

Germany's SAARLAND

invest
trade
service

17.06.2025



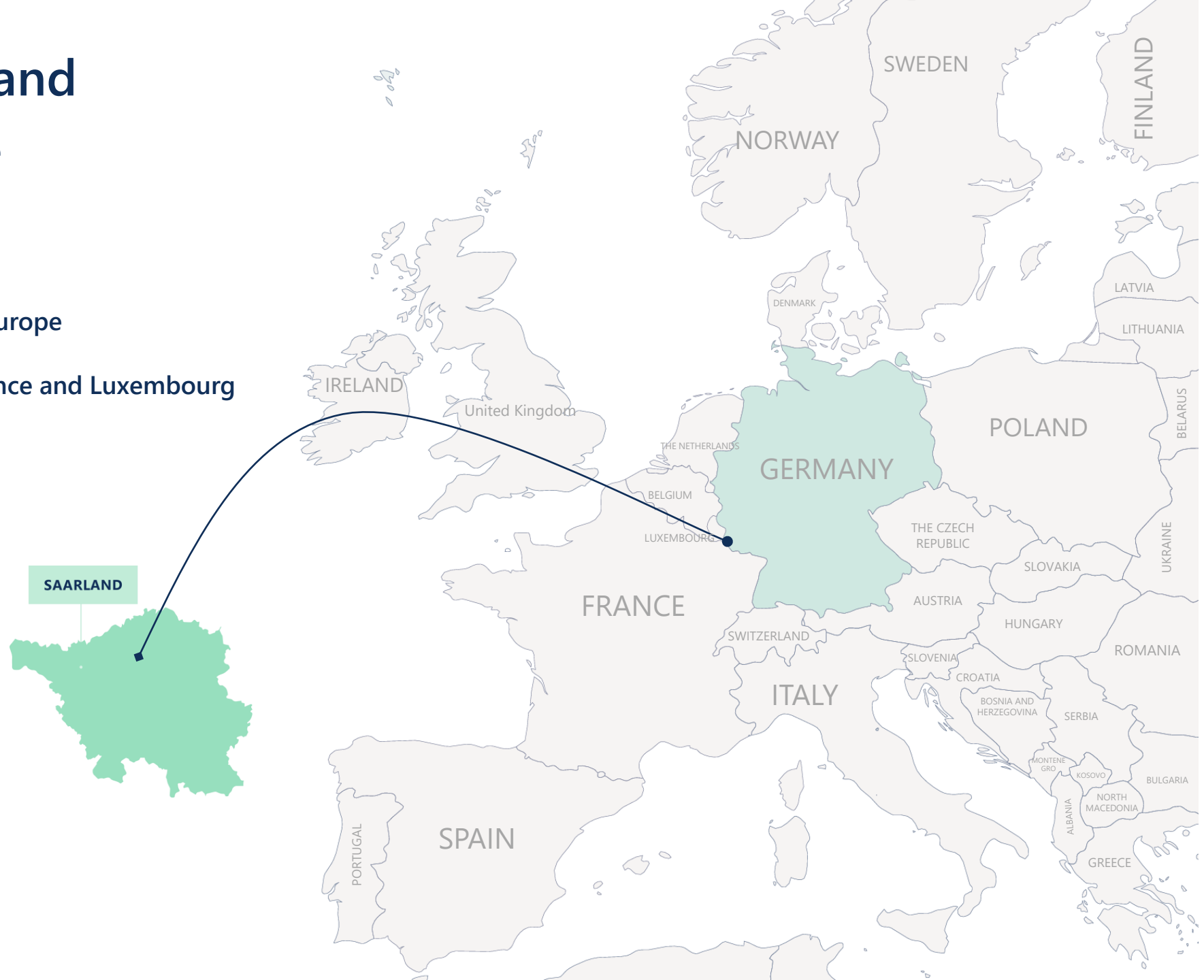
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CENTRAL LOCATION

Germany's Saarland

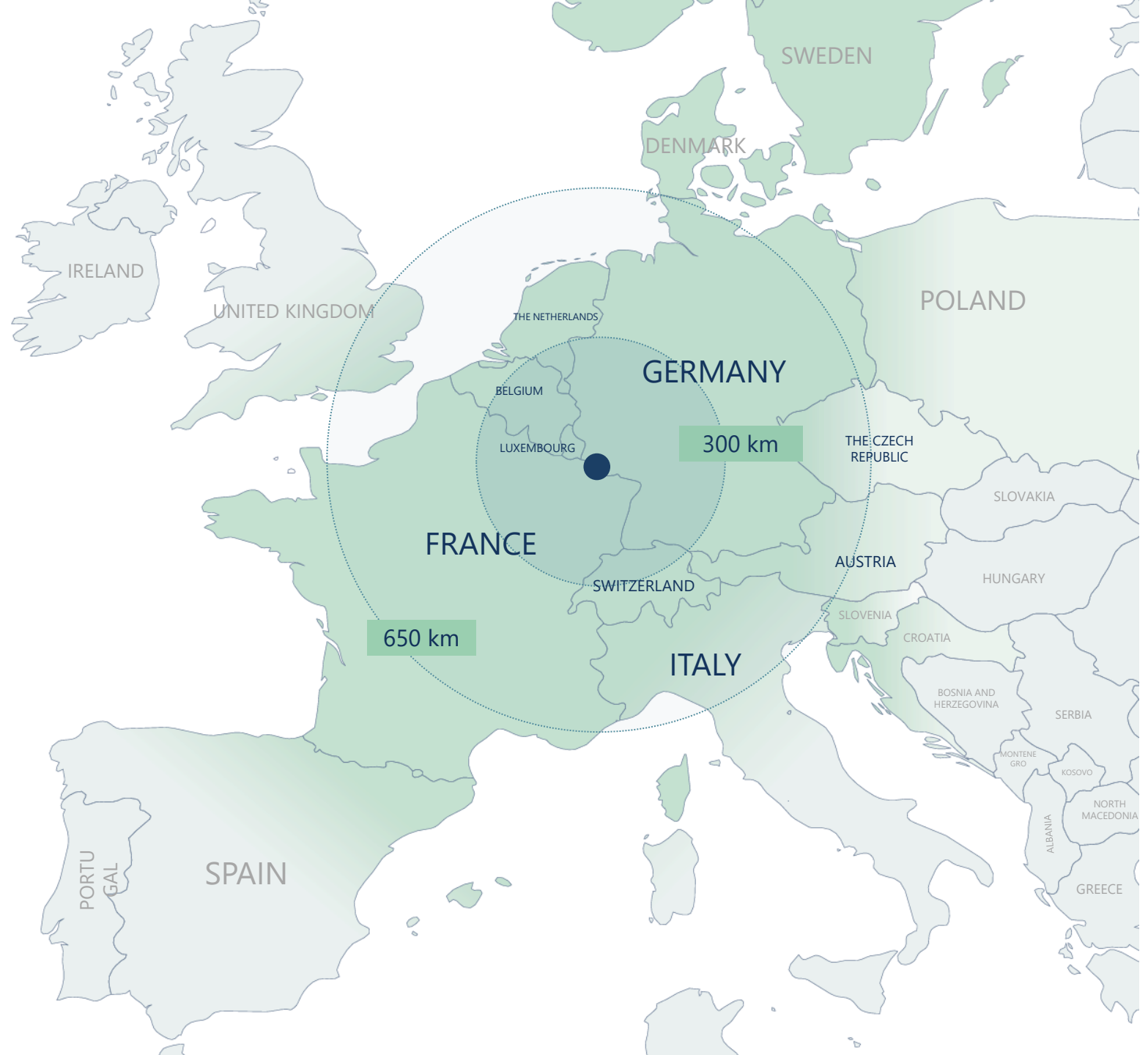
The heart of Europe

- The perfect business site in Europe
- Located on the border of France and Luxembourg



