Nuremberg Metropolitan Region

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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.
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
Nuremberg Metropolitan Region at the former Iron Curtain
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–Schweinfurt
Urban and surrounding area in the agglomeration
Planning region "Industrial Region of Middlefranconia"
Planning region "Westmiddlefranconia"
Nuremberg integrated transport system (VGN)
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
Governance in the Nuremberg Metropolitan Region

Steering Committee
- politicians, stakeholders such as scientists, entrepreneurs, cultural managers

Council of the Metropolitan Region
- 56 Lord Mayors, Mayors, County Presidents
- and coopted members: government representatives

- Business and Infrastructure Forum
- Science Forum
- Traffic and Planning Forum
- Culture and Sport Forum
- Tourism Forum

Marketing Service Forum
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
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
- Reachability within radius of 200 km: 27 million people
Higher education and research networks

- 18 universities | 90,000 students

R&D: >20 research institutes, e.g. Max-Planck-Forschungsgruppe, Fraunhofer-Institute (birthplace of mp3),
High-Tech-Region

Percentage of people employed in high-tech sector

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dresden</td>
<td>8.7%</td>
</tr>
<tr>
<td>Munich</td>
<td>8.5%</td>
</tr>
<tr>
<td>NUREMBERG/ERLANGEN</td>
<td>7.6%</td>
</tr>
<tr>
<td>Karlsruhe</td>
<td>7.6%</td>
</tr>
<tr>
<td>Berlin</td>
<td>7.0%</td>
</tr>
<tr>
<td>Hamburg</td>
<td>6.9%</td>
</tr>
<tr>
<td>Frankfurt a.M.</td>
<td>6.5%</td>
</tr>
<tr>
<td>Cologne/Bonn</td>
<td>6.3%</td>
</tr>
<tr>
<td>Leipzig</td>
<td>6.2%</td>
</tr>
<tr>
<td>Freiburg</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

Source: EUROSTAT, according to BITKOM (2008)
Companies of International Standing

- adidas
- SIEMENS
- playmobil
- ING
- Alcatel-Lucent
- MAN
- DIEHL
- Alcatel-Lucent
- STAEDTLER
- DATEV
- PUMA
- Schwan STABILO
- uvex
- AREVA
- Faber-Castell
- Rexroth Bosch Group
- GfK
- MAX BÖGL
- LEONI
- Solar Millennium
- CHERRY
- KBA
- HUK-COBURG
- LOEWE
- Stäubli
Increasing Export Quota

Quelle: Bayerisches Landesamt für Statistik und Datenverarbeitung

Determinants of Successful Development: International Orientation
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
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
Cultural Policentality

UNESCO World Heritage Assets

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

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

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
Goals of the Metropolitan Region

- Optimization of intra-regional cooperation based on urban-rural partnership
Bad Windsheimer Declaration
Priority on equal living conditions and integration of urban and rural areas.

Fields of action
- Regional economic cycles
- Domestic tourism (“local wanderlust”)
- Transport networking in the region
- Clusters in rural areas
- Cross-border cooperation
Enlargement of the public transport system to the size of the Nuremberg Metropolitan Region
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.
Networking of ten nature reserves
in the Metropolitan Region

Taipei, International Seminar
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
The Kalchreuth cherry farmers, partners in the regional campaign, on their market stand at the Nuremberg Hauptmarkt.
Regional Model for Sustainable Economic Growth & Employment

Model for Sustainable Growth and Employment (WaBe)
Regional Model for Sustainable Economic Growth & Employment

Competences and Networks

Transport & Logistics
Automotive
Information & Communication
Medicine & Health

Innovative Services

Energy & Environment
New Materials
Automation & Production technologies

Innovative Services:
- Market research
- Call centers
- E-commerce
- Tax and management consultancy
- Financial broking
- Facility management
Medical Valley becoming top cluster – „Medical Technology Center of Excellence“

www.medical-valley-emn.de
Trade fairs

**Dubai:**
- Arab Health
- Arabian Travel Mart

**Shenzhen**
- Neu: Stand angestrebt

**Cannes, F:**
- MIPIM

**Hannover:**
- Neu: Kooperationsforum
- HannoverMesse

**START, Spielwarenmesse,**
- Neu: b2d

**München:**
- Expo Real
- Neu: Stand angestrebt
- Barcelona
- Mobile World

**Dubai:**
- Neu: Arab Health
- Arabian Travel Mart

**Nürnberg:**
- Neu: China Travel Mart

**Shanghai:**
- Neu: China Hi-Tech Fair
Network of Energy Technology Centers

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 demographic change – joint responsibility?
Goals of the Metropolitan Region

➢ Development of an international brand
  “Nuremberg Metropolitan Region”
What does the brand stand for?
Core Competence

Brand Profile

Surprise Quality

Creativity
Quality of Life
Internationality

Key Expertise
Creativity
Internationality
Quality of Life
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

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.