

**weimar**

WIRTSCHAFTSSTANDORT

**HISTORIC.  
INNOVATIVE.  
LIVEABLE.**

# Business. Location. Weimar.





## THE CITY OF FREE THINKERS AND VISIONARIES

Weimar has always been ahead of its time: the great authors Goethe and Schiller led the way in literature and theatre, Duchess Anna Amalia created one of the first publicly accessible princely libraries, the Weimar Republic constitution was the first to be based on democratic principles and Bauhaus design elements today continue to influence architecture, art and other forms of design around the world.

Weimar is a city that successfully builds on this avant-garde tradition. The greatest density of architecture and engineering firms in Germany is testament to this, as are the lively start-up scene and pioneering inventions created by the city's research institutions. Various awards attest to the quality of local industry's achievements, including the German Design Award, DAM Architecture Prize and StartGreen Award. World-leading manufacturers have set up their headquarters in Weimar, producing for example physical and optical measurement and analysis systems, construction vehicles, special-use machines, hormone products, granulated materials and powders.

Weimar, above all, is a young and lively city. A city home to creative minds studying at Bauhaus University or the University of Music FRANZ LISZT and then often finding global recognition for their designs, compositions or media developments. Many graduates opt to stay in the city on completing their studies and enrich the place with new business ideas – simply because life here is good.

## CULTURE, LEISURE AND QUALITY OF LIFE

**Outstanding infrastructure and short journey times – leaving more time for the important things in life.**

Weimar's widely celebrated cultural landscape and heritage-listed city centre give it an exceptional flair. Coffee houses, horse-drawn carriages and palatial Gründerzeit houses reflect the beauty of bygone eras, while trendy bars, contemporary arts and craft and modern university buildings expose the city's current energy. Weimar, however, is more than a travel destination – it is where increasingly younger families are choosing to call home. The fairy-tale backdrop, extensive offer of recreational activities and close proximity to natural settings such as parks, gardens and forests complement the city's advantages. The quality of life here is unimaginably good as a result.

## SPOT ON IN MANY WAYS

- With an average age of 42.6, Weimar is the second-youngest city in the German state of Thuringia.
- Relative to its population, Weimar is home to the highest density of architects in all of Germany.
- Weimar is a UNESCO World Heritage Site, with no less than 16 recognised buildings.
- Weimar is home to Klassik Stiftung Weimar (Weimar Classics Foundation), Germany's second-largest cultural foundation.
- Weimar is a popular shoot location for film-makers and a renowned setting for cult German detective series Tatort.
- Tourism is booming – the consistently increasing number of overnight stays speaks for itself. Just under 3.9 million guests visit Weimar every year.

Photograph: Philipp Specht

# Welcome to Weimar

*Weimar is more than an internationally recognised city of culture and education. Companies in various different industries make this growing city in the centre of Thuringia an exciting and innovative location for business.*

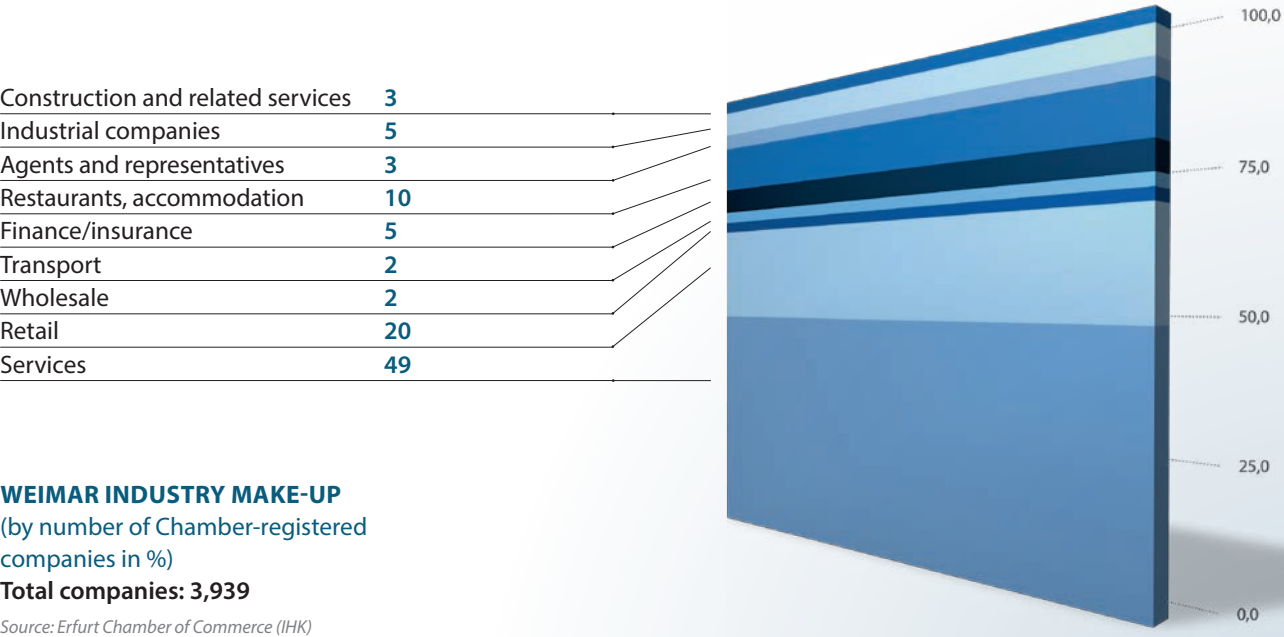
**Peter Kleine**  
Mayor of the City of Weimar

