Cologne Business Guide

Located at the heart of the European Single Market
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Dear Sir or Madam,

Cologne, the city with innumerable advantages: a strong, international economy, excellent convention facilities, brilliant infrastructure, the best communication options, lively cultural and creative scenes, is considered as the centre for science and research and, as the hotspot of digital economy.

The fact that this metropolis fulfils the requirements of a dynamic and increasingly international economy in the best possible way, does not result solely from its central location in the heart of Europe and its outstanding network of roads, railways, waterways and airways that demonstrates perfect logistics. The latest prognoses project a marked increase in the population of Cologne till 2040 – which is an additional indication for the appeal of the city and which forms the economic basis for future investments.

Our city connects people, companies and networks. Business opportunities abound in Cologne. The access to efficient and business-friendly authorities is as significant factor as the possibility to establish quick and productive business contacts. The 3,000+ international companies already established here, are witness to this fact. The business service facilities and the country desks of the Office of Economic Development function as a “one-stop-agency” and contribute in elevating Cologne to the position of one of the most business-friendly metropolises in Germany.

One can also have a good life in this cathedral city. People from more than 180 nations contribute in making Cologne a metropolis that is characterised by tolerance, a zest for life and a pronounced welcoming attitude. This brochure offers you a comprehensive overview of Cologne as a business location: framework conditions, location advantages and its potential, significant market data, branches and contacts. I am sure you will find valuable information here.

Henriette Reker
Mayor of the City of Cologne
Dynamic economic hub

Cologne: The fourth largest city in Germany lies at the heart of a promising sales market. Around 17 million people live in a radius of just about 100 kilometres in and around Cologne, more than almost any other metropolis in Europe.
As a transport hub, the city fulfils the requirements of a dynamic and increasingly international economy in the best possible way. All the four transport networks — roads, railways, airways and waterways — represent centrality, perfect logistics and unique transport connections to destinations all over Europe. And with the continuous expansion of the efficient fibre optic networks, digital connections are also ensured via the strong data network.

The central characteristics of the economy of Cologne are its dynamic industrial diversity and its well-balanced company size structure. This ensures growth and employment, irrespective of the economic development. More than 85 percent employees in Cologne work in the service sector, and a modern, dynamic industry continues to play an important role here.

An excellent higher education landscape, created by the “German Excellence University – the University of Cologne” and numerous academic institutions, ensures that well-qualified junior human resources are available. Around 100,000 students and funded vocational training courses ensure highly qualified workforce potential.

Despite the demographic change, Cologne can expect a growth in population – the latest prognoses ascertain a population growth of 19.3 percent till 2040 for Cologne – an additional indication for the appeal of the city and its economic attractiveness for future investments. The average age of the population of Cologne is 42 years – the city offers a young and lively atmosphere.

The property market of Cologne reflects the strength and dynamics of the economic hub. Cologne, with its record office leasing figures, has established itself in the top tier of real estate locations. Flagship projects such as Rheinauhafen, MesseCity Köln and the planned conversion of the Deutz harbour, reinforce this trend.

The tourism and retail trades also profit from the advantages of this cathedral city. Thus, the top locations in the city center of Cologne have established themselves as the pilot German markets for international chains, and Schildergasse is one of the most visited shopping areas in Europe. Investing in Cologne is lucrative – whether in the city centre, in the industrial areas around the centre or in the proximity of the airport.

<table>
<thead>
<tr>
<th>Residents</th>
<th>Employees subject to social insurance contribution Cologne 2016 as per economic sectors</th>
</tr>
</thead>
<tbody>
<tr>
<td>– Total</td>
<td>I. Production sector</td>
</tr>
<tr>
<td></td>
<td>a) Manufacturing industries</td>
</tr>
<tr>
<td></td>
<td>b) Energy supply</td>
</tr>
<tr>
<td></td>
<td>c) Construction industry</td>
</tr>
<tr>
<td></td>
<td>II. Service sector</td>
</tr>
<tr>
<td>Total</td>
<td>1,081,701</td>
</tr>
<tr>
<td>German</td>
<td>873,298</td>
</tr>
<tr>
<td>Foreigners</td>
<td>208,403</td>
</tr>
<tr>
<td>Prognosis 2040 IT. NRW</td>
<td>a) Manufacturing industries</td>
</tr>
<tr>
<td>(Source: Stadt Köln, Status 31.12.2016)</td>
<td>80,428</td>
</tr>
<tr>
<td>Employees subject to social insurance contribution Cologne 2016 as per economic sectors</td>
<td>b) Energy supply</td>
</tr>
<tr>
<td>Rate of unemployment (in %)</td>
<td>c) Construction industry</td>
</tr>
<tr>
<td>employees subject to social</td>
<td>8.5</td>
</tr>
<tr>
<td>insurance contribution</td>
<td>536,811</td>
</tr>
<tr>
<td>Cologne 2016</td>
<td></td>
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<tr>
<td>as per economic sectors</td>
<td></td>
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<tr>
<td>I. Production sector</td>
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<td></td>
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<tr>
<td>a) Manufacturing industries</td>
<td></td>
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<tr>
<td>– Agri-food business</td>
<td></td>
</tr>
<tr>
<td>– Printing trade, reproduction of data media</td>
<td></td>
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<tr>
<td>– Chemical and pharmaceutical industry</td>
<td></td>
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<tr>
<td>– Mechanical Engineering</td>
<td></td>
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<tr>
<td>– Electrical engineering</td>
<td></td>
</tr>
<tr>
<td>– Vehicle construction*</td>
<td></td>
</tr>
<tr>
<td>b) Energy supply</td>
<td></td>
</tr>
<tr>
<td>c) Construction industry</td>
<td></td>
</tr>
<tr>
<td>II. Service sector</td>
<td></td>
</tr>
<tr>
<td>– Trade, maintenance and repair of motor vehicles</td>
<td></td>
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<tr>
<td>– Hospitality industry</td>
<td></td>
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<tr>
<td>– Transportation and storage (Logistics)</td>
<td></td>
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<tr>
<td>– Credit business</td>
<td></td>
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<tr>
<td>– Insurance industry</td>
<td></td>
</tr>
<tr>
<td>– Information and communication</td>
<td></td>
</tr>
<tr>
<td>– Provision of services mainly for companies</td>
<td></td>
</tr>
<tr>
<td>– Other services</td>
<td></td>
</tr>
<tr>
<td>Prognosis 2040 IT. NRW</td>
<td>1,234,300</td>
</tr>
<tr>
<td>(Source: IT.NRW 2015)</td>
<td></td>
</tr>
</tbody>
</table>

