

RHINE-NECKAR METROPOLITAN REGION

Progressive, committed and livable!



Metropolregion
Rhein-Neckar

Agenda

What to expect

1. Regional planning and development

- Who we are and what we do
- How we work (together)
- Our roles

2. Rhine-Neckar Metropolitan Region

- Progressive
- Committed
- Livable



Rhine-Neckar Metropolitan Region

Home to 2.4 million people



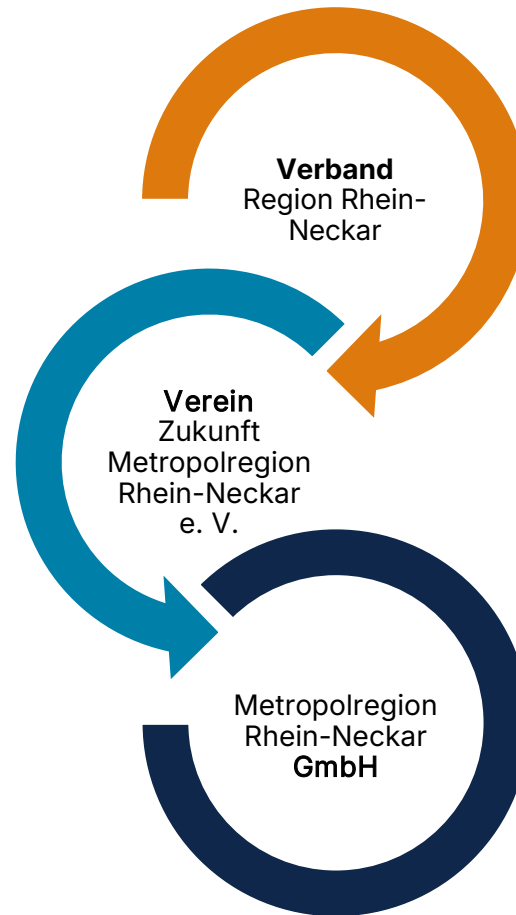
GIS data: © GeoBasis-DE / BKG 2016 (data modified)

Developing the region together

Joining forces in an alliance of strong partners

Our role:

To position our region in the competitive locations market and to develop its economic, social and ecological assets in effective partnerships.



Forging **alliances**.

Being a **driving force**.

Promoting the region.

Supporting regional initiatives.

Acting on behalf of the states

State Treaty of 26 July 2005 defines the framework



Article 1

"All regional policy areas, including regional planning, that extend directly or indirectly beyond the boundaries of one of the contracting States, and all regional development activities shall be carried out in a process of constant collaboration and in line with the interests of neighbouring areas."



Strategy 2030

The success of the Rhine-Neckar metropolitan region is based on a strong, effective partnership and the targeted pooling of regional expertise and resources.

In the face of profound change - characterised by a shortage of skilled workers, digital disruptions, geopolitical uncertainties and ecological upheaval - the MRN is taking decisive action to ensure the region's long-term competitiveness.

It is actively shaping the future of the business location in order to attract investment, attract talent and promote innovation.

Rhine-Neckar Metropolitan Region

Strategy 2030



Metropolregion
Rhein-Neckar

Infrastructure

Energy
Mobility
Data



Innovation

Health
Bioeconomy
Technology transfer



Work

Specialists
Education



Administration

Digitalization
Regulatory



Strategic field of action



Infrastructure

Aim

Shaping a sustainable and affordable energy supply, modern mobility and high-performance data infrastructures.

Strategic field of action



Innovation

Aim

Establish the region as a leading centre for innovation, start-ups and healthcare.

Strategic field of action



Work

Aim

Secure skilled labour and become a pioneering region for education.

