

"Welcome to Erlangen"

Ladies and Gentlemen,

### **Erlangen – the Huguenot city**

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.

**"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!

**Detail for specific groups:**

**Most representative, I would suggest the magnificent baroque Stutterheim Palace, on the marketplace. There has been a citizens' initiative vigorously active for the preservation of this stately building from the 18th Century. They have collected and used many donations for this purpose. In 2010, it was successfully restored to its former glory and today it houses the Fine Arts Palace with the city's art collection and the city library. The building was used as Town Hall until 1971 but since then has now become a lively public meeting center.**

The "Villa Erlangon" was first mentioned in documents in 1002 - and is thus 48 years older than our neighbor, the old imperial city of Nuremberg. During the 30-year war, Erlangen was destroyed. In 1686, the first Huguenot refugees arrived. With their skilled artisans they brought the residence of the Margrave of Brandenburg-Bayreuth to flourishing. Much was made possible in this time of unusual freedoms, such as the freedom of establishment or the abolition of compulsory guild.

**Detail for specific groups:**

**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, in "Huguenot houses" (and many still exist today) were working hosiers, hat manufacturers, glove makers and tanners. There was a Gobelin manufactory, 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.** If you stroll through the city, you will notice that the streets and walkways are fairly straightforward: rectangular, symmetrical, raster-like as envisaged in the urban ideal of this period. Designed on the principle of "golden section." A major step on the way to modern urban planning: a layout as is also found in Mannheim, in Brasilia, Washington and St. Petersburg.

**Even then, a "highlight,"** the 1700-1704 constructed Margrave Castle – built on the Schlossplatz. However, nothing is left of the baroque style with classical French details, because, in 1814, the castle burned down completely. In a short time thereafter, reconstruction began that finally attracted an institution that influences and characterizes Erlangen even today: the university, founded in 1743. Today the castle is the domicile 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. Let me mention just a few personalities who have studied or taught at Erlangen, and for whom Erlangen was an important stop:

- The physicist Hans Geiger, inventor of the Geiger counter
- The philosophers Johann Gottlieb Fichte, and Ludwig Andreas Feuerbach
- The physicist Georg Simon Ohm, who discovered Ohm's Law
- The founder of Organic Chemistry, Justus von Liebig
- Ludwig Tieck and Wackenroder, the two writers who made the "Franconian Switzerland" (a now attractive tourist region on the outskirts of Erlangen) a literary monument.
- Karl-Heinz Brandenburg, developed with his team of scientists at the

Fraunhofer Institute, the MP3 compression technology.

**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, it 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.

**Detail for specific groups:**

**Closely connected with the university, for example, the Max-Planck-Institute for Physics of Light opened in 2009, and two Fraunhofer Institutes, one for Integrated Circuits and one for Integrated Systems and Devices or the Bavarian Laser Centre. Important contributions are also realized in the Nikolaus Fiebiger Center for Molecular Medicine and the Center for Applied Energy Research.**

**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.

It was obvious as early as 1996 that Röthelheimpark would have an important role as the urban future in times of demographic change developed. A former military site near a downtown flagship district was created and is still growing.

Filled with vibrant life, not in the young and old standing side by side, but rather, living and working together. The concept follows the challenges of modern urban planning: attractive architecture and monument preservation, for example the historic barracks buildings, form a positive contrast. In addition to modern shopping and service centers, space was created for offices, law firms and practice areas for multi-generational housing and accessible housing units. There are outdoor sports facilities and a gymnasium. And adequate playgrounds - by the way, as elsewhere in the city.

**Detail for specific groups:**

**The Röthelheimpark comprises 136 acres, just about a third of them reserved for green and nature conservation areas. By the end of 2010, one of the new districts housed 3750 inhabitants. When the project is completed, it should total 5000. This represents about 4.4 percent of the total population of Erlangen. There are several schools available, including the Franconian International School.**

Also important, new jobs were created, estimated at around 4500, spread across different industries. Many small service companies have settled in as subsidiaries of the University - and Siemens.

So let me tell you about Siemens who is more than the most important employer in this city. Let me tell you about a special "phenomenon" that is found in no other city.

