

HANNOVER
YOUR CENTRAL BUSINESS LOCATION

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A high-performing economic hub in the heart of Europe with ideal infrastructure connections, a great variety of leisure activities and an affordable, yet high quality standard of residential properties combined with a unique proximity to nature - these are Hannover's strengths.

HANNOVER: THE TRADE FAIR AND CONFERENCE VENUE IN THE HEART OF EUROPE

A CITY OF MAJOR TRADE FAIRS AND CONFERENCE VENUES

Hannover can look back on more than 60 years as a leading international trade fair location. The city boasts the largest and one of the most modern exhibition centers in the world, with more than 460,000 m² indoor and 58,000 m² outdoor space. Flagship technology fairs such as the CeBIT and HANNOVER MESSE are major innovation hubs. Other leading trade fairs such as DOMOTEX, LIGNA, BIOTECHNICA, AGRITECHNICA, CeMAT and IAA Commercial Vehicles regularly demonstrate the important role that this location plays as a stimulant for the economy.

Furthermore Hannover Region also plays a leading role as a congress and conference venue and can offer a wide choice of locations. From the prizewinning exhibition center, to Herrenhausen Palace, Hannover Adventure Zoo and Hannover Congress Centrum, the metropolis on the banks of the River Leine features a whole range of attractive event venues. Central location, optimum infrastructure, highly diverse leisure amenities: it is this mixture that makes Hannover such an attractive venue for all kinds of conferences and congresses.



Exhibition hall

DIVERSE SUPPORTING PROGRAMMES

However, Hannover has more to offer than just ideal conditions for a successful corporate event, but also prides itself on the numerous cultural highlights and leisure amenities that can be used to create an entertaining and informative supporting programme. After a long day of in-depth discussions of serious subjects, delegates appreciate a visit to the opera or variety theatre in the evening. Other places of interest, such as Herrenhausen Gardens or the bustling city centre, and mega events such as the Maschsee Lake Festival or the International Fireworks Competition, countless theatres and the state opera house, museums and art galleries of international renown, such as the Sprengel Museum Hannover, provide endless opportunities to create a varied programme after a day of lectures and discussions.

HANNOVERKONGRESS: SUPPORT FROM A ONE-STOP SHOP

HannoverKongress is the partner of choice for all congress and conference events in the city itself and in Hannover Region. HannoverKongress provides independent, individual advice and tailor-made solutions for the organisation of successful events. The HMTG Hotel and Private Accommodation Service, the Team City Tours and the Tourist Information departments offer supplementary services that attend to all aspects of your journey and visit to Hannover.



Entrance Hannover Fairground

DID YOU KNOW?

THE BIGGEST TRADE FAIRS IN HANNOVER	VISITORS	EXHIBITORS
AGRITECHNICA	452,471	2,892
IAA COMMERCIAL VEHICLES	244,200	2,066
HANNOVER MESSE	216,646	6,484
CeBIT	193,297	3,134
LIGNA	93,099	1,552
CeMAT	48,267	1,022
DOMOTEX	45,248	1,427



Leibniz University

HANNOVER – FIRST-CLASS RESEARCH AND SCIENCE LOCATION

LIFE SCIENCES AS A GROWTH DRIVER

As a dynamic growth sector which has already created more than 60,000 jobs in Hannover Region, the field of life sciences holds a very special position which is also attributable to internationally renowned institutions such as Hannover Medical School (MHH), the University of Veterinary Medicine Hannover (TiHo) and the International Neuroscience Institute (INI). With its wide range of laboratory and office premises combined with first-class infrastructure at Hannover Medical Park, the city has ideal conditions to offer both established companies and innovative start-ups in the life sciences sector which are planning to set up business in this region.

HANNOVER CONTINUES TO INVEST IN ITS HEALTH FACILITIES

Moreover, Hannover continues to invest in its health facilities. This is evident amongst other things from three new buildings in the medical sector. On an area of 6,000 square metres, Hannover Clinical Research Center (CRC) is a base for clinical studies, patient-driven research, epidemiological studies and for Hannover Medical School's central biobank.

CLUSTER OF EXCELLENCE FOR RESEARCH AND TEACHING

The tertiary education institutes in Hannover – which include four universities, one university of applied sciences and arts, as well as various high-ranking private academies – offer degree courses in virtually every conceivable subject and are well-known for their excellent academic quality. Thanks to the forward-looking and practical focus of many courses, numerous graduates from Hannover's universities also begin their career right here. The state capital has around 40,000 students, including 6,000 from abroad.

