

Press information

The "Germany – Land of Ideas" Campaign

As host of the 2006 Football World Cup, Germany is enjoying national and international attention. This offers an unparalleled opportunity to show visitors and spectators alike the image of a cosmopolitan, attractive and future-oriented Germany and to get across the message of Germany's competitiveness, its continuing innovativeness and productive spirit.

"Germany – Land of Ideas" is a joint non-party image campaign mounted by the German government in conjunction with the business community, represented by the National Federation of German Industry (BDI). Horst Köhler, the Federal President of Germany, is its patron. Mike de Vries, Chief Executive of FC Deutschland GmbH, is coordinating the campaign, the aim of which is to communicate a positive image of Germany both at home and abroad.

Countless companies serving as licence partners are supporting the project both financially and through their own projects. Associate partners from the worlds of science, politics, culture and society, including the German Foreign Office, the Goethe Institute and the Federal States such as Brandenburg and Baden-Württemberg, are participating nationally and internationally with their networks.

"Walk of Ideas"

The "Walk of Ideas" is a stroll through Berlin past six giant sculptures representing the inventiveness and wealth of ideas in Germany. The background will also attract tourists and the sculptures will remind them of the first time the "Innovative football boots" were used, "Milestones in medicine", the "Automobile", "Modern book printing", "Masterpieces of music" and the "Theory of relativity". The starting-off point and centrepiece of the "Walk of Ideas" is the German Historical Museum, which houses not only the visitors' centre but also the "100 heads of tomorrow" exhibition, presenting the creative people of the future. The "Walk of Ideas" will be on display until the autumn of 2006.

"365 Landmarks in the Land of Ideas"

The "365 Landmarks in the Land of Ideas" competition is one more project under this campaign. It is being mounted jointly with Deutsche Bank AG as its exclusive project partner. Institutions throughout Germany that develop, promote or exhibit ideas were asked to submit their applications; they included companies, social projects, cultural and research institutes, and also private individuals. A prominent jury selected 365 winners from the over 1,200 applications received. One of these Landmarks will be presented to the public each day of the year 2006. In addition to this, the "Germany – Land of Ideas Travel Guide" will present each of the "2006 selected landmarks" once again with their public events.

Editor:

Deutschland – Land der Ideen
FC Deutschland GmbH
Unter den Linden 74
D-10117 Berlin

www.land-der-ideen.de
www.land-of-ideas.org

• • • • •

Press contact:

Janka Hegemeister
Press Officer International
Telephone + 49 [0] 30/206 459–29
Telefax + 49 [0] 30/206 459–37
hegemeister@land-der-ideen.de

Steffi Würzig
Press Officer National
Telephone + 49 [0] 30/206 459–46
Telefax + 49 [0] 30/206 459–37
wuerzig@land-der-ideen.de



“Media Service”

The Media Service helps international journalists to do research work on the subject of Germany. It offers three modules: a topic and photo service, field trips for journalists and the MediaClub 2006. The topic and photo service is a research tool for Germany. The online portal provides exclusive content focusing on Germany and its people – for journalists by journalists. With the help of the dpa news agency, around 50 subject-related information packages will come into being. Journalists are free to use the hundreds of photos and over 1,000 articles on all venues and for each country participating in the World Cup. The initiative and the Federal Press Office organised field trips for journalists to such sites as the World Cup venues. The MediaClub 2006 opened its doors from June through July 2006 in the BundesPresseStrand beside the Federal Press Conference in Berlin.

“FanClub Germany – Land of Ideas”

The “FanClub Germany – Land of Ideas” kicked off on 3 October 2005 at the German Unification Day celebration in Potsdam. Fans can register at www.land-of-ideas.org, explain why they are fans of Germany and participate in contests. In November and December 2005 an information truck was set out to visit the twelve 2006 Football World Cup venues and other cities. This roadshow provided all fans with information on the campaign and give them the opportunity to register. The initiative will be participating at further events with its FanClub.

“Welcome to Germany – Land of Ideas”

The welcome campaign is the fifth of the core projects. This campaign was launched on 3 October 2005. The over 220 German embassies and consulates-general around the world received “Land of Ideas” informational and marketing material. Outside Germany the Campaign, working together with the Foreign office, the Goethe Institutes and the Foreign Chambers of Commerce, is presenting itself at exhibition stands and information events in order to give international visitors an idea of Germany. The same aim is being pursued by the “Welcome to Germany” film, in which personalities from public life advertise Germany’s merits.

“Invest in Germany – Land of Ideas”

The “Germany – Land of Ideas” campaign is working in close collaboration with the Federal Government’s “Invest in Germany” promotional agency. Under the coordinating hand of FC Deutschland GmbH, the two organisations are carrying out a large number of projects under the heading of “Invest in Germany – Land of Ideas”. These projects are sponsored by the Federal Ministry of Economics and Technology.

Editor:

Deutschland – Land der Ideen
FC Deutschland GmbH
Unter den Linden 74
D-10117 Berlin

www.land-der-ideen.de
www.land-of-ideas.org

• • • • •

Press contact:

Janka Hegemeister
Press Officer International
Telephone + 49 [0] 30/206 459–29
Telefax + 49 [0] 30/206 459–37
hegemeister@land-der-ideen.de

Steffi Würzig
Press Officer National
Telephone + 49 [0] 30/206 459–46
Telefax + 49 [0] 30/206 459–37
wuerzig@land-der-ideen.de