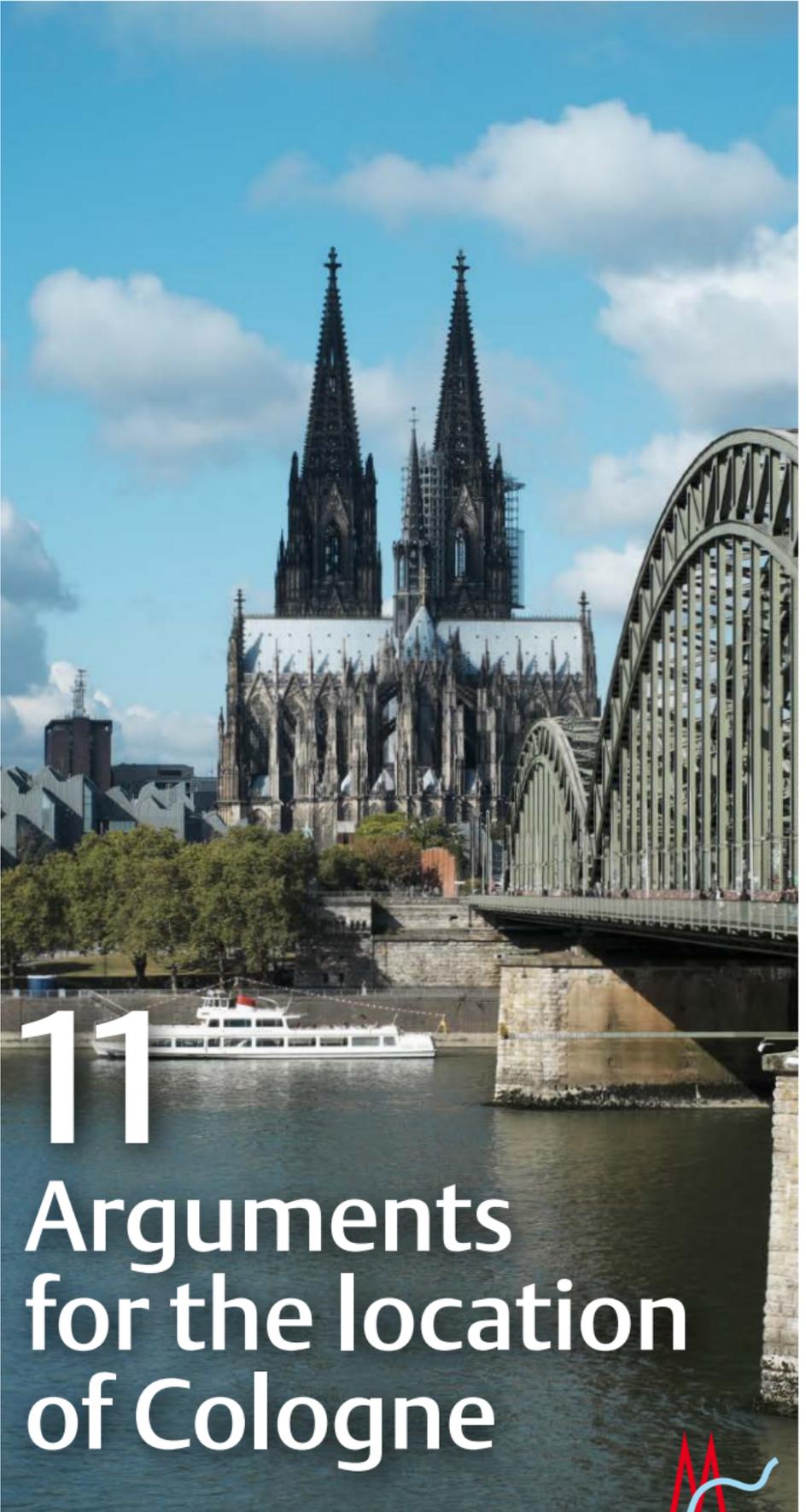


11 Arguments for the location of Cologne



11

Arguments
for the location
of Cologne



11 Arguments for the location of Cologne

11 arguments...

