



Imprint / Publication Information

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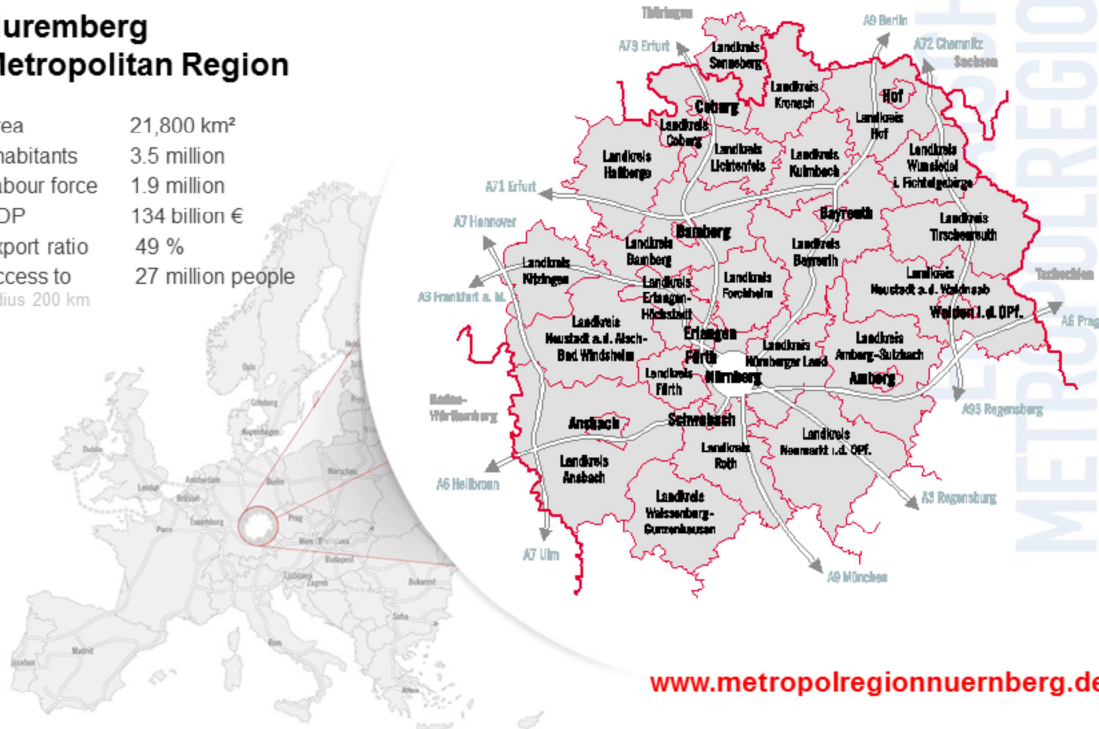
Content

1. *Who we are!*
2. *How we cooperate!*
3. *What we do!*
4. *Marketing – Enhancing our Region's Attractiveness!*

Content

1. ***Who we are!***
2. *How we cooperate!*
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4. *Marketing – Enhancing our Region's Attractiveness!*

Area	21,800 km ²
Inhabitants	3.5 million
Labour force	1.9 million
GDP	134 billion €
Export ratio	49 %
Access to radius 200 km	27 million people



In the Nuremberg Metropolitan Region, 150,000 companies generate a gross domestic product of 135 billion Euros. The GDP of the Nuremberg Metropolitan Region is 20 per cent bigger than the **economic performance of Hungary**. The export share is 49 per cent, underlining the close links between our companies and the world economy.

The Metropolitan Region is **voluntary association** of 11 independent towns and cities and 23 districts. It comprises the major part of north Bavaria. i.e. all of Middle and Upper Franconia, Northern and Middle Upper Palatinate, the two Franconian districts of Hassberge and Kitzingen, as well as the district of Sonneberg in Thuringia.

www.metropolregionnuernberg.de/en/region/facts-and-figures.html

Urban-Rural Partnership

A network with many strong nodes as key prerequisite for global visibility of its towns, cities and regions and for a sustainable quality of life.