Photograph: Matthias Eckert

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UPWARD TRENDS

Current figures (2017)

Increasing employment  
**24.019** ↗  
social security-registered employees

Growing city  
**64.855** ↗  
population

Economic Climate Index  
(highest result since 2010)  
**138** out of **200** ↗  
possible points

Strong industries

**EFFICIENT.  
FORWARD-LOOKING.  
IN DEMAND  
INTERNATIONALLY.**

**MADE IN WEIMAR –  
WORLD MARKET LEADER AND TOP PERFORMER**

Products developed and manufactured in Weimar find their way across the entire world. The secret to their success? Building on established structures while keeping up with the contemporary spirit. Machine and plant construction already has an over 100-year-old tradition to look back on. With roots in rolling stock, agricultural technology and precision device production, Weimar is now home to established companies that are active on a national and international scale. Leading the world in the field of fluidised and spouted bed technology is Glatt Ingenieurtechnik GmbH, while Hydrema Produktion GmbH is a market leader in construction machinery and mining vehicles. Even the Bayer AG production facility for products containing hormones, Bayer Weimar GmbH & Co. KG, is based in Weimar. Weimar has its own highly specialised development and production company for thermal process technology in the form of listed company IBU-tec advanced materials AG, which uses the technology to treat inorganic powders and granulated materials.

**A STABLE MIX OF INDUSTRIES**

The blend of tradition-rich and young, upcoming companies makes for a quintessentially Weimar mix of industries. The diversity of small and medium-sized enterprises in particular ensures that economic trends remain in balance. More than 80 per cent of the city's social security-registered employees work in the service sector. The cultural economy has a strong presence, with Germany's second-largest cultural foundation, Klassik Stiftung Weimar, based in Weimar. Commerce and hospitality as well as freelance, academic, scientific and technical services also form key pillars of the Weimar economy.

**CENTRE OF THE CREATIVE ECONOMY**

An increasing number of companies are establishing themselves against the creative backdrop of Bauhaus University Weimar and the University of Music FRANZ LISZT Weimar. There is barely any other place in Germany where such importance is attached to the interdisciplinary, academic and artistic use of different media. Outstanding networks make for a lively start-up scene – Weimar has a well-deserved reputation for being one of the leaders among Thuringia's larger cities when it comes to new companies started.



*Pulsation reactor technology at IBU-tec advanced materials AG. | left, photograph: from company | Weimar is a city with a rich tradition of machine and plant construction. | above, photograph: Stefan Hopf |*



## CREATIVE. PIONEERING. ORIGINAL.

### RESEARCH IN WEIMAR

Whether for construction and automotive or for the medical sector, Weimar's research organisations give birth to groundbreaking ideas. Weimar is considered one of the best cities in all of Germany for materials research in particular. The Institut für Angewandte Bauforschung Weimar gGmbH ('Institute of Applied Construction Research'), for example, does work on recycling and reusing construction and work materials and develops brand new methods for civil engineering and pipeline construction. The patent for self-consolidating concrete is just one of many held by Bauhaus University Weimar. The Institute of Materials Research and Testing Weimar (MFPA), a non-university institution and official testing laboratory in the German state of Thuringia, combines research expertise with private-sector activity in testing, monitoring and certifying materials, parts, construction products and even buildings.

