

“ Bayreuth is  
where the world  
comes together. ”



“ In Bayreuth,  
the future is  
happening now. ”

*Dr. Michael Hohl,  
The Mayor of Bayreuth talking  
to the Economic Development Team*



The Bayreuth Department of Economic and Structural Development is dedicated to being a service provider and business partner. In cooperation with other economic, scientific, political and administrative protagonists, we are working as a moderator and innovator to shape the future of Bayreuth.

## The “Bayreuth way”: a quite respectable one

Demographic change, skilled labour shortage, increasing internationalisation and globalisation as well as continuous structural change in the economy and society: Bayreuth as a business location is facing tremendous challenges. The primary objective of the city of Bayreuth is to take on these challenges and seize the resulting opportunities in a strategic manner. The foundation of this approach is a guiding principle created by a broad consensus, determining the essential fields of operation.

### BAYREUTH AS A CREATIVE BUSINESS LOCATION

Innovative and internationally operating enterprises, excellent infrastructure and transport connections, outstanding performance in research and development as well as highly qualified and motivated staff: this is all part of Bayreuth's potential as a business location. Together with numerous dedicated institutions, the Bayreuth Department of Economic and Structural Development is a driving force in active and future-oriented location management. In doing so, the experts at the local government place special emphasis on cooperation between administrative, economic and scientific organisations.

### BAYREUTH AS A CITY OF KNOWLEDGE

From child care through general-education schools to vocational training and universities: Bayreuth recognises the fact that urban development is inseparably linked to first-rate education opportunities. The city rigorously promotes the acquisition and distribution of knowledge. This also includes a wide range of professional further training services. Whether it is citizens or entrepreneurs, everyone benefits from this approach.

### BAYREUTH AS A LIVELY CENTRE OF ART AND CULTURE

The city of Bayreuth is known worldwide for its annual Richard Wagner Festival, which represents a unique selling proposition that is truly one-of-a-kind. Exciting happenings and world-class cultural events attract numerous out-of-town visitors while equally contributing to better quality of life for the population.

### BAYREUTH AS A “YOUTHFUL” CITY OFFERING BUSINESS OPPORTUNITIES AND QUALITY OF LIFE

Through constant dialogue with its local economy, the city is working to further improve the framework conditions for its residents and, in particular, its young families. Both established and new enterprises benefit from this approach. In addition to the continuous further development of child-care facilities and educational services, it is our aim to make Bayreuth even more attractive.

A key component of this endeavour is a vibrant inner city as the lively centre.

The results of the “Bayreuth way” are sure to make a lasting impression: world-class research facilities have been established at the University of Bayreuth and additional innovative enterprises have settled in the city. All of this confirms that the set goals of the development principles are no mere lip service, but a guideline for a future and management-oriented course of action.



Scientific Convention



Old Palace



Festival Theatre



Campus Bayreuth



“ Global players  
are successful  
in Bayreuth. ”

*Marc Van Herreweghe,  
Head of Manufacturing Western European Operations  
British American Tobacco (Germany), Bayreuth*

The German subsidiary of the second largest international tobacco company British American Tobacco has been headquartered in Bayreuth since 1957. Since then, the company has continuously expanded its business location in Bayreuth to a globally leading production site. Today, Bayreuth is at the top of all BAT facilities und represents BAT's innovation centre in Western Europe.

## Bayreuth – a business location with added value

A diverse and highly productive mix of business sectors and technologies, a dynamic university boasting numerous internationally operating research facilities and excellent transport connections via the German Federal Motorway A9: All of this contributes to Bayreuth's success as a business location.

### THE DECISION-MAKERS ARE DIRECTLY WITHIN REACH

The high-level centre Bayreuth with a population of 73,000 is the service metropolis of the entire region. With the District Government of Upper Franconia, the Chamber of Industry and Commerce and the Chamber of Crafts for Upper Franconia as well as many other administrative bodies, all important decision-makers of the region are located in the immediate vicinity.