... enhancing Europe's radiant power together!

The Nuremberg Metropolitan Region is **polycentric**, i.e. there is no dominant city defining the region, as in the case of Rome or Paris. Only by cooperating do we have the chance to shine our many little torches into the sky and focus them into a beam which is widely visible:

Nuremberg Metropolitan Region puts us on the world map, and makes us globally visible in the competition of regions.

Urban-Rural Partnership

Our strong urban-rural partnership is of central importance in this, and at the same time brings essential advantages:

The metropolitan region offers the numerous advantages and conveniences of living in a major city without the negative side-effects that often go hand-in-hand with this urban lifestyle – such as traffic jams, environmental hazards, exploding real estate prices and social tensions. The Nuremberg Metropolitan Region views itself as a superior **alternative to the megacities** that are popping up all over the world, creating the conditions for a family-friendly environment and for above-average quality of life.

THE PLACE FOR ... success *

ECONOMY

- **Growth champion** – over 25 per cent GDP growth ahead of Germany and Bavaria
- **Strong growth in employment**
(+185,000 employees liable for national insurance)
- **57 per cent decrease in unemployment**
since 2005
- **High export ratio** of 49 per cent safeguards economic success

EDUCATION

- **66 per cent of employees liable for national insurance with professional qualification** – a stable foundation for companies
- **10.9 per cent university graduates – above average increase of intensified knowledge base** in the staff structure
- **Attractive education region**
number of university graduates almost doubled since 2005

INNOVATION

- **15 per cent increase in R&D staff**
between 2007 and 2011
(G 7 per cent and BY 5 per cent)
- **Patent Innovation Index** proof of strong innovation power in Middle Franconia, Upper Franconia and Upper Palatinate

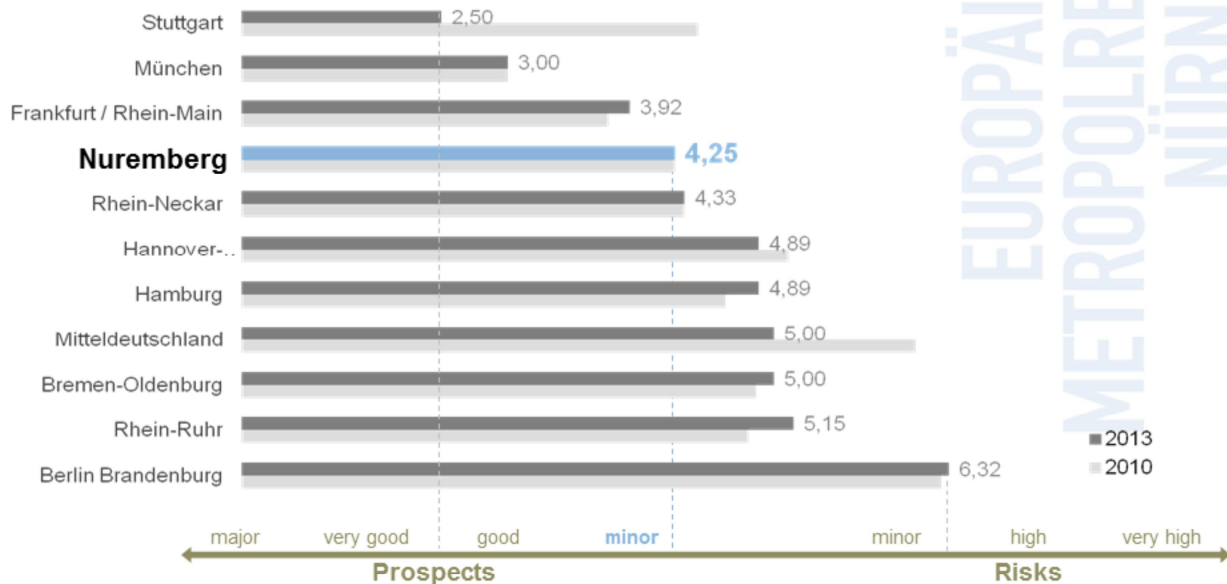
* Source: Prognos AG, Developing the Guideline WaBe for sustainable growth and employment 2016

