

Presskit

Germany's
SAARLAND



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Working together for Saarland: A strong business location



Under the umbrella brand Germany's Saarland, key organizations involved in Saarland's economic and business location development present themselves as a unified network. Together, they represent a business location defined by close collaboration, efficient decision-making, and strong partnerships—with the shared goal of strengthening Saarland's visibility as a business location at both the national and international level while actively shaping its future development.

EXPO REAL provides the ideal platform to experience this strong network firsthand. The participating institutions and organizations showcase their expertise and contributions to Saarland's economic and business location development, presenting a comprehensive picture of Saarland as a competitive and future-oriented business location. Together, they demonstrate how investment, innovation, and sustainable growth are driven through close cooperation and strong partnerships.

The following pages introduce the partners participating in the joint exhibition stand and highlight their respective areas of expertise.

gwSaar Saarland Economic Promotion Corporation

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We develop, coordinate, and implement investment and relocation projects throughout Saarland. As Saarland's state-owned economic development and investment promotion agency, we serve as the central point of contact for companies and investors—from the initial site inquiry to the successful implementation of their projects.

As an active and hands-on implementation partner, we support investment projects, facilitate efficient decision-making processes, and bring together key stakeholders from business, government, public administration, academia, and international networks. This creates the conditions necessary for investment projects to be

realized efficiently, reliably, and sustainably.

Our core services include site selection, industrial and commercial site development, assistance with permitting and funding procedures, support in recruiting skilled professionals, and integration into the regional innovation and business ecosystem.

A particular focus of our work is the identification, development, and marketing of industrial and commercial sites. With our digital site and [real estate portal](#), complemented by a proprietary GIS-based site database, we operate one of the most advanced tools for identifying and evaluating brownfield and greenfield sites. This enables investor requirements to be matched quickly and precisely with suitable locations, allowing projects to move forward efficiently.

Under the umbrella brand Germany's Saarland, and together with our partners, we showcase the diverse opportunities offered by Saarland as a business location at EXPO REAL. We look forward to discussing your investment, business expansion, and development projects with you.

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SBB Saarland Bau und Boden Projektgesellschaft mbH

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SBB Saarland Bau und Boden Projektgesellschaft mbH is a key player in industrial premises management and commercial real estate development in Saarland. As a subsidiary of SHS Strukturholding Saar GmbH, SBB covers all activities relating to commercial property and has proven to be a reliable partner for moves and expansions by both foreign and domestic companies, as well as for municipalities and institutional clients.

Project company SBB develops, exploits and markets state-of-the-art commercial sites that stand out with their top-quality infrastructure facilities and tailored real estate concepts. Working in close collaboration with the gwSaar Saarland Economic Promotion Corporation, it supports the processes involved, from initial land provision through to turnkey implementation.

SBB has been setting benchmarks for the region, with successful past projects including the Eschberger Weg business park, Guy Lachmann police centre (PZGL) and Saarland police operational training centre (ETZ).

SBB's many years of experience and its tried-and-tested concepts allow it to play a major role in strengthening Saarland's regional infrastructure and economic efficiency for the long term.

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WOGESaar Wohnungsgesellschaft Saarland mbH EXPO REAL 2026



WOGESaar Wohnungsgesellschaft Saarland mbH is a key player in Saarland's housing industry and combines many years of experience with a clear social focus. Its roots go back to 1943, when Gemeinnützige Eisenbahn-Wohnungsgesellschaft mbH Saarbrücken (as it was known at the time) was founded. Today, the company pools all housing-based activities under SHS Strukturholding Saar GmbH and has become a modern partner.

WOGESaar has a portfolio of over 5,500 dwellings and looks after around 12,000 tenants in Saarland and Rhineland-Palatinate. Its offerings range from affordable single or student apartments to senior-citizen housing and family-friendly accommodation. As well as traditional tenancies, its range of services also includes developing and marketing housing projects.

It sets particular store by close customer relations and high-quality service: the company's work is built on short communication channels, designated contact partners, and quick response times. WOGESaar is therefore making a vital contribution to providing pleasant, affordable living space in the region.

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SaarLB Landesbank Saar

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We are the German-French bank, headquartered in the heart of the German-French border region, right in the centre of Saarbrücken. Further branches in Mannheim, Strasbourg, Paris, and Lyon ensure the best possible coverage of our business area. This means we are always close to our costumers and their needs – “Economic foresight through human connection” has been not only our motto for many years, but also the guiding principle behind our daily interactions.

