

Vorpommern 

Living, working & investing

on Germany's sundeck







VORPOMMERN > Germany's sundeck

Working with a sea view, investing with added value

When the air standards in the metropolises get worse, the rents become more expensive, and the roads get longer, then Germany's sundeck is an exciting option. For professionals as well as founders and investors.

Almost everything here is dominated by the sea, by an abundance of sunshine and a constant fresh breeze: the quality of life as well as the maritime industry, the energy industry, tourism, the health industry, and fishing.

Thinkers and creators will find plenty of space for their ideas, a berth near the harbour, and the best connections to high-consumption markets. A great deal of tailwind from business development agencies, welcome centres and public authorities are boosting their visions, innovative networks are strengthening their own impulses, and top-class scientific institutions are providing fresh know-how.

Families either anchor at the coast or take root in the green outdoors. You will enjoy the purest coastal climate, pristine nature, regional food, reasonable prices, free childcare, and a clear view of the horizon everywhere.

If you feel like change, find contacts, advice, and support at the Vorpommern Economic Development Corporation.



Photos: Sven Oevermann - pocha.de - Fotoresearch.de

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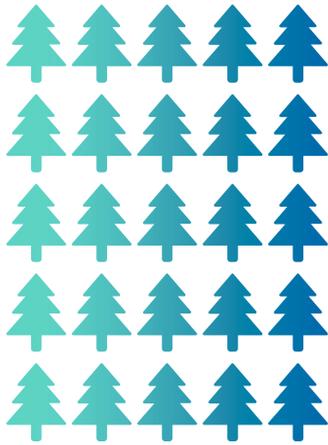
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Businesses



> 20,000

Nature



Nationalpark Vorpommersche
Boddenlandschaft
Nationalpark Jasmund
Biosphärenreservat Südost-Rügen
Naturpark Insel Usedom
Naturpark Flusslandschaft Peenetal
83 Nature reserves
25 Landscape protection areas

Sunshine



2,000
Hours per year





Area



7,119 km²

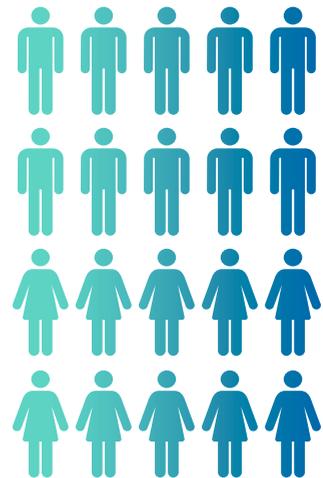
Coastline length



**Outer coast: 226 km
Bodden coast: 1,083 km**

Population

> 461,000



**Density of Population:
67 inhabitants per km²
Subject to social security
contributions Employees:
> 157.000**

Map: WFG Vorpommern/ WERK3.de



A haven of peace with a great climate and a comfortable pace

Nowhere else in Germany does the sun shine longer than in Vorpommern. Blue skies, fresh wind, and healthy nature characterise the area. In traditional Hanseatic towns and behind white beaches, it is easy to live and work, discover and dream.

The air in Vorpommern is the cleanest in Germany. The salty sea climate and the oxygen-rich coastal forests are restorative and mobilise the body's defenses. The high-quality opportunities for refueling and regeneration are right on the doorstep and usually directly on the water. The shallow lagoon and Bodden waters have a special appeal on stand-up paddlers, surfers, sailors, divers, and anglers. But also the endless waterways and vast lakes in the foreshore are perfect for adventures in a team or with the family.

In the villages unadorned with bells and whistles clatter as ever horse hooves on cobblestones and storks on the cartwheels. Apples are still directly from the tree, potatoes fresh from the field, milk and eggs from the yard, fish from the smoke. Markets and farm shops offer not only crunchy vegetables but also venison and goat cheese, honey, and sea buckthorn from the region.

In the rural peace, the farmer explains to the big city children how the cow is milked and the sheep shorn. How the turnips come out of the ground and the holes appear in the cheese. Hustle and stress are left out, but sport and leisure activities, or the kindergarten, are closer.



