

- Langenhagen will introduce a label 'typical Langenhagen' for the gastronomy , the motto of the whole project is "Pferdestärken Langenhagen" which covers the horses and the mobiles that are a strong part of Langenhagen, too.
- Langenhagen started immediately with profiling: Pferdestärken in different ways is the brand.

After that they will tackle other problems. This is a case with a very strong focus.

- Goals defined are: attracting more tourists and inhabitants to spend their money in Langenhagen and support farmers and the smes in Langenhagen