

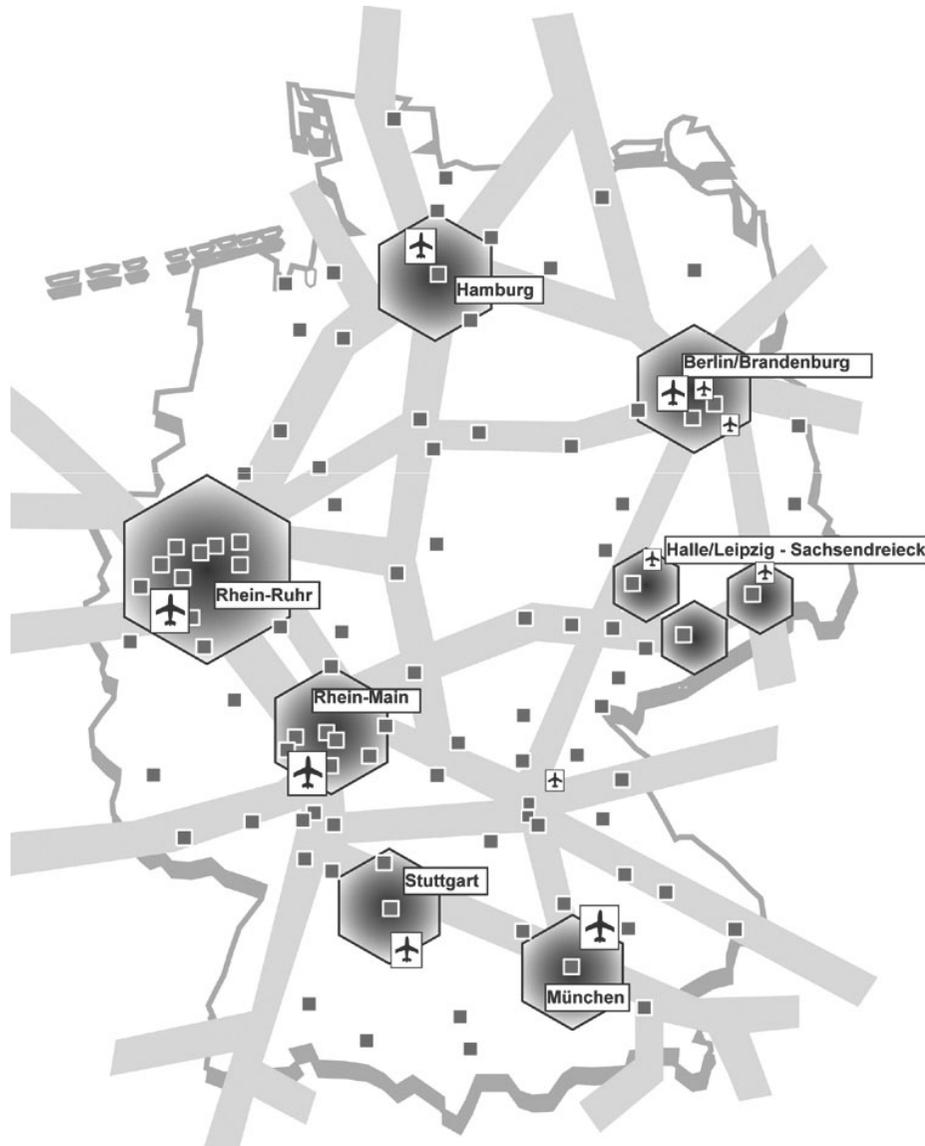


Nuremberg Metropolitan Region

Dr. Christa Standecker
Director

**Taipei International Seminar
October 13th, 2010**

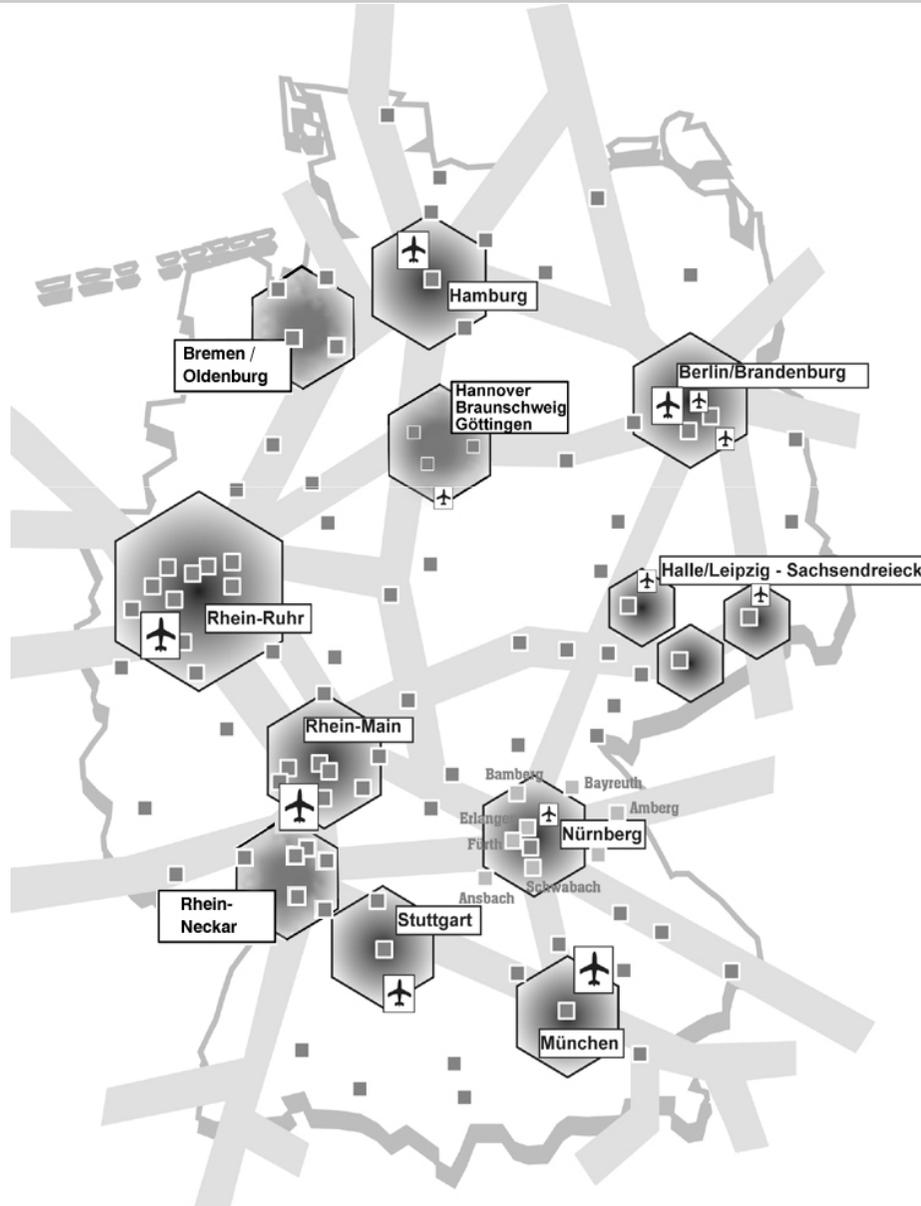
Europäische Metropolregionen in Deutschland 1997



European Metropolitan Regions in Germany 1997

Resolution of the Ministerial Conference on Spatial Planning (MCSP)

The MCSP recognized 7 European Metropolitan Regions.



European Metropolitan Regions in Germany 2005

Resolution of the
Ministerial Conference on
Spatial Planning (MCSP)
on April 28, 2005

The MCSP recognized 11 European
Metropolitan Regions in April 2005.

