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54 Corporations

7 Cities

3 Chambers of  
Commerce

**1 Vision**

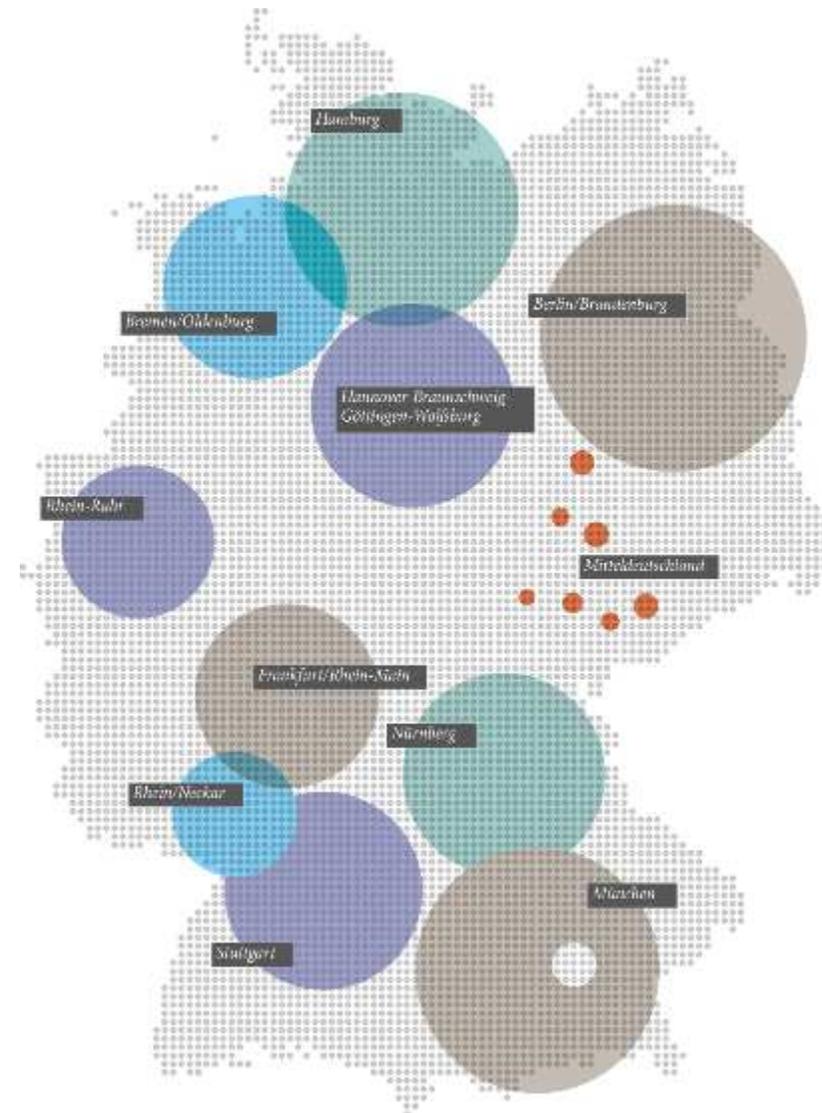


## Metropolitan Regions in Germany

„Metropolitan Regions are „motors of economic, social and cultural development with good accessibility on european and inter-national level and a wide impact on the surrounding communities.“

Conference of Ministers for spatial planning (MKRO), 1995

Currently 11 metropolitan regions are recognized in Germany by the Conference of Ministers for spatial planning, including the **Metropolitan Region Central Germany**, which had been set up as a polycentric city alliance.



