

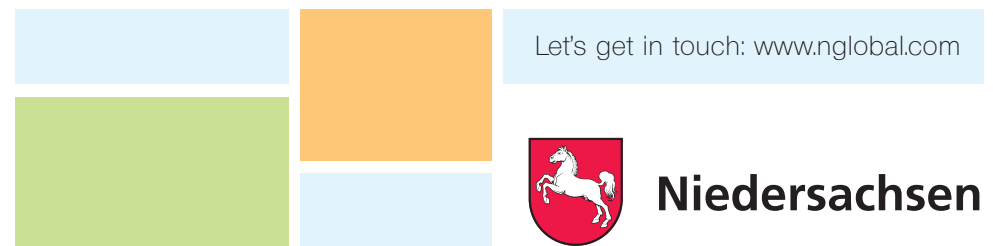
This brochure is published by:

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# Niedersachsen

We Care for Your Health



Let's get in touch: [www.nglobal.com](http://www.nglobal.com)



**Niedersachsen**

German for business.

Welcome



Niedersachsen Global – NGlobal – is the new, centralised economic development agency for the State of Niedersachsen, formed by the merger of the international promotion agency (IPA) and the foreign trade department of Niedersachsen's ministry of trade and commerce on 1 January 2009.

NGlobal's remit first and foremost includes promoting foreign trade and managing the settlement of new businesses, marketing Niedersachsen as a location and handling its national and international trade fair activities. NGlobal is Niedersachsen's direct point of contact for domestic and foreign companies and investors.

The company assists and offers advice to businesses intending to expand into Niedersachsen and also supports local companies wishing to tap foreign markets, by providing them with foreign trade information and offers.

NGlobal has representative offices and business partners in China, Cuba, India, Poland, Russia, Saudi Arabia, Scandinavia, South Africa, the USA and the United Arab Emirates.

You will find details of our comprehensive services at: [www.nglobal.de](http://www.nglobal.de)

Let's get in touch, a team of experts at NGlobal is looking forward to your inquiry.

#### Niedersachsen's economic strengths:

- Mechanical engineering and construction
- Mobility (automotive industry, logistics, aerospace, telematics)
- Energy industry
- Food industry
- Life sciences, Healthcare
- Media and service industries

Niedersachsen



The EU expansion of 2004 put the State of Niedersachsen, which is governed by state premier Christian Wulff, at the heart of Europe, thus making it an important hub for trade and traffic in Europe.

The CeBIT computer trade fair and HANNOVER MESSE have made the Hanover region the most important trade fair location in the world. Long-standing universities in Braunschweig, Göttingen and Clausthal, the Hannover Medical School (MHH) and numerous non-university research institutions are evidence of the high degree of interaction between science and industry.



#### Niedersachsen in Figures:

- Surface area of 47,625 km<sup>2</sup>
- 8 million inhabitants
- State capital: Hanover
- 518,000 inhabitants

## Niedersachsen – A Strong Location



Niedersachsen offers companies from around the world a very good center of activity. And right from the start, investors are provided with comprehensive assistance by the state's own consultancy and promotion bodies.

### Global enterprises and strong SME presence

In addition to well-known global enterprises such as Volkswagen, Continental, TUI, Airbus, Salzgitter Stahl and Meyer Werft in Papenburg, and food industry companies such as AGRAVIS Raiffeisen AG, NORDMILCH eG, the heristo Group and the PHW Group, Niedersachsen can also boast a wide array of internationally successful small and medium-sized enterprises (SMEs). Niedersachsen's SMEs in the fields of retail, the trades, industry, production, services and the independent professions generate nearly half of the state's economic output. 70 per cent of the workforce are employed in SMEs, which constitute the lion's share of all the business in the region.

### Innovation and highly qualified employees

Niedersachsen's culture of innovation is borne out by the state's participating interests and promotion schemes. In addition, there is a dense network of centres of excellence that serve as knowledge exchange interfaces between institutes of higher education, universities of applied science and companies.

The close ties between universities, research institutions and private enterprise mean that scientific findings can be integrated into the development of new products, processes and services very quickly. Universities in Clausthal-Zellerfeld, Braunschweig and Göttingen, the



Hannover Medical School (MHH) and numerous non-university research institutions enjoy world renown. Göttingen University is one of nine higher education institutes entitled to call itself a "university of excellence".

