

RURAL DISTRICT MECKLENBURG LAKE DISTRICT (MSE)

*This is where business begins.*



WIRTSCHAFTSFÖRDERUNG  
MECKLENBURGISCHE  
SEENPLATTE

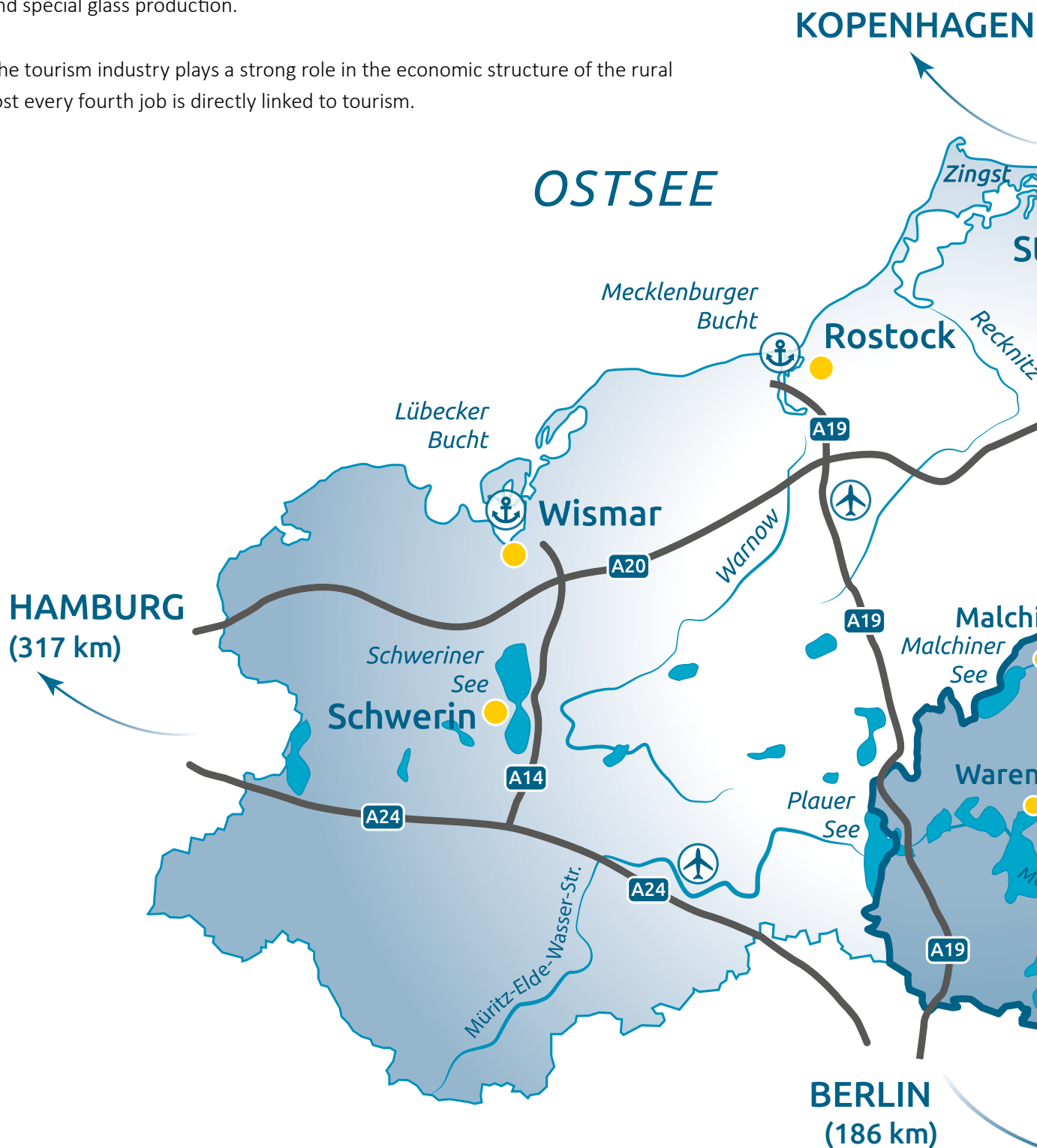


## Rural District Mecklenburg Lake District

### *One location. Many opportunities.*

The business structure in the Mecklenburg Lake District is characterised by small and medium-enterprises. Large companies play a subordinate role outside the city of Neubrandenburg. The focus of the companies located in MSE is on the food industry, mechanical engineering, metal processing and the automotive sector. In addition, MSE is an important location for globally active companies in the food and animal feed industry, mechanical engineering, the automotive industry, wholesale trade and for companies with cutting-edge technologies such as wood processing and special glass production.

In addition, the tourism industry plays a strong role in the economic structure of the rural district. Almost every fourth job is directly linked to tourism.





## Location MSE

- **Germany's largest district** with 5,496 km<sup>2</sup> (24 % of M-V) (Mecklenburg-Western Pomerania)
- **Ideal location conditions** with sustainably developed, partly green industrial and commercial areas from 10 m<sup>2</sup> to 127 ha
- **Best investment climate** with attractive funding conditions, favourable trade tax rates, speedy approval procedures and an attractive cost level
- **High quality of life** in a historically grown landscape full of natural, touristic and cultural highlights
- **Modern road, rail, air and water infrastructure** between Central, Northern and Eastern Europe, centrally located between Hamburg, Lübeck, Berlin and Szczecin (4 motorways, 11 federal roads, airport region Neubrandenburg-Trollenhagen, 4 federal waterways, modern ports with connections to trans-European transport routes)
- **Diverse mix of industries and companies:** food and nutrition, agriculture, forestry and fisheries, trade, services, logistics, tourism, vehicle supply industry, mechanical engineering and metal processing, construction and building materials production, renewable energies
- **Forward-looking research institutions:** Neubrandenburg University of Applied Sciences (Departments of Food Sciences, Agricultural Sciences, Landscape Architecture, Geoinformatics, Geodesy, Social Work, Education, Health, Nursing, Management), Zentrum für Lebensmitteltechnologie MV GmbH, Deutsches Zentrum für Luft- und Raumfahrt (DLR)
- Attractive **specialist and management prospects**
- Location potential for the **generation, storage and transport of renewable energies** (HyLand-HyStarter region)
- **Short distances** between **strong partners**



