



14-17 MARCH 2023

PALAIS DES FESTIVALS, CANNES - FRANCE



Berlin, 1 February 2023

Press Release

Three strong German locations: Hanover City and Region, Leipzig City and the Rhine-Neckar Metropolitan Region

At the **German Cities and Regions Pavilion (booth R8.D24)**, the cities and regions of Hanover, Leipzig and Rhine-Neckar share the stage as strong locations with exciting prospects and forward-looking projects.

All three partners offer **economic strength, attractive living spaces and a good return on investment**. The three booth partners are also vigorously tackling the topic of **climate protection**. At MIPIM, they will present and compare their approaches to the topics of **Resilient Inner Cities** and **New Uses of Brownfield and Industrial Sites** in two panels with high-profile participants.

Panel 1: Tuesday, 14 March 2023, 3.00 to 3.30pm

Transformation of the inner cities of Hanover, Leipzig and Mannheim – three approaches in comparison

Panel 2: Wednesday, 15 March 2023, 3.00 to 3.30pm

Brownfield and industrial sites to be reused – How are Leipzig, Hanover and the Rhine-Neckar Metropolitan Region dealing with the different challenges?



Hanover's economic region is characterised by leading industries with considerable **innovation and job potential**. The town of Garbsen, for instance, is home to a research lighthouse in the form of the Mechanical Engineering Campus with its focus on production, power and process engineering. There are also plans to set up expansion areas for a technology park. Nearby in Marienwerder, Science Area 30X has become firmly established.

What's more, the Hanover region is a **university location** with over 50,000 students and around 40,000 students attending vocational schools. Notes Region President Steffen Krach: "Over the years, we have built an innovation ecosystem here that is something to be proud of in Germany. We have achieved this by developing attractive spaces and properties in proximity to the university."

Climate change and decarbonisation are global challenges. Since 2020, the city of Hanover has been developing possible solutions as part of a city-wide public participation process. First steps will be implemented beginning in 2023: Streets with less traffic and with more space for people; streets that can absorb heavy rain; spaces for recreational uses and the development of rooftops as recreational and living spaces. Notes Lord Mayor Belit Onay: “The city is also reaching out to critical areas where the consequences of social segregation, poverty, homelessness and even migration in big cities are painfully visible.” He stresses: “I am determined to change and improve society. At MIPIM, I am looking for to talk with people who are also burning for these goals.” More information can be found at www.Wirtschaftsfoerderung-Hannover.de



City of Leipzig

“**Leipzig** is on a growth track. As the **fastest growing city in Germany**, it now ranks seventh among Germany’s largest cities. Leipzig currently has a population of 625,000 which has grown by 28 percent over the last 18 years.

The economy is also growing: Porsche is currently expanding its plant for the fifth time and Amazon Air has started up its first air freight centre in Europe. Thanks to DHL, the airport is the third largest in Europe and BMW is pushing the expansion of e-component production at its site. Other large companies have also recently opted for the trade show city: Beiersdorf AG is currently investing 390 million euro in Leipzig and will start production at its new plant in 2023. On the BioCity Campus, a major location for biotechnology, medicine and life sciences, global industrial biotechnology company c-LEcta will soon move into its headquarters.

Leipzig still has ambitious plans. “Especially for investors, there is huge potential for successful cooperation,” says Clemens Schülke, Mayor and Commissioner for Business of the City of Leipzig.

More information can be found at www.invest-region-leipzig.de



Innovative strength, opportunities for cooperation and attractive investment projects are the strengths of the **Rhine-Neckar Metropolitan Region**, which presents itself with its largest city, Mannheim.

Investors also value Rhine-Neckar as an attractive location due to its strong **economic power**, steady population growth and **well-developed infrastructure**. The **volume of investment** in the commercial real estate sector in 2022 totalled around 640 million euro. The Rhine-Neckar

Metropolitan Region is also set to assume a trailblazing role among climate-friendly regions thanks to committed networking in regional development with forward-looking projects in the areas of **power, mobility, digitalisation and carbon-reduced construction**. Christiane Ram, Head of the Department of Economic and Structural Development of the City of Mannheim adds: “Mannheim is a pilot city for the Local Green Deal and one of 100 EU model cities for climate neutrality by 2030. With trend-setting innovation ecosystems in the future fields of medical technology, green technologies, social economy and smart economy based on sustainable urban development, Mannheim offers a host of investment and settlement opportunities with attractive commercial and office spaces.” More information can be found at www.m-r-n.com

Your contacts in the cities and regions:

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- Rhein-Neckar Metropolitan Region: Frank Scherer, Location Marketing Officer/Real Estate Focus, e-mail: frank.scherer@m-r-n.com, phone: +49 (0) 621-10708-362

All dates/events of the booth partners

and further information can be found at

www.german-cities.de

You are always welcome to the German Pavilion at MIPIM 2023

Hall Riviera 8, booth R8.D24

On **Wednesday, 15 March 2023**, we will be holding a **press speed dating** event from **10.30 to 11.30am**. Please register under kohn@runze-casper.de and we will confirm subject to availability.

No registration is required for visitors attending the panels.

