



ALTE MESSE LEIPZIG

5 STARS FOR LEIPZIG





SUCCESS GUARANTEED

The people of Leipzig are proud of their city.

Historically Leipzig was the location of the first free market place, the first trade fair and the first daily newspaper in the world.

But the city is also always looking towards the future and courageously trying new things. Together these create a unique dynamic which radiates throughout the entire Middle German Region. The settlement of the renowned automobile manufacturers BMW and Porsche are an example of this, as well as the expansion of the airport to incorporate DHL's European freight hub.

Its philosophy is what continues to make Leipzig successful: no hurdles for investors. A solid foundation upon which the Alte Messe (old Leipzig fairgrounds) is built. Success is guaranteed.

THE ALTE MESSE: ROOM FOR IDEAS

The Alte Messe offers room for ideas - from time immemorial. No matter how thick the ice was between East and West during the Cold War, twice a year it melted in the exhibition halls in Leipzig. Many of the discussions held back then yielded ideas for a new direction in the 1990s.

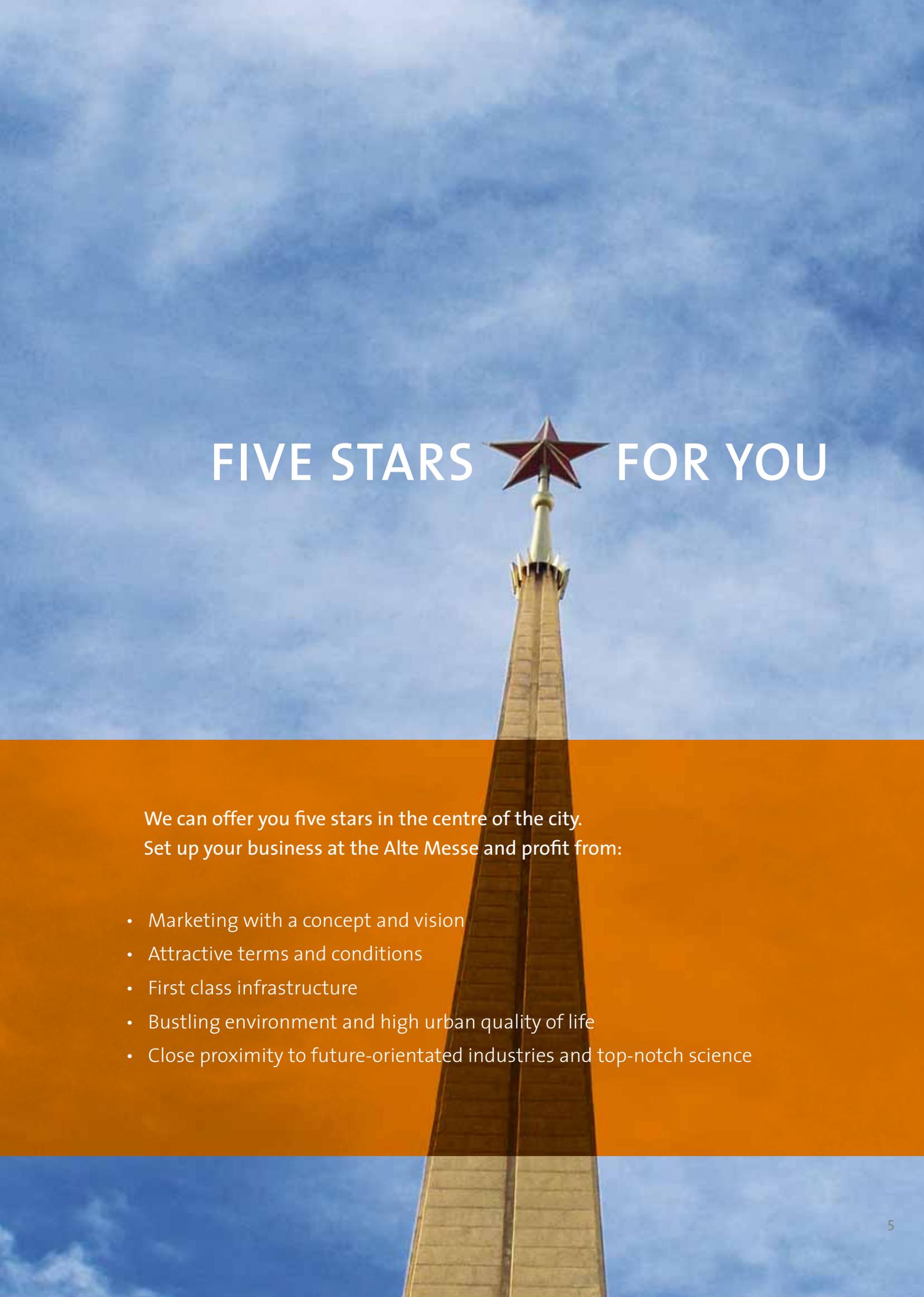


The idea:

A carefully crafted location for science and business right in the heart of a lively part of the city. Some of the former 16 exhibition halls have been replaced by new buildings. Other listed buildings were retained, renovated and modernised. Take the Kreis'sche Kuppelbau, for example, which has meanwhile become the "People's Palace" and a centre of entertainment dining. Or the legendary Soviet Pavilion whose monumental star-topped spire shines in the skies above Leipzig.

