

## Development fuelled by tradition and innovation

The region of Helmstedt in Lower Saxony is located at the centre of Germany. An important east-west European traffic artery runs right through the county, the A2 autobahn, leading to Magdeburg the capital of Saxony-Anhalt in the east and the region's other main centre of research and technology in the west, Braunschweig. Both cities are just half an hour's drive away. Wolfsburg is even closer; home of Volkswagen and its Autostadt (Car City), it generates valuable economic impetus for the entire region. A little further afield the state capital Hannover is one hour's drive away, the national capital Berlin just two hours.

Helmstedt county *gets things moving...*

# People, economy and country!

*e. g. with excellent business and location conditions:*

- GA and EU Target 2 funding
- Located on the A 2 and A 39 autobahns
- Competent companies in a number of sectors, including energy distribution and waste disposal services, health and nutrition, industrial model building, mechanical engineering and the automotive industry
- Well-qualified personal available
- Excellent advanced professional training services
- Attractively-priced and well-developed residential sites
- Beautiful countryside, interesting historical heritage and culture

*Get your business moving in Helmstedt!*

[www.helmstedt.de](http://www.helmstedt.de)

Office for Business Development, Tourism and Statistics  
Rosenwinkel 8  
D-38350 Helmstedt (Lower Saxony)  
Tel: +49 (0)5351 121-14 40  
Fax: +49 (0)5351 121-16 22

**LANDKREIS HELMSTEDT**  
*gets things moving*

2010  
The joint application of Braunschweig and the region to become European City of Culture 2010

The economic structure of the Helmstedt region is heterogeneous, with a balanced mix of agriculture, industry, commerce and services. Companies with long histories are increasingly being joined by highly innovative new enterprises. The spectrum ranges from utility companies and waste disposal to biotechnology and genetic research, cigarettes and hand-made cigarillos. Other companies extract salt from the region's mines, manufacture precision engineering products and hydraulic systems.

The biggest industrial sector are a large scale bakery, Europe's biggest sport equipment mail order business, a headquarter of a national power distribution service, a call-center and lignite (brown coal) mining. Wolfsburg's car industry (Volkswagen AG) is the major regional economic factor, providing work for at least 9,000 of the county's residents. Many innovative car industry suppliers and subcontractors are also based in the Helmstedt region, including Plastal GmbH in Reinsdorf as well as some smaller companies that focus upon "Rapid prototype modelling" and other services.

"Soft" location factors are another strength of the region, including excellent social services and medical care, a broad range of high-quality cultural, educational and sports facilities and beautiful, varied nature and landscape. In the Helmstedt region it is still possible to find a pleasant and affordable home in the countryside, far away from the hustle and bustle of the urban centres. At the same time, you are never far from the next city whenever you feel the need for shopping and entertainment.

Companies looking for an attractive location and opportunities for cooperation with local industry can get competent help at the Helmstedt region's Office for Business Development, Tourism and Statistics, which should always be your first port of call for all entrepreneurial questions. The office's expert team provides ongoing help to companies already based in the region and comprehensive support for new enterprises, which are always welcome.

A growing group of established local business people have also set up a special start-up assistance system in the region, under which successful entrepreneurs act as patrons for new companies. This "Pro Helmstedt" group operates on the basis of "providing qualified help to entrepreneurs from entrepreneurs."

Together, the Business Development Office and Pro Helmstedt provide competent solutions for all questions and problems new companies may have. They advise on the development of your business plan and help with your research and technical investigations, and they mediate contacts to the local authorities, banks, lawyers, universities, research institutions and suppliers. And they can also help with obtaining the business subsidies and grants available from the state and federal governments and the European Union.