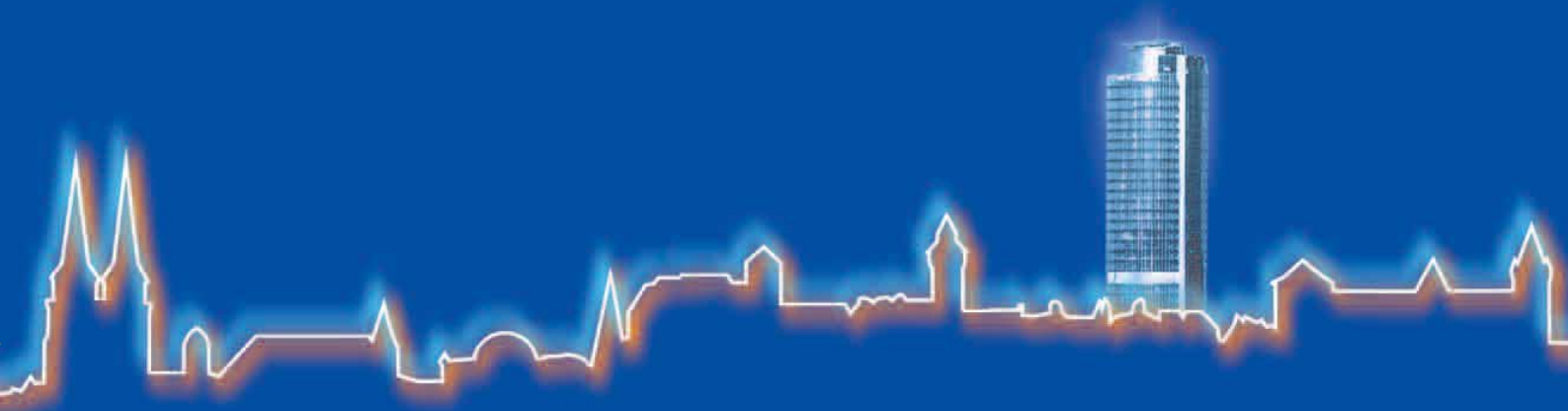


N U R E M B E R G



nuremberg inspires





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Everyone has their own ideas of quality of life.
Nuremberg offers you some very attractive ones.

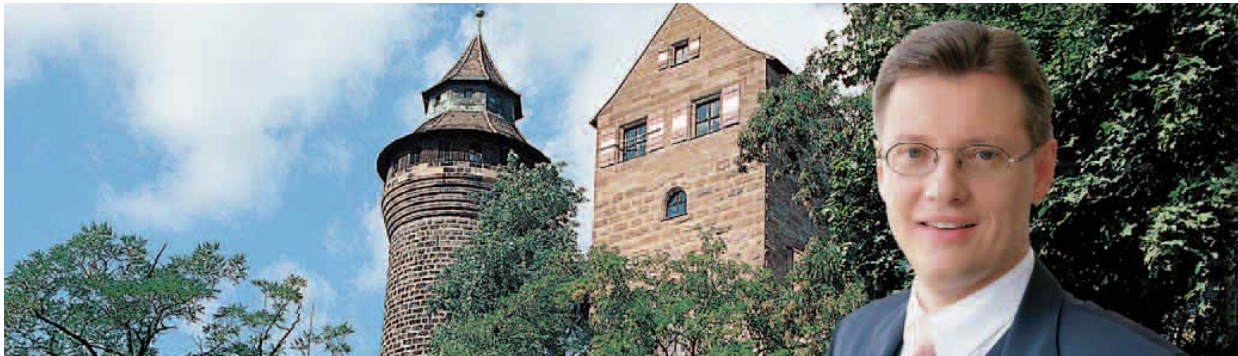
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Every entrepreneurial project starts with a vision.
Nuremberg opens up the right prospects.

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Welcome to Nuremberg!



“Nuremberg, a modern city with half a million inhabitants, is located at the center of one of the most important European high-tech regions. Northern Bavaria’s cosmopolitan business capital is the economic and cultural center for 1.7 million people in the region. Nuremberg is pure quality of life. Historic flair, modern architecture, living culture and innumerable sport and leisure facilities create a city that is simply enjoyable for everyone. Nuremberg has an efficient infrastructure, attractive investment sites and a position at the heart of the European markets. We are continuing to expand our competence as a location for new technologies and innovative services. Our business promotion team is the business community’s partner and offers individual advice and fast help. This fundamental understanding is the basis of all our efforts to boost innovation capability.

