



## JENA Business Location Special

## **Business & Science**

- > 32 PAGES OF INFORMATION AND FACTS ABOUT THE CITY
- > USEFUL LINKS AND IMPORTANT CONTACT INFORMATION
- > SERVICES AT A GLANCE





Jena is the large high-tech center located in the German state of Thuringia. It is one of the most successful growth engines in Central Germany. Jena calls itself the "City of Light", and rightly so. The term is synonymous for what has made the city great: The flashes of genius from its brightest minds, its numerous scientific facilities illuminating the darkness with the light of knowledge, its world renowned high-tech companies and new ventures whose very means of success has been light itself. So come and let yourself be inspired by our city Jena. We look forward to your visit.

#### Dr. Albrecht Schroeter

Mayor of Jena and Chairman of the Supervisory Board of Jena Business Development

The business location Jena is characterized by international technology companies and research institutions. The city's profile has been shaped by such names as ZEISS, Jenoptik, SCHOTT, Analytik Jena, Intershop, or Alere Technologies, two universities and eleven internationally renowned scientific institutes including facilities of the Leibniz and Helmholtz Associations as well as the Fraunhofer and the Max Planck Society. They research topics of the future and develop knowledge-based products and services for growing global markets. Trades and retail as well as knowledge-intensive and health services complete the city's profile. Jena offers a great combination of high tech, science and teaching, entrepreneurial spirit, culture and beautiful countryside making it a great place to live.

#### Wilfried Roepke

Managing Director of Jena Business Development



# What's to discover here in Jena? Let's take a look.





#### 24-Hour Service for You: Jena online. WHY COME TO JENA? Many rankings place Jena among the top. For example, of all German cities Jena has the 2nd highest share of employees with a university degree. The city also scores with strong research and high affinity for industry 507 mi 633 mi 4.0. Family friendliness is important 1020 km 815 km X $|\times|$ too. Overall, Jena is on 17th place of London Stockholm 69 major cities in Germany X (The best cities 2016, Hamburg 301 mi 🔀 📙 192 mi 308 km 490 km WirtschaftsWoche). Amsterdam 414 mi Berlin 136 mi 218 km 316 mi 670 km $|\times|$ 500 km Brussels Leipzig Warsaw Erfurt 24 mi 38 km 45 mi 72 km Dresden $\times$ X 138 mi 435 mi Frankfurt/M. $[\times]$ 700 km × 220 km 140 mi 225 km Nuremberg 105 mi 169 km Praque Stuttgart $\times$ Munich 625 mi 282 mi 1000 km JENA IS EASILY ACCESSIBLE: 450 km X ■ First by plane to Berlin, Frankfurt/Main, Munich Zurich or Leipzig, then continue: by rental car via interstate A4 and interstate A9 (junction Hermsdorfer Kreuz) or by train (train stations Jena-Paradies, Jena-West, Jena-Goeschwitz)









## THOSE TRAVELLING TO JENA...

... are mainly here on business. About 80 percent of all hotel guests in Jena are business travellers. The reason is obvious: Jena's companies are among Germany's export champions. The export quota of the local manufacturing industries is more than 60 percent.





- Jena is the second-largest city in the state of Thuringia with more than 109,000 inhabitants? By 2030, the population is expected to grow to more than 112,000.
- approximately 54,000 employees create a high value added of more than 3.5 Mill. Euro?
- Jena's economy is expanding? Manufacturing sector, knowledge-intensive businessrelated services as well as the information and communication sector are growing above average.





## 11:35 am - Check-in Feels good.

Do you have some time before your first meeting? Why not switch on your laptop and check out the websites which we have put together for you. You will be amazed what Jena has to offer. For more than 150 years innovative, light-based technologies have shaped the city of light Jena. Find out more about Carl Zeiss, Ernst Abbe and Otto Schott, the 'intellectual fathers' of the internationally renowned corporations ZEISS, Jenoptik and SCHOTT.

MORE ABOUT THE CITY OF LIGHT JENA:

www.city-of-light.com





Otto Schott, 1851-1935

Ernst Abbe, 1840-1905

### THE STARS FROM THE SKY

Anyone who has ever experienced it, will never forget: the perfect illusion of the sky in a planetarium by the company Carl Zeiss. Presented in 1925 as the "wonder of Jena", it remains a favorite to this day. A special highlight: the new projection system powerdome®VELVET of the optical company Carl Zeiss, founded in Jena, offers the highest native contrast ratio in the world, generated by a digital projector. All stargazers are invited.