We have been in existence for more than 80 years and have always focused on the corporate client segment, property and project financing, as well as institutional clients and local authorities/the public sector.

Within our Real Estate Finance division, we provide financing for commercial real estate and support institutional investors with tailored financing solutions. Our expertise covers existing properties, development projects, acquisition financing, and refinancing.

We focus on financing sustainable, economically viable real estate investments. By combining in-depth market expertise, decades of financing experience, efficient decision-making processes, and a partnership-driven approach, we support our clients throughout the entire investment cycle.

If you are looking for a financing partner that combines deep market expertise, efficient decision-making, and tailored financing solutions, please feel free to contact us. We finance commercial real estate investments across Germany, France, and the Benelux countries.

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SaarMoselle Eurodistrict

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Interreg



Cofinancé par
l'Union Européenne
Kofinanziert von
der Europäischen Union

Grande Région | Großregion

saarmoselle
EURODISTRICT
PROMETER

The heart of Franco-German cooperation

The SaarMoselle Eurodistrict is a European Grouping of Territorial Cooperation (EGTC) that unites French and German local authorities in a shared ambition: to make the border a force for development. It drives, coordinates and strengthens cross-border cooperation to build a more cohesive and more appealing region, which serves residents, businesses and investors.

Creating synergies to deliver projects

We bring together public and economic stakeholders, facilitate the emergence of cross-border projects and promote synergies between the regions on both sides of the border. We support initiatives in key areas such as economic development, spatial planning, transport, health, tourism, and even interculturality and bilingualism.

The Eurodistrict also mobilises European funding to support development projects. Through the PROMETER project, cofinanced by Interreg Greater Region as part of the SaarMoselle Functional Area, we are developing a joint economic promotion strategy to strengthen the appeal and visibility of the cross-border region among businesses, investors and talent.

Giving your projects a cross-border dimension

By connecting with the SaarMoselle Eurodistrict, you access a Franco-German region shaped by shared history, in which economic, territorial and human synergies are a genuine asset. You will benefit from a holistic view of the region, a network of committed partners and easy access to real estate opportunities on both sides of the border. We use our understanding of the French and German contexts to facilitate dialogue and identify appropriate partners to help you realise your plans.

The SaarMoselle Eurodistrict creates partnerships, harnesses synergies and helps create an environment that fosters investment and innovation.

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Communauté d'Agglomération Saint-Avoid Synergie

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Located in the heart of Europe, close to a vast cross-border region, the Saint-Avoid Synergie Urban Community (CASAS) supports the economic development of its territory by creating a business-friendly environment for companies, investors, and project developers.

CASAS develops attractive business parks, supports business establishment projects, and helps companies navigate every stage of their investment and relocation process.

Thanks to its strategic location, direct access to major European transport corridors, and a diversified economic base, the area provides excellent conditions for business growth, particularly in the fields of transport and logistics, chemicals, and hydrogen.

Building on a strong industrial heritage and an extensive network of partners dedicated to supporting businesses, CASAS offers tailored, local assistance for entrepreneurs and investors. Whether you are launching a new business, expanding your operations, or establishing a new site, we connect you with the territory's leading innovation and support organizations, including the University Institute of Technology (IUT) of Chemistry, the Plastics Industry Cluster (Pôle de Plasturgie), and Composite Park.

EXPO REAL is the perfect opportunity to discuss your investment and business location projects.

Whether you are looking for development land, commercial premises, institutional partners, or personalized support, CASAS offers you a single point of contact to help facilitate your growth in the heart of Europe.

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Communauté d'Agglomération Sarreguemines Confluences

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The Sarreguemines Confluences Urban Community supports entrepreneurs and decision-makers who wish to establish or expand their businesses in the heart of a cross-border industrial region. Its mission is to create the best conditions for business success through a competitive economic environment, high-performance infrastructure, and personalized support at every stage of the project.

The region is already home to leading industrial companies such as Continental, Ineos, Renz, Mibelle Group, Leach International, and Seifert, and continues to expand to accommodate new businesses. The Europôle business park, which has been awarded the 'Choose France'

label, is a 'turnkey' industrial site. Its proximity to the A4 highway, available land, facilities, and streamlined procedures make it a strategic location at the gateway to Europe.

