

In present location advertising Leipzig Freedom is a very succinct slogan. On the one hand it leaves room for sufficient personal feeling and interpretation – everyone can find his own "Freedom" in Leipzig and profit from it. On the other hand, freedom in the concept of city and location advertising covers definitive strengths, unique features and chances. Culture, business and science as well as quality of life and leisure are the characteristics of the city. And thus also those of "Leipzig Freedom".

Cultural richness is thereby the most obvious feature of the city – Leipzig can boast of great minds whose heritage is nurtured to the present day. Poets and thinkers such as Johann Wolfgang von Goethe („My Leipzig, I sing your praises“) and Gotthold Ephraim Lessing („Leipzig, where you can see the whole world in miniature“) bequeathed the city lyrical declarations of love and hymns of praise. Friedrich Schiller wrote here his "Ode to Joy“ and famous composers such as Johann Sebastian Bach and Felix Mendelssohn Bartholdy left their mark on the city of music. The Bach archive opposite the St. Thomas church, where Bach directed the St. Thomas Choir for 27 years preserves the Bach heritage. The Bach Festival is among today's cultural highlights, to which exceptional accord is given as one of the most important international music festivals. The Gewandhaus Orchestra under its present Musical Director Riccardo Chailly bears Leipzig's reputation throughout the whole music world.

A second look shows Leipzig to be a city of business and science which has developed into a "trend setter" for a region with over 1.5 million people. Global players rely on their power as pulsating centre. That is why recently BMW, Porsche, the logistics giant DHL and the online trader Amazon decided on this location and have profited since then from the excellent infrastructure, flexible personnel and speedy processing of licences. For innovation power, on the other hand, eight renowned educational facilities – among them the tradition-rich University of Leipzig, which is celebrating its 600th jubilee in 2009. The Leipzig Trade Fair is considered one of the oldest in the world and is responsible for the city's reputation worldwide as modern trade fair location.

And finally Leipzig exudes an extraordinary feeling of freedom. A wide spectrum of high culture and scene means that the Leipzig people and their visitors consider themselves well entertained. For instance some of the almost 16,000 cultural monuments are worth a visit. It is just as recommendable, though, simply to stroll around the city, and be enchanted by the charm, kind of "en passé" – in upmarket shopping arcades or in one of the most extensive floodplain forests in Europe, in one of the biggest Founder Era quarters worldwide or in one of the most modern zoos, in the pub mile with Mediterranean flair, or, or, or ...