# 2:00 pm – First Meeting They understand my needs, perfectly.

Joint projects require the right technologies, decisive innovations, sufficient capacities, skilled personnel, and a sense of mutual understanding. When you come to Jena in search of these qualities you have a good chance to succeed in finding your ideal business partner. There is more to Jena than just being the worldwide leader in many fields of technology. The people of Jena are also good listeners and can provide customized solutions that meet clients' demands and fit their plans for the future.



### FIRST CHOICE FOR INVENTORS

Do you have a bright idea? Lateral thinkers are very welcome here. And we have statistics to prove it: In Jena, 250 patents per 100,000 inhabitants are filed annually; the German average is 59. That is just one more reason for the German Patent and Trade Mark Office (DPMA) to operate one of its offices in Jena, beside those in Munich (head office) and Berlin.



#### "HERE WE FEEL WELCOME"

Don't be surprised that Jena's businesses can be found all over the world. The majority of them are well-established on an international level; some are true global player. Their success proves them right: the number of employees has increased by about 5,000 in the last five years.



No problem. All businesses and institutions interested in Jena as a business location and wishing for further information may request the useful Jena Bag.

Content: brochures, publications, and informational material concerning the business location



## JENA'S FIELDS OF COMPETENCE

## LOCAL EXPERTS & NETWORKS

Jena's great strengths are the close ties between the business and science community. Many technology-based companies deliver their innovative products which originated from research here all over the world. The knowledge transfer of new findings plays a significant role and is just as important as the longtime experience of the manufacturing industry producing high-quality, scientific-technical devices. Nowadays, IT and software businesses further the digital transformation with their expertise. In Jena, modern and innovative skilled trades offer sophisticated and individual solutions at the highest level.



**Optics & Photonics** 

The City of Light Jena is an internationally respected centre for optics and photonics. In over 100 companies and facilities work more than 1,000 scientists and developers. In addition to global players such as ZEISS, Jenoptik and SCHOTT as well as renowned research institutions, many small and medium-sized technology companies are based here. Thuringia's Photonics Network OptoNet is also located in Jena.





**Health Technologies** 

Jena's health technologies have a good reputation. Carl Zeiss (Medical Technology/Microscopy), Analytik Jena, Wacker Biotech, Jenapharm, Alere Technologies, EVER Pharma Jena and others are international leaders in their field. Important partner for research and development is the University Hospital Jena. Many companies are organized in the Thuringian industry association medways e.V. with their office in Jena.

www.medways.eu



**Digital Business** 

The first e-commerce software as we know it today was developed in Jena by Intershop. Today, approximately 3,500 employees work in more than 100 companies on the digital transformation: from mobile applications and online marketing to equipment software to big data analytics. Many local e-commerce businesses are organized in the Towerbyte association.





## **OPTICS & PHOTONICS**

**OPTICS & MECHANICS, MEASURING & SENSOR TECHNOLOGY,** MICRO & FIBRE OPTICS, LASER & SOURCES. OPTOELECTRONICS, **OPTICAL MATERIALS** 



## **HEALTH TECHNOLOGIES**

MEDICAL TECHNOLOGY, PHARMACEUTICS & BIOTECH, LABORATORY EQUIPMENT,



### **PRECISION ENGINEERING**

**METAL & SYNTHETICS, ELECTRONICS**, SURFACES, **NEW MATERIALS** 





eBUSINESS, MOBILE APPLICATIONS, ONLINE MARKETING

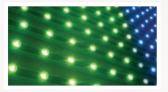


**Precision Engineering** 

The production of high-quality, scientific-technical devices becomes possible with technologies from Jena. Under the heading "precision from Jena", the city's companies and facilities make a significant contribution.



www.praezision-aus-jena.de



Sustainable energy storage and Green Photonics as well as electromobility, geothermal energy, and the application of green technologies in trades are exciting developments in the city.

**Environmental Engineering** 

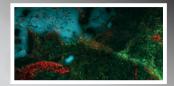
For more information about business and science in Jena refer to:



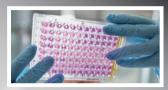
www.jena-business.com



**Optics and Photonics** 



Biophotonics, Microscopy and Ophthalmology



Infection Research and Sepsis



**Aging Research** 



Natural products in organismic communication



**Microbial Communication** 



**Biodiversity and Climate** Research



Innovative Materials und Energy Storage



Precision and Surface Engineering, Nano and Micro Technology



**Information Technology** 



**Chemical Ecology** 



Human Behavior in Social Change



Enlightenment, Romanticism, Contemporary History



**Human History** 



## COMPETENCIES ON SITE AT A GLANCE

In Jena, approximately 4,500 scientists conduct their research. With a strong emphasis on research in the fields of optics and photonics as well health and life sciences, research in Jena focuses on key issues relevant for the future development of society and economy at large.

