

A City Reinvents Itself

**HIN** Heilbronn

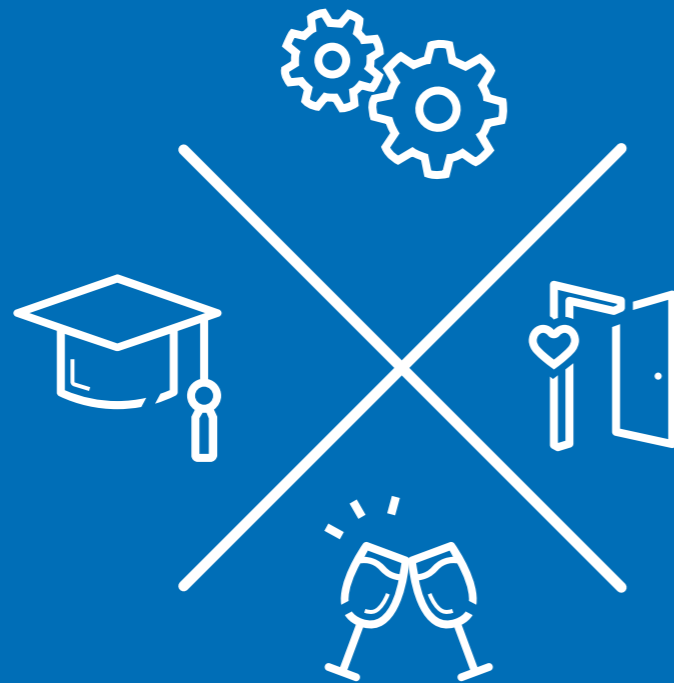
# Economy, Education and Untainted Joie de Vivre



Here

Life is  
worth living

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# A Multi-Faceted City

**“Everything one’s eye can see is plentiful.** This is how Johann Wolfgang von Goethe, the eminent figure of German literature, once described what he saw he when he let his gaze wander over Heilbronn from Wartberg hill. Today, this holds true more than ever, as Württemberg’s oldest wine-growing city is currently undergoing a highly dynamic development process. Following the establishment of a number of cutting-edge educational facilities, Heilbronn keeps growing and has deservedly been dubbed a “City of Knowledge”. In 2020 the city even gained the title of university city. In the capital of world market leaders, people knuckle down and get things done, which is why products and ideas from Heilbronn succeed all over the world. And the landscape admired by Goethe visiting Heilbronn’s much-loved vantage point in his days is still enjoyed every single day by the people living here – be it in the vineyards or near the Neckar River at the very centre of the city.”

Harry Mergel, Lord Mayor



# super in the mornings



**ECONOMIC POWERHOUSE**  
We have around **100,000** jobs to offer.



For more than 10 years kindergarten has been **free** for 3- to 6-year-olds.

# hero in the evenings



# 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.



Being the heart of the modern and future-oriented “Wohlgelegen” industrial park, the WTZ Tower is ideally situated close to the Neckar river and the city centre. As the hub of the modern Wohlgelegen Future Park, the WTZ Tower also constitutes the perfect location for numerous young high-tech companies and offers optimum conditions for conferences and congresses alike.