In addition to Bayreuth's world-famous cultural highlights and dynamically developing scientific capabilities, there is also a retail industry that supplies a catchment area with a population of approx. 300,000. Its urban design qualities and leisure facilities in combination with its economic potential represent an important motor for tourism. The broad range of hotels and inns with a total of about 2,000 beds process about 300,000 bookings annually.

Being an essential hub of the Nuremberg Metropolitan Region, Bayreuth has excellent transport and infrastructure conditions. The Federal Motorway A 9 (Berlin – Bayreuth – Nuremberg – Munich) provides it with two direct links to the most important North-South connection. The same applies to the increasingly important East-West axis – both in the direction of Frankfurt/Main and in the direction of Prague.

### HIGH-QUALITY INDUSTRIAL SPACE IN GREAT LOCATIONS

The city purposely developed its industrial space along its main traffic artery, the motorway A 9. Altogether, Bayreuth offers an industrial space capacity of roughly 550,000 square metres. The most important industrial space locations are near the two motorway exits Bayreuth-North and Bayreuth-South.

At the connection Bayreuth-South, the space for technological development is being expanded continuously. In doing so, the city is able to offer readily available industrial space in close proximity to the university and the Centre of Competence for New Materials, which is of great interest to innovative and technology-oriented enterprises.

The industrial district St. Georgen is located directly next to the connection Bayreuth-North. As a fully developed business location, it offers ideal conditions for the processing industry and skilled craft businesses. The primary fields of business are the construction and automotive industry as well as electrical engineering and energy technology.

The LogPark Bayreuth is being developed in close proximity to provide additional 260,000 square metres. Excellent road connections and cutting-edge equipment also meet the high demands of the logistics sector.



Technology Park Bayreuth



LogPark Bayreuth



“ Bayreuth  
stands for tradition  
and quality. ”

*Jeff Maisel,  
Owner & Managing Director  
Brauerei Gebr. Maisel KG, Bayreuth*

Founded in 1887, this family-run business is a renowned specialty  
Their love for the profession and great technical skill has shaped

brewery and trendsetter for german wheat beer,  
their reputation for four generations.

## A consistent focus on core competencies

The Bayreuth Department of Economic and Structural Development consistently focuses on three core competencies, namely new materials, healthcare management and logistics. In these three fields, the business location offers excellent infrastructure and networking opportunities. Another important benefit: highly qualified and motivated staff.

In this regard, the University of Bayreuth represents the most vital component for both knowledge transfer and the training of qualified future employees. The successful positioning of the international turbine blade manufacturer AAT and the commitment of local enterprises and employees to the location show that the consistent customer orientation of the business development organisation meets the economic requirements.

### ATTRACTIVE JOBS IN AN EFFICIENT ENVIRONMENT

The city of Bayreuth provides the region's population with approx. 60,000 jobs. This business location particularly benefited from the German reunification and the opening of neighbouring European markets. The largest employers in Bayreuth are Klinikum Bayreuth GmbH and the University of Bayreuth with more than 2,000 positions each. They are followed by BAT Germany with some 1,400 employees and several "hidden champions" such as medi Bayreuth with about 1,000 employees, Stäubli Deutschland with a staff of about 340, Schlaeger Kunststofftechnik with about 230 employees and ZF Electronics with a about 200. The first aim of the Department of Economic and Structural Development is to further enhance the favourable conditions for employees. This ensures that both established and emerging enterprises will be in the position to find and retain qualified staff in the future.

### A QUALITY BUSINESS LOCATION MEANS QUALITY OF LIFE

The city of Bayreuth is a place where countless visitors from across the world come to enjoy cultural delights. Everything important is just a stone's throw away. The beautiful scenery right at its doorstep offers unlimited possibilities for leisure, sporting and recreational activities. Flexible child care and youth services as well as moderate rent prices also make the city an ideal and affordable place to live for families. Bayreuth's wide range of world-famous cultural events is equally important in this respect. A quality business location also creates quality of life – as well as added value for enterprises and their employees. Because when people are happy, they also perform better at work.