Strategic field of action

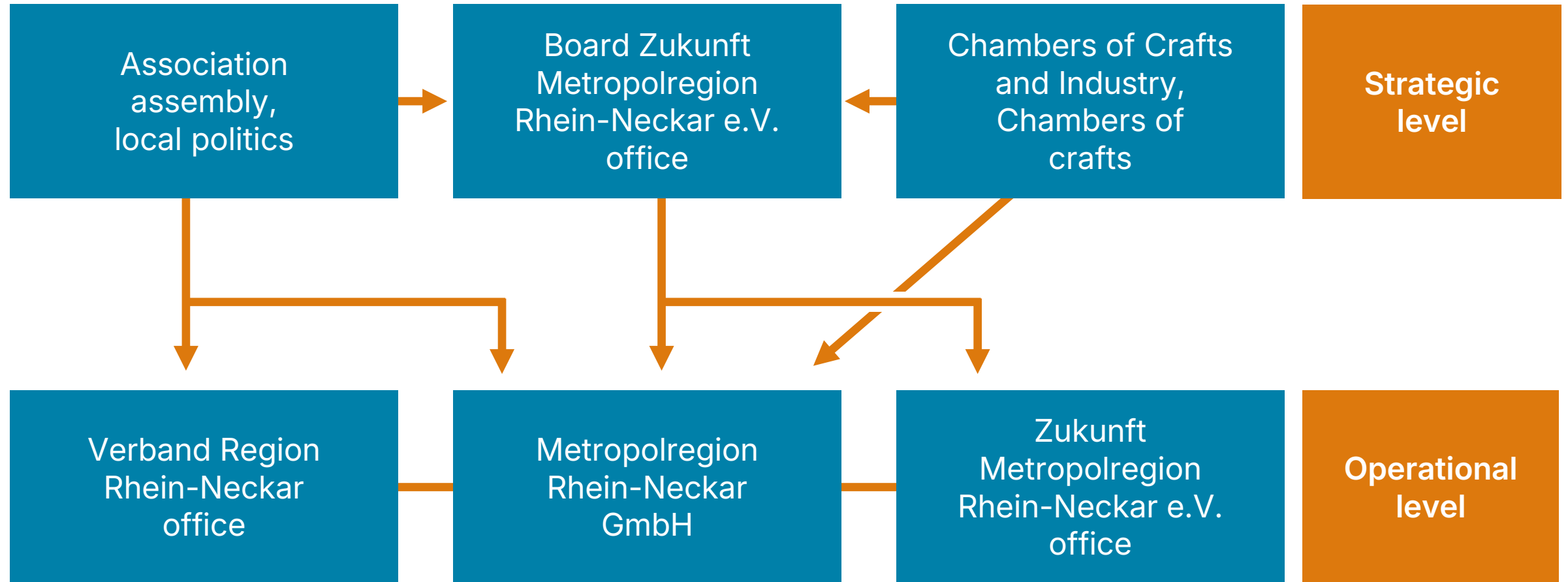


Administration

Aim

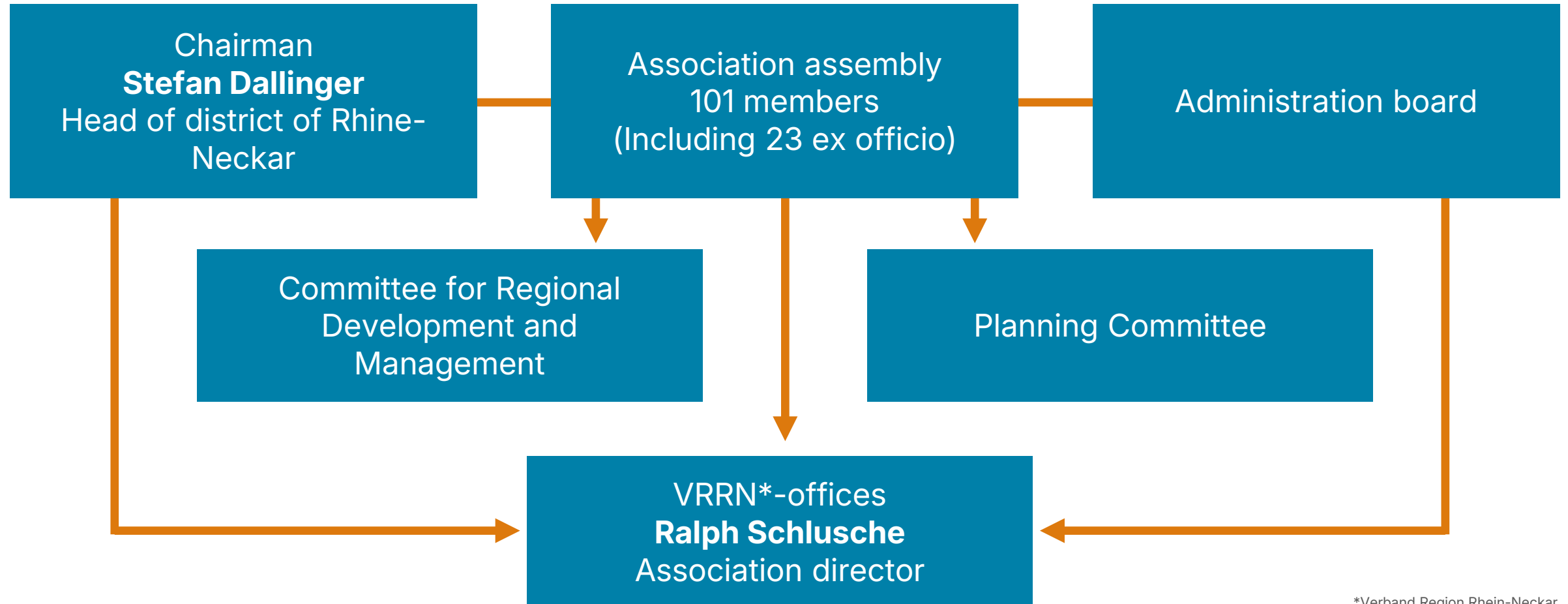
Reduce the burden on the economy by cutting red tape and ensuring efficient digital administration.

Interaction of institutions in the Rhine-Neckar Metropolitan Region



Political decision-making in the region

Verband Region Rhein-Neckar (VRRN)



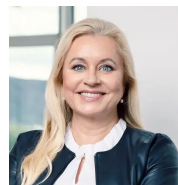
*Verband Region Rhein-Neckar

Zukunft Metropolregion Rhein-Neckar e. V.

Executive Board: committee for strategic dialogue



Matthias Baaß
Mayor City of Viernheim



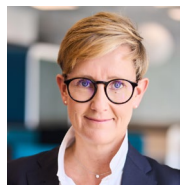
Dr. Katharina Beumelburg
Member of the Managing Board
Heidelberg Materials



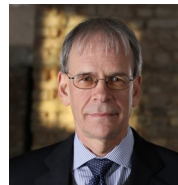
Dr. Gabriël Clemens
Chief Executive Officer of
MVV Energie AG



Stefan Dallinger
*Deputy Chairman of the Board
ZMRN e.V.*
Head of district of
Rhine-Neckar



Dr. Claudia Fleischer
General Manager
Roche Diagnostics GmbH



Albrecht Hornbach
President Chamber of Industry
and Commerce for the
Palatinate



Hans-Ulrich Ihlenfeld
District Administrator
District of Bad Dürkheim



Prof. Dr. Frauke Melchior
Rector of
Heidelberg University



Thomas Saueressig
Member of the Executive
Board of SAP SE



Marcus Schaile
Mayor of the district town of
Germersheim



Manfred Schnabel
President of Rhine-Neckar
Chamber of Commerce and
Industry



Dr. Uwe Schroeder-Wildberg
*Chairman of the Board
ZMRN e.V.*
Chairman and CEO of MLP SE