LEADERSHIP IN MEDICINE

Hannover Medical School has carried out pioneering work in the field of transplantation and has a worldwide reputation for excellence. With more than 3,300 students, it is also the largest medical training centre in Germany. Especially in the biotechnology sector, it cooperates closely with companies in the nearby Medical Park. This is also where the striking building of the International Neuroscience Institute (INI) is located. Hannover University of Veterinary Medicine, which has more than 2,400 students and dates back to the year 1778, is also a leading international institute.



International Neuroscience Institut (INI)



Hannover Centre for Production Technology

DID YOU KNOW?

THE BIGGEST UNIVERSITIES IN HANNOVER

UNIVERSITY	STUDENTS
LEIBNIZ UNIVERSITY	23,876
UNIVERSITY OF APPLIED SCIENCES AND ARTS	9,630
HANNOVER MEDICAL SCHOOL	3,358
UNIVERSITY OF VETERINARY MEDICINE	2,453



Hannover: wide awake, day and night

MADE IN HANNOVER

THE PERFECT BUSINESS LOCATION

Hannover is the most important economic area in Lower Saxony and features a broad range of business sectors, including the manufacturing, service, skilled trade and retail industries. Automotive and mechanical engineering firms, together with their supply segments, have flourished in the region for many years, and the service sector is now beginning to grow enormously in fields such as transport, logistics, communication, tourism, conferences and event management.

The close links that exist between Hannover's business and scientific communities represent a particular strength for the city, as this maintains the cycle of innovation and business start-ups. In addition, the region's central location, excellent transport infrastructure, wealth of leisure pursuits and stimulating business environment all have a positive impact on its economy and quality of life.

A CITY OF BIG BRANDS

Big brands that are known throughout the world are a symbol of the Hannover region's booming economy, with companies such as Continental, Johnson Controls, Bahlse, BREE, KIND Hörgeräte, Komatsu-Hanomag, MTU Maintenance, Rossmann, Sennheiser electronic, Solvay Deutschland and TUI all having their headquarters here. With 16,000 employees, Volkswagen Commercial Vehicles is the city's biggest employer, and a total of around 32,000 people work in the manufacturing and supply sides of the automotive industry in Hannover.

Many major insurance companies, such as Concordia, VGH and VHV have a key presence in the city – not to mention the Talanx Group, whose Hannover Rück and HDI-Gerling brands are headquartered in Hannover. And important financial services providers (Swiss Life, Nord/LB) also have head offices or branches in the city. Germany's media sector is represented by major players such as the publishing companies Madsack and Schlütersche Verlagsgesellschaft and television producer TVN. In addition to the two major German TV channels ARD and ZDF, various private radio and television companies also broadcast from Hannover.



Nord/LB



Continental AG

DID YOU KNOW?

WELL-KNOWN BRANDS FROM HANNOVER	
COMPANY	EMPLOYEES
CONTINENTAL AG	178,055
TUI AG	68,580
TALANX AG	20,004

COMPANY	EMPLOYEES
VOLKSWAGEN NUTZFAHRZEUGE	17,445
NORD / LB	7,058
JOHNSON CONTROLS	3,144
VHV INSURANCES	2,714

HANNOVER – YOUR CENTRAL BUSINESS LOCATION



View over the Maschsee Lake



Historic Old Town

HANNOVER – CULTURE, GREEN CITY AND PERFECT PLACE TO LIVE

HANNOVER, CITY OF CULTURE AND ART

Did you know? Since 2014 Hannover bears the title of UNESCO City of Music and takes its place in the international UNESCO network of Creative Cities alongside Glasgow, Seville, Bogota, Bologna, Ghent and Brazzaville. The opera and drama sections of Hannover State Theatre are leading lights in the German theatre environment. All over the city, there are numerous private theatres which feature exciting productions ranging from light comedy to avantgarde. Unique exhibits and spectacular exhibitions have earned Hannover a reputation as a city of art and museums. Highly diverse exhibitions, staged for instance by the internationally renowned Sprengel Museum Hannover, Museum August Kestner, kestnergesellschaft, Wilhelm Busch – German Museum of Caricature and Critical Graphic Arts, or the State Museum of Lower Saxony, take visitors on a voyage of discovery. The famous Herrenhausen Gardens are also a superb setting for prestigious open-air cultural events. The baroque gardens provide a perfect venue for the arts festival KunstFestSpiele Herrenhausen as well as for the International Fireworks Competition or open-air theatre performances.