Photos: TMV/Allich - Georg Hundt - Pochade - Universitäts- und Hansestadt- Greifswald





Photos: MW Werften - TMW/Gaundner - WERKS.de - WFG Vorpommern

ECONOMIC POWER ➤ Invest in Northern Germany

Dynamic economic area with exciting prospects

On the coast, shipbuilding, port management, and fishing have contributed to the prosperity of the region for centuries. In the course of structural change, the industries have developed and expanded. The yards are now more focused on special-purpose shipbuilding. The large network of high-performance, maritime service providers and suppliers continues to exist, but has also spread to other industries, such as architecture, renewable energy, and offshore industry.

The sea and its climate are also the main advantages for the tourism and health economy. They set many trends in Germany. The food industry is traditionally strong in sales and continues to grow, with the proportion of organically produced food being exemplary.

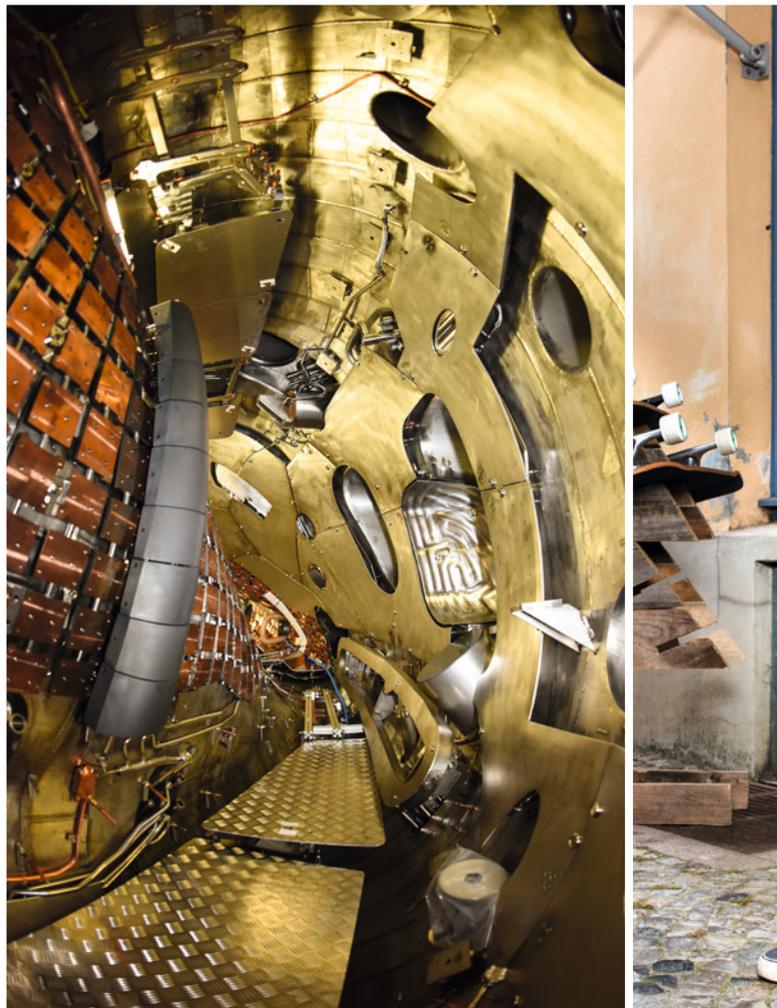
In selected areas - especially in medicine and alternative energy production - Vorpommern stands for top international research. The scientific institutions of the region, with their infrastructure and know-how, create important foundations for entrepreneurial innovation. And of course they also train qualified young talent. For example, technical specialists have always been one of the trademarks of the region.

In addition to large commercial areas such as the Pommern triangle between Stralsund, Greifswald and Grimmen, and the commercial and industrial park Berlin-Szczecin in Pasewalk, there are also extensive areas and development opportunities for investors near the harbour.

