

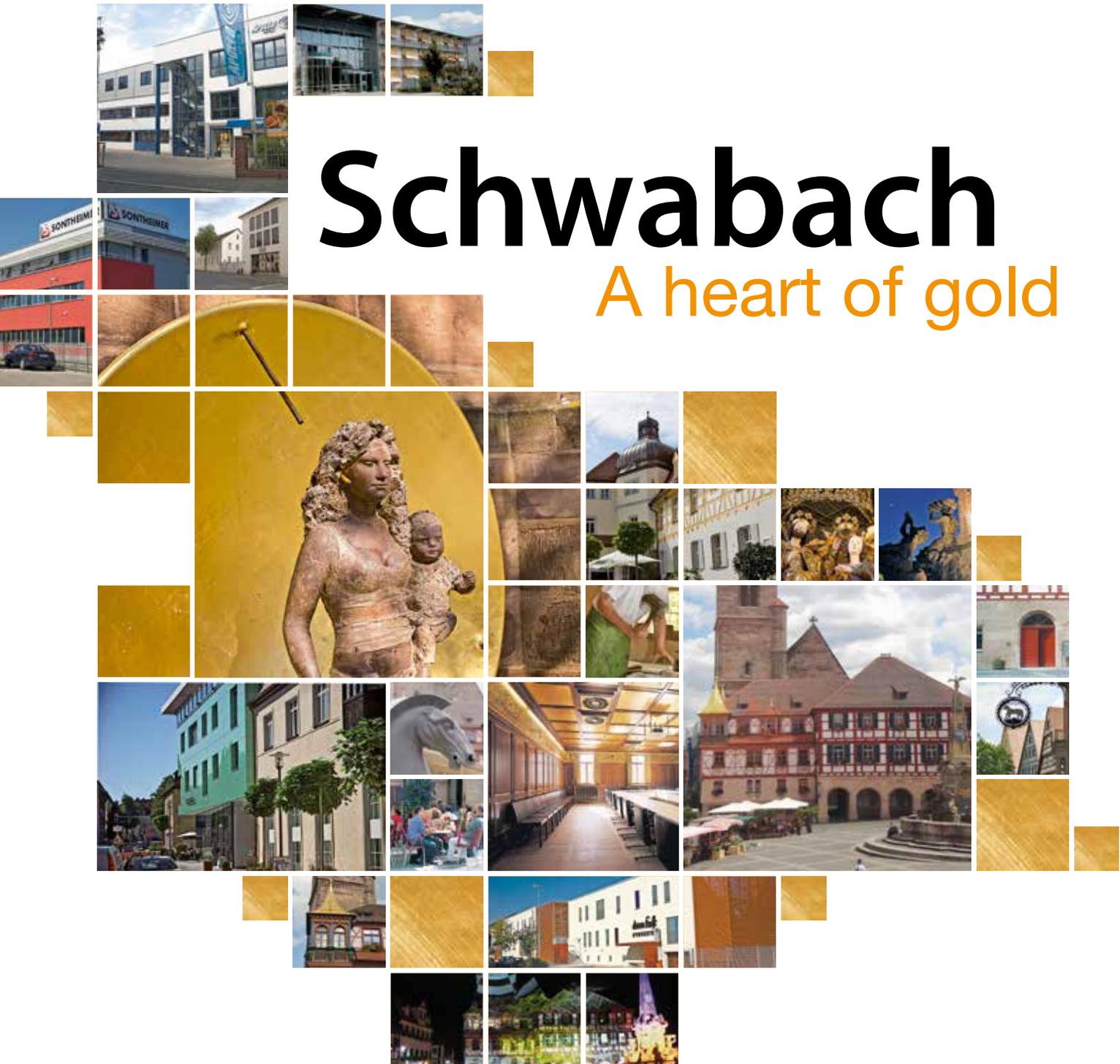
STADT **SCHWABACH**



Die Goldschlägerstadt.

# Schwabach

A heart of gold



**Invest in Schwabach**

Industry, services, commerce

# Schwabach

In the heart of Europe

The city of Schwabach, the “**European capital of gold leaf**”, lies at the heart of Europe.