Christian Specht
Lord Mayor City of
Mannheim



Jutta Steinruck
Lord Mayor City of
Ludwigshafen



Dr. Helmut Winterling
President European Site &
Verbund Management
BASF SE



Prof. Dr. Eckart Würzner
Lord Mayor City of
Heidelberg

Strong Partners for Regional Development

Financing regional development

Shareholders

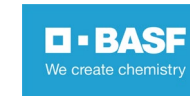
Verein



Verband



Sponsors



Rhine-Neckar Metropolregion in Europe

Networked with strong partners across Europe



PROGRESSIVE



COMMITTED



LIVABLE



Rhine-Neckar Metropolitan Region

Excellent accessibility

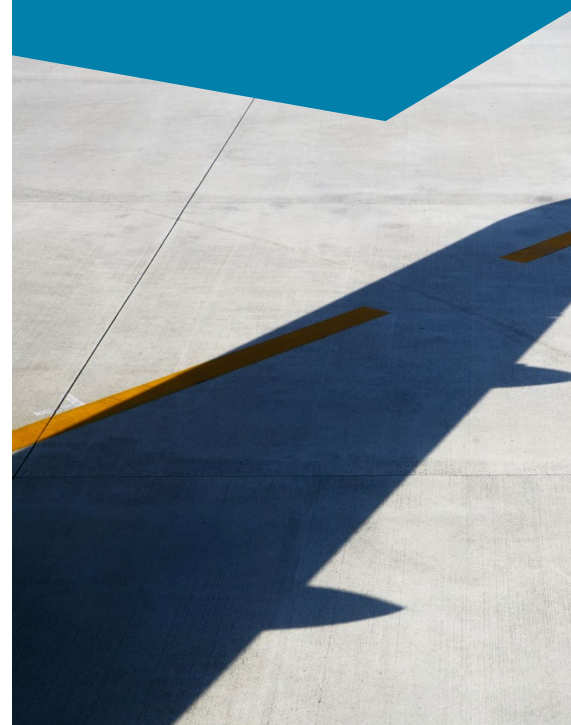
NINE MOTORWAYS



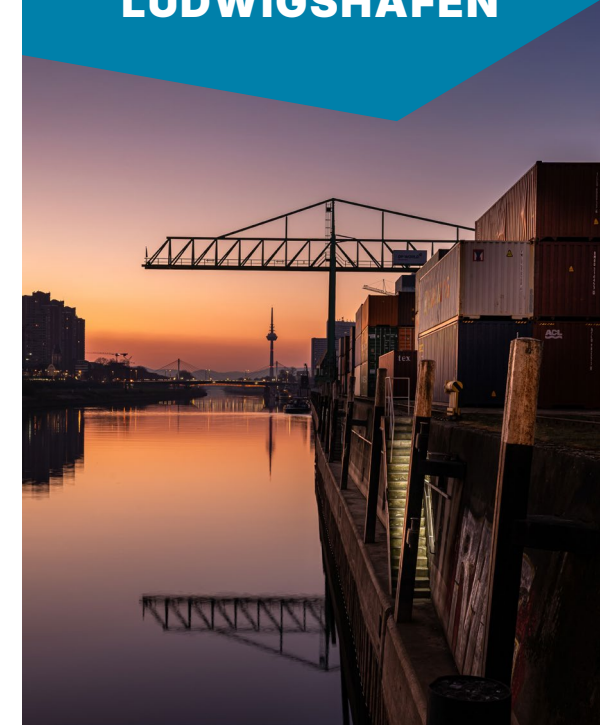
HIGH-SPEED PASSENGER AND FREIGHT HUB



MANNHEIM CITY AIRPORT



HARBOUR CENTRE MANNHEIM / LUDWIGSHAFEN



Progressive

Location for business and innovation



Economic indicators

- GVA (2022): 95 Mrd. Euro Source: IHK, MRN
- Employees paying social security contributions (2022): rd. 984.000 Source: Bundesagentur für Arbeit
- Unemployment rate (Jan. 2024): 5,6% (Germany: 6,1%) Source: IHK R-N, Bundesagentur für Arbeit, IKM
- 160.000 businesses represented by Chambers of Commerce and Industry Source: IHK (2024)
- Exports from manufacturing industry (2022) Source: IHK MRN, Statistisches Bundesamt