### A major market

With a surface area of 50,000 km<sup>2</sup>, Niedersachsen is the second largest federal state in Germany with more than eight million inhabitants. Niedersachsen is therefore also of great interest to investors as a sales market.

### An outstanding infrastructure

Companies in Niedersachsen benefit from its very good infrastructure. It has a network of waterways, rail tracks and roads, and international airports in Hanover and Münster/Osnabrück, all of which provide excellent links with other economic areas. As a federal state with access to the coast, Niedersachsen also has a number of seaports, including in Emden and Wilhelmshaven, and the new deep-water port in Cuxhaven.

### Geographical location and EU expansion

Niedersachsen's geographical location in the heart of Europe is also a major factor. The accession of Bulgaria and Romania to the EU on 1 January 2007 took the eastward expansion of the European Union further again, after ten eastern European countries joined on 1 May 2004. The EU is therefore now a union of 27 countries. This eastward expansion is set to continue and,



as a powerful economic region in direct proximity to these eastern European neighbours, Niedersachsen serves as an important link between the original and the newer member states of the EU.

### **An international location**

Niedersachsen's international character stems not only from the regular trade fairs hosted by Deutsche Messe AG such as CeBIT and HANNOVER MESSE, but also from the many foreign nationals who have been calling Niedersachsen their home for many years now. Hanover has large Spanish, Turkish and Italian communities, for example, which contribute to the economic and cultural diversity of the city and of Niedersachsen as a whole.

## Niedersachsen – We Care for Your Health

Niedersachsen has a lot to offer: Apart from its cultural and scenic merits, the second largest state in the Federal Republic of Germany is also a successful financial and scientific hub in a central European location. Research and science are carried out at an internationally recognized high level in many areas of the life sciences. The spectrum of top research makes Niedersachsen one of Germany's leading locations for biotechnology, medical technology, plant biology and bioenergy. In Niedersachsen, biomedical technology, as an interdisciplinary technology, is a rapidly expanding growth market. Characteristic for this area is its broad range of themes, which include the development of imaging processes, new materials and coatings, telemedical applications and tissue engineering, microsystemic and nanotechnological development and innovations in research relevant to the pharmaceutical industry.

### **Health Management**

Health Management includes all providers of goods and services that serve to improve health and that prevent, alleviate and heal illnesses, as well as those providing care and support for people who are restricted in any way whatsoever due to health or age-related problems.

The core areas of health management are hospitals, medical prevention and rehabilitation facilities, medical and non-medical health care providers for outpatients, health care facilities and outpatient care services.

High-quality care, medical and technical excellence and short paths for transferring the results of research directly to patients: Niedersachsen offers optimum health care for its inhabitants and visitors. This is ensured by an extensive network of more than 11,000 medical practitioners, health care professionals and service providers as well as more than 200 high-grade hospitals, special clinics, rehabilitation facilities and the university clinics in Hannover and Göttingen.



Particularly in the Hannover – Braunschweig – Göttingen triangle, scientists are focussing on areas such as functional genome research, intelligent implants and the fields of infection, neuro and stem cell biology with a high economic potential– an agglomeration of scientific competence unrivalled anywhere else in Europe. The distinct biomedical profile of this region is characterized by the outstanding research carried out in the institutes of the Max Planck Society and the Fraunhofer Society in Hannover and Göttingen, the Helmholtz Centre for Infection Research in Braunschweig, the Hannover Medical School (MHH), the University of Veterinary Medicine in Hannover, and the University of Göttingen – to name just a few.

### Health Tourism, a major health market in Niedersachsen

There are roughly 50 health resorts and therapeutic baths stretching from the coast to the Harz mountains. In addition to spa and rehabilitation tourism, these locations offer many more possibilities for health and wellness holidays.

Your health is in the best of hands in Niedersachsen's health resorts and therapeutic baths. The 26 locations represented in the German Spas Association offer you coordinated, intensive treatments: "vitalkur Days" and "vitalkur classic" – three or six days dedicated to your wellbeing.

The secret lies in the three building blocks of movement, nutrition and relaxation. Applications with natural local remedies, relaxation techniques and gentle movement.

## Health Management in Niedersachsen



## The Best Health Care / Medical Care



High-quality care, medical and technical excellence and short paths for transferring the results of research directly to the patients: Niedersachsen offers optimum health care for its inhabitants and international visitors. This is ensured by an extensive network of more than 11,000 medical practitioners, health care professionals and service providers as well as more than 200 high-grade hospitals, special clinics, rehabilitation facilities and the university clinics.