**Schwabach gold leaf** is supplied as an 8 by 8 centimetre square. It has been beaten in this city for centuries. Schwabach is one of the few places in Europe, where the tradition of gold beating is still practised as a thriving craft.

## 5 businesses that beat gold leaf



**Gold leaf** is made from real gold. The gold is melted and cast into ingots. They are hammered smooth on an iron anvil while they are still warm. Once they have cooled, the strips are rolled into a gold ribbon. The ribbon is cut into “squares”. The squares are layered in special moulds

made from Montgolfier paper. They are beaten with hammers to 1/170 mm then taken out of the mould, cut into quarters, placed again in parchment in soldering moulds and beat to 1/300 mm thick. By repeating this complex process, the gold beaters achieve literally wafer-thin leaf thicknesses of 1/10,000 mm in the beating packet. By comparison: a human hair is roughly 1/12 mm thick.

Other traditionally important products from Schwabach are **needles**, **screws** and **springs**. They have been made here for centuries and are still being made here today.

## A gold mine for investments: Schwabach, the gold beating city



Matthias Thürauf and Sascha Spahic ensure good business policies.

Dear Readers,

The city of Schwabach, situated at the heart of the European metropolitan region, is a location with a future, mainly thanks to its central position and superb transport infrastructure. All kinds of industry, trades, commerce and services are equally well represented in Schwabach and guarantee a dynamic business environment.

Choosing the right location is one of the most important business decisions for a company. Naturally, the aim is to find the best possible benefits for the company and employees. This brochure provides you with a summary of the superb basic conditions that our city has to offer as a business location.

Thanks to forward-looking regional economic policy, Schwabach gives you the chance to work together with the innovative and technological institutions based in the urban hub of Nuremberg, Fürth, Erlangen and Schwabach. With a wide spectrum of social and educational institutions as well as an attractive range of leisure and cultural opportunities await you in a modern city that has preserved its historical character in an exemplary manner.

Schwabach is also an attractive place to live.

We hope that this brochure will pique your interest in Schwabach.

Matthias Thürauf  
Lord Mayor

Sascha Spahic  
Deputy Mayor for Economic Affairs  
and City Treasurer

## Schwabach, centrally located

At important transport route intersections

Innovative products, marketable services and lively trade shape the economic life in an attractive, centuries-old city centre. As part of the overall regional development plan's forward projection, Schwabach is planned as a regional centre together with the cities Nuremberg, Fürth and Erlangen (so-called multi-centres). The city is integrated into the European metropolitan region network. Schwabach is located on the most important west-east and north-south transport routes, which were important for business dealings and decisions in earlier times. The central location also plays an important part today with its superb transport links. Schwabach is a modern, small but also a large city in some areas, which provides the best development prospects for the future.



Latitude 49° 19' 45"  
Height: 339 m above sea level\*  
Longitude 11° 1' 32"

39,112 inhabitants

Area: 40.82 km<sup>2</sup>

## A city of short distances and quick decisions

It's not only the distances that are short in Schwabach. The municipal administration also works according to the principle of short communication channels.

**Quick decisions:** building applications are always urgent for companies, they need planning security. If required round table discussion are set up by the city of Schwabach, in which all of those involved take part so that the project's expectations and current time frame are known as soon as possible. This allows for the application processing time to be reduced significantly.

### Comparatively cheap: Rental and property costs

City	Nuremberg	Fürth	Erlangen	Schwabach
Trade/commerce rent	6.50 - 135.00	6.50 - 75.00	7.50 - 85.00	6.50 - 20.00
Office rent	5.00 - 14.00	4.50 - 10.00	5.00 - 13.00	5.50 - 10.50
Private rent	5.00 - 13.00	4.50 - 11.00	6.00 - 13.50	4.50 - 9.00
Standard land value for commercial property	70.00 - 450.00	80.00 - 180.00	40.00 - 215.00	70.00 - 110.00
Standard land value for residential property	140.00 - 650.00	185.00 - 460.00	160.00 - 890.00	150.00 - 325.00

Prices in €/m<sup>2</sup>

Source: qm-Magazin, as of Feb. 2012



### Facts about the metropolitan region:

With a gross domestic product (GDP) of over EUR 106 billion and 3.5 inhabitants, the metropolitan region of Nuremberg is one of the strongest economic regions in Germany and Europe.

