Bonn is impressive...

...in its "economic strength"

93,858 euros of GDP is generated by each member of the working population in Bonn. That is the highest per capita GDP in NRW.

...in its "DAX companies"

103.6 bn euros of market capitalization is accounted for by DAX companies Deutsche Telekom and Deutsche Post DHL Group, earning Bonn third place in the "national stockmarket league".

...in its "magnetism"

1.6 m overnight stays mark a new record. Bonn attracts growing numbers of city tourists and conference visitors.

...in its "Beethoven heritage"

1770 was the birth year of Ludwig van Beethoven in Bonn. In 2020 there will be a host of events celebrating his 250th birthday.

...in its "expertise"

28.5% of all people employed in Bonn hold an academic degree – a figure surpassed in only six municipalities in Germany.

... in its "internationality"

20 UN organisations employing around 1,000 people make Bonn THE German UN city.

... in its "venues"

5000 additional capacity at the World CC Bonn makes the city a top-class conference location.

... in its "political status"

6 federal ministries have their principal seat in Bonn and the city is Germany’s second political hub after Berlin.
Development Trends.

25 years of structural change

In 1991 the German Bundestag took the decision to transfer the seat of parliament and a number of government functions to Berlin. This marked the beginning of a process of structural change in Bonn and the administrative districts of Rhein-Sieg and Ahrweiler – a process based on a „Five Pillar Model“ that put the development strategy for the region on a broader footing:

• Pillar 1 „Bonn as Federal City“
• Pillar 2 „Centre for International Cooperation“
• Pillar 3 „Science and Research Region“
• Pillar 4 „Regional Economy Geared for the Future“
• Pillar 5 „Model of an Environmentally Responsible Urban Landscape and Cultural Region“

This strategic approach was enshrined in the 1994 Berlin-Bonn Act.

Record employment

As of 30 June 2017, the Federal Employment Agency registered a record 173,531 employees liable to social insurance contributions in Bonn. The figure marks a 2.2% rise in employment since June 2016, which in absolute terms means 3,691 more people in socially insured work. By comparison, employment across NRW increased by around 2.3% over the same period and the figure for the Rhein-Sieg District around Bonn showed a rise of 2.5%. Owing to the vigorous long-term growth of employment, the number of persons with socially insured jobs in Bonn today is 39,332 (29.3%) more than the 134,199 recorded in 1991 when parliament passed the resolution to transfer the German capital from Bonn to Berlin.

High percentage of academics

The Federal Employment Agency has adapted its definition of „academic degree“ to take account of the new educational options that have been introduced. As of 30 June 2017, 28.5% of the working population (49,540 persons in absolute terms) held one or more of the following academic qualifications: Bachelor, Diploma, Magister, Master, Staatsexamen, PhD. Across NRW, the average was 14.5%, compared with 15.6% nationwide and 12.6% in the Rhein-Sieg District. In the regional rankings, Bonn holds seventh place (also seventh in 2016) among the 400-plus municipalities in Germany and is the outright leader in NRW.

Population up by 3,365

According to extrapolated census figures, the official population of Bonn totalled 325,490 at the end of 2017. This was 3,365 (1.0%) more than the year-end figure of 322,125 in 2016. As in the past, the population growth stemmed partly from positive net migration, which brought the city a total of 2,781 more residents in 2017. Natural population change, i.e. the balance of births and deaths, has been consistently positive since 1987 and boosted the population by 393 in 2017. Aside from net migration and the balance of births and deaths, the state statistical office IT.NRW noted an increase of 191 persons in 2017 due to other changes, most of them the result of posthumous corrections.