## WHO WE ARE -

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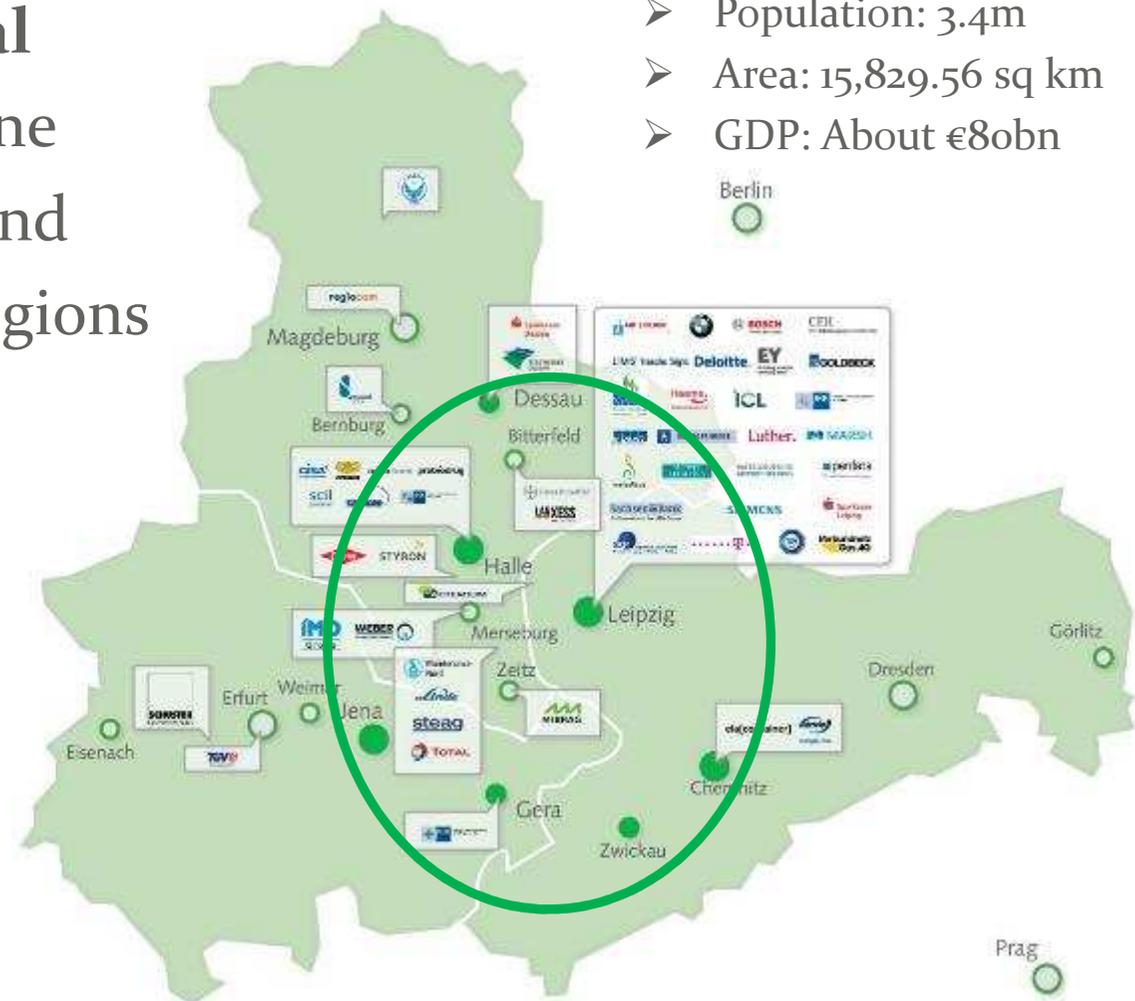
The Metropolitan Region Central Germany is a public-private partnership which unites key corporations, business chambers and local authorities as well as universities and research institutes from Saxony, Saxony-Anhalt and Thuringia with the common aim of promoting the successful development and marketing of the traditional economic region of Central Germany.



## OUR VISION -

... is by 2020 for **Central Germany** to become one of the most attractive and innovative European regions of business, industry, science and culture, combining dynamic economic growth with an outstanding quality of life.

- Population: 3.4m
- Area: 15,829.56 sq km
- GDP: About €80bn



## **GENESIS OF THE METROPOLITAN REGION CENTRAL GERMANY**

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- 1994 - **City network within Saxony's regional development plan**
- 1995 - Designated 'potential European Metropolitan Region' by the **Conference of Ministers for Spatial Planning (MKRO)**
- 1997 - **Metropolitan Region of Halle/Leipzig Saxon Triangle** recognized by MKRO
- 2003 - Metropolitan Region becomes **regional goal in Saxony's development plan**
- 2002 - Joins Initiative Circle of European Metropolitan Regions in Germany (IKM)
- 2005 - **Inclusion of Thuringian Chain of Towns (Gera, Jena, Weimar, Erfurt) plus the core cities of Dessau-Rosslau and Magdeburg (variable geometry)**
- 2008 - Joins METREX
- 2010 - **Renamed 'Metropolitan Region Central Germany'**; Dessau-Rosslau, Gera, Jena and Magdeburg all become full members
- 2010 - Realignment of focus and agreement on new framework for action
- 2013 - **Dresden and Magdeburg leave the Metropolitan Region**
- 2014 - **Fusion with the Industrial Initiative for Central Germany to create the 'European Metropolitan Region Central Germany'**

## GENESIS OF THE INDUSTRIAL INITIATIVE (ICG)

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### Aims when founded on 6 April 2000:

- 1.) Desire of major corporations to **boost the image, raise the profile and strengthen the economic muscle of Central Germany**
- 2.) **Pooling of marketing activities in the region** under the auspices of the private sector
- 3.) **Networking of all economic sectors in Central Germany** in close cooperation with trade and industry, science and research, policymakers and the administration



## IICG HIGHLIGHTS 2001–04

- 2001 – 1st Future Conference: ‘Power of Talents: Challenges and Opportunities for Raising the Profile of Regions’ attended by German Chancellor Gerhard Schröder
- 2002 – Future Forum: ‘10 Theses on the Positioning and Profiling of the Region of Central Germany’ and the cluster process
- 2003 – Image campaign: ‘Central Germany – We’re on the move!’
- 2004 – **Future Conference: ‘The Inter-Regional Cluster Process – Opportunity and Challenge for Central Germany’**



## IICG HIGHLIGHTS 2005–10

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- 2005 - IQ Central German Innovation Prize is launched
- 2006 - **Harvard case study: 'Cluster Mobilization in Central Germany'**
- 2007 - Future Conference: 'Creativity as an Economic Factor – Central Germany's Position in International Competition'
- 2008 – **1st German Cluster Conference: 'Top Clusters in Globalization'**
- 2008 – 1st Central German Graduate Fair







**IQ-Innovation Prize**



# Innovation



## NEW PROJECTS

- **Regional Products** => Strengthening regional identity and regional economic cycles
- **Commercial area database** => Bundling offers of commercial areas of the Metropolitan Region, central access to the offers via [www.mitteldeutschland.com](http://www.mitteldeutschland.com)
- **Tourism-economic overall concept** => Focus on water tourism, link to other tourist and cultural offers in the Metropolitan Region