## **OPTICS & PHOTONICS**

INCL. ULTRA OPTICS. STRONG FIELD PHYSICS, LASER PHYSICS AND **OPTICAL SYSTEMS** 

PRECISION AND SURFACE ENGINEERING, NANO AND
MICRO TECHNOLOGY

> **MATERIALS & SURFACES**

INNOVATIVE MATERIALS/ **ENERGY STORAGE** 

## LIFE SCIENCES

**HEALTH &** 

AGING RESEARCH

CHEMICAL ECOLOGY

INFECTION RESEARCH/ SEPSIS **BIOPHOTONICS** 

**MICROBIOLOGY** INCL. MICROBIAL COMMUNICATION AND NATURAL SUB-**STANCES JENA** 

**SOCIETY ENVIRONMENT** 

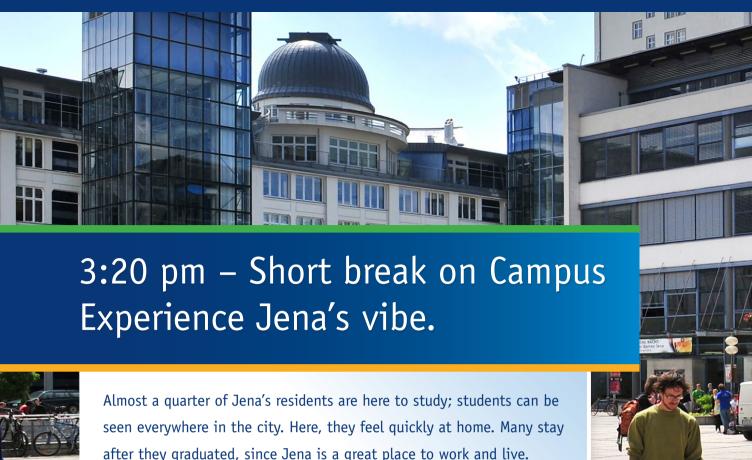
**BIODIVERSITY** SOCIAL CHANGE

BIOINFORMATICS



For more information refer to research in Jena at

www.jena-research.com



after they graduated, since Jena is a great place to work and live.



Excellence in Research and Teaching at Jena's Universities

## FRIEDRICH SCHILLER UNIVERSITY JENA

The Friedrich Schiller University Jena with its long tradition is a highlight for Jena's visitors. Over 18,000 students (more than 12 percent from abroad) are enrolled at the biggest university in the state of Thuringia. Since 1558, the Friedrich Schiller University has been a center of education. As a classical university the faculties cover the whole range of study subjects. The university is known among scientists for its outstanding work in special research topics that are aliqued with the institutional strategy reflected in "Light Life Liberty". With more than 8,000 employees (incl. the Jena University Hospital) the Friedrich Schiller University is one of the biggest employers in the State of Thuringia.

## www.uni-jena.de

## WHY IS JENA SO YOUNG?

Studentenparadies **JENA** 

It's simple: the city has two universities and offers excellent career options. This is especially appealing to students as well as young professionals and their families. As a result, about 25 percent of the city's population is 27 and younger. In order to maintain these numbers in the future, Jena's companies and scientific institutions are actively recruiting young academics.

www.studentenparadies-jena.de



## JENA UNIVERSITY OF APPLIED **SCIENCES "ERNST ABBE"**

The Jena University of Applied Sciences is one of the big success stories among the more recent German universities. The biggest University of Applied Sciences in the state of Thuringia offers its 4,600 the choice of nine faculties in engineering sciences, business economics and social sciences. It is especially well-known for its practical approach and excellent business connections.

www.eah-jena.de

University Hospital plays an important role in Jena's health care as well as in medical research and training on-site. Students of medicine and dentistry are being trained here and at 25 institutes scientists from more than 25 nations research to further advance the medical field. The Jena university hospital provides state-of-the-art in-patient and ambulatory care to over 300,000 patients annually.

📺 www.uniklinikum-jena.de



Numerous research institutions can be found all over the city, especially from the Friedrich Schiller University. For example, the Center for Molecular Biomedicine and the Abbe Center of Photonics at Beutenberg Campus as well as the Center for Applied Research and the Center for Energy and Environmental Chemistry in the downtown area.