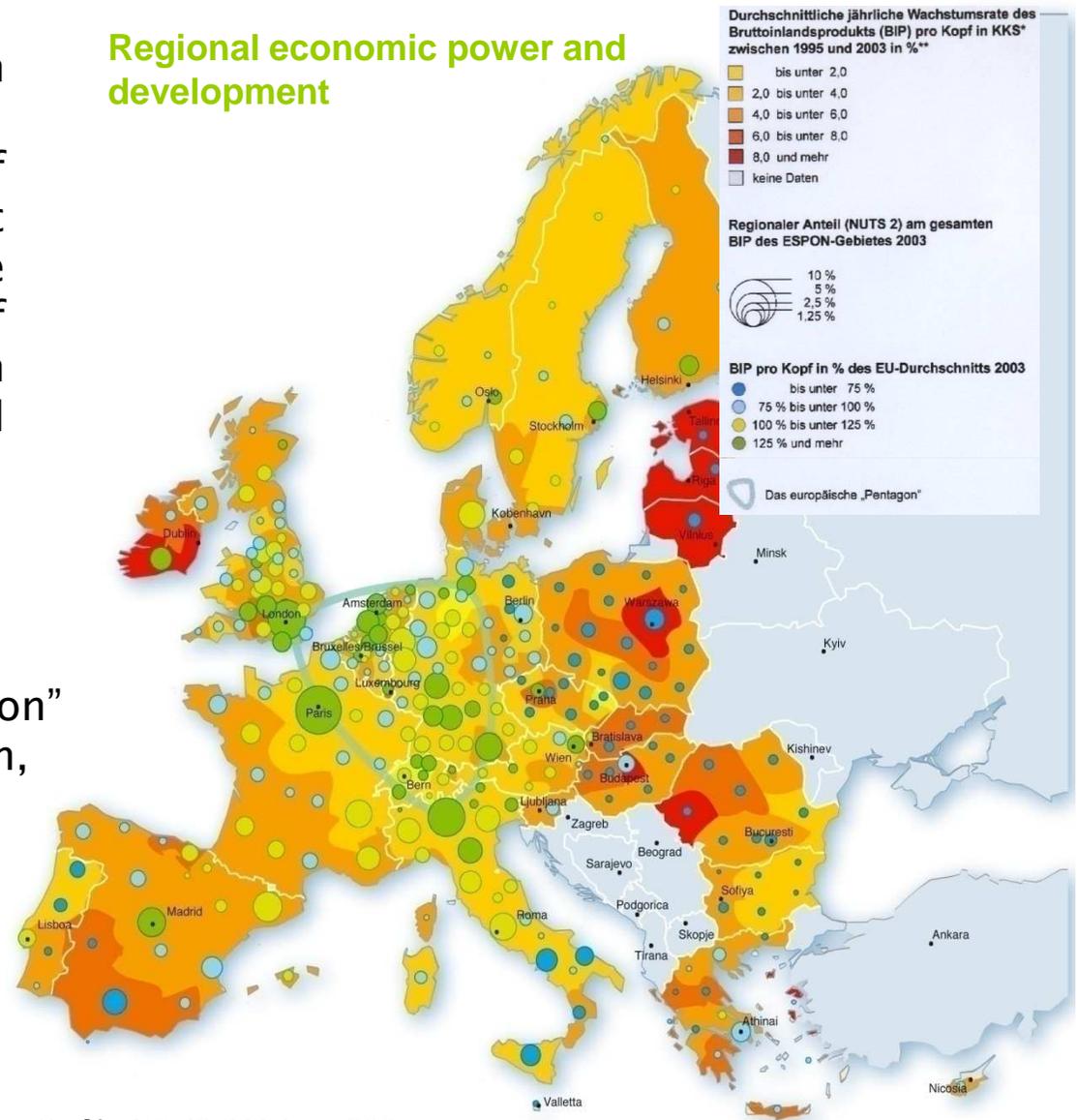
Competition between regions

Lisbon Agenda of the European Union (2000).
central objective is the "creation of the most competitive and dynamic knowledge-based economy of the world, with the capability of realising sustained economic growth with more and better jobs and greater social solidarity".

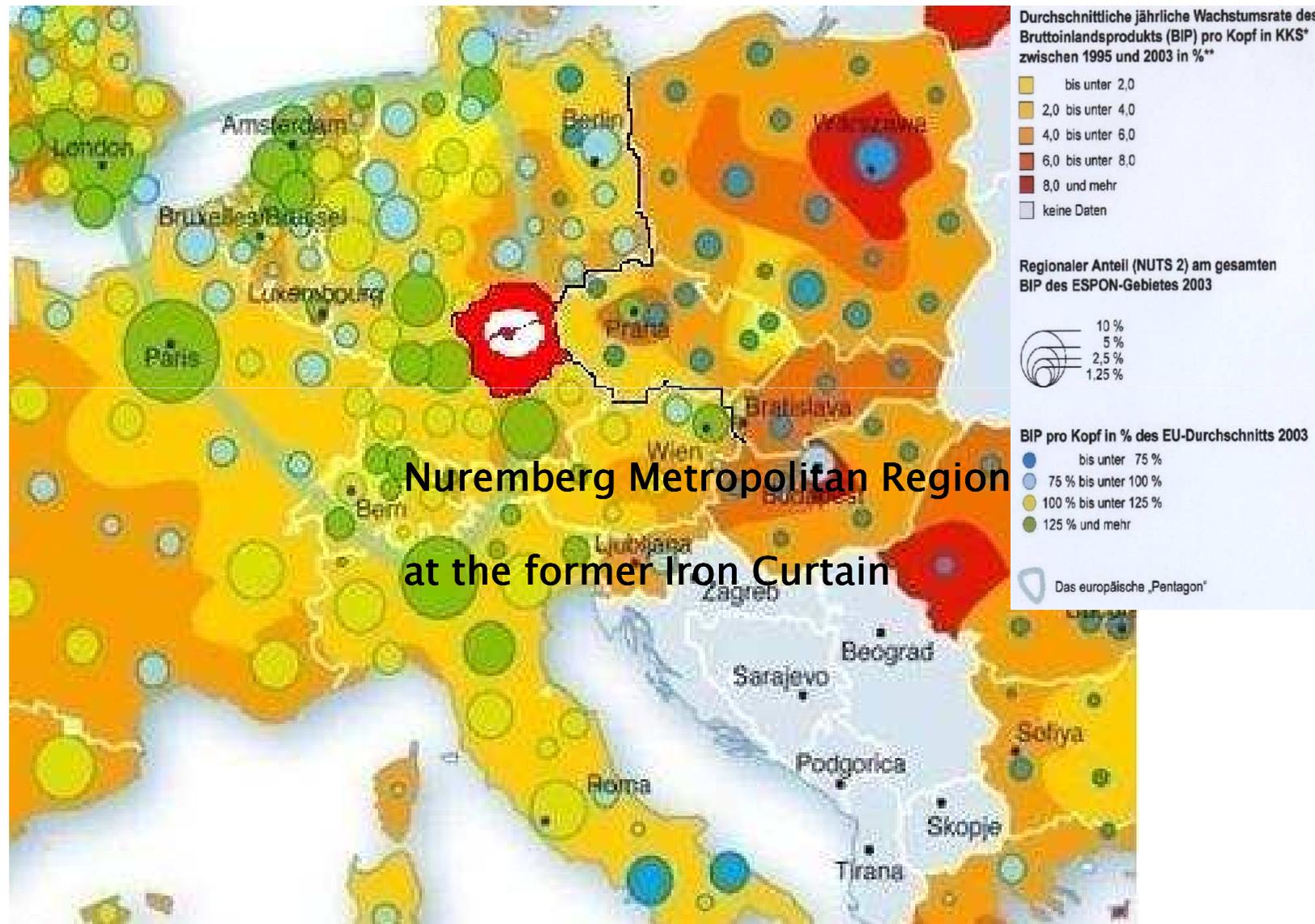
Nuremberg Metropolitan Region

- is located in the so-called "Pentagon" between London, Hamburg, Munich, Milan and Paris
- in the core region of Europe's economic power

Regional economic power and development



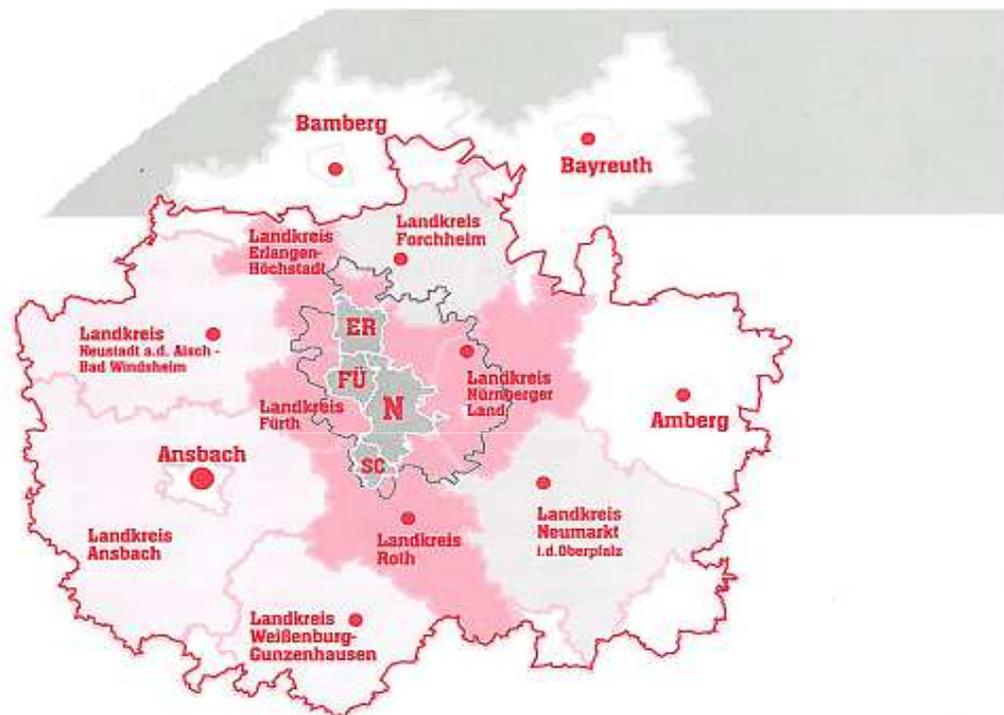
Grafik: BMVBS/BBR Bonn 2007



Grafik: BMVBS/BBR Bonn 2007 / eigene Bearbeitung

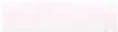
**Charta of Nuremberg Metropolitan Region is signed in
Mai 2005 by 60 politicians and stakeholders
(entrepreneurs, scientists, cultural manager and others)**





Well-developed tradition in regional cooperation

Cooperation areas

-  Agglomeration Nuremberg-Erlangen-Fürth-Schwabach
-  urban and surrounding area in the agglomeration
-  planning region "Industrial Region of Middlefrania"
-  planning region "Westmiddlefrania"
-  Nuremberg integrated transport system (VGN)



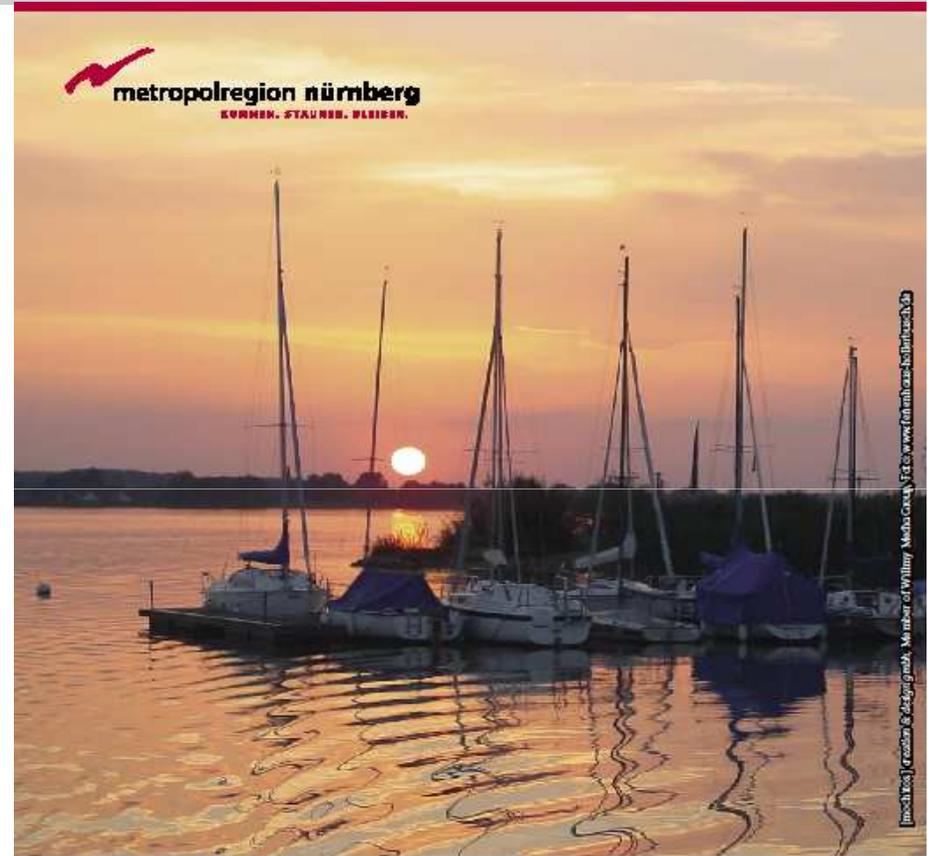
Nuremberg Metropolitan Region

➤ 22 county presidents and
12 lord mayors constitute the council
of the Nuremberg Metropolitan Region