Crafts and SMEs form the economic backbone of the country and open up alternative paths to entrepreneurial independence for successor candidates.

New ideas sprout and organic share is growing

The **food industry** of Vorpommern is on course for growth. It is the strongest manufacturing industry and generates one third of all sales. Rising exports show that food products are also competitive abroad. With 1,300 eco-certified companies and 13% of agricultural land, MV is one of the nation's leading companies. The healthy climate also benefits organic quality.





ECONOMIC POWER ➤ Invest in Northern Germany

From the traditional boat to the mega cruise liner

For centuries coastal boats and ships have been built in Vorpommern. Today, the **maritime economy**, with its newbuilding and repair yards, ports, yacht and boat builders, as well as maritime suppliers and service providers, is still one of the main regional sectors.

Specialists and know-how for steel plants

The facets in **machine and metal construction** in the region of Vorpommern range from highly specialised steel forming to plant construction and the manual production of stairs and gates. Numerous small and medium-sized craft and industrial companies in the fields of architecture, energy technology, mechanical and plant engineering and vehicle technology strengthen the industrial backbone and the maritime sector of the region. They are highly specialised and firmly anchored in international markets.

New energy for a safe world of tomorrow

MV is the first federal state in the **energy industry** to produce more electrical energy from renewable sources than it consumes itself. Sun, wind and biomass are also abundant here. All offshore wind farms in Mecklenburg-Vorpommern are located off the coast of Vorpommern.

Research institutes are among the pioneers of innovative concepts in the use of biomass. It is less well known that research is being conducted here on other alternative sources of electricity at the highest international level - for example in the world's largest stellarator fusion plant. The Wendelstein 7-X of the Max Planck Institute for Plasma Physics is finding out how the Sun's principles can be used to generate energy.

Companies with regional roots and fresh solutions

In **crafts and trade**, traditions from the Hanseatic period meet new ideas and creative implementations. Many companies are family-run and closely connected to both their locations and their employees. Regional factories and craft industries produce healthy food, provide health, energy and mobility services or are active in the construction and supply industries. The services range from chalk and algae cosmetics, craft beer and veggie products to thatched roofer and the traditional boat builder.



Photos: MV Werften - HAB - IPP/T. Bäuer - Georg Hundt





ECONOMIC POWER ➤ Invest in Northern Germany

Networked worldwide for plasma, proteins and potentials

Vorpommern's **health economy** is one of the most modern and efficient in Europe and one of the most important economic fields in the region. More than 30,000 employees work in primary care, nursing and rehabilitation as well as wellness and research.

Both the pharmaceutical and life science industries are developing dynamically. Proximity to regional science institutions facilitates cooperation in research and development projects.

Powerful hub for Europe's northeast

For goods flows to and from Northern and Eastern Europe, Vorpommern is an important logistics hub due to its central location in the Baltic Sea region. The metropolises Berlin and Hamburg, as well as Szczecin in Poland, can be reached quickly.

The modern **traffic infrastructure** includes well-developed motorways, federal highways and ICE connections as well as a network of ports. Added to these are the airports in Rostock-Laage, Stralsund-Barth and Heringsdorf on Usedom. The ports in Vorpommern are an important interface between production, logistics, port management and sales.

Top position in health tourism

The Baltic Sea coast with the islands of Rügen and Usedom, with 1,300 km of beach and the varied foreshore, is one of the most attractive tourist regions in Germany. The tourist infrastructure with hotels, holiday homes, guesthouses, youth hostels and camping sites is correspondingly well developed. The offers range from accommodation for dog lovers to top hotels in the upper price segment.

Health tourism is one of the up-and-coming sectors of Vorpommern, with great potential for the future. The country clearly benefits from its natural conditions and the quality of life away from the big cities. Networks and tourism associations are contributing to the further growth of health tourism as a qualitative trademark.



