

City of Karlsruhe
Economic Development
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City of Karlsruhe
Economic Development Department

OF PLACES TO WORK AND SPACES TO LIVE

Karlsruhe ▶ A climate for growth



COMING AND GOING MAKES LIFE EXCITING. COMING AND STAYING RELAXES THE SOUL.

Young, impulsive and full of ideas – the business capital of Baden is buzzing with a lust for life, and all signs clearly point to a future of strong growth. The city offers truly excellent conditions for business success, for science and innovation, for art and culture, and above all for a pleasant home life and base of well-being. Come and discover Karlsruhe for yourself!

SkateNite in Karlsruhe –
Full speed ahead!

KARLSRUHE: A PRIME LOCATION

4

Geography and connections
Infrastructure
Rankings
Professional specialists
Key topic: Family and education
Local economy and job market
Trade fair and convention centre

KARLSRUHE HAS A SOFT SPOT FOR SUCCESSFUL COMPANIES

20

Information and communication technology
Energy, cultural and creative industries
Key topic: Culture
Automotive and e-mobility

KARLSRUHE IS BRIMMING WITH CURIOSITY

30

Higher education
Research

FAST NETWORKING IN KARLSRUHE

36

Networking and areas of development
Start-up assistance
Key topic: Relaxation and leisure
Key topic: Shopping
Economic development

KARLSRUHE IS FULL OF ADVANTAGES!

- ▶ an excellent range of companies with
strong partners
- ▶ a good **supply of professionals**
- ▶ **involvement** in education and research with
high-performance universities
- ▶ a central location: **convenient** transport connections and a good
infrastructure
- ▶ excellent **cultural activities**
and an attractive environment in the region
- ▶ a green city that offers **recreational value**
and a variety of sport and leisure facilities

▶ **KARLSRUHE: A PRIME LOCATION.**

Karlsruhe – a major city in the heart of Europe between the Black Forest and the River Rhine with excellent transport links and optimal connections – both near and far.

A late summer's day in Günther Klotz Park

KARLSRUHE IS NOT THE CENTRE OF THE WORLD – BUT IT IS A PLACE WHERE PATHS CONVERGE.



KARLSRUHE IS IN THE HEART OF EUROPE

Situated at the heart of Europe and within the immediate vicinity of major urban areas such as Rhine-Neckar, Stuttgart, Rhine-Main, Strasbourg in France and Basle in Switzerland, Karlsruhe offers the ideal conditions for commuters, companies and people who travel for business. Highly effective transport and trade routes have been developed to and from important cities, providing excellent access to local markets.

By car: With direct connections to the A5, A8 and A65 motorways, it is easy to access Karlsruhe from every direction.

By train: High-speed routes with ICE and French TGV services provide a direct connection from Karlsruhe to Paris, Budapest, Marseilles, Basle, Frankfurt and Hamburg.

By boat: The ports on the Rhine in Karlsruhe are some of the largest inland ports in Germany. High-quality goods from the region pass through their container terminals, reaching Rotterdam within 24 hours before being shipped around the world.



By plane: Karlsruhe/Baden-Baden Airport can be reached in just 30 minutes, and from here there are excellent connections by air. It takes only an hour by train or by car to reach Frankfurt Airport with its global network of flights, or Stuttgart and Strasbourg airports.



Valentin Schwendemann
SIEMENS AG



▶ 'I COMMUTE FROM PFORZHEIM TO KARLSRUHE EVERY DAY USING THE MAIN RAILWAY AND A CITY TRAIN. FOR ME, LONG-DISTANCE PUBLIC TRANSPORT IS A GOOD ALTERNATIVE TO DRIVING.'

- ▶ www.baden-airport.de
- ▶ www.bahn.com
- ▶ www.rheinhafen.de
- ▶ www.kvv.de
- ▶ www.diekombiloesung.de

Evening lights on Kaiserstrasse

ONE OF THE BEST LOCAL TRANSPORT AND COMMUNICATIONS NETWORKS IN EUROPE

Karlsruhe benefits from one of the best local transport systems in Europe in terms of connections. Among experts, the tram system has become known as the 'Karlsruhe model'; its most distinguishing feature is that it also uses sections of track operated by the national railway. Fast and frequent city trains connect the town centre to the wider region, from Alsace to the Palatinate, and from Kraichgau to the Black Forest.

Karlsruhe is on track for a strong future with the construction of a light railway tunnel and modern underground stations in the city centre. Once the 'Kombilösung' ('combined solution') project has been completed, the city and tram network will be even faster, more efficient and more comfortable. The pedestrian area on Kaiserstrasse is being transformed into a modern promenade, while a new tram section along Kriegsstrasse will enhance connections in the city centre.

Infrastructure for e-mobility

With an innovative infrastructure for two- and four-wheeled electric vehicles

across the entire city, Karlsruhe has the necessary framework in place for the climate-friendly mobility of the future.

A fast information superhighway

Karlsruhe has also demonstrated a need for speed when it comes to digital transfers. Connected to one of the world's fastest information superhighways, the city has an extremely powerful Internet access node, and it is home to the country's first high-performance data centre – a major advantage of the area for companies in global competition.



QUICKLY INTO NATURE

Karlsruhe is situated in the sunniest region of Germany. People here enjoy a high standard of living in a Mediterranean climate, surrounded by charming landscapes. Magical forests, picturesque wetlands along the Rhine and sun-drenched plains offer an attractive range of sport and leisure activities, as do the areas of Alsace, the Palatinate Forest and the Black Forest.

Thanks to excellent local transport connections, it is quick and easy to reach these unique natural and cultural landscapes.

▶ SEARCH FOR HAPPINESS EVERYWHERE? OR BE HAPPY HERE?

5

In terms of wealth, the job market and local infrastructure, Karlsruhe is regularly ranked among the top five German cities.

6

Karlsruhe is one of the top six locations in Germany for innovation.

10

When it comes to sustainability, Karlsruhe is in the top ten per cent of German cities.

10

Among the 52 cities with more than 150,000 inhabitants, Karlsruhe is one of the top ten smart cities.

10

Karlsruhe is one of the ten locations most in demand for real estate, offering top-quality housing.



KARLSRUHE LOVES ITS WORK.

Compared to other cities in Germany, Karlsruhe is clearly one of the best and offers a most diverse range of industries and services.

The entire region has excellent prospects for the future thanks to an above-average proportion of highly qualified professionals and a large number of jobs in areas of future growth.

EXCELLENT SPECIALISTS

Karlsruhe is equally attractive to companies and workers. It is a dynamic city that is characterised by the interesting combination of innovative companies and pleasant living conditions. More and more people choose to live in Karlsruhe, and the catchment area extends into the neighbouring state of Rhineland-Palatinate and Alsace, in France. The number of new arrivals, workers required to pay social insurance and commuters has been rising for years.