PERSÖNLICHE EINLADUNG



## JAHRESKONFERENZ

### DER EUROPÄISCHEN METROPOLREGION MITTELDEUTSCHLAND

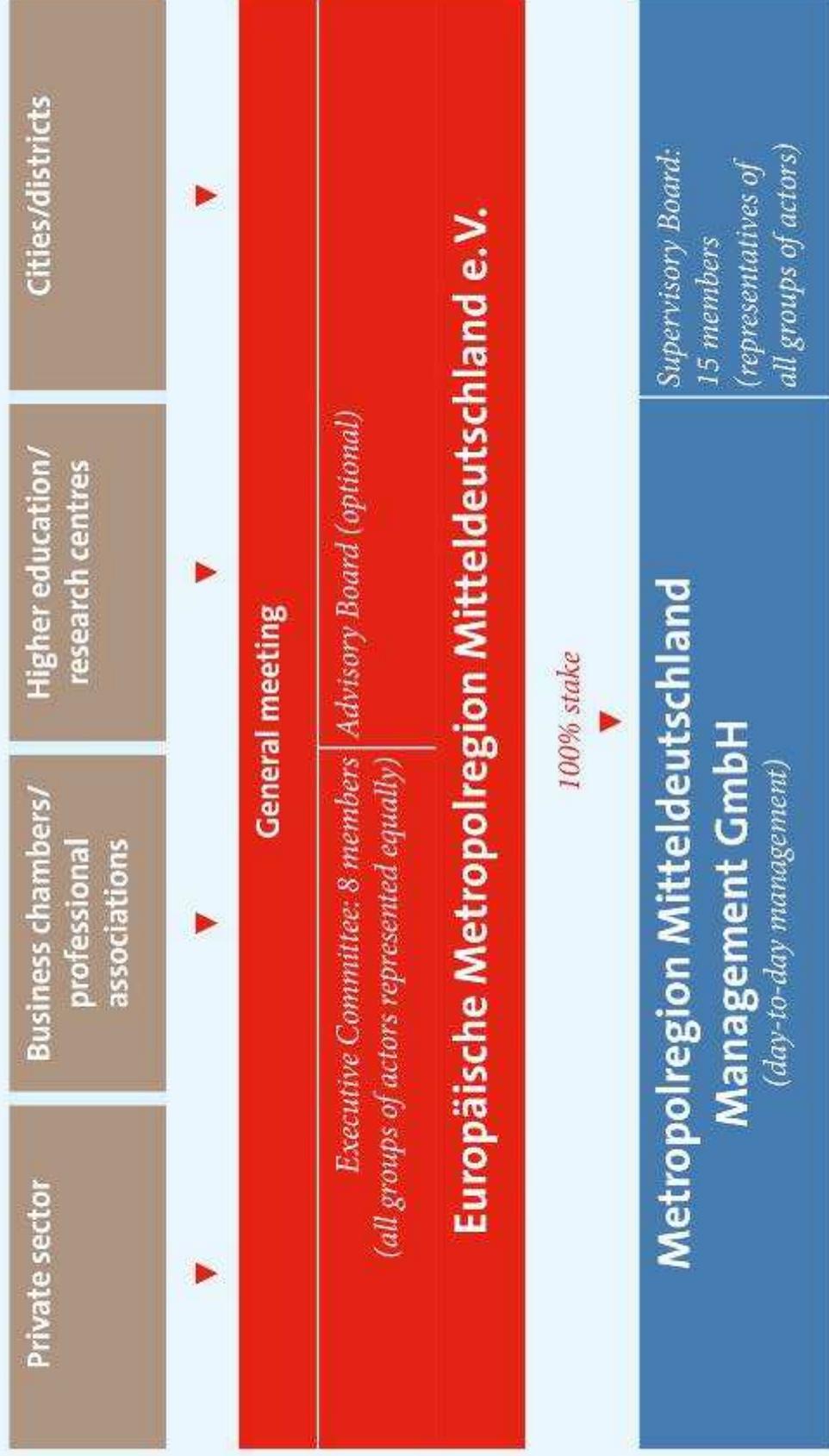
7. November 2014 | 10.00 Uhr | Aula der Friedrich-Schiller-Universität Jena