Stäubli



ZF Electronics



Schlaeger



Staff Training

A man with glasses, wearing a dark pinstriped suit, white shirt, and striped tie, stands in a factory setting. He is leaning on a metal railing. The background shows industrial machinery and a large, dark, curved structure.

“ Bayreuth creates  
knowledge. ”

*Prof. Dr. Rüdiger Bormann,  
Director University of Bayreuth*

The University of Bayreuth is a specialised and internationally oriented place of learning and research, which closely cooperates with both industrial groups and SMEs. The research of Bayreuth is characterised by its strongly developed interdisciplinarity. Main interdisciplinary areas are for instance material research, life sciences and sports economics.

## University of Bayreuth: cutting-edge research, knowledge transfer and economic partnership

Just like the Richard Wagner Festival, the University of Bayreuth also has a worldwide reputation for excellence. Founded in 1975, the university has since developed to become a highly efficient and diverse place of learning and research with a dense network of partnerships and research cooperations around the globe and represents a valuable asset to the city and its entire region.

With a focus on economics/law and applied sciences, Bayreuth ranks among the most successful universities in Germany. Interdisciplinary research and economic cooperations stimulate the knowledge and technology transfer from scientific know-how to practical application. The offered range of courses is characterised by personalised tutoring, high performance standards and an emphasis on work opportunities and employment prospects. Currently, more than 10,000 students are enrolled at the University of Bayreuth. The fact that 69% of its students come from outside Upper Franconia and the northern part of Upper Palatinate attests to the university's national significance. Owing to their both research-oriented and occupational education, its graduates have an excellent reputation.

### A CLEAR FOCUS ON THE NEED FOR INNOVATION IN TRADE AND INDUSTRY

The interdisciplinarity of research and teaching at the University of Bayreuth – further aided by all departments being in close proximity to each other on the “Green Campus” – is in line with its specific

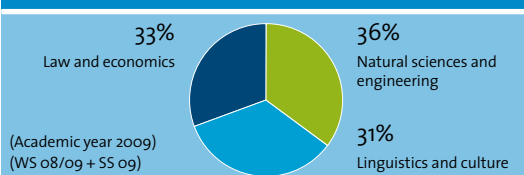
research focus on subjects such as e.g. new materials in polymer research. In doing so, the University of Bayreuth serves as an important transfer factor for the regional economy. In applied sciences and engineering, Bayreuth's extraordinary approach is based on the combination of specialised basic research and application research with a clear focus on the need for innovation in trade and industry. For this reason, the Faculty of Applied Sciences (FAN) was created to provide further insight into the research and teaching of material science in its transition from basic scientific research to applied engineering. Owing to its particular research competencies, the faculty rapidly became a sought-after source of information for both international corporations and regional small and medium-sized enterprises.

### HOME TO CENTRAL SCIENTIFIC AND RESEARCH INSTITUTES

Further main fields of research at the University of Bayreuth include environmental sciences, molecular biology and the African Studies. Several central research institutes, such as the Bavarian Geo Institute (BGI), the Research Centre for Bio-Macromolecules (bio-mac) or the Bayreuth Centre of Ecology and Environmental Research (BayCEER) facilitate interdisciplinary research. Additionally, a number of research institutes are run in cooperation with the University of Bayreuth. This includes, among others, the Business Research Centre for Questions of Medium-Sized Enterprises (BF/M), the Friedrich Baur Research Institute for Bio-materials (FBI) and the Centre of Competence for New Materials Bayreuth (NMB).



### GRADUATES OF THE UNIVERSITY OF BAYREUTH



“ Bayreuth  
– convincing  
facts. ”

*Prof. Dr.-Ing. Volker Alstädt,  
Managing Director  
Neue Materialien Bayreuth GmbH*

New materials and material compounds with suitable manufacturing processes create infinite potential for industrial progress. For the implementation of product and process innovations, the Centre of Competence for New Materials cooperates with renowned companies and provides researchers, developers and start-up companies valuable opportunities to realise their full potential.

