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# Wirtschafts

IM DIENST DER SOZIALEN MARKTWIRTSCHAFT · MITBEGRÜNDET VON LUDWIG ERHARD

**Bild**

| HANSEATIC CITY OF ROSTOCK |

## The Pearl of the Baltic

| SEAPORT ROSTOCK |

## Gateway to the Baltic

| THINKING SERVICES |

## Where engineering spirit meets business thinking



**LOCATION**  
**Hanseatic City of Rostock**

September 2009

| GREETING FROM THE MAYOR ROLAND METHLING |

## A fresh breeze on the Baltic coast

**Ladies and Gentlemen,  
Dear Reader,**

Many roads lead to Rostock, not only in Mecklenburg-Vorpommern. When you approach the almost 800-year-old city by land, the city's proud church towers, as well as the industrial plants of the shipyards, are visible from afar. You can smell the sea, hear the sea-gulls call, feel the fresh breeze. The approach by sea offers more than just a beautiful scenery. When arriving on the "Neue Strom", you will be greeted by the new marina on the east bank and by the cruise terminal on the west bank of the Warnow.

Rostock owes much of its history to its position by the sea. The big shipping companies and the harbors and shipyards that are still at home in Rostock provide the evidence. As a city of the old Hanseatic League, with the oldest university in northern Europe, Rostock has always radiated into the Baltic region and attracted visitors from all over the world. Already in the early Middle Ages, trade and traffic led to wealth and privileges on which Rostock can still build today. The city is one of the largest municipal forest owners in Germany; it has over 18 kilometers of sandy beaches and offers history and architecture from both the Gothic and Baroque periods.

The harbors have always determined Rostock's economic life. Today, the maritime collective economy remains the driving force for traffic, logistics, naval and mechanical engineering. Well known international companies have established themselves here, because of the city's potential in the continuously growing Baltic economic area. They benefit from the excellent infrastructure and the closeness to Scandinavia, Russia and the Baltic states.

New industries and technologies are also at home in Rostock. The city is situated in the center of Biocon Valley and its numerous technology and research facilities have become veritable hotbeds for business spins offs and start-ups. All three German research organizations (Fraunhofer Society, Max-Planck Institutes, German Research Council DFG) are represented in Rostock with institutes. Aero-space related industries profit from the high qualification level and the proximity to scientific centers. The clear



High German spoken in Rostock also pays off: customer requests, not only from within Germany, are received and fulfilled in the Call and Service Centers.

Rostock and Warnemünde are always worth a visit. The city has its own seaside resort and Warnemünde has the characteristic Hanseatic Rostock as a background. A colorful, cultural life, the elaborately reconstructed old town, the adorably romantic

seaside resort Warnemünde or the trendy quarter Kröpeliner Tor invite you to explore.

The first tourist was already sighted on the Warnemünder Beach in 1819. But health conscious vacationers are not the only ones coming here. Rostock has also developed into a convention and exposition center and can boast of top-level scientific and political events. And, especially in summer, the many cruise ships which, this year alone, have docked more than a hundred times on the Warnow, provide an international flair.

„Live and work where others go on holiday“ is a slogan that seems tailored to fit Rostock. North Germans, often rather careful and reserved, become enthusiastic when describing the scenery between the Baltic Sea and the Mecklenburg lake district where, amidst fields and hills, lies Rostock, by far the biggest city in the province, whose choice of hotels, restaurants and cultural activities hardly leaves a wish unanswered.

A fresh breeze blows in the city on the Warnow and the latest news is promising. Important companies like Caterpillar, Sixt, Liebherr, Lidl or IKEA have decided in favor of Rostock. Many success stories began, were and are still being written in Rostock. Our city is dynamic and has a future. May this brochure/these words/these pages illustrate the many colorful facets of this Hanseatic City and persuade you to examine it more closely. Together with Rostock's economy and the association for the promotion of economic development Rostock Business we invite you to experience the fresh breeze of Rostock.