(Source: Bundesagentur für Arbeit/Stadt Köln, Status 2016)
Top location – perfect logistics

A central location and first-class accessibility are the trademarks of Cologne and form the basis of the economic dynamics of the city.
Three international airports are reachable in less than one hour from the city centre of Cologne: the Cologne Bonn Airport as well as the airports in Düsseldorf and Frankfurt. The central highways of Western Europe collate in Cologne: The metropolis on the Rhine is encircled by a motorway ring, with which ten highways from all possible directions conjoin. Moreover, Cologne is the most important railway junction in Europe. International high-speed routes connect the city in the shortest possible time with Amsterdam, Brussels and Paris. Thus, Cologne is referred as a hub for business activities in the European market.

The Cologne Bonn Airport is the fastest growing airport and a central location for Low-Cost-Airlines in Germany. The Lufthansa subsidiary Eurowings covers 13 longhaul destinations. Altogether 28 airlines take off from the Cologne Bonn airport to 129 destinations in 35 countries. The cargo business is growing constantly as well: the Cologne Bonn Airport is one of the biggest air freight reloading points in Europe and the third largest in Germany. UPS, FedEx and DHL guarantee an efficient reloading of air freight, seven days a week and round-the-clock, with their hubs.

The logistics sector depends on an excellent infrastructure. The trimodal freight centre Cologne Eifeltor – Germany’s largest reloading site for combined freight transportation (KV) – is the starting and destination point for around 100 national and international KV-trains per week, particularly from and to the Italian and Spanish economic centres.

Waterways as a form for transportation, is also of prime significance to the location of Cologne. The ports of Cologne form the second-largest domestic port of Germany and they are directly connected with the world’s largest sea ports in Rotterdam/Netherlands through the Rhine. In Cologne-Niehl, the Häfen und Güterverkehr Köln (HGK) i.e. the Ports and Freight Transport of Cologne, is expanding the bimodal transshipment North terminal to enable a continuous chain of logistics from Rhineland to Italy.

Traffic data Cologne Bonn Airport
- Airline passengers (in million) 11.9
- Flight destinations 124
- Air freight (in t) 786,000

(Source: Flughafen Köln/Bonn GmbH, Status 12/2016)

Handling of goods
- Freight volumes of railways (in million t) 23
- Handling capacity of ports (in million t) 12.9

(Source: Häfen und Güterverkehr Köln AG, Status 31.12.2016)
International location

Cologne is an international city, in which around 175,000 people from more than 180 countries live, study and work.
Cologne is a cosmopolitan metropolis in the Federal state of North Rhine-Westphalia. More than 30% of its residents have immigrant backgrounds, elevating the status of this cathedral city to an international metropolis of Europe.

More than 10,000 foreign companies are already benefitting from the optimum local conditions and contributing to growth and employment in the city. One of the leading Indian IT-service providers Mindtree coordinates all its German activities from Cologne. The Chinese company Genertec Europe Temax GmbH and the Turkish Altinay group have selected Cologne as the headquarters for their European business activities.

The existing networks and offerings such as international schools facilitate the corporate staff in the integration of their families into the local life and speak in favour of the superiority of Cologne, in addition to other solid location-related factors.

Internationalism is the strategy of Cologne. The office for business development presently orientates its location marketing, other than domestic activities, to China, India and Turkey. Other target countries such as the USA, Brazil and the emerging markets in West Europe are also on its radar.

International business is included even in the program of the Industrie- und Handelskammer zu Köln (Cologne Chamber of Commerce and Industry), the Türkisch-Deutsche Industrie und Handelskammer (Turkish German Chamber of Industry and Commerce), the Deutsch-Chinesische Wirtschaftsvereinigung e.V. (German-Chinese trade association) and the Deutsche Asia Pacific Gesellschaft e. V. (German Asia Pacific business association).

Cologne has 22 international twin cities that include Barcelona, Istanbul, Beijing and Tel Aviv. Rio de Janeiro is the youngest partner city of Cologne – successful cooperation has already flourished here at different levels, analogous to the other partnerships.
Substantial industrial region

Cologne lies at the heart of one of the biggest and most tradition-rich industrial regions of Germany.