At the Center of the European Economic Area

- 40% of the GDP of the EU is generated within a radius of 650 kilometers



STRONG

LESS

Saarland

International and strong on exports

- One of the federal states with the strongest exports
- An export rate of 45%
- Internationally successful companies
- Close links with foreign markets



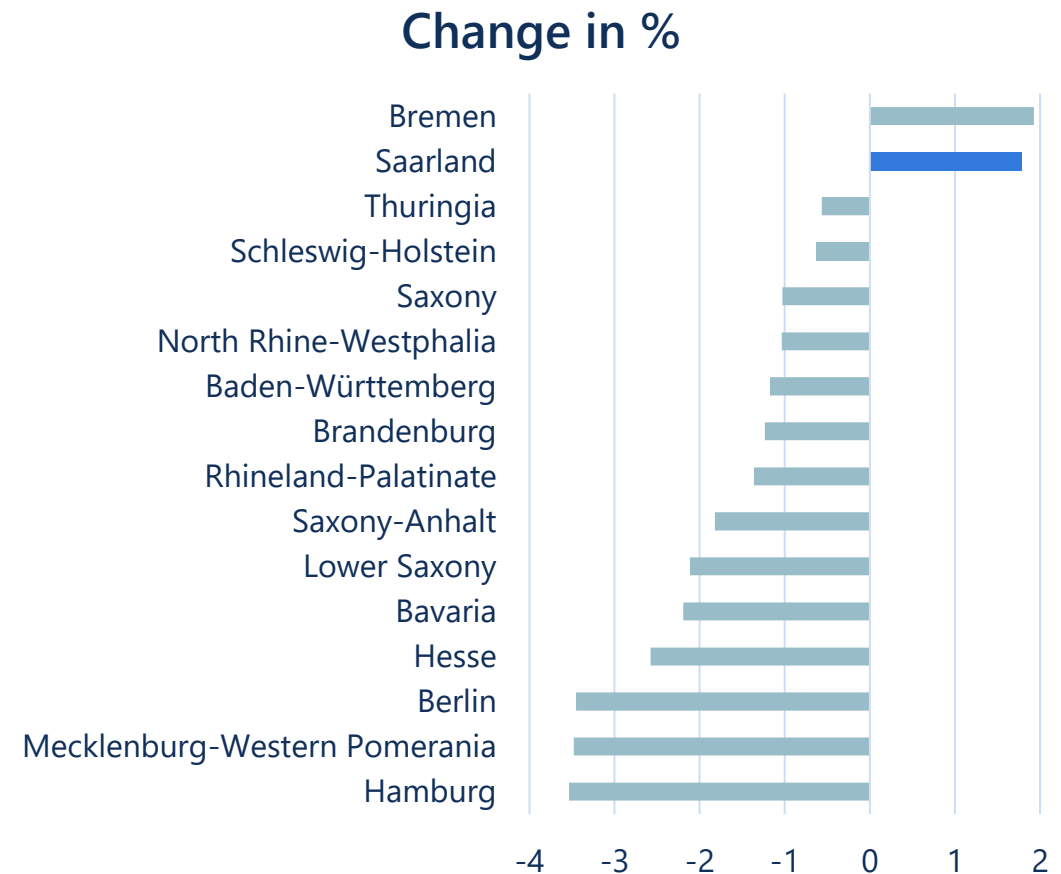
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SPECIALISTS

Population growth

Saarland is growing

- Census 2022: The population of Saarland grew by 1.8% (based on the census of 2011)
- 14 of 16 federal states are experiencing population decline
- The median age of the population of Saarland is 49, corresponding with the national average
- No change is expected until 2040

