



Nuremberg. Where the future is alive

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Location + Infrastructure

Creative Thinking + Progress

Urbanity + Quality of Life

Science + Invention

Economic Power + Dynamics of Innovation

# IF PERSPECTIVE IS A LOCATION, YOU HAVE JUST ARRIVED

DISCOVER THE PLUS FOR YOUR SUCCESS.

Dear Reader,

The factors for success lie in Nuremberg's genetic code – for centuries inventive genius and entrepreneurial spirit have met in this city. Today, Nuremberg is a stronghold of technology, industry and innovative services. The region is one of the most dynamic high-tech centers in Europe. The next challenge already has begun: Nuremberg is evolving into a capital of innovation for future technologies as well as for research & development.

Networking is a central instrument for promoting the economy, the sciences and creativity. In Nuremberg we combine substantial business potential with a high quality of life – the best prospects for turning opportunities into success.

Do you have big plans for the future? If so, then welcome to Nuremberg!



**Dr. Michael Fraas**

Deputy Mayor for Economic Affairs, Nuremberg





## LOCATION + INFRASTRUCTURE

GLOBALLY CONNECTED

### **Centuries of expertise in production and global trade.**

With a population of half a million, Nuremberg belongs to one of the ten largest economic centers in Germany. The city also serves as the business and cultural base of the greater metropolitan region, reaching a population of 3.5 million.

The city has continued to develop its trade routes as well as its historic leading edge as a center of knowledge and trade.

Today, state-of-the-art hubs and trans-European transportation networks are paving the road to the future.

Exceptional connections support the development of Nuremberg as an important location of economic activity.

## THE DYNAMIC ECONOMIC SECTOR – IN THE HEART OF EUROPE



### Highways

At the intersection of the Paris-Prague, London-Brussels-Vienna-Budapest and Warsaw-Berlin-Rome highways

### Rail

A hub for major European trains: EC, IC and ICE

### Airport Nürnberg

An international gateway conveniently located close to the city center

Close to **3.3 m** passengers per year  
More than 50 non-stop flights to 20 countries  
Cargo Center: 99,000 tons freight volume

**Award for the best airport in Germany\***

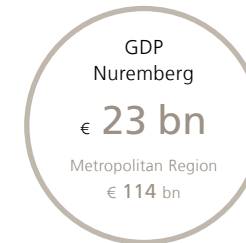
### Waterways

The Main-Danube Canal connects the North Sea and the Black Sea

The largest freight-traffic center in southern Germany  
Multi-modal container terminal  
Airport/port/rail/road

Annual traffic: approx. **15 m** tons

**Award for the best freight-traffic center in Germany\*\***

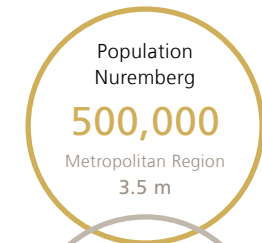


GDP per capita  
**€ 45,000**

GDP per gainfully  
employed person  
**€ 64,000**



Industrial export quota  
Nuremberg  
**50 %**



\* for the seventh consecutive year (Business Traveller Award)

\*\* in the ranking established by DGG Deutsche GVZ Gesellschaft



## ECONOMIC POWER + DYNAMICS OF INNOVATION

VARIETY FOSTERS NETWORKS

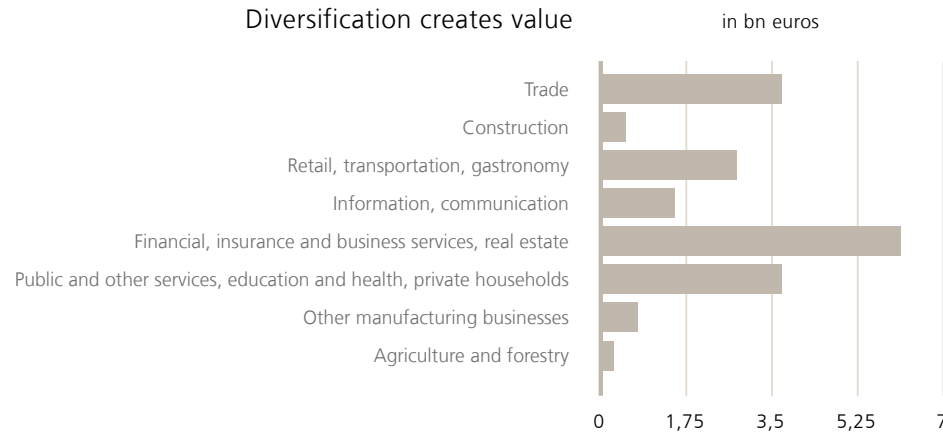
### **Clearly positive future prospects.**