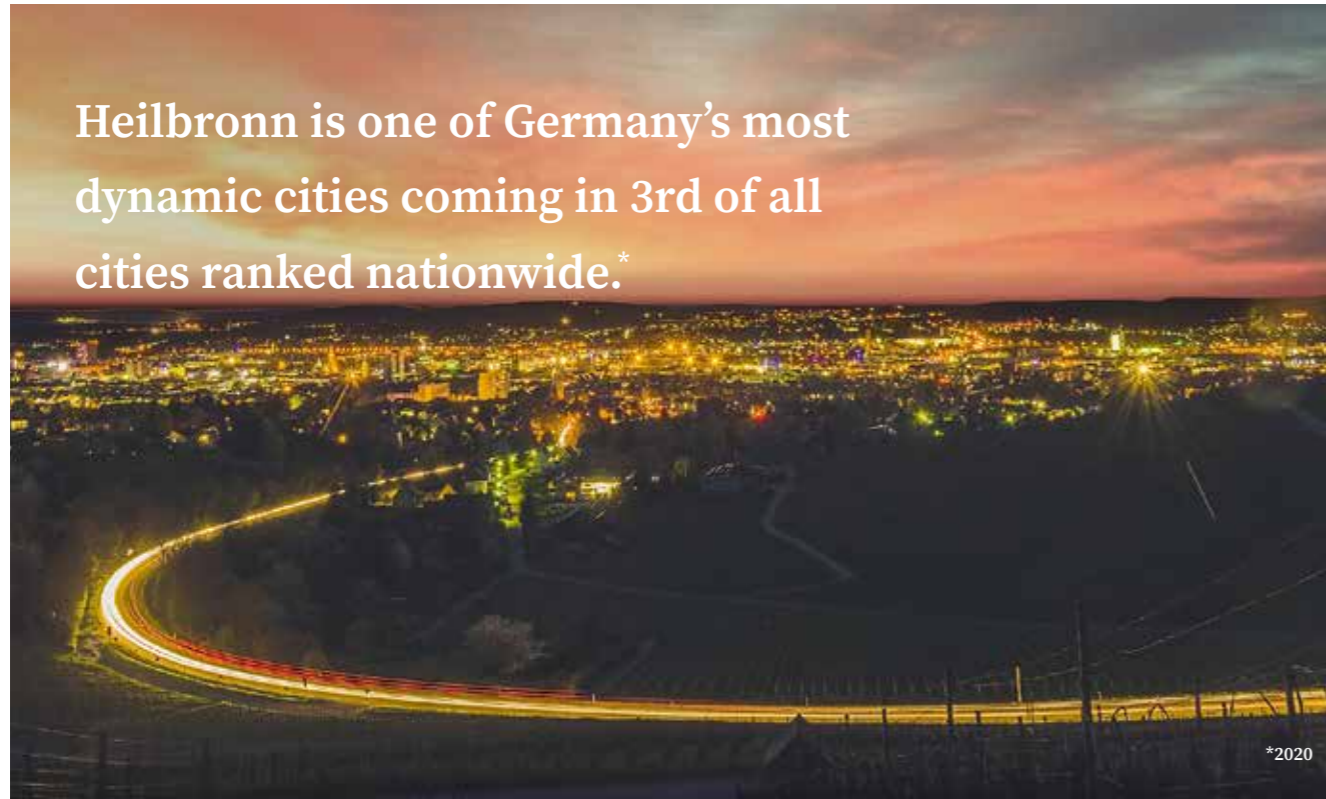
Many well-established commercial enterprises, crafts businesses and B2B service providers benefit from the traditionally high concentration of companies and the strong economic performance of the growth region.



INTERSPORT, the world’s largest trade cooperative for medium-sized sporting goods retailers, is headquartered in Heilbronn. Retail giants Lidl and Kaufland are further notable employers in Heilbronn and the neighbouring city of Neckarsulm.



Heilbronn is one of Germany's most dynamic cities coming in 3rd of all cities ranked nationwide.\*



#### Dynamism Ranking

Heilbronn is a city on the up. Not only can this be felt by the people living here, but it is also corroborated by evidence. For several years in a row, Heilbronn has been among the top 10 cities in the nationwide dynamism ranking published by the specialized press. Among other things, this is due to the city's vibrant economy. Job prospects are good, and the overall number of jobs is particularly high. There seems to be quite something in the air hereabouts that wakes a spirit of inventive genius in companies. For example, the world's first multi-crystalline solar cell was developed in Heilbronn. His legendary Erbswurst (or pea soup sausage) made Carl Heinrich Theodor Knorr the global pioneer of bag soups. And to this very day, the city, which is situated right in between the Stuttgart, Nuremberg and Rhine-Neckar metropolitan regions, belongs to the most advanced economic areas on this planet. Why is that so? Well, we do not rest on our laurels – quite the opposite is true. “No other city of a similar size is currently investing so ambitiously in its future as is Heilbronn,” says Harry Mergel, the city's Lord Mayor. And right he is. After all, some 2,000 residential units will be

