



Best of Both Leipzig – Old meets New Economy.

The leading cross-industry event of German industrial companies and innovative startups from 20 nations is coming to Leipzig!

Interview with Torsten Krug, founder Stiftung der deutschen Wirtschaft für Arbeit und Beschäftigung (SWAB GmbH)

Torsten, after the great success of Best of Both Berlin, SWAB as organizer launches the Best of Both Leipzig on March 24th, 2015. Why now Saxony?

Leipzig is the fastest growing German city in terms of qualified personnel and industrial settlements. According to a Financial Times ranking, Leipzig belongs to the top 10 regarding the establishment of businesses – out of 468 European cities and regions! Leipzig promotes selected future-oriented industries with a large focus on BioTech, automotive and logistics.

What else constitutes the attractiveness?

Many of our member companies have intentionally opted for Leipzig or extended existing activities. Amazon, DB Schenker, DHL, Porsche, BMW, Qiagen, Novartis and many others invest and create jobs. Besides the large established corporations, an increasing number of SMEs is getting involved as well. More and more international startups, e.g. in the field of biotechnology, come to Leipzig due to targeted funding.

What is the aim of the Best of Both Leipzig?

Established industrial companies, local SMEs and national but especially international startups come together to discuss innovations and disruptive business models. Plenty of business opportunities can be identified and excellent business contacts can be made. International startups can discover the entrepreneurial spirit in Leipzig. The Best of Both Leipzig therefore greatly contributes to establish Leipzig as international startup-hub.

The Best of Both in Berlin focused mainly on startups from the digital economy. Will that be similar in Leipzig?

We focus on innovative business models from the BioTech, automotive and logistics industry in Leipzig. Among others, we will have the CEO of one of the largest, owner-managed European BioTech companies and the CEO of Magna, one of the largest international suppliers to the automotive industry. On the other hand, for example, there will be one of the Zalando founders in Leipzig. And there will be, just like in Berlin, startups from about 20 nations to discuss innovative business ideas and solutions with visitors.

Torsten Krug is the founder of Stiftung der deutschen Wirtschaft für Arbeit und Beschäftigung (SWAB GmbH). In 2013, SWAB initiated a novel, innovative conference format called Best of Both Berlin. Top decision makers of industrial corporations meet international entrepreneurs to discuss innovative business models and to start out business activities among Old and New Economy. Joint organizer of the Best of Both Leipzig is the Leipziger Volkszeitung as well as the Dresdner Neuesten Nachrichten. The Best of Both Leipzig will be moderated by the n-tv chief anchor Christoph Teuner.

The interview was conducted by Tina Müller from SWABPost.com

More information online: www.bestofbothleipzig.com