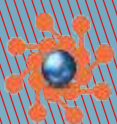


PROJECT REPORT

2021  
2022

HEALTHCARE SECTOR

# BUSINESS OPPORTUNITIES IN HANNOVER GERMANY



CRESCENDO<sup>®</sup>  
WORLDWIDE

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## GERMANY AND INDIA: BILATERAL RELATIONS

- Germany is India's most important trading partner in the EU.
- 6th most important trading partner worldwide.
- Exports from Germany to India amounted to USD 12.1 BN in 2021.
- Imports from Germany to India amounted to USD 8.8 BN in 2021.
- There are around 200 Indian companies operating in Germany



## INDIA-GERMANY TRADE



## HANNOVER QUICK FACTS



Area: 204 Sq.km.



Population: 538,000



Population Density: 2,623 Per.Sq.km



GDP: USD 64.14 BN



237 Major Businesses



44,000 Mini Businesses



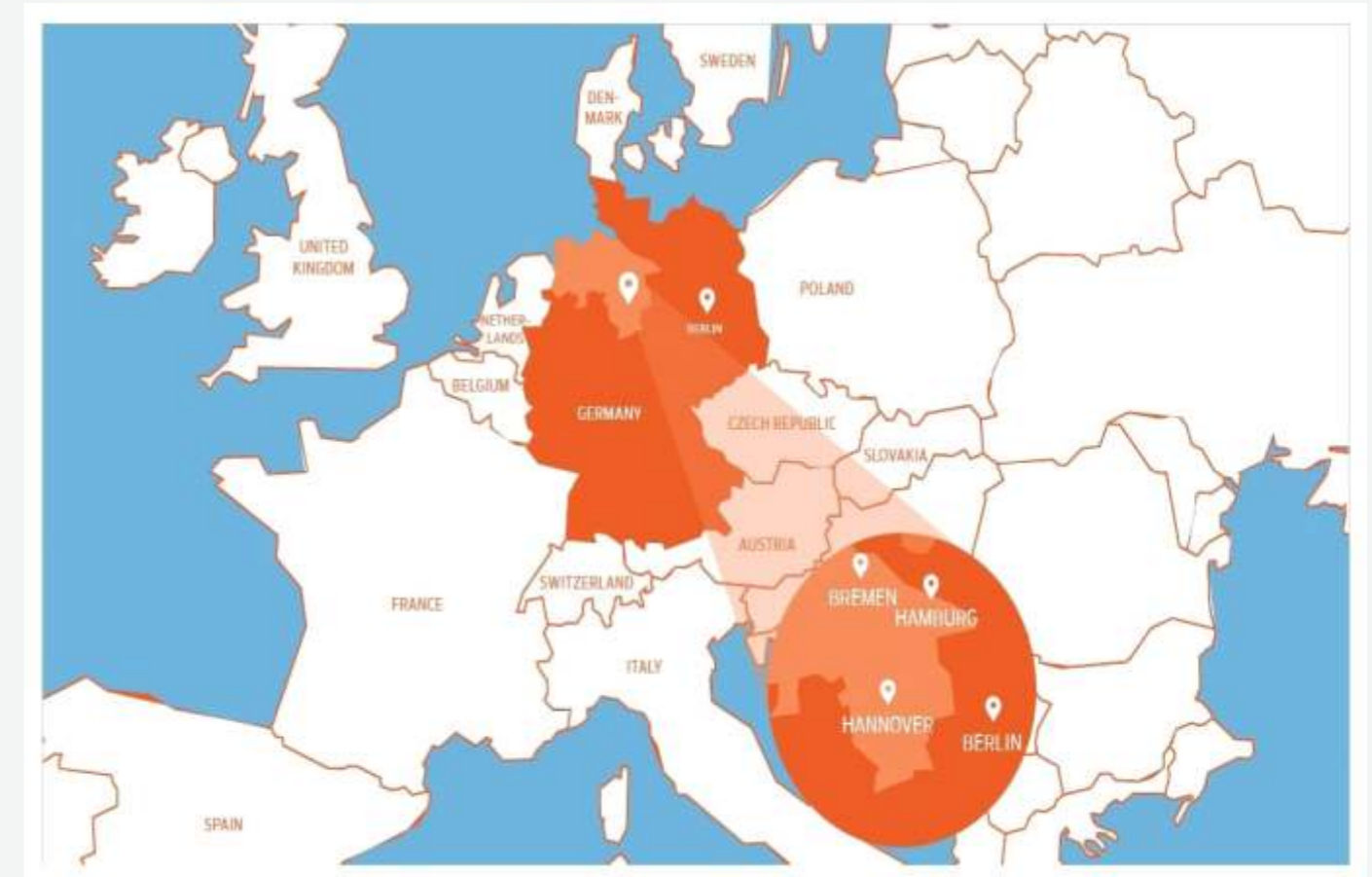
51,000 Businesses are Registered