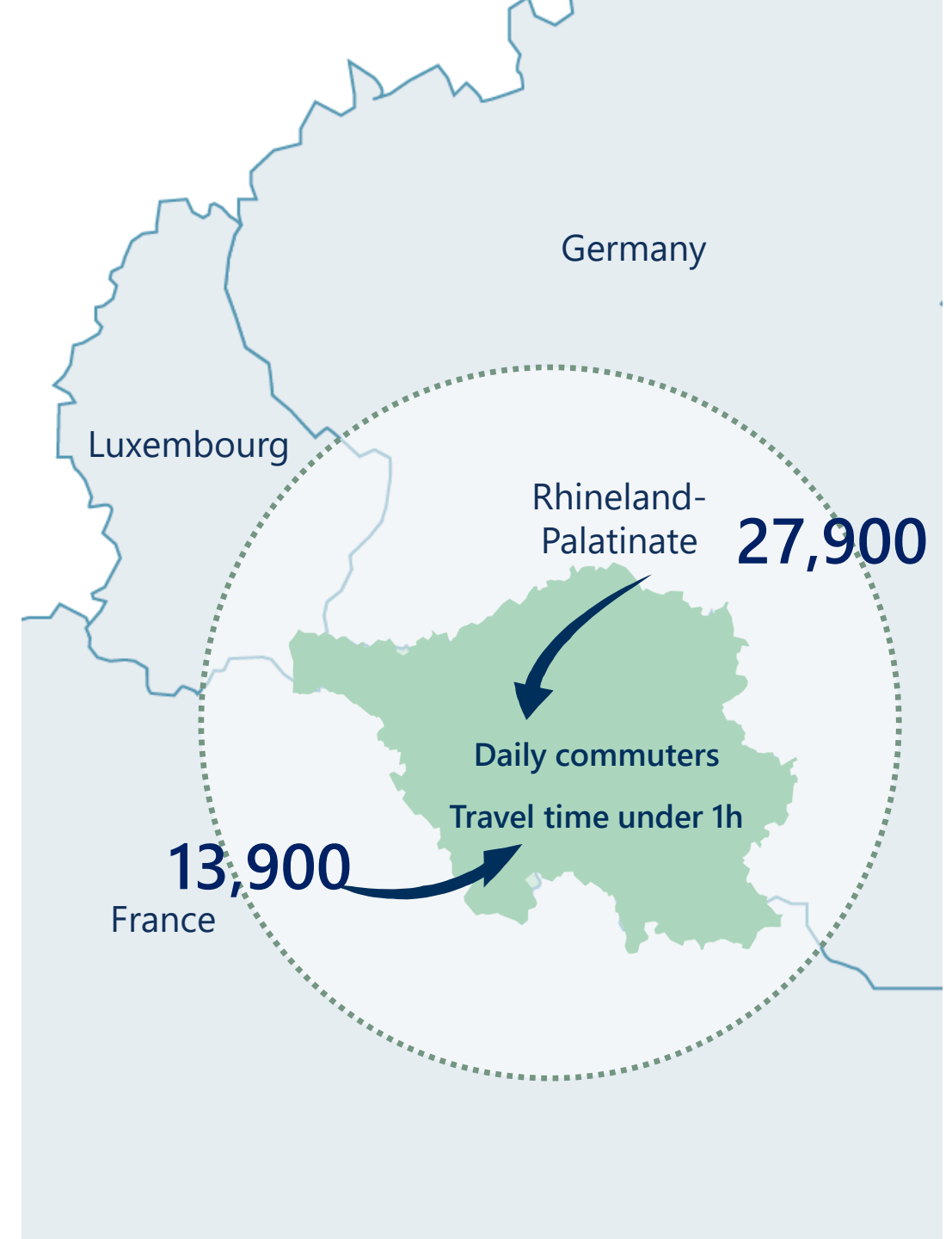


The Cross-border Labor Market

High potential within a close distance

- Entry without border checks and **straightforward** rules for the employment of cross-border workers
- Approximately 56,000 commuters daily (of which about 42,000 are from the immediate vicinity)

Population	2,490,000
Population of working age	1,647,000
Jobseekers	146,000
Students	66,000



Saarland's Workforce Advantage

to ensure your growth

Versatile deployment and outstanding qualifications

In order to ensure the constant availability of qualified personnel, the state supports a wide range of training opportunities - from subsidized training within the company to programs for university education.

Employees by qualification:

Vocational training	42%
University of applied sciences degree	14%
Bachelor, Master, Diploma, Doctorate	21%
Other qualification	23%

Source: Census 2022, published 24.06.2024



Skilled workers by professional group	
Managers	4%
Academic professions	20%
Technicians and equivalent non-technical professions	22%
Service professions and sales staff	15%
Office roles and related professions	11%
Trades and related professions	12.5%
System/machine operators and assembly trades	6%
Auxiliary workers	8%
Specialists in agriculture and forestry	1%
Armed forces	0.5%

Young Professionals

with practice-oriented vocational training

- 33,000 students and apprentices in training in vocational schools
- Of which 16,000 apprentices in the dual system with practical training within a company

Training field	
Trade and industry	58.5%
Handcraft	29.5%
Freelance professions	7.6%
Agriculture	1.9%
Civil service	1.9%
Household management	0.7%



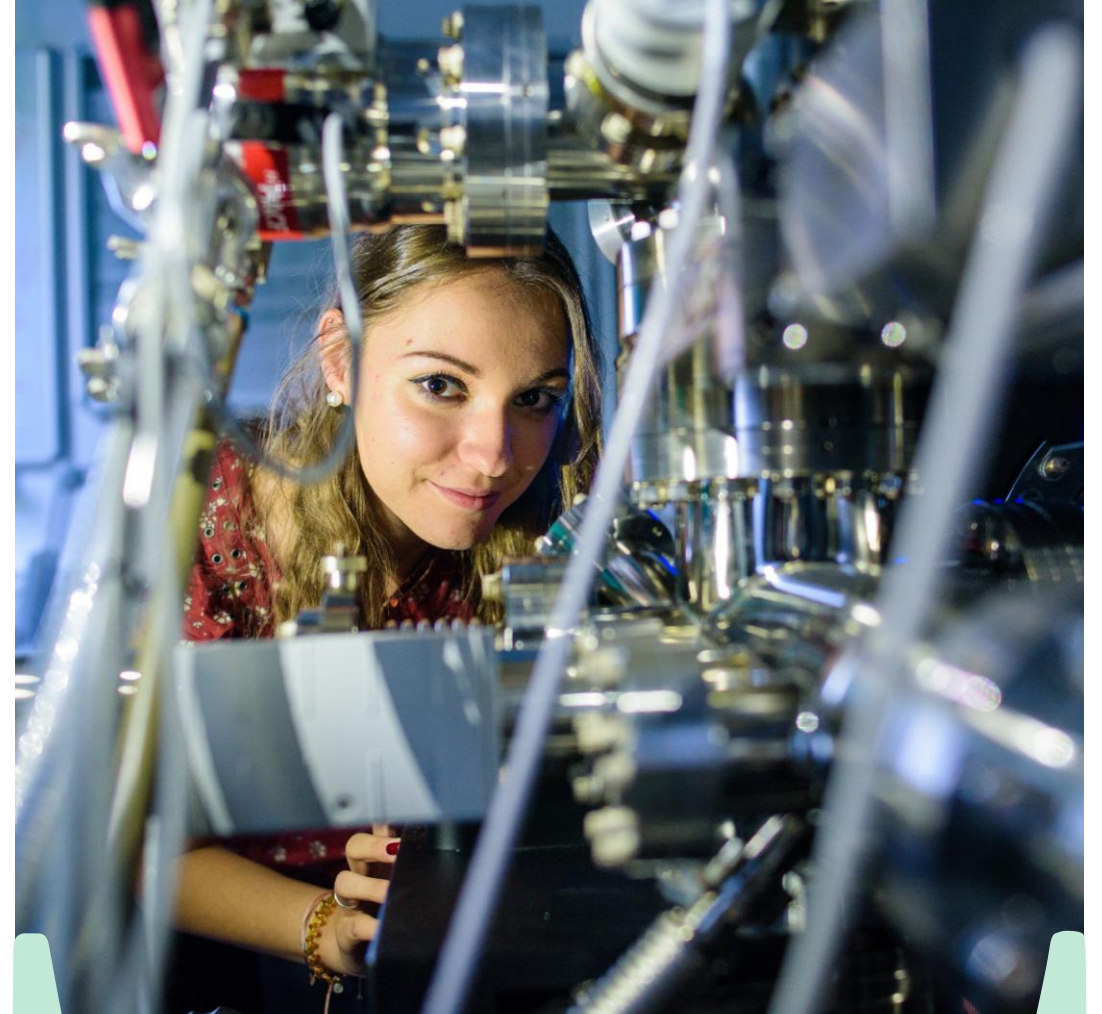
Students in Saarland

your highly-qualified managers

- International courses of study
- Partner universities around the world
- A high proportion of international students and scientists
- **A center of innovation:** the universities of applied sciences with highest research and third-party funding in Germany

Students with degrees in:

Law, economics, social studies	43.8%
Engineering	16.3%
Human medicine, health sciences	22.2%
Math, sciences	5.1%
Other fields of study	12.5%



32,000 students

6,000 graduates per year

Source: Forschung in den Bundesländern, Bundesbericht Forschung und Innovation 2022