Results of Survey for Guideline WaBe

As in: 2016

Source: Press Conference, Developing the Guideline WaBe for sustainable growth and employment, Dr Olaf Arndt, Vice President Prognos AG, Nbg., 04.08.2016

THE PLACE FOR ... Prospects for the Future: Fourth Place



* Source: Prognos AG, Zukunftsatlas 2013

Successful in Competition with other Regions

Prognos-Zukunftsatlas 2013:

In Germany the Nuremberg Metropolitan Region occupies fourth place. This top ranking position makes investors and decision-makers aware of the region. Municipalities can score in marketing their location, and they can provide good arguments to their companies when it comes to recruiting expert staff.

www.prognos.com/publikationen/zukunftsatlas-regionen

**„We want to be the preferred home region for talented and dedicated people from all over the world.
Together we establish a home for creative minds. “**

Strength through polycentrism

“We develop polycentricism and collaboration as a unique selling point.”

Exemplary culture of welcome

“We develop an exemplary culture of welcome”

Most family-friendly metropolitan region

“We are one of Europe’s five most family-friendly metropolitan areas.”

Top in future-oriented competence areas

“We strengthen the areas of competence of the WaBe model.”

Transport & Logistics
Automotive
Information & Communications
Medicine & Health
Energy & Environment
New Materials
Automation & Production Engineering

Efficient infrastructure for people, goods and information

“We develop the transport structure for people and goods and the infrastructure for sustainable exchange of information.”

In order to increase our attractiveness and visibility world-wide, we pursue **5 strategic goals** in our work:

▪ **Polycentrism**

Only one in seven inhabitants of the Metropolitan Region lives in the Nuremberg city area. A close network of smaller centres and axes extends beyond the densely populated triangle of the cities of Nuremberg, Fürth and Erlangen. The quality of life in Amberg, Kronach and Feuchtwangen is excellent as well. Each of these places has its own flair, and many rural areas are also strong economic locations.

▪ **Setting up an exemplary culture of welcome**

The future economic viability of our region depends on the region remaining attractive to expert personnel. For example in the „Allianz pro Fachkräfte“ (Alliance for Expert Personnel) around 20 partners from the region and from Germany harmonise their activities to secure expert staff.

▪ **Family-friendly environment**

The Metropolitan Region is extremely attractive for families because of its diversity and its quality of life. In addition, numerous companies are committed to a health work-life balance. There was a competition rewarding best practices (Charter for Family-Friendly Approach).

▪ **Strengthening Economic Areas of Competence (WaBe Model)**

In 7 areas of competence, the Metropolitan Region boasts particularly good opportunities for growth and employment, e.g. in the field of „Medicine and Health“. By attracting companies and by extending the university and research infrastructure we can further strengthen these areas of competence.

▪ **Efficient infrastructures for people, goods and information**

An efficient infrastructure is a basic requirement for any economic location. This particularly applies to a polycentric region. Its strengths will only take full effect if mobility and communications are safeguarded (public transport, integration in trans-European transport axes, broadband internet).

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Rules for Cooperation

- subsidiarity
- voluntary commitment
- equal terms
- urban-rural partnership
- openness and dynamism
- consensus
- **democratic core**
Council of the Metropolitan Region
- **regional governance**
networking with businesses, science, culture and administration