Sales 2016
(Companies with 20 employees and more)

Export quota

27.5 billion €

61 percent

Total industrial sales
(in million EUR)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Total industrial sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total industrial sales</td>
<td>27,467</td>
</tr>
<tr>
<td>Chemical industry, mineral oil processing</td>
<td>1,812</td>
</tr>
<tr>
<td>Vehicle construction</td>
<td>16,566</td>
</tr>
<tr>
<td>Mechanical engineering</td>
<td>2,422</td>
</tr>
<tr>
<td>Production of metal products</td>
<td>671</td>
</tr>
<tr>
<td>Printing trade</td>
<td>93</td>
</tr>
<tr>
<td>Other industries</td>
<td>5,903</td>
</tr>
</tbody>
</table>

(Source: Landesbetrieb IT NRW/Stadt Köln, Status 2016)
The automobile industry that constitutes almost 45 percent of the industrial employees of Cologne, is the most significant subsector in Cologne and the automobile producer Ford is the biggest private employer in Cologne. The supply industry is particularly concentrated in the supplier park of Ford that houses manufacturers such as Benteler or Faurecia while engineering service providers such as Bertrandt, Yazaki, M Plan or RLE International are mostly located in the city area.

The German sales headquarters of DAF, Mazda, Nissan, PSA Peugeot Citroën, Renault, Toyota Deutschland and Volvo elevate Cologne to an international automobile manufacturing centre. Toyota Motorsport offers development and testing services in the high-performance range in its competency center spread over a business premises of 30,000 m².

“Made in Germany” in mechanical engineering, more so than in other branches, represents an approved quality seal for solidity, precision and sophisticated technology. Many Cologne-based companies such as Deutz AG, Leybold, the machine tool factory Alfred H. Schütte or Atlas Copco Energas contribute towards this image. The production of machines has a long and successful tradition in this city. Nikolaus August Otto invented the four-stroke engine in Cologne in 1876 and this was the origin of global motorisation.

Several mid-size companies have grown to become world market leaders, the so-called hidden champions: companies such as Felix Böttcher, Igus, Leybold, Rimowa, Schwarze-Robitec or Sonderhoff are located here and enhance the location.

Even the chemical industry sector has benefitted from Cologne and its surrounding areas, thanks to the excellent local conditions: connection with the international pipeline, short approval periods and highly qualified employees.

Parts of the metropolitan area of Cologne, together with the adjacent cities and districts, form one of the leading chemical industry areas of Europe, the so-called “Chemical belt” of Cologne. International companies such as Bayer, INEOS, LANXESS or Shell, with its biggest refinery of Germany, generate a quarter of the chemical turnover of Germany here.
Attractive service metropolis

Around 85 percent of employees subject to social insurance, work in the service industry.
The location is characterised by competent service companies. Around 85 percent of the total employees work in the service sector. The challenging organisations located here achieve high value creation, which is mainly attributed to qualified employees.

Cologne is the second largest insurance site in Germany. Well-known companies, from AXA to DEVK, DKV, General Reinsurance, Gothaer, HDI, Mapfre Empresas, MSIG Insurance Europe AG, Roland, Scor, XL Catlin or Zurich contribute towards this industry image of the city.

The Sparkasse KölnBonn and Kreissparkasse Köln, both the biggest institutes of their kind in Germany, reinforce the stature of Cologne as a financial centre and above all, they make optimum offerings to the middle class. All other major German financial institutions, including several private banks as well as a branch of the Deutsche Bundesbank, are represented here. Credit banks of the automobile industry such as Ford Bank and Toyota Credit Bank also have their headquarters here.

The further focus lies on services related to the economy. PR, company and legal consultation services as well as financial and IT services are also a part of the continuously growing consulting sector. Relocation and settlement services, employment services, translation offices, offices for temporary requirements, real estate agents and associations and industrial organisations complement the offerings.

Thus e.g. TÜV Rheinland, the globally leading technical service company, is located here; likewise, the European Aviation Safety Agency (EASA) situated in Cologne ensures a highly uniform safety and environmental standard for civil aviation in Europe.
Growing health and life sciences sector

With its numerous research institutes, clinics and health-related institutions, Cologne has the best prerequisites to establish itself as a health hub.
Cologne that lies at the heart of excellent health region, ranks as one of the most important locations for health economy in Germany and in Europe. The spectrum ranges from basic research on the training of experts to specific offers in the fields of prevention, diagnoses and rehabilitation. Health economy is one of the largest economic sectors in Rhineland. Apart from this, medical technology and insurance are also in spotlight.

Excellent competencies in medical research enable the metropolis to become a top-class international gerontology location. The science landscape of Cologne forms the foundation for the key competence “Health for generations in Cologne”, together with the association CECAD that conducts research in ageing-associated diseases. The regional innovation network “Healthy ageing”, RIN, extends this knowledge to a comprehensive perspective on the living conditions and needs of older people.

Several nationwide health-related institutions have their headquarters in Cologne. A comprehensive and successful regional network of regional authorities, chambers, associations, companies, universities, health insurance funds, hospitals, academicians and establishments is established here. The association “Gesundheitsregion KölnBonn e. V.” (Health region Cologne Bonn) ensures the close interlinking of participants and develops common initiatives and projects in the region.

More than 30 cities and private clinics with a total of more than 7,100 beds ensure medical care at the highest level. Around 21,000 people work in this sector and attend to more than 300,000 patients. Besides the big hospitals such as the University Clinic of Cologne or the three hospitals of Stadt Köln gGmbH (City of Cologne), several clinics have special organisations that characterise health economy offerings in Cologne. The number of foreign patients lies way above the average in Germany.