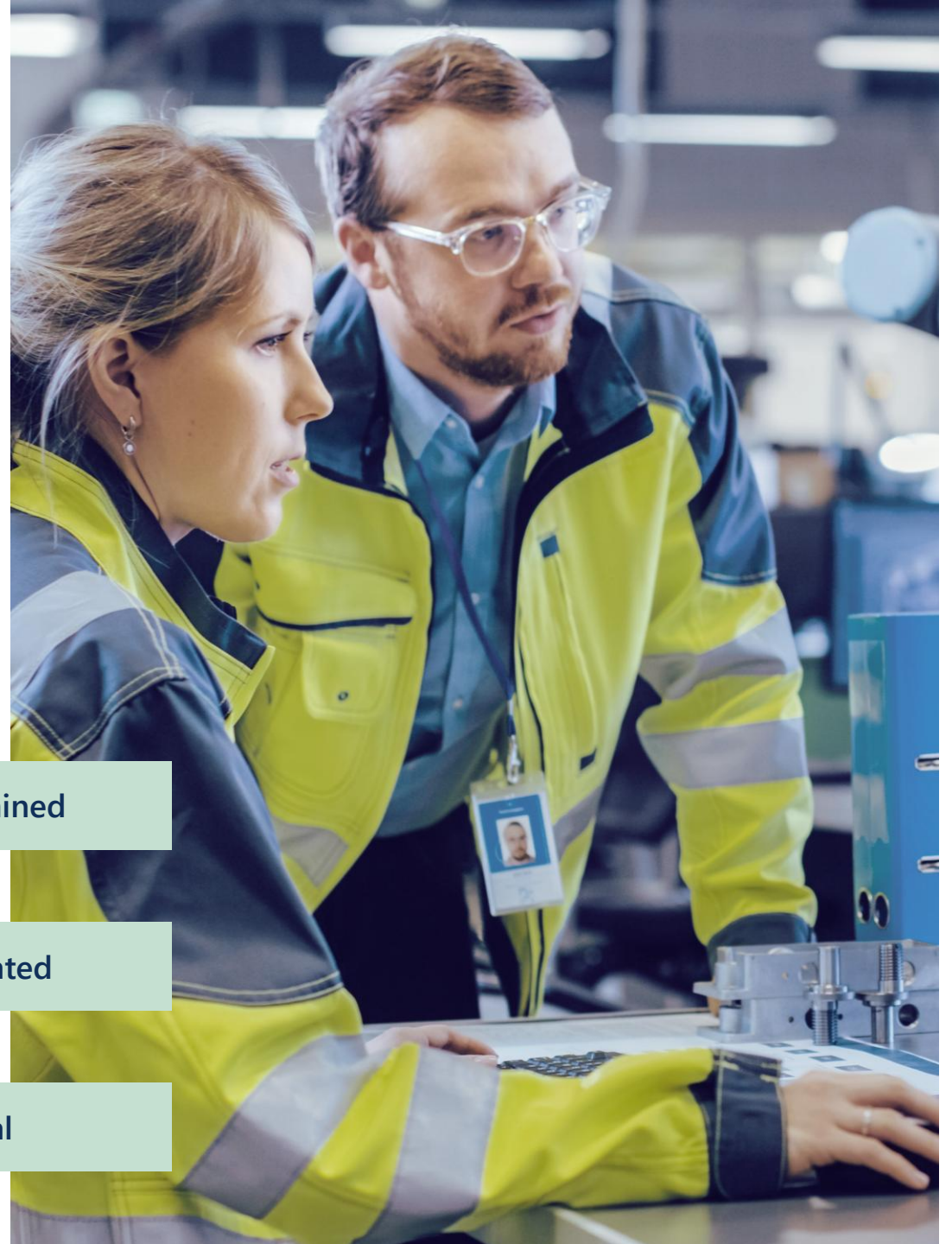
An Industrial Culture shapes the work ethic

- Highly-qualified employees
- Strong identification with their company
- Low employee turnover
- High productivity and flexibility
- Industrial experience
- High level of acceptance of shift work

well-trained

motivated

loyal

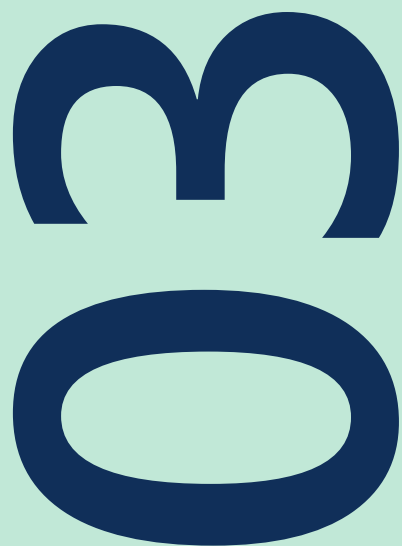


Find Your Team Here

We help you with the recruiting of skilled workers

- **Recruitment without borders:** We know the right contacts on both the French and German sides and provide support with our contacts and experience.
- **Industrial experience meets innovation:** The state government is encouraging the transformation with attractive measures for employers.
- **Success through networks:** We know the right partners for your recruitment project, regardless of whether it's for specialists or management.
- **Opportunities through new talent:** We work with you to identify the right cooperation strategy with the universities and vocational schools in Saarland.