Photos: Klinikum Karlsruhe - Communication und Marketing/Talke - Falcon Crest Air Seehafen Stralsund - Grundner





Photos: WERK3.de - Universität Greifswald

ECONOMIC POWER ➤ Invest in Northern Germany

Free anchorages for startups and creative ideas

Digitisation will enable small and medium-sized enterprises in particular to position themselves on the market with new applications and services. People with business ideas and the intention to become self-employed, but also start-ups and young companies will find strong networks, a lot of free space and a well-functioning infrastructure in Vorpommern. For example, new coworking spaces and innovation centers promote creativity and cooperation.

High Tech with over 550 years of tradition

Top research exists in Vorpommern in the fields of life sciences, medicine and veterinary medicine, neurosciences, oncology, molecular biology, medical technology and plasma physics.

The University of Greifswald, founded in 1456, is one of the oldest in Europe and one of the most popular in Germany. Medical studies have occupied top positions in nationwide university rankings for many years. There are close cooperations with companies at the University of Stralsund.

The Friedrich-Loeffler-Institute for Animal Health is one of the world's leading animal disease institutes, dealing with pandemic hazards such as avian flu, and at the largest non-university research institute for low-temperature plasmas in Europe, the Leibniz Institute for Plasma Science and Technology eV, plasma processes in the field of materials, energy, environment and health are researched in practice. The services range from chalk and algae cosmetics, craft beer and veggie products to thatched roofer and the traditional boat builder.





Photos: Störtebeker Braumanufaktur GmbH - pixels.com - Communication und Marketing/Talk - WFG Vorpommern / WERK3.de

PROFESSIONALS ➤ Working with sea views

Experts and professionals for networking and new jobs

Vorpommern's strong industries provide excellent prospects for well-educated workers. Tourism with its many facets is one of the most important fields of employment. But the maritime industry, trade and logistics, life sciences, health care, wind energy, IT services and telemarketing are also sectors in which the area has special expertise.

The University of Stralsund and the University of Greifswald are forward-looking in teaching and research with many projects and provide the urgently needed junior staff in many key technologies. Vorpommern is also well positioned in the training occupations.

Employees can choose between international or small and medium-sized companies with family structures and flat hierarchies. More and more companies are ensuring a good work-life balance, offering training and further education opportunities, health prevention and flexible working time models. And, last but not least, good opportunities for advancement and development.

Added to this are family friendliness, short distances through a thoroughly green country by the sea, affordable living costs and a broad, maritime-based leisure and culture on offer. And if you like something more lively, you'll be in Germany's hipper capital in two hours.

Contact for professionals

Economic Development Corporation Vorpommern

Current vacancies from Western Pomerania are shown on the website through the online specialist portal.

Companies can submit their requests here.

www.vorpommern-sonnendeck.de



Plus points for investments, spin-offs and extensions

1. Best location right on the Baltic Sea

- + Hub for transports and logistics from and to Scandinavia as well as Northern and Eastern Europe
- + Harbours with efficient infrastructure and settlement areas
- + Good connection via road, rail and plane towards sales markets and metropolitan regions
- + Part of the Baltic with various possibilities of international networking

2. Investment friendly climate and attractive promotion

Regional funding and funding programs of the EU, federal and state:

- + Investment subsidies of up to 40 % for small, 30 % for medium and 20 % for large companies
- + Grants for research and development projects
- + Labour market support for job creation and continuing vocational training
- + Founder programs of the country and development opportunities in technology and incubators
- + Guarantees, investment and venture capital of state-owned institutions such as Bürgschaftsbank Mecklenburg-Vorpommern, Mittelständische Beteiligungsgesellschaft Mecklenburg-Vorpommern mbH and Genius Venture Capital GmbH
- + Cheap financing and loans by the regional savings banks and banks

3. Well developed areas for trade, craft and industry

The **Hanseatic city of Stralsund** is the ideal location for port-related investments. The seaport, shipyard, and metalworking industry offer good conditions here. As a regional center, the city has more commercial space throughout the city.

Between Stralsund and Greifswald, with direct motorway access, located near Grimmen is the **large commercial site of Pommern-dreieck**. Here is enough space for large-scale investments. Biosanica GmbH, European market leader in organic dried fruits, as well as the batteries Sys Batterietechnik Nord GmbH have already decided on this location.