The following are some of the regional networks that strengthen the cooperation in this sector:

- www.biocologne.de
- www.bioriver.de
- www.health-region.de
- www.cecad.uni-koeln.de
Economic factor media and creative industries

Media and creative industries is one of the most successful trade-marks of the city. This sector employs around 57,000 people, who find a creative environment and an excellent infrastructure here.
Cologne is the centre for nationwide TV-productions. The media metropolis, with WDR and RTL, hosts the biggest public-legal sender of the European continent and the most lucrative private sender of Europe. Several national and international movies are produced in Cologne. The subject of film is rounded off by various events such as the Film Festival Cologne with its Film Award Cologne, the International Film Award NRW and industry events such as SoundTrack Cologne or the Eyes&Ears Conference.

Cologne is also a city of games. The largest international event and fair industry highlight, the gamescom, creates new records every year. The gamescom congress, the devcom and the gamescom city festival ensure that Cologne emerges as a meeting point for hundreds and thousands of game enthusiasts from all over the world. In the form of the Cologne Game Lab, Cologne has an internationally renowned study and research institute for the next generation. The games incubator reinforces the innovative games-startup-scene.

The publication and literature scene of Cologne also lies at the forefront. Prominent authors visit the trade and specialist publishers or read at events such as the largest German literature festival, lit. Cologne or Crime Cologne. The presently third largest German newspaper publisher and a vital book publishing scene are housed here.

The website www.mediacity.cologne is a central platform for the Cologne-based media and creative landscape. Cologne Chamber of Commerce and Industry and the City of Cologne provide an overview of the diversity and efficiency of the media metropolis:

www.mediacity.cologne

Whether classic or pop stars: There is no alternative to Cologne. Musicians, ensembles, composers, record labels, recording studios, organisers and performance venues live side-by-side in the city. The concerts and festivals attract millions of audiences, year after year.

Anyone looking out for experts in advertising, PR, marketing and events has come to the right place. Digital media is in the limelight and Cologne-based enterprises are always at the forefront. Anything that enjoys global significance and popularity is available at dmexco, the biggest fair in Europe for the global digital economy since 2009.

The city offers a wide range of opportunities for education and qualification in media. Universities, vocational schools as well as private and public institutions cover a broad spectrum of study courses.

<table>
<thead>
<tr>
<th>Culture and creative industries total</th>
<th>City Cologne</th>
<th>Greater Cologne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales in million EUR</td>
<td>9,325</td>
<td>12,901</td>
</tr>
<tr>
<td>Number of freelancers and entrepreneurs</td>
<td>16,542</td>
<td>33,585</td>
</tr>
<tr>
<td>Number of employees</td>
<td>40,750</td>
<td>78,936</td>
</tr>
<tr>
<td>Total number of working people</td>
<td>57,292</td>
<td>112,521</td>
</tr>
</tbody>
</table>

(Source: Stadt Köln, Status 2017)
Growth engine
digitalisation

Cologne has an agile and growing start-up scene. With over 650 start-ups, which are younger than ten years, with 9,000 employees, and a turnover of one billion Euros, Cologne is a German start-up hotspot.
A study of the Cologne Institute for Economic Research published in the year 2016 shows that the city is well placed in the digital race and it ranks as one of the most successful digital cities of Germany. The digital economy here incorporates around 2000 companies. By investigation of the degree of digitalisation of the Cologne-based companies, the Institut der deutschen Wirtschaft (Institute for Economic Research) ascertains that the digital economy of Cologne occupies the top position in the country.

This is particularly applicable, for example, in the insurance economy, which is of major economic significance in Cologne. The City of Cologne is intensively supporting the initiatives to digitise the insurance industry so that this field remains viable for the future. Cologne will emerge as the German InsurTech-Hotspot in the coming years, with its InsurLab Germany and its intensive and innovative higher education landscape for the insurance industry.

As a digital metropolis, Cologne is also a strong core market for information and communication technologies (ICT): 25,000 employees subject to social security obligation, approx. 5% of the overall employment figures, work in the ICT market, which generates an annual turnover of approx. 6 billion Euros. Cologne is home to big industry players such as Microsoft, Siemens or IBM and hidden champions such as SQS. This sector is also characterised by a strong, mid-size structure of hardware and software producers, service providers and online agencies.

Whether E-commerce for retail trade, 3D-print for printing industry or digitalisation of industrial production: companies of all sectors avail of the opportunities for digital conversion and benefit from the leading edge of Cologne, gained by its almost comprehensive broadband provision or extensive fiber optic network.

The start-up ecosystem is another competition advantage; with its 25 start-up centres and co-working spaces, universities, research institutes, events and international cooperations, a lively, diverse and strong network for startups and companies of the region. More than 1.5 billion Euros risk and investment capital is concentrated for startups here.

The University of Cologne, IHK and Stadt Köln (City of Cologne), with the Digital Hub Cologne, have created a platform that promotes the collaboration and cooperation between startups and medium-sized businesses systematically. The support of the digital transformation of mid-size companies and the creation of new digital value chains is the objective.