...speak for the cathedral city. Cologne is a city with tradition and character. Much distinguishes the industrial location on the Rhine. We have collected **11** arguments because **11** is a magical number in Cologne. For example, according to legend, St. Ursula, together with **11,000** virgins, was slain by the Huns in Cologne. That is symbolically represented by the **11** flames on the municipal coat of arms. Cologne's fifth season, Carnival, begins on 11th November (**11.11**) of each year.

1 17 million people...

...within a radius of 100 kilometres around Cologne mean proximity to the market and customer potential. With a population of one million, Cologne is the fourth-largest city and the third-largest industrial region in Germany and lies at the heart of a promising market on a European scale. Within a radius of 250 kilometres, companies already reach 45 million potential customers. Cologne welcomes businessmen from Germany and abroad with its cosmopolitan people and with public authorities who speak their language. The cathedral city is an ideal hub for European markets.



2 Top location and perfect logistics ...

... are trademarks of Cologne. Three international airports can be reached in under an hour from the centre of Cologne – Cologne/Bonn (12 min.), Düsseldorf (45 min.) and Frankfurt (48 min.). Cologne/Bonn Airport is a central location for budget airlines in Germany and offers global long-distance flights at low costs with Eurowings. UPS, FedEx and DHL guarantee efficient packaging for air shipping 24/7 with their hubs. International high-speed routes make Cologne one of the most significant railway nodes in Europe, connecting to Amsterdam (2:42 hours), Brussels (1:48 hours) and Paris (3:14 hours). Germany's second-largest inland port is to be found in Cologne.



3 Industries with a future ...

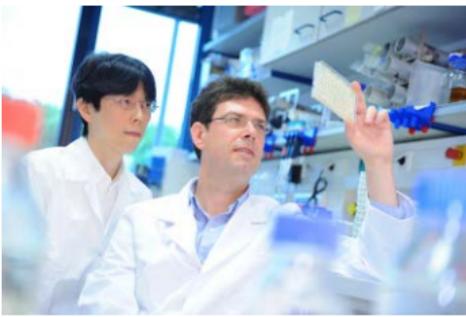
... are in the top class in Cologne. Numerous companies from the automotive, mechanical engineering, energy and the environment, chemistry, pharmaceuticals, and biotech sectors benefit from outstanding local features. Ford is the largest employer, and Deutz AG, with its headquarters in Cologne, has been delivering engines all around the world since 1862. The Cologne region is a central, international automobile manufacturing site with sales centres of DAF, Mazda, Nissan, PSA Peugeot Citroën, Renault, Toyota Germany and Volvo. Hidden Champions like Alfred H. Schütte, Felix Böttcher, Igus, Leybold, Rimowa, Schwarze-Robitec and Sonderhoff call Cologne home.



4 Health and life science ...

... make Cologne the epicentre of an outstanding healthcare region. The spectrum ranges from basic research to specialist education to specific services in the fields of prevention, diagnostics and rehabilitation. Cologne is one of the top international regions when it comes to gerontology. With CECAD, the centre for researching aging-related diseases, Cologne's science landscape forms the foundation for the core idea of "Health for Generations – Cologne". A growing biotechnology sector and large companies like LANXESS, Ineos and Bayer provide important

incentives for Europe's third-largest chemical science region.



5 The media and creative sector ...

... ensures an international audience! As Germany's film and television capital, Cologne is the centre-piece of North Rhine-Westphalia's media landscape. The cathedral city is also a priority location for games, internet companies, telecommunications, publishers and start-ups. Cologne has progressed to a digital capital. Numerous actors, a broad range of educational fields and qualifications, and a variety of events make Cologne a perfect location for a company of any size.

Around 55,000 people have found an inspiring, communicative and creative work environment in the media field.