built over the next few years in Heilbronn, whereas other German cities are lamenting a housing shortage. In 2019, the new experimenta, Germany's largest science centre, opened its gates in Heilbronn. At the same time, a completely new and green city quarter began growing on the premises of the former Federal Horticultural Show, a beacon project of urban planning beyond any doubt. The Neckarbogen district and individual projects within this quarter have already fetched numerous awards, most recently the 2020 German Urban Development Prize. Counting 126,500 inhabitants, Heilbronn will see through construction projects worth roughly Euro 1bn during these years.

#### Favourable Location

Situated at the heart of the world market leaders' region, Heilbronn is also located within easy reach of other conurbations, such as the Rhine-Neckar Metropolitan region, Nuremberg or Stuttgart. The temperatures here are among the highest in the Federal State of Baden-Württemberg, a godsend for all the wine makers who created a unique cultural landscape around Heilbronn over the course of time. The city can look back on 1,250 years of wine-

growing, which makes it Württemberg's oldest wine-producing city. So, it comes as no surprise that the wine sector in this day and age remains an important industry that continues to leave its stamp on Heilbronn as a city and plays a significant role in tourism marketing.

#### Economy and education are inextricably linked.

One strength of Heilbronn's economy certainly is the close cooperation with local educational institutions, first and foremost the Education Campus (Bildungscampus) run by the Dieter Schwarz Foundation. Thanks to the existing networks of manufacturers, suppliers and research institutions, all of them located closely to one another, learners benefit from a multitude of collaboration and synergy effects – and they make ample use of them.

#### Future-oriented and sustainable

Heilbronn is fully aware of the responsibility that comes with being a large city. Therefore, matters of climate protection are managed at the top level of municipal administration. The areas of energy management and sustainability play an important role in all municipal decisions, as well.



#### 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 packagings. 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 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 or the industrial Internet do not fail just because of financial imponderabilities. Talented entrepreneurs will find everything that they might need at the Innovation Factory Heilbronn (Innovationsfabrik Heilbronn, IFH) as well as at the Wohlgelegen Future Park (Zukunftspark Wohlgelegen) and hip Innovation Park (Innovationspark hip). And in a more professional environment than in any Silicon Valley garage, too. Cross our heart.

#### FACTS AND FIGURES



#### Area

City 99.88 km<sup>2</sup> / 38.56 sq mi \*<sup>1</sup>  
47% Agriculture \*<sup>1</sup>  
36% Settlement and traffic \*<sup>1</sup>  
14% Forest \*<sup>1</sup>  
3% Other uses \*<sup>1</sup>

#### GPS Coordinates

49° 8' 33.694" N 9° 12' 39.164" E

#### Population

City of Heilbronn: 126,164 \*<sup>2</sup>

#### Labour market

96,900 Employed persons (2017) \*<sup>1</sup>  
24% Manufacturing industry \*<sup>1</sup>  
23% Trade, commerce, transport \*<sup>1</sup>  
53% Other services \*<sup>1</sup>

#### Average remuneration

Euro 41,925 per employed person (2017) \*<sup>3</sup>

#### Number of companies and businesses

Registered with the Chamber of Industry and Commerce (2018): 8,180 \*<sup>4</sup>  
Registered with the Chamber of Crafts: 1,535 \*<sup>4</sup>

#### Economy

GDP: Euro 6.5 bn (2017) \*<sup>1</sup>

#### Retail industry

Purchasing power: Euro 731 m \*<sup>4</sup>  
Retail sales: Euro 998 m \*<sup>4</sup>  
Retail centrality: Euro 156.3 m \*<sup>4</sup>

