Economy, Education and Untainted Joie de Vivre

A City in Transformation

Here

Life is worth living

BUNDESGARTENSCHAU HEILBRONN
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“Everything one’s eyes can see is fertile,” said German poet and playwright Johann Wolfgang von Goethe when he let his gaze wander over Heilbronn from Wartberg hill in the late 18th century. This holds true today more than ever. Württemberg’s oldest wine-growing city is undergoing substantial transformation. Cutting-edge education institutions mushroom. The capital of world market leaders never stops to take a breath, which is why products and ideas from Heilbronn are succeeding everywhere on this planet. And every single day people still enjoy the gorgeous scenery so admired by Goethe looking down on Heilbronn, either strolling through vineyards or along the Neckar river at the very centre of the city.”

Harry Mergel, Lord Mayor
Made in Heilbronn

**Economic powerhouse.** We roll up our sleeves and get the work done. Usually, we do not shout it out to the world at the first opportunity. But actually we must admit that we indeed have the highest density of world market leaders in all of Germany - and that is quite something to be proud of. But by no means are all of the roughly 100 market leaders residing here large industrial corporations. The economic strength of the Heilbronn-Franconia region is underpinned by medium-sized companies which oftentimes are not so well known. We call them the hidden champions. And Heilbronn, the principal city of this region, is situated right at its centre.

Automotive suppliers and their “Made in Heilbronn” high-tech solutions are in particular high demand internationally. But we also supply globally successful products to the mechanical, plant construction and electrical engineering industries, as well as in the packaging, (luxury) food and beverages sectors.

Many well-established commercial enterprises, crafts businesses and B2B service providers benefit from the traditionally high concentration of companies and the strong economic performance of the growth region.
Heilbronn is one of Germany’s most dynamic cities coming in 9th of all cities ranked nationwide.

Dynamik-Ranking
Heilbronn is a city in transformation. Not only can the pace of change be felt by the people living here, it is also corroborated by evidence. For several years in a row, Heilbronn has made it to the top ten group of the most dynamic German cities in a ranking published by WirtschaftsWoche business news magazine. Among other things, this is due to the city’s vibrant economy. Job prospects are good, and the relative number of jobs is particularly high. There seems to be quite something in the air hereabouts that wakes a spirit high. There seems to be quite something here that makes people live here.

FACTS AND FIGURES

Area
City 99.88 km² / 38.56 sq mi
47% Agriculture
36% Settlement and traffic
14% Forest
3% Other uses

GPS Coordination
49° 8’ 33.694” N 9° 12’ 39.164” E

Population
City of Heilbronn: 126,557

Labour market
16,370 Employed persons
24% Manufacturing industry
25% Trade, commerce, transport
51% Other services

Average remuneration
Euro 39,823 per employed person

Number of companies and businesses
Registered with the Chamber of Industry and Commerce: 9,239
Registered with the Chamber of Crafts: 1,626

Economy
GDP: Euro 4.4 bn
Retail industry
Purchasing power: Euro 690 m
Retail sales: Euro 942 m
Retail centrality: Euro 136.5 m

* 1 BaWü Statistical Office (as of 31 Dec 2015)
* 2 Municipal register of residence
* 3 statistik-bw.de
* 4 VGRdL, 2015 Federal State Accounts
* 5 GFK Geo Marketing, as of 2017

Hidden Champions
Yes, we have them here. Heilbronn can boast giants, such as Audi, Intersport or Schwarz Group with its Kaufland and Lidl brands. However, companies which are not that well-known equally contribute to the economic might found in this region. The Marbach company, for example, holds the lion’s share in global cutting dies for cardboard packaging. We are prepared to bet a substantial amount of money on there being several packagings made with Heilbronn punching technology in every household. Amphenol-Tuchel Electronics is another less well-known Heilbronn success story. The electric connectors made by the company for instance help illuminate Eiffel Tower beautifully at night. But who has ever heard of them?

From Innovative Ideas to Profitable Companies
Successful Heilbronn entrepreneurs have a penchant for up- and coming local companies. A unique funding culture is one of our hallmarks. By means of the so-called Heilbronn Future Fund and the Neckar Venture Forum, renowned entrepreneurs from the Heilbronn-Franconia region make sure new ideas from areas such as medical technology, IT as well as software engineering or the industrial internet do not fail just because of financial imponderabilities. Talented entrepreneurs will find everything that they might need in the future-oriented Wühlriegel industrial park, the hip innovation park and the Heilbronner Innovationfabrik (Heilbronn Innovation Factory). And in a more professional environment than in any Silicon Valley garage, too. Cross our heart.