High take-up in the office market

The Office for Economic Development registered a total of 143 take-up transactions in the Bonn office market in 2017. They included 142 lettings and one owner-occupier office development. The volume of space taken up in the Bonn office market totalled 108,210 sq m in 2017. This followed a record figure of 126,200 sqm in 2016. Compared to developments in recent years, take-up was moderately recessive in 2017 but still significantly higher than the annual average of 93,500 sq m over the period 2013 – 2017. Unoccupied office premises accounted for 2.62% of the total stock registered at year-end 2017. With the aggregate floor space of office premises in Bonn totalling around 3.86 million sq m, this amounts to 100,989 sq m. Against the previous year, the vacancy rate edged up by 0.45 percentage points. Nevertheless, the annual level of vacancy – even compared with other cities – still points to undiminished strong demand for office properties in Bonn.

Relatively low unemployment

In relation to North Rhine-Westphalia as a whole, Bonn enjoys relatively low unemployment. In 2017, the unemployment rate in the city averaged 6.7%, compared to 5.2% in the surrounding Rhein-Sieg District, 7.4% across NRW and 5.7% nationwide. Unemployment decreased by 0.4 percentage points in Bonn during the course of 2017 and shrank by a moderate 0.3 percentage points in the Rhein-Sieg District while the national figure fell by 0.4 percentage points and statewide unemployment eased by 0.3 percentage points. In a comparison of average annual unemployment in 20 major German cities, Bonn ranked seventh in 2017. Munich (4.2%), Stuttgart (4.7%), Münster (5.4%), Frankfurt am Main (5.9%), Nuremberg (6.0%) and Dresden (6.6%) scored better. Other NRW cities such as Düsseldorf (7.4%), Cologne (8.4%) and Duisburg (12.5%) had significantly higher levels of unemployment.
Il. Business City.

Vigorous service sector growth

The number of socially insured persons employed in the service sector in Bonn increased significantly between 2016 and 2017, growing by 3,585, or 2.3%. In mid-2017, a total of 159,522 persons in Bonn were engaged in tertiary occupations, which is 91.9% of the entire active population. Like Frankfurt am Main and Potsdam, Bonn thus ranks among the cities with the most highly geared service economies in Germany. Across NRW as a whole, 72.6% of the working population was active in the tertiary sector as of the middle of 2017. The manufacturing sector accounted for around 26.9% of total employment in NRW. Against 2016, the number of persons employed in the manufacturing sector in NRW edged up by 0.5%. The equivalent figure in Bonn also showed a moderate rise of 0.7% (+100 persons in absolute terms). In mid-2017, manufacturing accounted for 8.0% of employment in Bonn.

Information and communications sector dynamic

Between 2016 and 2017, the number of persons employed in the public and private services sector (excluding public administration) rose by 1,269, notably due to increased employment in the healthcare and social service segments. The information and communications sector also expanded significantly, registering an additional 1,158 persons employed – a percentage increase of 7.9%. The sharpest employment gains in absolute terms were again seen in public administration (+419 employees/+2.2%) and the hospitality industry (+296 employees/+4.9%). The manufacturing sector also registered a moderate upturn in employment over the year with a 0.7% increase in jobs.

99.5% of businesses SMEs

Enterprises with fewer than 250 employees accounted for 99.4% of all businesses in Bonn in 2016. Numbering 15,550 entities, they provided 89,658 jobs (58.6% of the total) subject to social security contributions. The other 90 enterprises, with 250 or more employees, provided 63,231 jobs (41.4%) subject to social security contributions. The structural breakdown of business entities in Bonn presents a differentiated picture. Micro-enterprises employing 9 people or less accounted for 87.7% of all businesses and 12.8% of employment. Small enterprises with 10-49 employees provided 18.4% of jobs and made up 9.1% of businesses, while medium-scale enterprises with 50-249 employees accounted for 27.4% of employment and 2.6% of businesses. Large enterprises with 250 employees or more employed 41.4% of the working population, which is a significantly higher percentage than in NRW as a whole (33.0%). However, comparison with selected cities in NRW showed that some registered significantly more employment in large enterprises. For example, while the percentage of employment generated by large enterprises stood at 41.3% in Münster – similar to Bonn – it was 43.7% in Cologne, 43.8% in Düsseldorf and no less than 50.1% in Leverkusen.