➤ Population 3.6 million

Premises of cooperation

- Subsidiarity
- Openness and dynamic
- Consensus
- Democratic core: Metropolitan Region Council
- Cooperation on equal terms
- Urban–rural partnership
- „regional governance“:
Networking with industry, science,
culture, sport and administration



metropolregion **nürnberg**
KOMMEN. STAUNEN. BLEIBEN.

ANLEGE-
STELLE

powered by
HypoVereinsbank
Member of
United Group

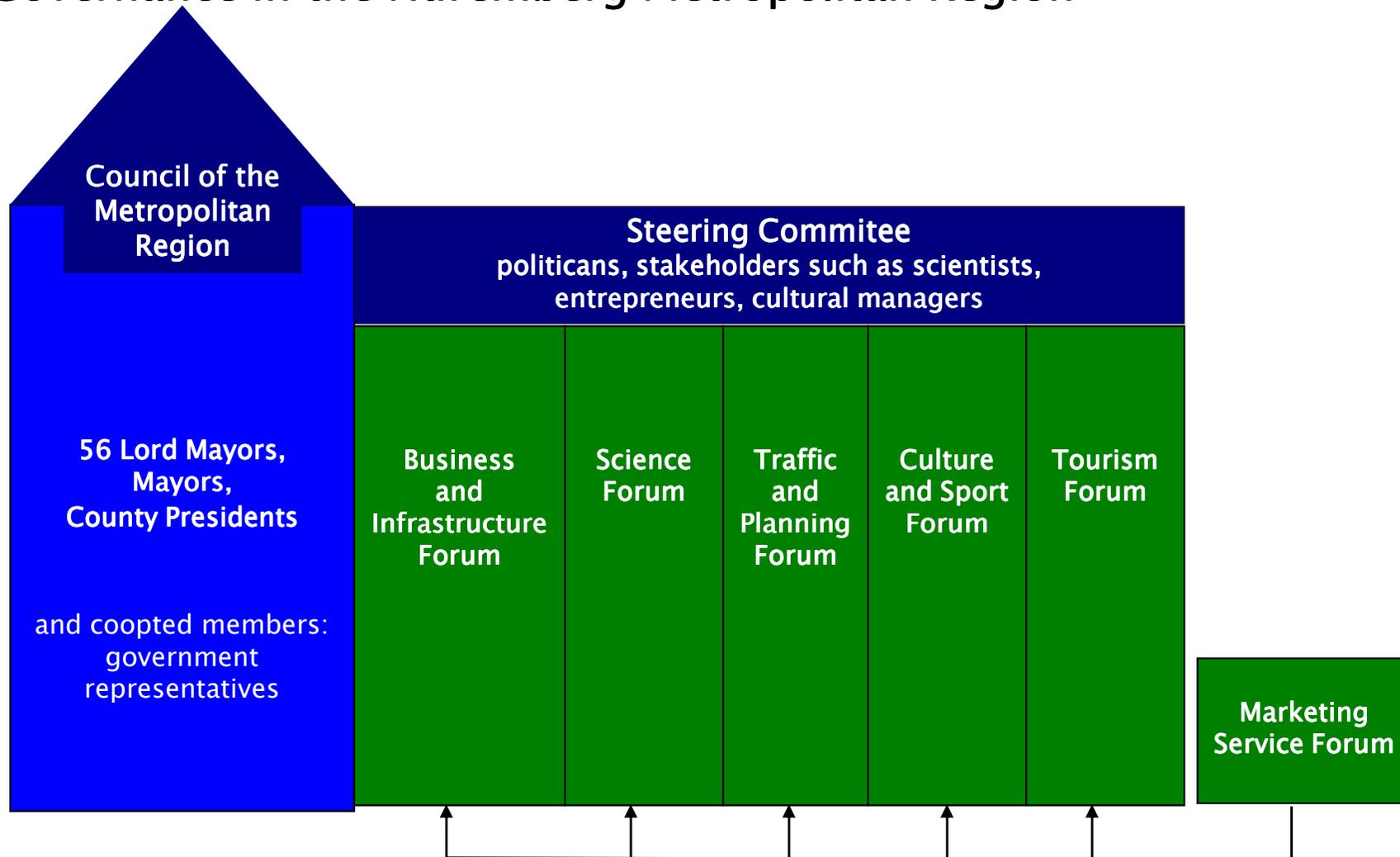
Die Metropolregion Nürnberg bietet die ideale Basis für aussichtsreiche Unternehmungen. Ohne Staus und lange Wege, so zum Beispiel im Fränkischen Seenland, einem Freizeitzuwel unserer Region. Kurze Wege sind es auch, die unser regionales Finanz- und Bankenzentrum so attraktiv machen. Wo immer Sie also auf der Suche nach neuen Ufern sind, bei uns finden Sie auch noch Ihre ganz persönliche Erfolgswelle.

Sind glänzende Aussichten ein Thema für Sie? Dann gibt es bei uns in Wirtschaft, Wissenschaft, Tourismus, Kultur und Sport viel zu entdecken. Wir freuen uns auf Sie.

www.em-n.eu Metropolregion Nürnberg. Kommen. Staunen. Bleiben.

[Photo: Kees] Creation & Design: gmbh. Member of Willibry Media Group. Tel: +49 911 400 4000

Governance in the Nuremberg Metropolitan Region



Goals of the Nuremberg Metropolitan Region

- Development of an international brand
“Nuremberg Metropolitan Region”
- Intensification of European work
- Expansion of metropolitan functions
- Optimization of intra–regional cooperation



metropolregion nürnberg

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Europe's engine

Living with a stronger Germany

..... and a Nuremberg
Metropolitan Region



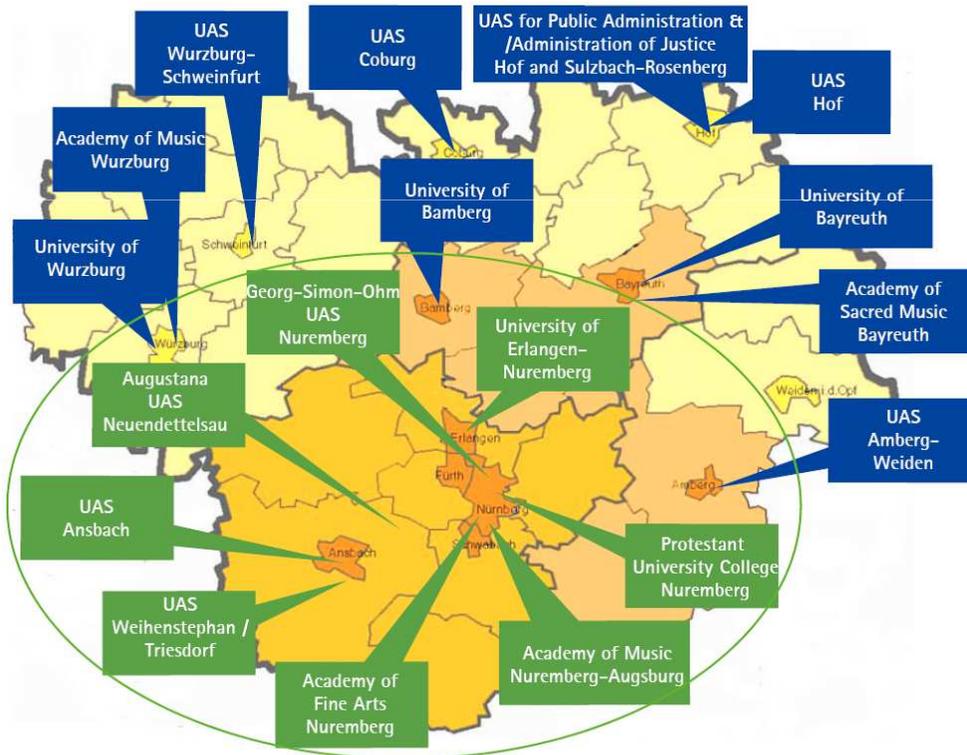


Nuremberg Metropolitan Region

- Population 3.6 million
- Gross Dom. Product 130 billion
- Export rate 42 percent
- Reachability within radius of 100 km 5.5 million people
- radius of 200 km 27 million people

Metropolitan functions: Great Minds

- Higher education and research networks
- R&D: >20 research institutes, e.g. Max-Planck-Forschungsgruppe, Fraunhofer-Institute (birthplace of mp3),
 - 18 universities | 90.000 students



