

## "Welcome to Erlangen"

Ladies and Gentlemen,

It is my great pleasure, as mayor, to welcome you to Erlangen, the Huguenot city.

Perhaps some of you already have gathered a little information about the city before you arrived, for example, by using the "Erlangen app" that can be downloaded to your iPhone.

And, if you heard music on your iPod or other portable player, you were also indirectly experiencing a bit of Erlangen because the MP3 file compression standard had its birthplace here. And the "midwives" to this remarkable birth were the researchers at the Fraunhofer Institute who conceived this technology and developed it further to perfection. MP3 has revolutionized not only the global music business, but also the manner in which we now enjoy music.

**Typical of this city is pronounced ingenuity:** What these clever and inventive Erlangers have dreamed up, ranges from the simple pencil sharpener to ether-anesthesia – from astronaut food to the medical stent that is inserted into the coronary arteries. Looking much further back – into the early 18th Century - it was Gobelin's tapestries, originating in Erlangen that also helped spread Erlangen's fame.

And later, I'll tell you why a new patent application is registered every day from Erlangen.

**Ideas were and are many in our city.** A thorough study several years ago came to the conclusion that the city is reaching for the highest creative potential. The climate that prevails here can be outlined in one sentence, "Open to new input."

In other words, "Open from tradition." A tradition that goes back to the

persecution of the Huguenots in the 17th century until they found a new home in Erlangen.

But first a few facts: With 105,200 inhabitants, Erlangen is, Bavaria's eighth-largest city. There are 98,000 jobs - nearly one in four of them located in the area of health and medicine. And nationwide, typically higher than average incomes and purchasing power result in a characteristically low unemployment rate.

When I ask guests about the impressions, which they won in Erlangen, I often hear the words,

- "Charming,"
  - "Almost Mediterranean,"
- or simply,
- "Much flair! I enjoyed it."

I am delighted to have you with us as guest and want to fine-tune you into our city a little.



## Erlangen – the Huguenot city

**"Breathing history," - that is easy to Erlangen.** Although we do not have a magnificent cathedral and masterful half-timbered houses, Erlangen is a **German prime example – a jewel – of the baroque city plan.** The pearls are admittedly sometimes visible only at second glance, but there are many pieces of jewelry. You should take time and discover them at leisure!

The **Huguenots** came to Franconia, because the "Edict of Nantes" was canceled: this meant that 150,000 had to leave France because of their beliefs. Margrave Christian Ernst of Brandenburg-Bayreuth gave the refugees a new home where they could practice their religion freely. Even more: the Marquis policy, as we would say today, allowed settlement and active business development. New business moved into the area and many still exist today, "Huguenot houses" were working hosiers, hat manufacturers, glove makers and tanners. There was a Gobelin, whose artistic skills outside the region were in strong demand.

**Thus began the construction of the baroque Town - which is now a national monument of special rank.**

**Even then, a "highlight," the 1700-1704 constructed Margrave Castle – built on the Schlossplatz. Today the castle is the seat of the university administration.**

## Erlangen - University City

With the "academic consecration," which received Erlangen, began a new era. The once peaceful farming community town made its way into the future.

**Erlangen is the nucleus of the internationally renowned Friedrich-Alexander University Erlangen-Nuremberg.** It is the largest university in northern Bavaria and the second largest in Bavaria - and with more than 800 million Euros per year expenditures, is an important economic factor in the Metropolitan Region of Nuremberg. Many of their academics enjoy worldwide reputations.

Approximately 33,000 students are enrolled at five faculties with a choice of 142 courses. The University maintains 500 international academic partnerships and 130 international research collaborations. Numerous spin-offs have established themselves and are successful in their industries. There are also a number of institutions that promote research and scientific determination.

**In addition to Siemens and Areva, the university – with 12,000 employees, is our largest employer and continues to expand.** It now uses the free site that has become the Röthelheimpark, where – up to 1994 – U.S. troops stationed in Erlangen for decades were stationed. In 2001, on the grounds of this former artillery barracks, the Röthelheim Campus opened its doors.



## Erlangen - The Siemens City

**In the middle of Erlangen, but at home in the world.** So you could sketch it. During a walk through our city you will soon hear "Siemensian". Why listen? Well, it "schwäbelt", it sounds like northern German. Rhineland chant mingles with Palatine idiom. In between, it converses in French, English or Portuguese.

A conglomerate to hear dialects and languages, who sits in the evening in the restaurants, who buys on Saturdays on the market at Castle Square idyllic Franconian fresh vegetables, who are inclined to shop in stores.

Most of the university, and especially Siemens and the nuclear company Areva NP (whose head office is based here in Erlangen), it is thanks to people that live here from **136 nations**. With 22,000 employees - not counting the subsidiaries with - **Siemens is the largest employer**. Hardly a day goes by without a patent is applied for, product innovations are commonplace.

Erlangen is the largest Siemens location worldwide. Not so very long ago, Siemens invested in Röthelheimpark and built modern manufacturing and service facilities.

**Small quiet and tranquil had all started** - with a workshop for the production of physical and electro-medical apparatus, which opened as Moritz Cleaner in 1877. This later formed the **Siemens-Reiniger-Werke**.

The thrust of Erlangen in **1945**, however, came from Berlin. The **Siemens-Schuckert** settled here; Erlangen was left of the consequences of the Second World War largely unscathed.

From then on there were signs of growth, things grew bigger and bigger. The town had 40,000 inhabitants in 1945, the **100,000 mark was reached in 1974**. Erlangen exceeded all federal housing in German cities. The University and

"Siemens City" made themselves a name nationally with the balance between ecology and economy. This engagement was crowned in 1990 and 1991 won the award "Federal Capital for Nature and Environment".