The spacious site also offers numerous other businesses room to evolve. Prestigious car showrooms like those of BMW or Honda enjoy a brisk business. Max Planck Institute, BIO CITY and Fraunhofer Institute attract scientists and business people alike, where prolific scientific ideas are exchanged in close proximity to the German National Library.

You are invited to submit your entrepreneurial, economic or cultural plans!



FIVE STARS FOR YOU

We can offer you five stars in the centre of the city.
Set up your business at the Alte Messe and profit from:

- Marketing with a concept and vision
- Attractive terms and conditions
- First class infrastructure
- Bustling environment and high urban quality of life
- Close proximity to future-orientated industries and top-notch science



HIT-Markt
1,3 million customers per year

Former
Soviet Pavilion



Federal Bank of Germany

Fairgrounds: approx. 500,000 m²

“OVER 120 BUSINESSES AND INSTITUTIONS HAVE SETTLED ON OR NEAR THE ALTE MESSE”

A VIABLE CONCEPT

The Alte Messe is growing day by day. The development concept allows for room to join existing projects or to start new trends in the development of the location. Synergies between science, medicine and nanotechnology on the one hand, and enter-



tainment, retail, dining, sports and the auto mile on the other, are particularly advantageous. The Alte Messe also offers attractive and individual residential possibilities in the centre of the city.

BIO CITY LEIPZIG

Soccerworld

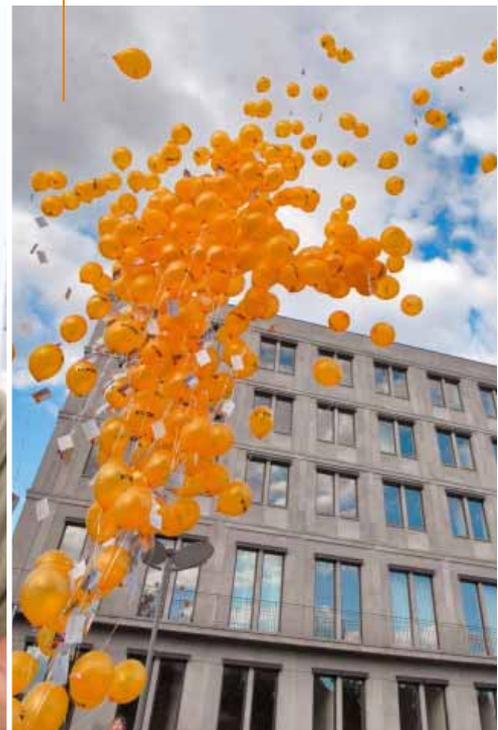
Be inspired and implement your own ideas together with us. The combination of a dedicated owner and a private service provider on public commission ensures that decisions will be made quickly, your project will be realised efficiently and there will be comprehensive support until your property is handed over to you ready for building.

Current use:

- Science / biotechnology / health
- Auto mile
- Entertainment / sports / culture / dining
- Retail



Open day



“Selected Landmark in the Land of Ideas” Award. Mr. Bäcker (left, Manager of the Public Sector Saxony Dept. of the Deutsche Bank) and Mr. Wölpert (right, MD of LEVG)

“THE BUILDING PERMIT FOR THE BMW OFFICE AND SHOWROOM AT THE ALTE MESSE WAS ISSUED WITHIN THREE MONTHS.”

MAKING USE OF THE PIONEERING SPIRIT

There was and is no better place in Leipzig for BMW than the Alte Messe. It doesn't get any closer to the city centre than here and public and private transport connections are excellent. The Auto Mile is a public magnet and all involved profit from the high volume

A BMW branch office has been located at the Alte Messe site since 1991



of customers and the attention it receives. The city administration and the owner LEVG offer fast and competent service, whether it involves an acquisition or the permit process. Everything is taken care of quickly and smoothly. This is why Leipzig's pioneering spirit is so often admired.

The Interessengemeinschaft Alte Messe [Alte Messe Community of Interests] which I had the pleasure of helping to found, fits in perfectly as a dedicated partner and initiates what at first looks like unorthodox projects such as a child care centre for employees of companies at the Alte Messe.