* Directive to promote the industrial economy from the joint task „Improvement of the regional economic structure“, valid until 31 December 2020



Photos: EWN GmbH - TeleTeam Call-Center und Service GmbH - ITG Ingenieur - Tief- und Gleisbau GmbH - Deutsche Ölwerke Lubmin





Photos: Moments Motion Pictures Sween Lewerenz - Mukran Port

INVESTORS > Situation / Promotion

The more than 400-hectare **Mukran Port** and Industrial Site is one of the largest industrial and commercial sites in the Northeast, with excellent ferry, rail, multipurpose, and offshore terminals. Extensive production and storage space is available for port and logistics industries and businesses with direct turnaround options.

The 120-hectare **energy and technology location Lubminer Heide** with its own port is Mecklenburg-Vorpommern's largest energy location and is perfect for investors with a large energy and space requirement. This is where the Baltic Sea pipeline **NORDSTREAM I** and **II** ends and here numerous companies with more than 2,000 employees have settled.

The **University and Hanseatic City of Greifswald** has a wide range of commercial space, including, for example, the **TE.PA Technology Park** with newly developed and flexibly usable land, spread over 78 hectares and with first-class infrastructure.

The over 750-year-old town of **Pasewalk**, with its **commercial and industrial park Berlin-Szczecin**, offers design opportunities for industrial and commercial investment on an area of 155 hectares. The location on the **A 20** as well as the main roads is ideal for logistical connections. Directly adjacent is the airfield **Pasewalk-Franzfelde**.

The regional industrial area database lists 90 locations in Vorpommern for business settlements, such as **Ribnitz-Damgarten**, **Marlow**, **Barth**, **Bergen on Rügen**, **Sassnitz**, **Grimmen**, **Wolgast**, **Anklam**, **Torgelow**, **Pasewalk**, **Ueckermuende** or **Strasbourg**.

4. Workshops, centres, and co-working spaces for new entrepreneurs

Vorpommern offers the best conditions for networking. Cooperation between the universities, academies, and industry functions and is energetically supported by the state government - for example with the platform „**Digital MV**“ and several ideas competitions.

Startup and innovation centres, such as the centrally located **Cowork Greifswald**, provide temporary office space and networking opportunities for freelancers, creatives, smaller startups, and digital nomads.





Photos: pixels (2)

INVESTORS ➤ Situation / Promotion

The **Technology Center Vorpommern** provides more than 2,600 m² of laboratory and production space and more than 3,600 m² of office space. In the city centre, the former refectory on the Wall is being converted into the **Creative Dialogue Hub**. Above all small and medium-sized businesses will find an excellent infrastructure in the Greifswald BioTechnikum.

The **MakerPort** in Stralsund is an idea workshop. Startups, small and medium-sized enterprises get access to and support for ideas and technologies in the field of digitisation. In contrast, coworking spaces in rural areas provide additional space away from the city bustle.

Succession as an alternative to foundation is very popular in Vorpommern. In cooperation with the successor center MV and other partners, the Economic Development Corporation of Vorpommern brings together entrepreneurs and interested takeover candidates: discreet, long-term accompanying and competent advice.

5. Wide country, short distances, quick decisions

Although Vorpommern has wide spaces and extensive areas, the paths are short. Flat hierarchies and good contacts allow quick and easy decisions.

Contact for investors

Economic Development Corporation (WFG) Vorpommern is an important source of inspiration for the regional economy. Investors, existing companies, startups and founders alike find in them an experienced pilot in all investment matters. The core competencies of the WFG lie in the following areas:

- Funding and financing advice
- Location, area and property search
- Network integration and contact brokerage
- Professionals Service
- Marketing and PR support
- investment implementation

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With the image brochure we want all persons - regardless of their gender - to become enthused about our region. For reasons of readability, the male form was chosen without any rating.

Publisher



Wirtschaftsförderung
Vorpommern

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