## **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 idyllic market at Castle Square Franconian fresh vegetables, who are inclined to shop in stores.

It is thanks to most of the University and especially Siemens along with the nuclear company Areva NP (whose German headquarters is based here in Erlangen), that people from 136 nations are living in Erlangen. 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.

### **Detail for specific groups:**

**The manufacturing and development facility, so it is with Siemens, is a pivotal point. The resident "divisions" are Industry Solutions and Mobility in the Industry Sector, Fossil Power Generation, Renewable Energy, Power Transmission and Power Distribution Energy Sector and the Imaging & IT, Workflow & Solutions and the Healthcare Sector.**

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

The thrust of Erlangen in 1945, however, came from Berlin. The Siemens-Schuckert factories 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.

- **Let's take the example of high-current electrical mobility**, which is currently on everyone's lips:

The first electric trams and subways were Siemens accomplishments from the beginning and Siemens is still a pioneer in electric vehicles. Given the resources that are dwindling in the face of global warming and urbanization, electric mobility is an issue for the future. And a growing market for Siemens with a sophisticated and sustainable approach that covers many products: the charging infrastructure for electric cars, solutions for electric drive-trains,



software solutions for electric mobility and automation solutions for the development and production of electric vehicles.

**- Take the equally important issue for the future electricity supply:**

In Erlangen solutions for a "smart power" and efficient networks are being designed to answer Smart Grid solutions, the central questions of our future energy supply.

**Detail for specific groups:**

**Example 1: Electric cars not only consume power, they can also serve as mobile power storage, feeding power back into the grid to cover peak loads.**

**Example 2: At Siemens, for example, many engineers are working on so-called HGÜs (High Tension Direct Current Transmission) that allow a high voltage, direct current transmission to be transported over extremely long distances.**

In regards to the current philosophy for energy systems in Germany, Siemens announced its exit from the nuclear power field. A consequence that fits the Siemens environmentally friendly product portfolio.

**- And looking at the issue of medical technology:**

Siemens Healthcare is one of the world's market leaders when it comes to the production of medical devices and systems, for example, modern high-performance computer tomography or hearing aids. The importance of Erlangen as a medical research city also underlines the importance of Röthelheimpark medical factory.

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 hospital "Waldkrankenhaus St. Marien".

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.

### **The heart of the northern Bavarian "Medical Valley" beats in Erlangen.**

With each heart beat of its importance assuring Erlangen:

- as a unique location for ambitious research,
- and successful, often award-winning product innovations,
- and also for many new jobs.

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 the "Burgberg". 18 bronze sculptures by the Erlanger artist defying wind and weather since 1982 and able to attract any visitor under their spell.

**Detail for specific groups:**

**Unlike the oversized thumbtacks by Isi Kunath. Perhaps you have already discovered one of them, for example, directly in front of City Hall. With their red heads, they remind of the history of Erlangen and point to buildings and monuments that no longer exist at this point.**

**How tight economy, science and culture being "in league", showing the wooden figures of Stephan Balkenhol, located in front of the Innovation Center for Medical and Pharmaceuticals (IZMP). To ensure nobody walks past them carelessly!**

**In contrast, at the Röthelheimpark you are forced to walk around the "Erlanger head" by Matthias Schlitt, the Erlanger culture prize holder. It is like having a giant stuck into the ground up to its neck. This exciting commission of the city of Erlangen in 2005 enriches the scene.**

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.

**Detail for specific groups:**

**A whole weekend of open-air listening to the artists and discussing their relative merits best describes the festival. It has become an integral part of the German literary scene. In 2009, even the Nobel Prize winner Herta Müller attended.**

- 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.

**Detail for specific groups:**

**Attendance is obligatory for the representatives of the "Ninth Art" and many collectors in search of the last jewel for their collection on the comic book market are successful here. And for young heroes of the profession, there is now the prestigious "Max and Moritz Award."**

- 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 are coming and going nonstop in Erlangen. This also applies to many other places where art is presented. From student theater festival called "Arena" to theater performances in the oldest baroque theater in southern Germany, the "Markgrafentheater". From concerts with international stars in the cultural center "E-Werk" 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, on the former beer cellars meet former students again – managers from all continents are flying – 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 Erlangen 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!

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