MAX-PLANCK-FORSCHUNGSGRUPPE



Institut für Optik,
Information und Photonik
Universität Erlangen-Nürnberg



Fraunhofer
Institut Integrierte Schaltungen

Fraunhofer
Entwicklungszentrum
für Röntgentechnik



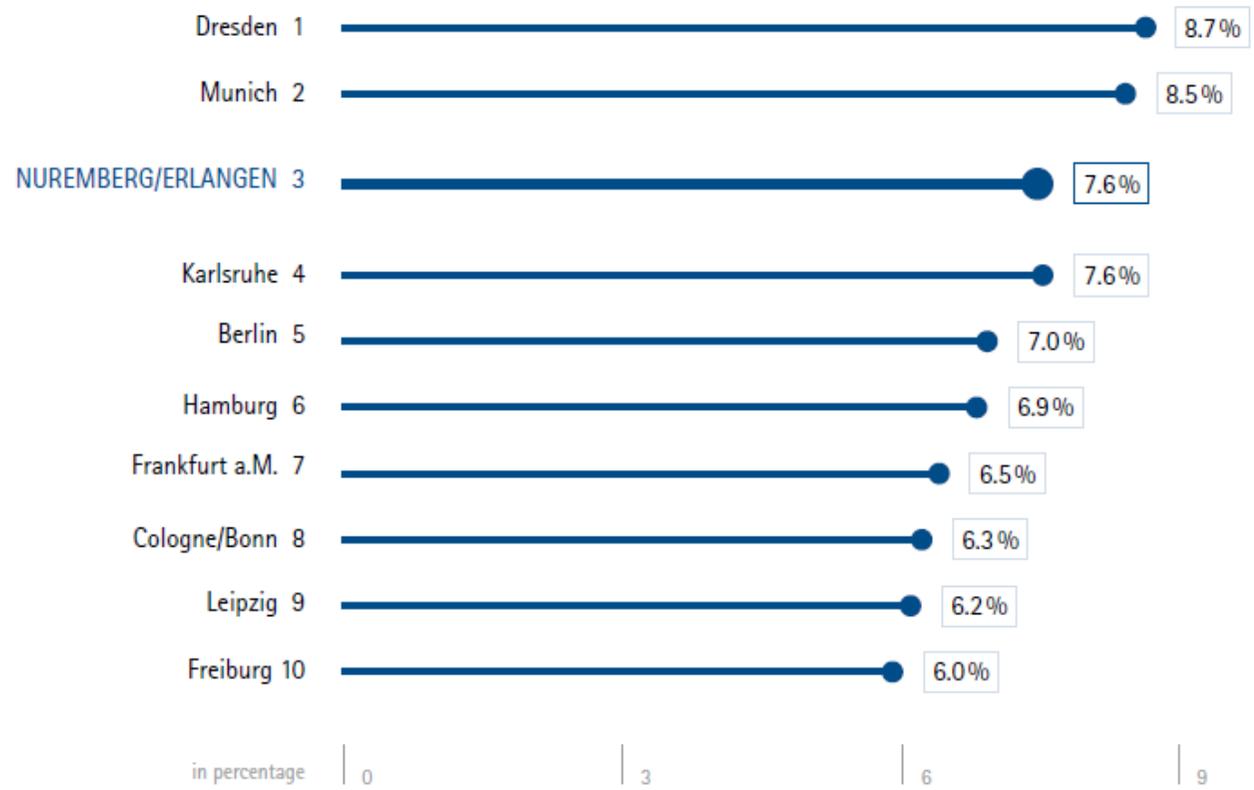
Institut
Integrierte Systeme und
Bauelementetechnologie



Bayerisches Laserzentrum gGmbH
Wir rücken Ideen ins richtige Licht!

High-Tech-Region

Percentage of people employed in high-tech sector



Source: EUROSTAT, according to BITKOM (2008)

Metropolitan Functions: Famous Brands

Companies of International Standing



SIEMENS



DIEHL



LEONI



LOEWE.



Alcatel·Lucent

Schwan  **STABILO**

 **STAEDTLER®**


FABER-CASTELL
since 1761



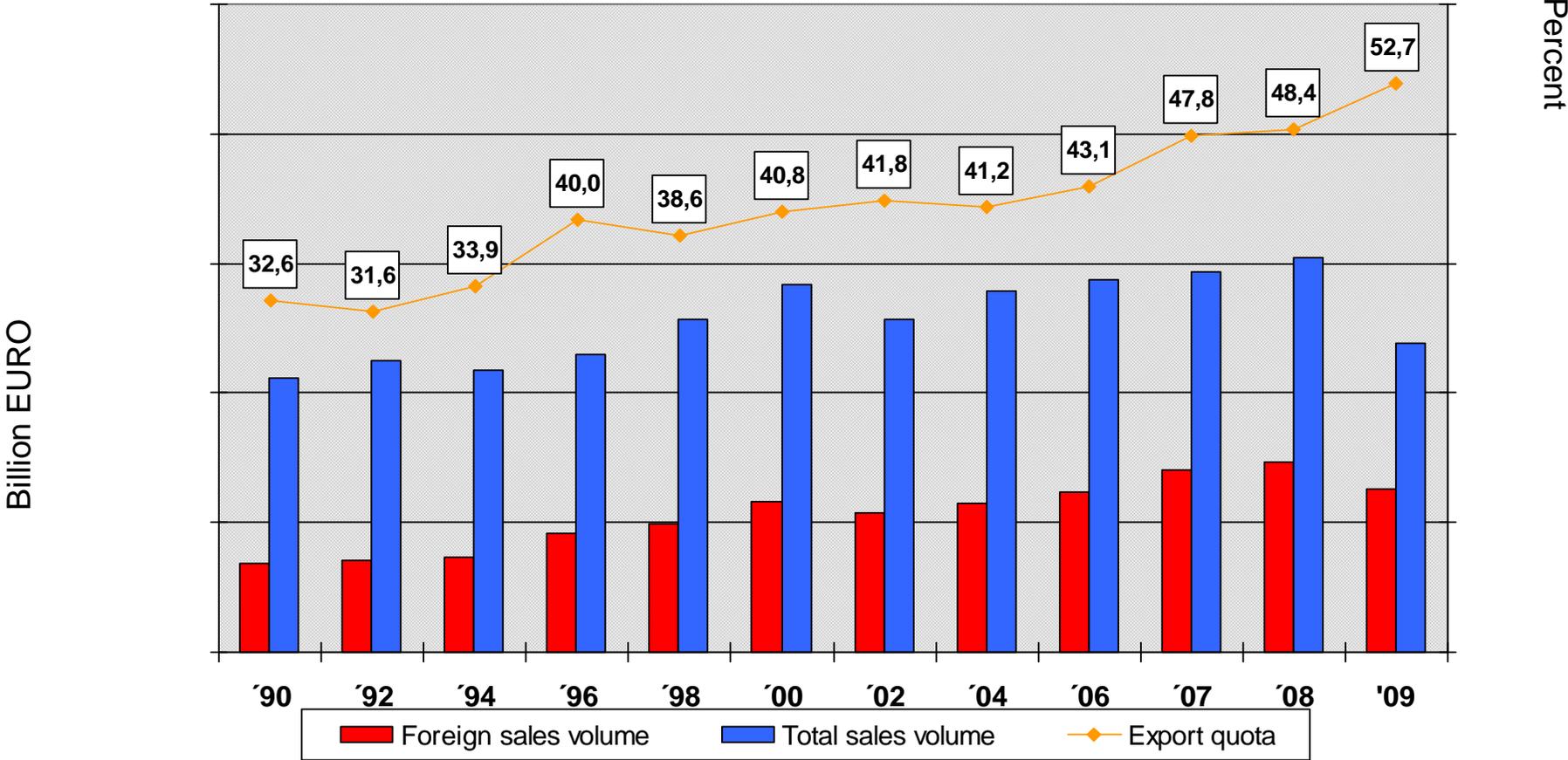
uvex
PROTECTING PEOPLE

Rexroth
Bosch Group



STÄUBLI

Increasing Export Quota



Quelle: Bayerisches Landesamt für Statistik und Datenverarbeitung

International Business Location

- Central position in Europe
- 200-km-radius: 27 million people,
1000-km-radius: 16 European capitals
- Nuremberg International Airport
plus Intercontinental Airports
Munich and Frankfurt
- Intersection of four major
European motorways
- International waterway,
most important harbour
in Southern Germany
- „Gateway to Eastern Europe“
- New focus: Asia-Pacific



Expansion of metropolitan functions

Gateway

TEN-Corridor 1: Berlin –
Nürnberg – Palermo (rail)

TEN-Corridor 18: Rhine/Maas –
Danube (water)

TEN-corridor 22:
Nürnberg/Dresde – Prague –
Vienna – Athen/Constanza (rail)