Start-up entrepreneurs can find latest information about Cologne under [www.startupregion.koeln](http://www.startupregion.koeln). A selection of co-working spaces and start-up centers:

- [www.biocampuskoln.de](http://www.biocampuskoln.de)
- [www.colabor-koeln.de](http://www.colabor-koeln.de)
- [www.gateway.uni-koeln.de](http://www.gateway.uni-koeln.de)
- [www.giz-koeln.de](http://www.giz-koeln.de)
- [www.hq-koeln.com](http://www.hq-koeln.com)
- [www.luna-places.de](http://www.luna-places.de)
- [www.rtz.de](http://www.rtz.de)
- [www.solutionspace.de](http://www.solutionspace.de)
- [www.stahlbau-koeln.de](http://www.stahlbau-koeln.de)
- [www.startplatz.de](http://www.startplatz.de)
- [www.wertheim-koeln.com](http://www.wertheim-koeln.com)
Excellent trading centre, exhibition and conference venue

The central geographical location of Cologne in Europe scores high on its customer potential and optimum transport connections.
The location of Cologne on the Rhine is already well-disposed since the Roman era and it has been the intersection point for all major trade routes for the exchange of goods. Today, around 58,000 jobs subject to social insurance obligation, exist in the wholesale and retail markets of Cologne. With the Hudson’s Bay Company/Galeria Kaufhof and the Rewe Group, Cologne is home to two of the largest international trade groups. Other renowned companies such as Saturn, leading retailer for consumer electronics, and Globetrotter, the biggest outdoor specialty market in Germany, are also present here. The German headquarters and distribution centers of large international companies such as Dyson, JT International or Pernod Ricard, have also favoured Cologne.

The Koelnmesse (Cologne trade fair) presents leading world fairs such as ANUGA, Art Cologne, Asia-Pacific-Sourcing, gamescom, INTERMOT, International Hardware Fair, imm cologne or photokina. The worldwide sixth – largest location for fairs offers space for fairs, congresses, conferences and events with its eleven halls, congress centers and an outdoor area of 100,000 square metres. Thanks to its inner city location and the ICE-station Köln Messe/Deutz, Cologne has one of the most attractive exhibition sites in the world. Koelnmesse plans major investments such as the construction of a Confex hall that can house bigger congress and event formats, up to the year 2030.

Being a city of conferences and conventions, Cologne offers a total of 169 event locations at present, ranging from traditional to modern, and around 300 accommodations with 32,000 beds.

The Schildergasse and Hohe Strasse in the heart of the city are among the most visited shopping streets in Europe. Numerous international chain stores use them as trial markets for their German ventures. Trendy streets such as the Ehrenstrasse or the Mittelstrasse and the Belgian Quarter are very popular amongst the youth.

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**Cologne trade fair**

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition area (in m²)</td>
<td>284,000</td>
</tr>
<tr>
<td>Outdoor areas (in m²)</td>
<td>100,000</td>
</tr>
<tr>
<td>Fairs and exhibitions</td>
<td>80</td>
</tr>
<tr>
<td>Exhbitor from 120 countries</td>
<td>49,000</td>
</tr>
<tr>
<td>Professional visitors (in million) from 220 states</td>
<td>2.7</td>
</tr>
</tbody>
</table>

(Source: Koelnmesse GmbH, Status 2016)

**Accommodation services**

- Hotels 105
- Hotels garnis 144
- Guest houses and similar accommodations 14
- Total no. of offered beds 32,099
- Total guests 2016 (in million) 3.35
- Overnight stays 2016 (in million) 5.8

(Source: KölnTourismus GmbH, Status 01/2017)

**Socioeconomic basic parameters**

- Nationwide average value 100
- Retail trade-purchase power-index 106.6
- Retail trade-purchase power-index in million EUR 7,391
- Retail trade-turnover ratio per resident 120
- Centrality rating 112.6

(Source: IHK Köln, Status 2016)

**Congresses and conferences**

- Event centers 19
- Conference hotels 55
- Event locations 95
- Events 2016 48,700
- Participants 2016 (in million) 3.82

(Source: KölnTourismus GmbH, Status 01/2017)
Innovative research location

The region of Cologne, with around 100,000 students and more than 3,000 researchers, is one of the biggest and most innovative research areas in Europe.
Science and research are excellently positioned in Cologne. The University of Cologne is one of the oldest and biggest universities in Germany and it is designated as the “German University of Excellence” since 2012. The TH Köln/University of Applied Sciences that has almost 19,000 students is the biggest public university for applied sciences in Germany.

Moreover, there are more than a dozen public and private universities with excellent reputation. These include the Deutsche Sporthochschule Köln (German Sport University Cologne) that is a unique institute in Germany equivalent to a university, the Kunsthochschule für Medien (Academy of Media Arts Cologne) and the Hochschule für Musik und Tanz (the University for music and dance) that is the biggest music university in Europe.

It also has non-university research institutes of high international standard. The German Aerospace Center (DLR), one of the biggest German research centers, has its registered office in Cologne. International astronauts train for their mission in the European Astronaut Centre (EAC) of the European Space Agency (ESA) on the premises of DLR. They undergo their regenerative medicine program after returning to the earth in the adjacent envihab. Beside this, four Max-Planck institutes have their domicile in Cologne.

A large number of technology and start-up centres such as the BioCampus Cologne or the Rechtsrheinische Technologie- und Gründerzentrum Köln (Rhenish Technology and Entrepreneurial Center of Cologne) offer the scientists cost-effective offices, labs, and production areas on their way to independence. Research transfer units in companies and universities contribute to open communication, and networks between the economy and the science such as the Kölner Wissenschaftsrunde (Cologne Science Forum) actively support the commercial use of research results.