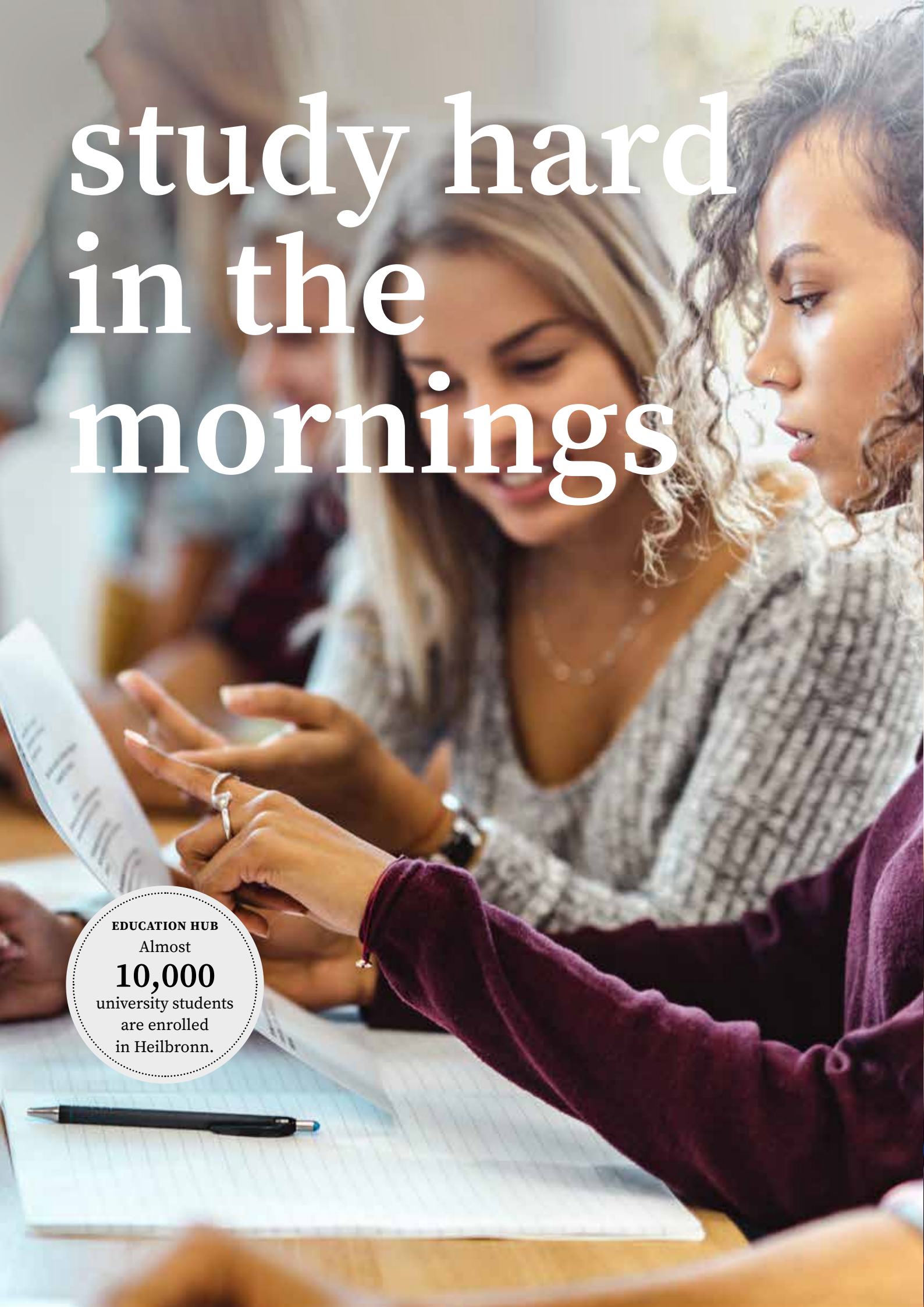
\*<sup>1</sup> www.heilbronn.de, 2020

\*<sup>2</sup> Municipal register of residence, 2019

\*<sup>3</sup> www.statistik-bw.de

\*<sup>4</sup> www.heilbronn.de/wirtschaft/daten-fakten.html



A photograph of several young women sitting at a desk in a classroom, looking at a document together. One woman in the foreground is pointing at the document. The scene is brightly lit, suggesting a morning setting.