The rules for cooperation

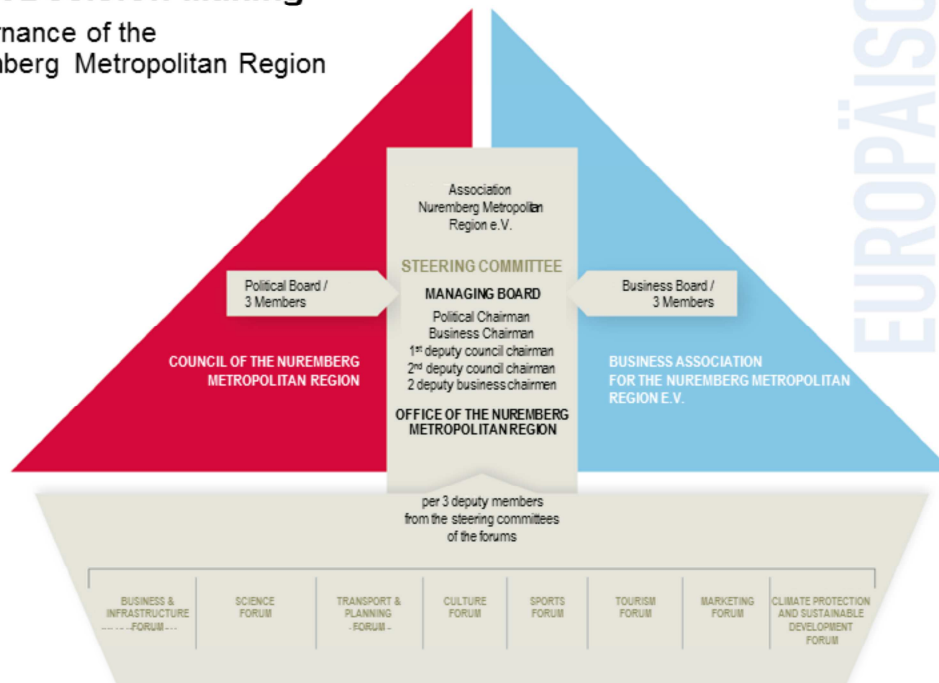
... were set down by around 50 politicians, scientists, entrepreneurs, tourism and marketing experts, in the Charter 2005. They have remained valid until today.

It is particularly the principle of „**equal terms**“ and the **urban-rural partnership** which have made the Metropolitan Region well-known in Europe. Urban and rural districts work together on equal terms in our region – and they all have one vote in the Council of the Metropolitan Region, regardless of their population and their economic power.

Subsidiarity is strictly adhered to in the selection of projects. We only take on projects which have a genuine added value for the Metropolitan Region, and which can be better tackled in regional cooperation than in smaller units.

Joint Decision-Making

Governance of the
Nuremberg Metropolitan Region



Our Organisation

... can best be envisaged as a sailing boat: the red sail represents the **Council** of the Nuremberg Metropolitan Region with its 57 lord mayors, mayors, and district chief executives. The blue sails stands for the **Regional Business Association** („Business for the Nuremberg Metropolitan Region e.V.“) to which business companies have committed.

The **Steering Committee** is the boat's mast. It takes on important steering functions. The managing board comprises three representatives each from the council and the association.

The **8 Expert Forums** „Economy and Infrastructure“, „Science“, „Transport and Planning“, „Culture“, „Sports“, „Tourism“ and „Marketing“, as well as „Climate Protection and Sustainable Development“ with their around 400 experts form the boat's hull. They do excellent work in developing and implementing projects.

www.metropolregionnuernberg.de/en/organisation.html

metropolregion nürnberg
SEE IT. PROL IT. STAY.

REGIONAL BUSINESS ASSOCIATION

Business for the Nuremberg Metropolitan Region e.V.

169 Members
28 of them "Beacons"

Beacons:
Companies with an annual subscription
of EUR 10,400,- or more
as at 18th March 2019

Regional Business Association

Currently 169 enterprises and private individuals have committed to contribute to and cooperate in the Regional Business Association.

26 members are particularly active. They are the „beacons“ of the Nuremberg Metropolitan Region.

The Regional Business Association currently includes the 7 Chambers of Industry & Commerce (IHK) and Chambers of Trade (HWK) in the Nuremberg Metropolitan Region.

Remark:

The IHK Würzburg-Schweinfurt and the IHK Regensburg for Upper Palatinate / Kelheim will terminate their membership by the end of 2015. However, they will continue to collaborate in the expert forums.

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Membership – What Are the Benefits?