**Students at Cologne Universities, Winter semester 2015/2016**

<table>
<thead>
<tr>
<th>University / Institute</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universität zu Köln (Governmental)</td>
<td>52,254</td>
</tr>
<tr>
<td><a href="http://www.uni-koeln.de">www.uni-koeln.de</a></td>
<td></td>
</tr>
<tr>
<td>Technische Hochschule Köln (Governmental)</td>
<td>18,772</td>
</tr>
<tr>
<td><a href="http://www.th-koeln.de">www.th-koeln.de</a></td>
<td></td>
</tr>
<tr>
<td>Rheinische Fachhochschule Köln (Private)</td>
<td>5,880</td>
</tr>
<tr>
<td><a href="http://www.rfh-koeln.de">www.rfh-koeln.de</a></td>
<td></td>
</tr>
<tr>
<td>Deutsche Sporthochschule Köln (Governmental)</td>
<td>5,175</td>
</tr>
<tr>
<td><a href="http://www.dshs-koeln.de">www.dshs-koeln.de</a></td>
<td></td>
</tr>
<tr>
<td>Hochschule Fresenius (Location Cologne) (Private)</td>
<td>3,025</td>
</tr>
<tr>
<td><a href="http://www.hs-fresenius.de">www.hs-fresenius.de</a></td>
<td></td>
</tr>
<tr>
<td>FOM Hochschule für Ökonomie und Management (Location Cologne) (Private)</td>
<td>2,904</td>
</tr>
<tr>
<td><a href="http://www.fom.de">www.fom.de</a></td>
<td></td>
</tr>
<tr>
<td>Fachhochschule für öffentliche Verwaltung Nordrhein-Westfalen (Location Cologne) (Governmental)</td>
<td>2,164</td>
</tr>
<tr>
<td><a href="http://www.fhoev.nrw.de">www.fhoev.nrw.de</a></td>
<td></td>
</tr>
<tr>
<td>Katholische Hochschule Nordrhein-Westfalen (Location Cologne) (Private)</td>
<td>1,925</td>
</tr>
<tr>
<td><a href="http://www.katho-nrw.de/koeln">www.katho-nrw.de/koeln</a></td>
<td></td>
</tr>
<tr>
<td>Cologne Business School (Private)</td>
<td>1,891</td>
</tr>
<tr>
<td><a href="http://www.cbs.de">www.cbs.de</a></td>
<td></td>
</tr>
<tr>
<td>Hochschule für Musik und Tanz Köln (Governmental)</td>
<td>1,206</td>
</tr>
<tr>
<td><a href="http://www.hfmt-koeln.de">www.hfmt-koeln.de</a></td>
<td></td>
</tr>
<tr>
<td>Hochschule für Medien, Kommunikation und Wirtschaft (Location Cologne) (Private)</td>
<td>873</td>
</tr>
<tr>
<td><a href="http://www.macromedia-fachhochschule.de">www.macromedia-fachhochschule.de</a></td>
<td></td>
</tr>
<tr>
<td>Fachhochschule des Mittelstandes (Location Cologne) (Private)</td>
<td>568</td>
</tr>
<tr>
<td><a href="http://www.fh-mittelstand.de">www.fh-mittelstand.de</a></td>
<td></td>
</tr>
<tr>
<td>Kunsthochschule für Medien Köln (Governmental)</td>
<td>338</td>
</tr>
<tr>
<td><a href="http://www.khm.de">www.khm.de</a></td>
<td></td>
</tr>
<tr>
<td>Hochschule Döpfer (Location Cologne) (Private)</td>
<td>212</td>
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<tr>
<td><a href="http://www.hs-doefer.de">www.hs-doefer.de</a></td>
<td></td>
</tr>
<tr>
<td>praxisHochschule (Location Cologne) (Private)</td>
<td>177</td>
</tr>
<tr>
<td><a href="http://www.praxishochschule.de">www.praxishochschule.de</a></td>
<td></td>
</tr>
</tbody>
</table>

(Source: IT.NRW, Statistisches Jahrbuch NRW 2016)
High expert potential

Highly qualified and motivated experts ensure sustainable success of companies in the metropolis on the Rhine.
A positive economic development requires a sufficient supply of highly qualified human resources. Cologne offers adequate answers to the core questions regarding the sustainable assurance of the supply of experts. Politics, economy and science have already acknowledged since long that the competition for these talents will only increase in the coming years.

The economy of Cologne can access its functioning network for attracting qualified employees. The Cologne Chamber of Commerce and Industry as well as the Cologne Chamber of Skilled Crafts provide consultation and information regarding requirements related to skilled manpower. A central motive thereby is also to collate intelligent minds and provide them with further training.

The recognition of international professional qualifications is also gaining increasing significance. Employers and personnel with an immigration background benefit from the development of this new expert potential. They can avail of better opportunities in the job market.

But even the excellent academic landscape that includes the University of Cologne and the science institutes, ensures the quality of the trainees.

Around 100,000 students study simultaneously at the universities of the Cologne region and offer local companies an excellent workforce potential of approx. 11000 graduates every year.

In times of skill shortage, even college dropouts have become an actual target group for employers. The initiative “Changeover” offered by the Kommunales Bündnis für Arbeit (Communal federation of labor) in Cologne and conceptualised together with the Lernende Region – Netzwerk Köln e.V. (Learning region – network Cologne) offers support to students as well as to companies.