• Rhine-Neckar Metropolitan Region:	64,0 %
• CCI, Palatinate District (whole district):	66,8 %
• CCI, Rhine-Neckar District:	61,0 %
• CCI, Darmstadt District:	48,0 %
• CCI, Rhinehessen District:	65,0 %
• Germany:	48,7 %

Progressive

Location for business and innovation

Value of listed companies* from Germany's eleven metropolitan regions:

1	Munich	487,9	Mrd. Euro
2	Rhine-Ruhr	388,0	Mrd. Euro
3	Rhine-Neckar	257,5	Mrd. Euro
4	Stuttgart	200,4	Mrd. Euro
5	Rhine-Main	190,6	Mrd. Euro
6	Hanover	161,6	Mrd. Euro
7	Nuremberg	101,0	Mrd. Euro
8	Hamburg	51,4	Mrd. Euro
9	Berlin-Brandenburg	27,7	Mrd. Euro
10	Central Germany	12,8	Mrd. Euro
11	North-West	0,9	Mrd. Euro

Dax



MDax



SDax



Market capitalisation of the companies listed in the Dax, MDax and Sdax
Source: www.finanzen.net, as of: 2024

Progressive

Location for business and innovation

INFORMATION TECHNOLOGY

- SAP
- SAS
- SNP

BIOTECH & LIFESCIENCE

- Roche
- AbbVie

CHEMISTRY

- BASF
- ProMinent
- Fuchs
Petroclub

MECHANICAL AND PLANT ENGINEERING

- Bilfinger
- Caterpillar
- Pepperl +
Fuchs

AUTOMOTIVE

- Daimler
- John
Deere
- Bombardier

ENERGY & ENVIREMENT

- ABB
- MVV
Energie

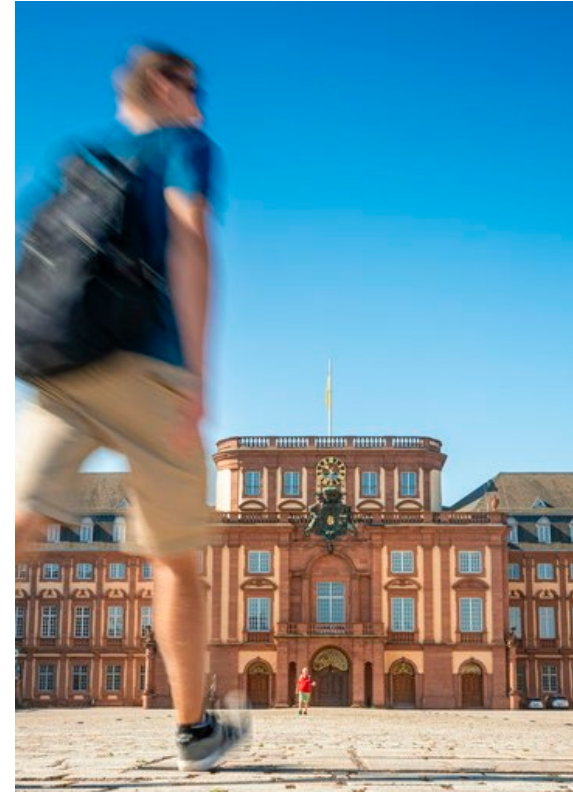
Progressive

Creative technological expertise



Natural sciences

- German Cancer Research Centre
- European Molecular Biology Laboratory
- Mannheim University of Applied Sciences
- 2 Max-Planck institutes
- Heidelberg University
- Health + Life Science Alliance Heidelberg Mannheim



