**LAPP supports nationwide campaign**

**Diversity as a success factor for the German economy**

***Stuttgart/Wuppertal, 19 August 2024* - "Made by diversity": German family-owned companies are standing up for tolerance and openness. LAPP, one of the leading providers of integrated solutions and branded products in the field of cable and connection technology, is also taking part in the campaign.**

Under the motto "Made in Germany - Made by Diversity", more than 40 German family businesses and two business associations from eastern Germany are speaking out in favour of more tolerance and openness in society ahead of the state elections in Saxony, Thuringia and Brandenburg. With a nationwide advertising campaign, they are jointly demonstrating that diversity is a success factor from a business perspective.

"Cosmopolitanism, tolerance and diversity have been part of our DNA since LAPP was founded over 60 years ago. Especially in the current times, we need to stand up for these values and against xenophobia more than ever. As entrepreneurs, we are also called upon to take a stand. That is why I am delighted to be part of the "Made in Germany - Made by Diversity" campaign together with over 40 family-owned companies in Germany," says Matthias Lapp, CEO of the Lapp Group, and emphasises: "LAPP's strength lies in the diversity of its global workforce. We draw innovation and creativity from this. Our corporate culture is based on respect, openness and a clear commitment to social responsibility - this is the key to sustainable success."

"The label 'Made in Germany' has stood for quality and excellence in international competition for decades. Without diversity in our companies and in our country, we would not be able to create or fill jobs. This would put the basis of our economic system and jobs at risk," says Dr Timm Mittelsten Scheid, initiator of the campaign and member of the Vorwerk Group's shareholder family and advisory board. Diversity is the basis for Germany's prosperity. Every day, people give their best for our companies, regardless of their origin. The campaign is intended to emphasise this: We are all part of "Made in Germany - Made by Diversity".

**Diversity as a success factor - corporate responsibility**

A diverse environment is increasingly becoming an economic and competitive factor for companies. According to the online portal Statista, around 42.8 per cent of industrial companies in Germany complain about a lack of skilled staff. A total of around 1.8 million vacancies were unfilled at the end of 2023. As the baby boomer generation retires, the situation will become even worse in the coming years. A clear majority of German entrepreneurs therefore see the immigration of skilled workers as a way of countering the shortages.

Dr Timm Mittelsten Scheid believes that entrepreneurs have a responsibility: "As family entrepreneurs in particular, we enjoy a high level of credibility and are an active part of our society. We have to take a clear stance and make it clear: Promoting diversity and enabling equal opportunities are the basis for economic success and therefore our prosperity in a globalised and interconnected world. Exclusion, on the other hand, is massively damaging to our location."

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**Image material**

Digital image material in printable resolution is available for this press release. The photos may be used free of charge. Graphic editing is not permitted, with the exception of cropping the main motif.

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|  | **Matthias Lapp**  "LAPP's strength lies in the diversity of its global workforce," says Matthias Lapp, CEO of the Lapp Group. Photo: LAPP  You can download the image [here](https://mediapool.lapp.com/d/d916c68f7d0b41989b3b2ad077eb9827).  **Made by diversity" campaign**  LAPP supports the nationwide initiative "Made in Germany - Made by Diversity" and campaigns for more tolerance and openness. Photo: LAPP  You can download the image [here](https://mediapool.lapp.com/d/d916c68f7d0b41989b3b2ad077eb9827). |

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| **Press contact:**  Daniel Kurr  Head of Corporate Communications  Mobile: +49 160 6186920 daniel.kurr@lapp.com  Lapp Holding SE Oskar-Lapp-Str. 2  70565 Stuttgart | Irmgard Nille  IN-Press  Mobile: +49 160 97346822 irmgard.nille@in-press.de |

**About LAPP**

**LAPP, based in Stuttgart, is one of the leading providers of integrated solutions and branded products in the field of cable and connection technology. The company's portfolio includes cables and highly flexible wires, industrial connectors and gland technology, customised assembly solutions, automation technology and robotics solutions for the intelligent factory of tomorrow and technical accessories. LAPP's core market is mechanical and plant engineering. Other important sales markets are the food industry, logistics, the energy sector and mobility.**

**The company was founded in 1959 and is still entirely family-owned today. In the 2022/23 financial year, it generated a consolidated turnover of 1.92 billion euros. LAPP employs 5,551 people worldwide, manufactures at 21 international locations and has its own sales companies in 36 countries. Through additional collaborations with business partners, the company has a total of around 100 representatives worldwide.**

**Further information on this topic can be found here:** <https://www.lapp.com/de/de/news/presse/e/000143>

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