## Naturally networked. *Renewable energies*

The high degree of networking between science and industry has made M-V one of the leading regions in wind and solar energy production. More than 50 % of the electricity produced in M-V already comes from renewable energies such as wind, bio, hydro and solar power. According to Geoportal, MSE has more than 130 biogas plants (as of 2019) and 229 wind power plants (as of 2017). Already in 2017, the region could have covered its electricity consumption of around 1,100 GWh through the wind energy generated alone. The share of wind energy in renewable electricity generation in MSE is already more than 50 %. According to the draft status for the 4th participation stage (status of the partial update in 2021), suitability areas for wind energy plants with a total area of 3,248 ha are designated for the construction of wind energy plants in MSE - this is around 1 % of the total area of the Mecklenburg Lake District. By 2030, these areas could generate approx. 3,900 GWh of wind power, more than three times the amount of electricity generated in 2017. By 2020, the region was already in a position to make a wind power contribution of almost 50 % to cover the electricity demand in M-V. In terms of effective land utilisation and land-saving trade, photovoltaic systems are preferably installed on formerly used areas such as conversion, landfill or contaminated sites. With forms of utilisation of usable biomass from different input materials such as silo maize, wood residues or cattle slurry, further potentials for regenerative energy generation are used. Together with the existing salt caverns around Wesenberg, these are the best prerequisites for the generation, storage and distribution of renewable energies - for example in the storage medium hydrogen or biomethane and via existing distribution infrastructures.

The Landeszentrum für erneuerbare Energien (the State Centre for Renewable Energies M-V (Leea)) in Neustrelitz makes an important contribution to the promotion of sustainable energy production. In cooperation between the state and the Neustrelitz public utility com-

pany, a centre for research and knowledge transfer on the technological development of renewable energies has been established here. In addition, various projects are being realised in the region that deal with the topic of sustainability. The supraregional training centre in Waren/ Grevesmühlen e.V. is implementing the project „Generation Energy, Regional Skilled Workers for Regional Value Chains“ to activate regional labour potential in the field of renewable energies. The guiding idea is to secure skilled workers for the jobs that will be created in the future in the „(Bio)Energy Villages“. With the partial climate protection concept from 2015, the district is fulfilling its task as a central initiator for the implementation of sustainable development in the region and has developed recommendations for improving the energy status of selected municipal properties. MSE is taking an active approach to the energy transition, using savings and efficiency potential in its own building stock and implementing energy-efficient construction methods.

**HYSTARTER**  
WASSERSTOFFPROJEKTEN IN OBERSCHLESISCHEN



### Hydrogen region MSE

In 2021, the district of MSE and the city of Neubrandenburg became a HyStarter region as part of the federal HyLand competition. The final report of the project, presented on 6 June 2023, attests to the region's excellent conditions for the generation of renewable energies and great potential for the development of a hydrogen economy on the basis of existing areas and the renewable energies generated on them, all the way to a hydrogen export region. For the next stage of a HyExperts, the WMSE has already initiated concrete projects, among others in the areas of water sports MSE, for the sustainable development of the future location Stavenhagen and for the self-sufficient energy supply of municipalities and industrial estates.

#### MSE has:



130 biogas plants



229 wind turbines



50 % of renewable energies are wind energy



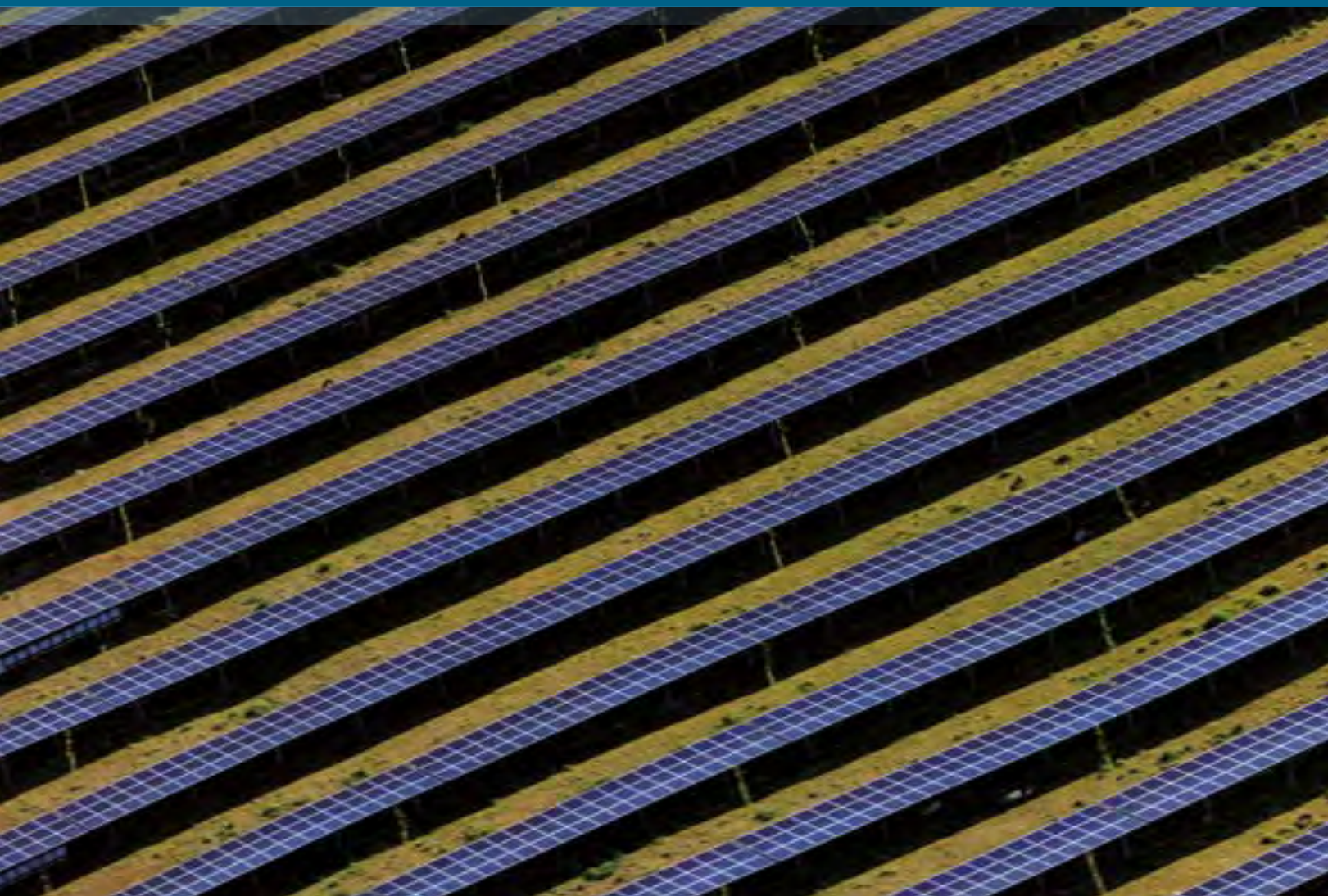
Designation of 3.248 ha (1 % of the total area) as wind energy areas