*Roland Methling  
Mayor of the Hanseatic City of Rostock*

# Rostock – Facts and Figures

**According to a 2009 study by Initiative Neue Soziale Marktwirtschaft (INSM) and the magazine Wirtschaftswoche, Mecklenburg-Vorpommern is ranked as the second-most dynamic economic region nationwide, topped only by Hamburg. The economic growth experienced in Mecklenburg-Vorpommern in the first half-year 2007 – 4 % – was the strongest in all of Germany. Since 2004 Mecklenburg-Vorpommern’s rate of unemployment has fallen at a rate unmatched by any other area in Germany. Rostock ranks 37th of a total of 50 analyzed major German cities in this sixth scientific city ranking of INSM with 91.5 points. The following overview highlights Rostock’s strengths.**

## Statistics for the Hanseatic City of Rostock

Population (as of 30.09.2008):	201,096 Inhabitants
Change in population compared to previous year (30.09.):	+500 (+4 percent)
Population density:	1,108 Inhabitants/km <sup>2</sup>

## Unemployment rate

(based on all gainfully employed civil persons as of June 2009):	14,9 %
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<b>Area</b>	Total 181.03 km <sup>2</sup>
of which	
Recreational area	11 km <sup>2</sup>
Forest area	50 km <sup>2</sup>
Water area	16 km <sup>2</sup>
Green space	11 km <sup>2</sup>
Garden area	2 km <sup>2</sup>

## Municipal tax rate (2007):

Business tax	440 %
Real estate tax/property tax A	250 %
Real estate tax B	440 %

Employees subject to social insurance (at the place of work in June 2008):	77,287
of which	
■ Agriculture and forestry, fishery:	51
■ Manufacturing sector:	6,588
■ Construction:	2,664
■ Trade, transportation and hospitality:	18,026
■ Information and Communication:	1,509
■ Financing and insurance service provider:	1,973
■ Property and housing:	1,527

The INSM survey takes numerous economical and structural indicators into consideration, such as earned income, gross domestic product and rate of investment. The overall assessment for each city is composed of both the current data (level ranking) as well as the changes in the period 2003-2008 (dynamic ranking). In the level ranking Rostock placed 45<sup>th</sup> with 36.4 points and in the dynamic ranking it placed 7<sup>th</sup> with 55.1 points.

## Dynamic Ranking

- The number of old age employees increased in Rostock by 12.4 percentage points. On average it increased by 7.5 percentage points between 2003 and 2008. This means rank 1 for Rostock.
- The unemployment rate fell in Rostock between 2003 and 2008 by 5.0 percentage points. On average it fell by 1.9 percentage points – i.e. rank 4 for Rostock.
- The gross domestic product (GDP) increased in Rostock between 2003 and 2008 by 20.1 percent per inhabitant. The average amounted by 13.3 percent. Therefore Rostock ranked 6th.

## Level Ranking

- 52.3 percent of all children under 3 years are cared for in day-care centres. The average amounted 17.6 percent. Rostock therefore ranks 2nd.
- Statistically in Rostock there are 7.2 overnight stays by guests per inhabitant. On average: 2.8. This means rank 3 for Rostock.
- 64 percent of all asked companies estimate Rostock as economic friendly. On average there were 58.4 positive answers. – i.e. rank 14 for Rostock.

Picture: PIXELIO/Carsten Nadale



| THE HANSEATIC CITY OF ROSTOCK |

## The Pearl of the Baltic Sea

***The beauty and the economic success of Rostock are rooted in the maritime traditions of the port city on the Baltic Sea. Today, the business location has been enriched by a dense cluster of closely networked industries of the future: the popular Hanseatic City in Mecklenburg-Vorpommern stands out with wind energy, a prosperous healthcare management system and modern service industries.***

Extensive investments have been and are being carried out, among others, in the production of ship's engines and machinery, the nutrition industry, the electronics and electrical engineering sector, biotechnology and medical technology. The old trading town scores, with carefully preserved traditions and modern quality of life, solid business enterprises in a successful range of businesses from manufacturing, to services, to trade. Rostock's Baltic Sea climate is healthy – and this in multiple ways. The Hanseatic City is an ideal starting point for business relations and economic activities towards Central Europe, Scandinavia, Russia and the Baltic states. Nationwide, the traditional port and university city with its maritime technologies, bio- and medical technology, as well as tourism and healthcare service industries, occupies a leading position. Rostock is an active research center and is successfully involved in numerous regional and international networks. In Rostock companies can rely on skilled workers and spe-

cialists to meet their specific needs. The special hanseatic spirit is undaunted: the people of Rostock are a qualified and motivated workforce.

Two decades after the German reunification the city's infrastructure meets the highest expectations. Thus, Rostock is the only city in northeast Germany, with an uninterrupted beltway. Rostock's airport Laage, the entirely modernized main railway station with direct connections to Berlin and Hamburg, ferry connections to Scandinavia, Finland, Russia and the Baltic states, busses, S-Bahn (commuter trains), trams – are intelligently interrelated components of an infrastructure which distinguish Rostock as a multi-modal logistics center. A particularly important factor is, of course, the port, the deepest and one of the largest German Baltic Sea ports. But investing in Rostock means much more, namely, to live and to work where you can also relax best. Rostock is situated where the Warnow River flows into the Baltic Sea. The up to 600-meter wide river estuary gave the



early settlement its Slavic name: "rotzoc" literally means "flow apart". In favor of the settlement site was its position, sheltered from the open sea by the Spit. Today, other factors are important. The Baltic Sea, the traditional seaside resort of Rostock-Warnemünde, white beaches and one of the world's best sailing areas are just 15 minutes from downtown. The quality of life in the Hanseatic City of Rostock is excellent - with the Baltic Sea and the Warnow River in front of the door. Rostock, the largest city of Mecklenburg-Vorpommern with about 200,000 inhabitants, is at the center of the German Baltic seaside resorts.

