

# PRESS INFORMATION

## Economic Strength



Businessstower (Photo: Birgit Fuder)

Nuremberg is a modern city with 500,000 inhabitants at the centre of one of the most important European high tech regions. The cosmopolitan metropolis is the economic and cultural centre for about 3.5 million people living in the Metropolitan Region. The strengths of the Nuremberg economic region include information and communication technology and the development of technical solutions for applications in the fields of energy, traffic and medicine. Particularly in future-oriented technology, the Nuremberg conurbation boasts top competence within Europe. Scientific institutions located here, such as the Fraunhofer Institutes for Integrated Circuits and for Integrated Systems and Device

Technology, the university and technical colleges as well as Nuremberg research factory, provide valuable input and impetus. The printing sector also profits from Nuremberg as an innovative high-tech location: Nuremberg is the European centre rotogravure. Traditional sectors of industry still active in Nuremberg today include the toy industry, the writing utensils industry (Faber-Castell, Lyra, Schwan-Stabilo, Staedtler) and the food industry (ice-cream, gingerbread). In the area of innovative services, such as market research and surveys, financial services, economic and engineering consultancy, and as a call centre location, Nuremberg enjoys an excellent reputation. Major companies located in Nuremberg include Siemens, Datev, the Nürnberger Versicherungsgruppe insurance group, MAN, Bosch, UniVersa

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Versicherungen insurances, Alcatel-Lucent, Prinovis, Semikron, the Ergo Direkt-Versicherungen, Leoni, Conti Temic, Federal Mogul, Teambank, GfK and Novartis Pharma.

The centre of northern Bavaria is also attractive for the retail sector and its customers. Nuremberg's generous pedestrian precinct – one of the largest of its kind in Europe – boasts a high concentration of shops and department stores. Its glass-fronted shopping malls and exclusive boutiques in the historic ambiance of the Old Town create a unique atmosphere for shopping sprees.

Nuremberg is characterised by an excellent central location, making it a gateway to all areas of Europe. A strong and modern infrastructure underlines this advantage: the international airport provides quick links to many European economic centres. The region is also located at the intersection of central European motorways and at an intersection of the German railway's high speed train network. With its trimodal cargo centre, Nuremberg is one of the European logistics centres with the highest turnover rate.

In addition, the headquarters of two federal authorities are located in Nuremberg: The Federal Employment Office and the Federal Office for Migration and Refugees.