



Investment and Marketing Cooperation Saxony-Anhalt

<http://www.saxony-anhalt-tourism.eu>



## **Bilateral Meetings**

- (10:15 - 12:15) Morning session
- (13:15 - 15:00) Afternoon session

### **Description**

The Investment and Marketing Corporation Saxony-Anhalt - The Economic Development Agency of the German Federal State of Saxony-Anhalt (IMG) strategically tailors tourism marketing to the demands of the market and to the needs of the main target groups as it seeks to strengthen Saxony-Anhalt's profile as a travel destination.

### **Organization Type**

Company

Areas of Activities

### **Associations, clusters in tourism sector**

### **Offer**

## **Information, inspiration and travel tips for Saxony-Anhalt**

Experience Germany's cultural treasure chest. No other place in Germany has conserved as much evidence of more than 1000 years of German and European history as the area of today's Saxony-Anhalt.