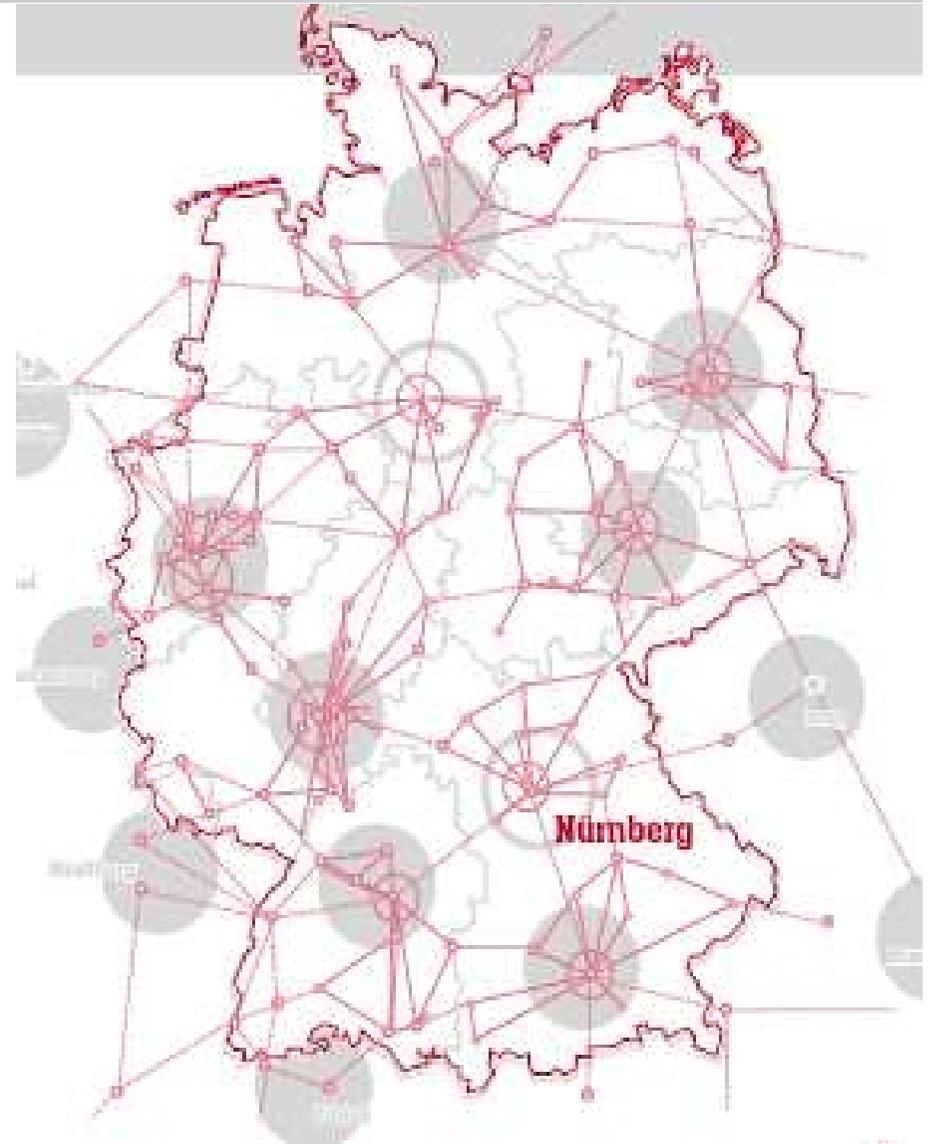
Polycentrality in Germany

➤ No Metropolitan Region in Germany contributes as much as 10 percent to the German economy (GDP)

➤ Greater London contributes 17 % to the British GDP

Lombardy (incl. Milan)
20 % to the Italian GDP

Ile de France (incl. Paris)
29 % to the French GDP





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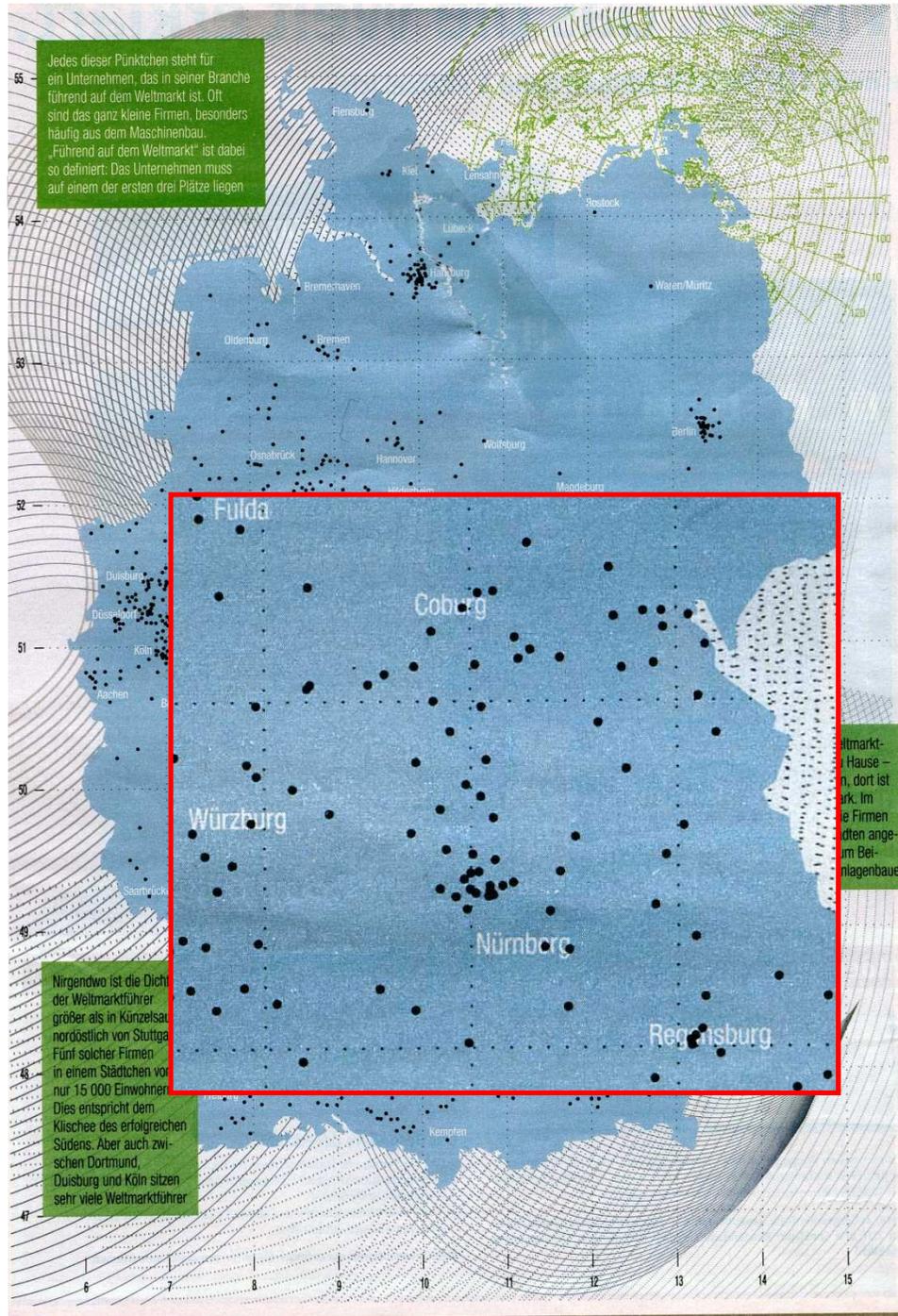
KOMMEN. STAUNEN. BLEIBEN.

Key characteristics: Polycentrality and networking

Global players in Nuremberg Metropolitan Region

- Every dot stands for a company which is in leading position in its branch on the world market.
- „Leading on the world market“ means: the company is ranking on one the first three positions.
- In Southern Germany many leading companies in the world market are located, for example in Franconia where IT business is very strong.