Building on a long-standing industrial heritage and supported by leading players in logistics and industrial services, the region therefore offers businesses an environment conducive to their growth and competitiveness.

As a recognized industrial hub, businesses also benefit from a skilled labor pool, a bilingual workforce, and a strategic location at the heart of the Franco-German market.

Today, the Sarreguemines Confluences Urban Community is:

- a certified industrial region
- a bilingual (French-German) population
- a location at the heart of the European market
- a "Choose France" site ready to welcome industrial projects
- a strong tradition of cross-border cooperation.

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Communauté de Communes du Warndt

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Located in the heart of Europe and at the gateway to Germany's Saarland, the Communauté de Communes du Warndt is developing a strategically located business destination with a strong focus on economic development. Our mission is to create the best possible conditions for investment, innovation and job creation, while providing long-term support to businesses throughout their growth journey.

We develop and service high-quality business parks designed to meet the needs of both French and international companies. We support

investors and project developers at every stage of their projects – from business establishment and investment to expansion, relocation and diversification. As your single point of contact, we coordinate all relevant stakeholders, facilitate administrative procedures and deliver tailored, efficient solutions to ensure your projects are implemented quickly and successfully.

The Warndt area offers a range of compelling advantages for investors: immediately available business land from 2,000 m² to several hectares, existing commercial properties, and development projects with fully approved building permits, allowing for a rapid project launch.

Thanks to its strategic location at the crossroads of the French and German markets, the area benefits from a strong network of industrial, manufacturing, craft and service companies that can become your suppliers, subcontractors or customers.

Meet us at Expo Real and discover the opportunities for your next investment or business location project in one of Europe's most dynamic cross-border economic regions.

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Regionalverband Saarbrücken

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Turning Borders into Opportunities!

The Regionalverband Saarbrücken is a driving force behind the economic development of a region shaped by its unique location in the German-French border area. With a strong network of business, academia, government, and public administration, we create direct connections, bring expertise together, and provide reliable support for businesses and investments. In doing so, we strengthen the Eurometropole Saarbrücken as a business location and foster sustainable growth across the entire region.

We Build Bridges-Across Borders!

The Regionalverband Saarbrücken supports companies in addressing their individual challenges. We connect them with the right partners, whether they are looking for suitable business locations, need introductions to property owners, planning and permitting authorities, or assistance in identifying the right funding opportunities.

Through the economic development association "Wirtschaftsregion Saarbrücken e.V.", we connect businesses, research institutions, and public organizations, encourage collaboration in key future-oriented sectors, and jointly shape the region's economic development.

We are a trusted partner for investment, networking, and regional growth, providing support

- as your point of contact for all matters related to site selection and investment projects,
- through transparent communication and direct access to key business stakeholders in the Eurometropole Saarbrücken,
- by supporting the development of a future-ready and sustainable business location.

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City of Saarbrücken

Investing in the heart of the Franco-German Eurometropole

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Saarbrücken is the economic, scientific and cultural centre of the Franco-German Eurometropole, with a catchment area of around 1.5 million people. As the only German state capital situated directly on the border with France and in close proximity to Luxembourg, the city connects key European markets and provides companies, investors and project developers with access to a cross-border economic, labour and living environment.

The location offers a distinct competitive advantage. Businesses benefit from international networks, a large pool of skilled workers and close proximity to markets, research institutions, public administration and political decision-makers. At EXPO REAL the state capital Saarbrücken is showcasing key future projects aimed at sustainable urban development and further strengthening the city's position as an investment destination.

Saarbrücken boasts a diverse and forward-looking economic structure comprising industry, small and medium-sized enterprises, retail, the finance and insurance sectors, and knowledge-intensive services. With SaarLB, ODDO BHF, CosmosDirekt and Union Krankenversicherung, the city is also a prominent Franco-German centre for finance and insurance. Saarbrücken enjoys particular international recognition in the fields of artificial intelligence, computer science and cyber security. The German Research Centre for Artificial Intelligence, the CISPA Helmholtz Centre for Information Security and Saarland University, as well as companies and research institutions such as URSAPHARM, the Helmholtz Institute for Pharmaceutical Research Saarland, the Leibniz Institute for New Materials (INM) and the Fraunhofer IZFP, combine world-class international research, technology transfer and industrial application.

The state capital, Saarbrücken, supports businesses and investors from the initial site assessment through the search for suitable land and property to the identification of potential partners.