Nuremberg inspires future – be part of it!”


Dr. Ulrich Maly
Lord Mayor
of the City of Nuremberg


Dr. Roland Fleck
Deputy Mayor
for Economic Affairs, Nuremberg



Always on course with optimum connections.

The Nuremberg commercial center.



Dr. Bernd Rödl, lawyer, chartered accountant and tax consultant, a staunch citizen of Nuremberg since 1977.

As international transport hub with a first-class infrastructure, Nuremberg is right at the center of the markets. Discover excellent conditions for trade and logistics.

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Nuremberg makes connections

- ▶ With a population of 1.7 million and a Gross Domestic Product of 46 billion euro, one of the top ten economic regions in Germany
- ▶ Cosmopolitan business capital with 500,000 inhabitants

- ▶ Hub in the European trunk highway network and high-speed rail network
- ▶ International airport with some 60 direct destinations
- ▶ Over 9 million t of cargo movements per year at the freight traffic center Port of Nuremberg

▶ Economic region of Nuremberg

▶ Nuremberg as transport hub



Nuremberg, Northern Bavaria's cosmopolitan business capital with some 500,000 inhabitants, is the economic and cultural center for 1.7 million people in the region. This makes Nuremberg one of the top ten economic regions in Germany. An extremely efficient infrastructure, promising industries, enormous innovative power and a high quality of life make the Nuremberg region an attractive location for companies in the industrial and service sectors. The lively blend of traditional and modern is a source of inspiration for business, science and culture.

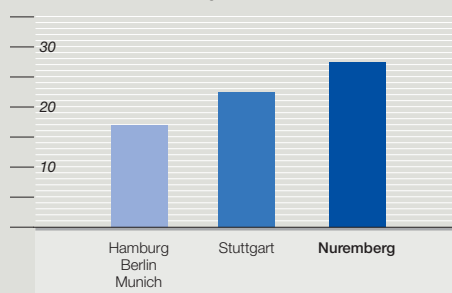


Nuremberg – hub for major European trunk highways

Short routes and fast connections are becoming more vital. All the European centers can be reached quickly and conveniently from Nuremberg using a wide range of trunk transport services. An outstanding local transport system provides optimum connections within the conurbation.

Nuremberg airport, close to the city and ideally integrated into the local public transport system by its subway station, impresses with short handling times and personal service. Around 60 destinations can be reached directly from Nuremberg.

Ideal accessibility



Comparison of economic regions:
Number of inhabitants (in millions) within a radius of 200 km
Source: Chamber of Commerce and Industry for Nuremberg and Central Franconia (IHK)

- ▶ International exhibition and congress location
- ▶ NürnbergMesse has 150,000 m² of display space
- ▶ Leading international exhibitions

▶ Nuremberg – commercial meeting-place

As an important hub, the city is ideally integrated into the national and international high-speed rail network. This guarantees fast connections to all German and European business centers at hourly intervals. The road connections are also impressive: With intersections on three of the most important European trunk highways, the region plays a significant role in international road transport. A dense road network in the region ensures a smooth flow of regional traffic.



The freight traffic center Port of Nuremberg is not only the leading cargo hub in Southern Germany, but also one of the best-developed German inland ports. The latest transport and logistics management creates capacities and opens up prospects beyond the borders of Europe as far as the near Orient. The Nuremberg authorities are involved in European logistics projects with a view to optimizing cargo transport chains for industry and citizens.

People also meet where flows of goods intersect – Nuremberg enjoys high international esteem as a trading center and exhibition city.