AREAS OF COMPETENCE

Germany's Saarland

A location as versatile as its competences

Act with
industrial
efficiency



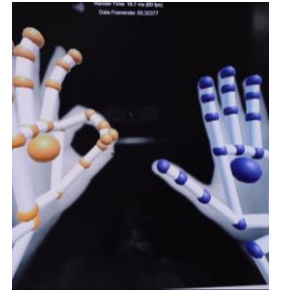
Enable smart
mobility



Optimize
logistics



Conduct
research with
practical
applications



Drive
sustainable
production



Promote
health and
well-being



Harness the
power of
hydrogen

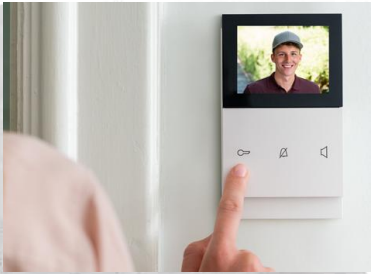


AREA OF COMPETENCE

Acting in an industrial way

Producing in Saarland pays off

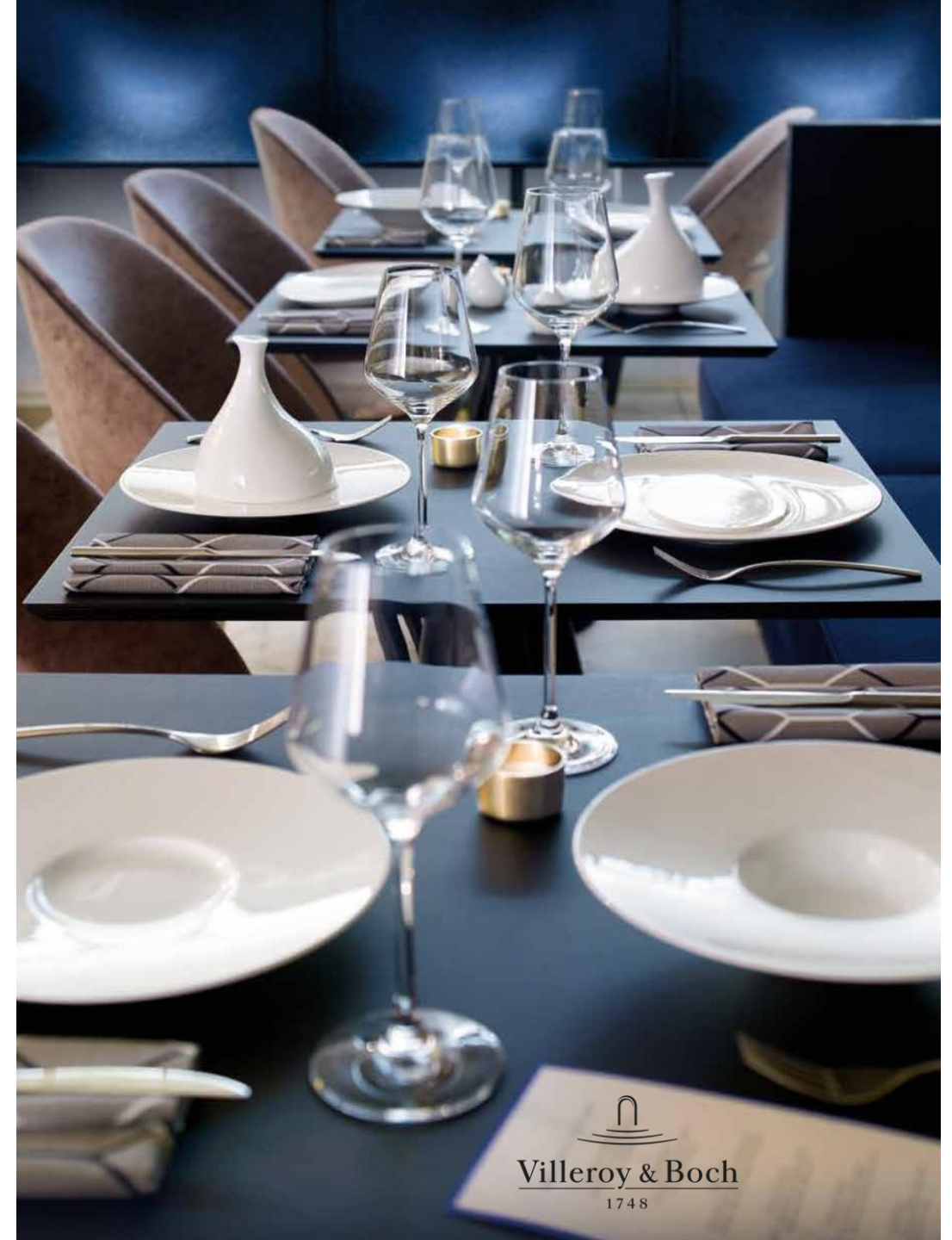
Local success stories



A Tradition of Innovation

Tabletop culture made in Saarland

- **Villeroy & Boch AG**, one of the oldest companies in Germany
- Established in 1748, and still mostly family-owned
- A tradition of innovation: A pioneer of industrial manufacturing, consistent further development of production methods, products and processes
- 2022: "TOP 100 Innovator" with a focus on sustainability aspects



A Pioneering Spirit Reaps Rewards

Pizza from Saarland is conquering the world

- **Original Wagner Pizza GmbH** produces 350 million frozen pizzas a year in Nonnweiler
- The founder, Ernst Wagner, a pioneer of Germany frozen food production, invented the Original Wagner frozen pizza and the first industrial stone oven
- The company is one of the largest manufacturers of frozen pizzas in Europe
- In Germany, the pizza specialist achieves a sales market share of around 30%



Competence in Kitchens

Furniture production in Saarland

- **nobilia**, Europe's largest producer of built-in kitchens
- At the factory in Saarland: Production of up to 1,600 (unique) built-in kitchens every day
- A modern production facility with a high degree of automation and well-trained specialists guarantees a consistently high level of quality
- Supplying the French and southern European market



nobilia[®]

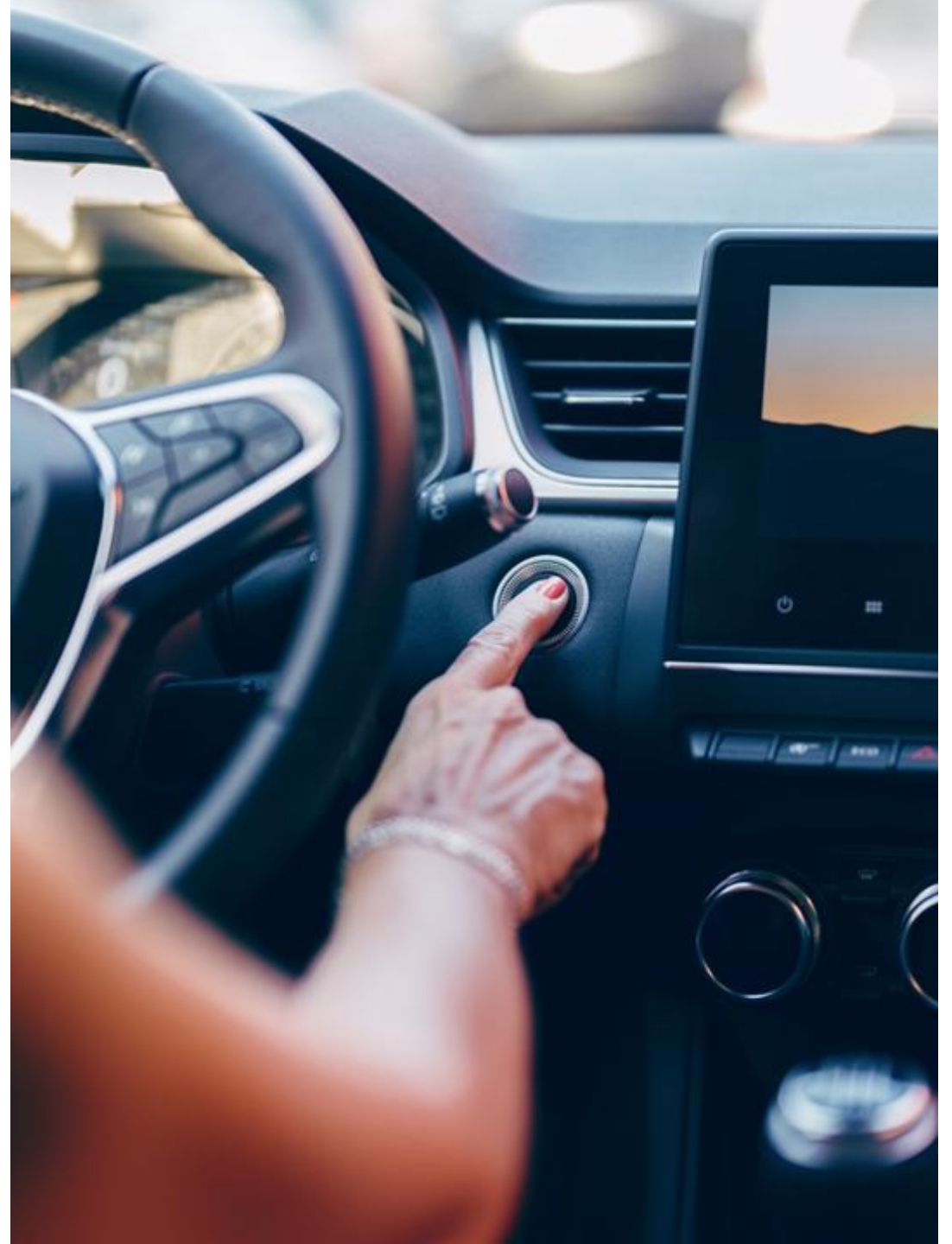
AREA OF COMPETENCE

Enable smart mobility

Saarland as an automotive location

A small state with great performance

- One of the largest automobile locations in Germany
- There are more than 260 supplier companies at this location with a total of more than 40,000 employees
- Suppliers from the combustion engine sector are mastering the transition to electro-mobility
- The density of cars and highways in relation to the number of inhabitants is the highest anywhere in Germany (658 cars per 1,000 inhabitants)