Local companies can choose from a pool of well-trained and highly qualified professionals – a crucial advantage for any forward-looking business location. In an era in which demographic change, automated processes and a flexible approach to working life are progressing at a steady rate, the ability to employ a qualified workforce is more relevant than ever before for business success.

The universities and colleges in and around Karlsruhe have proved an excellent source of highly qualified individuals for the regional labour market.

KARLSRUHE

LIVING BETTER



Life is good In Karlsruhe thanks to an attractive range of urban residential neighbourhoods. Renters and prospective property owners alike will find a wide range of housing options to meet their individual needs, whether they prefer the outskirts of the city or one of the spacious new urban developments with plenty of green surroundings.

For short stays, the newly established boarding houses are an interesting alternative for business travellers, tourists and students – centrally located furnished apartments for short-term lets.

Every district of Karlsruhe offers transport links to the city every ten minutes as well as a very good infrastructure, including modern childcare facilities, educational establishments and local shopping services. The abundance of green spaces in and around the city, not least the magnificent palace gardens and the Hardtwald, help provide a high standard of living and quality of life.

SMES AND LARGE COMPANIES ARE BASED IN AND BANK ON KARLSRUHE

An integral part of Karlsruhe Technology Region, Karlsruhe is at the centre of one of Europe's most successful areas for business, science and research. The particular strengths of this city in Baden-Württemberg include a well-developed SME sector and a large number of skilled service providers and suppliers in the immediate vicinity. The various small and medium enterprises in the industry, services, trade and craft sectors also generate the largest proportion of revenue and employment in Karlsruhe. These include global high-tech companies, especially in the fields of information technology and production engineering.

Many large companies and strong brands have also settled in the area. They benefit from the excellent structure of SME businesses and the local boom in future industries. Karlsruhe is one of the most important locations for IT in Germany, while the city's centre for e-mobility (Mobilitäts-

zentrum Karlsruhe) has established a focus on the automotive, energy and mobility sectors, representing an important attraction for the cultural and creative industries.

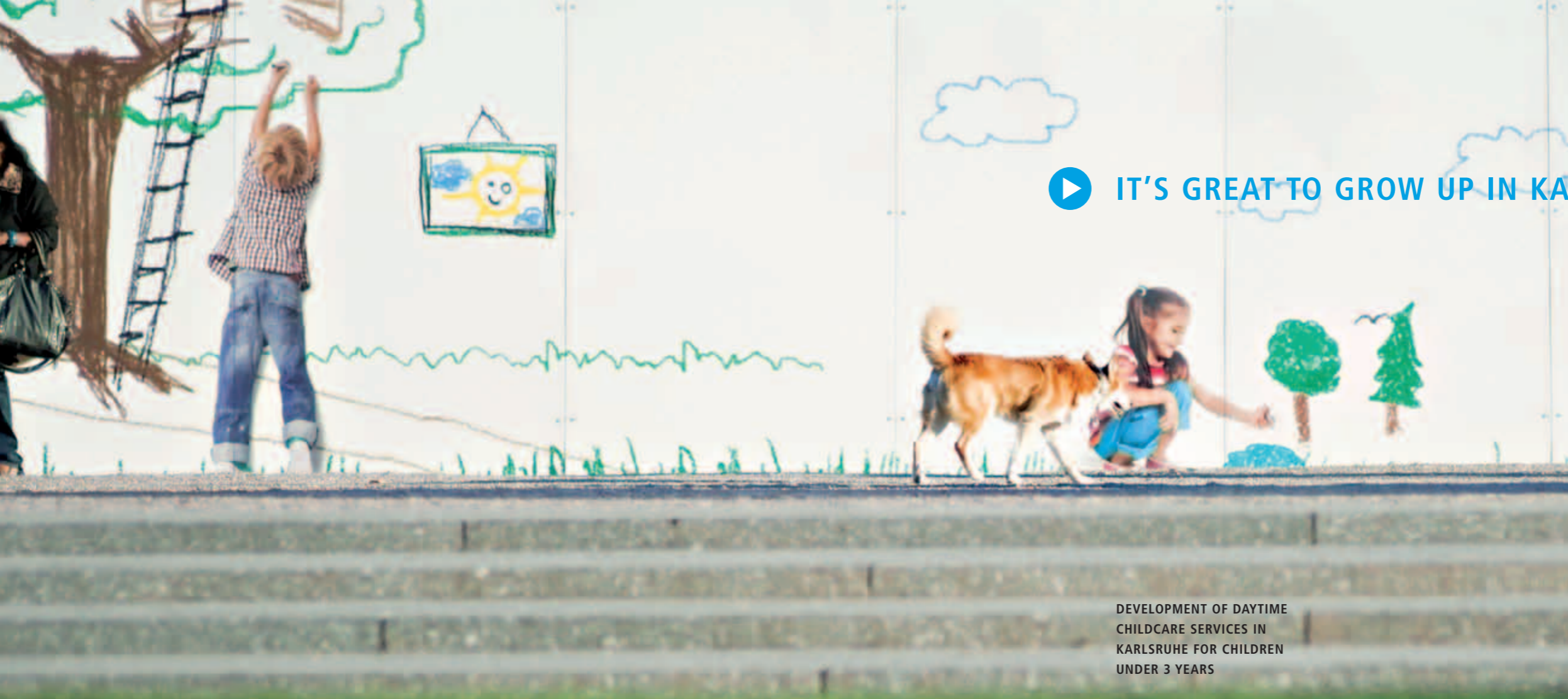
SmarterCity Karlsruhe

The SmarterCity Karlsruhe initiative is an ambitious undertaking geared towards creating a sustainable city of the future. By using new technology in efficient ways, partners from the government and the business world as well as scientific institutions and research centres work to increase quality of life for people and the innovative strength of companies. The project to create a city of the future is driven by the development new possibilities in the areas of housing (Smart House), mobility (Smart Mobility), energy (Smart Energy) and culture (Smart Culture) – intelligent connections and a smart perspective that will benefit the entire business location.



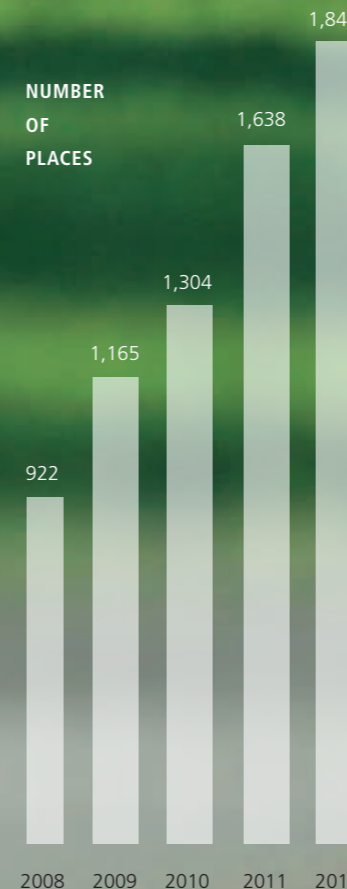
IS READY TO FACE THE FUTURE





▶ IT'S GREAT TO GROW UP IN KARLSRUHE!