ECONOMIC POWERHOUSE
HERE LIFE IS WORTH LIVIN’
Every other year, garden lovers flock to a different German city to feast their eyes on a sea of blossoms at the Federal Horticultural Show (BUGA). After going without one for 42 years, the Federal Horticultural Show returns to Baden-Württemberg. Heilbronn is pulling out all the stops to put its best foot forward with an unprecedented combined garden show and city exhibition from 17 April to 6 October 2019.

Garden Show
For the first time in its history spanning almost 70 years and true to its “Blossoming Life.” theme, the Federal Horticultural Show symbiotically merges the finest of gardening and top-notch urban architecture. Park and meadow landscapes on the waterfront, a multitude of different gardenscapes and inspiring flower shows converge with an ensemble of compact buildings right in the middle of the city. Thanks to this new format, the Heilbronn Federal Horticultural Show will attract both garden lovers and visitors interested in urban development and inner-city life.

City Exhibition
Located at the core of the Federal Horticultural Show premises, the city exhibition doubles as the first construction phase of the new Neckarbogen urban district. The first residents will already have moved in when the Federal Horticultural Show opens its gates. On the buildings’ ground floors, however, the public may still visit exhibitions on the building materials of the future, digitization or mobility. Once the Federal Horticultural Show ends, the area will develop into a buzzing new urban quarter as more people move in.

Events
With its comprehensive line-up of events featuring national artists and local players alike, the Heilbronn Federal Horticultural Show is a garden party lasting all summer long. The musical range will cover classical, pop and jazz music, but the programme will also include theatre and dance performances, literature shows as well as talks and sporting activities. Cultural diversity will be at home on several stages and all over the grounds.
The Downtown Campus

Education hub. A university, university of applied sciences, cooperative state university, business school and a not-for-profit educational institution – all combined on one state-of-the-art campus right in the middle of the city. Where else would you find such a unique concentration?

What makes us stand out from other cities is our wide range of education institutions, which are tailored to the needs of children, young persons and adults alike. Life-long learning is what we believe in because you never stop learning - whatever you do.

The Education Campus run by the Dieter Schwarz Foundation is home to state-owned and private universities offering an exceptional range of courses with a practical orientation. Take the Baden-Württemberg Cooperative State University (DHBW) for example. Where else would young people be able to study courses such as food management if not in the stronghold of food retailing that is home to giants such as Lidl and Kaufland? Right next door, they may complete a master’s programme in tandem with working at the DHBW’s ‘Center for Advanced Studies’.

The privately-run German Graduate School of Management and Law (GGS) focuses on international management and law courses. Starting in autumn 2018, GGS will merge with the new location of Munich Technical University (TUM). TUM will open a teaching and research facility on the Education Campus focusing on digital technologies management, entrepreneurship and family-run companies. The first two master courses will kick off in October 2018. Students will also be able to work towards their doctorate. The University of Applied Sciences offers courses in engineering sciences, economics and IT; besides the downtown Education Campus location it runs another three facilities: in Heilbronn-Sontheim and the nearby cities of Schwäbisch Hall and Künzelsau. Beyond that the Innovative Education and Management Academy (aim) provides free-of-charge advanced training for educators as well as classes for children and young persons. As you can see, our education sector is thriving – and the locals appreciate the growing number of students all over their city. Soon, there will be 10,000 of them. The Dieter Schwarz Foundation also supports another extraordinary institution that fosters life-long learning – the experimenta science centre. Thanks to its spectacular extension, including the so-called Science Dome and a planetarium, Heilbronn will be home to Europe’s most innovative science centre. The building, created by the Berlin-based Sauerbuche Hutton agency for architecture, urbanism and design, is absolutely stunning in its own right. Once the extension is completed, people of all ages from all over Europe will meet there to marvel at technology and natural science exhibits.

The Heilbronn Education Campus is a project unlike any other in Germany. This is the first time that three education institutions offering learning geared towards the different phases of life are brought together in one place - from early childhood education to academic degrees and continuing education.
New experimenta. Welcome to a New Dimension of Science Centre.
Following its reopening in March 2019, the new almost 25,000 m² (~270,000 ft²) experimenta will be Germany’s largest and most innovative science centre inviting visitors into a unique world of knowledge and experience.

