

# Welcome

to the future



In the middle of the economic powerhouse of Southern Germany between Stuttgart, Zurich and Munich lies the Neckar-Alb region with the administrative districts of Tübingen, Reutlingen and Zollernalb. As part of the European metropolitan region of Stuttgart, it is the home to the future of high-tech industries, with an exceptional infrastructure (20 minutes to the international Stuttgart airport), excellent universities and a first-class standard of living. Be it investors and companies, researchers and visionaries, professionals and families: everyone feels at home in the Neckar-Alb region.

“Work, childcare, standard of living: in the Neckar-Alb region, we feel on top of the world.”

**Becker family, Tübingen**



# The future

in numbers



How does one best describe a region of the future?  
Let's take a look at the figures:

675,000

Inhabitants

**I**n a good mixture  
of cities and nature

37,000

Students

**P**rovide the basis  
for tomorrow's  
economic success

3.9%

Unemployment rate

**V**irtually  
full employment

11,000

Trainees

**A**re the future of industry,  
commerce and skilled crafts

229,000

Jobs filled

**A**lso offer a vision  
to 60,000 people from  
outside the region

1.6 million

Overnight stays

**S**how how popular the  
region is among guests  
from all over the world

# New paths

into the future



20 minutes to the nearest international airport in Stuttgart, two hours to Europe's aviation hub in Frankfurt. Motorway links in every direction, for example the A8 to Munich or the A81 to Lake Constance/Zurich. Quick connection to the Deutsche Bahn ICE train network. Direct connection to the Stuttgart 21 railway project and the Magistrale for Europe connecting Paris, Vienna and Budapest. 20 minutes to the Stuttgart Trade Fair. It doesn't get much more central than that.



Stuttgart International Airport



Stuttgart Trade Fair Centre

Stuttgart

Munich

Zurich

Administrative district

■ Reutlingen

■ Tübingen

■ Zollernalb

# A place in the future



In the Neckar-Alb region, industry, service and commerce have a place in the future. Be it in the Tübingen district, where the internationally renowned university provides academic impulses. Or in the Reutlingen district, where city meets industry meets the dreamlike landscape of the Schwäbische Alb mountains. Or in the Zollernalbkreis district, which has undergone an impressive structural transformation and is now the industrial heart of the region, primarily in the textile sector: every industry, every company, every idea finds fertile soils in the full sense of the word here, and can flourish on commercial spaces that simply fit.

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**Interested? All commercial spaces have been compiled in the “Land in Sight” catalogue, which can be downloaded free-of-charge at [www.neckaralb.de](http://www.neckaralb.de).**

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“Qualified, motivated professionals, a perfect infrastructure, strong industry clusters: this is where my company succeeds.”

Bernd Meyer, entrepreneur



# In these industries, we are strong



Every industry is at home in the Neckar-Alb region.  
In the segments that stand for the beginning of a new  
economic age, these industry clusters have a particularly  
strong presence:

Biotechnology  
Medical engineering  
Mechanical engineering  
Technical textiles  
Timber and regenerative energy  
Automotive  
Skilled crafts

# Answers

to the greatest questions

Biotechnology: An industry searching for solutions to humanity's greatest questions. Its presence is especially strong in Neckar-Alb. Around 80 companies and four Max Planck Institutes reflect the role that our region plays across the globe. The heart of this success are the University of Tübingen, Reutlingen University and Albstadt-Sigmaringen University. This is where new ideas are born that grow into companies of the future.

"There are only a few places on earth where biotechnology has such a strong presence in education, research and economic implementation."

Sarah Leutner, biotechnology student



# Pacemaker

of the region



Illnesses are the subject of ongoing research and cures developed. But in practice, it is medical engineering companies with their high tech that enable doctors to beat illnesses that until recently were considered incurable. With around 70 companies and a closely linked cluster in the Medical Valley Hechingen and in Tübingen around its university clinic, the Neckar-Alb region has become an international hotspot for medical technology.

“The strong cluster of medical engineering is a significant advantage location-wise for every company in the industry.”