2020: coverage of 50 % electricity demand by wind energy alone. By 2030, generation of 3,900 GWh of wind power.  
Energy supplier MSE (2020): 381



Biogas Penzlin GmbH & Co. KG





### #MSEwasserstoff

Since November 2021, the WMSE has been offering the digital **#MSEwasserstoff**, a sought-after event format. Experts from science and industry, developers, engineers, users provide insight into different aspects of hydrogen technology, show current technologies and their practical applications, support interested entrepreneurs with solution approaches and contacts. The highlight of the mostly digital event so far was the on-site presentation of the first fuel cell electric-powered zero-emission truck „fyuriant“ from Hamburg **Clean Logistic SE** at the EGZ Waren (Müritz) on 23.11.2022.



#### Previous topics of the #MSEwasserstoff

- 25.11.2021: Digital launch event - Sustainable mobility and hydrogen infrastructure
- 07.04.2022: Hydrogen location MSE
- 25.08.2022: Production, transport and storage of hydrogen
- 23.11.2022: Presentation of the Zero-Emission-Truck fyuriant
- 24.11.2022: Hydrogen for all - in industry, commerce and the private sector
- 27.04.2023: Hydrogen in agriculture

The contents of all #MSEwasserstoff events are available here:  
<https://wirtschaft-seenplatte.de/msewasserstoff/>





Naturally future-oriented.

*Mechanical engineering, automotive and aviation*



Weber Maschinenbau GmbH

Mechanical engineering and the metal and electrical industries are very important in the Mecklenburg Lake District. Above all, special mechanical engineering - as at DMT GmbH in Demmin, Weber Maschinenbau GmbH in Neubrandenburg or Mecklenburger Metallguss GmbH in Waren - is an innovative growth engine and development factor for the region.

Away from the large car manufacturers, a successful automotive supply industry has also developed in MSE. High-quality vehicle air-conditioning and heating systems, components for reliable occupant protection and modern vehicle information systems are manufactured here. In addition, companies in the state produce hydraulic precision components, equip commercial vehicles with all-wheel drives and are active in the field of light metal forming. This success is primarily due to a number of system producers and suppliers who have established themselves as reliable partners to the auto-motive industry and successfully compete in the global market.

#### Investments in the MSE location

**Weber Maschinenbau GmbH** - developer and manufacturer of cutting and packaging machines for the food processing industry - has been investing almost ten million euros in the construction of expanded production, storage and logistics areas, including a modern warehouse system, at the Neubrandenburg site since 2022 to create opportunities for expansion and to cover the growing volume of orders. This is associated with the expansion of jobs at the Neubrandenburg and Groß Nemerow sites from 450 to 550 employees.  
[www.weberweb.com](http://www.weberweb.com)

**weber**

The increase in electromobility and thus the demand for electric high-voltage heaters also leads to an investment of millions at **Webasto Thermo und Comfort SE** in Neubrandenburg. A plant expansion to double production capacity is planned by 2024 at a cost of more than 20 million euros.  
[www.webasto-group.com](http://www.webasto-group.com)

**Webasto**  
Feel the Drive



MMG Waren (Müritz)



DMT Demminer Maschinen Technik GmbH



Webasto Thermo & Comfort SE



#### Mechanical and metal engineering in MSE

- a&s Günther Tausch GmbH (Neubrandenburg)
- DMT Demminer Maschinen Technik GmbH (Demmin)
- Foodlogistik Fleischereimaschinen GmbH (Neubrandenburg)
- MATEC GmbH (Malchow)
- MMG Mecklenburger Metallguss GmbH (Waren/Müritz)
- PACTEC Verpackungsmaschinen GmbH (Waren/Müritz)
- PED GmbH (Dargun)
- Seppeler Feuerverzinkung Waren GmbH (Waren/Müritz)
- SMW GmbH & Co. KG (Neubrandenburg)
- Weber Maschinenbau GmbH (Neubrandenburg)
- WTF Galvanotechnik GmbH & Co. KG (Kratzeburg)

#### Vehicle suppliers in MSE

- Conow Anhängerbau GmbH & Co. KG (Feldberger Seenlandschaft)
- EcoNautic Systems GmbH (Dargun)
- Fahrtec Systeme GmbH (Neubrandenburg)
- General Dynamics European Land Systems-FWW GmbH (Neubrandenburg)
- Spitzke Fahrwegsysteme GmbH (Möllenhagen)
- Webasto Thermo & Comfort SE (Neubrandenburg)
- Viebahn Stahl- und Metallbau GmbH & Co. KG (Stavenhagen/Basepohl)



Available and flexibly usable investment areas from 1 to 127 ha at Neubrandenburg-Trollenhagen Airport ([www.wirtschaft-seenplatte.de](http://www.wirtschaft-seenplatte.de))



MMG Waren (Müritz)



Naturally good.

## Agriculture, forestry and fisheries



The Mecklenburg Lake District (MSE) is characterised by agricultural use and is an important economic location in M-V in this area. Around 63% of the total area is used for agriculture (316,403 ha). In addition, agriculture is intertwined with upstream and downstream sectors and increasingly with the renewable energy sector.