6 **World-class trade fair and commercial centre ...**
... trumps with potential customers and optimal transit connections. The Koelnmesse presents around two million buyers from all over the world with about 90 percent of the exportable world production of goods. ANUGA, Art Cologne, Asia-Pacific-Sourcing, gamescom, INTERMOT, International Hardware Fair, imm cologne, and photokina are among the international events. The sixth-largest trade-fair location in the world has enough room for conventions, congresses and events with its eleven halls, two congress centres, and 100,000 square metres of open space. With the Hudson's Bay Company/Kaufhof and Rewe Group, two of the most important international commercial groups are at home in Cologne.



7 **Cologne connects ...**
... people, companies, networks. Doing business is easy in Cologne. The access to efficient and business-friendly public administration is just as important a factor as the possibility of establishing (business) contacts quickly and efficiently. In particular, the more than 3,000 international companies here also appreciate this. The company service and national desks of the Office of Economic Development function as a one-stop agency and help make Cologne one of the most business-friendly metropolises in Germany.



11 Arguments for the location of Cologne

8 Science and research ...

... have a long tradition in Cologne. The University of Cologne is not only one of the oldest and largest colleges in Germany, but it is also one of the select few Universities of Excellence in the country. On top of this are twelve institutes of higher education, including the German Sport University Cologne, the Academy of Media Arts, the Hochschule für Musik und Tanz and the University of Applied Sciences. Around 100,000 students and scientists in all disciplines shape Cologne as a location for science. The German Aerospace Center, TÜV Rheinland Group and four Max-Planck institutes guarantee the most innovative research results for the challenges of the future.



9 Highly qualified skilled workers ...

... guarantee sustainable business success. Cologne offers highly-qualified and motivated specialists. And that means not only those with a degree from a university or polytechnic: the dual system of training in theory and practice also produces outstanding skilled workers for industry, trade and services. International schools promote linguistic skills right from childhood and the offer of private further



education leaves no areas uncovered. The Employment Agency Cologne additionally advises and supports investors in their search for personnel.

10 Art, culture, sports ...

... are particularly popular in Cologne. Cologne's museum scene offers a unique variety with a broad range of collections from all epochs. But Cologne is also a city with a vibrant history in theatre. Its opera performances, plays and many free theatres enjoy great popularity in the German-speaking world. One magnet for visitors is Cologne Cathedral, the most-visited historical monument in Germany. Cologne's sports are an example of international, top-class major sporting events and competitions as well as modern sports facilities, scientific institutions, numerous mass and elite sport offerings, as well as a sports-loving audience.



11 Cosmopolitan and with a zest for life – Cologne lifestyle ...

... supplements the hard locational factors and makes Cologne a popular home – permanent or temporary. People from over 180 countries and over 250 different cultures make the city a cosmopolitan metropolis distinctive for its tolerance, joie de vivre and a distinctly welcoming culture. A broad range of attractive shopping opportunities and premium events like ColognePride, Cologne Carnival, Cologne Lights, lit.Cologne, Roman Summer, SummerJam and the Christmas markets draw millions of people to this city on the Rhine every year.



Contact / Imprint

Contact:

Stadt Köln

Amt für Wirtschaftsförderung
(Office of Economic Development)

Willy-Brandt-Platz 2

50679 Köln

Tel.: +49 (0)221 221-25765

Fax: +49 (0)221 221-26686

www.stadt-koeln.de · www.stadt.koeln

wirtschaftsfoerderung@stadt-koeln.de



City of Cologne



The Mayor

Office of Economic Development
Department for Press and Public Relations

Layout

rheinsatz, Cologne

Printing

Pieper GbR, Cologne

Translation

allround Fremdsprachen GmbH von der Lühe

Photos

Axel Schulten/KölnTourismus GmbH, CECAD, DLR,
Flughafen Köln/Bonn GmbH, Ford-Werke GmbH,
Koelnmesse GmbH/Jürgen Dehniger, KölnTourismus GmbH/
Dieter Jacobi, LANXESS GmbH, Stadt Köln