study hard  
in the  
mornings

EDUCATION HUB

Almost  
**10,000**  
university students  
are enrolled  
in Heilbronn.

A photograph of two young women wearing sunglasses and partying. They are surrounded by a shower of colorful confetti. The scene is festive and brightly lit, suggesting an evening party.

party hard  
in the  
evenings

more than  
**800**  
events per year for all  
tastes and interests





The Education Campus located at the city centre is a one-of-a-kind project in Germany. It unites 13 educational and research institutions jointly offering a life phase-based range of learning opportunities: from early childhood education to academic degrees and further education alongside professional commitments. However, research also has an important role to play. Renowned institutions such as Fraunhofer Institute, Ferdinand Steinbeis Institute or Technical University of Munich have opened offshoots in Heilbronn.

Max-Planck-Straße Campus in Heilbronn-Sontheim is both the largest and oldest site of Heilbronn University of Applied Sciences. Here, researchers focus on key topics relevant for the future such as autonomous driving.



# The Downtown Campus

**Education hub.** Vocational training, university studies, research, further education. At two sites - the state-of-the-art Education Campus right at the centre of the city and Max-Planck-Straße Campus - Heilbronn offers everything you need for lifelong learning.

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 should never stop learning - whatever you do.

With around 8,200 students enrolled, Heilbronn University of Applied Sciences is one of the largest such institutions within the federal state. It is particularly well known for its expertise in the fields of engineering, economics and information technology. More than 50 degree programmes are available at four locations in Heilbronn, Künzelsau and Schwäbisch Hall.

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 Heilbronn Baden-Württemberg Cooperative State University (Duale Hochschule Baden-

Württemberg, 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?

At the same campus, students may complete a master's programme alongside professional commitments at the Cooperative State University's Center for Advanced Studies. The Innovative Education and Management Academy (Akademie für innovative Bildung und Management, aim) provides free-of-charge advanced training courses for educators as well as classes for children and young persons.

Heilbronn Educators' Academy (Erzieherakademie Heilbronn) provides future educators with training while working at the same time. In 2018, Technical University of Munich (TUM) opened a teaching and research facility

on the premises of the Education Campus with an emphasis on digital technologies management, entrepreneurship, family-run companies and information technology. For IT nerds, Heilbronn has ranked high since 2020 anyway, as the internationally renowned 42 coding school network is now represented here, too. Located right at the Education Campus, the Campus Founders organization supports young creators on their entrepreneurial journey ensuring that ideas do not remain just that.

The education and science sectors are undergoing transformational change. Since 2019, Heilbronn's educational institutions have joined forces in the City of Knowledge Society (Wissensstadtverein).

With the experimental science centre, the Dieter Schwarz Foundation contributes to lifelong learning in an extraordinary fashion (see page 16).





### A unique world of knowledge and experience.

As Germany's largest science centre, experimenta surprises visitors with an extraordinary variety of experiences and embodies the joy of experimenting, knowledge and innovation in an extraordinary manner.

"Experience creates knowledge" is experimenta's philosophy. In a spectacular new building made of glass and steel and a converted historical granary on Neckar Island right at the heart of Heilbronn, it is home to a unique world of knowledge and experience. Thanks to its diverse range of activities, experimenta is a very special place for curious learners from 3 to 103 years of age where they can experience science in a new way.