### ARCHITECTURE, DESIGN, DIGITAL TECHNOLOGIES

Looking at the creative and media-based economies as a whole – made up of architecture firms, advertising agencies, software developers, industrial designers, film production firms and more – Weimar is home to Germany's highest density of companies of this nature. Worldwide, there are only three companies that specialise in reliability and sensitivity analyses and robust design optimisation, with one of those being dynardo GmbH from Weimar. A database of jazz transcriptions – one of a kind internationally – was created at the University of Music FRANZ LISZT Weimar along with computer software through which hundreds of musical characteristics can be set. The system is used all around the globe.

### EXCELLENT EDUCATIONAL FACILITIES. HIGH QUALITY OF LIFE.

Quality of life is a decisive factor for companies and employees when selecting their location. Quality of life is underpinned by outstanding sport and recreational offers as well as varied education options. The Thuringia International School Weimar is the only international school in the German state of Thuringia. It is complemented by the renowned Belvedere secondary school for music and countless modern, generalist schools and specialist schools. Young families appreciate these facilities, for which reason Weimar – with an average age of 42.6 – is the second-youngest city in Thuringia.

### 40 childcare facilities

**Pedagogical concepts**  
from Montessori, Kneipp and forest kindergartens to community-organised kindergartens and integrative

### 59 clubs for 58 different sports and 11.000+ members 21 gyms and 11 athletic fields

### 4 Faculties Bauhaus University Weimar: Architecture and Urbanism, Civil Engineering, Art and Design, Media

### 3 Faculties University of Music FRANZ LISZT



Clever minds



### FAMILY-FRIENDLY. WORK-LIFE BALANCE.

There is no other town, city or county in Germany with an offering of different forms of supervision and pedagogical concepts as extensive as Weimar's. This has been confirmed by the 'Deutschland' Study commissioned by ZDF television, with Weimar taking out first place in a comparison of 400 different municipalities. While Weimar scores above average in terms of its overall social infrastructure, it also records an above-average number of attendees of classical cultural events in relation to its population.



Playtime at Thuringia International School. | left, photograph: Hamish Appleby | University of Music Franz Liszt. | above, photograph: Guido Werner | Students in the Digital Bauhaus Lab. | below, photograph: Henry Sowinski |





Weimar Art Festival in front of the Deutsches Nationaltheater.  
| left, photograph: Candy Welz | Goethe's Garden House, a UNESCO World Heritage site. | below, photograph: Matthias Eckert |