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Wirtschaftsförderungsgesellschaft
im Landkreis Neunkirchen mbH

WFG

Wirtschaftsförderungsgesellschaft im Landkreis Neunkirchen mbH

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The district of Neunkirchen, in past characterised by the iron and steel industry and mining, is now a modern, thriving economic region of great diversity. The massive structural change of recent years has significantly transformed the image of the region.

Through the joint efforts of all towns and communes, as well as various responsible institutions in the region, environmental and living conditions in particular have been improved and the transport infrastructure expanded. This has laid the foundations for sustainable economic growth and new employment opportunities. Further efforts are being made to harness and further develop the existing potential.

The WFG is a competent and with confidence contact for all business-related matters concerning small and medium-sized enterprises and traders in the retail, skilled crafts and service sectors within the Neunkirchen area. We work closely with government departments, chambers of commerce and credit institutions, and regularly organise events on current topics relevant to the business world.

Furthermore, the WFG actively supports start-up entrepreneurs with all its expertise, from the initial business idea right through to the launch of their self-employment. We assist companies with matters relating to growth as well as business succession.

Our team advises and supports clients in finding a suitable location or marketing a property, arranges commercial premises and vacant commercial properties, assists with planning and approval procedures, and advises on potential grants- and financing options.

We offer attractive business location opportunities of various sizes in the middle of the Saarland, with interesting terms and good transport access roads to the Benelux region. In our local authorities are seeking a different range of design ideas for urban development projects.

We would be delighted to convince you of the benefits of our direct access to the administrative level.

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Wirtschaftsförderung im Landkreis Saarlouis GmbH

EXPO REAL 2026



Economic region of the future

The Saarlouis district is one of Germany's most dynamic regions undergoing economic transformation. Building on a strong industrial heritage, the region is evolving into a diverse and future-oriented business location.

Situated at the heart of the border region between Germany, France and Luxembourg, Saarlouis offers excellent transport connections, a highly skilled workforce and outstanding conditions for investment.

Attractive development sites, efficient decision-making processes and close cooperation between stakeholders make the Saarlouis district a location with excellent prospects.

Economic Development: Your Partner for Successful Projects

Successful investments require a partner who knows the region and has the right connections. That is exactly the role we fulfil as the Economic Development Agency of the Saarlouis district.

As a one-stop agency, we are your central point of contact for investment and business location projects. We know the region's development sites, maintain close relationships with landowners, municipalities, public authorities and political decision-makers, and coordinate cooperation between all relevant stakeholders.

This enables efficient processes, fast decisions and reliable support throughout your project. As a trusted regional partner, we open doors, connect the right people and create the conditions that turn ideas into successful investment projects.

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IHK Saarland

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IHK Saarland is the voice of the Saarland business community, representing the interests of around 60,000 companies in industry, trade and services. As the statutory self-governing organisation of the business community, we promote a competitive business environment and support companies throughout every stage of their development – from start-up and growth to transformation and business succession. Our mission is to strengthen Saarland as a sustainable and competitive business location. Together with our partners, we bring together business, government, academia and public institutions to create an environment that fosters investment, innovation and long-term economic growth.

IHK Saarland supports companies with a comprehensive range of services and sees itself as a connector, facilitator and catalyst for business success. We bring together businesses, policymakers, public authorities, research institutions and other stakeholders, helping to create the conditions for innovation, investment and sustainable growth. Our key areas of activity include regional economic and location policy, business support, innovation, digital transformation, support for economic transformation, securing a skilled workforce, helping companies access new markets, business start-ups and succession, as well as vocational education and continuing professional training. Through events, studies, position papers and dialogue formats, we provide guidance, encourage knowledge exchange and create platforms for cooperation and new partnerships.

IHK Saarland offers access to a unique network of businesses, investors, associations, research institutions, municipalities and political decision-makers. Thanks to our close relationship with around 60,000 member companies, we have first-hand knowledge of Saarland's economic strengths, challenges and future opportunities.

EXPO REAL 2026 provides the ideal opportunity to connect with IHK Saarland. As the voice of the Saarland business community, we bring together companies, investors, project developers, municipalities and policymakers. We connect people, create opportunities and help turn ideas into successful investment and transformation projects. We look forward to meeting you at EXPO REAL 2026 and discussing investment opportunities, transformation projects and the future of Saarland as a business location.

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