INCENTIVE GUIDE

LEIPZIG

SAXONY. STATE OF THE ARTS.
First-class conference + inspirational city = recipe for success. And Leipzig certainly demonstrates the validity of this equation. From the moment you arrive, you sense the all-pervasive enthusiasm, professionalism and cosmopolitanism. Leipzig is a feel-good sort of city – beautiful, exciting and young. Its reputation for open-mindedness has proved irresistible to business people, entrepreneurs, scientists and artists alike over the centuries. And it is an environment that your conference guests will revel in: anyone who comes here is infected by that incomparable Leipzig feeling of renewal and freedom. Also typical of Leipzig is its variety: music and art, coffee house culture, restaurants to suit all tastes and shopping in historical arcades provide the perfect trappings for any event. After a long day of recreation and relaxation comes the colourful nightlife which is guaranteed to go on into the early hours. We have put together an array of stimulating ideas for your next corporate event in this brochure. By the way, good things don’t stop at the city limits. It’s only an hour by car or train to Dresden, so how about double dose of Saxony? You can find all the key information about the beautiful city on the Elbe in the Dresden section of this brochure.
Leipzig has a talent for bringing people together and furthering their development. Choose from various modules, including the top incentive of white-water rafting in Kanupark Markkleeberg, an activity that is guaranteed to provide the ultimate thrill and an unforgettable team experience. Here’s something for animal lovers: the Zoo Rally takes you round one of the most diverse zoos in Europe where a fascinating world of fauna and flora is waiting to be discovered in daylight hours and also by night. Solve intriguing problems as you explore the zoo with your guide. Or how about new challenges in Leipzig’s very own theme park? The BELANTIS Challenge takes you on a voyage of discovery to different continents, from the Valley of the Pharaohs to the North American Prairies and beyond. But if the thought of that leaves you cold, you might enjoy a training session as a fire-fighter at Leipzig/Halle Airport. Here, the professionals will teach you how to work in a team to bring even the largest fire under control. In short, you only need to bring along your own team. There are plenty of unusual attractions in and around Leipzig. So, let’s go for it!
‘Discover Porsche’ is the name of this exclusive package and perfectly describes what is on offer. Find out first hand on the production line how the Cayenne, Panamera and Macan make it onto the road. Listen with fascination as experts provide unique insights into the engineering and design of the legendary brand. At the Customer Centre you can discover the history of Porsche and how it performs on the racetrack. From the control centre on the FIA-certified circuit, you get an overview and can familiarize yourself with the Porsche grounds. Or how about a three-course menu in the restaurant? The absolute highlight of any visit is the chance to take the driver’s seat in a Porsche of your choice, accompanied by a professional instructor. As a driver, you will experience the unparalleled Porsche performance on the on-road circuit and also what the Cayenne or Macan are capable of on the off-road track.
Leipzig is sporty – and constantly on the move. And your guests will enjoy getting in the spirit. A guaranteed outdoor hit is CAMP DAVID Sport Resort by ALL-on-SEA. Located in the Schladitzer Bucht north of Leipzig, CAMP DAVID offers the full range of water sports from surfing, kite surfing and scuba diving to beach volleyball and workouts. Group activities, learning a new sport from scratch and recharging your mental and physical batteries: the opportunities are endless. Guided canoe tours in the Leipzig New Lakeland area always prove popular. Gliding along through the water, you discover the region from a fresh perspective, finding nature and tranquility in close proximity to the city. Or how about a ‘Trabi Safari’? This vehicle from GDR times has since become something of a cult: driving one is an experience you won’t forget! Or you could go on an extraordinary tour of the Störmthaler See: you’re bound to enjoy steering one of the unusual amphibious vehicles on and around this particular lake, all the while discovering the past and present of the Leipzig New Lakeland area.
Leipzig is a prime destination for artists and art lovers from all over the world. At various locations around the city are museums and galleries to suit every interest and provide new perspectives. One unmissable experience is a guided tour of the Spinnerei, a former cotton mill. This extensive and architecturally imposing site now serves as a location for prestigious German and international galleries. The hundred or so studios are occupied by artists, craftsmen, painters, designers and architects. Leipzig also has a thriving alternative cultural scene. Small, exciting galleries with bold and unusual exhibitions, avant-garde young designers and long-established artists. Major institutions include the Leipzig Museum of Fine Arts with important works by the New Leipzig School and the Art Deco-style GRASSI Museum with its fantastic Museum of Applied Arts. Let us also advise you on attractions that are off the beaten track but popular with the locals: www.hidden-leipzig.com
Please take a seat – a place has already been laid for you. At Restaurant FALCO, high above the skyline of Leipzig, and the only restaurant in eastern Germany to be consistently awarded two Michelin stars. Here at altitude, Peter Maria Schnurr combines passion with natural talent to concoct some truly exquisite dishes. Or you can enjoy classic Saxon haute cuisine in the world-famous Auerbachs Keller. The re-enactment of scenes from Goethe’s Faust conjures up a convincingly diabolical atmosphere. Lovers of home-brewed beer will think they’ve died and gone to heaven at Bayerischer Bahnhof event brewery. What a marvellous way to round off a busy day, standing or sitting among the huge copper brewing kettles and getting to know one of Leipzig’s oldest beers with a glass of top-fermented Gose. If you’re still looking for a special gift before departure, visit the Goethe Schokoladentaler Manufaktur where pralines, truffles and chocolate coins are made before your very eyes. Another suggestion: On the Eat-The-World-Tour, you do the rounds of no fewer than seven restaurants and cafes. Whatever you fancy, try Leipzig!
Guided tours