Lower Saxony - 4th Most Important Exporter Of Germany

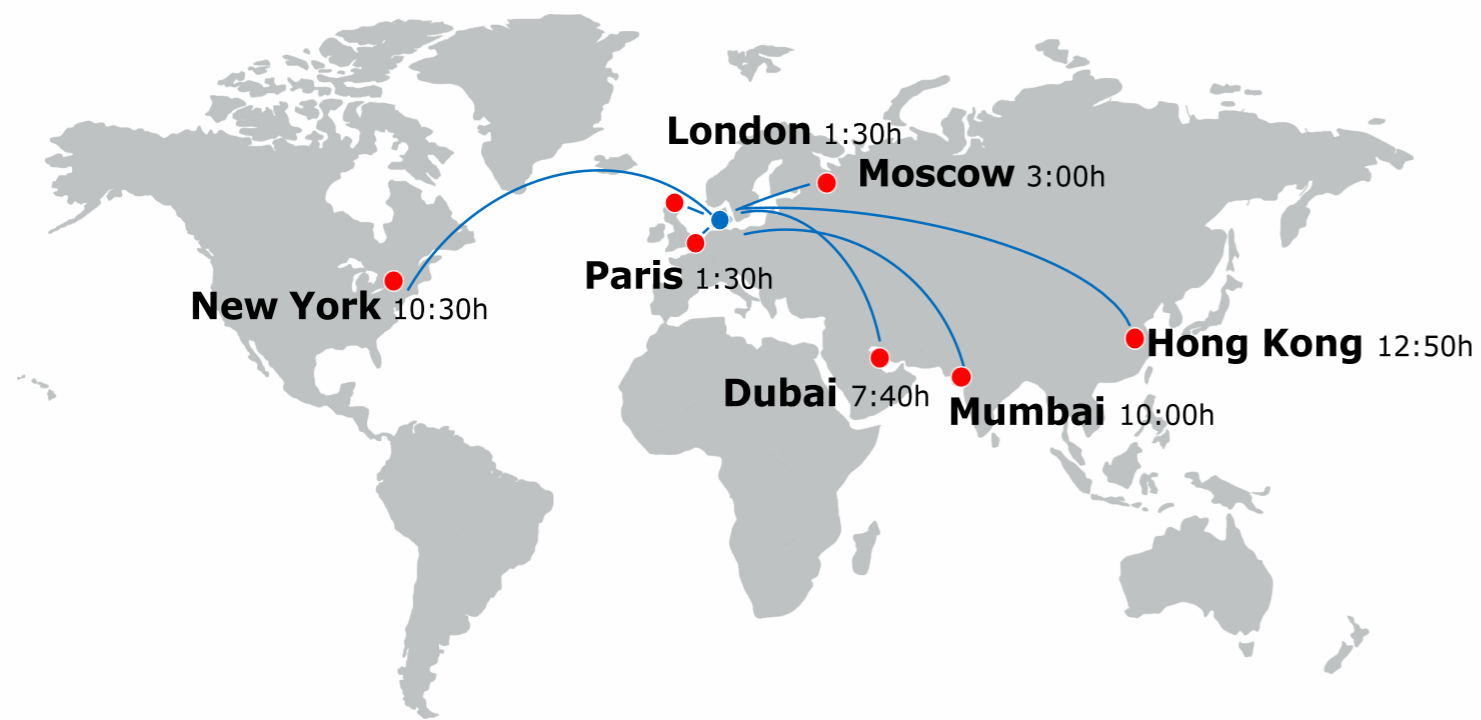


## EXCELLENT GEOGRAPHICAL PLACE



# CONNECTIVITY OF HANNOVER BY DIFFERENT MODE OF TRANSPORT

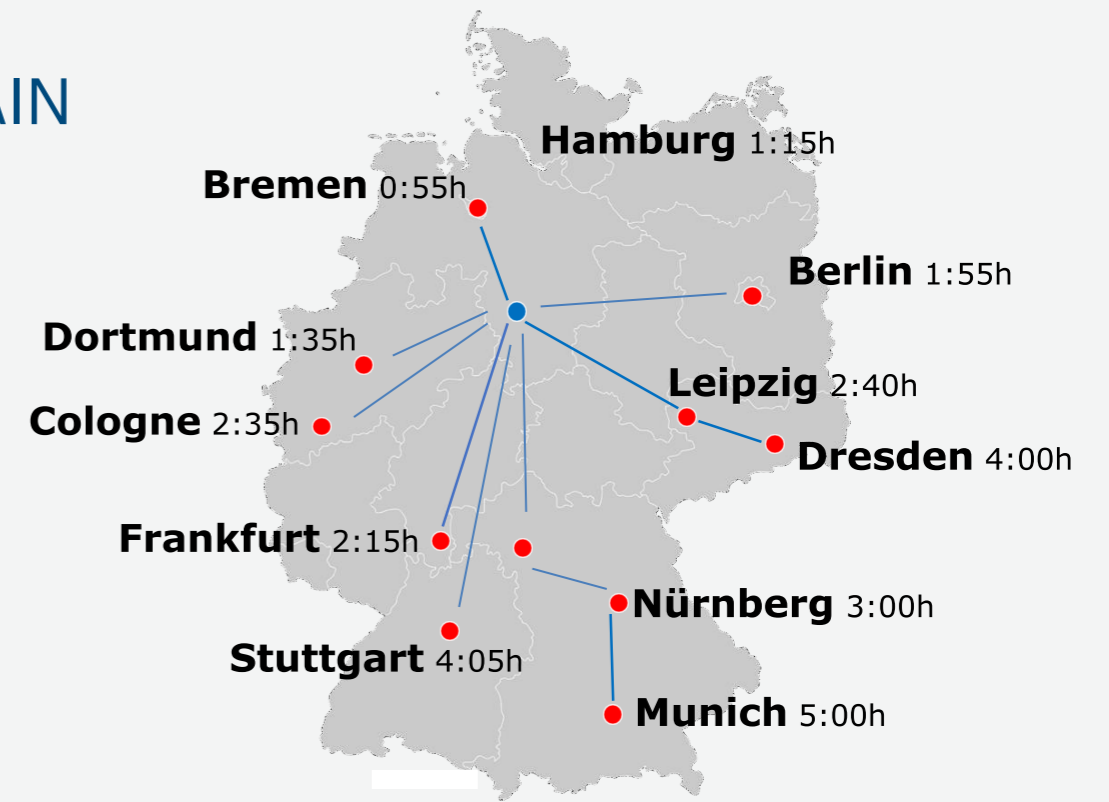
## BY PLANE



## BY SHIP



## BY TRAIN



## BY CAR



## POTENTIAL BUSINESS SECTORS OF HANNOVER



Automotive



Healthcare &amp; Life Sciences



Food and Beverages



Production Engineering



Energy



Information &amp; Communications



Financial Services



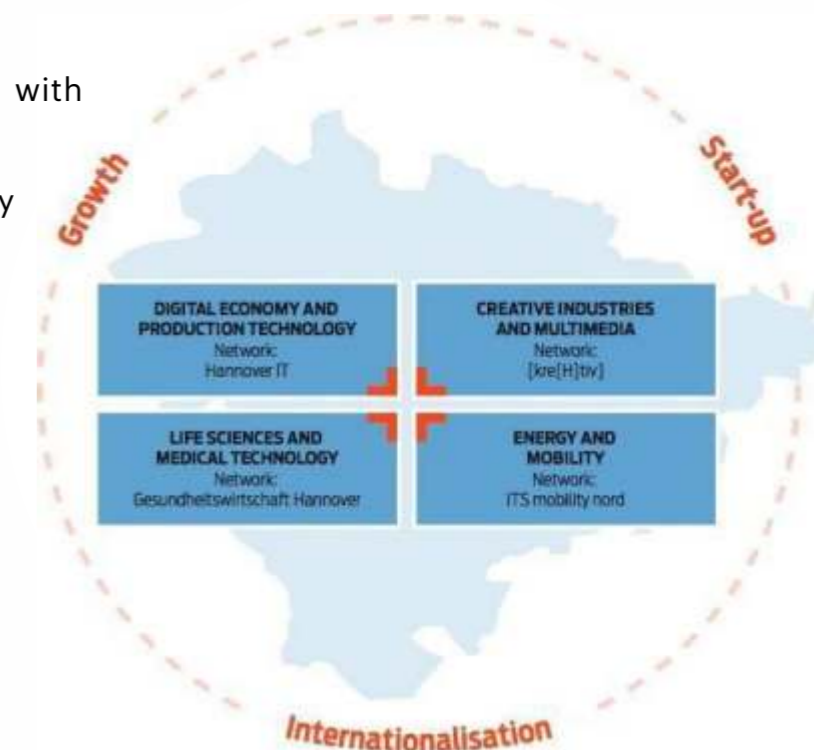
Logistics

## ABOUT - HANNOVER IMPULS



Promoting growth – Attracting business – Strengthening the location An initiative of the capital of Lower Saxony and Hannover Region Team of experts from public administration and industry Promoting a business in the Hannover region:

- Supporting start-ups with successful business ideas