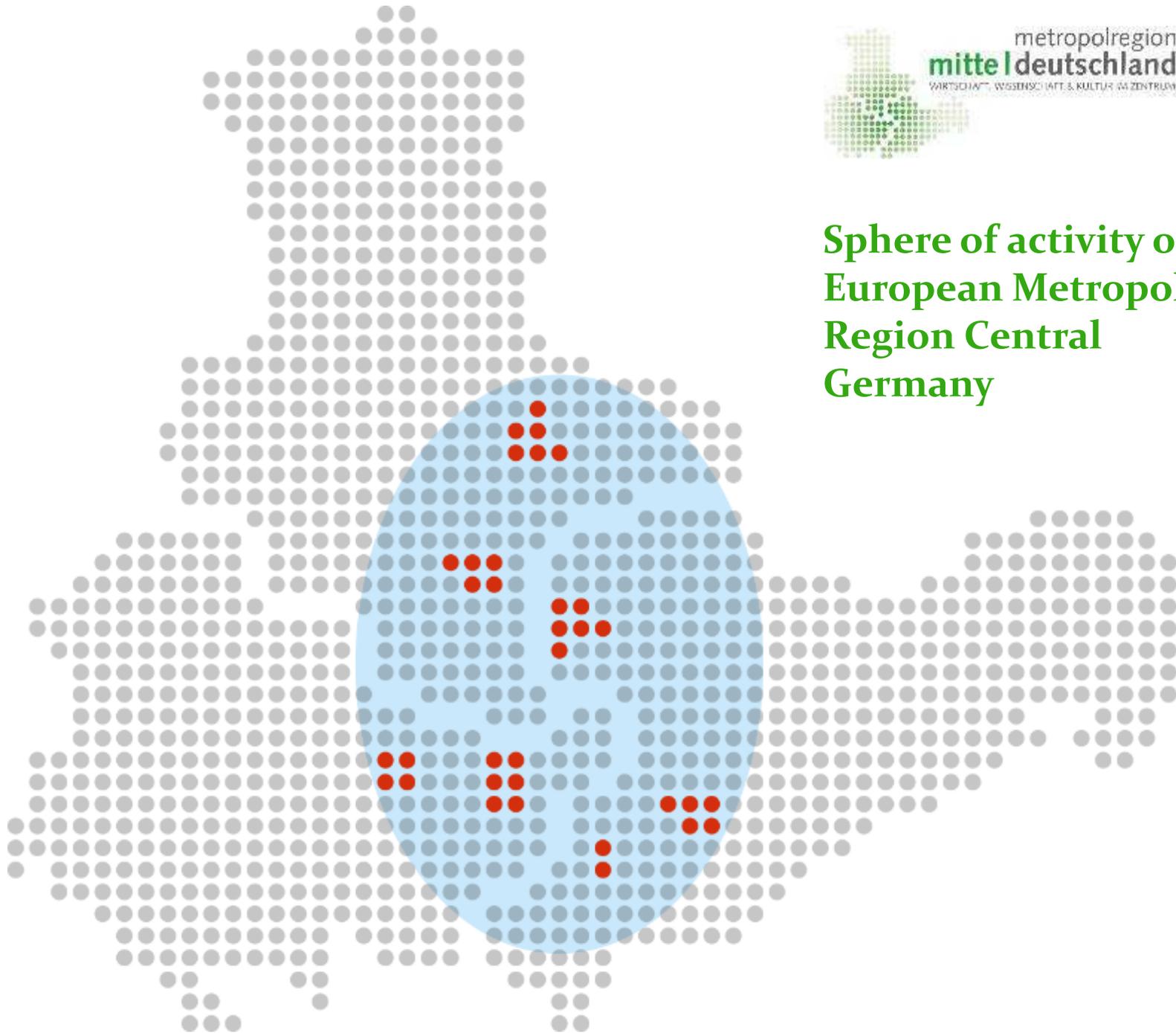
# Regional Products

**pur**  
*rodunkte unserer Region*  
.....  
*Qualität, die nahe liegt*  
.....

# Organizational Structure

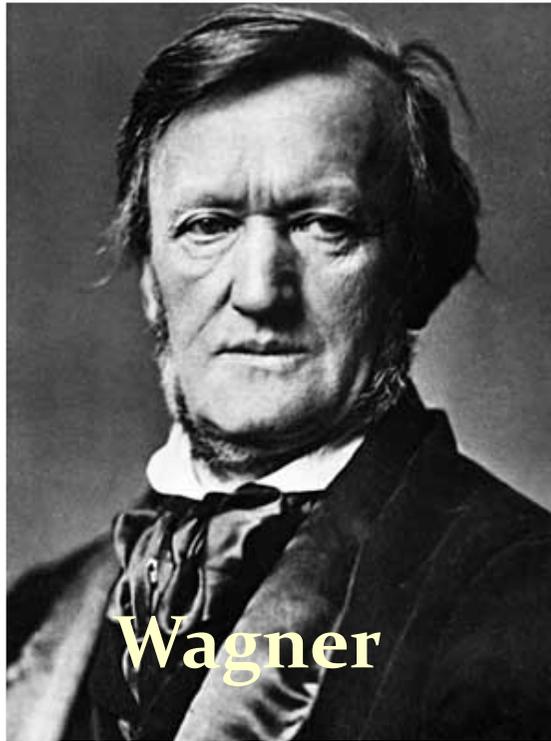