Leipzig can be explored in many special ways. In a city with so many colourful facets, you can expect a varied approach to the traditional guided tour. This can be tailored to your particular interest – architecture, culture, nature – and the amount of walking you feel up to. Worth a special mention are the many and varied cycling tours of the city and its region. Our special recommendation: the Leipzig Music Ride, a 40-km circular tour, which combines important and unique locations from the history of music in the greater Leipzig area, taking in the surrounding countryside and several riverside paths. Offering a very different kind of perspective are the various boat tours on Leipzig’s waterways where nature alternates with imposing industrial architecture and the special charm of this green and pleasant city becomes almost tangible. And of course, Leipzig can also be explored on foot, for example, on a tour of historical sites or to the places of the Peaceful Revolution of 1989. During our famous costume tours, guides will tell you about the city’s most formative centuries and also reveal some of its secrets. Trace the city’s history. Leipzig is ready and waiting for your arrival!
“Was there, was great!” Those who attend meetings, team building or incentive activities in Dresden bring a lot of the buzz home with them. A motivational boost that’s not at all surprising: The classic beauty and splendour of the city, the warmth of its residents and the unique Saxon joie de vivre simply make for the perfect mixture.

So that you’ll also have all the advantages of Dresden on your side during your next event, we’re right here for you – with first class comprehensive professional support and assistance. For all that is possible along the Elbe, please see “Services” at www.dresden.de/incentive.

Our Dresden Convention Bureau colleagues will be happy to answer all your questions: About congress and event centres, appropriate conference hotels, event locations and professional service providers. So you can gain first-hand experience of why Dresden events are so unique.

This brochure presents a grand array of exciting incentive and supporting programme ideas adaptable to your own specific event. Best of all: All these riches really are within easy reach here. Roughly just an hour by road or rail and you’re in Leipzig – definitely a lucrative city combination! Please see the second section for all the important Leipzig information.
Picturesquely nestled in the Elbe Valley: its magnificent setting giving rise to one of Europe’s most stunning Baroque cities. The city’s historical streets and ancestral façades are virtual monuments to history and legend – a dazzling backdrop to the lively present. Where else can you take such a walk through the centuries? Just one’s very first glimpse of the Frauenkirche, Royal Palace, Zwinger and Semperoper is enough to wet the appetite for more.

Your options for exploring Dresden are just as multifaceted as the city itself: from modern, air-conditioned touring coaches to oldtimers, century-old paddlewheel steamers, hot air balloons or even a stretch Trabi. Individual Segway, velotaxi or historical horse-drawn carriage tours provide intimate close-up impressions of the real Dresden. History buffs even have a number of unique options here: historical figures lead tours through Baroque Dresden, familiarizing you with proper court etiquette and even uncovering the dark secrets of the city alongside a night watchman. Whatever you have in mind, Dresden makes it that much more unforgettable.

www.dresden.de/incentive
Dresden has it going on. Epochs, styles and motifs without end. And an immeasurable wealth of utterly singular artistic treasures: Marvel at the jewels of the Green Vault. Or the world-famous Sistine Madonna. Experience impressive scientific phenomena. Move between the fascinating interplay of yesterday and today. Because Dresden stands just as much for history and tradition as for contemporary and experimental art. Art in Dresden is in a class by itself.

Insider tip: guided tours of the Palace, Zwinger, Albertinum or Semperoper – are as insightful as they are entertaining. The exhibitions at the Hygiene Museum and the new Military Historical Museum with its spectacular architecture by Daniel Libeskind are also all the rage. Individual tours meanwhile, offer a one-of-a-kind opportunity to experience even more. Going behind the scenes at famous museums and restorer studios is just as possible as meeting museum’s directors.

www.dresden.de/incentive
Open-minded, fun-loving, cordial – and always on the move. There are some typical Dresden characteristics which seem to automatically inspirit its visitors. They act like an extra shot of adrenaline and unleash previously unimagined energies. A perfect precondition for active team building. In response, numerous diverse offers await groups ready to forge real teams along the Elbe. Some opt for seeking solutions during geocaching exercises or by embracing athletic challenges or coming together by tackling challenging adventures. Others shine a brighter spotlight on pure fun, revving into a fast-paced soapbox derby, or more leisure enjoyments such as rowing or rafting on the Elbe. The possibilities are entirely up to you and your team. Because whatever you decide on, Dresden is always at the ready!