Even today, when I look at Leipzig from the perspectives of my new location of employment in Nuremberg, I can warmly recommend the Alte Messe to investors. Use this place full of dedicated partners to become successful.

FRANZ INZKO,
built up BMW in Leipzig and is now manager
of the BMW branch office in Nuremberg



9 minutes from the city centre



“YOU CAN REACH THE CENTRAL STATION IN 11 MINUTES, THE LEIPZIG / HALLE AIRPORT IN 30 MINUTES.”

FAST-PACED DECISIONS

When asked why it is so important to optimise the already excellent private and public transport connections to the Alte Messe I would point to the fact that this site offers a top-notch location on a large scale. This enables Leipzig to utilise strategic de-

MARTIN ZUR NEDDEN,
Leipzig's Deputy Mayor for
Urban Development and Construction

Leipzig/Halle
airport



velopment options. The growth of the Life Science Cluster is one such opportunity. The effects of its success can be felt throughout the entire economic and scientific development of the city. Since the Alte Messe is so significant for Leipzig's development, we not only believe that fast transport connections, but also fast decision-making is important. For investors, it is particularly advantageous that the LEVG can establish quickly and without difficulty, if and to what extent a project is viable. It should also be noted that all city council parties are represented on the company's supervisory board. If the response is positive here, the project will quickly find its way on to further committees, thus speeding up the decision-making process. All of this saves time and helps foster your ideas.

Leipzig's central station,
1 hour to Berlin
with the InterCity Express



The Volkspalast entertains 6,000 visitors a week in over 4,000 m² of unique entertainment dining



Soccerworld, football pitch with FIFA certified artificial grass



Approx. 2.5 million people visit this site every year

“SOCCERWORLD IS CONTINENTAL EUROPE’S LARGEST FOOTBALL ARENA WITH TEN PITCHES TOTALLING 8,000 M².”

AT THE HEART OF A DYNAMIC CITY

When looking for a permanent residency in Leipzig at the beginning of the 1990s, the Federal Bank of Germany joined the practical with the useful. A modern bank building was created from a half-finished exhibition hall on the Alte Messe site. The bank mov-

HANS CHRISTOPH POPPE,

President of the Administration Centre of the Federal Bank of Germany in Leipzig



ed in 1996. It was the right decision as the site had not only developed dynamically in the last five years, but had become more urban.

Success factors include the growth of the nearby BIO CITY and Leipzig's Auto Cluster. Renting out available land and buildings proved to be successful which in turn enlivened the Alte Messe and attracted new investors. A central location and good transport links did the rest.

“As a founding member of the Interessengemeinschaft Alte Messe I am pleased about the special spirit which has developed here. We cluster our activities, speak with new partners, and solve everyday problems pragmatically and quickly. The recognition given by President Köhler and the ‘Selected Landmark in the Land of Ideas’ initiative have proved that we are on the right track. We welcome dedicated new partners!”



New Fraunhofer Institute for Cell Therapy
and Immunology (IZI) building

“NEARLY 300 MILLION EUROS HAVE
SO FAR BEEN INVESTED IN THE ALTE
MESSE AND 1,800 JOBS HAVE BEEN
CREATED.”

EXPANSION IS A SURE THING

In Leipzig the course has been set for future technologies. The field of life sciences has seen particular growth in the past few years. This growth has not only been scientific. The Alte Messe is an attractive location for manufacturing and service in the field of

25 companies in the area of biotechnology and 6 professorships at the University of Leipzig



medicine. The Max Planck Institute, Fraunhofer Institute and the Veterinary Department have close-knit scientific ties and are making an ever-increasing impact here.

The growth of the nearby BIO CITY is especially promising. More than 25 companies have settled here, complemented by six university professorships. Thanks to close collaboration by all partners from science, business and local affairs the vitality of the BIO CITY is set to increase in the next years as it expands little by little on the site of the Alte Messe.

It's a one-time opportunity for creative thinkers to partake in this growth!

PROF. DR. MED. FRANK EMMRICH,

Director of the Institute for Clinical Immunology and Transfusion Medicine at the University Hospital in Leipzig and Leader of the Fraunhofer Institute for Cell Therapy and Immunology (IZI)





GIVE US A CALL
0049 (0) 341 226 000

**All things considered:
Our five stars are within your
reach at the Alte Messe.**

We can offer you a fully developed and tailor-made property with excellent infrastructure connections in the heart of Europe in the second largest economic area of the new federal states right in the middle of a lively, cosmopolitan city with a high standard of living

Take advantage of this pioneering spirit in a dynamic and multifaceted environment and enrich the “Selected Landmark in the Land of Ideas” with your ideas for success.

