



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**

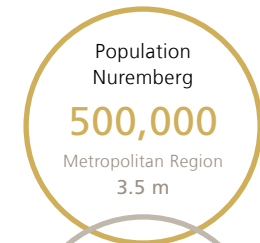


GDP per capita
€ 45,000

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

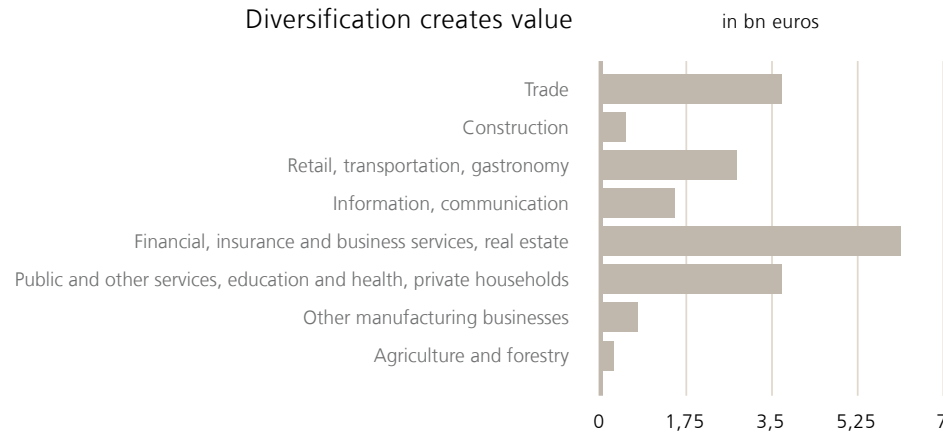
Clearly positive future prospects.

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

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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