

PRODUCT DEVELOPMENT FOR THE FARMING INDUSTRY

Plant construction, agriculture and energy are the main industries in the administrative district of Nienburg on the River Weser. Innovations are being developed there with support of WIN.

Rural areas – but more than just cows, fields and idyllic villages. The wide open spaces in Niedersachsen also stand for food production, agricultural engineering, and renewable energy. Nienburg administrative district has also made a name for itself as a developer of ideas and products for these areas. Accordingly, Nienburg is also proudly showing its colours at Agritechnica (see also p. 18).

It is regarded as a bonus in the Middle Weser economic region that it is not focused on the central city. Mature competences have spawned companies with an international standing; but at the same time, there is still room for young companies that have achieved outstanding positions in national and global economic structures.

„Plant construction, agriculture and energy are three main industries,” says Uta Kupsch, Manager of Wirtschaftsförderung im Landkreis Nienburg/Weser GmbH, or WIN for short. For example, ecoworxx combines these three strengths: at the Agritechnica it will present equipment to manufacture pellets from biomass: one system delivers pellets for commercial or

private customers, for heating but also as litter, feed and fertiliser. As regards „energy” Nienburg has achieved the image of a North German Centre of Excellence. „We’ve got everything here apart from nuclear,” says the head of the economic development corporation with a certain amount of pride. Biogas plants, wind turbines, photovoltaic, biomass, hydro, geothermal – the district is a net producer in the use of renewables. There is a good reason why the „energy discovery route” for tourists and the Blattpavillon (leaf pavilion) exhibition hall from EXPO 2000 are both located in Nienburg.

The local economy is also involved in this development – supported by WIN, which bundles the companies’ high level of innovative strength externally and networks it internally. This innovative strength can also be seen in the field of special engineering. Companies in the Nienburg district have motors, plant engineering, special machines and products especially for the farming industry and the downstream industries in their portfolios: special air brake systems and vibration systems for grain transport as well as technical solutions for covering vegetables, motors for combined heat and power plants as well as fuels and lubricants for heavy plant and traction engines. „Our economic zone combines industry-specific, user-focused competences with practical experience and a high degree of innovative strength – spread among many shoulders,” is how WIN manager Uta Kupsch sums up the situation.



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