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Central German Airports Group

## ▶ Central German Airports Group and its Subsidiaries Get a New Public Image

**The two major Central German airports are introducing an updated design under the umbrella of the Central German Airports Group from September. The two other subsidiaries in the holding, PortGround and EasternAirCargo, have adapted their public image too.**

MITTELDEUTSCHE  
AIRPORT HOLDING



Five brands, one holding: an overview of the new logos

Brand identity provides a variety of different and important information to visitors to the airports, partners in airline companies and local companies, shareholders, partners, members of staff and the general public. The messages communicated by the company group are clearly seen in the corporate design – in the logos, signs, brochures, posters and advertisements. Each company has its own self-contained brand identity, but it is clear that each company belongs to the corporate group. It is being given a new image in the shape of the “Mitteldeutsche Airport Holding” with an international flavour and the colour blue freshens up its public face. This takes into account the increasing number of international customers using the Central German airport system.



One very striking change is the new “Dresden International” brand. The idea behind adding the word “International” is to provide more support for marketing the state of Saxony and its capital Dresden around the globe.

It will be some time before the switch to the updated corporate design with its trademark name, logos and design principles has been completed. This will take place as and when resources become available.

Central German Airports Group

## ▶ **Central German Airports Group with a New Shareholder Structure**

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**The agreement for the state of Saxony-Anhalt to take over the shares held by the city of Halle was signed in March/April 2008. The city of Halle is retaining a symbolic shareholding of 0.2 percent and this gives it the possibility of playing a role in the further development of the company group.**

At the ceremony to mark the signing, the CEO of the Central German Airports Group, Markus Kopp, praised the cross-state cooperation between Saxony and Saxony-Anhalt and the local authorities involved in the CGAG. “This is unique in Germany and that is why others are envious of us!” Saxony and Saxony-Anhalt, he added, had always supported the onward development of the Central German Airports Group and its companies in a constructive and committed way and provided active backing for the successful developments achieved over the past few years.“

So the distribution of shareholdings now looks like this: the Free State of Saxony 76.64 percent, the state of Saxony-Anhalt 18.54 percent (formerly 13.58 percent), the city of Dresden 2.52 percent, the city of Leipzig 2.10 percent and the city of Halle 0.20 percent (formerly 5.16 percent).

Central German Airports Group

## ▶ **New Shareholder Structure at the Two Airports Too**

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**The shareholder structure at the two airports in the Central German Airports Group has also changed as a result of the regional district administrative and functional reforms in Saxony.**

As the former rural district of Kamenz has now become part of the rural district of Bautzen, the latter has also become a shareholder at Dresden Airport. The shareholdings are now distributed as follows: the Central German Airports Group 93.996 percent, the Free State of Saxony 4.8366 percent and the rural districts of Meissen and Bautzen each with 0.5837 percent.



The shares in Leipzig/Halle Airport held by the former rural district of Leipziger Land (now rural district of Leipzig) have been completely sold to the Free State of Saxony, but the former rural district of Delitzsch still has a shareholding as the rural district of North Saxony. The shareholdings at Leipzig/Halle are now distributed as follows: the Central German Airports Group (94 percent), the Free State of Saxony (5.5 percent), the rural district of North Saxony (0.25 percent) and the town of Schkeuditz (0.25 percent).

Central German Airports Group

## ► Central German Airports Group and Leipzig Graduate School of Management Cooperate

**Leipzig Graduate School of Management (HHL) and Central German Airports Group have recently signed a cooperation agreement to work together in the long term.**



Two banners advertise the Leipzig Graduate School of Management (HHL) in the mall at Leipzig/Halle Airport

The HHL provides initial and further training courses for current managers and the next generation of executives and mainly focuses on the fields of strategy, marketing and logistics. Assignments carried out by students, practical projects and case studies could also serve the aims of the airport holding in future. In return, the Central German Airports Group will make advertising space available for innovative marketing by the HHL at the airports in the holding and will ensure that the HHL is represented at special events that it organises. The HHL launched an advertising campaign at Leipzig/Halle Airport in July. Public awareness of one of the leading German business schools should be expanded as a result of the two banners.