Global players in Bonn

Across the area covered by the Bonn/Rhein-Sieg Chamber of Industry and Commerce, the largest private employers in 2017 (excluding public institutions) were Deutsche Telekom, Deutsche Post DHL Group and Postbank. Together, they employed around 27,600 people. The two publicly listed heavyweights alone – Deutsche Telekom and Deutsche Post DHL Group – managed strategies for a global workforce of over 730,000 from head offices in Bonn. However, major companies with global operations in the manufacturing sector – e.g. in energy management and the automotive supply industry – also employed thousands of people in the city.

Corporate management

Bonn’s significance as a key location for major national and international companies is revealed by a closer look at the market capitalisation of the companies that are listed in the DAX indices (DAX 30, MDAX, TecDAX) and have their head offices in the city. In August 2018, the Bonn DAX companies Deutsche Telekom and Deutsche Post DHL Group had a joint market capitalisation of around 103.6 billion euros (as of 16 August 2018). This helped make Bonn the third strongest performing city in Germany (second in 2016) in terms of stock market value. This was revealed by the "Börsenliga 2018" study conducted by strategy consultants Simon-Kucher & Partners, who have produced such rankings since 2005. Bonn started in second place in 2005 and has consistently ranked among the front-runners for thirteen years.

Source: Market capitalisation DAX, MDAX, TecDAX (as at 16 August 2018)
Based on analysis by Simon-Kucher & Partners
III. Innovative Knowledge City.

Knowledge-intensive services

Good growth prospects are seen for knowledge-intensive services because future demand will continue to remain strong for services in areas such as healthcare, information, business and financial consulting. Studies by noted specialists NIW (Lower Saxony Economic Research Institute), ISI (Fraunhofer Institute for Systems and Innovation Research) and ZEW (Centre for European Economic Research) show that knowledge-intensive services are strongly represented in Bonn and accounted for nearly 37.3% of all employment in the city in mid-2017. This gives Bonn a significantly sharper knowledge profile than NRW as a whole, for example, where only 22.1% of jobs are in the knowledge-based service segment. The three strongest sectors – healthcare, corporate management/headquarters and information technology – together account for nearly a quarter (around 23.0%) of all employment in Bonn.

Centre for science

The Bonn region is a major location for research and innovation. Its outstanding features include an attractive higher education landscape, numerous international research institutions, prominent actors in the field of academic policy and administration and major corporate research departments.

University of Bonn

The 200-year-old University of Bonn is a research-based university operating and cooperating in its specialist fields on an international level. Its prospectus currently contains around 200 study programmes. Together with Bonn University Hospital, the University employs more than 10,000 persons, which makes it one of the city’s largest employers. Its student body – more than 38,000 strong and including some 4,000 international students – shapes the face of the city. A total of 80 partner universities worldwide attest to excellent international networking.

Bonn-Rhein-Sieg University of Applied Sciences

Established in 1995, the Bonn-Rhein-Sieg University of Applied Sciences has around 9,000 students and approximately 1,000 teaching, research and administrative staff. It currently offers 31 study programmes – half bachelor, half master programmes – at three locations: Sankt Augustin, Rheinbach and Hennef. Nearly 60% of the around 1,100 graduates it produces each year remain in the area, guaranteeing that the university plays a major role in the cooperation between business and science.

Healthcare

Bonn is a strong healthcare location enjoying a good reputation at both national and international level. Hallmarks of the Bonn healthcare cluster include an outstanding system of medical services, a large number of healthcare-oriented research and scientific institutions and the presence of major healthcare agencies, trusts and associations. The city is also the home of numerous noted enterprises in the fields of telemedicine, imaging systems, consulting and occupational health and safety. The city’s status in the healthcare landscape is officially recognised by the State Government of North Rhine-Westphalia, which has identified a total of six regions as healthcare hubs within NRW. The Cologne/Bonn region is one of them.

