

Investing in Upper Franconia

Location information

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Fran
ken



für Oberfranken
Bayreuth

Upper Franconia

Ideal conditions – Then and now

For hundreds of years, the economic region of Upper Franconia has offered business enterprises fertile ground for success. The roots of industrial development, which extend in Upper Franconia far back into the 19th century, still foster the region today and give it a unique economic fingerprint. Upper Franconia's economic structure features a sustainable mix of industries with a wide range of focuses. Whether active in mechanical engineering, plastics processing, glass production, technical textiles, technical ceramics, electronic devices, optical products or car manufacturing, companies from Upper Franconia are shaping the future of technology.

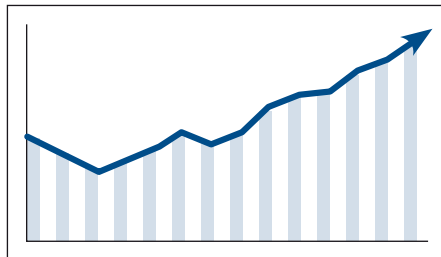


Industrial focuses

- Car industry
- Mechanical engineering
- Plastics industry
- Ceramics industry
- Glass industry
- Metal processing
- Electronics and optics industry
- Technical textiles
- Furniture

One thing is certain: Investors can rely on Upper Franconia. Because this traditional industrial region knows what enterprises need to operate successfully. Coupled with the secure framework conditions provided to investors and businesses by the State of Bavaria and the German Federal Republic, this knowhow is the foundation for Upper Franconia's continuous advance.

The region's success is also reflected in an enormous increase in employment. The Upper Franconian economy now employs nearly 420,000 people. Companies in the region have added around 60,000 jobs in the past ten years – an increase of about 17 percent!



Contributors to this growth include a large number of new investors and enterprises, which have established operations in Upper Franconia, are perfecting its economic structure and are using the region as a springboard for business activities spanning Bavaria, Germany, Europe and the entire world. It's the economy that sets the pace in Upper Franconia, and everyone is cordially invited to participate!

Taking the long view

To strengthen the region

Upper Franconia is systematically enhancing its attractiveness as a business location. Infrastructures are being expanded and framework conditions updated. To complement its dense network of highways and train connections, the region has joined forces with the State of Bavaria to drive the comprehensive expansion of broadband infrastructure. Every company in the region is acquiring access to fast Internet. Upper Franconia – also a pioneer in the age of digitalization!

Position and infrastructure

- Trading hub linking Western Europe and the countries of Central Europe
- Strategic position on the Scandinavia – Mediterranean and France – Russia axes
- Access to six German autobahns, main stations for ICE express trains, freight transport center
- Bamberg Harbor with access to the Main, Rhine and Danube rivers
- 60 million consumers within a three-hour drive
- Broadband expansion launched in 100 percent of Upper Franconian cities and municipalities
- 500 WLAN hotspots to be installed by the end of 2018