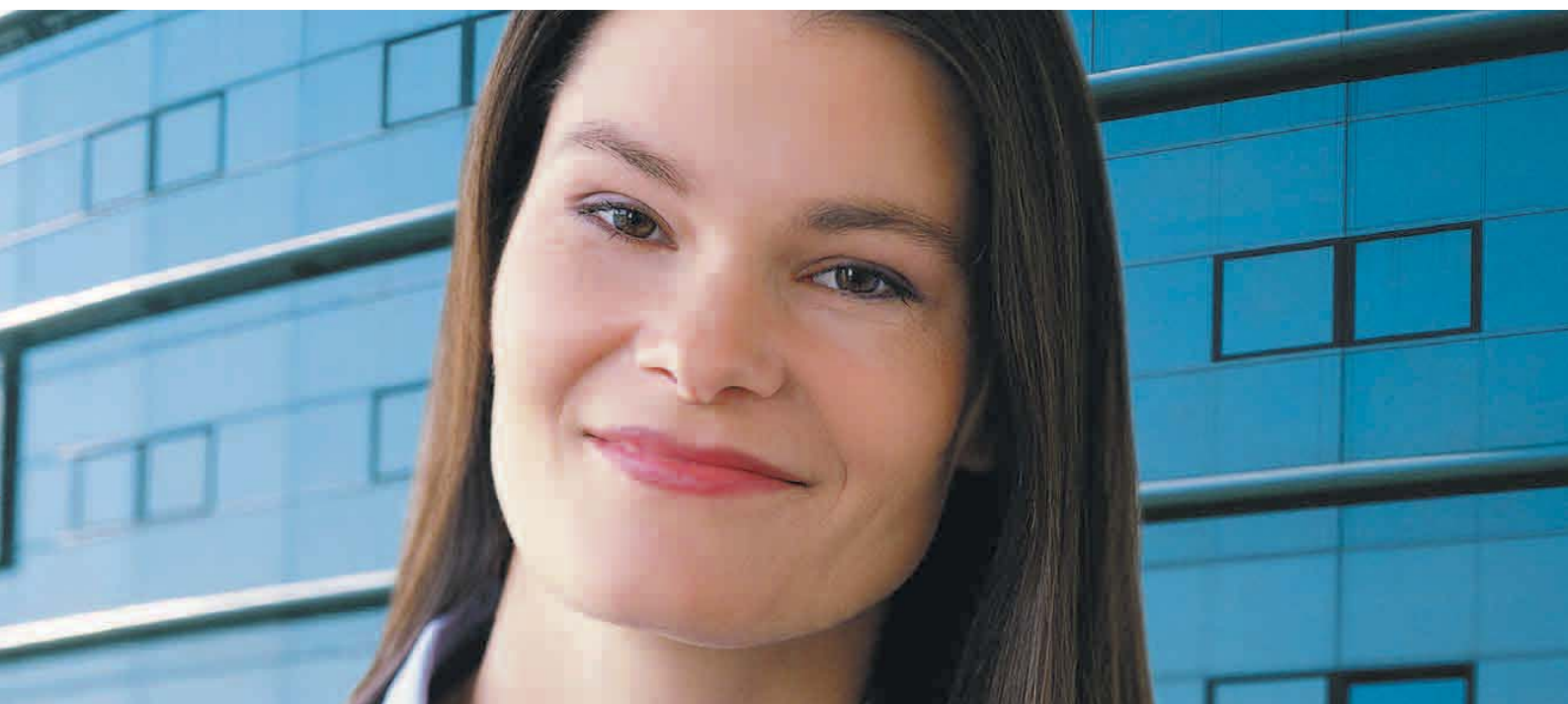


The Nuremberg commercial center pulsates with life. Over 2,400 companies in the region maintain business relationships with international partners. The city is regarded throughout Europe as a top location for internationally oriented trade fairs and congresses – with maximum comfort for visitors: perfect service and the first-class infrastructure are strong points of the exhibition center and the Congress Center Nuremberg.

After a successful day at the exhibition, hospitable hotels, excellent restaurants and the attractive city center with a lively cultural scene invite visitors to relax. Not only exhibition visitors appreciate the hospitality and unmistakable charm of Nuremberg. One million visitors a year enjoy the city's pleasant atmosphere.



High-tech needs the right environment.
The conditions in Nuremberg are ideal.



Dr. Maïke Meyer, IT engineer, has developed future technologies in Nuremberg since 2000.

Long craft trade and commercial tradition – and clear future orientation: Nuremberg has always been especially open to innovations. The city is one of today's top high-tech locations in Europe and a leading center for e-business.

Get to know an attractive environment for innovative companies.

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Nuremberg opens up prospects

- ▶ High-tech location of international standing
- ▶ Successful blend of high-tech and craft trades
- ▶ Over 300,000 jobs – large resources of qualified employees
- ▶ Strong export orientation: more than 40 % of Nuremberg's products are produced for the international market

▶ High-tech meets tradition in Nuremberg

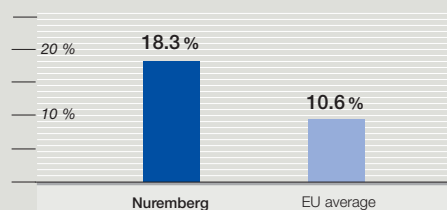
Nuremberg is distinguished by its lively network of highly diversified branches of industry. Traditional craft trades and high-tech business, medium-size enterprises and global players, established firms and young start-ups – they all find the ideal location conditions in Nuremberg.