- Strengthening industry growth sustainably
- Supporting companies' internationalization plans
- Strategic management of subsidiaries and funds



## INTERNATIONAL ACTIVITIES UNDERTAKEN BY HANNOVERIMPULS

- Consulting the public administration on topics of internationalisation
- Representing Hannover abroad
- Networking with regional and national business development agencies globally
- Networking in Germany: chambers of commerce, associations, diplomatic corps in Berlin
- Expansion of networks and representatives in
  - Russia: Moscow, Yekaterinburg, St. Petersburg, Nizhny Novgorod
  - Turkey: Marmara region, Eskisehir, Konya, Izmir, Istanbul
  - India: Mumbai, Pune, Bangalore, Chennai, Kolkata
- Coordinating internationalisation networks in Lower Saxony

## HANNOVER IMPULS - SERVICES & BENEFITS

### Product Market Analysis and Placement (our ProMAP Program):

Hannover Impuls work with the company and selected experts to develop a robust strategy for entry into the German market, including product analysis and market survey.

### Relocation Services:

They assist together with their partners throughout all administrative steps and cover the costs.

### Connected to a Strong, Broad Network (Regional and Abroad):

Industry partners, political stakeholders, R&D partners (universities & research institutes), trusted business advisors & partners

### Financial advice (public & private):

For financing your expansion and product development they support and guide their application process for public grants through their in-house funding experts with over 30 years of experience. Furthermore, they can also connect to venture capital and public equity funds.

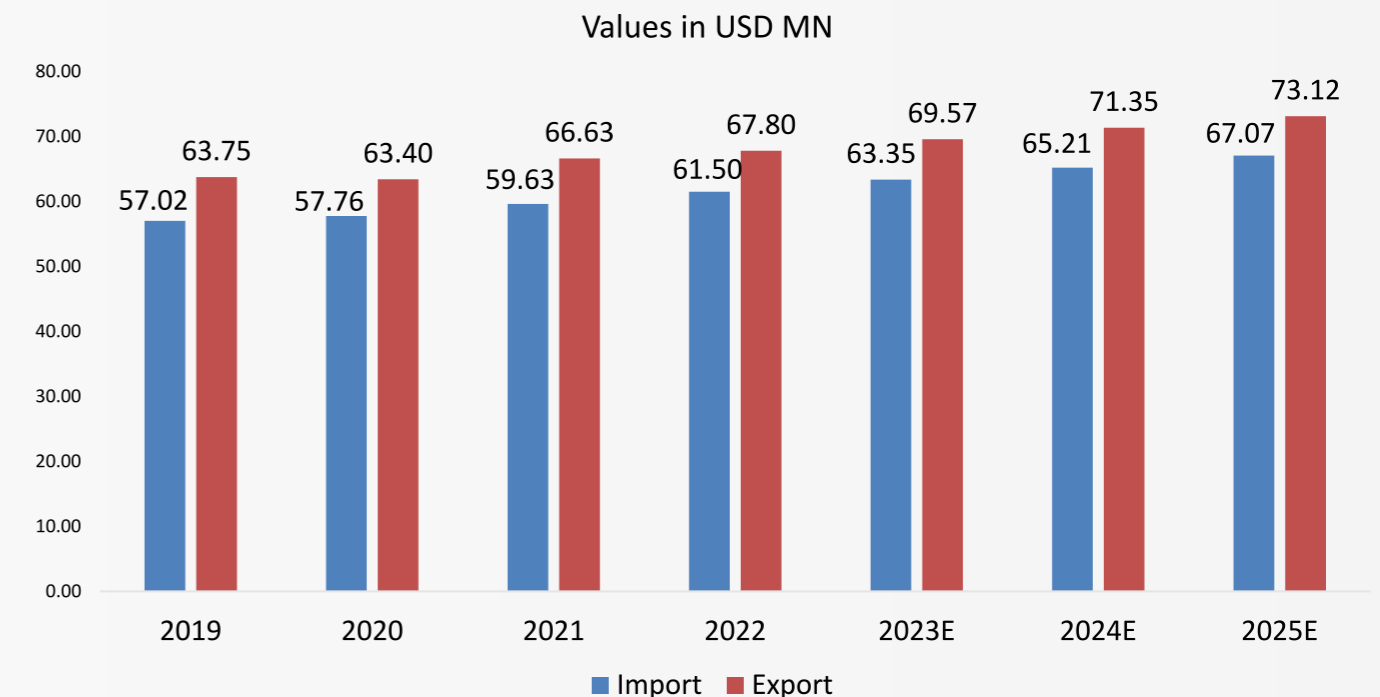
### Sales & Marketing Support:

For offering their products and services they support all engagements with the fair company Deutsche Messe AG (e.g. Hannover Messe, Labvolution) organizationally as well as financially. Within our GeMS program (German Marketing and Sales Solutions), they support marketing and sales activities.

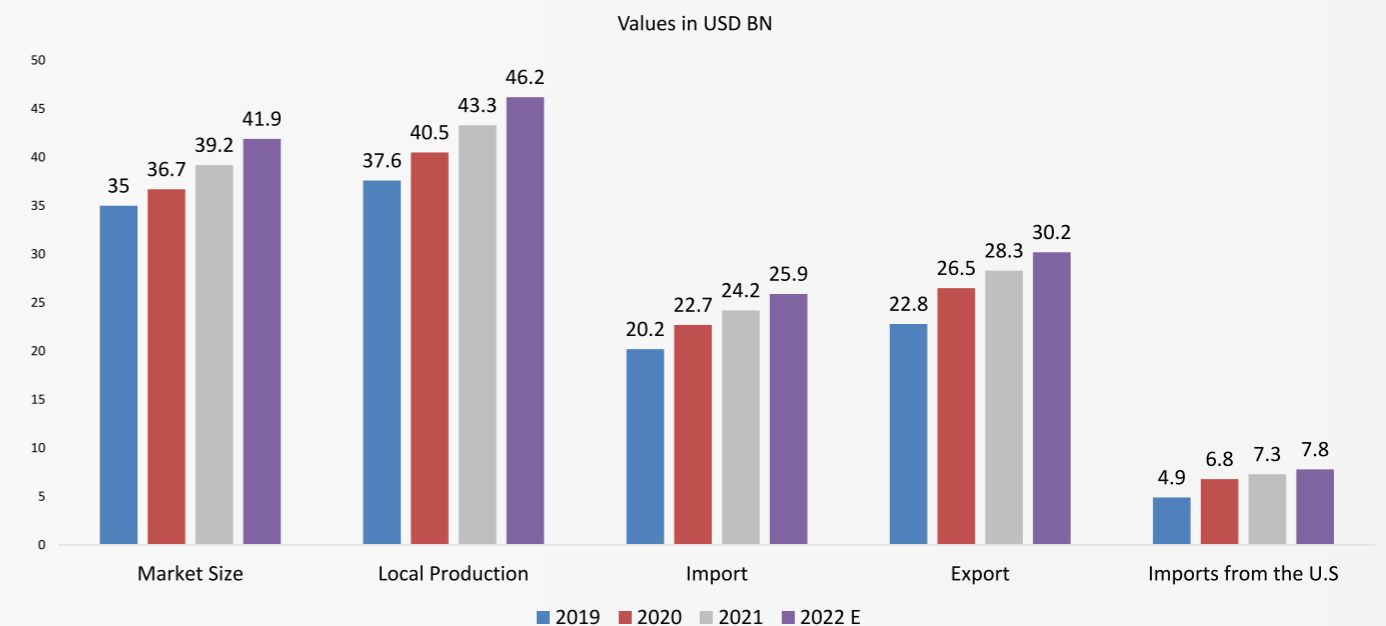
### Human Resources:

