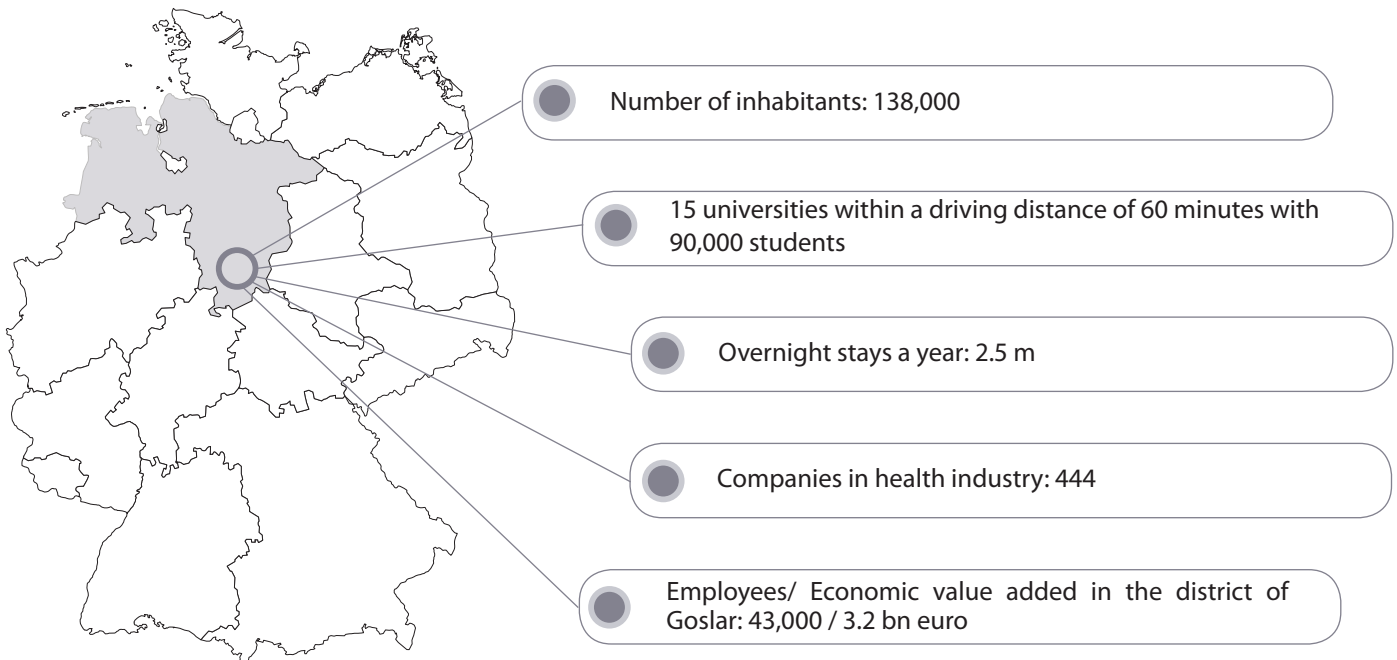


### Economic Region of Goslar: Nature Meets Technology



The district of Goslar is centrally located between Hannover, Braunschweig and Göttingen. The region lives from the wealth of nature in the Harz Mountains and the wealth of ideas of the many people living here. Short distances, economical prices and a diverse landscape of companies form the basis of an ideal investment location. The unmistakable Harz landscape provides the background for numerous high-tech enterprises and scientific facilities.

Unique and at the same time characteristic for the region of Goslar is the encounter of nature and technology in one place. Despite tourism and health industry, which is of great importance for employment and economic value added, Goslar has never exclusively relied upon its natural locational advantages. As early as in the Middle Ages the Harz Mountains were an important industrial site due to mining. In addition to the industrial core, today high technology within the scope of energy, chemistry, measuring and control technology, environment and recycling has established.

### Discover our Strengths: Diversity of Branches, Education and Leisure

#### **Region of Goslar: Extensive variety of companies and branches**

One of the central strengths of the region of Goslar is the diversity of companies and branches. The tradition of a thousand year long mining has changed into chemistry specialists and high-tech companies of metallurgy. Particular competences can be found for example in the recycling of strategically important metals. In particular around the Clausthal University of Technology a dynamic branch for test, measurement and control technology has developed. The central location of the region is a decisive advantage for the local logistics companies. And finally: as a holiday region with 2.5 m overnight stays a year tourism industry is as important as health industry including its so far 444 companies.

#### **Education and science: competence in the region**

The Clausthal University of Technology does not only provide state-of-the-art technology but numerous skilled employees on the spot as well. In the research triangle of Hannover-Braunschweig-Göttingen 15 universities with approximately 90,000 students exist. In addition, there are about 30 educational institutions being available for education and qualification of skilled personnel, beside the Energy Research Centre of Lower Saxony and the Clausthaler Umwelttechnik-Institut located in the region.



**High level of contentment: leisure offers in a unique landscape**

The Harz Mountains as the most northern mountain range in Germany do not only attract holiday-makers. Also to companies and their employees the region of Goslar impresses with unique leisure and culture offers. With Goslar in the centre you find 3 UNESCO-World Heritage Sites in the close vicinity. A net of mountain bike routes of 2,000 km is as unique for Northern Germany as the 17 skiing areas and 105 cross country ski trails. On 8,000 km of hiking trails people looking for nature will make a find as well as ambitious sportsmen when rafting and rock climbing. Traditional medieval markets and festivals and 17 Visitors' Mines in total make our history come to life.

## Competitive and Locational Advantages at a Glance

**Employment potential**

The diversity of branches is also reflected in the potential of skilled personnel. 15 universities in the region with 90,000 students educate specialists for any subject. Particularly the Clausthal University of Technology actively seeks the contact to the local economy. Primarily high-tech companies benefit the most from operating in the surroundings of the university. The good traffic connections within the region to the largest cities of Lower Saxony like Hannover and Braunschweig as well as to neighbouring Saxony-Anhalt make you profit when looking for qualified employees.

**Market potential for investors**

Goslar is not only the economic centre of the Harz Mountains. The region also benefits from the central location and an excellently developed traffic infrastructure, among others with the highways A 7 and A 395 directly on the spot. 9.2 m people live within the extended commuter belt of a two hour drive. With major companies such as VW, Salzgitter AG, Continental and many others virtually directly at the doorstep we offer unique opportunities for productive investments. Numerous branches are connected over vivid networks. The companies do not only benefit from each other, but also from an active technology counselling and investment support by the Clausthal University of Technology and the economic promotion agency. This networking among the regional protagonists creates an „innovative milieu“ and allows for joint realization of innovative ideas.

**Attractive locations in the Western Harz Mountains**

The region of Goslar is located centrally between the large urban centres of northern Germany (Ruhr Area, Hamburg, Berlin). The attractiveness, however, also results from the diverse and comparably economical range of offers of both land and structures existing in the region. Whether you are looking for a site near a highway, in the direct surroundings of research facilities or centrally in one of the beautiful towns in our region: we will find an appropriate offer meeting all your needs.

**Advantageous frame conditions for entrepreneurial commitment**

To you as an investor interested in the development of an entrepreneurial site in the region of Goslar we provide all services from one institution. WiReGo (the economic promotion agency of the region of Goslar) assists you in seeking a site as well as in securing overall financing through various financial partners ranging from loans, venture capital to existing subsidy programmes. Furthermore we put you in touch with important contacts in the region, whether industrial, administrative or scientific. Through our support you will from the beginning be provided with optimal conditions for your economic success in the region of Goslar. Find more information about the assistance programmes of WiReGo at: [www.wirego.de](http://www.wirego.de)