## Sphere of activity of the European Metropolitan Region Central Germany

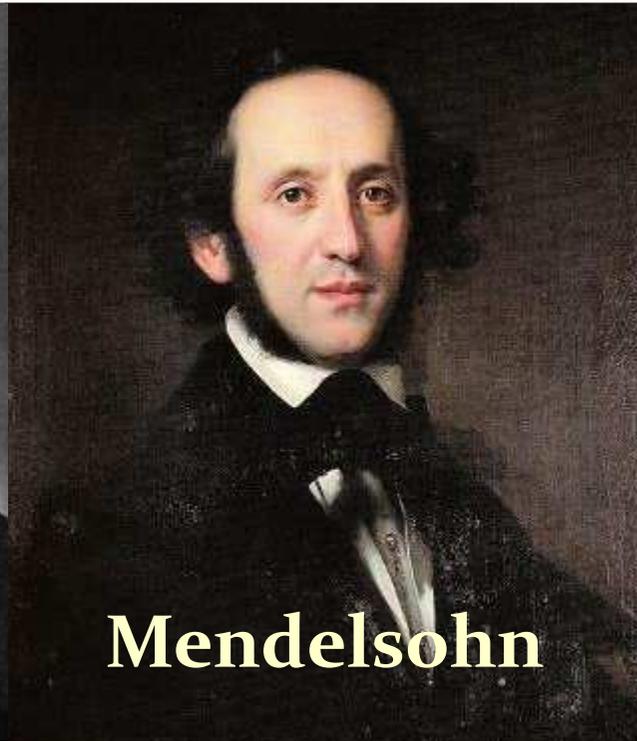


# RAIL PASSENGER TRANSPORT CONCEPT

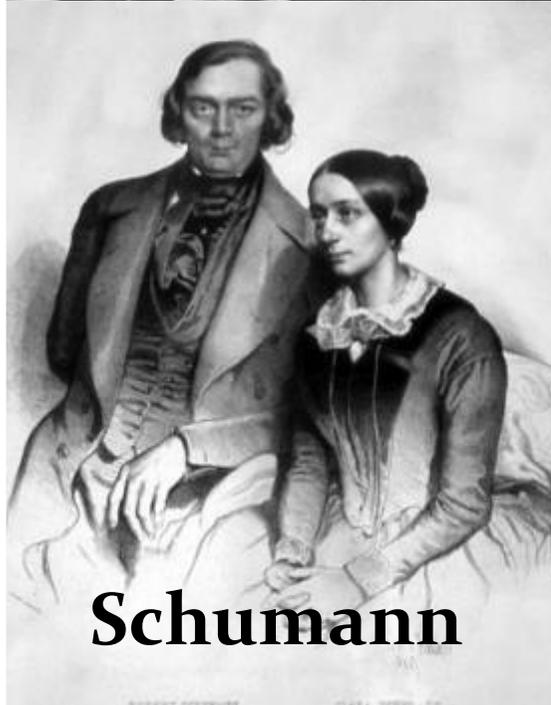
# Music



**Wagner**



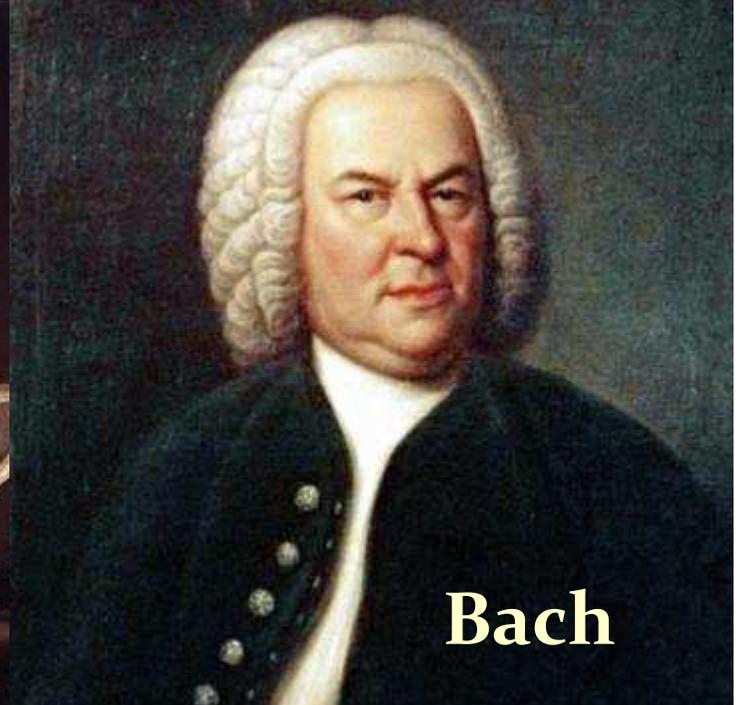
