

Bonn as a Business Location: Top in the Rankings

Bonn is a prospering economic, science and innovation centre of international importance. As the German UN City with numerous organisations of international reach it is moreover a platform of dialogue about world-wide issues relating to a sustainable future. Situated in one of the most scenic landscapes of Europe, and boasting a rich cultural life, Bonn provides optimum conditions of work and life.

Bonn has become an excellent location for companies and has positioned itself in the top section of business capitals in Germany. Behind Munich and Dusseldorf, Walldorf and Wolfsburg, Bonn is the most valuable city in Germany, measured against the stock market price of local businesses.

Bonn was able to position itself at least in the upper third of all nation-wide city rankings. The strong economic performance is based on conditions which stand out in regional competition: a stable positive population growth, the high purchasing power of 9.6 per cent above the national average, the above-average level of education of its population, its internationality and its outstanding science environment – to mention only a few important aspects. Its high quality of life is to many companies an advantage in providing attractive living conditions to qualified professionals.

Analysts predict a long term positive population growth for the Bonn region. It is estimated that 48,300 more people will live in the region by 2030, which will make a total of 1.1 million inhabitants. They will continue to be a solid potential of qualified workforce and a good demand structure. Urban statistics lists 318 160 inhabitants living in the City of Bonn on 1 July, 2012. A forceful growth engine in the past years has been the service sector, including all sorts of services, real estate and housing as well as the health and social sectors. The information and communication sector occupies a central position for Bonn as a business location. The city was also able to continue gaining ground as a tourism and congress location. A major part of the strongly increasing number of businesses in Bonn is found in the various service sectors, and they create the preconditions for more economic growth. The rate of unemployment is relatively moderate and among the lowest in North Rhine-Westphalia.

This development has also a positive effect on the local real estate market. The City of Bonn has a relatively positive vacancy rate, far behind the figures of other cities. Different real estate experts forecast independently of each other an excellent growth potential and a stable increase in value for the real estate market in Bonn. In 2011, Bonn scored second place in the “Cash-Special Location Ranking”. This ranking analyses Germany’s top 40 real estate locations based on relevant indicators such as local business tax, growth, purchasing power, residential environment or demographic development.

The internationality of the German UN City is also of importance to local business. Congresses of world-wide importance take place in Bonn. They generate a considerable turnover every year. This goes equally for culture in Bonn whose top level attracts visitors from all parts of the world. One of the highlights is for example the annual Beethoven festival.

The opening of the World Conference Center Bonn near the UN Campus will further enhance Bonn’s competitive position as a conference and congress venue. The enlargement of the historical Parliament buildings by another congress hall and the construction of a four-star-plus

Impressum:

Herausgeber: Der Oberbürgermeister der Bundesstadt Bonn, Presseamt, Stadthaus, Berliner Platz 2, 53103 Bonn
Telefon: Chef vom Dienst 0228/77 3000, Telefax: 0228/77 2468, E-Mail: presseamt@bonn.de
Internet: <http://www.bonn.de> Redaktion: Dr. Monika Hörig (verantwortlich), Isabel Klotz, Elke Palm, Stefanie Zießnitz

hotel with 336 rooms and suites will add a substantial component to the attractiveness of the 'Federal District' of Bonn. The estimated annual 200,000 congress attendants will secure 3,000 jobs in the industry and total turnover of EUR 56 million. Of that amount EUR 31 million will go to the hotel and restaurant industry, EUR 5 million to the local retail trade. Bonn is the only German city to be a seat of the United Nations whose organisations moved into the UN Campus in the immediate neighbourhood of the Conference Center in summer 2006 - a great step forward in the process of promoting Bonn as a platform of international dialogue.

Favoured by its central geographic situation in Europe, Bonn is getting more and more attractive to visitors. In 2011, Cologne/Bonn Airport once again welcomed over nine million passengers (9.6 m) and a freight total of 742 000 tons. In terms of traffic units, Cologne/Bonn is Germany's sixth biggest airport.

03/2013