#### Rediscovering knowledge.

Never has it been more exciting to discover the world and to find out so much about yourself at the same time. On 25,000 square metres, young and old researchers are invited to smell, hear, see, feel, wonder – and to experiment to their hearts' desire. The four exhibition sections inspire visitors with 275 interactive stations on four floors.

#### Immerse yourself in fascinating worlds.

The science dome is a truly magical place. In a unique planetarium-cum-theatre featuring a rotating auditorium and a large dome screen, the audience virtually travels through outer space or marvels at laser and experimental shows. Spectacular science stories are told here, inspiring visitors to make their own discoveries.

#### Room for experiments.

The experimenta laboratories undoubtedly belong to the most fascinating classrooms far and wide as more than 60 classes encourage visitors to think about their own research questions and to run experiments. Add to that the North Württemberg Pupils' Research Centre, the experimental kitchen, the observatory with its all-sky dome and the experimental theatre for young visitors. The Maker Space, which is a workshop and a platform to try out things at the same time, as well as the Forum as a venue dedicated to stimulating discussions about solutions for the future round off the portfolio.

Like hardly any other institution, experimenta symbolizes lifelong learning. It is supported by the Dieter Schwarz Foundation, one of the largest German education and science foundations.



Boasting 25,000 square metres and a spectacular architectural design, experimenta is Germany's largest science centre.



In the discovery worlds, hundreds of interactive stations provide a breathtaking cross-section of science and technology news as well as fascinating aspects from the everyday world.



The science dome is a magical place where spectators turn into explorers.



# Scorecards in the mornings



**OPEN-MINDED**

People from over  
**140**  
nations enrich the  
city - not only in  
terms of culture.



More than  
**400**  
clubs and  
associations ensure  
strong cohesion.

# Score goals in the evenings



# 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 which is based on tolerance, diversity and respect. 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.






flexible  
in the  
mornings

JOIE DE VIVRE

There are more than  
**60km** of  
signposted running  
trails and footpaths in  
Heilbronn's  
municipal forest.



At a length of  
**700m**,  
Heilbronn's Neckarmeile  
riverfront restaurant  
precinct offers multiple  
ways to let days fade away  
in an unhurried  
atmosphere.

tireless  
in the  
evenings





**Everything  
that makes life  
worth living**

**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.





#### Always something going on

Be it the Horse Market or Trollinger Marathon, the Long Night of Culture or Neckar Festival, the Fun Fair or Europe Festival – 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.

#### Culture

The city's broad spectrum in the field of culture caters for old and young alike. Take, for instance, Heilbronn's theatre with its many stages, the municipal museums, the events organised by the city archive as well as fringe theatre performances and the very active independent culture scene, such as all around the socio-cultural centre located at the former machine works.



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.







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 Neckarmeile, you will find southern Germany’s highest concentration of riverfront restaurants and pubs. In fact, it is the perfect place to take a stroll and to lean back with a nice Neckargläsle glass of wine.



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 Wertwiesepark, the Old Cemetery or Pfühlpark add to the unique mixture of nature and urban life.



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.



Top-class art. Heilbronn’s Vogelmann Art Gallery is an exhibition hall renowned for its crowd-pulling exhibitions such as “Beuys for all – Multiples” (2011) or, more recently, “The Modernists are Coming. Degas, Monet and Friends – the Collection of Johannesburg Art Gallery.” (2021).



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.





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.



If you wish to enjoy culinary delights in Heilbronn, you have to make up your mind: Neckar River or city centre? Cafés, bars and restaurants literally line the Neckarstraße. However, other pedestrian precincts, such as Sülmerstraße, can easily keep up in terms of restaurant density.



**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.

**HEILBRONNER LEIBGERICHT**

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.



