



Porsche and BMW build dream cars in Leipzig

In 2000, after reviewing more than 250 sites all over Europe, BMW Group announced its decision to build in Leipzig. "This is the site that we think has the best overall prospects", said Joachim Milberg, former chairman of the board of BMW AG, which invested 1.3 billion euros in the Saxon metropolis. Key criteria for the decision in favour of Leipzig included the availability of qualified staff, existing supplier networks and logistics structures, a good infrastructure and the assurance of swift implementation processes. According to BMW's explanatory statement of the siting decision, the company wanted to connect with the grand history of automotive engineering in Eastern Germany, and in Saxony in particular.

Since 1 March 2005, up to 700 cars have rolled off the assembly line of Leipzig's BMW plant every day. The cars are tailor-made to the customers' wishes, and the plant's portfolio comprises the BMW 3 Series Sedan, as well as the BMW 1 Series three-door, coupé and convertible. Production is divided into three process steps: chassis construction, paint

shop and assembly. Today, some 5,400 people work at the plant and many more will soon join them. With the completion of new production units the plant will generate more jobs in 2009. To date, BMW has invested some 100 million euros in the extension of the site. To strengthen the development of the region, the Leipzig BMW plant has become part of the Eastern Germany Automotive Cluster (ACOD), a networking platform for all local players that works for the benefit of the entire industry. It is used by car manufacturers, suppliers, service companies, research institutions, associations and other related bodies, who work together to create synergies which they can subsequently tap.

Porsche AG is one of these local players. Sited right next to the BMW plant, all signs at the famous sports car manufacturer point to expansion. Since 2002, the company has been building the Cayenne in Leipzig. In 2009, a fourth series made in Leipzig will be added to the portfolio: the upcoming four-door coupé Panamera. Investments of 150 million euros have been made in the production facilities of the four-seater. The centrepiece of the new facilities is the Panamera production hall with 25,000 square metres of floor space. A 23,500 square metre logistics centre is being built right next to it. The extension will create

more jobs at Porsche as well as at its suppliers in the region.

"There are two very good arguments in favour of Leipzig: first of all, there is the city's ideal geographic location between the Porsche parent plant in Stuttgart-Zuffenhausen, the different supplier plants in Germany and abroad, and the international ports of Emden and Bremerhaven", says Porsche chairman Wendelin Wiedeking. The second argument, according to Wiedeking, is that the company has acquired a site which is big enough to continue writing important new chapters in Porsche's company history in the future.

www.bmw-werk-leipzig.de
www.porsche-leipzig.com



Leipzig, trans-shipment logistics centre for global commodity flows



The industry currently employs some 160,000 people in Saxony, Saxony-Anhalt and Thuringia. Experts forecast

that another 100,000 jobs will be created in the industry by 2015. Leipzig is at the centre of this impressive growth.

Since May 2008, the logistics engines have been kept humming at Leipzig-Halle airport. DHL, the express services subsidiary of Deutsche Post, relocated its air cargo hub here from Brussels, and has invested 300 million Euros in the new site. Leipzig's advantages are convincing – its geographic location in the centre of a new Europe, the ideal transport infrastructure, its ample land reserves for future development and the 24-hour permit for cargo flights. German Foreign Minister Frank-Walter Steinmeier called the hub's opening a "day of joy". For DHL, Leipzig's European trans-shipment hub is just as important at Wilmington (USA) and Hong Kong. Every day 60 jets land here, and the hub runs services to 46 destinations all over the world. In mid-2009 Leipzig will move up a gear once again.

DHL Express and Lufthansa Cargo's new joint venture, Aerologic, will start flights increasing the volume of cargo carried per night to 2,000 tons.

Leipzig's success story as a logistics centre goes back to the early '90s, when Europe's leading mail order company Quelle built a distribution centre here. With up to 600,000 items sent out per day, the centre is the backbone of the company's mail order operations today. Leipzig set new standards when it came to approval procedures for the centre. A mere 20 months passed between the advertisement of the commercial property and the full development of the necessary infrastructure and the topping-out ceremony. The settlement of online trading company Amazon in 2006 went just as smoothly, when Leipzig's City Council issued the building permit for the state-of-the-art logistics centre within a mere 16 days. Now, countless articles such as books, videos and electronic devices leave the 70,000 square metre site every day for destinations around the globe.

The logistics sector has become a significant economic force in the region. An important building block along the way was the development of the GVZ Industry and Logistics Centre, Leipzig. Over the last 15 years some



110 companies have invested in plants and offices in the biggest industry and logistics park in Saxony. The industries represented here cover the entire range of production, logistics, trade and services, including big international players such as petrol company Aral. But GVZ Leipzig cannot only boast a ranking as the third-largest logistics centre in Germany - equally important is the loyalty of the investors which has become a characteristic of the site.

Today, Leipzig is one of the leading logistics centres in Germany and industry experts are already predicting that the location is on track to becoming a big player in international logistics. This would also make the ambitious dream of the Leipzigers come true.

www.leipzig.de/int/en/stadt_leipzig/infrastruktur/logistik/