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
There are two things in particular that put Bayreuth ahead above the rest as a place for business: a great capacity for innovation and a strong culture of cooperation between academic research, business and the city’s Department of Business Development. The University of Bayreuth is instrumental in this success, with its interdisciplinary programmes and its focus on research. The outstanding expertise in materials and manufacturing found in local companies also plays its part, as does the active support of innovative projects by the city’s Department of Business Development and the University of Bayreuth.

The University’s profile is evolving constantly: whether it be New Materials Bayreuth, the Fraunhofer Centre for Regenerative Production or “TechnologieAllianz Oberfranken”, more and more innovative needs of the economy is being pursued in Bayreuth with the close link between theoretical research and practical application, specifically focusing on the most current innovation needs of the economy.

The University offers space for those who think outside of the box. Both our citizens and our guests benefit from an enviable quality of life, excellent working and living conditions, and the proximity to the Fichtel Mountains and the Franconian Switzerland recreational areas.

The numerous and diverse cultural delights of the city include the Margravial 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. There are two things in particular that put Bayreuth ahead above the rest as a place for business: a great capacity for innovation and a strong culture of cooperation between academic research, business and the city’s Department of Business Development. The University of Bayreuth is instrumental in this success, with its interdisciplinary programmes and its focus on research. The outstanding expertise in materials and manufacturing found in local companies also plays its part, as does the active support of innovative projects by the city’s Department of Business Development and the University of Bayreuth.

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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 Regenerative Production or “TechnologieAllianz Oberfranken”, 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 Trade Association, the University of Bayreuth and Bayreuth’s Fraunhofer Centre for Regenerative Production 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 further promote Bayreuth as a centre for the healthcare industry.

The digitization of small and medium-sized craft businesses is being pursued in Bayreuth with the Competence Centre Digital Crafts, which is unique in Germany.

A Culture of Creativity

WE OFFER SPACE FOR THOSE WHO THINK OUTSIDE OF THE BOX

Start-up initiatives and competitions – high-quality, technology-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.

The city’s Department of Business Development works closely with the Bavarian Centre for Cultural and Creative Industries to develop and support creative quarters, such as “Schokoladen” in the St. Georgen district, as well as providing both consulting and networking meetings for the creative scene.

A Culture of Leisure

WE ENJOY A HEALTHY BALANCE BETWEEN WORK AND LEISURE

That elusive balance between work and leisure really does exist 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 Fichtel Mountains and the Franconian Switzerland recreational areas.

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