11 autonomous towns and 22 districts in the metropolitan region work together with stakeholders from business, science, culture, sport and administration for the region's future.

The metropolitan region of Nuremberg is polycentric. The Nuremberg, Fürth, Erlangen, Schwabach conurbation represents the centre of the region in terms of business and transport. However, the strong economic, scientific and cultural economic potential of the other towns and districts is just as influential.

\* Highest point 396 m, lowest point 304 m above sea level

As of Dec. 2011, Source: Regional Statistics Office

As of June 2012, whole urban area

# Schwabach

## The economy



The entrepreneurial Kapp family chose the location of Schwabach from several alternatives for good reasons: "We needed more space due to the growth of the **Sontheimer Elektroschaltgeräte GmbH** company. Thanks to the exemplary, non-bureaucratic support from the municipal administration, we found an attractive location in Wendelsteiner Straße. We are well equipped for the future in Schwabach thanks to possibilities for extension."

## Versatile and diverse

### Schwabach's economic structure

Schwabach is characterised by its versatile and diverse economic structure, which is shaped by SMEs. Out of the over 3,600 companies in Schwabach, roughly three dozen have 100 or more employees. Schwabach's largest business, the screw and spring producer RIBE Richard Bergner GmbH & Co. KG, has 1,200 employees. Most companies have less than 25 employees and therefore form the basis of the small business economic landscape. This structure has also proved to be robust in economically difficult times and is certainly a reason for the city's high employment and low unemployment figures.

Even in the screw, spring and needle manufacturing sector, which is traditionally closely associated with the car industry, businesses have managed to diversify their production and transform themselves into system and component providers.

Another strength lies in specialising in 'niche' products, which is what many companies have done. As a result, individual companies have achieved world leadership, for example the Niehoff engineering works, who occupy this position within the production of wire-drawing machines.

Market area: approx. 178,000 potential customers

Purchasing power: ranked second among the autonomous towns in Central Franconia



The Schwabach business start-up centre **Schwung** offers start-up companies an ideal environment to develop during their difficult start-up and development phase. It is also a business development tool, which offers small and medium enterprises a functioning network and provides them with immediate support for financing, funding and technology transfer issues.

"The establishment and development of the **AWO district association** has hugely promoted the city of Schwabach's political culture of social responsibility. We employ 1,200 staff in Schwabach and are happy to have our administrative head office, among other things, here." Rainer Mosandl, Managing Director of Arbeiterwohlfahrt, Kreisverband Roth-Schwabach e. V.

## Demand due to central position

### A good location for services

Schwabach occupies a position that is predestined as an ideal market for services, on the one hand due to its integration in the urban hub of Nuremberg, Fürth, Erlangen and Schwabach and on the other hand thanks to its proximity to the municipalities that lie to the south.

Schwabach businesses in the service provision sector have been continuously expanding for years. The number of employees is growing as much as its economic importance for the city. Schwabach has a high density of crafts trades, which are constantly expanding their core offer innovatively. Services in the social services and health care sector have been rapidly expanded over the last few years. Even the professions, i.e. doctors, architects and lawyers have a strong presence in the city.

The market area includes parts of the Roth-Hilpoltstein district, southern districts of the city of Nuremberg, parts of the Fürth and Ansbach districts, source: Bavarian State Office of Statistics and Data Processing

Purchasing power index 113.0 (German average: 100.0 · Comparative figures for Central Franconia: Ansbach 103.3 · Erlangen 121.9 · Fürth 110.8 · Nuremberg 103.9) source: MB Research GmbH, Nuremberg (as of 2011)



## Always a city for shopping

With a historical ambiance.

The retail in the old town is characterised by owner-run shops with high-class presentation. Their customers appreciate competent advice, good parking facilities close to the centre and shopping in an old town that is not too large and has been restored appropriately with an overall appearance that has grown over centuries. Specialist shops not only find their customers in the city itself but also in the surrounding areas. Retail areas, among others with electrical and DIY stores, on the periphery of the city complete the offer. The revitalised HUMA Center in particular also keeps the purchasing power from the surrounding area in Schwabach.