In terms of the share of the total workforce attributed to highly qualified employees in the technology-oriented business segments, Nuremberg is one of the top five regions in Germany. At the same time, some one sixth of Nuremberg's total working population is employed in medium-size craft trade firms. A highly successful blend of innovation and tradition enables successful partnerships between craft trade, industry and service companies in the region.



- ▶ Top IT location with 90,000 employees in 8,000 firms
- ▶ Competence center for optical communication technology and network access technology
- ▶ Powerful in automation engineering and power electronics
- ▶ Competent in energy technology and intelligent automotive engineering

Leading position for high-tech employees – sixth place in the comparison of the 211 European regions



Share of total workforce in high-tech industries in the comparison of the 211 European economic regions

Source: Eurostat, 1997

▶ Top technology made in Nuremberg

Nuremberg has made a name for itself as a powerful location for information and communication technology and the development of technical solutions for applications in the fields of energy, transport and medicine. Especially in the area of promising technologies, the Nuremberg region possesses competencies at top European level – in terms of both scientific research and know-how in the companies on the ground. One third of all German patents are registered in only five regions – Nuremberg is one of them.

In the information and communication technology sector alone, which includes the media industry and network vendors as well as the technological segment, there are 90,000 people employed in almost 8,000 companies in the Nuremberg region. The many market leaders in the IT industry make Nuremberg one of the leading European-wide locations for network and network access technology and optical transmission technologies. On the scientific side, institutes such as the Fraunhofer Institute for Integrated Circuits, the European Application Center for Polymeric Optical Fibers, the Bavarian Commercial Informatics Research Association, the RESEARCH FACTORY Nuremberg and other institutions like the biggest Bell Lab outside the USA create significant impulses for innovation.



The media industry is also strong in Nuremberg, especially in the printing sector. For example, the city is Europe's photogravure center. Some 150 printing and media firms and many publishing companies are based in Nuremberg. Many of these companies are increasingly expanding in the e-publishing segment and profit from the high level of IT competence in the region.





- ▶ Energy industry – 500 companies with over 50,000 employees
- ▶ Transport and logistics – 74,000 employees, 40,000 of these in automotive engineering alone
- ▶ 33,000 employees in power electronics

Companies in the Nuremberg region employ the most engineers

1	Nuremberg
2	Stuttgart
3	Munich
4	Starkenbourg
5	Oberschwaben, Lake Constance
...	...
97	...

Engineers employed in companies as share of working population. Comparison of the total 97 planning regions in Germany
Source: Prognos, Basel, March 2000

▶ Nuremberg – center of technical competence



The competence to solve tricky technical tasks and control complicated processes is valued worldwide as one of Nuremberg's special strengths. Nuremberg has the highest share of engineers in the working population in the whole of Germany. In practice, industrial automation, manufacturing and process technology and overall optimization of electronic systems play an outstanding role in the region. This means the city has excellent resources available for developing markets of the future.

A strong industry in the region is the energy industry: Over 50,000 employees work in 500 companies in this business segment, particularly in the subsegments of energy production, energy management and building services.

The integration of modern energy technology, drive systems and automation is centered on power electronics. The Nuremberg companies produce one fifth of this industry's turnover in Germany. This means the region has a unique concentration of companies and value creation at European level in this sector.



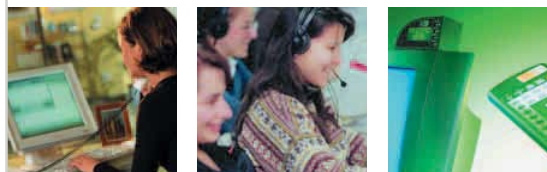
Intelligent transport technologies and innovative logistics services are not only developed in Nuremberg – they are also put into practice and integrated. Automotive engineering alone employs some 40,000 persons in the region. Know-how from Nuremberg can be found in cars all over the world; it is hard to imagine modern vehicles without engines, carburetors and electronic components from Franconia.