A challenge for agriculture in MSE is the increasing concentration of agricultural land owned by a few supra-regional players. According to the Thünen Report, 36 % of agricultural land is owned by supra-regionally oriented investors. This is significantly higher than the average of 25 % for all regions surveyed. In addition, the share of land owned by non-agricultural investors, at 21 %, is also significantly higher than the average of 12 % for all the regions studied. This leads to declining income in the rural municipalities, as supra-regionally active capital owners do not pay business tax at the seat of a subsidiary.

According to the M-V statistical office, a total of 1,014 agricultural areas (mostly grain, oilseed and protein crop farms) with an average area of around 281 ha per farm are located in the district of MSE in 2020 (M-V agricultural census 2020). Conventional agriculture accounts for the largest share. However, the number of farms with fully organic farming has also increased slightly since 2011. In 2016, the region had a share of 17 % of all farms in this area, which is in line with the average for M-V.

Due to the natural conditions, the region has favourable structural conditions for the further promotion and strengthening of organic farming. Overall, agriculture in MSE has high labour productivity, high competitiveness and high profits with a strong export orientation. Despite a medium to long-term increase in global demand for food and a continuous technical development of automation, digitalisation and precision farming, the future of traditional agriculture lies in increasing value creation via diversification, the expansion of artisanal processing of agricultural products and, to a large extent, in the possibilities for extraction, storage, transport and use of renewable energies.





#### Agriculture MSE in figures

- Agricultural holdings MSE (2020): 1,014 with an average of 282 ha
- Utilised agricultural area in MSE (2020): 286,751 ha
- Organic farming MSE (2020): 202 farms (19.9 %) with 33,574 ha (11.7 ha)
- Forest area MSE (2021): 132.842 ha
- Cultivated area in MSE (2021): 124,200 ha cereals, 41,300 ha green crops, 10,700 ha root crops, 8,700 ha legumes, 39,300 ha oil crops
- Yields MSE in dt/ha (2021): 68.1 cereals, 467.6 green harvest, 1,070.9 root crops, 34.7 oil crops
- Livestock MSE per 100 ha (2020): 28.7 cattle, 46.3 pigs
- Livestock MSE (2020): 751 holdings with cattle (119.892 cattle), 143 holdings with horses/ equines (1.310 horses/ equines), 105 holdings with pigs (120.150 pigs), 103 holdings with sheep (11.291 sheep), 27 holdings with goats (184 goats), 155 holdings with chickens (3,447,600 chickens), 25 holdings with geese (603 geese), 31 holdings with ducks (5,550 ducks), 11 holdings with turkeys (63,812 turkeys).



#### From agricultural to energy farms

The extent to which renewable energies play a role in and for agriculture is also the topic of the **#MSEwasserstoff** series of events organised by the MSE Economic Development Agency. Among others, farmer Dirk Andresen from **Andresen**

**Sieden-bollentin GmbH & Co. KG** gave an insight into how and why a farmer with 1,800 ha of his own land and livestock (1,000 sows) invests in the production of biomethane, wind, solar energy and soon hydrogen, and sees this as a way of harnessing green energy via existing gas grids and a future-proof mainstay for farmers.

([www.wirtschaft-seenplatte.de/msewasserstoff/](http://www.wirtschaft-seenplatte.de/msewasserstoff/))





## Naturally delicious. Food and nutrition



Hausmesse Meck Schweizer/  
ELG Mecklenburgische Schweiz eG



Jackle & Heidi GmbH



Käsemanufaktur Müritz GmbH

The food industry, as a downstream sector from agriculture, has historically been one of the most important economic sectors in the Mecklenburg Lake District. More than half of the land area in MSE is used for agriculture. The processing and refinement of agricultural products from the region is a quality feature of the food industry in the rural district.

Numerous large and international companies have recognised the logistical importance of the location for themselves and underline this with their settlements or their commitment to the traditional location. In addition, there are young, innovative companies whose products are based on naturalness from the region.

The most important production sectors in the lake district include the baked goods industry, meat processing, milk processing, fish processing and beverage production. The Zentrum für Lebensmitteltechnologie (the Centre for Food Technology) (ZELT gGmbH) in Neubrandenburg offers comprehensive services as a service and consulting company and is a centre of competence for the food industry. The food industry in MSE also has links to the health industry and is an important building block in the development of M-V as a health state.

### Networks of the food industry

- Marketinggesellschaft der Agrar- und Ernährungswirtschaft M-V e.V. (Marketing Association of the Agricultural and Food Industry in M-V)
- Unternehmensinitiative Food Academy – Kompetenzen für die Ernährungswirtschaft e.V. (Competencies for the Food Industry e.V.)
- Zentrum für Lebensmitteltechnologie gGmbH

### Good by Tradition - Established Food Manufacturers in MSE

- Aviko Rixona Stavenhagen
- Cargill Deutschland GmbH (Malchin)
- Chefs Culinar Nord GmbH & Co. KG (Neubrandenburg)
- Darguner Brauerei GmbH (Dargun)
- DMK Deutsches Milchkontor GmbH (Altentreptow)
- Fischerei Müritz-Plau GmbH (Waren/Müritz)
- Gülden Tor GmbH (Neubrandenburg)
- Mecklenburger Backstuben GmbH (Waren/Müritz)
- Müritz Milch GmbH (Waren/Müritz)
- Möwe Teigwarenwerk GmbH (Waren/Müritz)
- Pommernland Fleisch- und Wurstwaren GmbH (Stavenhagen)
- Torney Landfleischerei Pripsleben GmbH (Altentreptow)
- Zentralkäserei Mecklenburg-Vorpommern GmbH (Dargun)

### The Newcomers - Innovative Food Producers in MSE

- Genusswunder GbR – Müritz Gin (Waren/Müritz)
- greenzeug.microgreens (Stavenhagen)
- Hahnsche Gutsmanufaktur – Alte Pomeranze (Wasserburg Liepen)
- Hanf Farm GmbH (Melz)
- Jackle & Heidi GmbH (Neubrandenburg/Penzlin)
- Käsemanufaktur Müritz GmbH (Bollewick)
- Mecklenburgische Likörmanufaktur (Wustrow)
- Milchschaafhof am Fuchsberg (Schönhausen)
- Mobile Käserei Kentzlin GmbH (Kentzlin)
- Old Well Destillerie (Wesenberg)





### Food and lifestyle trends from MSE

For the 22nd time, the state of M-V was present at the International Green Week Berlin (IGW) from 20 January to 29 January 2023 with its own state hall and more than 60 exhibitors.