DEVELOPMENT OF DAYTIME
CHILDCARE SERVICES IN
KARLSRUHE FOR CHILDREN
UNDER 3 YEARS



Karlsruhe offers plenty of childcare services, including a large number of day-care centres with whole-day and half-day places as well as extended opening hours to make life easier for working parents. The number of places for children aged under three has doubled in just a few years – and many local companies have been instrumental in this development by creating in-house day-care facilities.

Source: Office for Urban Development, City of Karlsruhe

HIGH QUALITY OF LIFE FOR FAMILIES



In addition to around 1,800 hours of sunshine a year, the attractive infrastructure in Karlsruhe makes for a particularly family-friendly climate. The area offers suitable housing, good childcare facilities and a wide choice of schools. There is also a varied range of recreational facilities and idyllic green surroundings – the perfect environment for children and teenagers to grow up in.

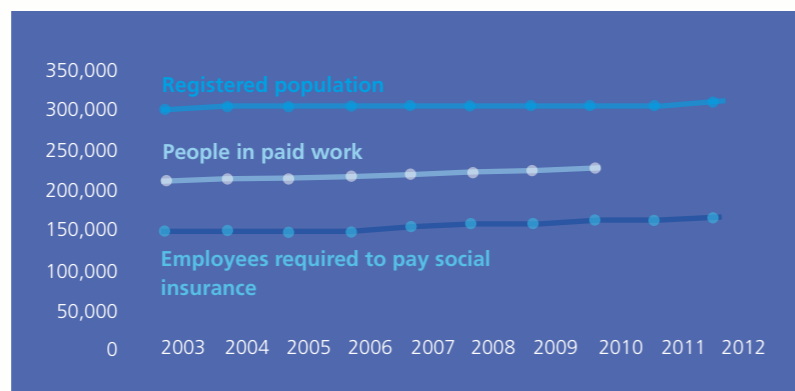
Fostering knowledge starts at a young age here. Many local companies have supported efforts to increase the offer of professional care services for children aged under three years. Mothers are given any help they might need in career and life planning by the 'Frau und Beruf' advice centre, which provides an individual counselling service in keeping with the family-friendly nature of the city.

Young people can pursue all kinds of activities in their free time thanks to 41 organisations that arrange get-togethers and run youth clubs. Medical services are also excellent: there are various specialist clinics in addition to a private hospital for heart surgery and plastic surgery, four major hospitals, 140 general practitioners and 619 specialists.

KARLSRUHE IS EDUCATIONAL!

Karlsruhe is a renowned location for business and scientific research where new ideas and pioneering innovations are able to flourish. The city has a long tradition of education. Thousands of young people become a little smarter every day at around 90 public schools of almost every kind, and various independent institutions and the European School Karlsruhe complete the offer. More than 40,000 students are enrolled at the city's nine universities and technical colleges to pursue their academic studies. These institutions enjoy a high level of international recognition for excellence in teaching and research, especially the Karlsruhe Institute of Technology, which not only has a prestigious reputation but is also the largest research institute in Germany.

Registered population, people in paid work and employees required to pay social insurance in Karlsruhe since 2003



Key sectors and growth industries in Karlsruhe

Industry

- Knowledge-based services
- Cultural and creative industries
- Information and communication technology
- Energy and utilities

Employees

Knowledge-based services	49,149
Cultural and creative industries	14,629
Information and communication technology	11,518
Energy and utilities	4,226

Source: Office for Urban Development, City of Karlsruhe



People who work in Karlsruhe also like living here. Nature reserves and areas of outstanding natural beauty cover around 40 per cent of the total urban space – perfect for local recreation. Everybody can find a favourite place to exercise or to relax and unwind. Many residents of Karlsruhe like to travel quickly into the green surroundings by bicycle or using the frequent public transport services.

▶ WHERE DO I WANT TO WORK? WHERE I LIVE.

HIGH EMPLOYMENT AND A SUSTAINABLE JOB MARKET

More than 220,000 people work in Karlsruhe, the city of technology. The favourable business climate is positively influenced by innovative, knowledge-based companies, a strong foundation in industry and technology, a variety of active sectors and a range of excellent academic and research institutions. Contrary to the emerging trend in other large cities, the population of Karlsruhe has been growing at a significant rate for years. Low unemployment, a steadily increasing number of workers and expanding companies all characterise the city as a prosperous location.

Karlsruhe in figures

Population with primary residence (2012)

City of Karlsruhe	301,923
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People in paid work in the area (2010)

City of Karlsruhe	224,000
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Employees required to pay social insurance (2011)

Total	163,521
Manufacturing and production	30,139
Retail, hospitality and transport	35,303
Other services	79,832

Number of businesses (2011)

Total	15,076
Proportion of SMEs	99.47%

Source: Statistical Office of Baden-Württemberg



The day ends at the trade fair centre



TRADE FAIRS IN KARLSRUHE: A FORUM FOR BUSINESS EX-CHANGE

Karlsruhe Trade Fair Centre and Karlsruhe Convention Centre are situated at the heart of one of Europe's most vibrant areas for industry, science and research. The city is a highly sought-after location for national and international exhibitions and conventions thanks to its close proximity to France and Switzerland, the ideal transport links by road, rail and air, and the number of companies in strong-growth industries.

Karlsruhe Trade Fair Centre consists of four bright halls with a total exhibition area of 52,000 sq m. It offers state-of-the-art presentation and communication technology, providing the ideal framework for various types of event – from major trade fairs with thousands of visitors to exclusive functions attended by a hand-picked audi-

ence, and from specialist congresses to open-air events.


Karlsruhe Convention Centre is located directly on Festplatz in the city centre. With four first-class venues and a total exhibition area of 20,000 sq m, it is one of the largest convention centres in Germany. Able to accommodate up to 13,000 visitors, it represents an attractive platform for meetings, dialogue and communication.

► www.karlsruhe.de
► www.kmkg.de

► **SOMETIMES A CITY ONLY
NEEDS ONE SPACE.**

A work of art! With a focus on modern and contemporary art, art KARLSRUHE is one of the most important art fairs in Europe.

International congresses, events and major exhibitions attract thousands of visitors. A day out at a trade fair or conference can easily be combined with a trip to a museum or a stroll through the city's shopping area.



**KARLSRUHE HAS A SOFT SPOT
▶ FOR SUCCESSFUL COMPANIES**

Pia Schommer
FIDUCIA IT AG



▶ 'FROM MY PERSPECTIVE AS AN IT SPECIALIST, KARLSRUHE TECHNOLOGYREGION OFFERS MORE THAN IDEAL CAREER PROSPECTS; EVEN MORE IMPORTANT IS THE HIGH QUALITY OF LIFE AND LEISURE IN THE CITY.'