Hannover Medical School (MHH) is regarded as the best university clinic in Germany. The university clinic focuses on transplant medicine, infectious diseases and immunology, cardiovascular medicine and hearing systems, especially in the area of cochlear implants. MHH is the world market leader in lung transplants and cochlear implants. The Hannover Hearing Centre has, among other things, optimised various processes to adapt hearing aids: the treatment time has been reduced from several months to just four hours. Each year, MHH treats more than 46,000 in-patients and carries out well over 143,000 out-patient treatments. The clinic is a "supra maximal care provider"; in no other university clinic in Germany are such seriously ill patients treated as in the 18 medical centres with their 75 departments on the university campus. Forty per cent of health care in the Hannover region is covered by the Klinikum Region Hannover (KRH), an amalgamation of 13 regional hospitals. With 8,300 employees, more than 3,000 beds for in-patients and 130,000 in and out-patient cases, along with the neighbouring Städtisches Klinikum Braunschweig, the clinic is one of the largest municipal hospital companies in Germany, just to name a few.

In 2002, internationally renowned neurosurgeon Prof. Dr. med. Madjid Samii, winner of the Nobel Prize Medal, established the International Neuroscience Institute, an outstanding neurosurgical special clinic, in Hannover. More clinics based on the INI model are currently



being built in China and in Iran. At the INI 1,500 operations are carried out each year, from complicated brain tumours to "normal" slipped discs. Half of the patients treated at INI Hannover are from outside Germany. In Niedersachsen patients find an excellent networked health system for regular care and top-class medicine. For example, also in the field of hip replacement where all the partners involved in the treatment – the general practitioners, the acute care hospitals carrying out the operations and the rehabilitation centres – work closely together. Patients benefit from a personal care programme with individual support that covers everything from planning the date of the operation to the after-care, in which the chosen doctors and clinics all plan the steps of the treatment optimally.

## Medical technology in Niedersachsen



The medical technology industry in Niedersachsen is characterized by its great variety. World-renowned manufacturers, such as Otto Bock HealthCare GmbH in Duderstadt, the world's leading producer of functional artificial limbs, are based here alongside many highly innovative small and medium-sized enterprises.

Niedersachsen is home to special competences in the field of biomedical technology. The Hearing Centres in Oldenburg and Hannover are worldwide leaders in the development of diagnostic processes and electronic signal processing as well as biocompatible materials for hearing aids and hearing implants. Göttingen and Hannover have particular competency in biophotonics. Over the last few years, significant progress has been made in this field in terms of developing optical microscopy for medical research and diagnostics and, in addition, new methods have been developed for laser manipulation of tissue in the micro and nanometre ranges, which, among other things, enable completely new therapeutic processes in the treatment of short and long sightedness. In Hannover, as one of the world's largest centres for organ transplants, significant advances have been achieved in the field of regenerative medicine. For example, doctors and scientists in Hannover have succeeded in developing bioartificial heart valves for children, which the body accepts as its own tissue and that grow along with the child's heart and, in this way, help avoid the several operations that would otherwise have been necessary to adjust the size of the heart valves until the patient is fully grown.

Niedersachsen is an outstanding location for companies in the area of medical technology – situated at the heart of Germany, it is the largest and most innovative market for medical technology in Europe. It offers all the requirements for successful development of products along the entire supply chain. Excellent staff are trained in all the disciplines that are relevant for medical technology at the universities and research centres in Hannover, Göttingen and Braun-



schweig, and at several universities of applied science, while fundamental research is carried out at an extremely high level. Research centres such as the Centre of Biomedical Engineering in Hannover are also dedicated to applied research and offer companies extensive services for the testing and certification of newly developed materials and products. Two university clinics and numerous other efficient hospitals offer excellent conditions for clinical studies. A network of institutions, such as the Life Science Network and the federal state development bank NBank, offer companies that want to settle in Niedersachsen a wide variety of attractive incentives and support, including advice about location issues, finding research partners, copyright protection advice and support as regards applying for public funding for investments and innovation projects.