Discovery Worlds
More than 270 interactive exhibits in four themed worlds take visitors on a journey of research and discovery. In four extraordinary glass-walled studios they can let their creativity run wild. At new experimenta everybody may become an interactive researcher. Do you want to be a weather god, soar in a paraglider or follow a car crash in slow motion? No problem. 275 hands-on exhibits take visitors on a journey of discovery. At selected talent stations visitors may find out more about themselves and explore their capabilities. Four glass-walled studios permit them to let their imagination run wild and create something new - they may produce an animated film, compose a piece of music or produce their own vehicle at the workshop and assembly bench.

Research Worlds
In the future, the existing building will house nine laboratories with state-of-the-art equipment complemented by a extensive range of courses for school classes and kindergarten groups, a research centre for school students and a Science Maker Space for inventive young minds as well as an interesting forum with the latest news from science and research.

Experience Worlds
A must-see of new experimenta is the Science Dome with its 700m², 360° dome screen and revolving auditorium. This unique combination of theatre and planetarium will delight the audience with laser and experimental shows, science theatre performances and 3D shows. The observatory will thrill young and old star-gazers with a fascinating programme. And an experimental theatre company will stage amazing performances for children up to the age of ten.

“MS experimenta” Laboratory Ship
In early 2018 the 105 m long “MS experimenta” laboratory barge – a floating science centre equipped with two large labs and an exciting interactive activity space boasting a sound workshop, research studio and car garage - began operating with a diverse programme of activities. On Sundays and during school holidays the activity programme is also available to the general public.

Ship ahoy! MS experimenta, a laboratory barge of a special kind.
Colourful and Diverse Heilbronn

Open-minded. Being a truly multi-cultural society makes us strong. People hailing from more than 140 nations live together in our city, and their diverse cultural backgrounds enrich our lives in manifold ways. Their culinary heritage as well as their contributions to community life and our festivals reflect the colourful world that is our city culture. Strong civic engagement and a pronounced heritage of foundation work lend expression to our city’s open-mindedness.

Families welcome! We believe that early childhood education and modern childcare facilities even for the youngest are a must. This is why kindergarten is free of charge in Heilbronn. When it comes to full-day childcare after school we are also at the very top of the table. More than one out of every two primary school children have registered for one of our offers.

Heilbronn is home to more than 400 clubs, associations and societies. A quarter of the population is enrolled in sports clubs – and the number of countless volunteers is incalculable, especially in the area of children and youth work. One of Heilbronn’s most successful athletes is Olympic gold medallist Carina Bär.
Always something going on
Be it the Trollinger Marathon, Horse Market, Street Food Festival, the Long Night of Culture or the Fun Fair – there is plenty of action going on all year long, and everybody who has enjoyed the experience once will want to come back again and again. Sports, culture and wine are the three leitmotifs shared by all of our events. There is something on offer for everyone, and abundantly so.

Everything revolves around wine
Nothing symbolises Heilbronn’s joie de vivre better than the locals’ love for their cultural heritage that is wine. Growing wine is quite clearly a matter close to people’s hearts here. And this has been the case for quite a long time – as a matter of fact, 1,250 years of wine-growing history make Heilbronn Württemberg’s oldest wine-producing city.

The festival of festivals. The Heilbronn Wine Village is particularly characteristic of our region. There, you can meet everyone and their uncle. 360 different wines produced by family winemakers and cooperatives alike furnish proof of the local wine sector’s performance. Such a broad choice in just one place also delights our guests year after year – this is why we sometimes also refer to our Wine Village as Germany’s largest al fresco wine tasting.

Joie de vivre. Work hard, party hard and enjoy life to the full. This is what we believe in. And this is why one festival follows another in Heilbronn. We love and nurture our unique wine culture and enjoy the countryside close to our city, which also inspires us over and over again with its varied cultural programme.

Joie de vivre
Joie de vivre

Culture
The city’s broad spectrum in the field of culture caters for old and young alike. Heilbronn’s theatre with its many stages, the municipal museums, the events organised by the city archive as well as fringe theatre performances and a very active independent cultural scene offer top-notch entertainment all year round.
Top-class art. Vogelmann Art Gallery is a Heilbronn museum renowned for its crowd-pulling exhibitions such as “Beuys for all – Multiples” (2011) or, more recently, “Emil Nolde – a Retrospective on Paper” (2018).