ONE OF GERMANY'S GREENEST CITIES

Green spaces make up 11.36 per cent of the surface area – Hannover is one of Germany's greenest cities. Hannover's green character is most evident in the Eilenriede city forest: with an area of almost 1,600 acres, the city's green lung is almost twice as big as New York's Central Park. This abundance of green is also one of the main reasons why 89 per cent of Hannover's population say that they are very happy to live here.

IMPRESSIVE VARIETY

The huge range of leisure amenities also helps to explain the contentment of the people of Hannover with their city. In the metropolis on the River Leine, they have an endless choice of top-ranking cultural and sports events, an impressive number of first-rate museums, fantastic shopping in one of Germany's largest pedestrian precincts and the picturesque Old Town quarter. Premium tourist attractions include the famous Herrenhausen Gardens and Hannover's unique Adventure Zoo, whilst legendary events such as the Maschsee Lake Festival and the world's largest Marksmen's Fair never fail to attract large numbers of tourists and locals. Other characteristic features of this trade fair location and economic powerhouse are the short distances from A to B, the excellent regional transport system and a choice of excellent but affordable housing.

DID YOU KNOW?

FACTS ABOUT HANNOVER

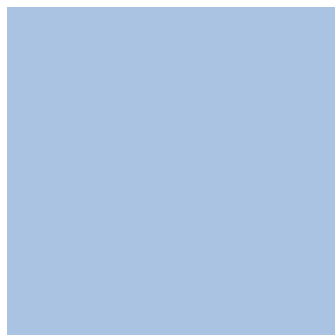
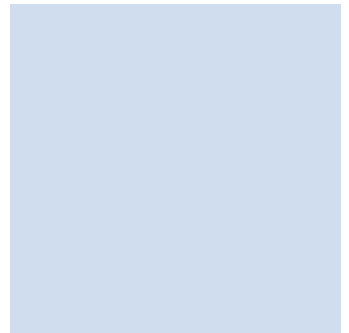
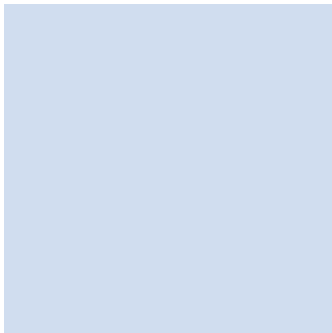
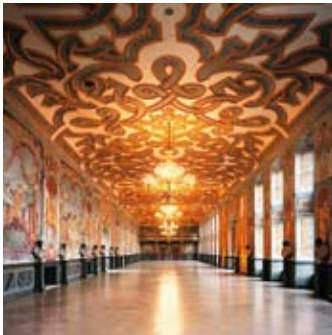
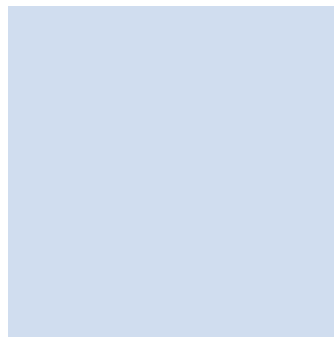
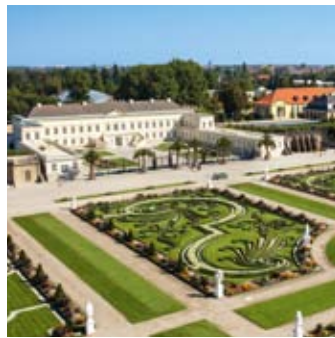
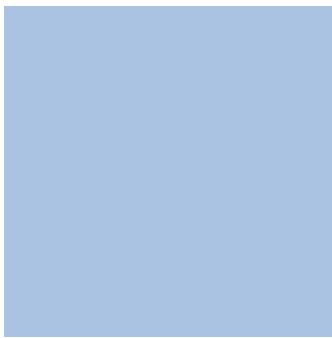
POPULATION OF HANNOVER	523,642
POPULATION OF THE HANNOVER REGION	1,128,037
PEOPLE CONTENT TO LIVE IN HANNOVER	89%
PERCENTAGE OF GREEN SPACES	11.36%



Royal Gardens of Herrenhausen



Sprengel Museum Hannover with modern art



AT YOUR SERVICE

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