

INNOVATIVE



FREIRAUM

A good reason for Heidelberg

Welcome to Heidelberg

- Knowledge
- key technologies and top positions
- innovative business region and an international flair



City of Science: Heidelberg's world-famous image attracts millions of visitors every year. But the city would not be half as fascinating if it had not always offered a stimulating climate for science, research and business on top of its romantic backdrop. In addition to the top university, numerous colleges and large international research institutions have settled down in Heidelberg. The university and its hospital are the city's most important employers. Young, future-oriented research institutions and science-based enterprises protect additional jobs in the long term, with life sciences being at their very front.

Innovative thrust for the metropolitan region: The Rhine-Neckar Metropolitan Region is one of the most dynamic business regions in Germany, with Heidelberg being located in its very centre. With its "Forum Organic Electronics in the Rhine-Neckar Metropolitan Region" and "Cell-based and Molecular Medicine" clusters, it is home to two out of five winners of the top cluster competition of the Federal Ministry of Education and Research. Promoting these initiatives offers the unique chance of assuming leadership in the development of the key technologies of the future and of creating sustainable economic growth and jobs.



At home in the new district

- Innovation and creativity
- a central location and urbanism
- living space for families
- efficient energy use



New perspectives: Heidelberg Bahnstadt underlines Heidelberg's reputation as the city of science. This will be a place that offers lots of space to creativity and imagination. It will attract people who are looking for new ideas, find unusual solutions and want to drive innovation forward. As a trademark, FREIRAUM will sharpen the profile of the young urban district.

Modern living environment: A vibrant urban neighbourhood with an identity of its own is emerging as part of sustainable urban development:

- centrally located
- excellently connected to traffic facilities
- offering many diverse living opportunities for families
- diversified social infrastructure
- sustainable energy concept
- generous parks and green spaces

In the very middle: Campus II. In the heart of the new district, research institutions and science-based enterprises will encounter ideal conditions. Heidelberg offers a total of 20 hectares of land to science and business in a central location – in order to translate the international city of science into structural, tangible reality.

With the Campus II, Heidelberg will strengthen its position as a centre of knowledge-based business and concentrate its planning efforts on a creative target group that finds an ideal nutrient medium for its inventive assets and entrepreneurial spirit. International, mobile scientists, business experts and managers will encounter an attractive combination of work, life and recreation on Campus II. In addition, families with children can rely on highly qualified, international educational facilities in Heidelberg.



Scope for individual development in Campus II

- Modern Campus concept
- exchange of knowledge and technology transfer
- added value and potential for the power of innovation



Nucleus for innovation: All around the new Campus II, an inspiring environment will grow for knowledge-based business focused on life sciences and biotechnology, on information and communication technologies, on the development of sustainable energies and environmental technologies. The Campus will be characterized by an urban mix – retail trade, office spaces, restaurants and cafés, hotels, sports facilities, residential spaces will form an environment in which people can feel at home.

There is more going on: According to the modern Campus concept, science and research do not pursue isolated activities in a greenfield strategy, they are rather integrated into a lively urban quarter. These contradictory contexts release new energies and will lead to an exchange of knowledge and technology. Anyone involved in research, invention or design will most likely have innovative ideas on Campus II.

Open design: Unusual solutions will also be stimulated by the Campus architecture, expressing the special character of this district through the buildings, generous squares and parks. The open design will create attractive meeting places where people will love getting together. After all, meeting others is the foundation of an open knowledge and technology transfer focused on international understanding that will develop on Campus II.

Inventive assets meet entrepreneurial spirit

- Creative headworkers and innovative managers
- biotechnology
- life sciences and business success

The first steps have already been made.

■ **Campus II:** The non-for-profit Max Jarecki Foundation will purchase some areas of the Bahnstadt district where it will build a campus for research and innovation. The new Campus will offer excellent opportunities for enterprises engaged in research and development in the field of life sciences, information and communication technologies as well as energy and environmental research. Following the “open space model”, the Campus will promote interdisciplinary cooperation and knowledge transfer. In a first step, a building complex with a total useful floor space of 8,000 to 10,000 square meters will be erected for 20 to 25 million Euros.

■ **The existing technology park** will be ideally complemented by Campus II. Five biotech companies are already operating on the 2.7 ha area of the Heidelberg Technology Park belonging to the new Campus. They are planning new investments of tens of millions of Euro.

■ **Additional spaces** totalling around seven hectares are dedicated to **projects of science and business**. Three phases of construction (I, II, III) are under development. Phase I is ready to be started.



Lord Mayor Dr. Eckart Würzner, Dr. Henry Jarecki, First Mayor Bernd Stadel, Peter Dohmeier, EGH Managing Director, Prof. Dr. Norbert Gretz and Bernhard Schweizer (InnovationLab Managing Directors) in front of the future Campus II area (from left to right)

Your contact

- More information:
- www.heidelberg-freiraum.de

Contact

Contact us, we will be pleased to provide comprehensive and detailed information. Convince yourself already today of our commitment to you and your ideas.

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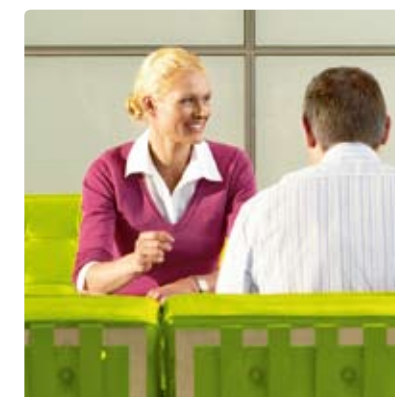
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S-Immobilien Heidelberg GmbH, phone +49 (0) 62 21 - 511-500

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