Support by searching for personnel for the office

## GERMANY HEALTHCARE TRADE



## THE GERMAN MEDICAL EQUIPMENT MARKET



## HEALTHCARE & LIFE SCIENCES SECTOR IN HANNOVER

Health sector adds approx. **USD14.27 BN** to annual gross value.

There are around **709,000** people working in the health sector.

Hannover has **200 hospitals** with approx. **45,000 beds**.

**190** life science and medical technology enterprises are operating in Hannover.

**4 technology** centres with a biotechnology focus are present in Hannover.

**25%** of all new jobs have been generated in the health sector.

## HEALTHCARE & LIFE SCIENCES SECTOR IN HANNOVER

- Hannover as a site for science with around 46,895 students – almost 13% of them from abroad – and around 12,000 people employed in the pursuit of science at the universities, are among the most important such sites in Germany.
- In order to inspire the next generation of specialists and scientists to embark on scientific careers at an early stage, the ideas exhibition IdeenExpo – Germany's largest youth event for science and technology – is held in Hannover every two years.
- The EMA is an administrative authority with over 900 employees working on complex matters arising from the world of science and research.
- 4 technology centres with a biotechnology focus are present in Hannover.
- More than 20 prestigious companies and research facilities have opted to locate in the Science Park, among them, the well-known Laser Zentrum Hannover (LZH).
- 25% of all new jobs have been generated in the health sector.

## HANNOVER A STRATEGIC LOCATION FOR THE HEALTHCARE SECTOR

### LEADING UNIVERSITIES AND RESEARCH INSTITUTES

- Hannover Medical School (MHH)
- University of Applied Sciences and Arts (HsH)
- Hannover School of Veterinary Medicine (TiHo)
- University of Hannover (LUH)
- Laser Center Hannover (LZH)
- Hannover Center for Production Technology (PZH)
- Fraunhofer Institute for Toxicology and Experimental Medicine (ITEM)

### LEADING HOSPITALS

- Hannover Medical School (MHH)
- Klinikum Region Hannover (KRH)
- Diakonische Dienste Hannover (DDH)
- International Neuroscience Institute (INI)

### SEVERAL CORE STRENGTHS IN THESE THERAPEUTIC AND/OR HEALTHCARE BUSINESS AREAS

- Neurobiology
- Transplantation medicine
- Regenerative medicine
- Proteomics
- Stem cell and medical engineering
- Infection biology (including vaccine development)

### FACILITIES IN MEDICAL PARK HANNOVER

- 4 Buildings with approx. 13,000m<sup>2</sup> of Laboratory & Office Space
- The rooms are designed for immediate occupation
- Specific Laboratory Equipment and lab connections





## HANNOVER A STRATEGIC LOCATION

### RESEARCH & SCIENCE

With around 66,000 employees paying social security contributions in 3,600 companies, health is one of the most significant growth sectors in the town and region of Hannover.

### RESEARCH FACILITIES

With their university hospital, the Hannover Medical School—with 3,400 students the largest medical training facility in Germany.

### SEAMLESS LOCAL VALUE CHAIN

With Hannover Clinical Trial Center HCTC GmbH, the Clinical Research Center (CRC) and the Fraunhofer Institute ITEM, there are as many as three facilities capable of organising and supporting the conduct of clinical drug studies.

### INITIATIVES AND CLUSTERS OF EXCELLENCE

The different areas of scientific focus in Lower Saxony and Hannover are organised in various initiatives and clusters of excellence which in the last few years have spawned translational research centres.

