

# Leipziger Freiheit

To experience the city of Leipzig in its beauty and vitality is an easy matter. Presenting the facets for potential investors and new business founders, scientists and students, guests and the citizens of Leipzig themselves in words and images is the responsibility of the image campaign "Leipziger Freiheit". It shows the dynamics of its city in the various areas – from the chances in business and science, via the cultural versatility up to the quality of life. Freedom is thereby a connective element – indeed in many respects. The people of Leipzig were always cosmopolitan as trade fair hosts. In 1989 tens of thousands of them took to the streets to demonstrate peacefully for democracy and their self-determination. And today Leipzig offers chances which are convincing.

The following pages of the city and location marketing of the Leipzig Tourismus und Marketing GmbH company offer the first impression.

The easiest way is to experience the endearing city of Leipzig.