▶ KARLSRUHE IS A DIGITAL NATIVE.

DYNAMIC DEVELOPMENTS IN THE IT SECTOR

The first email sent from the US was received at Karlsruhe University. This development set the stage for the Internet. At the beginning of the digital revolution, Karlsruhe received the European Award of Excellence for Innovative Regions in recognition of its status as the Internet capital of Germany. Since then, the success of the IT region has continued steadily. With over 36,000 workers in the IT sector and more than 3,600 companies, Karlsruhe Technology-Region is one of Europe's leading locations for information technology, and it forms an integral part of the national cluster of excellence in IT.

In the city of Karlsruhe, 11,500 workers required to pay social insurance are employed in the IT industry. The growing market for IT services and the trend towards energy-efficient hardware and software products, also known as green computing, have created an optimistic outlook for companies. In total, almost 1,000 businesses of all sizes offer IT products and services in the area.

Europe's largest software cluster extends across Karlsruhe, Darmstadt, Kaiserslautern, Saarbrücken and Walldorf; this 'European Silicon Valley' contains a high concentration of innovative companies and research institutions. Global software companies can be found in the area alongside hidden champions and innovative start-ups

as well as a number of leading computer science faculties and research centres. The dynamics of the industry are equally vibrant: the software cluster develops new concepts, technology and business processes for emergent software – a promising area of innovation in the field of enterprise software.

An emerging network for high-tech businesses

The number of start-up companies in the IT sector is higher than average in Karlsruhe. In 1997, the first virtual network for entrepreneurs was created in the form of CyberForum. This has since grown to become the largest regional high-tech business network in Germany, including more than 1,000 members, who in turn represent over 22,000 jobs. The forum allows people in IT companies, from founders to software developers, to maintain regular contact with research institutions and universities. The members are looking for one thing in particular: a mutual exchange and transfer of knowledge to create a competitive advantage.

▶ www.cyberforum.de
▶ www.software-cluster.org

AN ENERGY SECTOR WITH A BRIGHT FUTURE

The considerable strength of Karlsruhe in the energy and environmental sector is due to approximately 24,800 workers who pay social insurance, 745 companies and 43 scientific institutions. Science and industry work together to create an energy supply for the future. Both the research community and local businesses are characterised by a high level of expertise in energy. Key players in this sense are the Karlsruhe Institute of Technology (KIT), which includes the KIT Energy Centre, and the European Institute for Energy Research, one of the largest energy research centres on the continent.

At these establishments, interdisciplinary research is carried out into all the important sources of energy for industry, households, services and mobility. The results of many research and development projects have given rise to actual products or services

that are now on the market. This makes it all the more important for companies to become involved at an early stage. The Karlsruhe Energy Forum takes action to support this process, creating close links between science and industry.

The Karlsruhe Energy Competence Centre builds on the activities of the Karlsruhe Energy Forum. This association of companies represents a valuable pool of specialists in innovative energy technology and energy efficiency. In addition to its regional network partners, the Karlsruhe Energy Forum has links across national borders – with Switzerland and France via TRION, the energy network of the Trinational Metropolitan Region of the Upper Rhine.

- ▶ www.energie.kit.edu
- ▶ www.energieforum-karlsruhe.de
- ▶ www.energie2048.de
- ▶ www.trion-climate.net

KARLSRUHE

The sky above 'Energy Hill'

A FOCAL POINT FOR THE CULTURAL AND CREATIVE SCENE

Karlsruhe is an important centre for the cultural and creative industries in Baden-Württemberg with more than 14,600 workers in the sector. One in nine companies in Karlsruhe fall under this category, which encompasses eleven diverse industries, ranging from advertising and the press to design, media, software and computer games. Of the more than 40,000 students in the city, around 20 per cent are enrolled on a course of study related to a creative industry. A particular strength of the city lies in the associated areas of technology. In Karlsruhe, technology, design, art and science come together to offer an exceptional level of innovative potential. In recent years, the city has become the capital of the games industry in the south-west. Well-known companies in the games industry as well as many young creative minds take advantage of the abundant opportunities in the games industry to

develop innovative business models and interdisciplinary cooperation. At the same time, the vibrant and diverse cultural scene makes a considerable contribution to the independent character of Karlsruhe as a location for creative businesses.

On the site of a former abattoir measuring around seven hectares, one of the most important areas for the creative industries in the south-west is currently under development: Kreativpark Alter Schlachthof. Perfekt Futur, a newly established centre for creative entrepreneurs in the old pig market hall, offers start-ups a unique location made up of converted ocean shipping containers.

- ▶ www.zkm.de
- ▶ www.karlsruhe.de/wirtschaft
- ▶ www.k3-karlsruhe.de
- ▶ www.alter-schlachthof.de
- ▶ www.perfekt-futur.de

ZKM | Centre for Art and Media Karlsruhe is a major established name on the European art scene. Located in a listed factory building, Europe's largest production site for media art is housed under the same roof as the world's first media museum.

▶ IS TRUE TO ITSELF
AND STAYS TRUE TO ME.



KARLSRUHE CREATES CULTURAL RICHNESS.

Baden State Theatre: Tannhäuser at 9.15 p.m.

Karlsruhe culture app

All the dates. All the organisers. Always up to date. The Karlsruhe culture app allows you to download the unique cultural offer directly to your smartphone. Plan your walks with the cultural city map and use the culture calendar to help find what's on – turn your iPhone or Android smartphone into a personal assistant for urban culture.



Special cultural events make for a richer quality of life: a wide repertoire offers both stimulation and balance.



THE CULTURAL LANDSCAPE IN KARLSRUHE

The cultural offer in Karlsruhe combines science and art, culture and cultures. The ZKM | Centre for Art and Media is a unique institution where art and technology intersect, attracting audiences from across Germany and abroad. It is a museum, a convention centre, a production site and a research facility all in one. With acclaimed exhibitions, festivals, symposiums and congresses, the ZKM is heavily involved with new media and all its possibilities.

The various museums and galleries in Karlsruhe house impressive exhibitions from fields as diverse as fine art, natural history, social history and contemporary art. From ancient times to the present day, and from the old masters to avant-garde painters and sculptors, art lovers will find high-quality exhibitions with exciting information in the Staatliche Kunsthalle (State Art Gallery), the Badisches Landesmuseum (Baden State Museum) and the Städtische Galerie (City Gallery).