## **LEADING RESEARCH INSTITUTES:**

Fraunhofer Institute for Applied Optics and Precision Engineering IOF

www.iof.fraunhofer.de

Friedrich-Loeffler-Institut (FLI) Federal Research Institute for Animal Health

www.fli.bund.de

Guenter Koehler Institute for Joining Technology and Material Testing

www.ifw-jena.de (in german only)

Helmholtz Institute Jena

www.hi-jena.de

INNOVENT e.V. Technology

www.innovent-jena.de

Leibniz Institute on Aging – Fritz Lipmann Institute (FLI)

www.leibniz-fli.de

Leibniz Institute for Natural Product Research and Infection Biology - Hans-Knöll-Institut (HKI)

www.leibniz-hki.de

Leibniz Institute of Photonic Technology (IPHT)

www.leibniz-ipht.de

Max Planck Institute for

www.bgc-jena.mpg.de

Max Planck Institute for Chemical Ecology

www.ice.mpg.de

Max Planck Institute for the Science of Human History

www.shh.mpg.de





in Jena is a scientific network to see and touch. It comprises

several internationally renowned institutes of various scientific associations such as the Fraunhofer Society and the Max Planck Society, the Leibniz Association, the University of Jena and two start-up centers. Numerous international scientists conduct research here. Even for visitors without a business appointment at the Beutenberg Campus, a stroll through its impressive outdoor facilities is always worthwhile.

www.beutenberg.de

## **CONTACTS FOR RESEARCH AND TECHNOLOGY TRANSFER:**

Friedrich Schiller University Service Center Research and Transfer

www.sft.uni-jena.de

Jena University of Applied Sciences Service Center Research and Transfer

www.eah-jena.de

Institutes of the Beutenberg Campus Jena

www.beutenberg.de

Jena Business Development

www.jenawirtschaft.de

#### **TECHNOLOGY CENTERS IN JENA:**

Technology and Innovation Park Jena

www.tip-jena.de

BioCentiv GmbH

www.biocentiv.com

#### **REALIZE YOUR VISION**

STARTING A BUSINESS IN

A good idea always comes first. In Jena, aspiring entrepreneurs are offered a wide range of support to realize their ideas. They receive support from partners at the universities, the technology and start-up centers as well as local networks. Additional offerings through regional partners help to facilitate a smooth launch for new businesses.

www.gruenden.jena.de





## DID YOU KNOW THAT ...

- Jena has the highest birth rate of the Thuringian cities?
- more than 60 partners are involved in the Jena Alliance for Family.
- Jena's fathers rank 1st place in Germany for taking parental leave.





There's always a bit of that holiday feeling when you wake up in Jena. The Saale River valley is known for its mild microclimate and although it sometimes causes morning fog, it ensures Mediterranean temperatures throughout the day. If you want to start your day in a more active way, just follow the lead of the locals: They go down to Paradise Park and enjoy a morning jog along the Saale.

## BREAKFAST IN JENA

HHI

What would a good German breakfast be without a cup of strong coffee? And who wants to miss their morning paper? In Jena's internationally oriented hotels, at newsstands and in train stations you can buy English newspapers so that you can start your day well informed. If you are in the mood to shop, the shopping centers and stores open between 9 and 10 am. Here you can find big international chain stores as well as regional vendors offering typical German products and Jena specialities.



# 10:00 am – Last Meeting We still have a lot to do.





## DID YOU KNOW THAT ...

- commercial areas Jena21, JenA4 and others offer building land in excellent locations?
- there are numerous commercial areas in Jena especially popular among high-tech companies?
- Jena was ranked 9th in "Future Index 2030" a national ranking evaluating the future development potential of 69 major cities in Germany (2016; WirtschaftsWoche & Immoscout24)?





## SHORT DISTANCES AND PLENTY OF KNOW-HOW

Investing in Jena is worthwhile: export-driven companies, renowned research institutions, highly-qualified personnel, and a perfect infrastructure for business and science characterize Jena as the most important technology location in the Free State of Thuringia. Here, companies find everything they need for successfully settling down and a promising future.

www.invest-in-jena.com



#### SUGGESTIONS FOR COMING BACK

## WHY NOT VISIT...

- the Friedrich Schiller University Jena: www.uni-jena.de
- the Jena University of Applied Sciences: www.eah-jena.de
- the Jena City Museum: www.stadtmuseum.jena.de
- the romanticist museum Romantikerhaus Jena: www.romantikerhaus.jena.de
- a concert of the Jena Philharmonics: www.jenaer-philharmonie.de
- the Art Collection Jena: www.kunstsammlung.jena.de
- close to Jena the city of the classics Weimar: www.weimar.de









### **JenaWirtschaft**

Wirtschaftsfoerderungsgesellschaft Jena mbH/ Jena Business Development

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