## New Materials: the key to economic success

Most notably, the Centre of Competence for New Materials Bayreuth with its adjacent technology park has earned the city's reputation for outstanding achievements in scientific research. A primary focus is on market-oriented innovations ranging from concepts all the way to the manufacturing of prototypes at production facilities for materials such as metals, polymers and ceramics as well as their compounds. The aim is to optimise product characteristics and increase the efficiency of manufacturing processes in terms of time, energy and expenses.

With this centre of competence, which was opened in 2003, Bayreuth is on course to become a major European hub for new materials. This provides an important impetus for a multitude of technological business sectors. Such product and process innovations enable a great number of enterprises to secure and increase their competitiveness.

### EFFICIENT RESEARCH AND DEVELOPMENT INFRASTRUCTURE

Bayreuth offers enterprises numerous research institutes that specialise in material research: the Faculty of Applied Sciences (FAN) at the University of Bayreuth, the Centre of Competence for New Materials, the Fraunhofer Project Groups Ceramic Composites and Process Innovation, the Friedrich Baur Research Institute for Biomaterials, the Bayreuth Center for Colloids and Interfaces (BZKG) and the Institute for Innovative Process Technology (InVerTec). All these institutes have established themselves as an integral part of Bayreuth. Regional enterprises as well as domestic and foreign companies rely on their competent and efficient local services. A continuous expansion of R&D capacities in the field of polymer research, among others, is planned for the coming years.

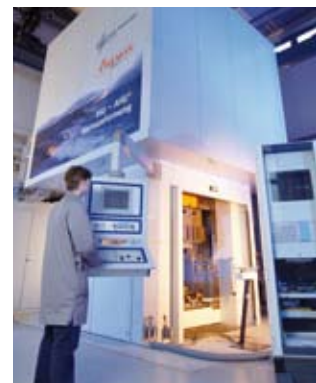
### LEADERSHIP AND MANAGEMENT

All cooperation partners of the Centre of Competence for New Materials benefit from its close proximity to the University of Bayreuth. In special courses and research programmes, the university trains outstanding young talents for the material industry in Upper Franconia. Since this qualification represents one of the most important prerequisites for innovation, Bayreuth is also a frontrunner in location competition.

### DYNAMIC DEVELOPMENT OF TECHNOLOGY ALL AROUND NEW MATERIALS

The core idea behind the Technology & Science Park Bayreuth is to provide a spatial and functional link between the campus and the specialised fields of research and development in the vicinity of the motorway access Bayreuth-South. The bundling of academic basic research, institutional development work and know-how of local companies creates synergies, which further strengthen the entire material industry.

Depending on the individual stage of business, the demand for space and real estate vary considerably. The affiliated business incubator of the centre of competence (BGZ) gives start-up companies the opportunity to make use of technical equipment and a wide range of services on favourable conditions. This enables enterprises to focus on core competencies and facilitates corporate development. The first spin-offs confirm this potential. An example would be the turbine blade manufacturer AAT, which established itself in the immediate vicinity of the business incubator and has been expanding ever since. To avoid space shortages for new spin-offs and building projects, the Technology Park Bayreuth is continuously being expanded.



# “ Healthcare made in Bayreuth. ”

*Stefan Weihermüller and Dr. Michael Weihermüller,  
Managing Directors of medi GmbH & Co.KG, Bayreuth*



medi is a global leader in the healthcare industry. The company has subsidiaries in 13 European countries as well as a manufacturing facility in North Carolina, USA, for its North American market.

## Bayreuth – The top location for healthcare

With its infrastructure and medical services, Bayreuth represents one of the most important healthcare providers in North Bavaria. Five first-rate hospitals are located in the city area: Klinikum Bayreuth and Klinik Hohe Warte work in cooperation to guarantee medical care at the highest level, i.e. university medicine. Continuous investments in equipment, innovations in treatment methods and cooperation of healthcare professionals have enabled the city of Bayreuth to further expand its role as a leading healthcare provider.