# Avant-garde with tradition

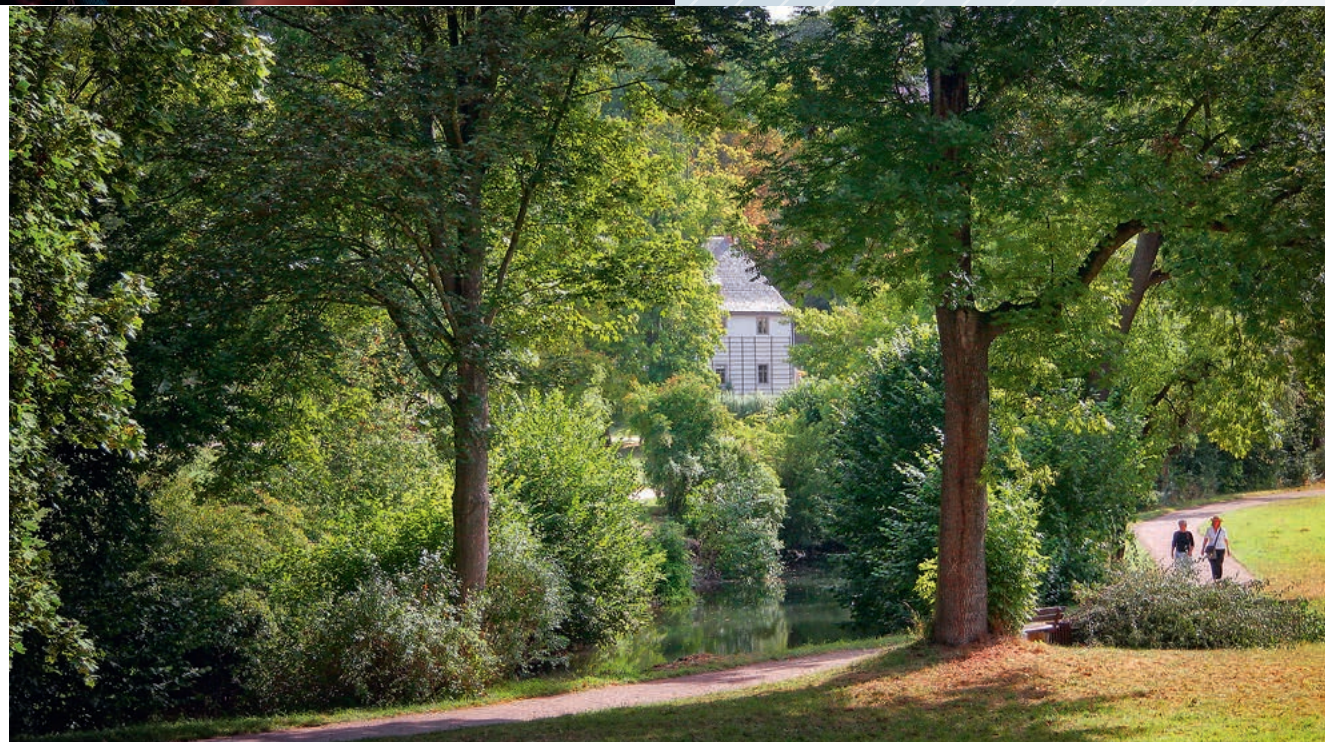
**16** ensembles, parks and gardens in Weimar are world heritage-listed – few other UNESCO World Heritage cities in the world can compete with this.

An impressive

**1 million titles** are included in the collection of the world-famous Duchess Anna Amalia Library.

Approximately

**13.000 objects** belong to the world's oldest Bauhaus collection, held by the Klassik Stiftung Weimar ('Weimar Classics Foundation').



## FULL OF EXPERIENCES. LOTS TO SEE. CONTEMPORARY.

### WEIMAR CLASSICISM

The four great minds of Weimar Classicism – Johann Wolfgang von Goethe, Friedrich Schiller, Christoph Martin Wieland and Johann Gottfried Herder – are to thank for Weimar's progression into an intellectual centre of the 18th and 19th centuries. The unique testaments to Weimar Classicism are included in the UNESCO World Cultural Heritage of Humanity.

The heritage of Weimar Classicism can still be felt and experienced to this day, with the dramas of Goethe and Schiller being performed on the stage of the 'Deutsches Nationaltheater' and also delighting patrons of major theatres around the world. An international network of Goethe Institutes carries the German language to more than 90 countries across the globe. What's more, the oldest and most history-filled literature archive in Germany is located in Weimar in the form of the Goethe and Schiller Archive.

### BAUHAUS – THE EPITOME OF MODERN

The influence of Bauhaus on architecture, design and all areas of free and applied art are more current and global than ever. The Bauhaus style, with its clear, functional shapes, has made its way throughout the world. The Bauhaus sites in Weimar are recognised as UNESCO World Heritage, including the place where Walter Gropius established the famous design school in 1919: the main building of Bauhaus University Weimar. The research and patents that come from the Faculties of Architecture and Urbanism, Civil Engineering, Art and Design and Media are still to this day of international importance for pioneering developments.

### BIRTHPLACE OF DEMOCRACY

The Weimar Republic, established in 1919, was the first parliamentary democracy to exist in Germany – a visible sign of the realisation of shared visions for a peaceful future. The Weimar Republic also implemented women's suffrage, something which had long been desired – a milestone for equality. The Weimar Constitution was considered the world's most modern constitution in the 1920s and was imitated by many – and five of its articles still apply even today through the German Basic Law. The 'House of the Weimar Republic' is now being opened in an authentic location in the city's centre exactly 100 years after its promulgation.