But back to "our Siemensianern".

**Siemens: A large chapter in German economic history** was in large part and it still is written in our city. It is associated with numerous pioneering achievements. Whether in drive technology and automation, whether in communications technology or IT solutions.

We Erlangers – and not only we – are now proud to say that medical technology is our core business competency. For in addition to Siemens, many other companies and institutes have opted for obtaining a seat here.

Therefore, we can confidently speak of Erlangen as the medical and health center.



## Erlangen - the medical and health city

Nowhere else is the concentration of **medical expertise** as high as here. As already mentioned, there are almost one in four jobs in the fields of medical and health.

From the start, medical technology has held a special place in our Huguenot city. In addition to Siemens Healthcare, the extensive medical faculty of the Friedrich-Alexander University must be noted, and the university enjoys a reputation as an excellent research facility as well. The University Hospital has 24 clinics. Just recently (October 2011) a new internist center was inaugurated. The Free State of Bavaria invested approximately 129 million € in this major project.

Medical care at the highest level is also assured at the Clinic on the Europacanal and the St. Mariem European Forest Hospital.

Erlangen is also home to more than 200 medium-sized enterprises such as Biotronik, WaveLight, Human Optics, Pfrimmer-Nutricia, Corscience, Pausch technologies. They have specialized in medical research, production and services, and pharmaceuticals. And always there are new start-ups: in just the past decade, more than 60 companies located or expanded their new business here.

There are also numerous research collaborations between industry and science. I would also like to mention the **Innovation Center for Medical and Pharmaceuticals (IZMP)**, a think-tank without equal, which offers up to 4000 square feet of office and laboratory space, plenty of space for new things. Since its launch, the IZMP is always busy at full capacity.

The facts regarding local specialists in medicine and medical technology are well established. But also many out-of-towners and foreigners are always happy to be a guest in the city, showing a different facet of Erlangen - as a convention and conference center.

Erlangen has recently won the title, "Centre of Excellence in Medical Technology," which delights us not only because of the 40 million Euros in funding.

"Medicine and Health" for us is not only a powerful economic factor, but also actual and successful site marketing. The city of Erlangen, understands itself as a facilitator between industry and academia, providing the necessary structures and the framework for more efficient and more successful collaborations.



## Erlangen - the city of culture

With so many inventions, high productivity and economic power, another important facet cannot be neglected – culture!

**Nothing is easier than to succumb to this cultural "high".** The artists make it to the guests as well as the locals conveniently available. But at the same time, difficult – difficult to make selections. You must constantly wonder by what and where you should allow yourself to be charmed or what idea you can capture. For everywhere in the city, art is everywhere in the room. What you should look at and listen to first? That depends on the stand-point.

If you are in the northern part of downtown, take a look at the **Heinrich Kirchner sculpture garden** on Castle Hill. 18 bronze sculptures by the Erlanger artist defying wind and weather since 1982 and able to attract any visitor under their spell.

Also a long tradition in the city, **national and international festivals**, whose organizers appreciate the openness and curiosity of the audiences.

- For example, the **Erlangen Poetry Festival** that lures aspiring new authors, renowned literary celebrities, literary critics and journalists here.

- For example, the **"International Comic Salon,"** which opened its doors 1984 in the Huguenot town and was the first event of its kind in Germany. Today, the colorful event, which takes place every two years, is one of the three largest of its kind in Europe.

- For example, the **International Puppet Theatre Festival** that alternates with the Comic-Salon was founded in 1979 in Erlangen, and takes place in the neighboring cities of Nuremberg Fürth and Schwabach. This feast for the senses exceeds not only city limits, but also the boundaries of artistic genres: puppetry, drama, visual arts and new media.

Small and big stars come and go in a continuous stream Erlangen. This also applies to many other places where art is presented. From student theater festival in Arena to theater performances recorded in the oldest baroque theater in southern Germany, the **Marquis Theater**. From concerts with international stars in the cultural center "power station" and cabaret evenings with all manner of well-known masters of satire in the museums and galleries.

**But the biggest of all stages is the "Erlanger Bergkirchweih"** and is more than 255 years old. The **oldest beer festival in the world** breaks all records and annually attracts around one million people at Whitsuntide to the Burgberg festival grounds. There, the former beer cellars meet former students again – flying managers from all continents – especially to devote themselves extensively to the festivities of Franconia's number one beer fest. And under an unparalleled "green" roof.

If you now but - which is unlikely - yet "caught" once a day, lodges in the cultural life just a breathing space, then it is not so bad. The reason: Enjoy the **great gastronomic offer**. Only a few German cities offer a comparably impressive selection of cozy pubs, chic restaurants and cafes where one can laze away the wonderful time.



## Summary and good wishes

**Now you have surely discovered just how diverse Erlangen is.** From the tranquil Huguenot town, the city has developed into an **important and successful high-tech and high education center.** As **medical and health city**, Erlangen is known far beyond its borders - thanks to the unfailing shoulder to shoulder cooperation between community, science and business. The dedicated team proves again and again to be fruitful for ambitious research, for successful product innovation and cultural highlights. The unique blend of baroque and modern architecture, ambiance fascinates all who witness it. And some have even lost their heart to her.

Without the Huguenots who came to Franconia in 1686 and then into our city, this would not have been possible. And of course, not without Siemens. The company moved its headquarters from the war bombed-out Berlin in 1945 to the virtually undamaged Franconia and thus gave the city of Erlangen the momentum and dynamism that characterizes it today.

**Erlangen has many faces.** I hope that you get to know many of them. And I want to wish you all just one thing more: Do you have a good time in our city!

Thank you for your attention!