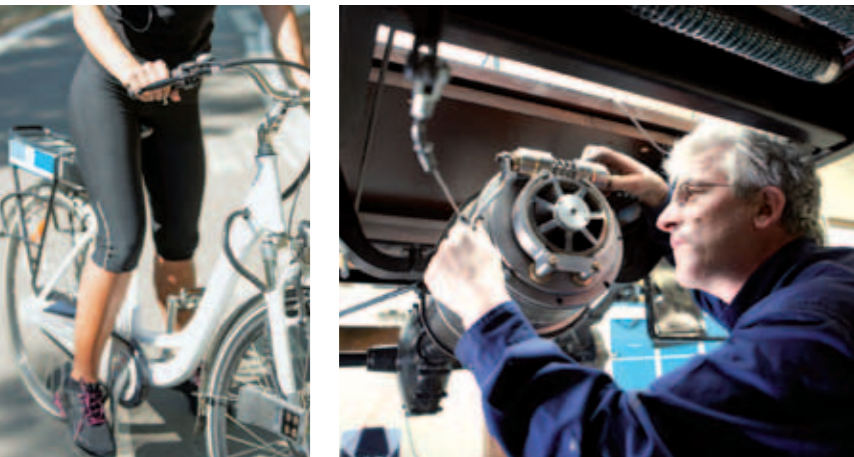
The theatre scene is vibrant and varied. With a programme that covers musical theatre, ballet, drama and state youth productions, the Baden State Theatre Karlsruhe is one of Germany's leading establishments. Open-air stages such as the Sandkorn Theatre and Kammer Theatre present a stimulating programme, ranging from classics to popular plays and cabaret, and there are various amateur stages.

Fans of music also get their money's worth from the city. This is guaranteed by performances ranging from classical music to rock and pop, world music, chanson, jazz and avant-garde. Several clubs and other venues are highly popular meeting places on the scene.

A vibrant media landscape

In Karlsruhe, there are films to cater for every taste, ranging from ambitious auteur films at repertory cinemas to Hollywood blockbusters at large multi-screen venues. Public service broadcasters and private stations add to the media landscape. Based in Kreativpark Alter Schlachthof, the association Filmboard Karlsruhe e.V. facilitates networks between film-makers in the region and serves as a point of contact for people in the film industry both within Baden-Württemberg and at a national level.

The successful coexistence of myriad cultures can be seen at the various celebrations and festivals in Karlsruhe. DAS FEST is one of Germany's biggest open-air festivals, attracting more than 200,000 visitors to the city every year with concerts by the most fashionable bands.



INNOVATIONS FOR THE AUTOMOTIVE AND E-MOBILITY SECTORS

Karlsruhe is an important centre for mobility with more than 33,800 workers who pay social insurance, 741 companies and 28 academic institutions in the sector. Innovative automotive technology and e-mobility go hand in hand. Research and industry work together to develop new drive concepts and technological solutions as well as fuel-efficient engines and vehicles that can meet the requirements of future mobility. Based at the Karlsruhe Institute of Technology, 'Project House e-drive' is a joint research initiative in the area of electric drive systems that is helping to bring electric and hybrid vehicles to market faster. The Fraunhofer Institute for Chemical Technology is working on new concepts, materials and processes for the production of lightweight components, and not only for cars. In the Living Labs of FZI Research Centre for Information Technology, meanwhile, experts from industry and science are working together under practical conditions to develop the car of the future. This is the starting point of the cluster Automotive Engineering Network (AEN) in the south-west – a network that allows companies and institutions to cross-

fertilise ideas in the areas of automotive technology, energy and electric mobility. IT companies and engineering firms in particular are making greater use of the automotive sector in Karlsruhe to enhance their market position with innovative technology, products and services.

Efficient and good for the climate

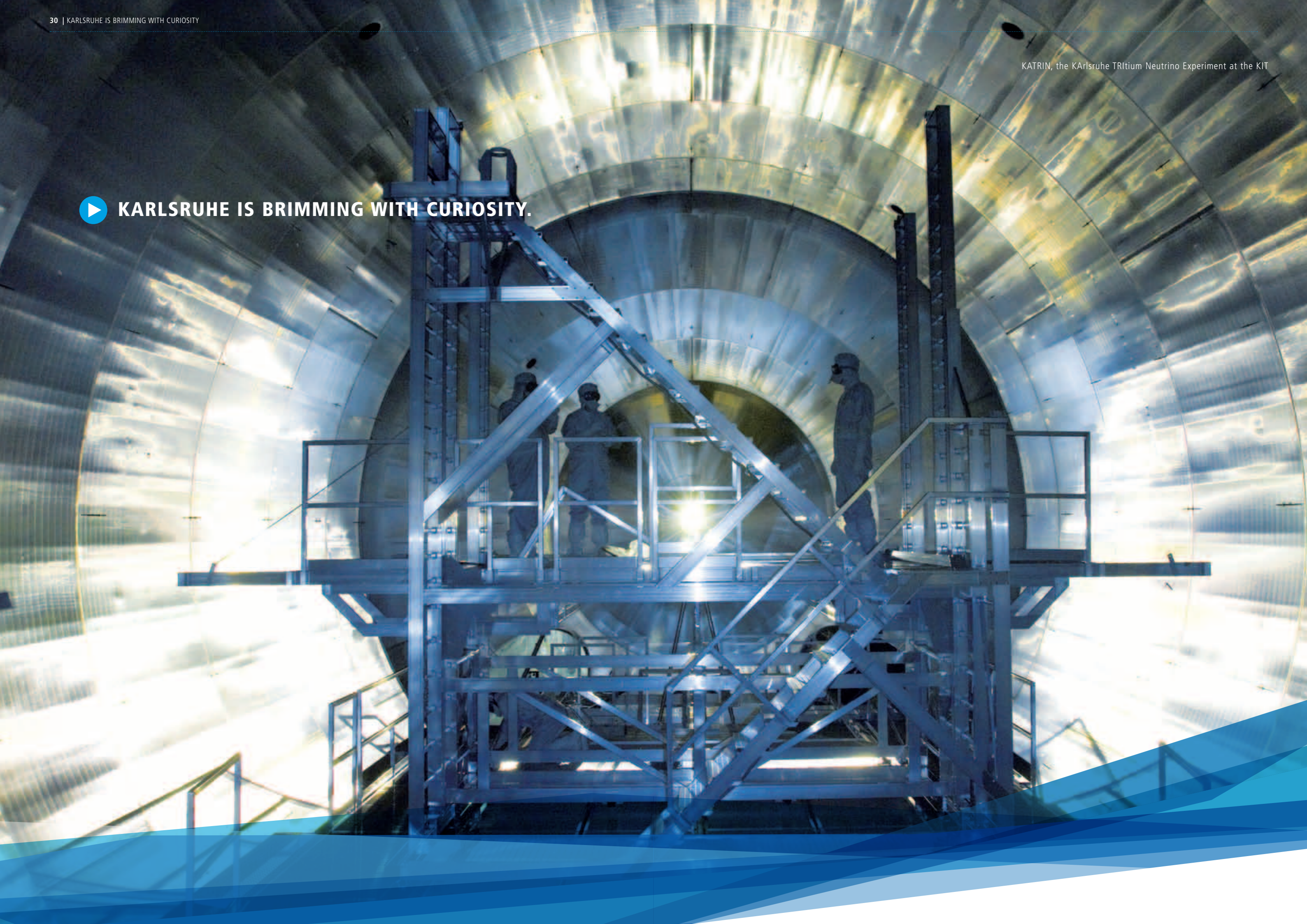
The high-potential field of electric mobility has a name in this city: eMobilitätszentrum Karlsruhe. This centre provides companies and research institutions with a range of applications and products in the fields of energy, automotive technology, electric mobility and information technology under one roof. An extensive selection of electric vehicles completes the broad offer. Karlsruhe therefore has its finger on the pulse of time and is creating the best conditions for a future of innovative, sustainable mobility.