## EXTRAORDINARY. MODERN. PROFESSIONAL.

### DIVERSE LOCALES

Weimar offers a considerable selection of conference locations, including a convention centre, historic mansions, hotels and a stately palace. The 'congress centrum weimarhalle' is one of the most popular convention centres in Germany. It possesses the latest technology and capacity for up to 1,200 guests and directly neighbours the historic city centre. A surrounding park with idyllic garden terraces and a small lake make for a welcome, wholesome break during conferences, where guests can head outside and take a walk. Furthermore, Weimar's hotels offer professional conference services and spaces with the perfect amenities, for example at the Leonardo Hotel Weimar, Hotel Kaiserin Augusta or the 'Dorint Am Goethepark Weimar' to name a few. Other outstanding venues include the 'Deutsches Nationaltheater', Villa Haar, Marie Seebach Foundation Weimar and heritage-listed 'Reithaus' building. The historic Ettersburg Palace is located in the city's north by a landscaped park designed by Count Pückler-Muskau.

### WEIMAR – THE CITY WHERE NOTHING IS FAR AWAY

Located in the centre of Germany, Weimar is the perfect conference and convention destination for guests coming from any direction. There is a direct connection to the A4 Frankfurt–Dresden and, after a quick drive, to the A9 Berlin–Munich, too. Connections with the German Railways' long-distance network makes train travel a breeze. The main railway station is just a few minutes' walk from the historic city centre. Even the walking distance for cultural activities and city tours is minimal, with the next attraction usually being just around the corner.

### INSPIRING AND STIMULATING – THE CITY OF POETS AND THINKERS

Delightful theatre and concerts, guided city tours, museum exploration or team experiences together – Weimar, the cultural city, and its grand ensemble of UNESCO World Heritage sites offer a rich and varied range of choices for side and evening events. Well-known, gourmet restaurants provide an exceptional setting for board meetings or strategy meetings for employees and executives.

# Conventions and conferences



'congress centrum weimarhalle'.  
| left, photograph: Ralph Kallenbach |  
above, photograph: Andreas Lander |  
below, photograph: Heiko Hellmann |

Weimar is a tourist magnet:  
approximately

**4 million guests**  
visit Weimar every year.

**740.255 \***

overnight stays (2017)

\* in facilities with more than  
10 beds





# Location factors

## Cadastral area:

**8,446.4 ha**

## Incl. industrial and commercial space of:

**339.0 ha**

## Population:

**64.855** (2017), with an upwards trend ↗

## Distance:

A4 motorway to Weimar, Nohra (Weimar-West) and Apolda (Weimar-Ost) junctions:

**4 km**

Erfurter Kreuz junction:

**35 km**

Hermisdorfer Kreuz junction:

**45 km**

Erfurt-Weimar airport:

**35 km**

Erfurt main station with high-speed train hub:

**25 km**

Highways B7 and B85 run through the city

## Trade tax rate:

**430** the lowest trade tax among Thuringia's largest cities

## Chamber of Commerce-registered companies:

**3.939** (2017)

## LUCRATIVE. EASY TO ACCESS. MULTIFACETED.

### OPTIMAL INFRASTRUCTURE. QUALIFIED WORKERS.

Businesses in Weimar benefit from good connections for logistics and good infrastructure as well as extensive broadband coverage. The labour market is diversified and has an above-average proportion of qualified participants with a degree.