- ▶ Center for market research
- ▶ Competent in business and engineering consulting
- ▶ Efficient production-related service providers

- ▶ Pioneering in e-finance
- ▶ Established e-business center
- ▶ No. 1 call center location

▶ Nuremberg – strong on services

New branches and fields of activity are being created in a dynamic process at the interface between innovative technologies and the service sector. Here the clear strengths of Nuremberg and the region are mainly in future-oriented branches such as market research, facility management, business and engineering consulting and e-commerce in trade and financial services. International consulting service providers, planning consultants and market research institutes boost the competitiveness of industry and commerce. For example, Nuremberg enjoys an excellent European-wide reputation in the market research and opinion research sector. Every third market researcher in Germany works in Nuremberg.



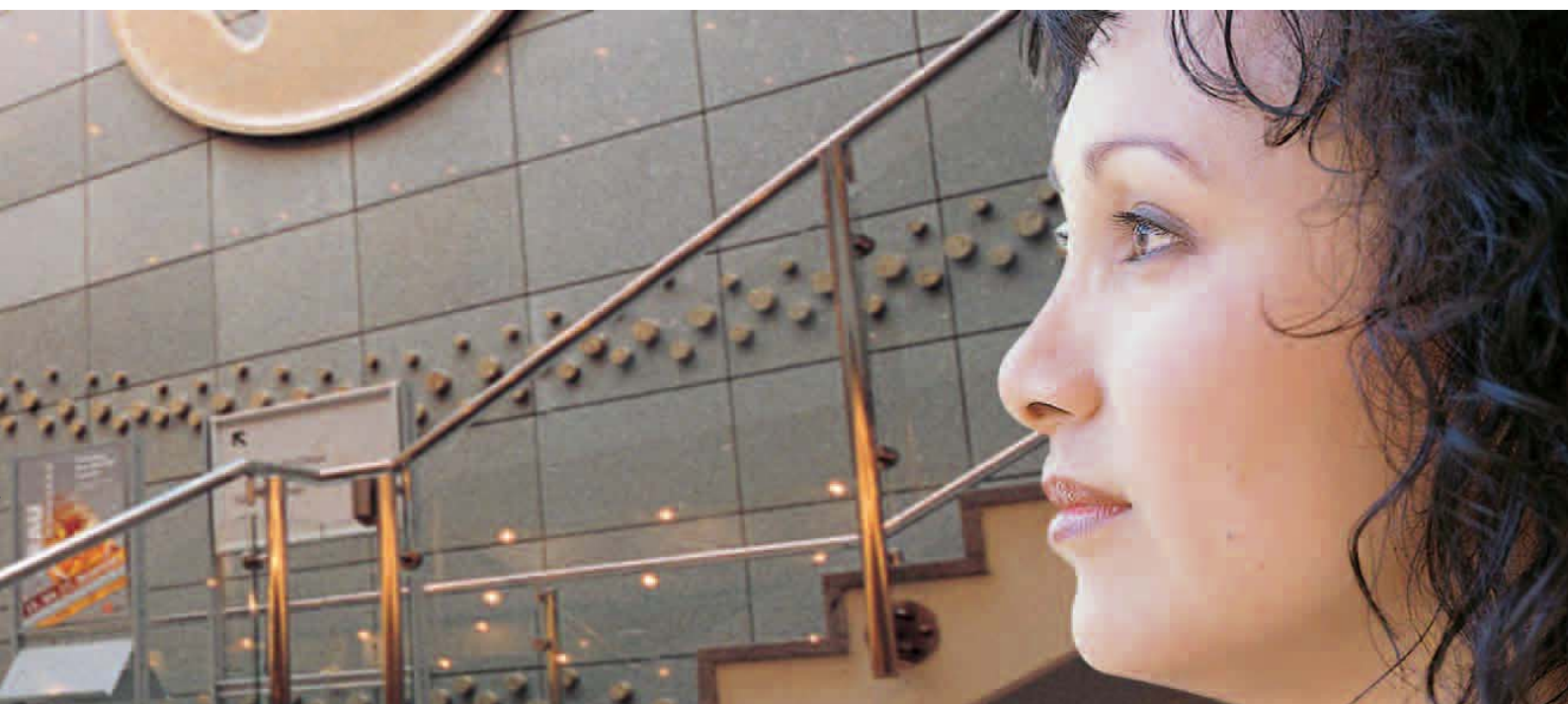
The Nuremberg region is one of the established e-business centers in Germany with a host of companies and pioneers in the e-commerce and e-finance sectors. The city authorities are currently setting up a virtual service center for citizens on the Internet and have won the municipal competition MEDIA@Komm with this project. This underlines Nuremberg's position as one of the leading e-communities in Germany. Parallel to this, the region is developing into Bavaria's no. 1 call center location. More than 10,000 skilled employees meanwhile work in this young growth branch.