Organised by the **WMSE** and supported by **Sparkasse Neubrandenburg-Demmin, Müritz-Sparkasse** and **Sparkasse Mecklenburg-Strelitz**, twelve exhibitors from MSE showed what Germany's largest district has to offer in terms of food and lifestyle trends. From culture and tourism to natural cosmetics, innovative food creations and trends, and trendy opportunities for living and working in the countryside, they outlined a wide range of offers. All companies from MSE were very satisfied with the fair. The trade fair objectives of „company presentation“ and „consumer information“ were achieved to a high degree, contacts were made with consistently interested customers and potential buyers, and the best turnover since participation in an IGW was achieved. In autumn 2023 (07.10. - 11.10.2023), the WMSE will also represent the food industry companies of the MSE district at ANUGA Cologne.

### MSE at the IGW 2023

- Alles-MV Media UG ([www.alles-mv.de](http://www.alles-mv.de))
- CoWorkLand eG ([www.coworkland.de](http://www.coworkland.de))
- Darguner Brauerei GmbH ([www.darguner.de](http://www.darguner.de))
- Fischerei Müritz-Plau GmbH ([www.mueritzfischer.de](http://www.mueritzfischer.de))
- Gülden Tor GmbH ([www.guelden-tor.de](http://www.guelden-tor.de))
- Hanf Farm GmbH ([www.hanffarm.de](http://www.hanffarm.de))
- Hotel Gravelotte ([www.hotel-gravelotte.de](http://www.hotel-gravelotte.de))
- Jackle & Heidi ([www.jackle-heidi.com](http://www.jackle-heidi.com))
- Jolu Naturkosmetik e. K. ([www.jolu.eu](http://www.jolu.eu))
- Käsemanufaktur Müritz GmbH ([www.kaesekaufhaus.com](http://www.kaesekaufhaus.com))
- MuSeEn gGmbH ([www.zeitreise-seenplatte.de](http://www.zeitreise-seenplatte.de))
- SpielWaren GmbH/Freiluftspiele ([www.mueritz-saga.de](http://www.mueritz-saga.de))



Darguner Brauerei GmbH



AGRONEUM AIT Schwerin





Naturally connected.

## Trade, transport and logistics



As a link between Scandinavia, Western Europe and the Baltic North, as an interface between national and international transport chains, the Mecklenburg Lake District between the metropolitan regions of Hamburg, Berlin and Szczecin offers important trans-European transport routes with capacity potential for the logistics industry. As a central passenger and freight interconnection point, as well as through the expansion of port access routes and hinterland connections (motorways A14, A19, A20, A24), MSE with its modern and future-oriented infrastructure offers the best conditions for successful business - for the logistics sector and all importing and exporting companies in the region.

Since December 2019, the district of MSE has been connected to the supra-regional long-distance transport network of Deutsche Bahn AG. With the Intercity line IC 17, MSE is connected to Rostock, Berlin and Dresden via Neustrelitz and Waren (Müritz) - in addition, with four regional railway lines as the backbone of public transport. For tourist connections to the public transport system, increased cooperation is planned between the Berlin-Brandenburg transport association (VBB) and the Mecklenburg-Vorpommern transport company (MVVG). A special focus is on the development of an attractive, service-oriented and effective overall concept between rail, bus and flexible forms of service. Since 2018, guests of the Müritz region have been able to use the public transport services around Müritz free of charge during the summer season in the model project MÜRITZ rundum, a digital guest card with pay-as-you-go mobility and leisure modules. The project will be expanded to include other towns and railway lines within the framework of the model region Seenplatte rundum and will become a holistic mobility concept with good travel options from major cities such as Berlin and Hamburg.

The Mecklenburg Lake District has a cycle path network of more than 1,400 km. The routes are primarily of tourist significance and lead through the attractive and scenically valuable areas of the region. Due to the central importance for cycle tourism in MSE, the maintenance and further development of the touristic cycle path network are important tasks of the WMSE. The everyday cycle network has an important cross-sectional function with regard to strengthening environment-tally friendly forms of mobility and better networking of the towns. With the construction and qualification of suitable bicycle parking spaces at the stops within the cities, as well as in combination with digital and on-site services (e.g. rental stations, charging infrastructure), attractive transfer relationships between cycling and public transport are created. Due to demographic change, approaches in the field of e-mobility (e.g. electric bicycles) are of particular importance.



Dorfladen Gessin, Regional Marketing Initiative Meck Schweizer



**Right in the middle -  
Large trade and logistics companies in MSE**

**Total logistics companies in MSE (2020): 810**

- Amazon Logistics (Neubrandenburg)
- DACHSER GmbH & Co. KG (Stavenhagen)
- DLS Logistik GmbH & Co. KG (Leizen)
- EDEKA Handelsgesellschaft Nord (Malchow)
- Emons Spedition GmbH NL Neubrandenburg
- Gertner-Eurotrans GmbH Neubrandenburg
- KP Logistik Stavenhagen GmbH (Stavenhagen)
- OHG NETTO Supermarkt GmbH & CO. (Stavenhagen)
- Spedition Gertner GmbH (Altentreptow)



Public transport offer MÜRITZrundum



**Logistikzentrum MSE**

Am 06.10.2021 nahm nach knapp acht Monaten Bauzeit das neue Amazon-Verteilzentrum in Neubrandenburg den Betrieb auf. Das 9.400 m<sup>2</sup> große Verteilzentrum mit ca. 110 Arbeitsplätzen ist für Last-Mile-Lösungen konzipiert und entspricht der steigenden Nachfrage nach Same-Day- und Next-Day-Lieferungen. Neben dem Verteilzentrum in Neubrandenburg gibt es ein weiteres in Rostock und ein Logistikzentrum in Dummerstorf mit insgesamt 1.450 Arbeitsplätzen. 2020 verkauften rund 500 KMU aus M-V ihre Produkte bei Amazon, erzielten einen Exportumsatz von rund 35 Millionen Euro. Die WMSE unterstützte Amazon bei der Suche nach UnternehmerInnen für das unternehmenseigene Delivery Service Partner Programm (DSP).





