

## 17-19 October 2012 METREX Vienna autumn 2012 Conference



METREX	The Network of European Metropolitan Regions and Areas
17-19 October 2012	METREX Vienna autumn 2012 Conference
Theme	Development Strategies for Metropolitan Regions and Areas
<b>Topic Affordable Housing- and Business Location Development Strategies</b>	

Metropolitan regions as drivers for socio-economic development in Europe, in macroregions and on national level are essential to reach the goals of Europe 2020.

At member state level there are big differences in the perception and the position of metropolitan regions and many nations do not have any agglomeration policy. Besides the need to foster the recognition of Europe's metropolitan regions as key components of the territorial agenda of the EU and especially of the member states, it is necessary to help identify the best ways of governance for functional regions and to exchange knowledge about the best ways to develop and implement adequate metropolitan development strategies.

Making the best of the opportunities for metropolitan regions for a better international competitiveness, a better quality of life and a healthy environment requires new models of cooperation and governance.

Development strategies for metropolitan regions and areas comprise the entire scope of topics of regional development. Two topics have been chosen for the conference.



#### **Topic 1: Affordable Housing Strategies for Metropolitan Regions**

Urban sprawl is still an unsolved problem since the distances between affordable housing and working locations escalate. It is getting more and more obvious that affordable housing as a goal of administrations cannot be provided within individual administrative borders. This and public budget shortages and different, not corresponding funding systems present key problems in the necessary but mostly not existing cooperation of administrations on either side of the administrative border. Cooperation most probably presents a successful way for administrations in providing affordable housing in metropolitan regions if they do not want to act in a parallel manner and only up to the respective border of their territory.

Which strategies are applied in European metropolitan regions and are they transferrable to other regions?

#### **Topic 2: Business Location Development Strategies for Metropolitan Regions**

When (re)locating, companies look for excellent connectivity and labor force, but that is, of course, not all they are looking for. They are also paying attention to quality of life, tax levels etc. The position and also size of metropolitan regions matters. The question for metropolitan regions is how can a form of governance be achieved that prevents uncoordinated and intransparent business location development planning on both sites of the administrative border. How is it accomplishable to satisfy the needs of companies looking from a functional point of view instead of coming from an administrative perspective. The conference picks up this topic and wants to find out to what extent such coordination and cooperation is desirable and accomplishable. Is common marketing all that is realistic, does business location development present a field for strategic cooperation or do market mechanisms simply take care of it.

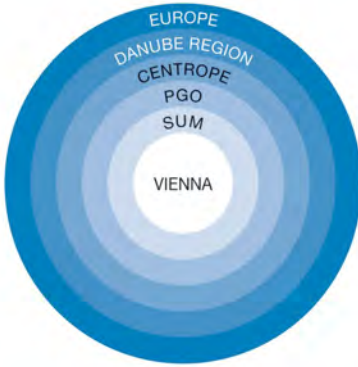
*Photos: Wikicommons, Rupert Christanell*



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**Vienna and Development Strategies for a Smart Metropolitan Region**

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Vienna is playing a major role in the integration of Central Europe and in the strategic development of the Danube Area. It is involved in a number of major related projects and initiatives as well as exploring aspects of cooperation, the role of the public sector in providing a high quality of life and the understanding of market forces.

Besides its function as a capital Vienna regards itself as integral part of the surrounding region. The organization of the region involves several actors on different levels of action and different geographical scales with both, inward and outward oriented development impulses.

SUM, the Metropolitan Area Management, supports the Viennese peripheral districts and the surrounding communities in cooperating across administrative borders.

Whereas the PGO, the Planning Association East (embracing Vienna and the neighboring Austrian federal states Lower Austria and Burgenland) lays its emphasis on coordinating planning processes in the region.

On a transnational scale Vienna cooperates in centroppe, the Central European Region, with partners from Eastern Austria as well as partners from the Czech and Slovak Republic and Hungary.

The Danube Region is the international cooperation area on macroregion-level. Vienna is part of the Danube Region and serves as an area coordinator to step up institutional capacity and cooperation in the region.

And being a European region Vienna takes part in European Programmes to reach own goals and to support European strategies such as Europe 20204



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**Field Trips**

**Field Trip 1: Central Brownfield Development**

With Vienna's new central station, not only a new transport node is built, but also a new urban multifunctional quarter arises. The field trip's first stop is the construction site of the new station including the Bahnorama, the highest wooden tower in Europe allowing a panoramic view on the construction site and the neighboring central brownfields, Eurogate and Neu Marx. In direct vicinity Europe's largest passive-house settlement, Eurogate, is currently realized and presents State of the Art energie-efficient public housing. Until 2015 2.000 housing units are built. Neu Marx, the old slaughterhouse area is being transformed into a successful Media-, Lifesciences- and Technology-Quarter with numerous international research and business locations hosting 15.000 jobs up to 2015.