Other key areas in Nuremberg's multifarious service world are business and legal consulting and engineering consulting services. Many companies contribute to the high level of consulting competence, and the economic importance of consulting continues to grow. The growth of jobs in this sector in the Nuremberg region is above average compared with other regions in Germany.

The companies in Nuremberg profit daily from the broad spectrum of competent and internationally oriented service providers in the region.



Knowledge is the most valuable raw material.
You will find unique sources in Nuremberg.



Prof. Dr. Patricia Shiroma Brockmann, informatics professor, has lectured in Nuremberg since 1998.

The importance of education is a tradition in Nuremberg – and the consistent promotion of research and science pays off.

The proof: an above-average concentration of qualified personnel with great potential for new ideas. Ideal conditions to inspire the markets of the future ...

nuremberg inspires





Nuremberg creates future potential

- ▶ 6 universities and 8 universities of applied sciences with 90,000 students in Northern Bavaria
- ▶ International courses of study and schools
- ▶ National center for training

▶ Nuremberg – education stronghold



Highly qualified recruits on the regional labor market and practical research and science are important motors for the special innovative power and future orientation of the Nuremberg region.

The complete spectrum of schools, training institutions, the Friedrich Alexander University of Erlangen and Nuremberg, the Georg Simon Ohm University of Applied Sciences and the Protestant University College train young people to a high standard.

The Europa high schools and the English-speaking Franconian International School make their pupils fit for the requirements of an increasingly merging world. Nuremberg is also a strong location of national importance in terms of occupational training. Colleges such as the training centers of the chambers of commerce and craft trades, the associations, the Marketing Academy and the College of Printing and Media Technology provide practical training of specialists for the industry.

Excellent prospects for the future!

▶ Nuremberg – university region

Some 90,000 students are enrolled at the universities and universities of applied sciences in Northern Bavaria. 30,000 of these study at the Friedrich Alexander University of Erlangen and Nuremberg and the universities of applied sciences in Nuremberg – powerful resources for companies in the Nuremberg region. The University of Erlangen and Nuremberg, the scientific university with the broadest spectrum of subjects in Germany, and the universities of applied sciences respond rapidly to the latest developments in business and society. With their consistent international orientation and high degree of practical relevance, they ensure qualified academic trainees in the region. In cooperation with locally based companies, courses of study are created that are geared to the current needs of the industry, such as the Bachelor of Science in Telecommunications at the Nuremberg University of Applied Sciences or the Master's Degree in Molecular Science at the university.

The quality and practical relevance of the regional university landscape are constantly shown by the above-average research funds available. Successful application-oriented research projects prove the close cooperation between companies and local university institutes. An exceptionally large number of patent applications per professor illustrates the high degree of innovation of university research in the region.



- ▶ **RESEARCH FACTORY Nuremberg – development strategy for the future**
- ▶ **Fraunhofer Institute for Integrated Circuits sets new standards**
- ▶ **Effective technology transfer through competent partners**
- ▶ **Research associations for commercial informatics and knowledge-based systems**

▶ **Research in Nuremberg**



The RESEARCH FACTORY Nuremberg is an optimum addition to the university research landscape, which integrates industry, research and state innovation support in an ideal way. The Fraunhofer Institute for Integrated Circuits and the university chair of Manufacturing Automation and Production Systems concentrate their industry-related scientific activities here. The research and development activity is focused on the future technologies of network access, optical communication, interoperative systems, logistics, communication and mechatronics.

Many supporting and integrating activities are characteristic of the Nuremberg technology region. The spectrum ranges from the work of the Bavarian Research Associations for Commercial Informatics (FORWIN) and Knowledge-Based Systems (FORWISS) based in the Nuremberg region to Bayern Innovativ for innovation and knowledge transfer. Important for regional integration are the competence initiatives, which not only initiate and support projects, but are also indispensable as platforms for cultivating contacts.