Recover naturally.

## Tourism, art and culture



Waren (Müritz)



3 Queens Palace Mirow

Mecklenburg-Vorpommern is one of the most efficient recreational regions in Europe and one of the most popular holiday destinations for Germans. In addition to the Baltic Sea coast with its islands, long, fine-sand beaches and more than 57 health resorts, lakeside resorts, seaside spas and climatic health resorts, the inland Mecklenburg Lake District has also long welcomed almost a million guests a year. It impresses with its natural ex-

pense, with wide fields and deep forests, with the Müritz National Park and other nature parks, with 2,000 castles, manor houses and stately homes, numerous historical and cultural treasures and, of course, with 1,117 natural lakes and the largest net-worked water sports area in Europe. The Mecklenburg Lake District offers active recreation in harmony with nature.



### Tourism Land MSE 2022

- Arrivals: 1,136,416 (1,104,994 DE/ 31,422 abroad, + 29.0 % compared to 2021)
- Overnight stays: 4,346,290 (4,258,461 DE/ 87,829 from abroad, + 16.3 % compared to 2021)
- Average stay: 3.8 days
- Arrivals camping: 272,407 (264,121 DE/ 8,286 from abroad, + 20.9 % compared to 2021)
- Overnight stays camping: 1,070,804 (1,046,292 DE/ 24,512 from abroad, + 7.8 % compared to 2021)
- Average stay: 3.9 days

### Cycle route network MSE

- Long-distance cycle routes (5>640 km): Mecklenburg Lake Cycle Route, Havel Cycle Route, Elbe-Müritz Cycle Path, Long-distance Cycle Path, Hamburg-Rügen, Int. Long-distance Cycle Path Berlin-Copenhagen
- Supra-regionally significant cycle paths (10>1,220 km): Ice Age Route, Bishop's Tour, Brohmer Berge and Randowtal, Trebeltalrundweg, Peenetalrundweg, Eldetalrundweg, Königin-Luise-Route, Tollensetalrundweg, Castle circuit, Müritz circuit
- 15 regionally significant cycle paths > 600 km





AGRONEUM Alt Schwerin



Schliemann-Museum Ankershagen

**What you should have seen**

AGRONEUM Alt Schwerin, 3 Queens Palace Mirow, Schliemann Museum Ankershagen, MÜRITZEUM Waren (Müritz), Aviation Museum Rechlin, Castle and Witch Museum Penzlin, Voss Literature House Penzlin, Fritz Reuter Literature Museum Stavenhagen, Hans Fallada Museum Carwitz/ Feldberg, Concert Church Neubrandenburg, Art Collection Neubrandenburg, Cultural Quarter Mecklenburg-Strelitz, Stargard Castle, Dargun Monastery and Castle, Slavic Village Neustrelitz, Hanseatic Quarter Demmin

**What you should have experienced**

Müritz-Saga Waren (Müritz), BÄRENWALD Müritz, Wisentreservat Damerower Werder, Erlebnisswelt des Landesentrums für erneuerbare Energien (LEEA), canoeing, paddling, rafting, houseboat holidays, hiking, Mecklenburg Lake District pilgrimage trail, cycling, horse riding, Ivenacker Eichen with treetop trail, summer toboggan run and Malchow monkey park, Käflingsberg tower, summering, Art Open, Culture Autumn, Castle Autumn

**What you should have learned**

As one of Germany’s leading regions for active nature tourism, cycling has a very high priority in the Mecklenburg Lake District. This is also reflected in the approx. 1,400 km of cycle paths and 5 long-distance cycle routes that lead through the lake district. The WMSE is responsible for the construction and maintenance of the cycle path network and the further development of the district’s cycle path concept. In addition to updating the cycle path concept, this includes commissioning the approval planning, commissioning funding, supporting the municipalities in the maintenance of supra-regionally significant cycle paths, close cooperation and coordination with the road construction authorities and municipalities with regard to the construction of cycle paths on state and federal roads.



**MuSeenPlatte**

Under the title „MuSeenPlatte“, MuSeEn gGmbH, a subsidiary of WMSE, presents 34 exciting, interesting and unique museums and exhibitions in the Mecklenburg Lake District in an informative brochure, inviting you to take a stroll through a region with an eventful history and moving stories.

[www.museenplatte.org](http://www.museenplatte.org)



**Accommodation MSE 2022**

- Hotels: 506  
Beds: 57.138
- Holiday accommodation, campsites: 275  
Beds: 25.562

**Recognised tourist destinations and regions in MSE**

- Spas: Waren/ Müritz
- Climatic health resorts: Malchow
- Resorts: Göhren-Lebbin, Klink, Mirow, Rechlin, Röbel, Wesenberg
- Tourist resorts: Stavenhagen, Ivenack, Alt Schwerin, Neubrandenburg



**Pure nature - nature parks in MSE**

- Feldberg Lake Landscape
- River Landscape Peene Valley
- Mecklenburg Switzerland and Lake Kummerow
- Müritz National Park with UNESCO World Natural Heritage Serrahn Beech Forests
- Ivenacker Oak and Hute Forest National Natural Monument
- Nossentiner/ Schwinzer Heath
- Sternberg Lake District



Recover naturally.

