PRESS RELEASE
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Comprehensive revision of content and technical aspects

New website of Chemical Parks in Germany

- Website with modern layout and clear customer approach
- Better information for potential investors
- Optimised webdesign for mobile use

Modern, topical and customer-oriented – this is the new internet presence of Chemical Parks in Germany. Thilo Höchst (director of the Sector Group of Chemical Parks within the German Chemical Industry Association/VCI) on the relaunch of the website: “We have fundamentally reorganised our information offer so that potential investors can faster access the facts they really want to know.”

The main features include a modern layout and a clear customer approach. The relaunch became necessary after technical aspects, structures and appearance were no longer the state of the art. The English version is at the same address as before: www.chemicalparks.com.

The website describes the success model “Chemical Parks” with its advantages for investors. Furthermore, there are comparable profiles of individual parks with their portfolios of services. The function “Available Spaces” enables visitors to search the website for vacant plots at suitable locations, using a filter for plot sizes. Success stories and testimonials complete the offer.

A list of 23 chemical parks gives particulars on infrastructures and services, location characteristics, local companies and park operators, including contact persons and details. The chemical parks themselves manage and update the content and data of their parts of the website. The platform is open to further chemical parks that seek to attract investors.
“Germany Trade & Invest” (GTAI, the foreign trade and inward investment agency of the Federal Republic of Germany) can directly import the data of chemical parks via an interface. This ensures identical data on both platforms.

The webdesign is optimised for mobile use, with straightforward user guidance and good search options.

Another benefit of the new website layout: In June 2018 Chemical Parks in Germany will be presented to international audiences at ACHEMA – the world forum and leading show for the process industries.

The VCI represents the politico-economic interests of ca. 1,700 German chemical companies and German subsidiaries of foreign businesses. For this purpose, the VCI is in contact with politicians, public authorities, other industries, science and media. The VCI stands for more than 90 percent of the chemical industry in Germany. In 2016 the German chemical industry realised sales of ca. 185 billion euros and employed over 447,000 staff.

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