www.dresden.de/incentive
Science is everywhere in Dresden – except in the ivory tower. Dresden is a leading research and development centre in three important fields: Scientists working in microelectronics, nanotechnology and biotechnology / life sciences seek answers here to issues we’ll all face in the future. At the same time, a close-knit network of innovative scientific enterprises ensures an effective and free exchange of knowledge. This “Dresden Spirit”, the close, uncomplicated cooperation between research facilities, universities and business makes Dresden the city with the highest researcher density in all of Germany. With 11 universities including the TU Dresden, the only “Excellence University” in the new federal states, Dresden has long been synonymous with “science”. As well as “practice”. Dresden-based companies and research facilities are happy to provide concrete examples of how this works. In fact, one of them literally could not be more open about its production methods – the Gläserne Manufaktur (Transparent Factory) where the VW Phaeton rolls off the assembly line.

www.dresden.de/incentive
Social dining with colleagues. The fine four-course menu. Crossover cuisine from gourmet chefs. Regional favourites. And then the many Dresden specialties: wine, sparkling wine, Stollen and Eierschecke cakes, Quarkkeulchen pancakes, chocolate, beer – impossible to describe it all, such treats simply need to be savoured first-hand. Luckily, such opportunities abound here. On brewery tours and in beer seminars, deep in sparkling wine cellars and at winegrowers, inside Stollen bakeries and schnapps distilleries you can experience the entire manufacturing process – sometimes even join in yourself. And with just a little luck, you’ll come away with a few insider secrets and recipes.

www.dresden.de/incentive
And then there’s the gorgeous region surrounding the Elbe city: if you have time, exploring the region is always worthwhile. Visit the world-famous porcelain city of Meissen. Its impressive Gothic cathedral provides a magnificent backdrop and neighbouring Albrechtsburg is believed to be the oldest palace building in Germany. The Meissen porcelain factory is known around the world; museum and demonstration workshop feature old and contemporary “white gold” masterpieces. Utterly enchanting is also Baroque Schloß Moritzburg. Experts consider it to be one of the most beautiful water castles in Europe. Another tip is the enormous – never captured – Festung Königstein (Fortress) amidst the sandstone formations of Saxon Switzerland. During Advent at the latest, the Erzgebirge is naturally the place to be. Especially for authentic, high-quality handcrafted made in Germany items. Actually the only question left is how many extra days you’ll need to add on to your event!

www.dresden.de/incentive
The earlier the evening starts, the more time there is for memorable moments. A special fixed menu served in a regal setting or dinner in a traditional restaurant? A gentle stroll through the historic Old Town interspersed with sparkling wine stops and fascinating historical tidbits? A pub crawl through the ‘Alternative Quarter’? An evening guided tour, as unusual as it is unforgettable, of the world-famous Semperoper Theatre, operetta, cabaret? Dresden is filled with so many ideas at every turn, there’s any number of customized options for all. From authentic and stunning to quirky and hip, the old amidst the new. Here’s to unhurried conversations. To new contacts and old acquaintances. In short, relax – you’re in Dresden.

www.dresden.de/incentive
SEMPEROPIRNBALL & SEMPEROPENAIRBALL
Uniquely Dresden. Partygoers outside can view (and toast!) all the SemperOpernball happenings in the ballroom on the giant screen set up outside at the SemperOpenairball.
later January | early February

FLEET PARADE
The grand May Day parade of the historical paddle-wheel steamer fleet
May 1

INTERNATIONAL DIXIELAND FESTIVAL
Five days and evenings of early jazz trumpeting out from all corners of the city: from the Elbe paddle-wheel steamers and jazz cellars and all along Prager Strasse. Capped by a huge inner city procession of all the festival’s bands to Theaterplatz square.
mid-May

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mid-May

DRESDEN MUSIC FESTIVAL
Classical music festival featuring international stars and Dresden ensembles held at the most beautiful venues throughout the city.
late May – early June

FILM NIGHTS ON THE ELBE EMBANKMENT
Open air cinema and concert festival on the banks of the Elbe with Dresden’s Old Town silhouette as a breathtaking backdrop.
June to August

DRESDEN RIVERSIDE FESTIVAL
All along the Saxon Wine Route between Loschwitz and Pillnitz.
third weekend in June

COLOURFUL REPUBLIC
City festival in Dresden’s ‘Alternative Quarter’.
last weekend in June

NIGHT OF THE DRESDEN PALACES
Light shows, fireworks, concerts, arts and culinary treats amidst the romantic settings of the Elbe palaces.
July

MUSEUM SUMMER NIGHT IN DRESDEN
More than 40 museums stay up late to present special surprises.
early July

DRESDEN LONG NIGHT OF SCIENCE
Institutes and universities offer behind-the-scenes looks into their research work.
early July

CANALETTO DRESDEN CITY FESTIVAL
The inner city pulsates with live music from Baroque to pop, samba to rock. The festivities also include cabaret performances, steamship parades on the Elbe and countless other surprises.
August

WINE FESTIVAL IN RADEBEUL AND MEISSEN
last weekend in September

DRESDEN STRIEZELMARKT
Along with 10 completely different Christmas markets from the Medieval Christmas in the Royal Courtyard to the Budenzauber with its après-ski vibe.
December
www.dresden.de/highlights