### **Maritime Flair in every Season**

The city offers high-quality housing, healthy sea air, the beach, a maritime flair in every season and a romantic coastal forest. Whether you would like to call a fisherman's cottage in Rostock-Warnemünde your own, or prefer to reside in a villa in the heart of Rostock, or a house in the Wilhelminian style (neo gothic German "Gründerzeit" style), whether you would like to benefit from the wide range of newly built housing estates or move into one of the many other charming neighborhoods – for example the Hansaviertel or the Gartenstadt, the Hanseatic City can meet the most diverse wishes and requirements. The Kröpeliner Tor neighborhood is popular with younger generations. Students appreciate this area because of its proximity to the university. In the Steintor neighborhood the atmosphere is dominated by old villas and Wilhelminian style apartment buildings. It is a bourgeois environment. Downtown

is where life is buzzing. Shopping centers such as the Rostocker Hof, the St. Jacobi Passage and the still young Kröpeliner Tor Center invite you for a stroll. High-class hotels are superbly located. Young and old meet, in every season, in the restaurants, cafes and pubs in the city, the old town or directly on the Warnow waterfront.

### **A lively cultural scene**

The residential areas in the northwest of Rostock have been completely reconstructed and are very popular with both young and old. Shopping centers such as the Warnow Park with its neighborhood movie theater make life colorful. The health care and service center in Klein Lütten and its specialists provide medical care. Northeast of the Hanseatic City are the conveniently accessible neighborhoods Tötenwinkel, Dierkow and Brinckmannsdorf. Many Rostock inhabitants, particularly young families, enjoy living in Reutershagen, Hansaviertel, Gartenstadt and Südstadt neighborhoods. Rostock is by nature closely connected with maritime shipping. The city's Maritime Museum provides visitors with an overview of the history of navigation in the Baltic Sea and the Hanseatic League. The museum ship, anchored in Schmarl, serves as a shipbuilding museum. The Warnemünde local history museum provides information on the history of the popular seaside resort and provides a glimpse into the daily life and work of fishermen and sailors.

Traditionally, culture has a very high priority in the popular seaside resort of Rostock. One of the main representatives of the local theater scene is the Volkstheater

## „Regiopolis Rostock“

In contrast to a metropolis „regiopolis“ is a new term, which is finding its way into spatial science as well as into urban and regional development. The regiopolis Rostock is one of the pioneers of a practical confrontation with the topic. Based on its spatial location, size and role in the region, it can be understood as a „prototype“.

The regiopolis Rostock is a center and hub of science, economy and culture with inter-regional radiance. It is a responsibility community lying between the metropolitan areas in which the regional center assumes responsibilities for the regions and the regions assume responsibility for operations of the core city, so that a win-win situation arises for the city and region as well as a common platform for the core region of Rostock and the regions Bad Doberan and Guestrow.

### The Bundle of Energy

The goal for the regiopolis Rostock, apart from positioning itself as a strong economic center and prominent regional center, is acknowledging the regiopolis as a growth region, and a center of innovation outside the metropolitan areas at the federal level. The aim is furthermore to continue to combine forces and local partners, for example, through the joint cooperation in projects from industry, science and culture, as well as an improved image and growing reputation throughout Germany and Europe.

The CCI of Rostock, together with the Hanseatic City of Rostock, and the Regional Planning Association of Mid-Mecklenburg/Rostock is a member of the steering committee and thus driving force behind the project. Pending the establishment of a permanent office it manages the organization of the regiopolis.

*Contact:*

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Rostock, which includes the venues Grosses Haus, the theater in the city harbor (Stadthafen), the Barocksaal and many other stages and theaters. With well over 600 performances a year it acts as a magnet for visitors from near and far. In addition to the Volkstheater, various smaller artist associations dominate the urban culture. For example, the Compagnie de COMÉDIE and the cabaret ROhrSTOCK eV are known far beyond the boundaries of Rostock. The best-known movie theaters in Rostock are the CineStar-Kinos, which are spread over the entire city. Alternatively, some clubs also offer movie nights, for example, the li.wu. – the movie theater Wundervoll.