A large team of highly skilled general physicians and specialists, ten training facilities and a dense network of outpatient treatment and medical service providers complement the primary medical care.

The region also shows considerable potential in the non-core areas of healthcare management and its related sectors. This particularly includes medical tourism and a wide range of wellness and sporting activities. The region's large variety of thermal baths and spas is of particular significance in this regard. These particular locational qualities are further enhanced by its magnificent scenery and the numerous recreation areas nearby

### RESEARCH AND DEVELOPMENT

The University of Bayreuth provides the scientific framework - from clinical healthcare management research to high-altitude medicine – with the Institute of Sports Science, the Research Centre of Health Economics and Social Law as well the Institute for Medical Care Management and Health Care Sciences.

The Friedrich Baur Research Institute for Biomaterials (FBI) at the University of Bayreuth and the company BioCer Entwicklungs-GmbH create a link between the innovative areas of “new materials”

and “medical technology”. The FBI researches and develops novel biomaterials for a plethora of medical applications, which are then applied by BioCer Entwicklungs-GmbH for implants and medical devices. Innovative products for medical technology and equipment are developed by several Bayreuth-based companies, including the global market leader medi.

### PROGRESS THROUGH COOPERATION

To allow for higher quality standards and increased efficiency in Bayreuth's healthcare management, important partners from the fields of medical care, logistics and industry cooperate in efficient networks. The city itself is actively involved in this process. One of these networks is the Bayreuth healthcare logistics programme “Bayreuther Gesundheitslogistik”, called BayGLog for short. The aim of this network is to make a sustainable contribution to the region's overall competitiveness.

A variety of measures are being taken to set the course for the further development of high-quality healthcare management. Specific stimulus projects, such as the further development of the “force triangle” Lohengrin thermal baths – Bayreuth golf course – park of Eremitage, are at the forefront of these efforts.



Klinik Hohe Warte



BayGLog



Lohengrin Therme



medi

“ Bayreuth creates  
good connections. ”

*Frank Steinbach, Managing Director Steinbach GmbH & Co.  
Speditionen KG and Christian Wedlich, Managing Director Wedlich  
Servicegruppe GmbH & Co. KG, Bayreuth*

## Bayreuth counts on logistics: a wide range of business services for enterprises

The logistics industry is considered to be one of strongest growth sectors of the future. Owing to its central location, proximity to the market and excellent transport connections, Bayreuth offers ideal business conditions for logistics companies. The city places a strong emphasis on the continued enhancement of its logistics competencies.

The scope of responsibilities in logistics is highly diverse. It includes planning, structuring, processing and monitoring the entire flow of materials and information. In doing so, logistics increase the efficiency of internal business processes as well as processes between enterprises and their customers or cooperation partners. The outstanding quality of Bayreuth's local logistics industry secures the competitiveness of its established regional enterprises.

### IDEAL TRANSPORT CONNECTIONS THROUGH EXCELLENT INFRASTRUCTURE

The city of Bayreuth is characterised by its direct connection to major traffic arteries; the Federal Motorways A 9 (Berlin – Bayreuth – Nuremberg – Munich) and A 70 (Bayreuth – Schweinfurt) as well as numerous state roads. The airports of Nuremberg, Leipzig and Munich are only 80, 190 and 210 kilometres away and can be easily reached via the A 9. The Container Terminal Hof with its direct connection to the German seaports is only a few kilometres away. The nearest trans-shipment container terminals for inland water transport are in Bamberg and Nuremberg, which are 60 and 80 kilometres away, respectively.

### COMPETENCE IN LOGISTICS

In the field of logistics, Bayreuth draws on its innovative solutions as well as research and development activities. Among others, the

Fraunhofer Project Group Process Innovation at the University of Bayreuth represents a major asset to the city with its scientific and applied research, which will also be strategically expanded in the future. Additionally, the local logistics company Logistik Agentur Oberfranken e. V. offers a powerful network for providers and users of logistics services.