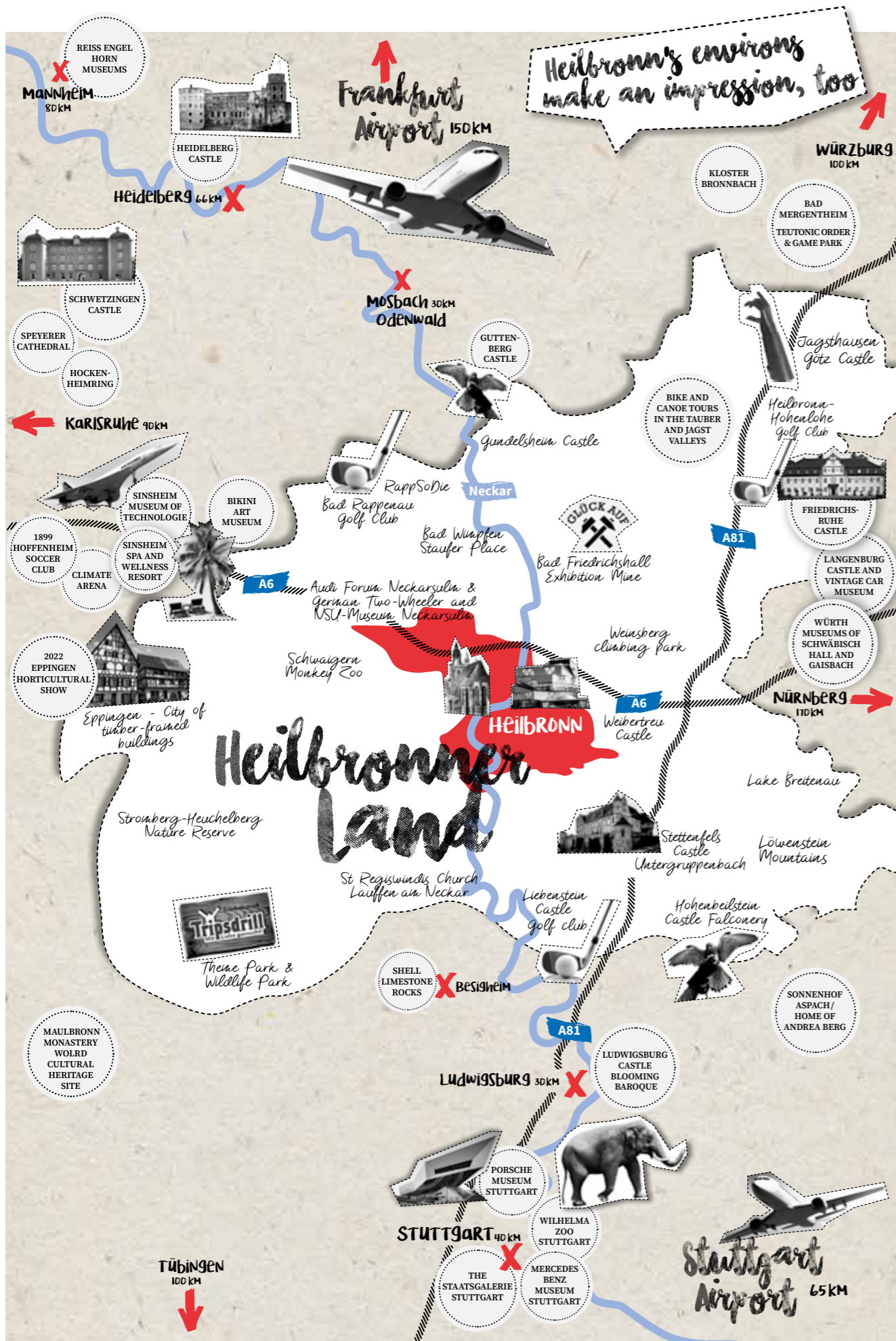
Ever been to one of our wine taverns? Our wine makers run their own rustic taverns – locally called “Besen” (broom) – and traditionally put out, exactly, a broom to show they are open. You may find about 20 such places in our city.

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 Stauffer age.





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