As one of the largest economic regions in Germany, Nuremberg offers substantial potential and a wealth of opportunities. The area maintains a lively start-up sector as well as a wealth of global players and hidden champions in all of the high-tech and industrial sectors, dynamic service providers, sustainable production sites and small enterprises. Marked by positive trends, Nuremberg provides a heterogeneous and stable economic structure to a balanced mix of more than 25,000 companies.

## A STABLE ECONOMIC SECTOR – THE FOUNDATION FOR INNOVATION AND DEVELOPMENT



Diversification creates value



### + Economic potential

Nuremberg ranks  
**third**  
among all mid-sized cities in Europe

[fdiintelligence.com](http://fdiintelligence.com)

Major corporations with more than 1,000 employees in Nuremberg include:

Bosch | Conti Temic | DATEV | Diehl | Ergo Direkt | GfK | I. K. Hoffmann | MAN | N-ERGIE | Nürnberger Versicherungsgruppe | Semikron | Siemens | Sparkasse Nürnberg | Staedtler | VAG | Verlag Nürnberger Presse

## RISING TREND:

### INFORMATION AND COMMUNICATION TECHNOLOGY

### ENERGY INDUSTRY

**Heading the information and communications technology sector in Europe**

approximately **27,000** employees subject to social security, that is,

**9.5 %** of all employees work in this sector, **ranking second in Germany**. Nuremberg **ranks third** in the patent quota **in Europe**.

#### **Embedded systems**

**1,300** companies in Nuremberg and the region develop solutions for embedded software and hardware systems in the global high tech-industry. Because of this, Nuremberg **ranks first in Bavaria** and among the **top ten in Germany**.

#### **Web**

Nuremberg increasingly focuses on connecting innovative enterprises and promoting technology projects.

**Nuremberg is a major R&D and technology location**

**16,500** employees in

**1,250** companies work in the energy industry in Nuremberg.

€ **6.6 bn** total annual revenues in Nuremberg alone.



## CONTINUED SUCCESS IN THE GROWING ECONOMIC SECTORS OF NUREMBERG

### TRANSPORTATION AND LOGISTICS

#### Innovative transportation technology, mobility systems and logistics

more than **40,000** employees in  
the transportation sector

of whom more than **22,000** work  
in logistics

and more than **10,000** in the  
automotive industry

expertise in drive engineering,  
vehicle electronics and drive  
electrification

**13** R&D facilities throughout the  
Metropolitan Region

### TRADE FAIRS, CONFERENCES AND TOURISM

#### Meeting place Nuremberg – Infrastructure meets lifestyle

more than **2.6 m** overnight stays

Fairgrounds and Nuremberg Convention  
Center with **170,000** sq.m. of  
exhibition space

**120** national and international  
trade fairs and conferences  
including embedded world, BrauBeviale,  
FachPack, BIOFACH, Spielwarenmesse®  
and Consumenta

Convention Center capacity:  
up to **12,800** people

**1.8m** conference participants per year

### CULTURE AND THE CREATIVE SECTOR

#### Ample networking opportunities

approximately **8,000**  
companies and freelancers

generate close to € **3.3 bn**  
in revenue per year

hands-on networking:  
Creative Monday, expert symposia,  
Webmontag, Nürnberg Web Week, etc.

an active co-working sector with  
**3** co-working spaces

### INNOVATIVE SERVICES

#### Open Innovation

**33 %**  
of the economic performance delivered in  
Nuremberg is based on business-related  
services as well as financial, insurance and  
real estate,

for example, JOSEPHS Open Lab where  
innovative ideas for future services and  
products are developed

one out of every **5** market researchers in  
Germany works in Nuremberg



## SCIENCE + INVENTIVE GENIUS

### INTELLIGENT NETWORKS

#### **Always a step ahead of innovative dynamics.**

From continual global change and digitized economies to the increasing scarcity of resources, Nuremberg offers groundbreaking solutions to the challenges of the future. In addition, here is the growing pool of talent urgently needed by the economic sector.