Strong on innovations Patent applications per 100,000 inhabitants in 97 German planning regions

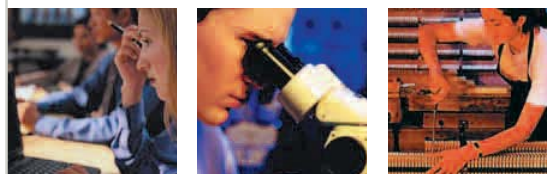
1	Stuttgart	141.5
2	Munich	129.3
3	Nuremberg	100.1
4	Braunschweig	90.7
5	Darmstadt	79.0
6	Lower Neckar	73.1
7	Düsseldorf	63.7
8	Rhine-Main	62.9
9	Cologne	51.1
10	Berlin	34.4

Average in Germany 49.2

Source: German Patents and Trademarks Office, 2001

▶ **Active start-up network in Nuremberg**

The practical research in the institutes enables successful spin-offs and new start-ups in the area of future products and services. These start-ups in the region are accompanied and supported in all phases of corporate development by a concentrated network of partners. The North Bavarian Business Plan Competition and the Start-Up Competition organized by the savings banks identify successful new business ideas and help with the initial steps – the start-up statistics for the competition years until now are impressive. Business Angels and the North Bavarian Entrepreneurship Academy support young entrepreneurs with experience and know-how in the start-up phase. The LfA Förderbank Bayern and a number of venture capital companies offer financing facilities for implementing new business ideas in Nuremberg.



A key advisory function in the region, especially in terms of technology development programs, is performed by the North Bavarian Innovation Consulting Center at the Bavarian Trade Institute (LGA) in Nuremberg, the advisory centers of the Chamber of Commerce and Industry and Chamber of Artisans, and the Nuremberg Office for Economic Development. With the innovation and start-up centers and the "incubator", the city also offers young companies ideal accommodation conditions.



Everyone has their own ideas of quality of life.
Nuremberg offers you some very attractive ones.



Andree Köthe, star chef, has enjoyed Nuremberg since 1989.

Fascinating, open-minded, pleasant – and always a source of inspiration: Nuremberg offers you all the facilities you can expect from a modern city – combined with especially high quality of living and recreation. Enjoy Nuremberg – with culture, sport and fun for all tastes.

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Nuremberg delights

- ▶ Attractive museum landscape of world standing
- ▶ Opera house, theater, ballet and liberal arts scene
- ▶ Events à la carte: from International Organ Festival to Rock in the Park, from Open-Air Classics to Bards' Festival
- ▶ Beer gardens, Franconian pubs, clubs, lounges ...

▶ Nuremberg - city of culture

Whether grand opera or minor arts, gallery visit or museum tour – the active art and cultural scene in Nuremberg is a constant source of new surprises and inspiration and invites you to make countless personal discoveries. The Germanisches Nationalmuseum presents the most extensive collection of German art and culture, the State Museum for Art and Design attracts visitors with contemporary art, and the technically minded get their money's worth in the Transport Museum or the Museum of Industrial Culture. Theater lovers also have a good hand in Nuremberg, as the program for the opera house, municipal theater and independent theaters is as varied as Nuremberg itself.

The events calendar is full of events with international appeal, ranging from Open-Air Classics, East-West Jazz Festival and Bards' Festival to Rock in the Park. Nuremberg's lounges and clubs are big names in the scene. With such an extensive program, no one can possibly get bored. Nuremberg's gastronomy is also as varied as the cultural scene: Nuremberg has the right food for every taste – from beer garden snack and regional specialties from the market stand to the finest international cuisine.

Lively, urban, cosmopolitan – but also relaxed, compact and with lots of personal touches: Nuremberg offers maximum quality of life with a very special flair. Nuremberg is not only good for working, it is good for living, too.

Nuremberg invites you to take a stroll and discover new facets of city life. The various historic monuments, such as the castle, churches and patricians' houses in the heart of the old town, are only one aspect, others are the active cultural scene and the varied selection of pubs and bars. The Franconian metropolis has many faces: sometimes peaceful and romantic, then again dynamic and really up to date – Nuremberg offers a variety of possibilities for every taste and interest.



- ▶ **Enjoy quality of life:**
483 ha of public parks and outdoor areas,
370 ha of lakes, 350 public sports facilities,
15 swimming baths, golf course and lots more
- ▶ **Attractive recreational landscape on the doorstep:**
water sports paradise on the Franconian Lakes,
climbing eldorado in Franconian Switzerland and
cyclists' world in Altmühltal

- ▶ **Guaranteed high quality of life**
- ▶ **Safest city in Germany**
- ▶ **Nurseries and schools available**
- ▶ **Above-average health care**

▶ **Active in Nuremberg**

Sports fans get their money's worth in Nuremberg, as the city and region whet the appetite for active leisure. Many jog and skate every day in one of the numerous parks or around the lakes in Nuremberg. The water sports paradise on the new Franconian Lakes, the cyclists' world in the Altmühltal nature reserve and the climbing eldorado in Franconian Switzerland are attractions with unspoiled nature and rural charm that are located just outside the city gates.