**Mendelsohn**



**Schumann**



**Händel**



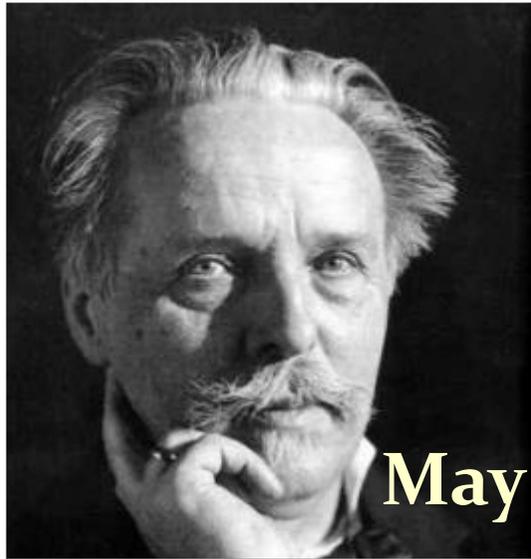
**Bach**

# Religion

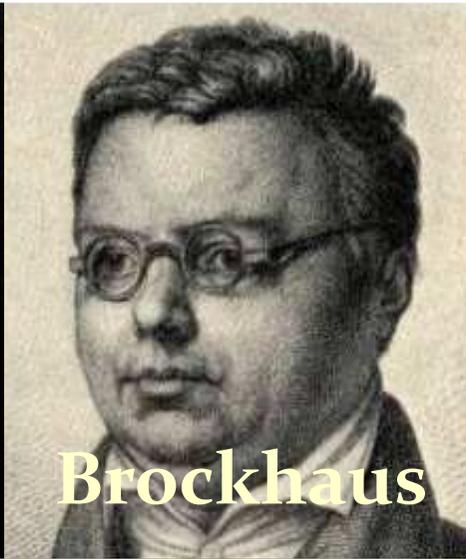


**Luther & von Bora**





May