- ▶ www.ae-network.de
- ▶ www.emobilitaetszentrum.de



▶ **KARLSRUHE**
IS SHAPED BY THE IDEA OF SUSTAINABILITY.

▶ **KARLSRUHE IS BRIMMING WITH CURIOSITY.**



UNIVERSITIES ARE NOT JUST IVORY TOWERS, BUT WELL-CONNECTED INSTITUTIONS

With more than 40,000 students and a total of nine universities, Karlsruhe is an innovative location for higher education and scientific institutions. It is also the only city in Baden-Württemberg that offers every kind of university. The universities in Karlsruhe have been at the top of national league tables for years. The extensive range of educational opportunities in Karlsruhe is thus a major advantage of the location. Local and regional companies are well connected with universities and are able to find an almost unlimited supply of highly qualified recruits. At the same time, the talent of tomorrow stands to benefit from the best teaching staff, and foreign workers can enjoy an attractive range of training opportunities. Of course, there are also various international exchanges and university networking programmes.

International, young and thirsty for knowledge

Around 13 per cent of the population are students. This makes Karlsruhe a city of science, technology and culture with international flair. The roots of this go back very far: the Karlsruhe Institute of Technology (KIT) is

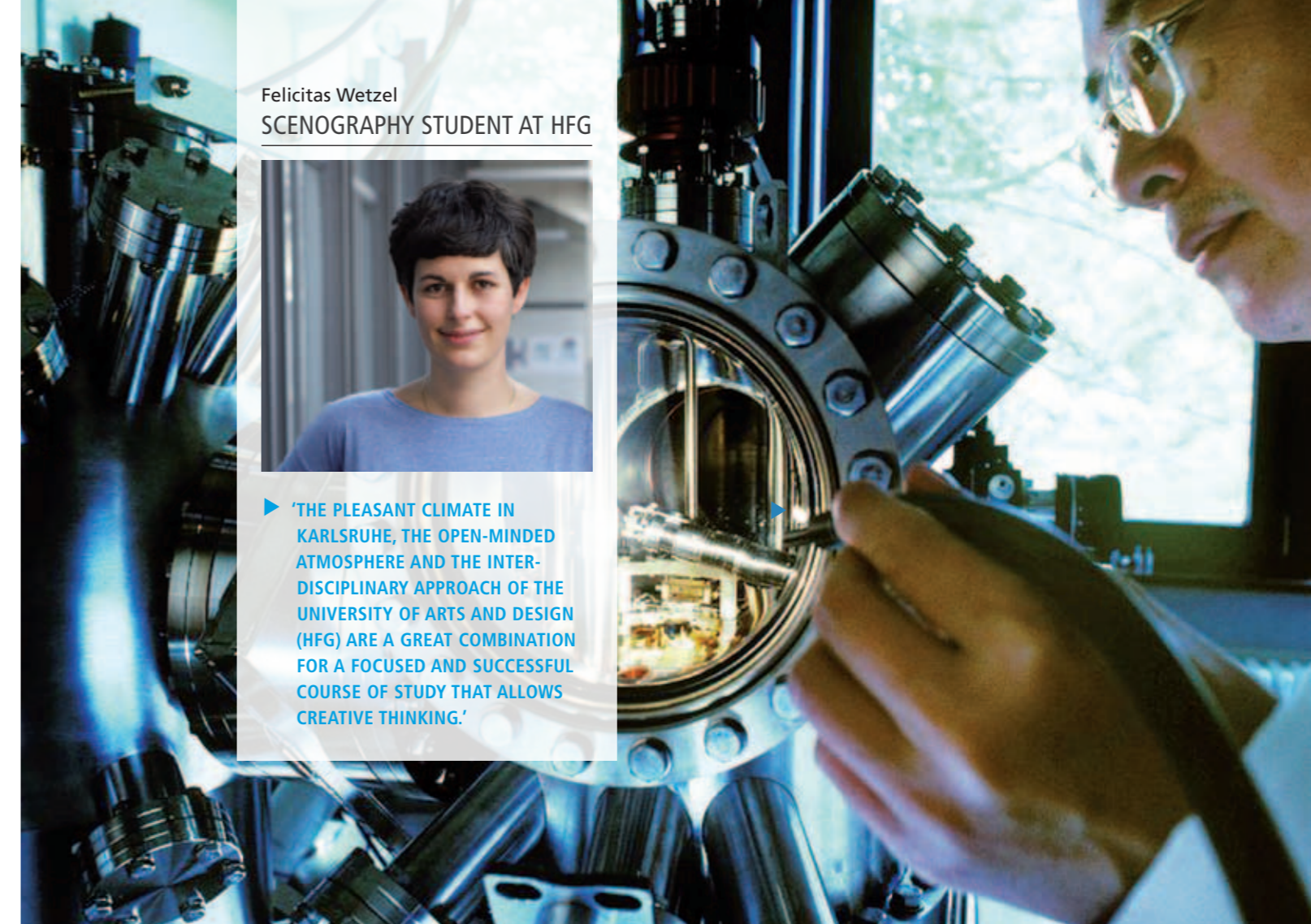
the oldest technical university in Germany. It is where Heinrich Hertz established studies into radio technology and Ferdinand Redtenbacher developed mechanical engineering into a technical science. More than 22,000 students and 9,000 employees make the time-honoured institution a highly regarded centre of knowledge around the world and a beacon in research. There are innovative projects in diverse fields, including supercomputing, energy research, nanotechnology and the latest drive technologies. When it comes to physics and computer science, KIT is among the best research-intensive universities in Germany, and it is also ranked as one of the top three universities in MINT subjects (mathematics, IT, natural sciences and technology). The International Department at KIT offers recognised degrees in technical subjects that are taught in English. With a similar international atmosphere, the Technology and Business School (HTW) at Karlsruhe University of Applied Sciences has around 7,000 students. This is the second largest institute of higher education in the city and performs especially well in computer science, electrical engineering, business informatics and industrial engineering.