**Field Trip 2: Infrastructure Led Urban Development**

Along the subway line U2 urban development locations line up as pearls on a string. Starting at the Praterstern, one of the newly designed train stations in Vienna, the field trip follows the U2 to Viertel 2, a new site with headquarter function in direct proximity of the new Exhibition Center. Directly adjacent, the new Vienna University of Economics and Business is currently built. Heading East, still along the subway line, the Stadioncenter, an already existing shopping center characterizes the area. In the future, the two towers of Marina City, a spectacular office project right along the Danube will be an eyecatcher. Across the Danube and in the periphery of the city on a former airfield with roughly 240 ha Vienna's Urban Lakeside aspern comes into existence: a future smart quarter with efficient public transport access, business-, research- and housing-projects providing a high quality of life for its future inhabitants and employees.

*Photos: ÖBB, Rupert Christanell*



Thursday 18 October 2012	Vienna Day
Conference Venue	Vienna City Hall, Wappensaal, Lichtenfelsgrasse, Field, "...sterreicher im MAK"
Programme	METREX Vienna autumn 2012 Conference
8. 30	Registration, coffee and tea
9. 000	Mayoral Address
	<ul style="list-style-type: none"> <li>Maria Vassilakou, Vice-Mayor of the City of Vienna and Executive City Councilor for Urban Planning, Traffic &amp; Transport, Climate Protection, Energy &amp; Public Participation</li> </ul>
9. 15	Welcome and Introduction
	<ul style="list-style-type: none"> <li>Hannu Penttilä, President of METREX</li> </ul>
	Organsiation of the Day
	<ul style="list-style-type: none"> <li>Eugen Antalovsky, Managing Director of europaforum wien</li> </ul>
9. 30	Vienna and Development Strategies for a Smart Metropolitan Region
	Vienna in the EU-Strategy for the Danube Region (EUSDR)
	<ul style="list-style-type: none"> <li>Kurt Puchinger, Director of Planning, City of Vienna and EUSDR-Coordinator of Priority Area 10</li> </ul>
	centrope - Central European Region
	<ul style="list-style-type: none"> <li>Johannes Lutter, Managing Director of ARGE centrope</li> </ul>
	CATCH-MR - Cooperative Approaches to Transport Challenges in Metropolitan Regions
	<ul style="list-style-type: none"> <li>Frank Segebade, Joint Spatial Planning Department Berlin Brandenburg, Lead Partner CATCH-MR, general project aspects</li> <li>Angelika Winkler, Deputy Head of Urban Planning Department, City of Vienna, Vienna specific aspects</li> </ul>
	Discussion
10. 45	Coffee and tea
11. 15	Vienna's new Urban Development Plan - STEP 2014
	<ul style="list-style-type: none"> <li>Michael Rosenberger, Urban Planning Department, City of Vienna</li> </ul>
	Smart City Vienna
	<ul style="list-style-type: none"> <li>Thomas Madreiter, Head of Urban Planning Department, City of Vienna</li> </ul>
	Discussion
12. 30	Introduction to the Field Trips
	<ul style="list-style-type: none"> <li>Eugen Antalovsky, Managing Director of europaforum wien</li> </ul>
13. 00	Lunch
14. 00 - 17. 30	The METREX Field Trips
	<ol style="list-style-type: none"> <li>Central Brownfield Development</li> <li>Infrastructure Led Urban Development</li> </ol>
19. 00	The METREX Event