3 good reasons

And a series of successful
projects with industry

Increase Business Success

Original Regional
Model for Growth and Employment
(„Leitbild WaBe“)
Medical Valley

Extend Infrastructure to Top Performance

„12-Point Programme“ of the region's
Chambers of Industry and Commerce
Expansion of the Verkehrsverbund
Großraum Nürnberg (VGN)

Win and Retain Expert Staff

Welcome platform „Life & Work“ incl.
SmartMAP, Careers Portal etc.
IHK FOSA (Foreign Skills Approval)
Alliance for Professionals

Membership – What are the benefits?

The Nuremberg Metropolitan Region ...

- supports the extension of our infrastructure
- increases business success of companies
- helps companies to retain and win expert staff (major challenge)

MISSION – GOALS – PROJECTS



Messeauftritte der Metropolregion



Erweiterung des VGN
Verkehrsverbund
Großraum Nürnberg



PLATZ FÜR...



Mobilitätskongress
für Wirtschaft und Kommunen
– Den Wandel gemeinsam gestalten



Faire Metropolregion



Lenkungsreis
Klimaschutz und
nachhaltige entwicklung
in der
metropolregion
nürnberg
Klimapakt der Metropolregion



Symposien zur
Kultur- und Kreativwirtschaft
(Software & Games...)