Heilbronn, a city of music. Life in Heilbronn is closely interwoven with music. Numerous events held in the city centre are dedicated to music such as “Jazz and Shopping” or “The Magic of Voices”. Concerts by the Heilbronn Symphonic Orchestra and the Württemberg Chamber Orchestra are permanently sold out. And then there are music festivals such as Haigern Live. The musical scene spans from classical music to pop tunes throughout the year.

Heilbronn benefits from its unique location: The vineyards reach all the way down to the edge of city. There are 50,000 trees within the city centre, not counting the ones in the extensive municipal forest. Parks and gardens such as Wertwiesenpark and Pfühlpark add to the unique mixture of nature and urban life.

The Neckar River doubles as a second city centre. The river winds its way through the city – and in the warm months visitors love to spend time along its banks just as much as the locals. On the river itself you may encounter rowing boats, canoes or pedalos as well as excursion boats headed for Heidelberg. No matter whether you prefer to stick your feet in the sand at a beach bar, enjoy stand up paddling or take part in a guided canoe tour – there are many ways to be close to the river right in the city. Along the so-called Neckar Mile, you will find southern Germany’s highest concentration of restaurants and pubs along a river bank. In fact, this is the perfect place to take a stroll and unwind and relax!

One city - many stages. Next to Heilbronn’s theatre with its main hall, comedy hall and BOXX young theatre stage, the city is also home to an array of small stages, such as Sontheim’s Old Theatre or the fringe theatre stage at Kaffeehaus Hagen. A true gem among Heilbronn’s venues is the Theatre Barge, which anchors on the Neckar River in the city centre all year round.

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The city is teeming with action. Heilbronn’s shopping mall was built right in the middle of the city centre instead of on a green-field site outside its limits. Fleiner Strasse and Kaiserstrasse are home to a multitude of shops and stores. Our top-secret tip, however, is a shopping spree through the many small owner-run boutiques, where you may find quite exceptional pieces and unusual fashion.

Shopping and indulging. The benefit of a “small large city”, as Heilbronn is sometimes affectionately called, are short distances. Everything is located next to everything else. More than 600 shops and stores are based at the heart of the city alone. What a blessing it is that worn-out shoppers will never have to struggle to find a place to eat and drink, either. For example, they may retire to one of the 20 or so restaurants, shops and hotels located at Neckar Mile that provide a perfect view of Heilbronn’s favourite promenade. However, the restaurant density in other pedestrian zones such as Sülmerstrasse is absolutely on par with what you may find near the river.

Only the best of the best will do. This is why Heilbronn restaurants proudly present the crème de la crème of Swabian cuisine united on one single plate: Pork fillet medallions are served with mushroom cream sauce, small Swabian-style raviolis, fried potato dumpling fingers, and homemade Spätzle pasta along with a fresh and crunchy salad. This unbeatable and, admittedly, somewhat substantial composition is an obligatory item on Swabian menus in Heilbronn restaurants.
Nowhere but here ... 

Kathy of Heilbronn. They say all good things come in threes, and it is no different when it comes to the city’s beautiful representative. Kathy and both her doubles have been Heilbronn’s symbolic figures since at least 1872. The most likely fictitious character became famous thanks to her inventor, poet Heinrich von Kleist, who chose Kathy of Heilbronn to be the protagonist in his five-act drama of the same name.

Ever been to one of our wine taverns? Our wine makers run their own rustic taverns – locally called “Besen” (broom) – and traditionally put out, exactly, a broom to show they are open. You may find about 20 such places in our city.

There are many wine-growing cities. But we dare say our city is particularly committed to its drink of choice. We even serve Trollinger red wine to runners participating in the local marathon.

Hereabouts, one pays tribute to the few historic buildings that were not completely destroyed in the war. St Kilian’s Church, with its western tower designed by Hans Schweiner and the renowned altar carved by Hans Seyffer, is first and foremost among them.

The city hall with its decorative astronomic clock also stands as a proud testament of the city’s remarkable past. Heilbronn towers reflect both tradition and innovation – take Kaiser’s Turm (Kaiser’s Tower), for example, a representative of the modern structures with a fancy club at its top, or Bollwerksturm (Bulwark Tower), a remnant of the city wall that dates back to the Staufer age.
Heilbronn's environs make an impression, too

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