Central German Airports Group

## ► **Nine Trainees Start Their Professional Career at the Holding's Airports**

**Real life in the business world started for nine young people on 18 August – they began their professional training at companies belonging to the Central German Airports Group. They will be learning seven different jobs at Leipzig/Halle and Dresden Airports.**



The much sought-after training places comprise the following jobs: in Leipzig, three specialists for warehouse logistics, an electronics expert for automation technology, an IT systems electronics specialist, a vehicle mechanic, an office clerk and a young lady training to be an office communications clerk; they are joined by a young lady in Dresden, who is being trained as a real estate agent for the very first time. All the young people come from areas close to the airports. They have a good chance of obtaining a full-time job where they are doing their training: they will be employed for at least six months if they successfully complete their training and in the past the companies in the Central German Airports Group were largely successful in their efforts to offer them a permanent job within the holding because training is only offered to match company needs.

Nine new faces, surrounded by the Personnel Manager at Leipzig, Yvonne Krebs (left), and the Manager of the Personnel Office in Dresden, Sabine Haus and representatives of the works councils

Central German Airports Group

## ► **Holding Subsidiaries Represented at International Trade Fairs**

**Two subsidiaries at the Central German Airports Group, Leipzig/Halle Airport and EasternAirCargo, will attend important international trade fairs in Munich and Kuala Lumpur during the next few weeks.**

The airport will be presenting its services to interested customers at the EXPO REAL in Munich on a joint stand organised by the Leipzig/Halle region in Hall C2 on 6-8 October. The EXPO REAL, the international trade fair for commercial real estate, stands for business-oriented networking in project that cross sectors and national borders, investments and funding. EXPO REAL attracted 1,823 exhibitors from 43 countries and 23,800 visitors from 77 nations in 2007, making it one of the key dates in the international real estate sector's diaries. A stand forum will discuss issues under the heading "Leipzig/Halle Region – Shooting Star in Global Logistics" on 7 October. The speakers will include Eric Malitzke, Managing Director of Leipzig/Halle Airport, Michael Reinboth from the DHL Hub Leipzig/Halle GmbH and the managing director of Leipzig Freight Traffic Centre, Dr. Winkler.



The cargo service company EasternAirCargo will be presenting its range of services at the Air Cargo Forum at the Kuala Lumpur Convention Center in the Malaysian capital on 4-6 November.

## ► News from the Central German Business World

### ► 203.000 Visitors at Games Convention – to be held in 2009 in Leipzig again

**The GC - Games Convention in Leipzig ended with a visitor record for the seventh time in succession on 24 August: 203,000 trade visitors and games fans flocked to Europe's largest fair for interactive entertainment, infotainment, edutainment and hardware during the last few days.**



The Leipzig Trade Fair Company announced record participation at the start of this year's GC - Games Convention. The number of exhibitors rose from 503 to 547, the exhibition space from 112,500 to 115,000 square metres and there has never been such an international fair as this one. 234 companies came to Leipzig from abroad – in contrast to 189 in 2007.

The great majority of the games sector and visitors voted for the GC - Games Convention to stay at the traditional centre of Leipzig in a representative survey carried out by the Leipzig Institute for Market Research. "The GC - Games Convention will also be held in Leipzig in 2009," Wolfgang Marzin, CEO at Leipziger Messe GmbH announced

Colourful scenes at Leipzig's trade fair centre: the international fans of digital games met at the Games Convention in late August

on the final day of Europe's largest games fair. "The sector and visitors clearly want us to continue holding the fair in Leipzig." He said next year's fair would be held on 19 – 23 August 2009.

When asked "Should the GC be held in Leipzig in 2009?", only ten percent of the exhibitors responded by saying "No". And only 13.2 percent of the 14,600 trade visitors to the GC - Games Convention gave a negative response. The private visitors, more than one third of whom had travelled more than 300 kilometres to attend the fair, gave Leipzig the thumbs up: 82.1 percent wanted to see the GC in Leipzig in 2009. "It is very clear cut," was the comment by trade fair boss Marzin.

Lufthansa used Airbus A320 or A321 aircraft instead of Boeing 737s on some flights on the routes from Frankfurt and Munich and back during the "Games Convention". This meant that the company increased its capacity by up to 35 percent.