WaBe
Wachstum &
Beschäftigung



Aktion
Seepferdchen



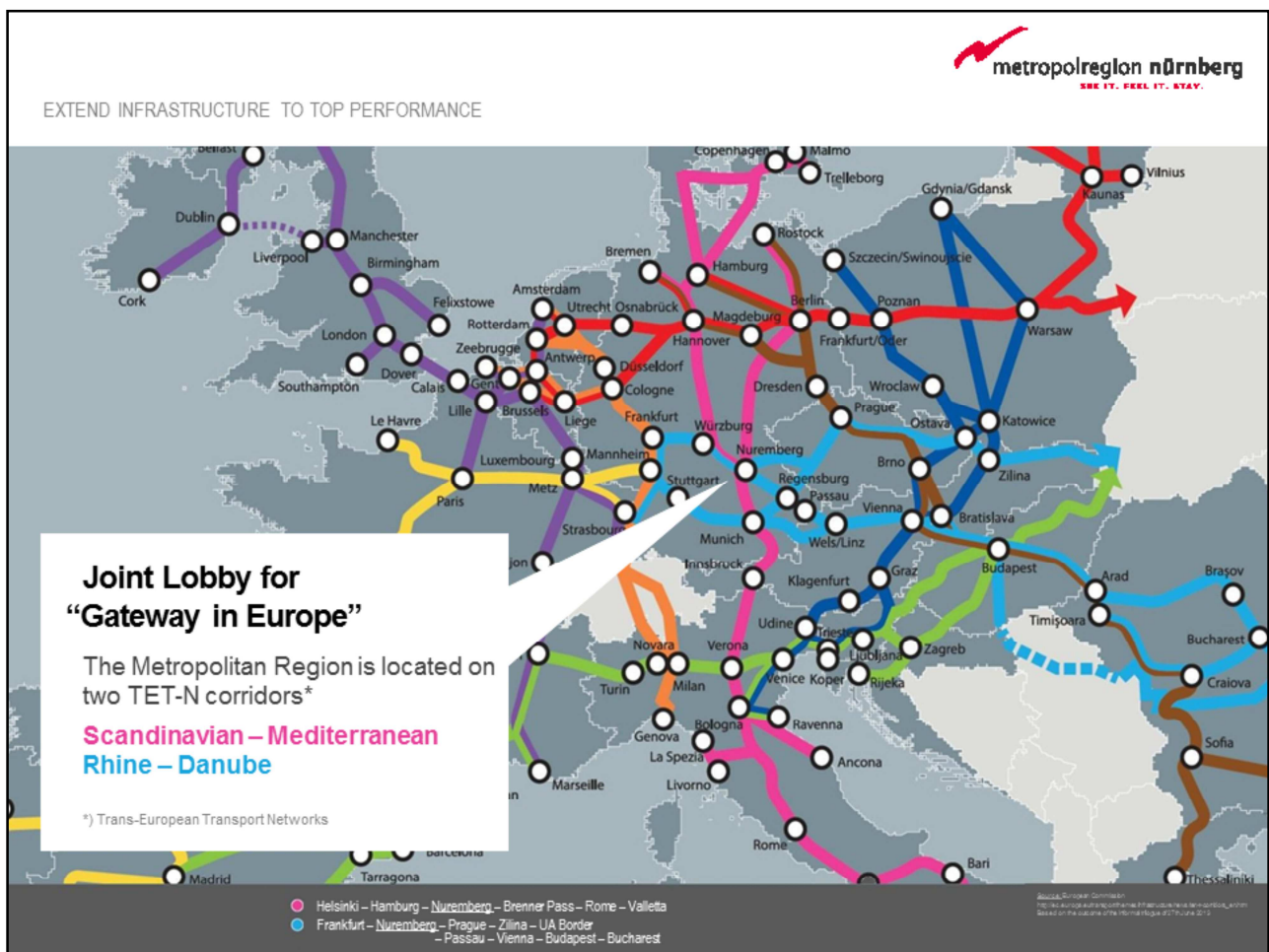
WelcomeCard/
WillkommensPaket



Website „Leben & Arbeiten“



Künstler des Monats

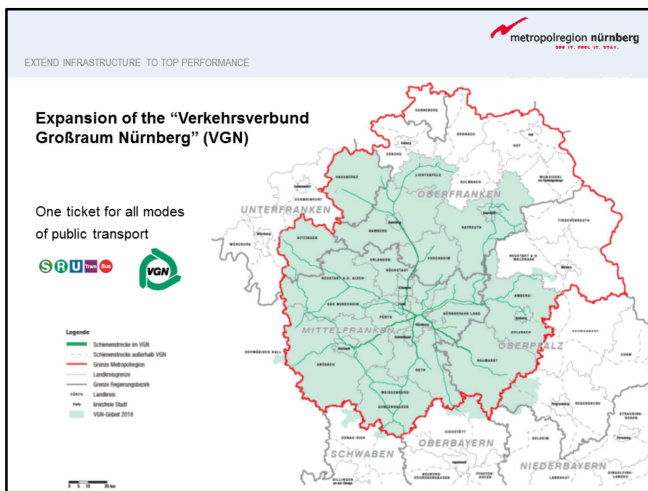


Gateway Region

2 European transport networks cross Nuremberg Metropolitan Region:
the „Scandinavian – Mediterranean corridor“ and the „Rhine-Danube corridor“

Being integrated in the trans-European transport networks (and its central location in an expanded Europe) are important location factors for the Nuremberg Metropolitan Region. But continuous lobby activity at European, federal and state levels is necessary for public investment in infrastructure of European dimensions.

The region’s forum „Transport and Planning“ pools strengths and works out positions. For example, the 12-point programme of the Chambers of Industry and Commerce in the Metropolitan Region makes clear demands of political decision makers.



Expansion of the VGN

The common tariff and transport association for public transport is probably the most noticeable advantage of the Metropolitan Region experienced by citizens on a daily basis. One ticket is valid for all means of public transport and for all lines in the VGN network.

Since the Metropolitan Region was established in 2005, the districts of Bamberg, Bayreuth, Kitzingen and Lichtenfels as well as Haßberge joined the VGN.

With 15 districts and 8 independent cities and towns, the VGN is Germany's **second largest public transport network** and every year has over 220 million passengers. The network area encompasses 14,000 square kilometres and serves 2.6 million inhabitants – and the intention is to continue expanding. The Nuremberg Metropolitan Region promotes this expansion.

www.vgn.de

Welcome to Nuremberg Metropolitan Region!



**WelcomeCard and
Welcome Package**



New
Welcome
Platform!



Access to the digital Welcome Platform “Life & Work” with SmartMAP

Regional Highlights in culture and leisure, tips and hints for families, new residents and many more

The future economic success of regions significantly depends on their attractiveness for specialists and professionals. Nuremberg Metropolitan Region sets itself the goal of developing an exemplary culture of welcome.