Stefan Wagner, entrepreneur



# Natural strength

What makes Southwestern Germany so strong? Mechanical engineering. It's no wonder that numerous companies – many of which world market leaders in their segment – are also located in the Neckar-Alb region, from where they supply their customers around the world with their sophisticated machinery.

“Traditionally, mechanical engineering plays a major role in the region. Innovation and expertise find its way from the Neckar-Alb region to the global market.”

**Helmut Fischer, master's in engineering**



# Interwoven

with the region

Yes, there are still garment makers and fashion designers in Germany. In the Neckar-Alb region. And on top of that, a unique cluster has taken shape: technical textiles. Companies here are experts in these materials of the future and supply numerous high-tech projects. Be it weight-saving components in the Airbus A 380 or implants for vascular surgery – our companies are in on the action.

“We have managed the structural change. The expertise in the textile industry was already here – we just gave it a push in a new direction. And now we are stronger than ever.”

**Susanne Höfer, manager**



# Alternatives

finding good use

One key challenge of the future is how we can generate energy without destroying our basis of existence. In the Neckar-Alb region, we are working on answers. While the University in Rottenburg is busy refining the use of timber, companies are developing new products for a future where regenerative energy drives our well-being.

“A part of the future is growing right in our backyard: timber from local forests. As a source of energy and raw material, it is irreplaceable.”

**Frank Schmidt, student**



# A region

on the move

The home state to Gottlieb Daimler, Carl Benz and Robert Bosch thrives on the automotive industry and its suppliers. Over 200 companies and 29,000 jobs in the Neckar-Alb region underscore this. The supplier chain is highly diverse – many of these companies work for big names like Mercedes-Benz, Porsche, Audi, BMW, VW and manufacturers worldwide.

“Strong tradition doesn’t guarantee a strong future.  
But our unbridled innovation does.”

Jörg Kuhnert, master’s in engineering



# The origin of success



Why are we so successful? Because we've still got the Swabian tinkerers. Many of our major companies came into being in workshops of talented artisans who had an idea and ran with it. Today, skilled crafts remain the most versatile economic sector in the region. As employers and trainers, thousands of small businesses form another pillar that lends the region economic stability.

"Grounded and always ready to find pragmatic solutions: that's why skilled crafts are the root of the economic success in Neckar-Alb."

Volker Bader, artisan



# Investment

in the future



Stop improving and you stop being good. Six universities across the region with over 36,000 students base their educational system on this motto. Be it the University of Excellence in Tübingen, or the top-ranked universities in Rottenburg, Reutlingen and Albstadt-Sigmaringen: in Neckar-Alb, young people are moving up the ladder, transforming into highly qualified professionals. In Rottenburg, the focus lies on timber and forestry, while Reutlingen's speciality is economics and Albstadt-Sigmaringen's emphasis lies on textiles and IT. They form the foundation for our economy of tomorrow.

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**Anyone interested in the education offering in Neckar-Alb can find more information on the education portal at [www.bildungsportal-neckaralb.de](http://www.bildungsportal-neckaralb.de)**

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"I've got it going for me! After finishing school – what's better, a traineeship or studying? Here, I can choose."

Alex Geringer, student



# A grand outlook

into the future




Light guides the way. This is why the Neckar-Alb region has numerous beacons that show investors the way. This includes, for example, the numerous global market leaders that form a gravitational centre for successful clusters. Or the University of Tübingen that highlights the region at an international level. Or the excellent infrastructure that promotes advancement.

## **This is the future of living**



It's nice here – the reason workers gladly come here, and the reason they don't want to leave. The breath-taking landscape of Schönbuch and the Schwäbische Alb mountains perfectly adds to the cities' rich cultural offering. From readings, concerts and live programmes in the Reutlingen and Balingen city event halls to stellar exhibitions at the Kunsthalle Tübingen art gallery. From long walks in the woods, to cross-country ski tours, to picnics in idyllic meadows: in Neckar-Alb, life is a real treat.

# Shareholders





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