Students in Karlsruhe

Faculty	WS 2012-13	%
Karlsruhe Institute of Technology (KIT)	23,905	59.5
Karlsruhe University of Applied Sciences	7,584	18.9
University of Education	3,687	9.2
Baden-Wuerttemberg Cooperative State University Karlsruhe (DHBW)	2,809	7.0
University of Music	655	1.6
Staatl. Akademie der Bildenden Künste	316	0.8
Karlsruhe University of Arts and Design	456	1.1
Karlsruhochschule International University (private)	524	1.3
EC Europa Campus (private)	250	0.6
Total number of students	40,186	100

- ▶ www.kit.edu
- ▶ www.hs-karlsruhe.de
- ▶ www.ph-karlsruhe.de
- ▶ www.dhbw-karlsruhe.de
- ▶ www.hfm-karlsruhe.de
- ▶ www.kunstakademie-karlsruhe.de
- ▶ www.hfg-karlsruhe.de
- ▶ www.karlsruhochschule.de
- ▶ www.ec-europa-campus.com

Winter/Summer 2012-13, Source: Office for Urban Development, City of Karlsruhe



Felicitas Wetzel
SCENOGRAPHY STUDENT AT HFG

▶ 'THE PLEASANT CLIMATE IN KARLSRUHE, THE OPEN-MINDED ATMOSPHERE AND THE INTER-DISCIPLINARY APPROACH OF THE UNIVERSITY OF ARTS AND DESIGN (HFG) ARE A GREAT COMBINATION FOR A FOCUSED AND SUCCESSFUL COURSE OF STUDY THAT ALLOWS CREATIVE THINKING.'



Dr Katja Träumner
ATMOSPHERIC SCIENTIST, KIT



▶ 'KARLSRUHE IS NOT ONLY A CITY THAT OFFERS A GREAT LIFESTYLE, BUT AT KIT I CAN ALSO ENJOY THE PERFECT PROFESSIONAL ENVIRONMENT FOR MY RESEARCH WORK.'



- ▶ www.kit.edu
- ▶ www.iosb.fraunhofer.de
- ▶ www.isi.fraunhofer.de
- ▶ www.ict.fraunhofer.de
- ▶ www.fzi.de
- ▶ www.max-reger-institut.de
- ▶ www.mri.bund.de
- ▶ www.baw.de
- ▶ www.fiz-karlsruhe.de
- ▶ www.itu.jrc.ec.europa.eu



INSTITUTES IN KARLSRUHE DRIVE RESEARCH

As a centre of innovation, Karlsruhe stands out for its dense network of universities, research institutes and high-tech companies. All of the universities in Karlsruhe TechnologyRegion are located in the city area, as are many of the public research institutions. The concentration of scientific expertise is very high, with three Fraunhofer Institutes, the Institute for Transuranium Elements, FZI Research Centre for Information Technology, the Leibniz Institute for Information Infrastructure FIZ Karlsruhe, the Max Rubner Institute, the Max Reger Institute, the Federal Waterways Engineering and Research Institute (BAW) and, of course, the Karlsruhe Institute of Technology

(KIT). In total, some 7,300 scientists teach and carry out research in and around Karlsruhe.

Science and industry cooperate side by side. Intensive collaborations with research and development teams as well as the bright ideas of creative minds help young companies and international companies alike to come up with innovative products and new technologies in their own research centres. This is an important prerequisite for competitiveness on the international market and a strong argument in favour of the region for business leaders.

▶ **KARLSRUHE AIMS HIGH
AND CAN DO EVEN MORE.**



 **FAST NETWORKING IN KARLSRUHE.**

▶ KARLSRUHE WORKS HAND IN HAND WITH BUSINESSES.

EXCELLENT NETWORKS AND CLUSTERS

In the competition for investors, companies and jobs, Karlsruhe offers an excellent position as an innovative business location with strong growth. It is an area where stakeholders from research, industry and politics are well connected with each other. Industry-specific networks and clusters for future-oriented sectors of the economy are being developed at a steady rate both regionally and across national borders. It goes without saying that there are also highly efficient networks for professionals working in information and communication technology and the automotive sector as well as those in e-mobility, energy and the cultural and creative industries. Additionally, current topics such as e-mobility are explored in-depth by the SmarterCity Karlsruhe initiative, an association of businesses, researchers, and governmental departments, to implement sustainable innovations.

The cross-border cooperations with the PAMINA region (Southern Palatinate, Upper Middle Rhine and North Alsace) and the Trinational Metropolitan Region of the Upper Rhine with partners from Switzerland and France allow companies to draw on even more synergies. The city also scores highly for international contacts and networks – with India, for instance, an emerging economic power that offers attractive market opportunities to local companies.

AREAS OF URBAN DEVELOPMENT



Karlsruhe offers businesses interesting growth and development potential. There is a vast array of real estate in the local market. From urban locations in and around the city centre to the traditional industrial areas, there are commercial properties to suit every demand.

The city's technology park and Kreativpark Alter Schlachthof are reserved for specific industries. Former brownfield areas such as the previous industrial site of IWKA have been redeveloped for the future, and long-standing commercial zones have been revitalised. Core areas of redevelopment in the city are generating new impulses. For example, the highly attractive space around the train station offers a total area of around 46,000 sq m and is perfect for

high-quality offices, hotels and other service providers. Similarly integrated into the existing urban landscape, the city blocks between Durlacher Allee and Ludwig-Erhard-Allee offer great potential for living space, shops and green areas. Additionally, two new neighbourhoods in Karlsruhe – Südost and Knielingen – present companies and employees with interesting work and living opportunities.

A place where people and companies thrive

Karlsruhe will continue to develop areas for companies and their employees, allowing them to enjoy an innovative, modern lifestyle at work and at home.



An overview of contacts for people starting up a new business:

Karlsruhe Economic Development Department
entrepreneur advice centre
www.karlsruhe.de/wirtschaft

Frau und Beruf Karlsruhe advice centre
www.frauundberuf-karlsruhe.de

K3 Office for Cultural and Creative Industries
Karlsruhe
www.karlsruhe.de/wirtschaft

Federal Competence Centre of Cultural
and Creative Industries
www.rkw-kompetenzzentrum.de

CyberForum e.V.
www.cyberforum.de

Karlsruhe Chamber of Commerce and Industry
www.karlsruhe.ihk.de

Starter Centre, Chamber of Crafts Karlsruhe
www.hwk-karlsruhe.de/beratung

KIT Centre for Entrepreneurship
www.cie-kit.de

Karlsruhe University of Applied Sciences –
Career Center
www.hs-karlsruhe.de/studierende

Steinbeis Transferzentren GmbH
www.steinbeis-karlsruhe.de

▶ KARLSRUHE GIVES ME COURAGE.