Even the funded vocational training ensures the supply of highly qualified youth to the job market. Multinational companies thereby obtain skilled personnel at their local sites and perhaps even for their subsidiaries in foreign countries via exchange programs. The German dual education system is a successful model since years and has been copied all over the world.

The development of the total population till 2040 predicted by IT.NRW will, as per today’s perspective, continue to increase the supply of skilled manpower in the future.

The following are some of the first contact partners in your search for experts:

www.arbeitsagentur.de
www.hwk-koeln.de
www.ihk-koeln.de
www.jobcenterkoeln.de
www.umsteigen-koeln.de
Metropolis for a good life

Cologne is a city of young people, the average age in Cologne is just 42 years. According to the survey of the business magazine Forbes, Cologne occupies the 8th position in the most attractive metropolises in the world for the youth.
The lifestyle of Cologne complements its solid location factors and makes this metropolis a place worth to live in – whether temporarily or permanently. A wide range of attractive shopping offerings and top events such as Art Cologne, c/o pop, ColognePride, Cologne Carnival, Kölner Lichter, lit.Cologne, Romanischer Sommer, Summerjam or the Christmas markets attract millions of visitors every year.

The Cologne Cathedral, UNESCO- world heritage and the most visited historical monument of Germany, acts as magnet for visitors. The twelve big Romanesque churches imprint unforgettable impressions in the minds of the visitors.

The artistic landscape of Cologne that houses over 40 museums, 110 galleries and several studios enjoys an international standing. Unique and world-famous collections are shown at in the Wallraf-Richartz-Museum/Fondation Corboud, the Museum Ludwig or the Rautenstrauch-Joest-Museum.

On account of its several renowned artists and numerous events, Cologne has become one of the most important cities for music lovers. The Cologne opera and the Philharmonic hall of Cologne, home to the Gürzenich Orchestra, enjoy an excellent reputation with world-class stars. International pop stars are tempted to perform in the LANXESS arena with its capacity of 22,000 viewers, the most visited multifunction hall in Germany, or in the RheinEnergie Stadium. Several smaller locations that offer jazz, pop and club culture beyond the mainstream are also popular among artists and fans.

Sports in Cologne stands for major top-class events and competitions as also for modern sports facilities, scientific institutions and establishments, numerous mass sports as well as top sports programs, and for an enthusiastic public. Two professional clubs – 1. FC Köln and Kölner Haie – play for Cologne in the first league. The Cologne marathon, the sole sports university of Germany and the German Sports & Olympic Museum profile Cologne as a city of sports.

Innumerable green areas, parks, forests and water bodies and even the Cologne zoo make Cologne a green city, offer space for leisure and relaxation and contribute to the very high quality of life in the metropolis.

### Evening/Night life
- Cinema halls: 46
- Theaters: 60
- Galleries: 110
- Museums: 40
(Source: Stadt Köln, FFA Federal Film Board, Status 2016)

### Sport
- Municipal sports facilities: 108
- Sport area (in m²): 4,669,076
(Source: Stadt Köln, Status 2017)
- Municipal halls, open and combined baths, natural bathing pools: 14
(Source: KölnBäder GmbH)
- Sports club: 743
(Source: Landessportbund NRW, Status 2016)
Individualised site offerings

Whether settlements, company expansions, company relocations or flexible job-related solutions: Cologne has suitable sites for all.
An expanding economy requires offerings of locations. Cologne has a large number of attractive business parks and can offer commercial premises of different sizes and for different types of uses in the entire city area.

Right from start-up entrepreneurs to big companies that are on the lookout for new sites, whether a property for purchase, lease or rental, will find well-matched offerings in Cologne. The offerings of the city include private and public areas, and range from undeveloped or developed lands, to commercial areas of all types, to office premises.

Thematic focuses are a mark of the innovative city development in Cologne: Thus special commercial areas defined in the “special location program of handicrafts, small and midsize enterprises” (SMEs) are especially aimed at fulfilling the needs of these enterprises and industries.

Cologne is also equipped to fulfil the constant demands for innovative and flexible workplace solutions. It offers a wide range of services for offices at multiple business centers. Besides fully furnished rooms, e.g. high-class conference rooms are available in varying sizes for long-term and short-term lease. Almost all the reputed providers are present in Cologne.

A wide spectrum of suitable sites is available for start-up entrepreneurs in the form of coworking spaces and start-up centers. Fully furnished, small offices or individual workplaces, high-class infrastructure, coaching and a good network enable young companies to develop and implement their business models successfully.

Individual offers are especially made to young talent in the media or biotechnology and life sciences or support technology companies in start-up phases.

Apart from this, cost-effective areas are available for temporary use in addition to the intermediate use of empty, reusable commercial, storage and office areas as also shops and restaurants.

