

# GERMAN CITIES



Joint MIPIM 2019 press release – Bremen, Hanover, Leipzig, Nuremberg, Rhine-Neckar

## **Germany’s premium “B”: The attractive potential of strong locations**

Visitors attending the world’s leading trade fair for property, MIPIM, who are interested in pioneering projects in Germany’s powerhouse locations will find all the information they need at stand R8.D24. The Hanseatic City of Bremen, the Cities of Leipzig and Nuremberg, the City and Region of Hanover and the Rhine-Neckar Metropolitan Region will all be represented at the German Cities Pavilion.

All five cities and regions are united by their highly attractive prospects for investors and project developers. Outside of the overheated “A” cities, these locations offer secure investment opportunities and competitive yields.

They have been on a growth trajectory for many years now. And while office space turnover stagnated in all of Germany’s “A” cities in 2018, the “B” locations recorded double-digit growth rates in some cases or were able to sustain high sales and rent levels. Investors from Germany and abroad are discovering this potential for themselves. The real estate and investment markets in the cities and regions represented at the German Cities Pavilion are performing correspondingly well. Alongside investments in traditional core properties, value-added options are becoming more popular among investors – a clear sign of their confidence in these markets.

Germany’s “B” locations are emerging as serious alternatives to Hamburg, Munich, Frankfurt and Berlin. All of the partners at the German Cities Pavilion can take this opportunity to win over investors and project developers with their strong, stable economic performance and growing populations. Awareness of the regional real estate and investment markets will also be key, and the locations’ presence at MIPIM will make a significant contribution in improving transparency.

In addition to highlighting interesting projects within the five cities and regions, this year’s German Cities Pavilion will be focusing in particular on sustainable urban development and logistics.

The cities and regions are actively embracing the challenge of keeping their locations attractive to both residents and businesses in the future. How do we counter the increasing fight for space between residential, commercial, green spaces and infrastructure? What sort of logistics infrastructure will large cities need in the future? How can logistics work in cities as the volume of available space continues to fall? These and other questions will be discussed during two panel sessions:

At 5pm on Tuesday, 12 March 2019, Martin Günther (Senator for the Economy, Work and Harbours in the Free Hanseatic City of Bremen), Hauke Jagau (Regional President of the Hanover region), Torsten Bonew (First Mayor of the City of Leipzig), Dr Michael Fraas (Deputy Mayor for Economic Affairs of the City of Nuremberg) and Christiane Ram (Head of Economic and Structural Support of the City of Mannheim) will discuss the topic of Sustainable Urban Development. The session will be chaired by Friedhelm Feldhaus and introduced by Julia Erdmann, Socialtecture (JES), and Kurt Zech, owner of the Zech Group GmbH.

The session at 11am on Wednesday, 13 March 2019 will focus on Logistics. Martin Günther (Senator for the Economy, Work and Harbours in the Free Hanseatic City of Bremen), Stefan Schostok (First Mayor of the City of Hanover), Torsten Bonew (First Mayor of the City of Leipzig) and Dr Michael Fraas (Deputy Mayor for Economic Affairs of the City of Nuremberg) will participate in the panel discussion, in which Felix Zilling, Country Manager Germany at Deutsche Logistik Holding (DLH), will provide direction from the perspective of a major logistics company. The panel will be chaired by Jens Lütjen, Chief Executive of Robert C. Spies Immobilien.

MIPIM runs from 12 to 15 March 2019.

<https://www.mipim.com/who-is-coming/>

<http://www.mipim-german-cities.runze-casper.de/>

All of the cities and regions will be looking to impress investors and project developers with their interesting and pioneering projects.

Bremeninvest, the international brand of WFB Wirtschaftsförderung Bremen GmbH, is joining up with the principal players from the Bremen real estate scene, Justus Grosse Projektentwicklung GmbH, Robert C. Spies Gewerbe und Investment GmbH & Co. KG and Zech Immobilien GmbH, to present the latest outstanding real estate projects in Bremen and Bremerhaven. This presentation will look at city centre development in particular. In addition, the State of Bremen is contributing its expertise as one of the country's most important harbour and logistics locations.

Hanover remains an important hub for manufacturing companies and research and development. Continental is building its new corporate headquarters in the form of a portal to the city centre, while the science park located next door to the new mechanical engineering campus of Leibniz University offers a diverse range of investment opportunities for businesses new and old. Logistics spaces in the Hanover region feature modern, multi-use properties and are catching the eye of international investors. The region is responding to demand with a competitive and sustainable supply of commercial space, including new logistics areas located right next to the A2 and A7 motorways.

Leipzig's First Mayor Burkhard Jung extols the virtues of his city: "Leipzig is one of the fastest growing cities and, at the same time, one of Germany's top real estate locations. At MIPIM the city will present attractive options including its 50-hectare 'Alte Messe' site located close to the city centre, featuring a mixture of exhibition halls rich in tradition, some of which are listed buildings. The location enjoys excellent connectivity and is fast becoming a new hub for business, science and leisure, with plenty of undeveloped space offering opportunities for creative projects."

Nuremberg is a dynamic location for business and living that offers exceptional conditions for investors. Nuremberg is setting new standards in urban development, not least with the development of the 100-hectare Südbahnhof area, which is home to the new technical university and will also feature residential developments, high-tech companies and spin-offs, additional utilities and infrastructure and extensive green spaces. "The city is creating a lively, forward-looking district in which people can find new ways to live, learn and work," explains Nuremberg's Deputy Mayor Dr Michael Fraas.

A business powerhouse, cooperation opportunities and investment plans are the topics around which the metropolitan Rhine-Neckar region and its largest city, Mannheim, are presenting. Commercial real estate investment in the Rhine-Neckar region totalled some €685 million in 2018. Several sites are currently available for conversion to new uses, offering futuristic opportunities for urban development. "Mannheim is on track to become one of the south-west's top destinations," says Christiane Ram, Head of Economic and Structural Support of the City of Mannheim. Exciting development projects include the Glückstein district and the KEPLER-QUARTIER at the main railway station, as well as areas slated for repurposing such as the Taylor Green Business Park. Mannheim is also a hotbed for digitalisation and smart manufacturing. Micro-Hub, a last-mile courier concept that is designed to reduce the impact of increasing delivery traffic on the city's roads, is a prime example of a pioneering project focused on green city logistics.

Contacts in the cities and regions:

- Bremen: Juliane Scholz, WFB Wirtschaftsförderung Bremen GmbH, (juliane.scholz@wfb-bremen.de, tel. +49 421 9600 128)
- Hanover: Dennis Dix, Landeshauptstadt Hannover (dennis.dix@hannover-stadt.de, tel. +49 511 168 32323)
- Leipzig: Anja Hähle-Posselt, Amt für Wirtschaftsförderung, Stadt Leipzig (anja.haehle@leipzig.de, tel. +49 341 123 5838)
- Nuremberg: Dr. Susanne Hoffmann, Wirtschaftsförderung Nürnberg, Stadt Nürnberg (susanne.hoffmann@stadt.nuernberg.de, tel. +49 911 231 5787)
- Rhine-Neckar: Sabine Kapp, Metropolregion Rhein-Neckar GmbH (sabine.kapp@m-r-n.com, tel. +49 621 10708 362)