SUPPORT AND ADVICE – AS SURE AS SURE CAN BE

Entrepreneurs can find the optimal conditions for starting up a business in Karlsruhe. An innovative atmosphere and the close links between education and science, research and future technologies form a fertile ground for a young, dynamic company culture. It is the highly motivated, creative specialists at universities and research institutions that pave the way for successful products and services in Karlsruhe with their ideas and entrepreneurial skills. Thanks to these bold visionaries, Karlsruhe has become a leading centre of information and communication technology. This is also the result of a successful technology transfer by smart minds. Last but not least, mention must be made of the many company founders who have realised their pioneering ideas so successfully in the areas of industry, crafts, commerce, services, art and culture.

Making the most of opportunities

Business start-ups in Karlsruhe can benefit from excellent advice and support. The model for new businesses in the city depends on an extensive network of advice centres and initiatives for start-ups, true to the saying 'Nobody knows as much as everyone.' This network guarantees the best conditions for entrepreneurial growth in all industries and specialist areas, each of which has its own particular needs. Company founders are offered support

and assistance by the advice centre for entrepreneurs run by the Karlsruhe Economic Development Department, the K3 Office for Cultural and Creative Industries Karlsruhe, Frau und Beruf Karlsruhe advice centre, Karlsruhe Chamber of Commerce and Industry, Karlsruhe Chamber of Crafts, KIT Centre of Innovation and Entrepreneurship, the careers office of Karlsruhe University – Technology and Business (HTW) and CyberForum.

Moreover, new companies can find a suitable space in Karlsruhe thanks to a number of centres for entrepreneurs, also known as 'incubators'. These are located in Technologiefabrik, one of the two city-centre start-up centres, Handwerkerhof, Perfekt Futur and CyberLab.

▶ www.karlsruhe.de/wirtschaft

Time out at the palace garden lake

▶ TAKE A BREATH AND ENJOY LIFE.

IN KARLSRUHE FEELING GOOD COMES NATURALLY

There are oases of green all over the city where you can breathe fresh air – perfect for a little soothing time out from everyday life and to relax the body and mind. In Karlsruhe, nature, culture, sport and a good lifestyle come together in a special way. Almost 1,800 hours of sunshine a year lead people outdoors to pursue countless leisure activities. Beautiful parks and gardens, idyllic town squares and green routes leading to the Rhine with its unique alluvial forests and old branches of the river offer residents an abundance of natural scenery on their doorstep, whether they prefer to go walking, cycling or in-line skating. Furthermore, the relaxed local lifestyle can be enjoyed everywhere without interruption, for instance with a cappuccino on one of the popular town squares. Quaint pubs, good restaurants and exclusive award-winning restaurants provide a variety of culinary delights and a treat for taste buds to suit every wallet.

The regional cuisine comes very highly recommended, of course – it is with good reason that dishes from here are famous around the world.

From sporty to relaxed

Those who prefer an active, sporty lifestyle can also find many options in Karlsruhe. How about climbing the high ropes of a forest assault course? Or splashing into action at Europabad Karlsruhe, or simply relaxing by the water? There is also an ample offer of health and sports centres in Karlsruhe. Senior citizens, children, teenagers, adults and the disabled can take part in almost any sport by visiting the city's numerous clubs. And to share the enjoyment of tackling a challenge, why not participate in a major event such as the Karlsruhe Marathon or SkateNite? Being there is an experience in itself!

In Karlsruhe you can pause and take a deep breath. The city boasts more than 900 hectares of parks and countless green spaces. These include central treasures such as the large zoo in Stadtgarten, the historic palace gardens, the botanical garden with its impressive greenhouses and collection of exotic plants, the orangery and a winter garden.

Further afield you can find the Albgrün, which stretches from the Rüppurr district of Karlsruhe to the mouth of the Rhine – the same distance as a half-marathon. This area lends itself wonderfully to sporting challenges or any other kind of physical exercise. And one cannot forget the many branches of the Karlsruhe urban park, which add to the greenery of the surroundings and create connections between residential streets next to the park and unspoilt natural areas as well as the surrounding forests and meadows.



SHOPPING IN KARLSRUHE: THE FIGURES

- ▶ Retail space in the city centre:
ca 180,000 sq m
- ▶ Purchasing power index:
106.9 per resident
- ▶ Turnover index: 134.3
- ▶ Centrality index: 125.6
- ▶ Disposable income of private
households: €19,880 per resident*
- ▶ 734 retail and craft businesses in
the city centre

*Statistical Office of Baden-Württemberg



International events and exhibitions attract thousands of visitors. An ideal visit to Karlsruhe includes a long shopping expedition with relaxing time out in some of the city's welcoming cafés, bars and restaurants.

CENTRAL WITHOUT LIMITS: PURE SHOPPING PLEASURE

The city of Karlsruhe offers everything that makes up a high quality of life – work, shopping, education, leisure, housing and culture. A distinctive feature is the historical structure of the roads, which are shaped like a fan, radiating outwards from the centre. One such road is Kaiserstrasse, the longest shopping street in Baden. Here the opportunities for shopping and leisurely strolls are almost limitless. To tempt people into the smaller side streets, there are a variety of shops, boutiques and department stores that offer an endless range of clothes, sports equipment, fashion items and accessories, cosmetics, beauty and wellness products, lifestyle products, literature, and consumer electronics. This offer is enriched by the city's two major shopping centres, Ettlinger Tor and Post Galerie. There are also a number of exclusive shops for high-end demands. And for those who would like to take a break from all the temptations in the shops and relax for a while, there are many peaceful and inviting town squares as well as countless cafés, bistros, restaurants and bars in the city centre.



Pointing the way

The economic development team
 JOINING FORCES TO STRENGTHEN THE ECONOMY



▶ KARLSRUHE IS WAITING FOR ME.

**City of Karlsruhe
 Economic Development
 Department**

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 76124 Karlsruhe
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 www.karlsruhe.de/wirtschaft

To find your contact at Karlsruhe Economic Development Department, please visit www.karlsruhe.de/wirtschaft/wirtschaftsforderung/kontakt.

WHAT IS THE ECONOMIC DEVELOPMENT DEPARTMENT?

At the Economic Development Department, we see ourselves as a partner to industry. Working together with companies and institutions, we create a climate for greater growth, innovation and international appeal in and around the city of Karlsruhe. We offer companies a full range of services and support them in their spatial development plans; we also help them become more competitive and innovative. Furthermore, we offer active support and strategic advice to entrepreneurs who are setting up new businesses. Our aim is to achieve the optimal conditions by ensuring a supply of commercial properties as well as infrastructure that meets the demand and by striving to achieve a balanced mix of industries as well as a vibrant city centre. We are committed to ensuring that Karlsruhe remains an attractive location for companies and professionals in the future. In addition, we develop and support competence networks and industry clusters, which in turn create new opportunities for businesses on the national and international market. Finally, we cooperate with chambers, universities and institutions for the benefit of local companies as well as the city itself and Karlsruhe TechnologyRegion.

▶ www.karlsruhe.de/wirtschaft