Dinner and Art, "...sterreicher im MAK" - Museum of Applied Arts



Photo: Gerald Zugmann/MAK

Friday 19 October 2012	METREX Knowledge Day
Conference Venue	Vienna City Hall, Wappensaal, Lichtenfelsgrasse, Field, "...sterreicher im MAK"
Programme	METREX Vienna autumn 2012 Conference
<b>8. 30</b>	<b>Registration, coffee and tea</b>
<b>9. 00</b>	<p>Welcome and Introduction</p> <p>Organsiation of the Day</p> <ul style="list-style-type: none"> <li>Eugen Antalovsky, Managing Director of europaforum wien</li> </ul>
<b>9. 15</b>	<b>The METREX Debates</b>
<b>9. 15</b>	<b>Affordable Housing Strategies in Metropolitan Regions</b>
	<ul style="list-style-type: none"> <li><b>Keynote</b> Hugo Priemus, Professor of Housing, Delft University of Technology</li> <li><b>Comments/Impulse Statements</b> <ul style="list-style-type: none"> <li>Jenny Fix, Director of Planning, Spatial Development, Housing and Environment, City Region Rotterdam</li> <li>Ulrika Palm, Office of Regional Planning, Stockholm</li> <li>Wolfgang Förster, Head of Division Housing Research and International Relations, City of Vienna</li> </ul> </li> <li><b>Chair</b> Herbert Bartik, europaforum wien</li> </ul>
10. 45	<p>Discussion</p> <p>Coffee and tea</p>
<b>11. 15</b>	<b>Business Location Development Strategies in Metropolitan Regions</b>
	<ul style="list-style-type: none"> <li><b>Keynote</b> Gildo Seisededos, Instituto de Empresa Business School, Madrid</li> <li><b>Comments/Impulse Statements</b> <ul style="list-style-type: none"> <li>Hartmut Schwesinger, President and CEO, FrankfurtRheinMain GmbH International Marketing of the Region</li> <li>Thomas Kiwitt, Managing Director, Regional Association Stuttgart</li> <li>Gerhard Hirczi, Managing Director of Vienna Business Agency</li> </ul> </li> <li><b>Chair</b> Eugen Antalovsky, Managing Director of europaforum wien</li> </ul>
12. 30	<p>Discussion</p> <p>Conference Conclusions</p>
	<ul style="list-style-type: none"> <li>Hannu Penttilä, President of METREX</li> <li>Kurt Puchinger, Director of Planning, City of Vienna</li> </ul>
13. 00	Lunch
<b>14. 00</b>	<b>CoolBricks - Cultural Heritage and Climate Protection</b>
	<ul style="list-style-type: none"> <li>Albert Schett and Jan Prahm, Department for Preservation, City of Hamburg</li> </ul>
<b>14. 30</b>	<b>The Bernd Steinacher Fellowship 2010-2012</b>
	<ul style="list-style-type: none"> <li>Judith Bornhorst, Academy for Spatial Research and Planning (ARL), Hannover</li> </ul>
<b>14. 40</b>	<b>The METREX General Assembly</b>
<b>16. 30</b>	<b>Invitation to the METREX Glasgow 2013 spring Conference</b>
16. 45	Coffee and tea
17. 00	Close of the METREX Conference 2012
<b>17. 00 - 18. 30</b>	<b>METREX Managing Committee Meeting</b>

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<b>Contacts</b>	<b>METREX and the Conference hotel</b>
	<p><b>METREX contact</b></p> <ul style="list-style-type: none"> <li> <p>Tim PAGE  METREX Communications  125 West Regent Street  Glasgow G2 2SA</p> <p>Tel                    00 44 (0) 1292 317074  E-mail                <a href="mailto:tim.page@eurometrex.org">tim.page@eurometrex.org</a></p> </li> </ul> <p><b>Registration</b></p> <ul style="list-style-type: none"> <li> <p>METREX Members and other participants can register and download hotel information through the METREX website at <a href="http://www.eurometrex.org">www.eurometrex.org</a>  The deadline for Conference registration is <b>Friday 28 September 2012</b>.</p> </li> </ul> <p><b>Conference hotels (see also METREX website)</b></p> <p>In walking distance (please use "METREX" when booking):</p> <p><b>Mercure Hotel Josefshof</b>  Josefsgasse 4 - 6  1080 Vienna, Austria  Phone: +43 1 404 19  <a href="mailto:mercure@josefshof.com">mercure@josefshof.com</a>  <a href="http://www.josefshof.com/en/hotel">www.josefshof.com/en/hotel</a></p> <p><b>Theaterhotel Cordial</b>  Josefstädterstrasse 22  1080 Vienna, Austria  Phone: +43 1 4053648  Fax: +43 1 4051406  E-Mail: <a href="mailto:chwien@cordial.at">chwien@cordial.at</a>  <a href="http://www.cordial.at/en/homepage/">www.cordial.at/en/homepage/</a></p> <p>Budget Hotel in Subway Distance (10 min.):</p> <p><b>Motel One Wien-Westbahnhof</b>  Europaplatz 3  1150 Wien, Austria  Phone: +43 1 3 59 35-0  <a href="mailto:wien-westbahnhof@motel-one.com">wien-westbahnhof@motel-one.com</a>  <a href="http://www2.motelone.com/en/">www2.motelone.com/en/</a></p> <p>Delegates may wish to extend their stay for weekend and this can be arranged directly with the hotel. Staying on: <a href="http://www.wien.info/en">www.wien.info/en</a></p> <p><b>Local Conference Organizers</b></p> <p><b>europaforum wien</b>  Center for Urban Dialogue and European Policy  Rahlgasse 3  A-1060 Wien  fon +43 1 585 85 10 - 0  fax +43 1 585 85 10 - 30  <a href="mailto:office@europaforum.or.at">office@europaforum.or.at</a></p>



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<b>Hosts</b>	City of Vienna
<b>Conference locations</b>	

- Mercure Hotel Josefshof - METREX Working Groups and Accommodation
- Vienna City Hall, Rathauskeller - Reception
- Vienna City Hall - Conference Venue
- "Österreicher im MAK", MAK Vienna
- Cordial Theaterhotel - Accommodation
- Motel One Wien-Westbahnhof - Accommodation



Conference venues and hotels

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Contacts	

**President**

- Hannu Penttilä

**Secretary General**

- Roger READ

METREX  
125 West Regent Street  
GLASGOW G2 2SA  
Scotland UK

Phone 00 44 (0)1292 317074  
Email [roger.read@eurometrex.org](mailto:roger.read@eurometrex.org)  
Website [www.eurometrex.org](http://www.eurometrex.org)



*Photo: Rupert Christanell*