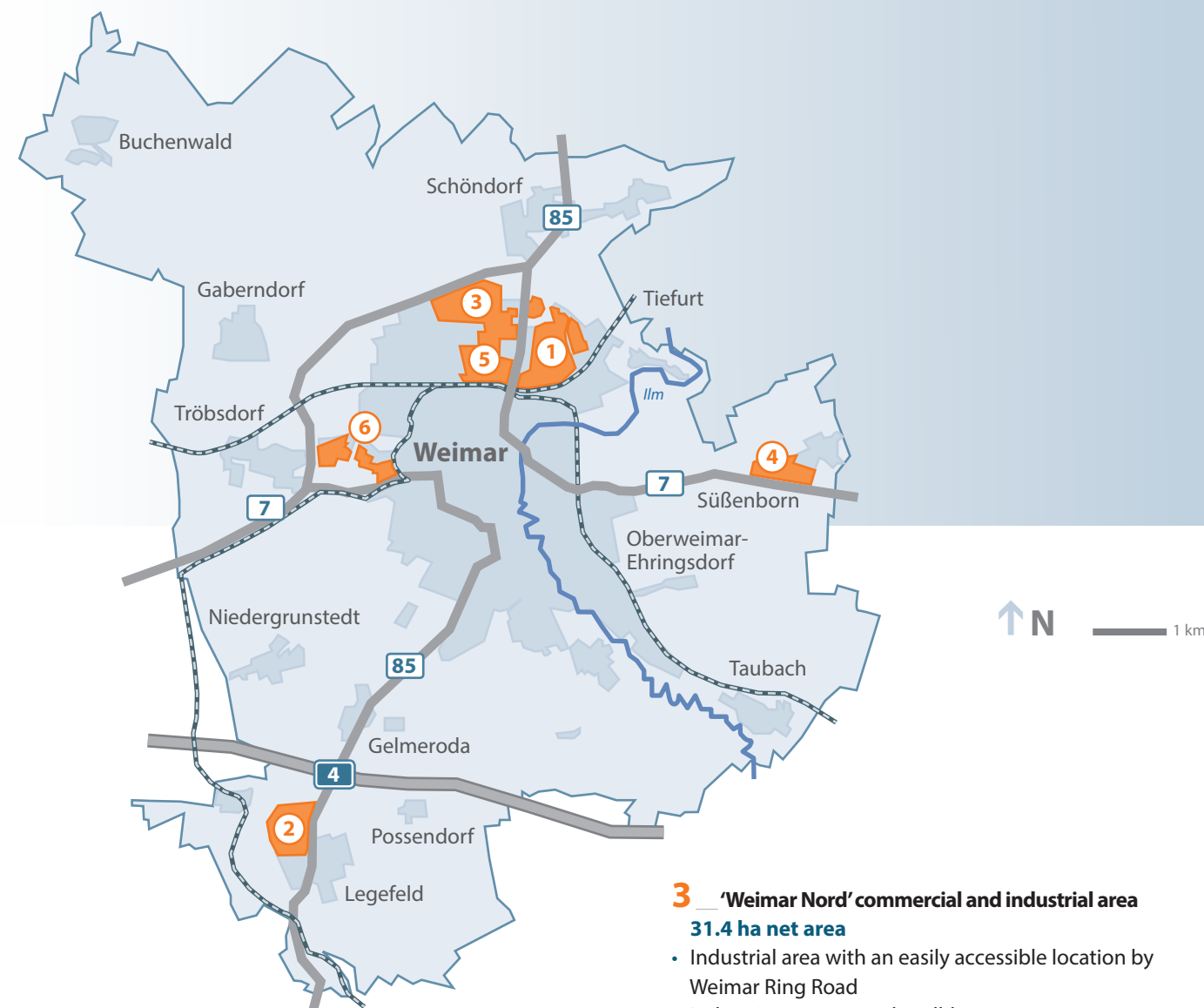
In addition, businesses in Weimar are in the centre of the Thuringian 'Chain of Cities', the only growing region in Thuringia. Those settling here enjoy close proximity to the nearby regional centres: the state capital of Erfurt and the university town of Jena.

### ATTRACTIVE COMMERCIAL SPACES

The commercial sites on offer meet the most varied of needs and are a perfect match for newly arriving companies trading in industry, crafts, services and trade. The commercial locations identified here are concentrated in the northern urban area on the B85 and B7 highways. The Legefild commercial area furthermore offers a direct motorway connection. Additional commercial spaces by the A4 motorway are being prepared.

### SPACES FOR ENTREPRENEURS

Part of the Weimar-Legefild commercial area is the Gründer- und Innovationszentrum (Start-Up and Innovation Centre, GlZ), with office and workshop areas available at favourable rates. Something else appealing for entrepreneurs is the bauhaus FACTORY – a focal point above all for young companies in the creative economy. Entrepreneurs and researchers in construction will find the perfect place for them in the form of CIB Weimar (Centrum für Intelligentes Bauen, Centre for Intelligent Construction), with the latest technological equipment. 'neudeli' is the entrepreneurs' workshop at Bauhaus University Weimar and has established itself as a central point of contact for students, graduates and employees of all four faculties. The workshop offers advice and further training for entrepreneurs, provides office space and funding options for promising business ideas and is a presentation platform for innovation.