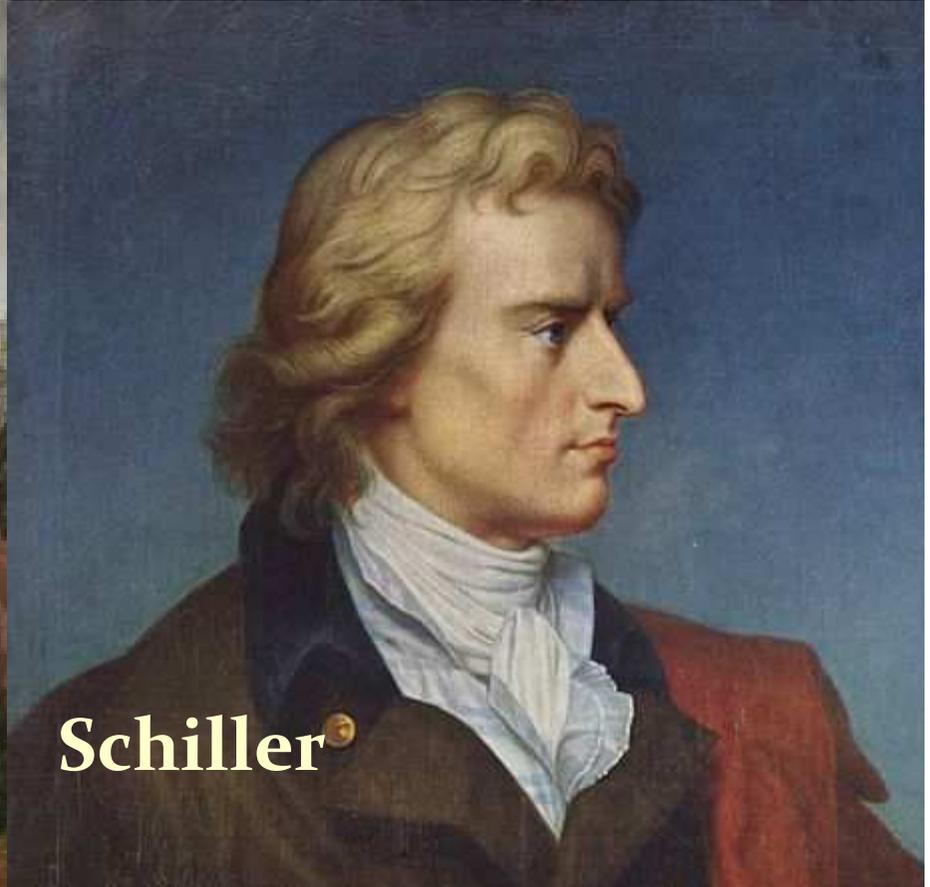
Brockhaus



# Literature

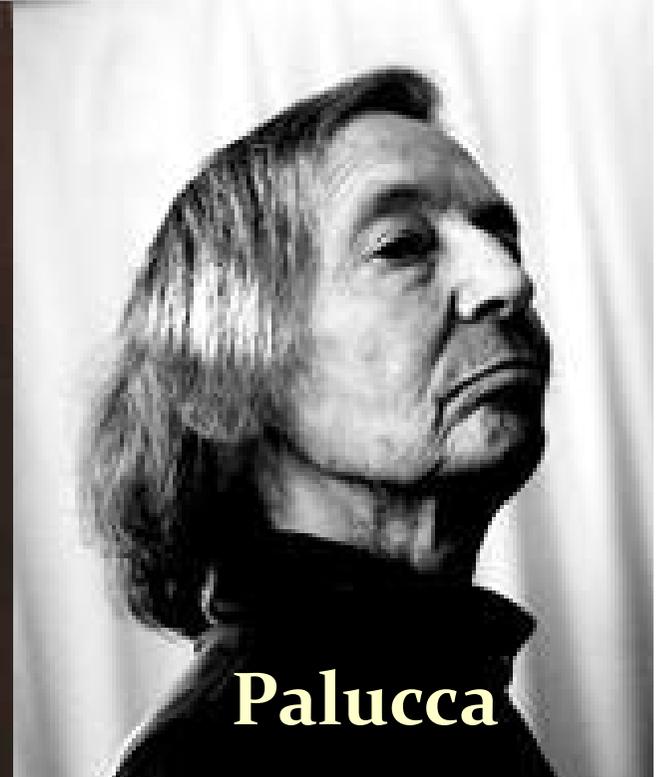
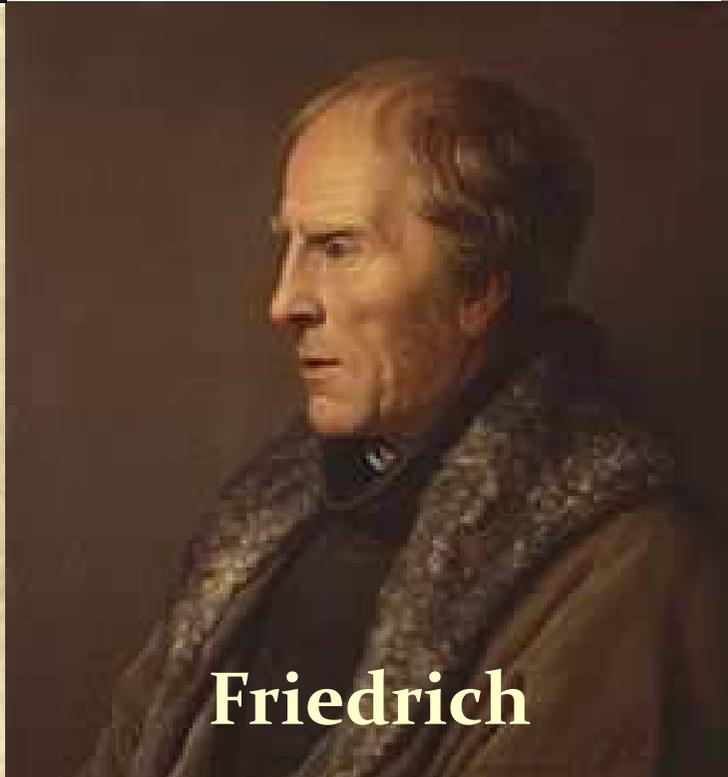
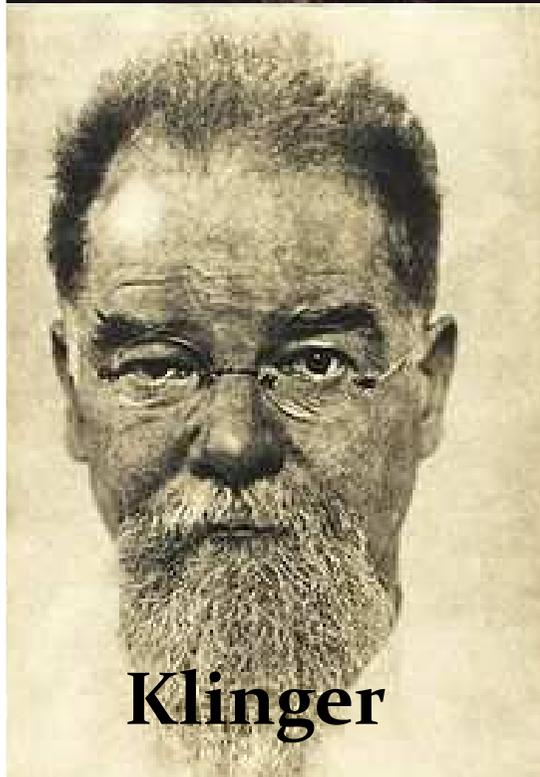
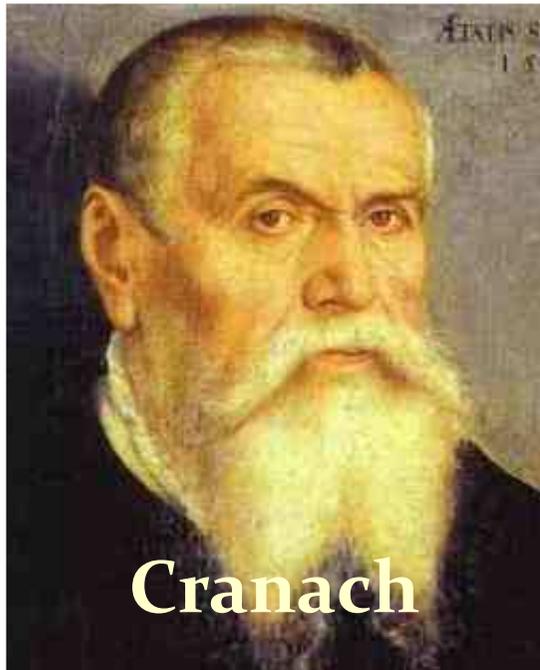