## eHealth



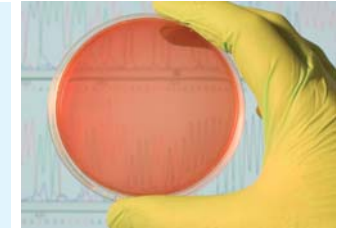
Healthcare systems are becoming increasingly dependent on Information and Communication Technologies (ICTs) to deliver top quality to patients. Although eHealth tools and services have been widely introduced to German health care facilities for several years and electronic medical records within health care institutions are already common and well accepted, the communication of discharge letters and findings between different institutions is still mainly paper-based, mainly because health authorities, hospitals, and doctors often have their own individual systems. The potential benefits to patients of these systems communicating with each other are immense.

The initiative 'eHealth.Niedersachsen' coordinates the activities to exploit the economic potential of ehealth in a growing healthcare industry for small and medium enterprises. The purpose of the project 'eHealth.Braunschweig' is to activate these cost potentials by establishing an interoperable communication network involving the main actors in the health care system in the Braunschweig region of.

'eHealth.Braunschweig' is also focusing on the impact of demographic change. Germans are living longer and experience more, and more intense, chronic diseases. They also place greater demands on the health services, and they are increasingly aware of their needs and have high expectations in regard to access, quality and the level of financing of health. Supporting healthy ageing means promoting health and preventing health problems and disabilities from an early age, and tackling health issues that are related to social, economic and environmental factors.

These challenges cause immense pressure on the German health care systems. Within 'eHealth.Braunschweig' it is faced by merging information and communication technology with health care and by evolving modern, exemplary network care services, thus provide tangible examples of how patient-centred, age-based care can work. The aim is to find innovative approaches to cope with these pressures, and to manage them in accessible, high quality, safe and cost-effective ways. eHealth solutions, deployed appropriately, can provide a partial solution to these challenges and contribute towards ensuring a competitive and sustainable future for health care in Germany.

## Red biotechnology | TRAIN



TRAIN stands for "Translationsallianz in Niedersachsen – Alliance for Translation in Niedersachsen". In this cooperation, university and non-university research facilities bundle their knowledge and their infrastructures to get potential active ingredients and vaccines that are developed in the laboratories to the patients who need them faster. Together, the scientists in TRAIN transfer results from fundamental research into new biomedical diagnostic, therapeutic and prevention procedures. The aim is to map the entire development chain of medical research, from the discovery of a new active ingredient to the finished drug, in Niedersachsen's research facilities.

### The partners

TRAIN is a cooperative project involving the Helmholtz Centre for Infection Research (HZI), The Fraunhofer Institute of Toxicology and Experimental Medicine (ITEM), Leibniz University of Hannover (LUH), Hannover Medical School (MHH), University of Veterinary Medicine Hannover (TiHo) and the Technical University of Braunschweig (TU BS).

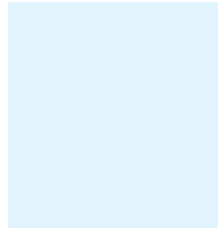
### The centres and their goals

Within the scope of TRAIN, new research centres will evolve to map the entire development chain of new therapies for infectious diseases – from the discovery of new active ingredients to early clinical studies.

#### 1. Modelling

BRICS – Braunschweig Integrated Centre for Systems Biology  
The Technical University of Braunschweig and HZI formed a new joint centre for bioinformatics and system biology at Technical University of Braunschweig – Braunschweig Integrated Centre for Systems Biology.





No one loves your business  
as much as you.  
But we're a close second.

The variety and the pure beauty of Niedersachsen's landscapes combined with the wide range of wellness offers available make it a very unique spot in Germany, a region that has everything going for it in terms of health offerings, as the many enthusiastic visitors to such unique places as Neuharlingersiel or Bad Sachsa, Bad Bentheim or Bad Bevensen will confirm.

Immerse yourself on your next vacation in a unique wellness oasis right in the heart of Germany – in Niedersachsen!

[www.nglobal.com](http://www.nglobal.com)



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German for business.

In cooperation with:

**BioRegion,**

the Healthcare and Life science initiative of the State of Niedersachsen  
[www.bioregion.de](http://www.bioregion.de)

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**Harzer Tourismusverband e.V.**

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

**eHealth.Braunschweig,**

c/o **Braunschweiger Informatik- und Technologie-Zentrum**

[www.ehealth-braunschweig.de](http://www.ehealth-braunschweig.de)