Source: ZEITmagazin Leben, 37/07



UNESCO World Heritage Assets

- Old Town of Bamberg
- German Limes Road
- Würzburg Residence

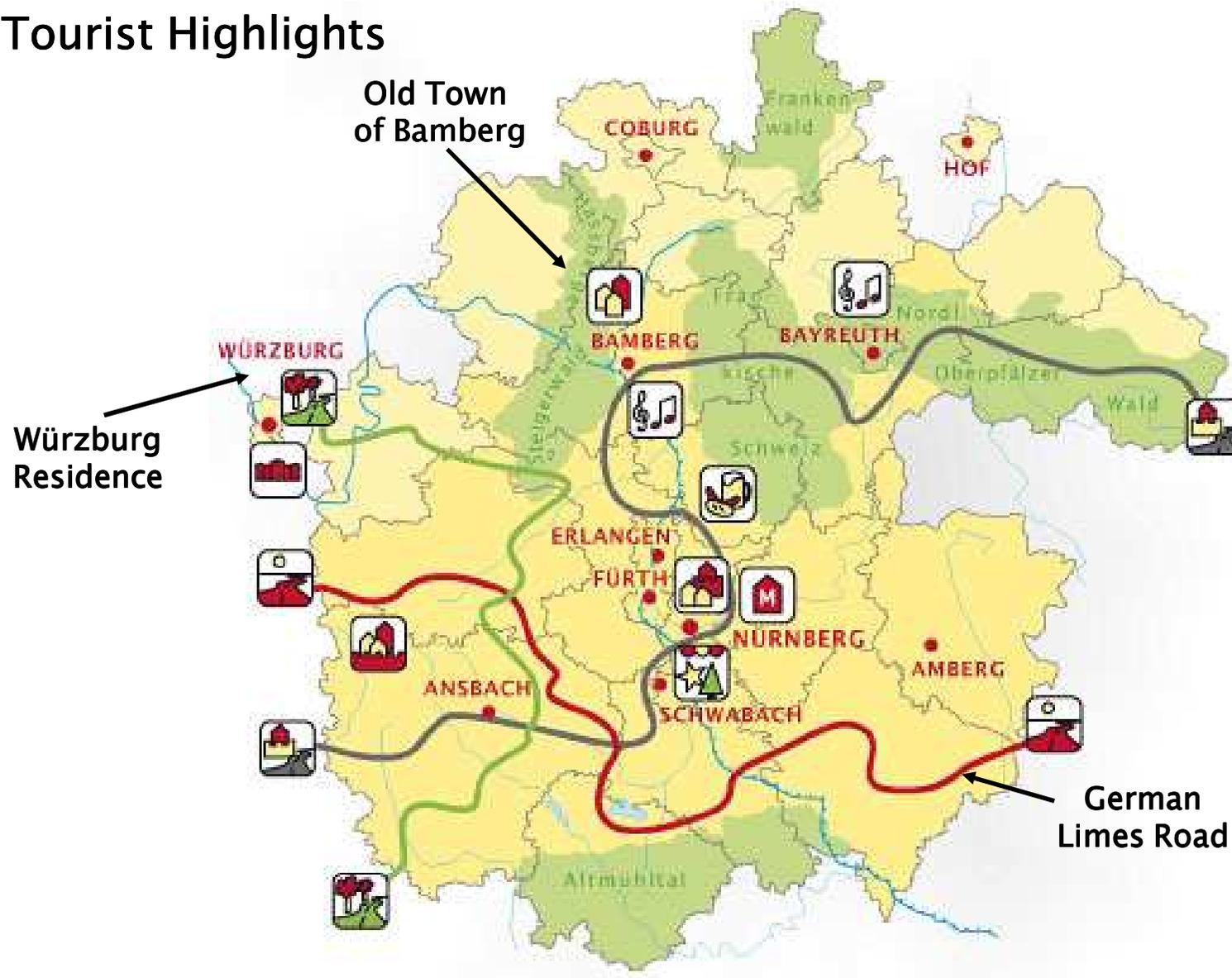




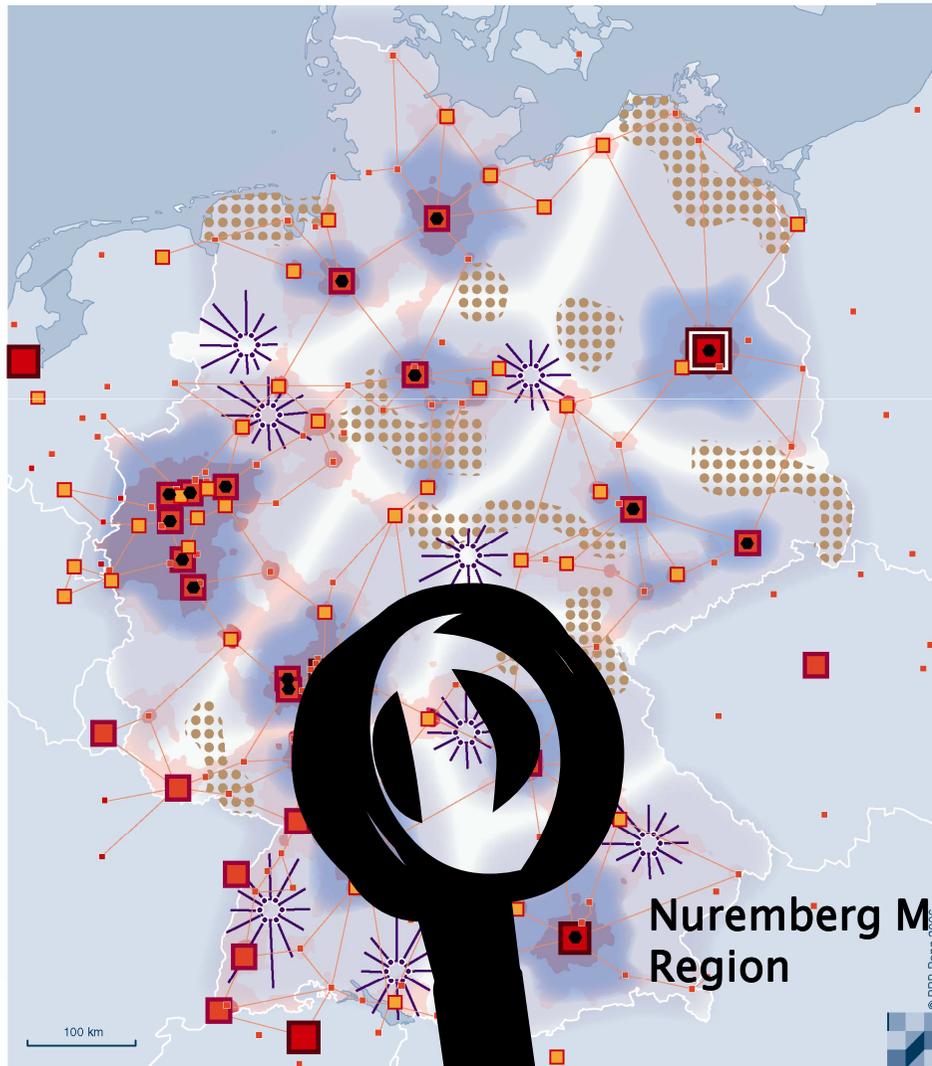
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SEE IT. FEEL IT. STAY.

Tourist Highlights



Model for promotion of growth and innovation



Metropolitan areas

-  cores of existing metropolitan regions
-  other locations of metropolitan functions
-  center of metropolitan integration area
-  wider metropolitan integration area
-  transition zones between metropolitan integration areas

Growth areas outside centers of metropolitan integration areas



Stabilization areas



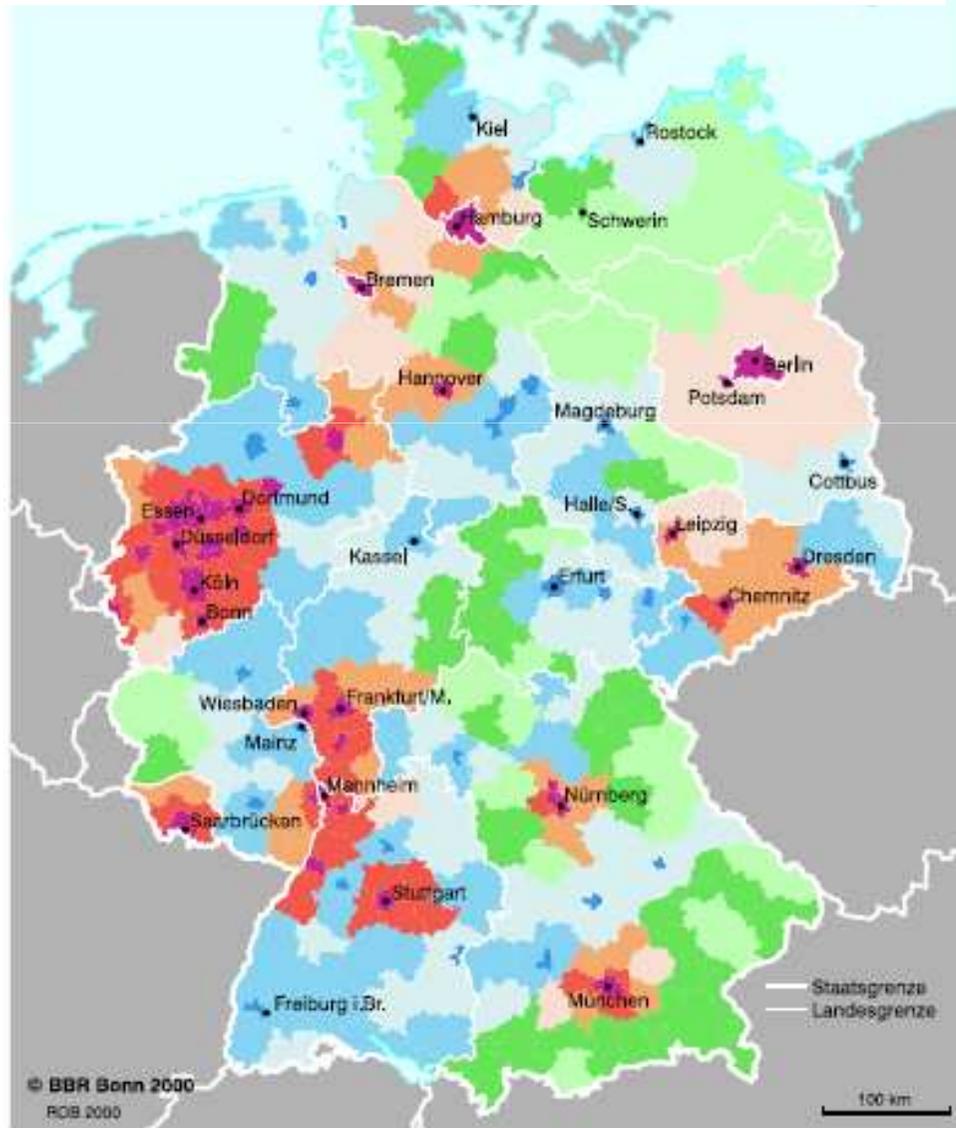
Area structure

-  Central area
-  Intermediate area

Nuremberg Metropolitan
Region

Draft: As at 20.03.2006. The map illustrates the model.
The markings do not represent any planning commitments.

Settlement structure of types of region



Agglomeration areas

- Core cities
- High-density districts
- Medium-density districts
- Rural districts

Urbanized areas

- Core Cities
- Medium-density districts
- Rural districts

Rural areas

- High-density rural districts
- Low-density rural districts

**Nuremberg Metropolitan Region
has all types of areas**

- **Optimization of intra-regional cooperation
based on urban-rural partnership**



Promotion of intraregional tourism



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The EntdeckerPass at a glance

- Free one-time admission or much cheaper admission to the participating leisure and cultural facilities
- Initially some 80 offers
- 1 VGN 1-day ticket for public transport
- 1 regional guide
- Interesting special offers (e.g. company editions)

Prices in the first year (August–December 2010)

- Adults: 30 EUR
- Juveniles (6 to 15 years): 15 EUR
- Children up to 5 years: free

Validity

One calendar year (until 31.12 of each year)

On sale (from 1 August 2010)

At regional tourist information offices, town halls, district administration offices, savings banks and in future online too (from 2 passes).

More information at www.entdeckerpass.com and on the hotline 0921 / 802 576.



1 Kalenderjahr gültig.
Inkl. 1 x VGN

entdecke die
metropolregion nürnberg
KOMMEN. STAUNEN. BLEIBEN.