Welcome Platform „Life & Work“

In order to increase awareness of the Nuremberg Metropolitan Region as an important economic location and an attractive place to live, the Welcome Platform provides information about the very varied cultural landscape, about mobility, family-friendly programmes and lots more. The **Careers Portal** gives an overview of companies in the region, characterised by its world leaders and global players as well as its small and medium-sized companies, and provides links to current job offers.

In particular, the platform addresses **professionals with family members** who might be interested in finding a job in the region and who want to get to know their new adopted home region.

All items are located on a digital map, for example the region's 150 world-market leaders. This **SmartMAP** makes it possible to grasp the spatial characteristics of Nuremberg Metropolitan Region.

www.Metropolregionnuernberg.de/leben-arbeiten

Welcome Card and Welcome Package

Welcome portfolio of the Nuremberg Metropolitan Region

- initiated by regional companies
- sign of appreciation and of a welcoming culture
- strengthening personnel marketing to win qualified employees
- 2016 pilot phase: 10 pilot companies and institutions have already joined!

Regional Campaign Original Regional

29 regional initiatives
with more than 1.500 direct marketers, merchants and
producers

Original Regional DATA BASE
over 1,100 listings! → original-regional.info

Annual major events

- Nürnberger Christkindlesmarkt (2 million visitors)
- Consumenta (180.000 visitors)



Original Regional

The aim is to provide information about the **advantages of regionally produced food** and to increase appreciation of its value. Increased consumption of local products increases regional value creation and contributes to securing jobs.

The network comprises **29 regional initiatives** with over 1,500 direct marketers, merchants and producers.

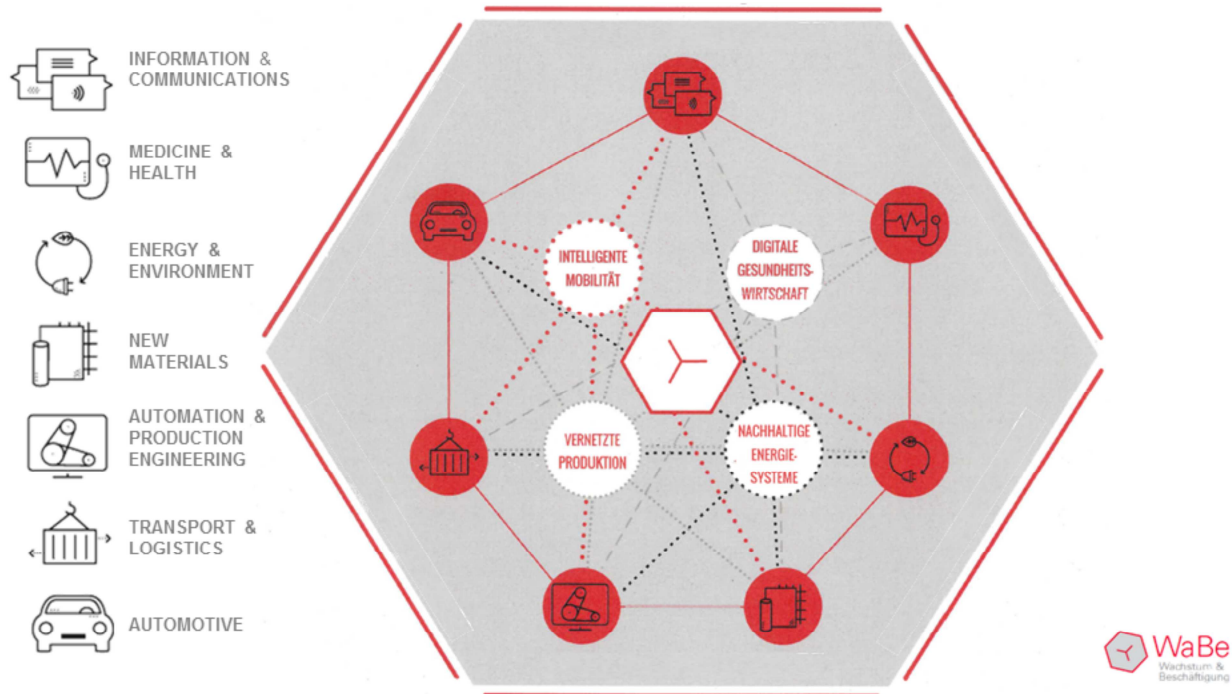
. Partners are given a prominent platform at events and major fairs etc. (Consumenta, Nuremberg Christmas Market etc.)