Outline of the City of Weimar:  
overview of commercial locations

### 1 \_\_ Kromsdorfer Straße' mixed, commercial and industrial area, Weimar 53.0 ha net area

- Commercial and industrial area with a long tradition
- Industries represented: machine and plant construction, metalwork, packaging, plastic and recycling, vocational education centre, fire and rescue

### 2 \_\_ 'An der Buttergrube' commercial and industrial area, Weimar-Legefild 35.2 ha net area

- Commercial and industrial area with direct connection to the A4 motorway
- Industries represented: hotel, metalwork, construction, offices, automotive dealerships, health centre, start-up and innovation centre, IT services, communication technology

### 3 \_\_ 'Weimar Nord' commercial and industrial area 31.4 ha net area

- Industrial area with an easily accessible location by Weimar Ring Road
- Industries represented: well-known companies in engineering technology and pharmaceuticals as well as trade businesses

### 4 \_\_ 'Weimar Süßenborn' commercial and special area 21.9 ha net area

- Commercial and trade location by the B7 highway
- Industries represented: hypermarket, furniture retail, hardware, garden and trade supplies stores; services and automotive businesses

### 5 \_\_ 'Hinter dem Bahnhof' (Behind the Station) commercial location 45.0 ha gross area

- Traditional commercial location north of the railway station between Rießnerstraße and Nordstraße
- Industries represented: wholesale and retail

### 6 \_\_ West commercial location 23.5 ha gross area

- Traditional commercial location on highways B7 and B85 in the west of Weimar
- Industries represented: logistics, skilled trades, construction, services

## COMPETENT. EFFICIENT. RELIABLE.

### TRAILBLAZERS AND FACILITATORS

The Weimar City Council is business-friendly and focused on results. The team at the Economy and Markets Office act as client-oriented service providers and partners for anyone already entrepreneurially involved in Weimar, seeking to move or planning to start a company. The team are also a competent point of contact and happy to advise on investments and funding strategies.

### SERVICES AT A GLANCE

- Arranging commercial spaces and real estate
- Guiding through different Weimar City Council offices
- General advice on starting companies
  - Funding advice
- Funding advice
- Overseeing of the creative economy and network with universities and research institutions
- Overseeing of regional networks and industry associations
- Provision of information on business in Weimar
- Company advice

### WHAT CAN WE DO FOR YOU?

We invite you to get in touch with us and talk about your ideas. We look forward to being there for you and supporting you with your project!



**Image:**  
Successful entrepreneurs from Weimar:  
Jessica Herber, Matthias Wiegand and  
Felix Bieber (from left) discuss a project at  
Weimar's Theatre Square  
Photograph: Matthias Eckert

# Service

## CONTACT

### Sandro Lippold

Economy and Markets Office  
Herderplatz 14  
99421 Weimar

Phone +49 (0)3643 762620  
Fax +49 (0)3643 762660  
Mobile +49 (0)174 3476585  
wirtschaft@stadtweimar.de



[www.weimar.de](http://www.weimar.de)  
[www.weimarplus.de](http://www.weimarplus.de)

### Christian Schwartz

Economy and Markets Office  
Herderplatz 14  
99421 Weimar

Phone +49 (0)3643 762648  
Fax +49 (0)3643 762660  
Mobile +49 (0)173 3780716  
wirtschaft@stadtweimar.de



Photographs (2): Matthias Eckert

### Publication information:

Publisher: Stadtverwaltung Weimar | Amt für Wirtschaft und Märkte  
weimar GmbH | Gesellschaft für Wirtschaftsförderung, Kongress- und Tourismusservice  
Editors: Sandro Lippold, Andy Faupel, Christian Schwartz (for the City of Weimar), Mark Schmidt (for weimar GmbH)  
Text: Susen Reuter (REUTERTEXT)  
Design: Gudman Design [www.gudman.de](http://www.gudman.de)  
Photography | Credits: see captions



**Weimar City Council**  
**Mayor of the City of Weimar**  
**Peter Kleine**

Schwanseestraße 17  
99421 Weimar  
Phone +49 (0)3643 762 600  
Fax +49 (0)3643 762 605  
oberbuergermeister@stadtweimar.de

**Weimar City Council**  
**Economy and Markets Office**

Herderplatz 14  
99421 Weimar  
Phone +49 (0)3643 762 620  
Fax: +49 (0)3643 762 660  
wirtschaft@stadtweimar.de

**[www.weimar.de](http://www.weimar.de)**