### Shopping in Schwabach's multi-award winning historical old town:

A shopping trip becomes a real experience thanks to a large selection of shops that have everything the heart desires. Personal advice combined with the pleasure of casually strolling around an exceptionally beautiful city setting, attracts shoppers from near and far.



Purchasing power per inhabitant: € 22,690

Unemployment rate: 4.2 %

Trade tax rate of assessment: 390 %

## Successful companies

Some examples from the gold beating city

**RIBE Richard Bergner Holding GmbH & Co. KG** – Mechanical fasteners, technical springs and electrical fittings, 1,200 employees in Schwabach.

**Maschinenfabrik Niehoff GmbH & Co. KG** – Production systems for wire and cable manufacturing, 400 employees in Schwabach.

**Apollo Optik Holding GmbH & Co. KG** – Spectacle frames, quality lenses, contact lenses, other optics items, company head office in Schwabach with 400 employees.

**Dr. Klaus Karg KG** – Manufacturer of high quality crackers and local branch bakery, 200 employees in Schwabach.

**Memmert GmbH & Co. KG** – Temperature control cabinets and climatic chambers, water and oil baths, among other things for industrial materials and component testing, constant climatic chambers, hot air sterilisers, 190 employees.

**Autohaus Feser** – Car dealership for VW and Audi, 160 employees.

**Monolith Fleisch- und Teigwaren GmbH** – Production of sausages and pasta specialities, 150 employees.

**Schmauser Precision GmbH** – Industrial needles, precision parts, 125 employees.

**Sonthheimer Elektroschaltgeräte GmbH** – Cam switches, circuit breakers, 120 employees in Schwabach.

**Heidolph Instruments GmbH & Co. KG** – Laboratory equipment, 120 employees in Schwabach.

**Johann Leupold GmbH & Co. KG** – Folding boxes, displays, multimedia, special packaging designs, 110 employees.

**Schirmer Galvanotechnik GmbH** – Surface finishing, electroplating of metal parts, 105 employees.

**W & L Deutsche Technoplast** – Processing thermoplastic high performance plastics, automation, assembly and testing systems, 90 employees in Schwabach.

**BREMA-Werk GmbH & Co. KG** – Manufacturing of springs, punching and pressing parts, 90 employees.

**Sasse Elektronik GmbH (EBE Group)** – Keys and switches, equipment for the measuring and control industry, 85 employees.



Purchasing power per inhabitant and year, comparative figures: Ansbach € 21,069, Erlangen € 24,680, Fürth € 22,398, Nuremberg € 20,895 source: MB Research GmbH, Nuremberg (as of 2011)

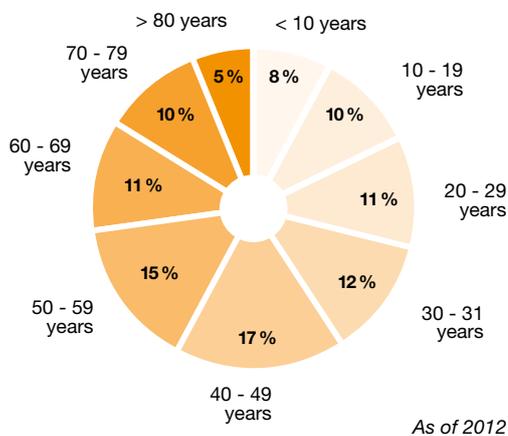
Average annual unemployment rate for Germany: 6.7 %, average for Bavaria 4.0 %, as of May 2012 Source: Federal Employment Agency, Bavarian regional office

Trade tax rate of assessment in Central Franconia by comparison (selection): Nuremberg 447 %, Fürth 440 %, Erlangen 425 %

# Schwabach

## Economic data

Population according to age groups



Ø Persons per household: 1,6

Smallest autonomous city in Bavaria

## Facts and figures

### Interesting and worth knowing

<b>Population</b> (as of Dec., 30, 2011)	39,112
Population trend (since Dec. 2009)	+ 1 %
<b>Percentage of foreigners</b> (as of Aug., 30, 2012)	8.6 %
<b>Employees subject to social security contributions</b> (as of June, 30, 2011)	13,864
<b>Purchasing power index</b> (as of June, 30, 2011) National = 100.0	113.0
<b>Purchasing power per inhabitant</b>	22,690 €
<b>Tax income per inhabitant</b> (as of Nov. 2011)	728.40 €
<b>Trade tax revenue</b> (2012)	20.0 Mio. €
<b>Trade tax rate of assessment</b>	390 %
<b>Property tax rate of assessment</b>	390 %
<b>Unemployment rate</b> (as of May 2012)	4.2 %
<b>Area within city borders</b>	40.82 km <sup>2</sup>