Information and communication

Information and communication technologies play a key role in the structural and technological evolution of Bonn. The sector is defined in the city by major players and employers such as Deutsche Telekom but also by a dynamic tier of SMEs. Against the backdrop of Bonn’s prominent profile as an IT city, Senior Mayor Ashok Sridharan initiated the “Digital Bonn” project in cooperation with Bonn IT and management consultant axxessio GmbH, the Bonn/Rhein-Sieg Chamber of Industry and Commerce and the Office of Economic Development of the City of Bonn. The position of project manager was assumed by axxessio managing director Goodarz Mahdobi. In an intensive work process, IT actors developed 340 project proposals aimed at strengthening Bonn’s digital transformation. They were presented as a “Catalogue of Ideas” on 2 December 2016. Since then, numerous projects have been implemented. One is the Digital Hub Region Bonn, which receives 1.5 million funding from the NRW state government. In spring 2017, a startup centre was established at premises in the new Bonner Bogen district to help potential entrepreneurs create startups and offer newly created startups an established infrastructure. Apart from offering coworking spaces, the Hub attaches particular importance to promoting networking with Bonn-based companies as well as scientific, research and academic institutions such as the University of Bonn and the Bonn-Rhein-Sieg University of Applied Sciences.

www.digitalhub.de

Geobusiness centre

The Bonn region is regarded throughout Germany as a major centre for geobusiness. No other region has access to as much geoinformation expertise. The Geoinformation Initiative established in 2004 is a regional network of actors from academia, science, research, business and administration. The initiative’s mission is to further sharpen the profile of the geoindustry, initiate networks and drive innovation in the Bonn Region and beyond. The network is sponsored by the Office for Economic Development of the City of Bonn and the Bonn/Rhein-Sieg Chamber of Industry and Commerce.

www.geobusiness-region-bonn.de
More than 20 years as a UN city

Bonn is at the heart of the United Nations’ efforts to promote sustainable development worldwide. With around 20 UN organizations and around 1,000 people on the UN payroll, the city has become a major UN location in Europe alongside Geneva and Vienna. Among the UN institutions with headquarters in Bonn are the Climate Secretariat, the Secretariat of the United Nations Convention to Combat Desertification and the UN Volunteers Programme. Other UN institutions address issues such as early warning of natural disasters, conservation and biodiversity protection, water, health, vocational training and sustainable tourism. The foundations for Bonn’s development as the German UN city were laid on 20 June 1996, exactly five years after the German Bundestag voted to move the capital from Bonn to Berlin. With a host of cross links and cooperation between the UN, federal ministries, development services, commercial enterprises, scientific institutes, media organisations and around 150 international or internationally active NGOs, Bonn offers considerable expertise in environmental and development issues and has successfully positioned itself as a “sustainability capital”. A visible symbol of that development is the Bonn UN campus, which is currently being upgraded with a new 17-storey, 8,400 sq m building. The building will provide 330 modern workspaces for the UNFCCC Secretariat (UN Framework Convention on Climate Change). For current information and overviews of all UN agencies in Bonn, go to: www.unric.org/de www.bonn-international.org

Bonn – the Federal City

An agreement to ensure a fair long-term division of labour between Berlin as federal capital and Bonn as federal city is contained in the Berlin/Bonn Act adopted in 1994. Under that agreement, political functions need to be retained and promoted in the Federal City in the following policy areas:

• education and science, culture, research and technology, telecommunications
• environment and health
• food, agriculture and forestry
• development policy, national, international and supranational institutions
• defence

Today, Bonn is the principal seat of six federal ministries with mandates covering the policy areas defined at that time. These ministries have particularly close physical links with the institutions that already existed or were subsequently established in Bonn.