Mit dem Entdeckerpass ist der Eintritt zu besonders interessanten Einrichtungen in der Metropolregion Nürnberg frei oder deutlich ermäßigt.

www.entdeckerpass.com
sowie unter 0800/30060

Metropolitan Region in the countryside

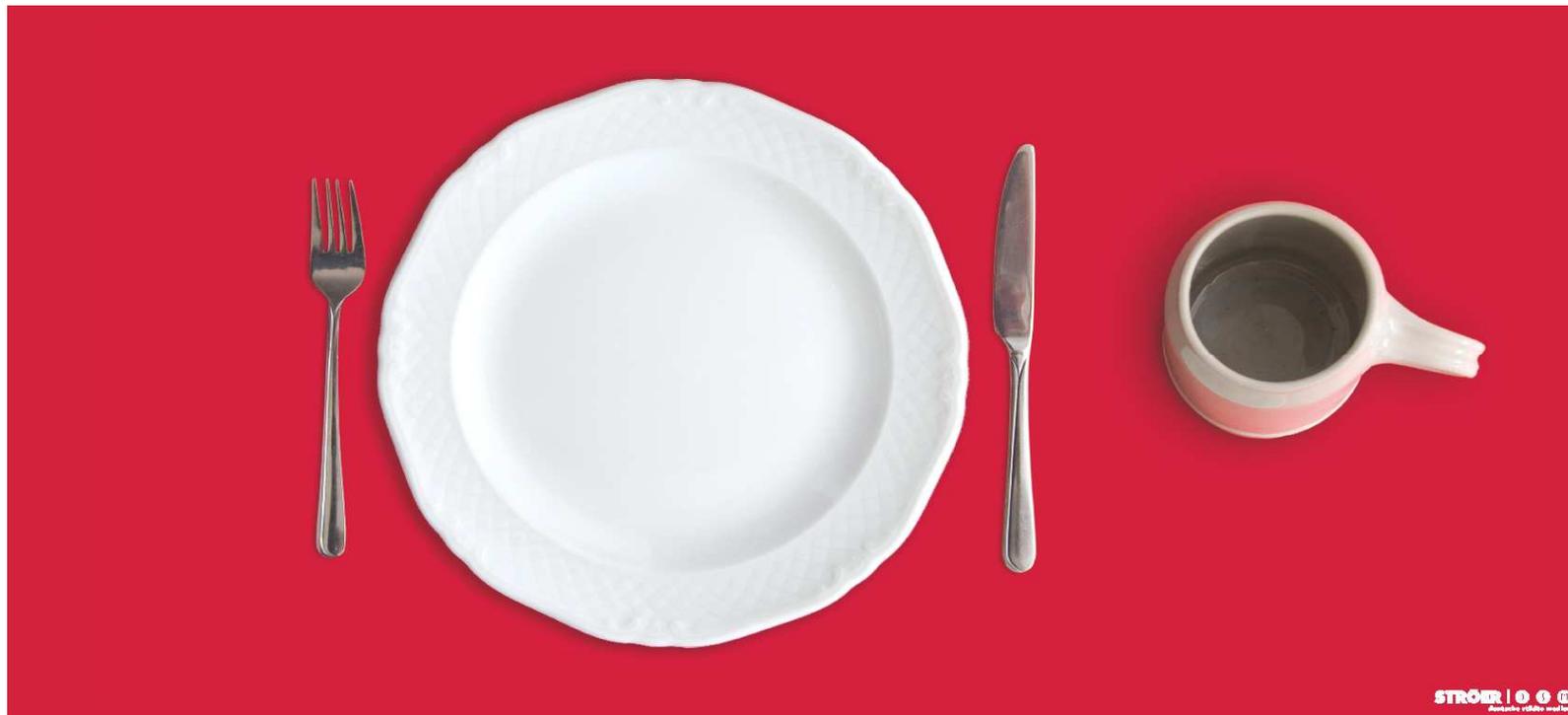
Networking of ten nature reserves in the Metropolitan Region



Regional campaign „Original Regional“



Regional campaign „Original Regional – from the Nuremberg Metropolitan Region“ as marketing association for existing regional/local initiatives



**Ohne regionale
Produkte fehlt was!**

www.original-regional.info





Regional campaign „Original Regional“

Regional campaign is becoming established:
20 partners already obtained, other current inquiries

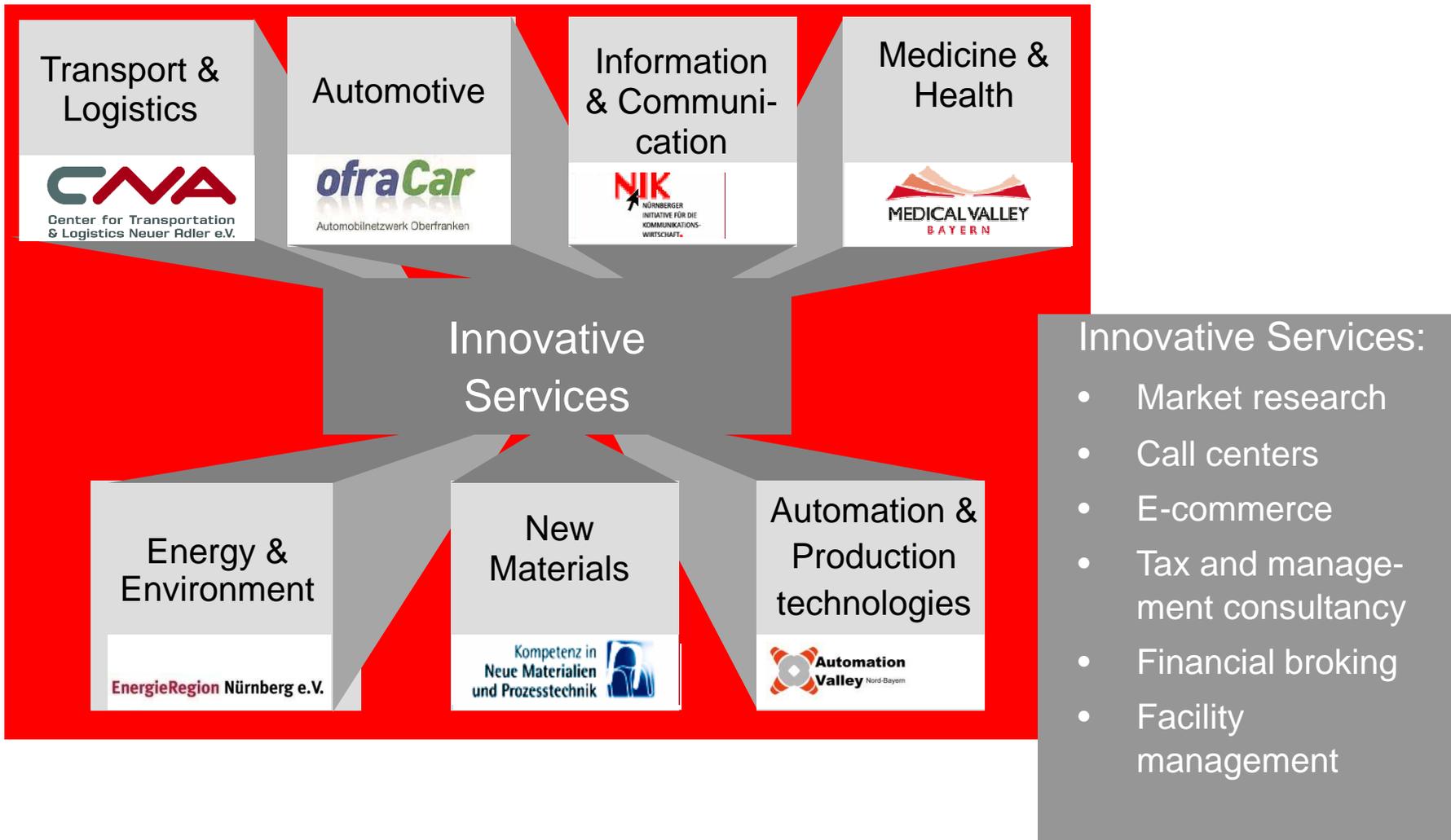


Regional campaign „Original Regional“

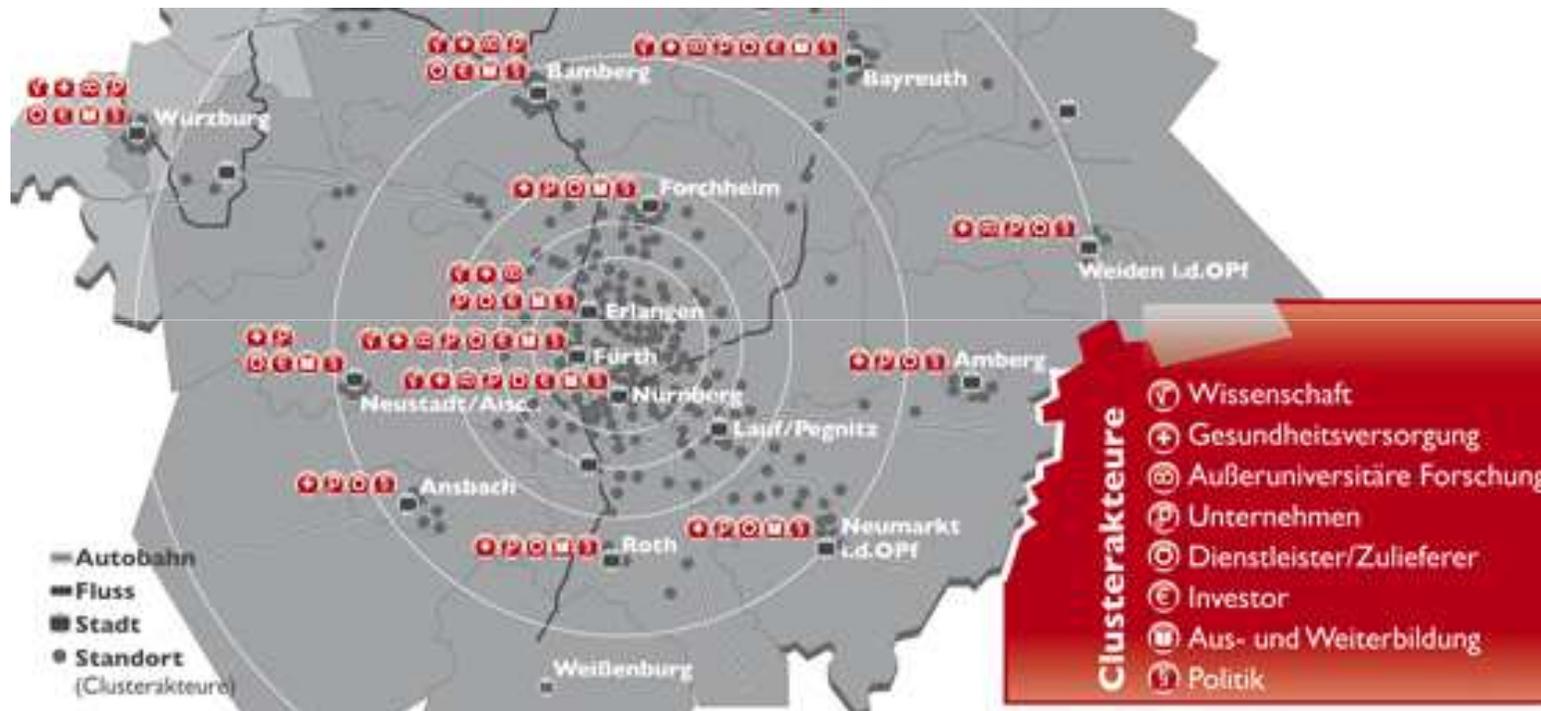
The Kalchreuth cherry farmers, partners in the regional campaign, on their market stand at the Nuremberg Hauptmarkt.