Highly innovative companies in the logistics industry furthermore ensure optimisation in the internal processes of both established enterprises and potential newcomers in all sectors.

### LOGPARK BAYREUTH

The continued expansion of Bayreuth as a logistics centre includes plans for its own logistics park to be built over an area of 260,000 square metres. This incorporates:

- Expanding the logistic competencies of the city of Bayreuth
- Improving the range of logistics services for existing and new enterprises
- Creating high-quality and attractive job and training opportunities

The LogPark Bayreuth is a component of the logistics axis in the North of Bayreuth. Further components include the industrial park Oschenberg and the airfield Bindlacher Berg.



“ Bayreuth strikes  
the right note. ”

*Udo Schmidt-Steingraeber,  
Piano manufacturer Steingraeber & Söhne, Bayreuth*

Steingraeber & Söhne is one of the most renowned manufacturers of upright and grand pianos. Since 1867, Steingraeber pianos have regularly received international awards. The small manufacturing business has already attracted attention with its numerous innovations, such as the Bluetooth-operated grand piano pedal for paraplegics introduced in August 2008.

## Finest craftsmanship

The greater area of Bayreuth is home to 2,600 skilled craft businesses with roughly 12,500 employees, generating an annual turnover of more than € 1.3 billion. They comprehensively provide the population with high-quality goods and services. More than 40 percent of these skilled craft businesses also make a substantial contribution as a technology resource for key business services in the commercial and industrial area. Especially the sectors of construction, electronics and material industries host a number of world-class companies that are working at the cutting edge of their segments.

### CRAFTSMANSHIP MEETS TECHNICAL SKILL

The Bayreuth trade of skilled crafts is distinguished by its highly proficient workforce; from apprentices to commercial and technical experts to master craftsmen. Progressive and technology-oriented training of qualified professionals in a high-tech manufacturing environment with a focus on international competitiveness is a hallmark of Bayreuth as a business location. The technological expertise of the regional craft trade makes it a strong business partner of the industry.

### HIGH-TECH APPLICATION CENTRE FOR THE CRAFT INDUSTRY AND SMES

The university concept of acknowledging exceptional courses and fields of studies as so-called Elite Graduate Programmes also exists in the craft trade. Over the last three years, the Chamber of Crafts for Upper Franconia (HWK) has created a technology infrastructure in its "Centres of Excellence" for manufacturing techniques that reaches far beyond the conventional scope of action of an economic chamber. Within the scope of the Bavarian research, innovation and technology campaign "Bayern FIT", the Chamber of Crafts was the only non-research-based institute to be recognised with the motor

vehicle project "KFZ-Service Engineering 2020" alongside prestigious names such as the Max Planck Institute. This project is carried out in collaboration with the Chair of Manufacturing and Remanufacturing Technology at the University of Bayreuth and the Bayreuth-based Fraunhofer Project Group Process Innovation.

### DEVELOPMENT INTO A CENTRE OF EXCELLENCE

Today, the Bayreuth region is regarded as a nationwide trailblazer in innovation. Just recently, at the 20th meeting of the French and German chambers of skilled crafts, it received honourable mention for its achievements in this field. The centre of competence of the chamber of skilled crafts in Bayreuth is currently being expanded into a "Centre of Excellence for Technology and Innovation Management". This institute works closely with the Centre of Competence for New Materials Bayreuth.

### CULINARY DELIGHTS OF UPPER FRANCONIA

The Upper Franconian skilled crafts provide the Bayreuth region a wide range of specialities. The fact that Upper Franconia has the greatest number of breweries, butcher shops and bakeries worldwide makes the Bayreuth region a culinary destination that offers a great selection of delicious regional fare. The brewery pubs and beer gardens of the region are a particular unique-selling-proposition. At the annual Maestro markets of skilled crafts, the "Market of Culinary Delights" is a particular highlight.