Marketing activities draw attention to the high quality and the wide variety of regional food stuffs in the Metropolitan Region:

- Competition of specialties
- Culinary map of the region
- Original Regional Database

www.original-regional.info

7 Regional Key Competence Sectors



Model for growth and employment („Leitbild WaBe“)

Strategic campaigns for locating research and university institutions, for sponsorship finance, and specific business contacts contribute to making the Nuremberg Metropolitan Region competitive

In their model for growth and employment, the Chambers of Industry and Commerce in the Nuremberg Metropolitan Region have defined **7 key competence sectors** promising above-average growth for the region. This makes the (economic) competitive advantages of the region visible to all.

Focus topics for cross-cluster innovation based on expertise in competence fields and supporting competence initiatives. Nuremberg Metropolitan Region offers approaches to solving social and technological questions for the future in **4 fields of activity**:

- Intelligent Mobility
- Digital Health Economy
- Networked Manufacturing
- Sustainable Energy Systems

7 Key Competence Sectors manage Projects



Model for growth and employment („Leitbild WaBe“)

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- Transport & Logistics
- Medicine & Health – **Germany's leading-edge cluster for MedTec***
- Energy & Environment
- Information & Communications
- Automation & Production Engineering
- New Materials
- Automotive

* In the **Medical Valley** over 500 companies employ over 45,000 staff. Since the cluster was established in 2007, around 100 new companies have located here. One in two patent applications in the field of X-ray technology in Germany originates in the Medical Valley.

Info:

The competence fields are defined along the entire value creation chain, i.e. not only industry and research play an important role, but also small and medium sized companies from commerce and the trades.

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What Distinguishes the Nuremberg Metropolitan Region?



Brand Core Values of Nuremberg Metropolitan Region

According to an image analysis of Nuremberg Metropolitan Region, 96% of the people surveyed are happy with their quality of life and like living here. But what are the concrete characteristics distinguishing the Nuremberg Metropolitan Region from other regions? For successful regional marketing, this regional character must be clearly communicated.

In Nuremberg Metropolitan Region, advertising and PR concentrate on four distinguishing fields:

- dynamic balance
- openness and international approach
- sustainable economic strength
- culture and leisure in an urban-rural mix

As a respectful and open-minded region – with a surprisingly high quality of life – Nuremberg Metropolitan Region gives companies, expert staff, families and all committed and enthusiastic people „**scope for development**“ .



The Nuremberg Metropolitan Region's Join-in Campaign

The place for people who join in - tell your story!

Join-in Packages: Basic – Advanced – Premium

For information visit metropolregionnuernberg.de

The Nuremberg Metropolitan Region's Join-in Campaign

The place for mental acrobatics

The place for natural talents

Join-in Package: Basic – Advanced – Premium





**Use the brand - Nuremberg
Metropolitan Region - in many
contexts...**

- Websites
- Job advertisements
- Publications
- Welcome offers
- Letters
- Marketing / PR
- Building/Construction site marketing
- Words of welcome

logo package metropolregionnuernberg.de/downloads/logo-cd-manual

Strengthening the region's attractiveness *together* ...

There are many possibilities of scoring with the Nuremberg Metropolitan Region.

“ *The Nuremberg Metropolitan Region is not a playing field where few participate and many spectate, but rather a field with 3.5 million active participants and representatives.* ”

Prof. Dr. Klaus L. Wübbenhorst
Business for the Nuremberg Metropolitan Region e.V.
Vorsitzender des Vorstands



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