### Culture for Everyone

Famous museums, galleries and theaters, the internationally renowned Academy of Music and Theater, the Art Gallery with important exhibitions of modern works – culturally Rostock has much to offer. There's something for every taste. The same goes for concerts and shows in the city hall, on the IGA site and on other stages where national and international artists come to in the Hanseatic City. The annual event „Baltic Sea Jazz“ and the Cultural Week at the University of Rostock are known and loved far beyond the borders of the region. In Rostock's versatile and quaint pub scenery, jazz, cabaret and live bands get together. The restaurant scene invites you to Mecklenburg and international cuisine. Rostock provides you with an amazing variety of offers, ranging from A for Angling, through G for Golf, to Z for Zoo – a visit with the family. No doubt, while looking back on a great tradition, Rostock is a city with a future. And for whoever wants to understand Rostock's history even better, there is Walter Kempowski, the honorary citizen of the Hanseatic City. The recently deceased novelist has made parts of his archives available as a permanent loan to his hometown. With his novels of the „German Chronicle“ Walter Kempowski has erected an everlasting memorial to Rostock.

**Christine Demmer**

| INTERVIEW |

# „We want to strengthen our maritime position“

**As a company providing services for promoting economy and technology, Rostock Business is the intermediary between business and the Hanseatic City, the partner of the local companies and promoter of the city, both on a national and international level. Wirtschaftsbild spoke with Christian Weiß, managing director of Rostock Business.**

**Wirtschaftsbild:** *What do you consider as the greatest current challenges for the business location Rostock?*

**Weiß:** We are a business location with maritime backbone, and this should be strengthened and aligned with other future-oriented industries. In both, good and troubled times, there are always plenty of challenges. The most important challenge is completely timeless: We need to focus even more on our strengths and create offers that companies are happy to accept.

**Wirtschaftsbild:** *If we ask you to name the three most powerful location advantages of Rostock – what would they be?*

**Weiß:** In the first place I would name our workforce, which we owe to our extensive and modern education and training centers. These are directly followed by financial aspects crucial for all employees. Third, I would certainly point to the high quality of life in the city and along the coast.

**Wirtschaftsbild:** *How satisfied are you with the industry structure in Rostock?*

**Weiß:** In principle, I am quite satisfied with the local industry structure. But I would like to see what we have, somewhat more pronounced. For example, take wind energy: company-wise I would have liked to have all the components, which are needed to build a wind turbine, on site.

**Wirtschaftsbild:** *Which are the arguments you have to offer companies wishing to relocate?*

**Weiß:** First of all, our position very clearly speaks for itself: we are located at the intersection of Berlin, Hamburg and Copenhagen. We are a business location close to metropo-



litan cities without having to take into account their disadvantages. Rostock has good connections to Denmark, Poland and the Baltic states. We are a business-friendly location for service industries with a maritime backbone, and we want to continue to reinforce this.

**Wirtschaftsbild:** *How does Rostock Business assist companies in your region?*

**Weiß:** We consider ourselves as service providers for the Hanseatic City. Firstly, we help existing businesses to find pragmatic solutions for their growth. We also strive to attract new businesses to the site. Professional location marketing helps us to put the brand Rostock into perspective. We research businesses and talk to interested companies to convince them of our advantages.

**Wirtschaftsbild:** *Each location is proud of its lighthouse enterprises. Which ones shine in Rostock?*

**Weiß:** We are pleased to have the largest German and probably international cruise company in Rostock – AIDA Cruises. As well as Liebherr, which produces mobile harbor cranes here, with currently about 700 employees and who is planning to recruit. Then I would mention the Erntebrücker Ironworks (EEW) from Siegen, which are producing foundations for offshore platforms and large pipes, Nordex and the Neptune Shipyard, Caterpillar, with its marine diesel production, DMR / RMT metal construction with a focus on wind energy, DOT medical technology, the many Rostock-based service centers such as Call for Cruise, the service provider for AIDA, the service center of Sixt car rental, Europe Assistance, the travel assistance network, the Ikea service center and other service businesses, such as Hansenet and Telegate.

# HANSEATIC CITY OF ROSTOCK

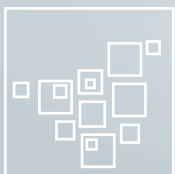
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Rostock is an attractive city. As a business venue and place to live. A Hanseatic, harbour and high-tech venue that features great investment opportunities enveloped in an extraordinary landscape.

Maritime, sustainable and innovative – that describes the creative spirit that wafts through this city.

Welcome to Rostock!



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