and made up of representatives of the state government of Saxony-Anhalt, the Magdeburg and Halle-Desau Chambers of Industry and Commerce and the Magdeburg Chamber of Crafts. The **IMG expert advisory board** contributes an entrepreneurial and scientific perspective and practical ideas to IMG's business development strategies. The board is an important driving force behind future developments and networking within Saxony-Anhalt and across the state's borders.

Our business areas

A total of **41 experts** provide IMG's services. They have **specialist expertise** in areas such as chemicals and plastics, mechanical and systems engineering, food, the bioeconomy, the media, the cultural and creative economy and **tourism marketing**.

IMG in figures

41 employees **6.7 million euro** budget

Successful investments

2017 to 7/2022



3.8

billion euros of investment



151

location decisions



8187

new jobs in Saxony-Anhalt



IMG's mission is to pave the way for others: As a modern, cooperative and connected organisation, it accompanies newly arrived businesses and established companies on the road to success and, with its marketing expertise, helps to create a positive image of Saxony-Anhalt as a business location and travel destination both inside and outside Germany. The IMG activity report gives an overview of its work: **wegbereiter.de**

Find out more about IMG in the 2020 **shareholding report** of the state of Saxony-Anhalt (from page 67)

A service-oriented network for investors and existing companies

For IMG, business development with **#moderndenken** means offering a **service to companies** that will attract potential investors and support existing clients. Saxony-Anhalt has the advantage of fast decision-making. **IMG's network** includes the investment bank, the Chambers of Industry and Commerce, the Ministry of the Economy and the State Chancellery, all of which work together to smooth the path for investors.

IMG's services include research for companies interested in re-locating to the state, bringing investors on board and supporting them with decision-making, finding suitable commercial sites and coordinating with public authorities, plus providing help with financing issues and recruiting skilled staff. In addition, IMG supports existing companies in Saxony-Anhalt with their expansion plans and with international business services, for example. The **investor service** and the **location marketing team** work closely together to attract companies to the region, help them to establish facilities and provide them with support.



Discover our
Business Service app!
Download here.



App Store



Google Play

Cross-media marketing strategies and specialist expertise for Saxony-Anhalt

IMG has significant expertise in the fields of **tourism and theme-based marketing**, which are two increasingly interlinked areas. It provides the creative ideas and acts as a trend scout for attractive image projects, such as the **“Centres of Excellence”**, where outstanding research organisations and prominent companies come together to promote innovation. The concept of the **“Creative Locations in the Countryside”** highlights the potential of rural areas and exploits the opportunities of digitalisation. Furthermore, IMG makes use of **industry exhibitions, events and conferences**, both in Germany and elsewhere, to act as an ambassador for the region and help companies to open up new markets.

When it comes to marketing Saxony-Anhalt as a travel destination, IMG is a **centre of excellence** for market and trend research. The key factors in this respect are strategic positioning and developing the market at home and abroad. Here **#moderndenken** involves creating **cross-media marketing strategies**. IMG also develops offerings in the digital field that help its partners to create their own digital marketing materials. **SAiNT** is a georeferenced database created by IMG that all its partners in the region can access. In addition, IMG develops and launches its own campaigns, such as **“Truly stunning. Saxony-Anhalt”**, which act as an umbrella for marketing tourism destinations and events.



Fact sheet on Centres of Excellence and the Bioeconomy

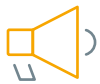
Echtzeit Magazine 2021

IMG Corporate Communications – paving the way for media professionals in Saxony-Anhalt

Providing a special service at a very high standard, IMG offers state-of-the-art public relations. As well as working with the media, by answering inquiries and providing information in the form of press releases, themed services and press kits, IMG also communicates via its websites, the Info Centre and social media channels.

Key features of its communication activities are personal contacts and shared experiences. IMG offers media professionals the opportunity to take part in group press tours relating to current business and tourism themes and helps journalists, bloggers and influencers to organise individual research trips. Please feel free to contact us!

Info Centre



News takes you to **press releases** and dates for **press tours** that IMG organises and runs for journalists.



Publications, such as flyers, brochures and presentations about Saxony-Anhalt as an **investment location** and **travel destination**, can be downloaded here in PDF format.



Success stories are reports about innovative companies, smart ideas, investments and people from Saxony-Anhalt.



The IMG **image database** provides a variety of high-quality digital photos and other information about Saxony-Anhalt free of charge. If you register, you will have access to all the images in 72 or 300 dpi resolution, which are free of charge for you to use.



A **podcast series** provides inspiration for journeys through the beautiful state of Saxony-Anhalt following the themes of “Truly stunning. Saxony-Anhalt”.



On **YouTube** and other **social media channels**, you can find more inspirational images, videos and stories about Saxony-Anhalt and IMG.

Contacts.

We will be happy to advise and support you.



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