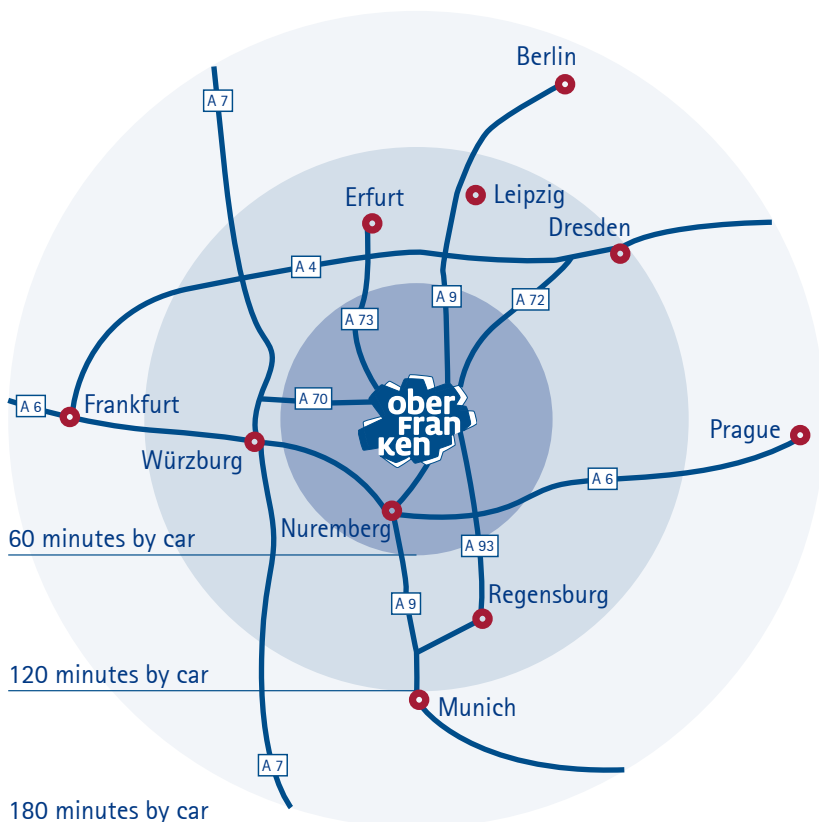


Information on commercial areas and framework conditions at individual locations is available at www.standortportal.bayern

Markets and customers

Just around the corner

Prices for closely connected commercial property and real estate in the cities and municipalities of Upper Franconia are the lowest in Bavaria. Thanks to the region's excellent transportation links, major cities like Munich, Berlin, Prague, Nuremberg and Frankfurt are only a stone's throw away. From the trading hub Upper Franconia, a total of around 60 million consumers can be reached by car in three hours or less.



Innovation

Driving progress in Upper Franconia

Upper Franconia is a powerhouse of innovation! Companies in the region file more than a thousand new patent applications a year. As specialist suppliers, they're indispensable partners to the aerospace, automotive and healthcare sectors.

From the Airbus A 380 to wind turbines, from packaging machines to oxygen supplies for hospital operating rooms – products from the region's companies are now marketed worldwide. What's more: There's a bit of Upper Franconia in virtually every car on the road today.

Innovation made in Upper Franconia

- Upper Franconia is home to over 80 world market leaders – four times the German average
- Upper Franconian innovators apply for more than 1,000 patents a year – twice the German average
- In Upper Franconia there are universities in four cities: Bamberg, Bayreuth, Coburg and Hof, with additional branches in Kronach, Kulmbach and Münchberg
- Upper Franconia boasts a large number of centers of excellence and research institutes in the areas of high-temperature lightweight construction, polymer technology, fiber and composite technology, textiles, sensors, and energy and water technology



Universities

Hot spots for research and development

Universities in the cities of Bamberg, Bayreuth, Hof and Coburg – together with their branches in Kronach, Kulmach and Münchberg and their many research institutes – are key partners for innovation and company development.

Intensively focused on cooperation with local businesses, Upper Franconia's research infrastructure and regional areas of expertise – including the Center of Competence for New Materials, the Bavarian Polymer Institute, the Fraunhofer Project Group Process Innovation, the Fraunhofer Center for High-Temperature

Materials and Design, the Fraunhofer Department for Integrated Sensor Systems and the Center of Competence for Energy and Water as well as the specialist university departments for future design in Kronach, for nutrition and health in Kulmbach and for textile design in Münchberg – are steadily expanding.

To create an ideal environment for technological progress – for the benefit of the entire region!



Interested in Upper Franconia?

A close network of expert contacts will be happy to assist you.

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Invest in Bavaria
Business Promotion Agency of the State of Bavaria
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www.invest-in-bavaria.com

Additional links

Cooperation partner
www.oberfranken.de/de/oberfranken-offensiv/netzwerkpartner/

University contact
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