Bonn as a conference centre

In recent years Bonn has developed into an attractive location for conferences and events. The completion and opening of the main building of the World Conference Center in June 2015 marked the creation of additional capacities. The WorldCCBonn can now cater for events for up to 7,000 persons. The former plenary chamber of the German Bundestag also forms part of the WorldCCBonn complex. Other historical venues include the Steigenberger Grandhotel Petersberg in Königswinter. The Maritim Hotel Bonn, with its conference hall for 2,800 participants and 15 other conference rooms, and the lifestyle and design hotel Kameha Grand Bonn, with an event area for 2,500 persons, offer conference facilities of an international standard. A wide range of event facilities are also available at the Bonn museums, the Beethovenhalle and the city’s scientific institutions.

International labour market

International professional and managerial personnel play a decisive role not only in the community of around 20 UN agencies based in Bonn and the city’s non-governmental organisations but also in the corporate head offices of the Deutsche Post DHL Group, Deutsche Telekom, Postbank and numerous other service and manufacturing companies. The scientific institutions also have a magnetic attraction for international scientists and researchers. Within the framework of the regional „Bündnis für Fachkräfte“ (“Alliance for Skilled Labour”), the Office for Economic Development coordinates activities in the area of „internationality and integration“. Through its location marketing activities, it also actively promotes the City of Bonn to attract more foreign enterprises and assist employers in matters such as the accreditation of foreign specialist personnel. In addition, the City of Bonn has appointed „business ambassadors“ to encourage early consideration of Bonn as a destination for company relocations, a location for joint ventures and a venue for conferences. They thus provide constructive support for the location marketing activities of the Economic Development Office and help further enhance Bonn’s international profile.
Visitor figures in 2017

For the eighth year in succession, overnight tourism reached a new record level. The City of Bonn registered 1.6 million overnight stays in 2017, underscoring Bonn’s powerful magnetism as a travel destination. The city is known and loved particularly for its beautiful setting on the Rhine and its rich cultural offerings. The outstanding diversity of the city’s museum landscape is one example. The five institutions of the Museum Mile alone noted a total of around 1.4 million visitors in 2017. The house where the great composer Ludwig van Beethoven was born, „Beethoven-Haus Bonn“ with its chamber music hall, as well as the annual Beethoven Festival and the Beethoven Orchestra are attractions for music lovers all over the world. Another magnet is Theater Bonn (presenting operas, plays and guest dance performances), which entertained audiences totalling around 196,500 in the 2017/2018 season. There is also a vibrant free arts scene, with well-known names ranging from the „Haus der Springmaus“ and the „Panthéon-Theater“ to the „Brotfabrik“, „Musiknetzwerk“ and „Junges Theater Bonn“. The „Haus der Kultur“ is another important pillar of the arts in Bonn. With around 20 associations and institutes, it accommodates more non-governmental cultural networks under one roof than anywhere else in the country. Among them are the German Music Council and the national cultural development organisation Kulturpolitische Gesellschaft.

Ludwig van Beethoven

Born in Bonn in December 1770, Ludwig van Beethoven continues to attract culture vultures and city trippers alike. Bonn Information offers a 16-stop walking tour that follows the great composer’s youthful footsteps through the streets of the Electoral City. In 2020, the 250th anniversary of Beethoven’s birthday will be marked across the region and nationwide by events with an international appeal. The festivities and activities will extend throughout the anniversary year, starting on 16 December 2019 and ending on 17 December 2020, the 250th anniversary of Beethoven’s christening. More information is available at: www.bthvn2020.de

HWWI City of Culture

For the fourth time since 2012, the Hamburg Institute of International Economics (HWWI) conducted a biennial study for the Berenberg private bank in 2018 examining the cultural life of Germany’s 30 largest cities. Bonn took sixth place in the rankings ahead of Düsseldorf (in seventh place) and Cologne (in ninth place). Credited with a diverse and comprehensive cultural landscape, Bonn was actually found to have a larger per capita number of museum exhibitions than any other city in the study.