Drive Technology of the Future

Made in Saarland

- **Robert Bosch GmbH**, lead plant and competence center to produce state-of-the-art diesel technology for passenger cars and commercial vehicles
- Competence development in the field of hydrogen technology
- Production of components for mobile fuel cells and hydrogen tank systems
- De-central fuel cells, such as SOFCs (Solid Oxide Fuel Cells), ready for series production from 2025



BOSCH

© Photo: Bosch

AREA OF COMPETENCE

Optimize logistics

Hub for industry

Dachser Eurohub

- The hub function of Saarland is crucial for the selection of the site of the logistics service provider **Dachser SE**
- Eurohub in Überherrn since 2002, site expansion in 2018
- Hub for European general cargo transshipment: Connection to more than 300 Dachser locations in Europe, daily servicing
- All of Europe can be reached from here in 24 to 48 hours
- Warehousing services and contract logistics make Dachser an important service provider for the production industry



From Saarland to the world

E-commerce and online trade

- Saarland is a top location for online trade because of its good transport location and high density of reliable distribution partners
- Location for sector heavyweights such as Amazon, but also for specialist traders:
 - Garden and home products – Deuba XXL AG
 - Information technology – Herweck AG
 - Comics and mangas – X-Comics GmbH
 - Electronics – deltatecc GmbH
 - Spare parts for machinery – Wilhelm Fricke SE

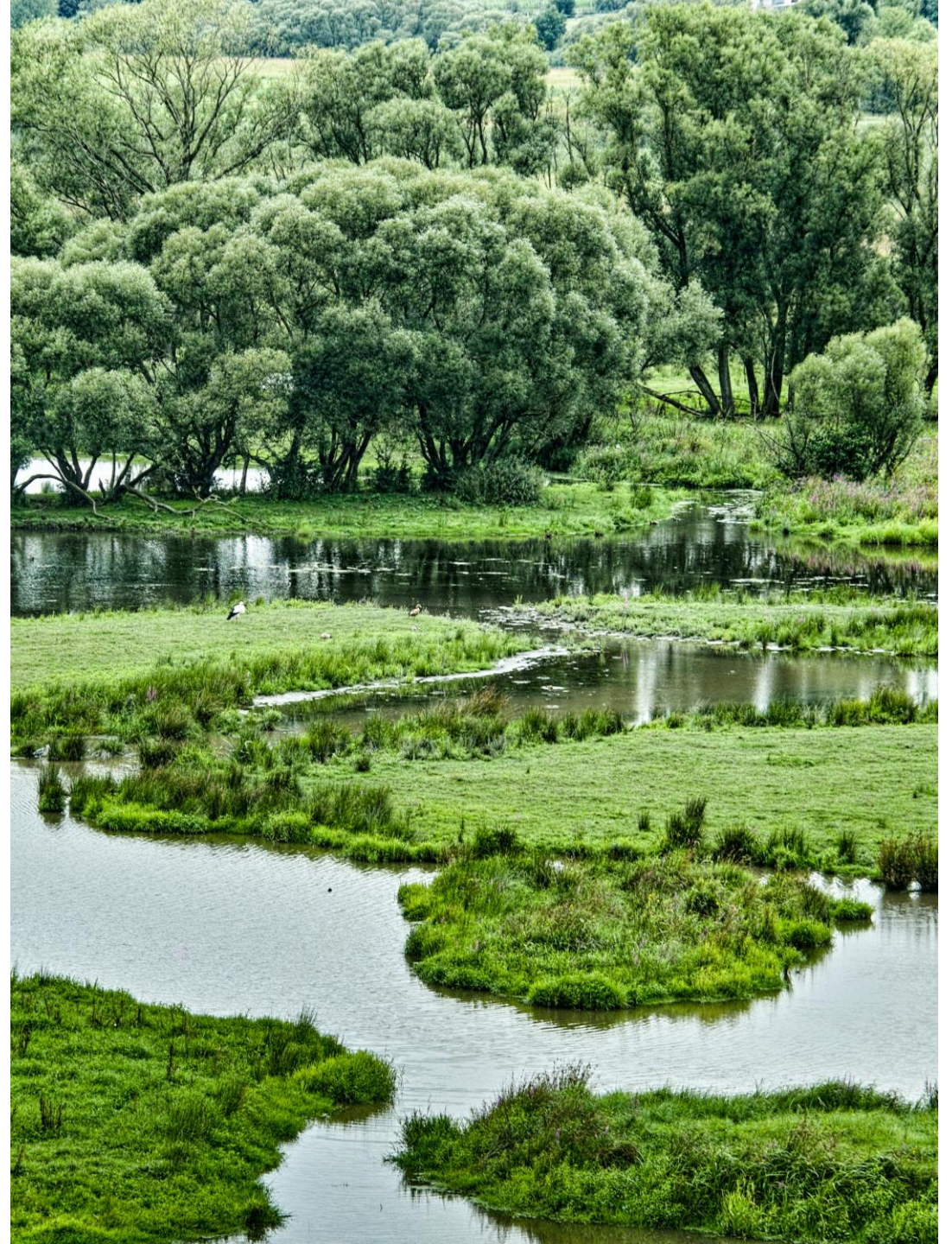


AREA OF COMPETENCE

Drive sustainable production

Investment in sustainability for future generations

- Saarland is investing almost 56 million Euros in sustainable research and development
- The majority of research funding for two major projects by Saarland University:
 - CircularSaar: The university, Fraunhofer IZFP and IZES Institute are conducting research into the circular economy
 - EnFoSaar: The university, htw saar, IZFP, IZES Institute and DFKI are conducting research into the energy sector
- Objective: Researching key technologies for sustainability and implementing results in practical applications



Recycling tires

Reusing of all raw materials

- **Pyrum Innovations AG**, complete recycling of used tires based on a patented process
- Development, construction, operation and sale of systems for the extraction of profitable raw materials
- Returning used tires, rubber, and plastic waste to the recycling loop
- Extracted raw material: e.g. thermolysis oil (outdoor clothing, car door handles)
- Operation of a combined heat and power plant using self-generated gas
- Investment of 16 million Euros by BASF