## Extensive education opportunities

### Schools, training, higher education

Schwabach has an extensive range of schools: seven primary and secondary schools, centres for children and young people with special needs, a special school for children with speech problems, a vocational school, a business and vocational college, one grammar school specialising in sciences and one specialising in music. Total number of students for the academic year 2011/2012: 6,708 students, distributed over 285 classes.

Added to this, there is also a comprehensive range of courses at the Schwabach adult education college, the municipal centre for education and further education, a city music school, 14 kindergartens and eight nurseries.

The city hospital is an academic teaching hospital for the University of Erlangen-Nuremberg. The affiliated vocational college for nursing is one of the largest vocational training facilities in Schwabach.

Schwabach is becoming the north Bavarian location for a Bavarian State Office of Health and Food Safety facility (Academy for Health and Food Safety) with more than 6,000 participants per year.

Higher education facilities in the region (including Friedrich-Alexander-Universität Erlangen-Nürnberg, Fachhochschulen Nürnberg, Ansbach, Triesdorf) are easy to reach thanks to the superb transport links.

Average household size, as of Nov. 2011,  
39,112 people in 23,905 households

# Living in the gold beating city

## Great emphasis is placed on culture in Schwabach

Schwabach is not only characterised by a successful economic life. The qualities that are defined by the Schwabach citizens' culture and lifestyle are just as important. The following event schedule documents the variety of life here. The city of Schwabach promotes a number of cultural events, and the involvement of the people in Schwabach really contributes to the good quality of life. The much praised "Franconian" lifestyle with good food and drink, endearing traditions with the knowledge that there is a time for everything also spreads to newcomers in Schwabach.



"You can live well as a family in Schwabach."

## Schwabach throughout the year

### Dates for cultural events



<b>February</b>	Carnival procession on Shrove Tuesday
<b>März/April</b>	„Eggs from all over the world“ Easter exhibition in the city museum
<b>April</b>	Schwabach children's fair with great interactive programme Car show and Sunday shopping
<b>Juni</b>	Schwabacher Wirtefest (Schwabach innkeepers' festival) Children's market
<b>Juli</b>	Associations day on the market square Stadtpark Open Air Kunsthaus Schwabach (City park open air concert) Cultural bazaar (multicultural festival) Greek summer night in the city park Swing & pop classics open air concert in the city park Schwabacher Bürgerfest (Schwabach citizens' fair with Sunday shopping) Children's fair of the Werbe- und Stadtgemeinschaft Goldschlägernacht (Gold beating night), ORTUNG (art festival)
<b>August</b>	Schwabach fair and Sunday shopping
<b>September</b>	Regional market
<b>September/Oktober</b>	RIBE city run
<b>Oktober</b>	Schwabach trempelt (Schwabach flea market and Sunday shopping)
<b>November</b>	LesArt (literature festival)
<b>Dezember</b>	Christmas market on the 2nd and 3rd weekends of advent

#### Imprint

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Quotation from the Prognos Familienatlas, criteria for classification (among others): "... a well functioning employment market, low unemployment among young people, high trainee density, high level of safety."

# Schwabach

## Location, contacts



[www.schwabach.de](http://www.schwabach.de)

### Transport links:

By car, train, ship or plane

- **Car:** Two junctions to A6 motorway (Nuremberg-Heilbronn), close to Nuremberg-South/East (A9 Nuremberg-Munich) motorway junction
- **Train:** Deutsche Bahn, main route Munich-Nuremberg
- **Regional train:** Regional R6 line (Nuremberg-Roth)
- **Nuremberg port:** On the Rhine-Main-Danube canal, approx. 12 km away
- **Nuremberg airport:** Approx. 25 km away.

STADT **SCHWABACH**



Die Goldschlägerstadt.

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