The principle of open innovation supports networking and the transfer of know-how among leaders and trendsetters in the scientific, research and business sectors. The City of Nuremberg and its surroundings are home to 30 universities with more than 150,000 students – ideal conditions for getting future markets moving.

## AS A CENTER OF KNOWLEDGE, NUREMBERG BRINGS TOGETHER THE FACTORS OF SUCCESS

Application-oriented research and strong interdisciplinary communication between universities and research institutions characterize Nuremberg as a base of scientific knowledge.

### UNIVERSITIES

Friedrich-Alexander-Universität Erlangen-Nürnberg

Technische Hochschule Nürnberg Georg Simon Ohm  
University of Applied Sciences

Evangelische Hochschule Nürnberg  
Lutheran University of Applied Sciences

Hochschule für Musik  
Nuremberg University of Music

Akademie der Bildenden Künste  
Academy of Fine Arts

### THINK TANKS

### RESEARCH INSTITUTIONS

Fraunhofer Institute for Integrated Circuits IIS (L.I.N.K. Test and Application Center,  
Fraunhofer Department of Supply Chain Services SCS)

Fraunhofer Institute for Integrated Systems and Device Technology –  
Center for Vehicle Power Electronics and Mechatronics

EnCN Energie Campus Nürnberg  
(Bavarian Hydrogen Center, E|Drive-Center, E|Home-Center, Green Factory Bavaria)

NCT Nuremberg Campus of Technology

Helmholtz Institute Erlangen-Nürnberg for Renewable Energy Production

Bionicum Research Center

ESI Application Center

Leibniz Association of Germanisches Nationalmuseum

IAB Institute for Labor Market and Occupational Research

Embedded  
systems

Digitalization  
and  
localization

Resource- and  
energy-efficient  
production

Bionics

Innovative  
services

Technologies for  
alternative energies

Smart cities and  
smart homes

Electromobility



## URBANITY + QUALITY OF LIFE

LIFE CONNECTED

### **Nuremberg's success is based on balance.**

A balanced mix of tradition and innovation, urban culture and intact nature make Nuremberg an ideal place to live and work.

Here, a half-million inhabitants enjoy a high quality of life with all the benefits of a modern, cosmopolitan city.

From its vast array of recreational activities and its exciting cultural life, Nuremberg offers something for everyone throughout the year.

And not only for tourists, who visit the city in ever-increasing numbers. Compared to other large cities, Nuremberg offers superior environmental quality. Whether it is the original Nuremberg Bratwurst, five-star Franconian cuisine or organic vegetables grown in urban gardens – the balance you find in Nuremberg appeals to every taste.



+++ One of the safest cities in Germany with a population over 500,000 +++ Tradition. And a lot of innovation. +++ Pure nature: 480 ha of public parks and greenbelts and 370 ha water +++ Focus on families: 420 day-care centers +++ Excellent quality of life: According to the Mercer Study, 23rd of 400 global cities with populations over 500,000 +++ Cultural city of short distances: Non-stop cultural highlights +++



CREATIVE THINKING + PROGRESS

PERFORMANCE CONNECTS

**Identifying and promoting potential.**

New ideas are the foundation of all innovation. Through open dialogue and hands-on support, Nuremberg provides the finishing touch your organization requires to turn opportunity into success. By attracting and actively promoting talent, continuously improving framework conditions and offering new prospects to companies from all sectors, Nuremberg is well on the way to becoming the innovation capital of the future. Be part of it!

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Are you interested in creative solutions that result in progress?  
At the Office for Economic Development, we are glad to help and look forward to meeting you!

Please contact us at:

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8	Eingang CCN Ost, Nürnberg Messe Business Tower bei Nacht Vollautomatische U-Bahn Labor an der Ohm-Hochschule Innovationsdynamik „Standort“ GfK Headquarter Nürnberg Forschung Frachtcontainer Bayernhafen Nürnberg	Heiko Stahl/Nürnberg Messe Ralf Schedlbauer/Stadt Nürnberg Ralf Schedlbauer/Stadt Nürnberg Florian Hammerich/Ohm-Hochschule Forte Ideas GfK Nürnberg Energie Campus Nürnberg Forte Ideas
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