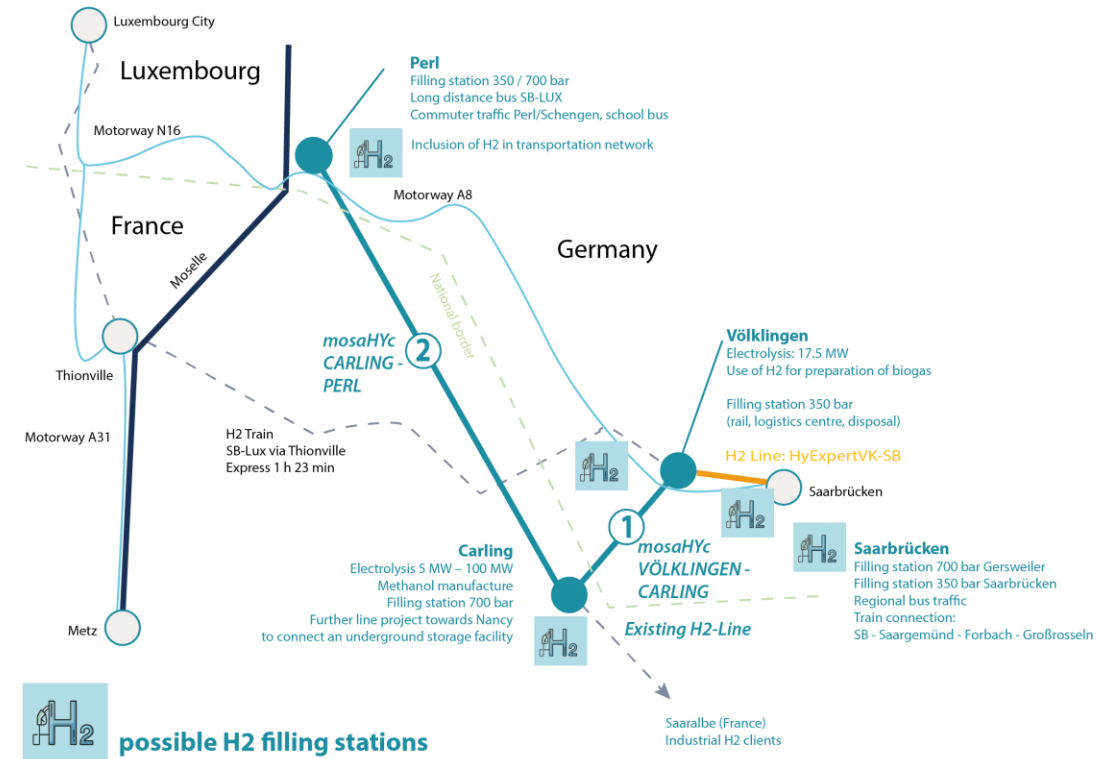
AREA OF COMPETENCE

Harness the power of hydrogen

Cross-border Network

“Best practice global hydrogen valley”

- “Hydrogen Valleys” received an award as an **excellent model project** for the cross-border hydrogen economy system
- Project **mosaHYC**:
 - Development of a cross-border network for the transportation of hydrogen
 - Creation of an infrastructure for hydrogen producers and consumers in the greater region
 - Later: Connection to the “European backbone”



Environmentally-friendly Steel using hydrogen

The steel companies of Saarland announced their joint hydrogen roadmap in 2022:

- Beginning the production of “green steel” starting in 2027
- The aim is to achieve largely **climate-neutral production** by 2045
- “**Transformation fund for structural change**” of the Saarland state government as essential support for the conversion



AREA OF COMPETENCE

Promote health and well-being

Life sciences

still on the rise

- Saarland excels with its research talent and medical expertise
- Pharmaceuticals companies in Saarland are some of the world's leading life sciences companies
- Development and production of high-quality pharmaceuticals at this location
- Saarland University conducts excellent medical research
- Synergies for the benefit of all stakeholders



Relocations

Vetter Pharma Fertigung

- **Vetter**, globally operating family business from Ravensburg, Germany
- Drug manufacturer and contract manufacturer for the pharmaceutical industry
- An additional production facility is required for the aseptic filling of active ingredients
- The site of the Saarlouis Ford plant was discovered as an area for expansion on portal.germanys.saarland
- Up to 2,000 jobs are being created on approx. 50 ha of brownfield land with the support of Germany's Saarland.



AREA OF COMPETENCE

Conduct research with practical applications

Cutting-edge Research

Synergies through proximity

Max Planck Institute for Software
Systems (MPI-SWS)

Leibniz Institute for New
Materials (INM)

Max Planck Institute for
Informatics (mpii)

Schloss Dagstuhl – Leibniz
Center for Informatics

Fraunhofer Institute for Nondestructive
Testing (IZFP)

Steinbeis Research Center Material
Engineering Center Saarland (MECS)

Fraunhofer Institute for Biomedical
Engineering (IBMT)

Helmholtz Institute for Pharmaceutical
Research Saarbrücken (HIPS)

Fraunhofer Center for Sensor
Intelligence (ZSI)

Helmholtz Center for Information
Security (CISPA)

German Research Center for
Artificial Intelligence (DFKI)

Intel Visual
Computing Institute

Korea Institute of Science and
Technology (KIST)

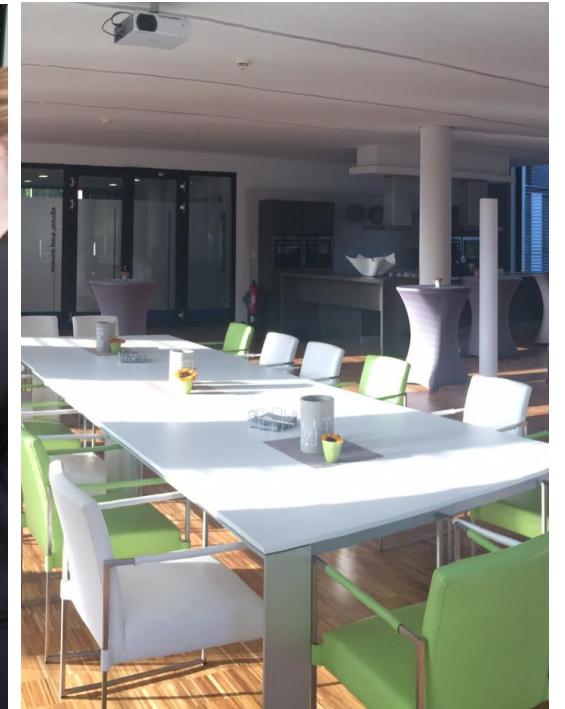
Center for Mechatronics and
Automation Technology (ZeMA)



Science Park Saar

Where business and science merge

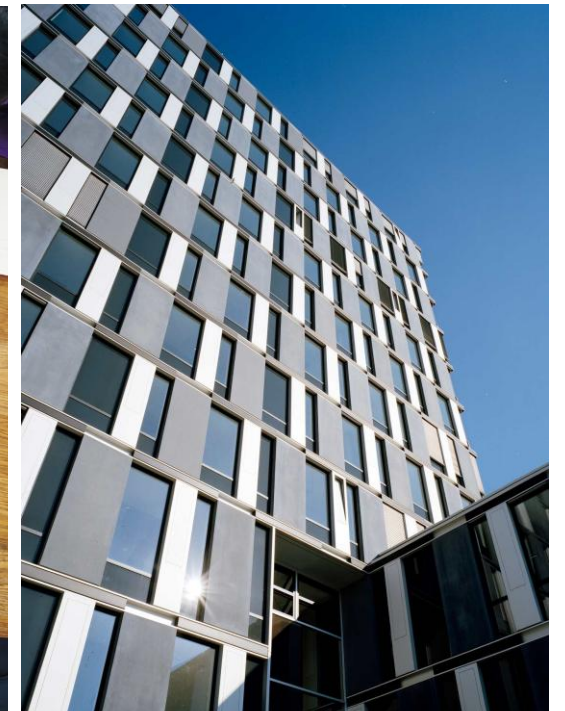
- The top address for companies and research institutes at Saarland University
- A center for entrepreneurs as a building block for the promotion of start-ups and technology transfer
- An attractive working environment with spaces for events and conferences
- Strong demand from young companies for appropriate space and the right infrastructure