<table>
<thead>
<tr>
<th>Land utilization (in km²)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>– Total area of the city</td>
<td>405.02</td>
<td></td>
</tr>
<tr>
<td>– Building and open premises, factory space</td>
<td>135.34</td>
<td></td>
</tr>
<tr>
<td>– Traffic area</td>
<td>66.17</td>
<td></td>
</tr>
<tr>
<td>– Forest area</td>
<td>67.24</td>
<td></td>
</tr>
<tr>
<td>– Area under agriculture and gardening</td>
<td>68.83</td>
<td></td>
</tr>
<tr>
<td>– Rest area</td>
<td>43.05</td>
<td></td>
</tr>
<tr>
<td>– Water area</td>
<td>19.88</td>
<td></td>
</tr>
</tbody>
</table>

(Source: IT.NRW, Status 31.12.2015)

<table>
<thead>
<tr>
<th>Lease shops</th>
<th>Reference values exemplary for 50 – 100 m² (in EUR/m²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best locations</td>
<td>120 – 190</td>
</tr>
<tr>
<td>very good inner city business locations</td>
<td>55 – 95</td>
</tr>
<tr>
<td>good inner city business locations</td>
<td>20 – 35</td>
</tr>
<tr>
<td>Local shops</td>
<td>10 – 30</td>
</tr>
</tbody>
</table>

(Source: IHK Köln, Status 04/2016)

<table>
<thead>
<tr>
<th>Lease office spaces (in EUR/m²)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Top locations</td>
<td>13 – 21</td>
<td></td>
</tr>
<tr>
<td>Preferred office locations</td>
<td>11 – 18</td>
<td></td>
</tr>
<tr>
<td>Simple to average office locations</td>
<td>6 – 11</td>
<td></td>
</tr>
</tbody>
</table>

(Source: IHK Köln, Status 04/2016)
Cologne business development

The Office of Economic Development supports companies in many issues concerning general business location, real estate offers, approvals, competitiveness or the employability of employees.
Business Service
The Business Service offers every company interested in Cologne personal consultation and unbureaucratic support within the municipality. It guides companies in all official matters and advises them on matters related to Cologne as a business location in case of queries.

- New settlements
- Company expansions or company relocations
- Issues regarding the municipality (e.g. planning regulations, construction approvals, monument protection, green space compensation etc.)
- Mediation of commercial properties or existing properties
- Mix of structures and industries in commercial premises
- Business location Cologne
- Business networks in Cologne
- Events for Cologne-based companies

Subsidy consultancy
The subsidy consultancy supports in the search for a suitable promotion program for investments or innovative ideas. Many financial support offers are made by the European Union, the Federal Government or the State of Northrhine-Westphalia, especially for the areas innovation, research and development, energy efficiency and environmental protection.

Start-up consultancy
The STARTERCENTER NRW offers full support on the way to independence. Right from the first orientation discussion to support in the preparation of a business plan, subsidy consultancy or as recognised competent authority for making professional comments in the framework of social laws.

International Business Development Division
The International Business Development Division guides and supports foreign entrepreneurs, who are interested in Cologne as a business location or who are already settled here. Besides comprehensive location information, e.g. the following services are also offered:

- Support for company setup
- Support for approval procedures and obtaining work permits and residence permits
- Support in searching suitable properties
- Mediation between cooperation partners
- Support in the search for school or nursery

Office for Science and Innovation Development
The Office for Science and Innovation Development coordinates the engagement of the city for the science landscape in the Cologne region. It is the central contact point for scientific institutes and queries about the scientific location, and it represents the city in regional and nationwide initiatives, panels and working groups regarding Cologne as a science region, and forms the office of the Cologne Science Forum, the network of the University of Cologne and research institutes.

Special emphasis is laid on identified countries such as China, India, Turkey and Brazil, for whom special country desks were set up. The entrepreneurs from these countries are partly even provided consultation in their respective mother tongues.

The target of foreign acquisition is to strengthen Cologne as a bridge head for foreign companies.

The Media and Internet Business Unit is the contact partner for the further conceptual development and design of Cologne as a media and internet location. It interconnects many initiatives and players in the sector, opens up communication options through events, accompanies start-ups and companies interested in establishing here, and provides impulses for future developments. It ensures future sustainability and success of local companies by promoting numerous measures for reinforcing the individual sub-sectors, particularly with respect to ensuring skilled personnel and successful digitalization.
Contacts

In case of queries regarding the establishment of companies in Cologne and the employment of foreign nationals, you will find suitable offerings and information at the following institutions:

City of Cologne

Office for Economic Development
Willy-Brandt-Platz 2
50679 Cologne
Phone: +49 (0) 221 221-257 65
Fax: +49 (0) 221 221-266 86

wirtschaftsfoerderung@stadt-koeln.de
www.stadt.koeln
www.wirtschaft.koeln

Media and Internet Business Unit
Willy-Brandt-Platz 2
50679 Cologne
Phone: +49 (0) 221 221-2 38 76
Fax: +49 (0) 221 221-2 64 06

medien@stadt-koeln.de
www.stadt.koeln

Office for Public Order
Foreigners affairs
Ottmar-Pohl-Platz 1
51103 Cologne

Academic service
Hotline: +49 (0) 221 221-9 33 81
auslaenderamt-migration-info@stadt-koeln.de

Student service
Hotline: +49 (0) 221 221-9 34 50
auslaenderamt-studium-info@stadt-koeln.de

Cologne Chamber of Commerce and Industry
Unter Sachsenhausen 10 – 26
50667 Cologne
Phone: +49 (0) 221-1640 0
Fax: +49 (0) 221-1640 129

service@koeln.ihk.de
www.ihk-koeln.de

NRW.Invest GmbH
Völklinger Str. 4
40219 Düsseldorf
Phone: +49 (0) 211-13 00 00
Fax: +49 (0) 211-13 00 01 54

nrw@nrwinvest.com
www.nrwinvest.com
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