Prefer something a little further away? Then just drive to the Alps for hiking or winter sports over the weekend – no problem from Nuremberg.



Finally, many top-class sports events in the city attract visitors for watching or cheering on every year: Whether league football, professional ice hockey, motor racing, triathlon or cycle racing – Nuremberg always provides plenty to talk about.



▶ **Living in Nuremberg**



Nuremberg simply makes you feel at home. Whether in a penthouse flat on the banks of the Pegnitz in the city center or in a house in the country – all dream homes can become reality here at attractive prices. In the city center surrounded by many places of interest in the old town, one of the longest malls in Europe invites you to a relaxed stroll or to just enjoy the hustle and bustle. There are good reasons why Nuremberg is right up front in a worldwide comparison of the quality of life in cities. Top marks are awarded particularly to the quality of the schools, the health care system, the sports facilities and safety. The attractive location and these outstanding infrastructure conditions guarantee first-rate living conditions in the safest city in Germany.



Every entrepreneurial project starts with a vision.
Nuremberg opens up the right prospects.



Dr. Rainer Fechner, location manager, has valued the exceptionally close cooperation with the local government authorities since 1998.

The public offices in Nuremberg cooperate extremely closely with private industry. This pays off: The comprehensive and exemplary business promotion service means that corporate goals can be realized especially quickly and effectively here.

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Nuremberg promotes the future

- ▶ Over 250 ha of top-quality commercial sites in excellent locations
- ▶ Attractive business parks with over 600,000 m² of useful space
- ▶ The right environment for every taste

▶ Commercial sites in Nuremberg

Attractive commercial sites and office locations for every requirement with excellent support from the business promotion team are a special advantage in Nuremberg. The variety available enables Nuremberg to meet a wide range of demands in an optimum way: prestige inner-city locations, commercial sites with ideal transport connections and business parks with first-class structures. Revitalized multifunctional office and commercial centers in the heart of the city offer a unique flair with flexible utilization of space and services for medium-size companies. Start-ups find an outstanding environment in the start-up centers and incubators. The freight traffic center Port of Nuremberg offers a location with ideal conditions particularly for logistics companies.



- ▶ Our business promotion service stands for quality, speed and reliability
- ▶ Individual support and competent advice
- ▶ RATHAUS DIREKT makes arrangements between companies and authorities rapidly and without fuss

Contact

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▶ Business promotion in Nuremberg

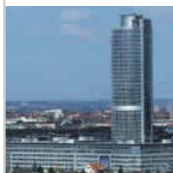
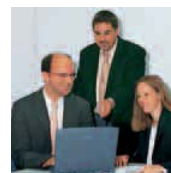
Companies in Nuremberg profit from the extremely high degree of cooperation between business, science, planners and authorities. The business promotion team provides individual support in all the necessary administration matters.

The central coordinating office for businessmen is RATHAUS DIREKT, our one-stop agency. Here you will receive comprehensive support for location and start-up projects from our business promotion team. Whether location matters, arrangement of sites, consulting services, project planning or acquisition of planning data – a personal contact is always available to advise you.

Competent support staff process your request in close cooperation with the municipal offices and external institutions. You can rely on fast and comprehensive support on all matters from location advice and assistance with administrative procedures to advice on possible development aid.

The business promotion team in Nuremberg also plays a decisive role in arranging contacts inside the various branches and industries. The team initiates and intensively supports projects with the aim of promoting the development of new business fields, products and services in Nuremberg. You can always rely on close cooperation and help with matters concerning technology transfer, utilization of development programs, business start-ups and spin-offs.

We are pleased to help.



Important addresses

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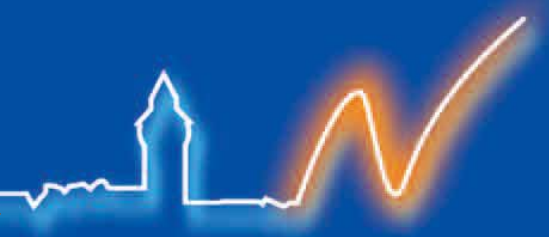
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