A Welcoming Culture
EXTENDING A WARM WELCOME TO ALL

In our globalized economy, where people live, where companies are based and where people work is changing much more frequently.

Companies are looking for places to do business where they can implement new ideas and find the right partners to work with.

The City of Bayreuth offers all of the benefits that come with close ties between city authorities, business and research, making Bayreuth an attractive city for qualified and highly-motivated employees, whom I would like to invite hereby to join us in writing the next chapter of Bayreuth’s success story.

We are ready to support and advise all who choose to make Bayreuth their new home, because we know how thrilling and invigorating a fresh start can be.

Whether you’re coming from another region in Germany, from another European country or even from another continent, we are very much looking forward to welcoming you and we would be delighted to help you make the best possible start to life here in Bayreuth.

Brigitte Merk-Erbe,
Lord Mayor of the City of Bayreuth

More than just a Location

"Working hard for Bayreuth, working hard for your company."

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Cover Image:
New Materials Bayreuth Corp.
develops new types of materials and processing methods for plastics, metal and reinforced-fibre composites used in lightweight construction. It focuses especially on the most pertinent of current material problems, making the company an important partner both for other companies and for the university.

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Bayreuth Success Stories
Knowledge Transfer and New Materials

A Culture of Knowledge Sharing

On the Cutting Edge of Technology Transfer

Since its opening in 1975, the research-oriented University of Bayreuth has grown dynamically. An excellent staff–student ratio, high standards, interdisciplinary cooperation and excellence in research regularly afford the institution a place at the very top of the league tables. A particular emphasis upon the natural and engineering sciences has emerged, with a close link between theoretical research and practical application, specifically focusing on the most current innovation needs of the economy.

The university's profile is evolving constantly: whether it be New Materials Bayreuth, the Fraunhofer Centre for Processinnovation, the Fraunhofer Centre for High Temperature Materials and Design or the "TechnologieAllianzOberfranken”, more and more forward-thinking institutions continue to make Bayreuth their home.

A Culture of Cooperation

A Broad Network of Partners

The joy of a medium-sized city is the ability to establish rapport rapidly, to make decisions and take action more quickly and to work in close cooperation with partners to develop innovative perspectives. For example, the flagship project „Car Service Engineering 2020“ of the Upper Franconia Trades Association, the University of Bayreuth and Bayreuth’s Fraunhofer Centre for Processinnovation are dedicated to identifying the future requirements of the automotive industry and developing strategies to increase value at the point of sale.

The Department of Business Development has worked with partners in the sectors of medicine, tourism, logistics and research to establish new networks and to promote Bayreuth as a centre for the healthcare industry.

Close presences, industry clusters, synergies and slick knowledge transfer: the "Bayreuth Technology Platform" on the south side of the city has created an urban development zone rich in future potential and with all the conditions for new, dynamic commercial growth.

The newest locational strategies are being developed in expansion areas in the vicinity of the university campus. They create the space required for more efficient processes and new applications. On the north side of Bayreuth, directly alongside the A9 motorway, there is an area to be found currently being converted into a logistics centre.

Bayreuth offers highly-trained employees: this city hosts a lot of creative and engaged minds. The city's Department of Business Development works closely with the "Initiative Kreativwirtschaft" to develop and support creative quarters, such as "Schoko" in the St. Georgen district, as well as providing both consulting and networking meetings for the creative scene.

A Culture of Creativity

We offer space for those who think outside the box

Start-up initiatives and competitions – high-quality, task-driven companies play a major part with Bayreuth's economy.

In addition to the new companies created in Bayreuth's start-up centre, many other scientific research centres, new companies and innovative businesses have emerged across the city.

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A Culture of Leisure

We enjoy a healthy balance between work and leisure

That elusive balance between work and leisure really does work in Bayreuth. Both our citizens and our guests benefit from an enviable quality of life, excellent working and living conditions, and the proximity to the Rothae Mountains and the Franconian Swiss recreational areas.

The numerous and diverse cultural delights of the city include the Margraevial Opera House, a designated UNESCO world heritage site, as well as the world-famous Bayreuth Wagner Festival, which attracts plenty of visitors each summer.

The legacy of the city's great artists, such as Franz Liszt, Jean Paul and Richard Wagner – great entrepreneurs and pioneers of their time – still have an impact on the city of Bayreuth today.