## Tourism, art and culture

### Work and holiday

Cowork spaces, equipped office spaces that can be rented flexibly for hours, days or months and that are a link between a company office and a home office, are also becoming more and more common in MSE. However, due to the special conditions in rural areas, the possibilities vary considerably from the mostly pure offices in metropolises. Commuter port, new town centre, workation and retreat are the possibilities that arise for coworks in MSE - depending on the location and business concept. Because in MSE, coworks are not simply time-flexible office solutions, but offer themselves – integrated into a hotel, manor house or manor house, in the midst of the magnificent nature of the Lake District - for a combination of work and holiday and for team events away from

the hustle and bustle of the big city. In cities or at transport hubs they are often commuter havens and in small towns the new centre of village life - supplemented or integrated into small retail concepts, gastronomy, culture and/ or administration. With the changing working environments during and after Corona, the demand for flexible and mobile working models is increasing, as is the interest of providers to integrate coworks into existing concepts or to start up as a founder with a new offer. Various initiatives such as CoWorkLand e.G., Digitale Innovationsräume, Gründungswerft e.V. provide support in this regard. Unique in Germany is the Coworking Festival M-V, which since 2022 has invited interested parties on a roadshow through the co-working spaces in M-V to meet people, work and perhaps stay there.



CoWork DaVinci 3 in Wrodow



HUB Müritz Sietow



Open-air theatre experience „Müritz Saga“



Water Lily Paradise Kotzower See



Käflingsberg Tower in the Müritz National Park

### Work with time out in MSE

- Basedow II - Teerofen ([www.basedow2.de](http://www.basedow2.de)) (60 m<sup>2</sup>, 3 desks, meeting room, hammock, in the old forest station between Waren/ Müritz and Malchin)
- DaVinci 3 in Wrodow ([www.davinci3.de](http://www.davinci3.de)) (602 m<sup>2</sup>, 8 desks, conference rooms and rooms, sauna, art and culture opposite Wrodow Castle).
- Gut Pohnstorf ([www.gut-pohnstorf.de](http://www.gut-pohnstorf.de)) (200 m<sup>2</sup>, 5 desks, 3 conference rooms, 20 holiday flats, e-bikes in the renovated manor house)
- HUB Müritz Sietow ([www.hubmueritz.de](http://www.hubmueritz.de)) (290 m<sup>2</sup>, 10 desks, 2 offices, 3 meeting rooms, 1 telephone/podcast room, coworking café, regional shelf of „seenreich“, large outdoor area of the old kindergarten)
- Kiez Büro Coworking Neustrelitz ([www.kiez-buero.de/neustrelitz](http://www.kiez-buero.de/neustrelitz)) 65 m<sup>2</sup>, 6 desks, 1 office, 1 conference room in the old building between Markt and Neustrelitz train station)

- Park am See Alt Rehse ([www.park-am-see.de](http://www.park-am-see.de)) (810 m<sup>2</sup>, 49 desks, 7 shared offices, 7 meeting rooms, indoor and outdoor event space, holiday flats and rooms, lounges, restaurant, café, bar, gym, sauna in idyllic park on Lake Tollense)
- Werkraum Feldberg ([www.werkraum-feldberg.de](http://www.werkraum-feldberg.de)) (100 m<sup>2</sup>, 7 desks, 1 conference room, accommodation in the centre of Feldberg)

**Gastronomic businesses MSE total (2020): 1.867**

**Arts, entertainment, recreation businesses total (2020): 444**

Every seventh euro of gross value added in M-V, analogously in MSE, is generated in the health economy. The share of the health economy in the total economy of M-V is 14.6 % (2021), in absolute figures 6.5 billion euros. Every fifth job, 160,600 gainfully employed persons (2021), is associated with the health economy, according to the Health Economy Accounts. This means that its share of employment in the overall regional economy, 21.3 %, is higher than in any other federal state. M-V sees itself as a cross-generational health state, which is reflected in the MV Health Economy Master Plan 2030. Its strategic fields of activity include: Life Science, Health Services, Healthy Age(ing), Health Tourism, Nutrition for Health, as well as Education and Training, Recruitment of Skilled Workers, Digital Transformation, Innovation and Technology Transfer, Sustainability, Biological Transformation and Internationalisation.

### Made by MSE -Intelligent Health Ideas

#### Smart Sensory Insole - An intelligent insole

The Neubrandenburg-based Osentec GmbH, winner of the 2nd Baltic-Sea-Region Health Innovation Award (BSR HIA) 2022, has developed the „Smart Sensory Insole“, an intelligent sensory insole for diabetic feet. This warns diabetics in good time before an ulcer develops on their feet as a result of the disease-related diabetic foot syndrome. Diabetic foot syndrome affects one in four diabetics, 150 million worldwide. The insole continuously monitors the temperature of the sole of the foot and sends the data to the patient’s smartphone. If inflammation is imminent, the app notifies the patient. The „Smart Sensory Insole“ is the result of a joint research project, supported among others by the „Ideas Competition for the Health Industry“ of BioCon Valley (R) GmbH on behalf of the M-V state government.

[www.osentec.de](http://www.osentec.de)



Hannes Schröder (outness)

#### Occupational health management as an economic factor

Started in 2016 as a two-man company in Neubrandenburg, outness GbR specialises in holistic occupational health management (OHM) in small and medium-sized enterprises. Today, 25 employees in M-V, Schleswig-Holstein, Brandenburg and Berlin support companies in the health management of their employees - since 2020 also with the podcast “Occupational Health Management” [www.bgmpodcast.de](http://www.bgmpodcast.de). With more than 300 episodes and 25,000 subscribers, this is the largest podcast in the field of occupational health management. The recently published book “30 Minuten Betriebliches Gesundheitsmanagement” (GABAL-Verlag, 978-3-96739-134-3) guides managers and decision-makers through everything they need to know about introducing and developing their own occupational health management in a maximum of 30 minutes.

[www.outness.de](http://www.outness.de)

#### Demmin District Hospital: 123 years of helping the sick

The **Demmin District Hospital**, an academic teaching hospital of the University of Greifswald, is an acute care hospital run by the district with 200 inpatient beds and 10 day-care beds, making it one of the most modern hospitals in the M-V. In eight specialist clinics - internal medicine, surgery, gynaecology/obstetrics, paediatrics and adolescent medicine, anaesthesia and intensive care, urology and ophthalmology -, an outpatient treatment centre and a rheumatology day clinic, almost 10,000 inpatients and 15,700 outpatients are treated annually, around 600 children are born and more than 6,000 emergencies are treated. An extension to the rheumatology, trauma surgery and geriatrics departments will be opened in 2023. [www.kkh-demmin.de](http://www.kkh-demmin.de)



KKH Demmin



#### Companies in the health industry in MSE

##### Health economy companies in MSE total (2020):

1.921 companies

- AHG Klinik Waren/Müritz
- Dietrich-Bonhoeffer Klinikum Neubrandenburg
- DRK-Krankenhaus Mecklenburg-Strelitz gGmbH (Neustrelitz)
- Klinik Amsee (Waren/Müritz)
- Kreiskrankenhaus Demmin
- Mediaclin Müritz-Klinikum (Waren/Müritz und Röbel)
- Müritz Klinik (Klink)
- MTN Neubrandenburg GmbH
- Osentec GmbH (Neubrandenburg)
- outness GbR (Neubrandenburg)
- Wolantis GmbH (Röbel/Müritz)
- Z.A.S. Zentral Archiv Service GmbH (Neubrandenburg)
- Zelt – Zentrum für Ernährung und Lebensmitteltechnologie gGmbH



Building naturally.