For more information, please go to:  
[www.hwk-oberfranken.de](http://www.hwk-oberfranken.de).





Photo: Enrico Nawrath

“ Change is in the air  
in Bayreuth. ”

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*Eva Wagner-Pasquier and Katharina Wagner,  
Joint Directors of the Bayreuth Festival*

The Richard Wagner Festival in Bayreuth is considered to be the world's most significant opera event. Since autumn 2008, Eva Wagner-Pasquier und Katharina Wagner have jointly directed the Bayreuth Festival.

## Bayreuth: Richard Wagner and more

Every year in the summer months, the Richard Wagner Festival Theatre on the Green Hill in Bayreuth turns the city into the centre of global cultural interest. But Bayreuth has much more to offer.

Alongside composer and poet Richard Wagner, a number of other world-famous personalities of cultural and intellectual history invite visitors to a worthwhile journey into the past. The multitude of museums and sights with a significance reaching far beyond the region attest to the diversity of cultural offerings. In this respect, Bayreuth was also home to artists of unparalleled imagination and creativity, such as pianist and composer Franz Liszt or the poet Jean Paul.

### WILHELMINE – EUROPE'S LAST PRINCESS

In the days of fairytale dresses and lavish celebrations, the artistically-minded Margravine Wilhelmine, the favourite sister of Frederick the Great, also called Bayreuth her home. This highly gifted and art-loving daughter of the king gave the city one of the world's most beautiful original baroque theatres as well the historic park Eremitage.

### THE CITY OF FESTIVALS

Bayreuth is where the tradition of festivals came into being. Nevertheless, the cultural offering of the city is not limited to the Bayreuth Festival alone: the Bayreuth Easter Festival, the Musica Bayreuth, the Franconian Festival Week, the Young Artists Festival, the African-Caribbean-Festival as well as the Bayreuth Baroque make for a cultural calendar full of first-rate events that earned Bayreuth a reputation as city of festivals.

### FOOD FOR BODY AND SOUL

The culinary diversity of the city and its region is every bit as rich as its cultural life: Whether it's hearty Franconian dishes with dumplings and crispy roasted meat, light nouvelle cuisine or international specialties, the Bayreuth gastronomy has many facets. Beer gardens lined by old chestnut trees, quaint and cosy inns as well a wealth of modern restaurants: In Bayreuth, even the most discerning palate will be satisfied. At the museum of the Maisel brothers' brewery, visitors can learn everything there is to know about the art of brewing beer, the Bavarian Purity Law and its roots in history. However, there is more on offer than just theory at the premises of the former bottling plant: the staff museum regularly invites its visitors to a tasting of its world-class beer specialties.

### LEISURE WITHOUT LIMITS

The city and its charming region offer plenty of opportunities for rest and relaxation: Dive in and unwind at the Lohengrin Therme, exercise in the open air at the 18-hole golf course, or experience the sheer beauty of nature around the Jura Mountains of the Franconian Switzerland and the ridge of the Fichtelgebirge. A wide variety of sporting activities, first-rate wellness facilities, beautiful day-trip destinations and one-of-a-kind scenery make leisure in Bayreuth a highly enjoyable experience.



Eremitage



At the Canale Grande



Margravian Opera House



New Market Place

# “ Bayreuth streamlines its decision-making. ”



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The logo for the City of Bayreuth, featuring a stylized green wave above the word "BAYREUTH" in blue capital letters.

**About the title:** The mechatronics expert Schlaeger develops and manufactures world-class high-precision magnetic components for the automotive industry. About 80% of all motor vehicles manufactured in Europe feature the innovations of this family business, founded in 1965. Managing Director Graduate Engineer Anton Fuchs relies on the research services of the Centre of Competence for New Materials and thereby benefits from a direct connection to Germany's leading material experts – here he can be seen talking to Graduate Engineer Claudia Benedickt.

[www.schlaeger.com](http://www.schlaeger.com)  
[www.neue-materialien.com](http://www.neue-materialien.com)