Humanities

- 23 universities
- 88,000 students
- Hochschule für Jüdische Studien
- Institut für deutsche Sprache
- Max-Planck-Gesellschaft
- University of Mannheim
- Heidelberg University

Progressive

Creative technological expertise



Economic Sciences

- Mannheim Business School
- University of Mannheim
- Centre for European Economic Research
- Ludwigshafen University of Applied Sciences



Social Sciences

- Elections Research Group
 - Leibniz Institute for Social Sciences
 - Centre for European Social Research
- University of Mannheim
- Heidelberg University
 - University of Kaiserslautern-Landau (RPTU)

Progressive

Creative technological expertise

BIOTECH BIORN CLUSTER

- AbbVie
- EMBL
- Heidelberg University

ORGANIC ELECTRONICS CLUSTER

- BASF
- SAP
- Heidelberger Druckmaschinen

CENTRE FOR BIOMEDICINE AND MEDICAL TECHNOLOGY MANNHEIM CBTM

- Heidelberg University
- Fraunhofer
- Freudenberg

DIGITAL HUB CHEMISTRY & HEALTH

- BASF
- SAP
- Pepperl+Fuchs

Progressive

Progress needs skilled workers



Shout out to opportunities – the region's campaign for skilled workers

- Focus on the Rhine-Neckar Metropolitan Region as an ideal location to work and live in
- Visibility and awareness for companies, municipalities and organizations in the region
- Website with information on living and working in the region
- Social media campaign (organic and paid)

**All companies and municipalities in
the region are invited to join the
campaign**

Committed

Social engagement



Germany's largest volunteer campaign

- every two years since 2008 in september
- under the motto #wirschaffenwas and #wirschaffendemokratie
- aim: strengthening and visibility of civic engagement in the region
- 2020: 287 projects, 4.500 volunteers
- 2022: 300 projects, 5.000 volunteers
- 2024: 430 projects, 5.500 volunteers, 65 municipalities



Foundation Network in the Rhine-Neckar Metropolitan Region

- founded on March 15, 2022
- about 140 foundations from the region involved
- aims:
 - Make foundation work visible in the region
 - Pool resources and carry out joint projects
 - Getting to know and exchange

Source: wir-schaffen-was.de



UNESCO World Heritage Site

- Speyer Cathedral
- Lorsch Monastery
- Upper Germanic-Rhaetian Limes
- ShUM-Sites Speyer, Worms

UNESCO-Programm: Creative Cities

- Mannheim „City of Music“
- Heidelberg „City of Literature“



Castles and Palaces

- More than 120 castles, magnificent palaces and sacred buildings
- Elector residences in Heidelberg, Mannheim and Schwetzingen
- Hambach Castle: „Cradle“ of German Democracy



A gourmet paradise

- 4 wine regions (Baden, Hessische Bergstraße, Palatinate, Rheinhessen)
- 14 Michelin stars (2025)
- Some 40 restaurants have at least one of four Gault Millau toques



Experience nature

- An outdoor activities paradise
- 38% forested
- 3 natural parks:
 - Palatinate Forest UNESCO Biosphere Reserve
 - Neckartal-Odenwald Natural Park
 - Bergstraße-Odenwald UNESCO Geopark



Theatre and festivals

- More than 110 theatres and cabarets (including the world's oldest public theatre: Nationaltheater Mannheim)
- 26 internationally renowned festivals



Museums

- Kurpfälzisches Museum Heidelberg
- Reiss-Engelhorn-Museums Mannheim
- Technology Museums in Speyer, Sinsheim and Mannheim
- Kunsthalle Mannheim
- Wilhelm-Hack-Museum Ludwigshafen
- Historical Museum of the Palatinate, Speyer
- Prinzhorn Collection Heidelberg



Thank you for your attention!

**Metropolregion Rhein-Neckar GmbH
Verband Region Rhein-Neckar
Zukunft Metropolregion Rhein-Neckar e.V.**

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