Competent partners are there to assist you supported by investor friendly local affairs and the local network of the Interessengemeinschaft Alte Messe.

SITE PLAN



- Building area (BA)
- Science / biotechnology / health
- Auto mile
- Entertainment / sports / culture / dining
- Retail
- City train line
- Tramlines 2, 15, 16
- Bus routes 70, 74
- Stop

Dashed line: in planning / under construction
*listed building

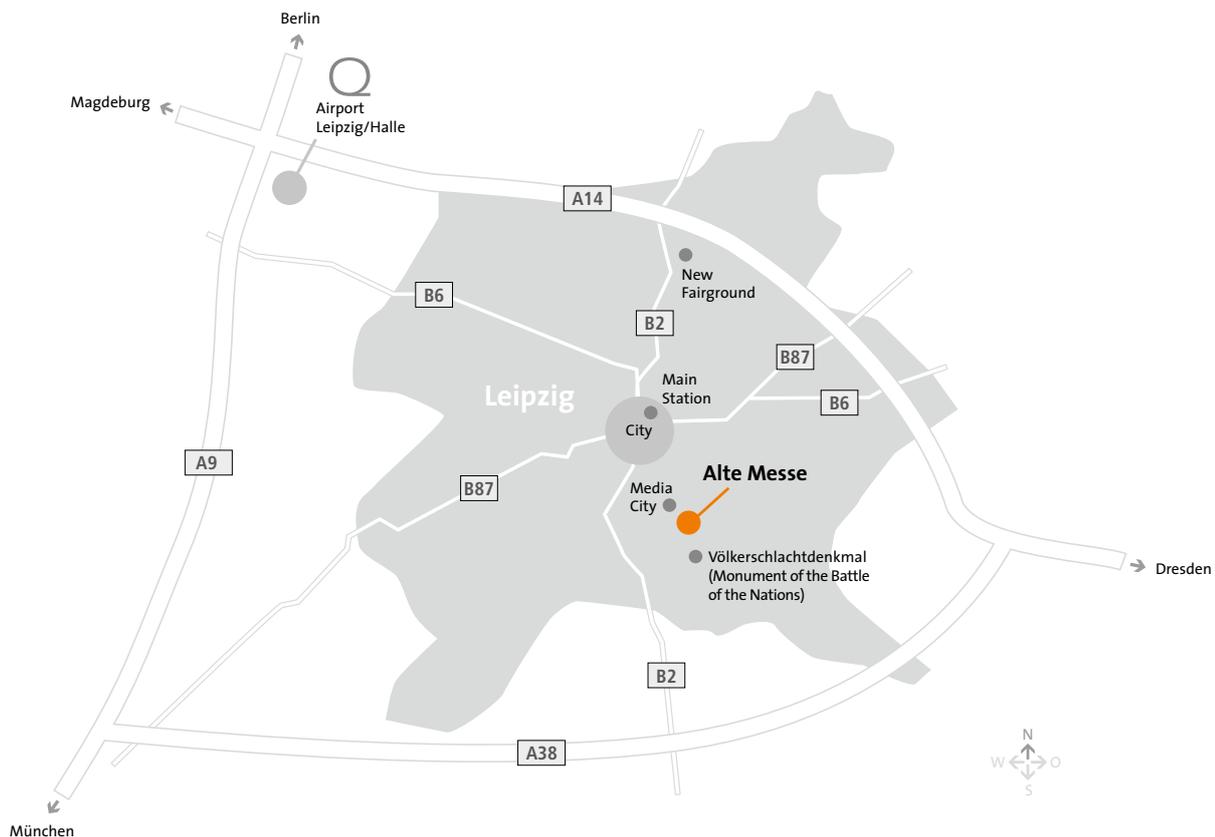
ALTE MESSE ON THE FAST TRACK

Whether on the path to the stars or out into the world, to the lab, office or shopping, the Alte Messe offers fast, reliable and easy transport links despite its location in the city centre. Thanks to direct access to Leipzig's widened and heavy-load permitting arterial roads, the site can easily be reached from the A9, A14 and A38 motorways.

Hamburg, Frankfurt or Munich can be reached by car in four hours, the capital, Berlin, in two and Magdeburg and the state capital, Dresden, in around one hour.

The neighbouring city of Halle and the international Leipzig/Halle airport are only 30 minutes away.

Numerous bus and tram lines and two city train stops conveniently link the site with the city centre as well as other districts of the city. The central station is within only a few stops by public transportation or ten minutes away by car. The central station offers excellent InterCity Express train connections.



Owned by:

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**Deutschland
Land der Ideen**



Ausgewählter Ort 2007

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