www.hwwi.org

Shopping in Bonn

With around 450,000 square metres of retail space, Bonn is the shopping hub of the Bonn/Rhein-Sieg/Ahrweiler Region. Around 500 retailers in the attractively designed city centre offer an extensive upmarket range of medium and long-term consumer goods. As an A location, the city centre has an aggregate sales area of around 135,000 sq m. A moderate increase of 35,000 sq m in the inner city will counter competition from the increasingly strong surrounding area. In spring 2017, for instance, the building known as the „Südüberbauung“ opposite Bonn Central Station was demolished. It will be replaced by the Ten Brinke Group’s „Maximiliancenter“, which is due for completion at the end of 2018 and will have Primark as its anchor tenant. With the redevelopment of the area north of the station known as the „Bonner Loch“, an „urban repair“ that has been discussed for 40 years is also being tackled. Baptising the project „Urban Soul – Triad for Bonn“, the investors „die developer“ plan a vibrant, typical downtown mix of retail premises, office space, apartments, hotel and gastronomy.
Accessibility
The Federal City of Bonn is situated at the centre of the European Rhine Region. The Brussels area or the Rhine-Main Region are thus easily reachable within 1-2 hours by car or by ICE or Thalys high-speed trains. The city also benefits from connections to the three international airports – Cologne / Bonn, Düsseldorf and Frankfurt / Main:

- Direct connections to Cologne-Bonn (25min), Düsseldorf (60 min) and Frankfurt / Main (85 min) airports
- Direct access to the European high-speed rail network via Bonn central railway station or Siegburg / Bonn ICE railway station (approx. 2.5 hrs Brussels Midi, 1 hr Frankfurt central railway station from the centre of Bonn)
- Direct connections to the A 3 and A 61 motorways, additional motorway connections in the Bonn municipal area via the A 555 and A 565

Contact us!
The economic development team sees itself as an initiator, facilitator and service provider for the business community of the city.

The Business Service Centre is a central contact point for the private sector at the city administration.

For business start-ups it offers:
- advice on the preparation of a business plan
- information about funding and loans
- viability certificates
- operation of the startup and innovation centre BonnProfs
- network offers, e.g. for knowledge-based service providers and women

For existing enterprises and investors interested in operating in Bonn it also offers:
- support for expansion and settlement projects
- commercial property development and marketing
- real estate service
- approval management
- networks, events and company visits

The Department for Location Development implements a range of measures to enhance the city’s competitive strength:
- innovation promotion
- cluster promotion, especially in the healthcare, ICT and geoinformation business sectors
- city management and retail
- regional business marketing with trade fair presentations (including EXPO REAL)
- location marketing
- regional science marketing (science night, Hanover Fair) and graduate retention
- location information (annual economic report, location studies)

The Property Department oversees a broad spectrum of activities involving properties owned by the City of Bonn. They range from the acquisition and sale of small plots of land to consolidate existing land ownership to the supervision of major investment projects such as the redevelopment of the area around the railway station.

The Department also administers leasehold rights and manages undeveloped sites owned by the City of Bonn.

Bonn Information provides a comprehensive service for tourists:
- tourist leaflets and city maps
- sale of tickets for city tours and sightseeing walks
- sale of Bonn Regio WelcomeCards and Bonn souvenirs
- accommodation service
- arrangement of guides for groups

Alongside the four departments are two project units jointly funded by the economic development offices of the City of Bonn and the Rhine-Sieg District:

The Regionalagentur Bonn/Rhein-Sieg implements the political objectives and support programmes of the NRW Ministry for Labour, Integration and Social Affairs (MAIS). The main focus is on strengthening the regional labour market by promoting cooperation and projects.

The NRW-funded Kompetenzzentrum Frau und Beruf Bonn/Rhein-Sieg engages in diverse activities designed to help achieve quantitative and qualitative improvements in the participation of women in gainful employment across the labour market region.

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More information can be found under Business & Science.

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