### ▶ CB Richard Ellis Investors Builds Logistics Centre in Grosskugel

**Another sophisticated logistics project costing approx. € 100 million is being built very close to Leipzig/Halle Airport on an area measuring 45 hectares. The investor is CB Richard Ellis, which does business around the globe.**

Chief executive Frank Bannert handed over the building permits to the project developer commissioned to handle the building, Helios Properties, on 2 July. The permit procedure was completed within just eight weeks.

“Business development is our highest priority in the Saale District,” Bannert said. CB Richard Ellis Investors has business operations in cities like Paris, Frankfurt, London, Milan, Brussels and Luxembourg and, according to its own figures, it handles investor funds amounting to \$ 42 million.

Initial plans envisage four sheds and building work started on them in August; the site has enough space for two other buildings, which would mean more than 180,000 square metres could be used. Companies, which cooperate with DHL, could then rent the property.

Officials estimate that between 1200 and 2000 new jobs could be created at this site. Grosskugel/Kabelsketal is increasingly being discussed with investors as it is located right next to the airport and has excellent transport links.

### ▶ New Logistics Shed to Be Built in Schkeuditz-West by Mid-2009

**The new logistics base will measure an impressive 420 x 120 metres and is due to have been completed between the A9 motorway and the B6 main road by mid-2009.**

The building, which is being funded by German and Dutch investors, will then be larger than DHL's distribution centre at Leipzig/Halle Airport very close by.

“The first stage involves the construction of a shed that measures 50,000 square metres and this will be subdivided into five equally large separate sections. They will then be able to be rented in their entirety or individually,” explains project manager Jan Schulze, commenting on the plans of investors Gewerbe Immobilien Entwicklungs AG from Munich (Gieag) and Merle Vastgoed B.V. from Maastricht. It is possible that between 50 and 80 jobs could be created in the shed on the site that measures 24 hectares; specific talks with potential tenants are already being held. Building work is due to start immediately after the normal building permit procedures, which are already in progress, and should be completed next year. No information about investment sums has been revealed. The arrival of DHL's hub at Leipzig/Halle Airport has attracted the attention of the whole sector to the advantages provided by the site at Schkeuditz.



### ▶ Regional Council Approves the Construction and Operation of a Press Shop

**During the reception to officially open the new Leipzig Regional Council on 1 August 2008, President Walter Christian Steinbach handed over a permit governed by the Federal Immissions Control Act to the BMW factory manager in Leipzig, Peter Claussen, to build and operate a press shop. It is due to begin operations in the first half of 2009. Total investments for the project, which is due to begin operations in the first half of 2009, amount to approx. € 145 million.**

“We at the regional council will not stop supporting and promoting the development of the Leipzig economy within the realm of the opportunities and responsibilities that we have. The fact that we are approving a project, which allows further investments to be made in a company that is leaving its mark on our region right at the start of our operations as a public body, should be ample evidence of this,” said the President of the Leipzig Regional Council, Walter Christian Steinbach when handing over the permit to Peter Claussen.

The expansion of the BMW factory in Leipzig is going ahead, but it will not alter the total capacity of the factory: 195,000 vehicles per annum or 650 units per day. The ability to manufacture 216,000 body shells per annum will also remain the same. In the past pre-pressed metal parts were delivered for body shell production, but they will now be processed at the new press shop.

### ▶ Airport Bakery Achieves up to 30 Percent Increase in the Holiday Period

**Hunger holiday-makers visit the branch of the “Wiener Feinbäckerei” at Leipzig/Halle Airport much more frequently during the holiday period than the rest of the year.**



The favourite products are Russian chocolate cheesecake, Latte Macchiato drinks and the loaf that is known as “The Real Thing”. The branch was opened in July 2004 and has enjoyed very positive developments in business terms. Six full-time and four part-time staff ensure that customers obtain what they need. “We are very happy with the development of our turnover at this location,” says Detlef Kellermann from the parent company, “Wiener Feinbäckerei”.

Always plenty of customers – the branch of the “Wiener Feinbäckerei” at Leipzig/Halle Airport increases its turnover by up to 30 percent during the holiday period



### ► First Customer for New A320/A321 Airbus Cargo Plane from Dresden

**The leasing company AerCap based in the Netherlands signed a contract with Airbus Freighter Conversion GmbH (AFC) on 16 July to cover the conversion of 30 A320/A321 passenger jets from its portfolio into cargo planes (A320/A321P2F).**



After the agreement was signed (from right to left): Alexei Fyodorov (UAC), Oleg Demchenko (Irkut), Lars Becker (AFC), Klaus Heinemann (AERCAP) and Andreas Sperl (EADS Elbe Flugzeugwerke) with models of the new A320P2F

AFC, which is based in Dresden, is a joint enterprise consisting of EADS EFW, Airbus and the Russian partners UAC and Irkut.