Competences and Networks



Medical Valley becoming top cluster – „Medical Technology Center of Excellence“



www.medical-valley-emn.de

Medical Valley EMN e.V.
(Europäische Metropolregion
Nürnberg)
Henkestraße 91
D-91052 Erlangen

Fon: 09131/5302863

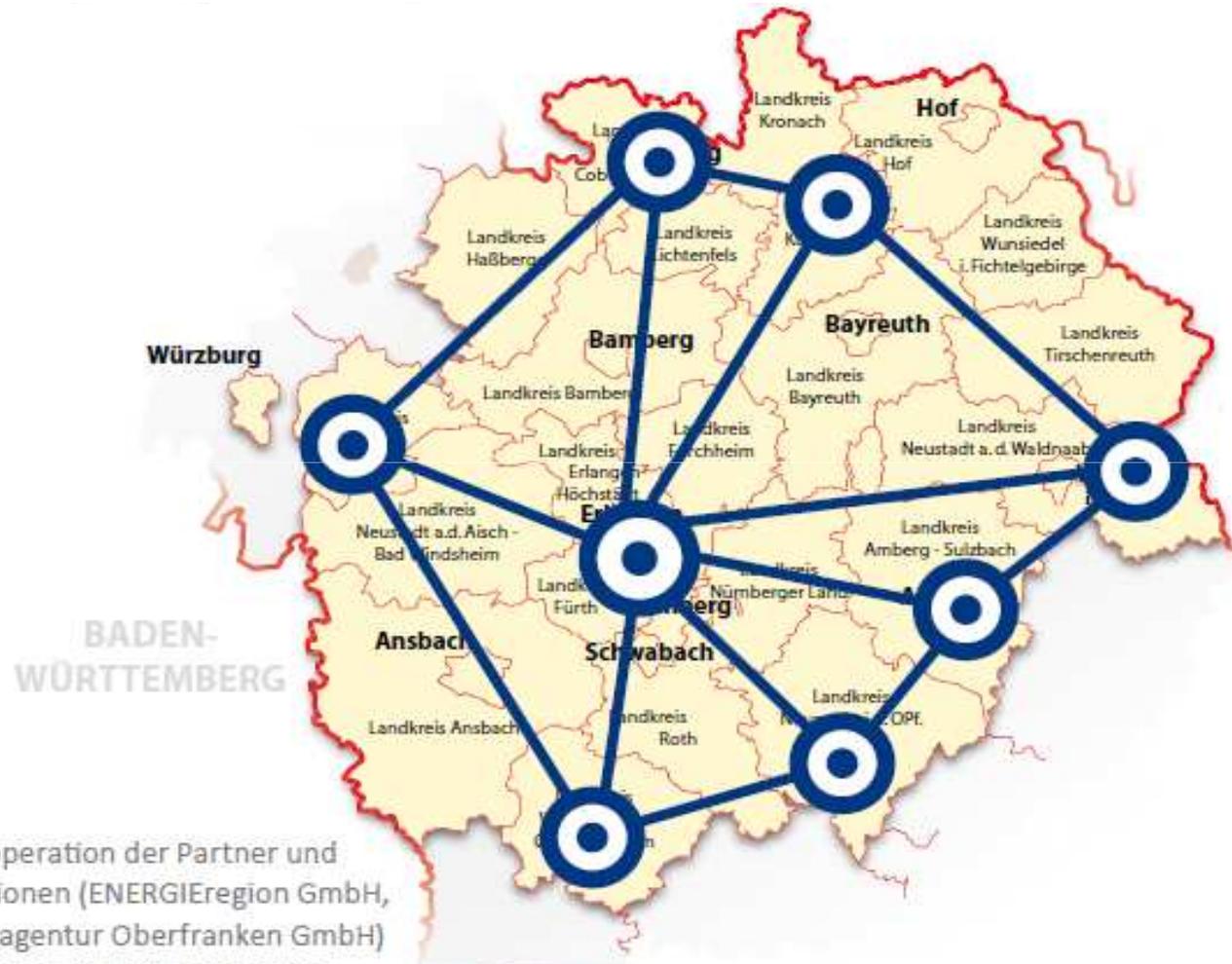
Fax: 09131/9704921

team@medical-valley-emn.de

Trade fairs



Network of Energy Technology Centers



Die Kooperation der Partner und Institutionen (ENERGIEregion GmbH, Energieagentur Oberfranken GmbH) wird weiter vertieft und in einer Nordbayerischen Energieagentur GmbH gebündelt.

Achievements:

- European attention and recognition
- Common voice towards European, Federal and State level (Lobbying)
- Successful projects in urban-rural partnership
- Successful projects for the economic promotion of the region

Challenges:

- Generate sufficient financial funds for the projects
- Answer to climate change – regional climate pact ?
- Answer to demografic change – joint responsibility ?

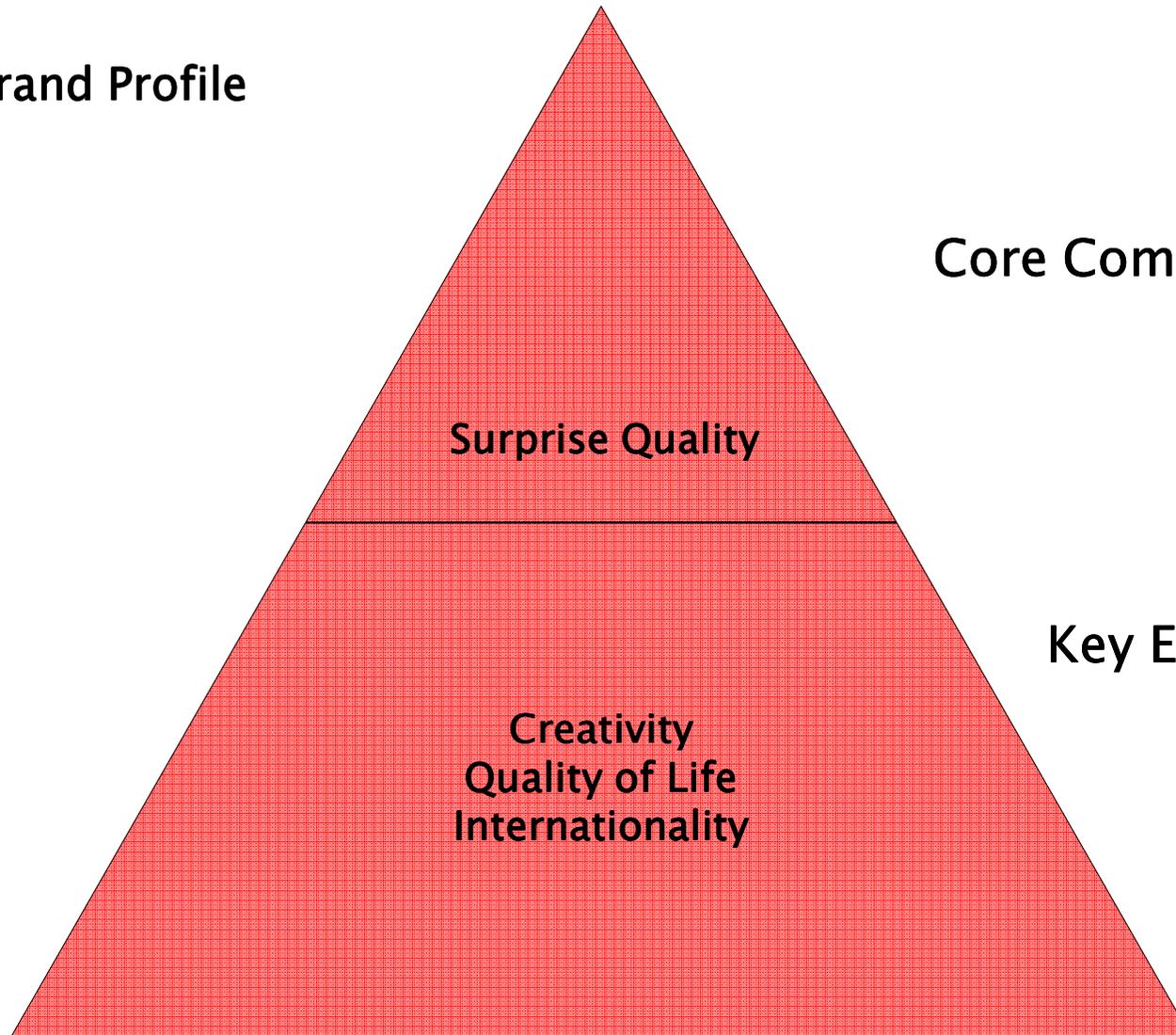
- **Development of an international brand
“Nuremberg Metropolitan Region”**



What does the brand stand for?



Brand Profile



Core Competence

Key Expertise

Creativity



Internationality



Quality of Life



HOME OF THE CREATIVE

Strategic Goals:

1. Development of an international brand „Nuremberg Metropolitan Region“
2. Expansion of metropolitan functions
3. Intensification of European work
4. Optimization of intra-regional cooperation

HOME OF THE CREATIVE

We want to be the preferred home region for talented and dedicated people from all over the world.

The purpose of our work is the attraction of our region.

We surprise, and we inspire.

In our visionary alliance we create the facilities of an international metropolis but without the typical disadvantages.

We are the network with many powerful nodes.

We are the Nuremberg Metropolitan Region.