Saarland University

An ecosystem for entrepreneurship, innovation and transfer

- Honored as an EXIST University of Entrepreneurship since 2013 and continuously among the top 10 in the central ranking for entrepreneurship
- 2 starter centers, 1 innovation center, and the Science Park give founders space to implement their ideas
- The “Triathlon” initiative provides active support to founders
- Several accelerators and incubator programs
- Support for more than 500 business start-ups





OUR SERVICE

Our Support for you

Products and services

Benefit from our many years of experience in the realization of large development and construction projects

- Requirements-based location search
- Development of industrial sites and buildings to suit requirements
- Support in the approval process and application for investment grants
- Contact referral to consultants, universities, logisticians, and more
- Support in the recruitment and retention of employees
- Integration into our cross-sector, international network



Sites & Real Estate

We know Saarland like the back of our hand

- We know Saarland like the back of our hand
 - Decades of experience with construction and development projects
 - Qualitative and quantitative surveys carried out on a regular basis
 - Constant network cultivation
- Uniquely comprehensive overview of the space and commercial property market in Saarland, including brownfields and potential sites



Funding for your Project

Investment grants

Objective:

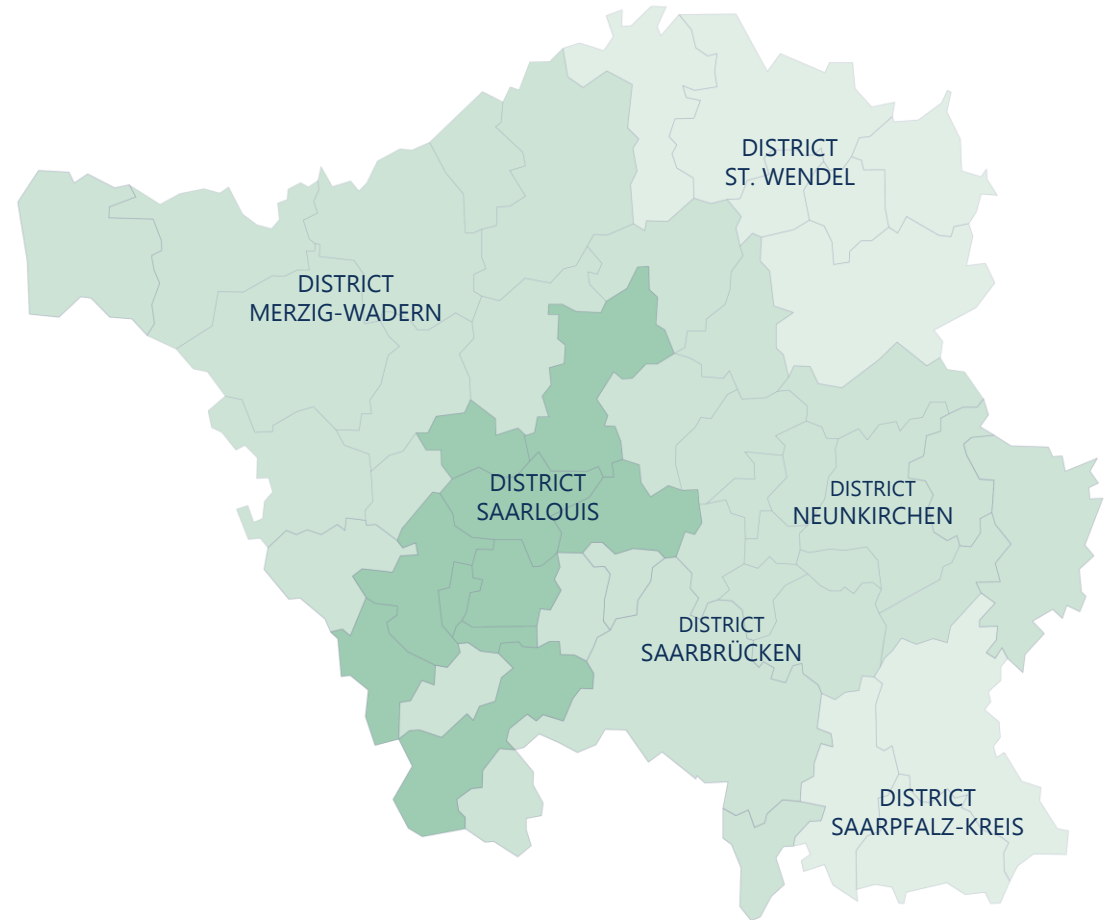
- Strengthening the competitiveness and adaptability of the economy
- Leading to the creation of new and long-term jobs and the safeguarding of existing jobs

Funding authority: Saarland Ministry for Economic Affairs, Innovation, Digitalization and Energy

Scope: Investments for companies setting up in the region can be subsidized by up to 750,000 Euros for each new job created.

Depending on the area, the grants can amount to 10-30% of the investment sum. The actual amount of financial support depends on the respective company/project.

Duration: An investment period of up to three years.



C-SUBSIDY AREA



D-SUBSIDY AREA



SUBSIDY AREA FOR SMEs

REFERENCES

Reference

Bedeschi Germany GmbH

Opening an Engineering Excellence Center and Heavy Machines Hub

- Opening:
2023
- Workplaces:
30

Our contribution:

- Support searching for the location
- Advice concerning the current market
- Contact mediation



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WELCOME TO SAARLAND

A Small Federal State

with a big history



For the Saarlanders, crossing borders has become second nature. Sometimes German, sometimes French and once even independent – in 250 years, the region has changed its nationality eight times.



This led to curious incidents. For example, there was a Saarland team at the 1952 Summer Olympics in Helsinki.



In 1954, the Saarland national team almost beat Germany, who later became football world champions.



Germany's Saarland

The feel-good state

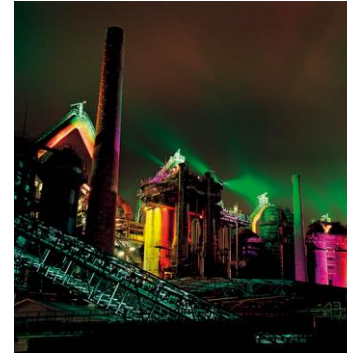
Lifestyle

Where you'll want to
call home



Culture

Where history
becomes
entertainment



Nature

Where you can
recharge your energy



Culinary

Where local
gastronomy creates
world-class dining



Open-minded

Where language and
background have no
barriers



Celebrations

Where connections
grow stronger





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