“We are very proud that a leading global airline in the shape of AerCap is the first customer for this completely new cargo plane,” said Lars Becker, CEO of AFC, at the Farnborough Air Show in England. “We are assuming that about 400 aircraft from the A320 family will be converted into cargo planes between 2012 and 2026. The first A320P2F will be ready for service in 2011. Once we have upped the production, we will then be able to convert about 30 aircraft in the A320 family into cargo planes every year.” All 30 planes will be converted in Dresden. From 2015 onwards, half the conversion work will take place in Dresden and the other half at a factory near Moscow.

“EADS EFW is the recognized specialist company for converting Airbus aircraft into cargo planes, having already worked on 160 large-capacity planes and delivered them to customers around the globe,” said Dr. Andreas Sperl, President and CEO of EADS EFW. “The conversion of passenger aircraft from the A320 family into cargo planes is an ideal supplement to our product range and will play its part in securing the long-term future of the factory in Dresden.” The Elbe-Flugzeugwerke and its subsidiary AFC are planning to employ 25 new engineers in order to reinforce their development capacity.



## ► Central German Region

### Dresden Is the Only Eastern German City among the Top 13 Locations

**A study has revealed that the Saxon state capital is the only Eastern German city among the top 13 locations in Germany that are fit to face the future.**

According to the Sächsische Zeitung newspaper, these are the findings of a study conducted by the Future Institute. The document has yet to be published.

The state capital was able to persuade the jury by facts like the following: 62.5 percent of children under the age of six go to a nursery school and more women than men (51.1 percent) are already in work. The assessment catalogue, which is based on the analysis carried out by the trend researcher Matthias Horx, covers a total of 18 criteria. The most important in terms of the study is the ability to provide social innovations. Factors like the number of fathers taking paternal leave, age activities and child-care facilities are important in addition to the number of women in employment. The study entitled "Germany's Future in 2020: How Our Top Locations Are Making Themselves Fit for the Future" names other top locations: the cities and regions of Munich, Berlin, Hamburg, Rhine/Main, Karlsruhe, Rhine/Neckar, Freiburg, Düsseldorf, Hannover, Upper Swabia, the Upper Palatinate region and Nuremberg.

### ► 2008 Education Monitor: Saxony Has the Best Education System in Germany

**A study by the Cologne Institute for Economic Research puts Thuringia in third place. Saxony-Anhalt improved on last year's ranking to capture ninth position, up from second to last in 2004.**

How efficiently do education systems prepare young people for the jobs market? This question was the key focus of the "2008 Education Monitor" study. Saxony was able to defend its top position in an impressive manner. The federal state was awarded good or very good marks in almost all the areas that were examined. According to the study, more engineers in Germany are trained at Saxon universities than anywhere else.

The Education Monitor of the Institute, which has close links with employer bodies, compares the education systems in all 16 federal states. The report says they made the greatest progress in the teaching of foreign languages and the international orientation of their universities. But the report says there are shortcomings in training engineers and providing all-day schooling for children. This was the fifth time that the study was published.

**► Dresden Jazz Days at the Airport for the First Time****Star Guest Candy Dulfer at Funk & Soul Night**

The airport has been included in the 8th edition of the Dresden Jazz Days for the very first time. The “Funk & Soul Night” will be held in the new terminal on Saturday 15 November starting at 8 p.m.

The terminal at Dresden Airport – once a hangar for the aircraft industry – provides a suitable framework for the jazz concert on account of its industrial architecture. Candy Dulfer, the star saxophonist from the Netherlands and Ms. Funk par excellence, will feature on the programme with her band along with Karl Frierson with his group SoulPrint. The “Open Mic Night” that follows in the “Chili” panorama restaurant guarantees that there will be plenty of lively rhythms until well into the early hours. Tickets can be obtained at the usual ticket agencies for € 35 (€ 20 reduced rates).

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