## Construction and building materials production

The skilled crafts sector in M-V, with 55 % of companies dominated by the construction industry, generates about one sixth of the state's total economic output - with solid growth in turnover and persons employed (55 % of the skilled crafts sector). Alongside the motor vehicle trade, the main construction and finishing trades are the economically strongest trade groups in the skilled crafts sector, accounting for 47 % of turnover, and are also particularly relevant in terms of training (36.8 %). In a comparison of Germany as a whole, 64.7 % of the craft enterprises in M-V are in the building trade (65.9 % in DE) with 80.7 % of the socially insured employees (79.8 % in DE) and 73.8 % of the turnover (71.1 % in DE).

Accordingly, the construction industry is also a key sector of economic development in MSE. The central location of the district with a construction industry hotspot around Neubrandenburg and the proximity to the metropolitan regions of Hamburg and Berlin offer clear economic advantages. The fact that a large proportion of the required building materials are produced in the region is another locational advantage. This is becoming even more important as the trend topic of climate and energy change opens up new potential, especially with regard to insulation with innovative materials and the use of sustainable building materials.



Landeszentrum Erneuerbare Energien  
(State Centre for Renewable Energies M-V (Leea))



Druck- und MedienCenter optimal media GmbH

- Total construction companies in MSE (2020): 3,024
- Employees (30.06.2021): 8,819
- Construction industry turnover (30.06.2021): 1.357 billion euros



## The Mecklenburg Lake District MSE in figures

### Areas

- Total area: 5.495,59 km<sup>2</sup>
- Agricultural area (2020): 286.751 ha
- Forest: 1.335 km<sup>2</sup>
- Water: 500 km<sup>2</sup>
- Settlement and transport area: 383 km<sup>2</sup>

### Economic structure and industrial sites

- 1,014 agricultural holdings (2020) with an average area of 275 ha
- 4,413 ha of industrial and commercial areas
- 53 commercial locations and 10 large office locations
- average land purchase price/m<sup>2</sup> (2020): EUR 43.25
- land ready for building: 49.06 EUR/m<sup>2</sup>; Roba land: 16.22 EUR/m<sup>2</sup>

### Company structure

- Globally active companies with cutting-edge technologies: e.g. Weber Maschinenbau GmbH, Mecklenburger Metallguss GmbH, Webasto & Comfort SE, Deutsches Zentrum für Luftfahrt (German Aerospace Centre), optimal media GmbH, General Dynamics European Land Systems-FWW GmbH
- 9,698 registered companies/ 11,055 branches (2019): manufacturing (607), energy supply (195), construction (1,586), trade/ repair of motor vehicles (2,127), logistics (475), hospitality (1,003), services (2,546), health and social work (1,069), arts, entertainment, recreation (262)

# Wirtschaftsförderung Mecklenburgische Seenplatte GmbH (WMSE)

Support naturally.



Founded in July 2015 and based in the Hanseatic city of Demmin, WMSE GmbH is the economic development agency for the Mecklenburg Lake District. On behalf of the district, it is responsible for the development, strengthening and marketing of the economic region.

## Partner of the economy

The WMSE provides support in the following areas:

- Location marketing and infrastructure development
- Investment and settlement
- Business start-ups
- Financing and promotion
- Business-relevant specialist topics such as green energy, hydrogen technology, innovation, digitalisation, sustainability, recruitment of skilled workers
- Tourism infrastructure development
- MuSeEn gGmbH - management and marketing of the museums of the rural district

## Partner of the municipalities

The WMSE advises municipalities as a partner in the acquisition of funding at federal and state level and in the development and marketing of commercial and industrial sites. It is the interface between the rural district, funding agencies and network partners and the region's businesses.

- Improvement of the regional economic and infrastructure
- Urban development funding
- EAFRD funding
- Interreg V/a - Pomerania

## Partner of the enterprises

The WMSE is the point of contact for every economic commitment in MSE - for start-ups and company successors, for existing companies, national and international investors and innovative business ideas.

- Procurement of suitable locations
- Project moderation in administrations and institutions
- Support in obtaining funding from the state and the EU
- Mediation of business partners and networks in business, science and research
- Advice on business-relevant topics, marketing and social media
- Leasing of production halls, office space and seminar rooms in the EGZ Business start-up centre Waren (Müritz)

[www.wirtschaft-seenplatte.de](http://www.wirtschaft-seenplatte.de)



## Population

- 257,500 inhabitants (31.01.2023)
- 46.9 inhabitants/km<sup>2</sup>
- Neubrandenburg: 63,761 inhabitants (31.12.2019)
- Waren (Müritz): approx. 21,000 inhabitants
- Neustrelitz: approx. 20,000 inhabitants
- Demmin: approx. 10,500 inhabitants

## Overall economic parameters (2019)

- Gross domestic product GDP: EUR 7.437 million
- GDP/employed person: 60,616 EUR (79.6%)
- GDP per inhabitant: 28,757 (69.3%)
- Gross value added: 6.697 million EUR
- Manufacturing industry: 1.601 million EUR
- Service sector: 4.870 million EUR
- Disposable income/ inhabitant: 20.554 EUR (86.7%)

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# SPACE FOR THE FUTURE

RURAL DISTRICT MECKLENBURG LAKE DISTRICT



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MECKLENBURGISCHE  
SEENPLATTE**



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