## EXCELLENT GEOGRAPHICAL PLACE



## MAJOR LOCAL PLAYERS



- ▶ **Health Area, Therapeutic Area, Veterinary Category, Indications For Humans**



- ▶ **Pharmaceuticals, Consumer Health, Crop Science**



- ▶ **Innovations for life, Medical & Hygiene, Pharmaceuticals**



- ▶ **Molecular Radiopharmaceuticals Drugs, Oncology Indications**

## MAJOR INTERNATIONAL PLAYERS



- ▶ **Health Area, Therapeutic Area, Veterinary Category, Indications For Humans**



- ▶ **Pharmaceuticals, Consumer Health, Crop Science**



- ▶ **Innovations for life, Medical & Hygiene, Pharmaceuticals**



- ▶ **Molecular Radiopharmaceuticals Drugs, Oncology Indications**

## RELATIVE COST BENEFITS OF FORMING A COMPANY IN SAXONY

### Microloans For Business Founders And Young Entrepreneurs (ESF)

- Business founders before they start their business operations as well as young enterprises up to five years after they started their business may apply for a low-interest loan amounting to a maximum of \$ 20,622 directly at Saxony's Development Bank (SAB).
- A mandatory prerequisite for any project is that the borrower of the loan must make a co-payment of at least 20 % of the total costs.

### Business Consultation / Coaching

- The "Business Consultation / Coaching" program is the core component of Saxony's consultation funding for SMEs.
- Counselling services may be provided, Corporate management, particularly regarding an operational, financial, human resource, technical, and organizational issues

### Innovation Grant

- Innovation Grant is designed to prepare particularly small companies and craft enterprises for cooperation with scientists.
- Innovation Grant innovation grants foster the utilization of external R&D services in conjunction with the development of new or the improvement of existing products

### Guw Start-up And Growth Financing

- Business founders can get help from these types of funding to get loans for investments, production equipment and facilities, as well as liquidity support, which can each be granted up to an amount of 2.57 million dollars per loan.

### GRW Investment Grant – Joint Task "Improving Regional Economic Structures

- Germany's Federal Government and the federal states jointly support projects of commercial enterprises (including tourism) which contribute towards a well-balanced infrastructure.
- The subsidies are designed as incentives for investments into the creation of permanent jobs and the support of innovations – to the benefit of the income of the people in these regions.

### Saxony's Investment Bank For Small And Medium-sized Enterprises – MBG

- The MBG supports the financing of commercial business start-ups of all branches with investments.
- In close cooperation with the appropriate chambers and house banks, it accompanies projects all the way to their implementation and even beyond that phase

## ASSOCIATIONS & CLUSTERS

**vfa.** Die forschenden  
Pharma-Unternehmen

**43 Members**

**BPI** Bundesverband der  
Pharmazeutischen Industrie e.V.

**309 Members**

Bundesverband  
der Arzneimittel-  
Hersteller e.V. **B.A.H.**  
beraten • analysieren • handeln

**400 Members**

**progenerika**

**17 Members**

**BVMed**  
Gesundheit gestalten.

**240 Members**

**SPECTARIS**  
Deutscher Industrieverband für Optik,  
Photonik, Analysen- und Medizintechnik

**400 Members**

**bvifg** Bundesverband  
Gesundheits-IT

**100 Members**

**BiM**  
BUNDESVERBAND  
INTERNETMEDIZIN

**100,000 Members**



## HEALTHCARE & LIFE SCIENCES TRADE FAIRS



**Date: 09 - 11 May 2023**  
**Venue: Deutsche  
Messe AG,  
Hanover, Germany**

**LAB SUPPLY**

**Date: 06 Sep 2023**  
**Venue: Hannover,  
Hanover, Germany**



**Date: 03 - 05 Feb 2023**  
**Venue: Messe Stuttgart,  
Stuttgart, Germany**



**Date: 10 - 12 May 2023**  
**Venue: Messe Bremen,  
Bremen, Germany**



**2023**  
**Venue: Germany**

## BENEFITS OF ATTENDING TRADE FAIRS

- Doing business - boosting sales
- Reach new target groups and cooperation partners
- Showing presence, building trust, retaining customers
- Demonstrating strength
- Gaining market share
- Personal networking as a door opener
- Getting direct feedback on your own products
- Discovering industry trends
- Using trade fairs as communication events
- Motivating employees and winning new ones





# BUSINESS OPPORTUNITIES IN HANNOVER GERMANY



- Crescendo Worldwide GmbH.
- Crescendo Worldwide Pvt. Ltd.
- Crescendo Worldwide FZCO
  
- [info@crescendoworldwide.org](mailto:info@crescendoworldwide.org)  
[www.crescendoworldwide.org](http://www.crescendoworldwide.org)



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