Goethe



Schiller

# Art & Painting





Berlin, 1989

# Peaceful Revolution



Leipzig, 1989



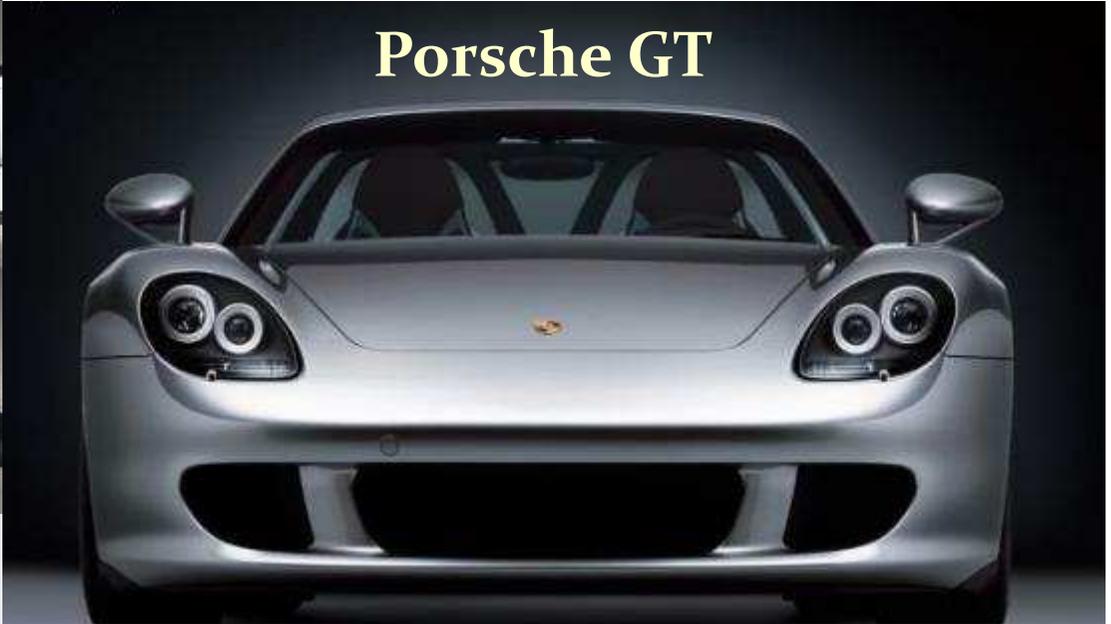
**BMW i8**



**BMW i3**



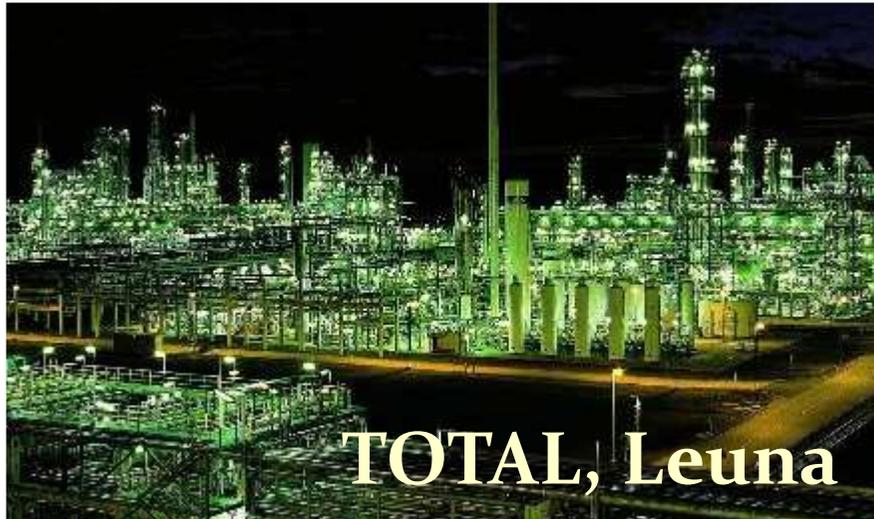
# Automotive



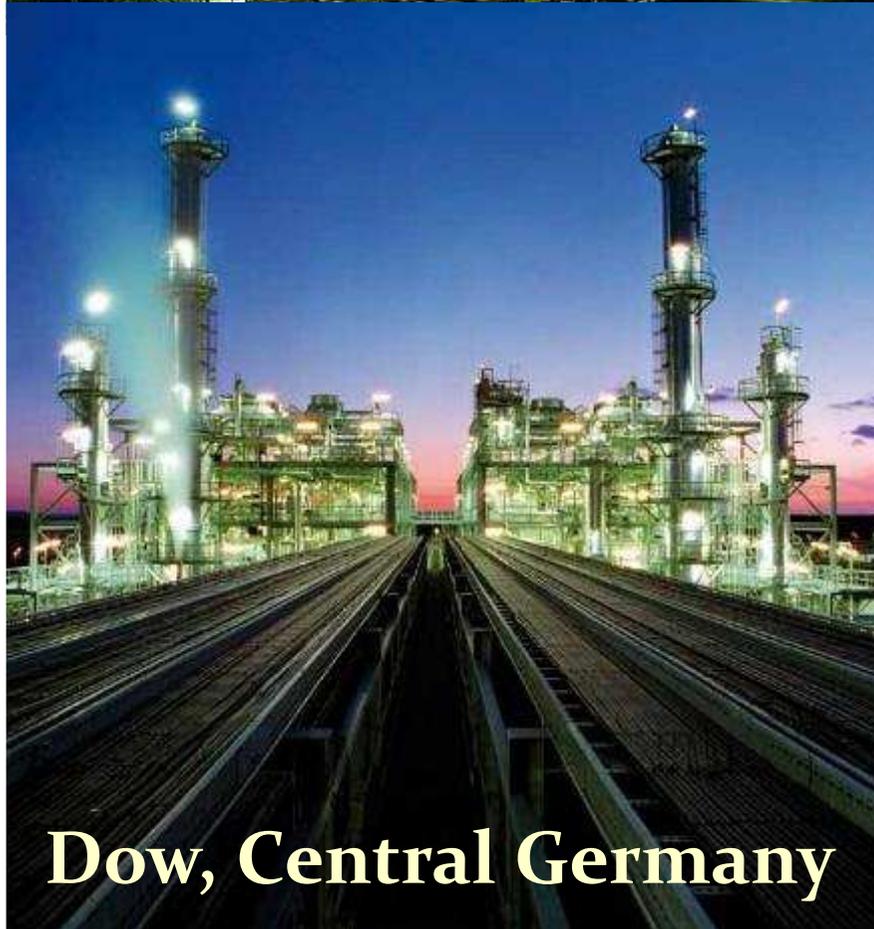
**Porsche GT**



**VW Phaeton**



**TOTAL, Leuna**



**Dow, Central Germany**



metropolregion  
**mitte | deutschland**  
WIRTSCHAFT, WISSENSCHAFT & KULTUR IM ZENTRUM

# Chemistry

# DHL Hub, Leipzig



# Logistics



# Amazon, Leipzig

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**Thank you for  
listening!**

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