

HANNOVER



印象 · *Portrait*

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汉诺威地区 – 高品质生活，立足欧洲中心、面向世界

汉诺威 – 一个位于欧洲中部的繁荣大都市，凭借四通八达的交通网络、精心打造的出行方案以及丰富多彩的业余文化生活，为汉诺威地区的市民打造经济而高质量的居住空间，提供全德最接近大自然的都市生活。



马什湖畔远眺新市政厅 · View of the New Town Hall from Maschsee Lake

汉诺威是德国伟大的巨人戈特弗里德·威廉·莱布尼茨的故乡，依靠科技与经济的紧密结合，在城市发展中高举创新与开放的旗帜，经多年努力硕果累累：汉诺威的经济充满活力，医疗保健业等朝阳产业欣欣向荣，作为知名的博览会和会展中心蜚声世界。

高水平的文艺及体育盛会、众多的博物馆、繁华的购物区坐落在风景如画的老城——这里是德国最长的步行街之一——这一——都)是汉诺威高品质生活的写照。汉诺威海因豪森皇家花园和独一无二的历险动物园，具有传奇色彩的盛会如马什湖节和世界上规模最大的射手节吸引着成千上万的本地和外地游客。访客们得益于城市便捷的交通和路径——无论去哪都可在短时内到达。此外，作为德国绿化最好的城市之一，汉诺威邀请您共享其多彩的自然景色，无论是运动出游还是休憩。慢跑、溜旱冰、骑自行车或散步——马什湖、城市森林爱林里德和许多公园及自然景观保护区是休闲的天堂。

无论从A2号或A7号公路，或乘坐德国铁路的城际高速列车或经汉诺威机场，都可快速便捷地到达汉诺威。此外，近程的公共客运系统辐射整个地区，区域内具有田园风光的城镇和附近的疗养胜地，例如施坦胡德湖和代斯特山都可迅速抵达。

我们诚挚地邀请您作客汉诺威，在这里度过美好难忘的时光！

Hannover Region – chic, central, cosmopolitan

An economic powerhouse in the centre of Europe, a perfectly networked location thanks to superb mobility concepts, a fascinating variety of recreational amenities – in Hannover Region all these things go hand in hand with excellent but affordable housing and beautiful natural scenery that is closer to the city than anywhere else in Germany.

The home town of world-famous philosopher and mathematician Gottfried Wilhelm Leibniz is a cosmopolitan centre of innovation which has evolved from its traditionally close links between science and business. This has led to a dynamic economy with thriving growth sectors, such as the life sciences, and established the city's international reputation as a leading venue for trade fairs and conferences.

The quality of life is evident at every turn: top-ranking cultural and sports events, an impressive number of first-rate museums, fantastic shopping in one of Germany's largest pedestrian precincts as well as the picturesque old town. 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 huge numbers of tourists and locals. Visitors to Hannover particularly appreciate that everything is close at hand, so that all the different attractions can be reached in no time at all.

Visitors from further afield can reach Hannover easily via the A2 and A7 motorways, the ICE rail network or Hannover Airport.

We cordially invite you to come and spend a marvellous time in Hannover Region!

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以创新为己任

作为工业基地、服务业中心和贸易平台，汉诺威经济区域行业齐全，为经济提供了坚实而具有前瞻性的发展环境。作为国际会展中心的汉诺威更是盛名在外。经济界与著名科研院所间跨行业的交流合作是不断创新与创业的坚实保证。此外，无论是购买力还是销售额，汉诺威地区均属于德国最成功和重要的零售业基地。作为重要经济大都会的其它要素还包括汉诺威得天独厚的中心地理位置、理想的交通基础设施及高效的经济发展措施。各种院校及培训机构、高质量的业余文化生活和众多的休闲度假胜地使汉诺威作为城市更加迷人。



TVN电视台节目 · TVN's "Studio 3" television show

大众商用车
Volkswagen Commercial Vehicles海泽媒体集团
Heise Media Group

著名品牌荟萃一堂

众多国际名牌使汉诺威蜚声世界：百乐顺、布雷箱包、肯德助听器、小松-汉诺马可、摩天航空发动机维修、罗斯曼百货、森海塞尔电子、苏瑞及途易都汇集于此。而汽车工业则是整个地区的强项，如大众商用车、大陆轮胎、江森自控和威伯科汽车控制系统等一系列行业先导。金融服务公司Swiss Life、大型保险公司如 Concordia、汉诺威保险(VGH)、汉诺威统一保险(VHV)和塔兰克斯(Talanx)集团旗下的著名品牌如汉诺威再保险及HDI格林保险的总部均设在汉诺威。北德州立银行总部大楼以其独特的建筑风格成为城市一景，它和汉诺威储蓄银行都是北德最重要的金融机构之一。在传媒方面，出版公司马德萨克(Madsack)和施吕特(Schlütersche)及电视节目公司TVN的影响远远超出本地区。海泽媒体集团也同样以下萨克森州首府汉诺威为基地，运筹她的众多活动。除了德国两家最大的公立电视台德国一台(ARD)和德国二台(ZDF)之外，还有私立的电台和电视台也在汉诺威落户，如广播电台调频 ffn, Antenne Niedersachsen, RADIO 21 和购物电视频道 CHANNEL 21 等。



德国瑞士人寿保险 · Swiss Life Germany

为将汉诺威建设得更美好 · Adding up to a strong economic location



汉诺威合作伙伴

影视制作

TVN GROUP
Film & TV Production

播音台

ffn, RADIO 21, CHANNEL 21

Focussing on innovation

As an economic region, Hannover is firmly rooted in a well-established but forward-looking environment with a broad range of business sectors. The city is a premium industrial location, service centre and trade hub and also enjoys an international reputation as a trade fair and conference venue. The efficient and interdisciplinary transfer of knowledge between business enterprises and renowned research and development institutes is a reliable factor for encouraging innovation and business start-ups. In terms of spending power, turnover and central situation, the region is one of the most successful retail trade locations in Germany. Other salient features of the eco-nomic metropolis of Hannover are its central geographical location, optimum transport infrastructure and effective economic development schemes. Highly diverse educational institutions, excellent leisure amenities and numerous greenbelt recreation areas all add up to an impressive regional profile.



便捷的交通 · A city where everything is within easy reach

Global players on the banks of the River Leine

Well-known brands ensure that the economic region of Hannover is represented all over the globe: companies such as Bahlsen, BREE, KIND Hearing Aids, Komatsu-Hanomag, MTU Maintenance, Rossmann, Sennheiser electronic, Solvay Deutschland and TUI all have their headquarters here. The automobile industry – including technology pioneers such as Volkswagen Commercial Vehicles, Continental, Johnson Controls or WABCO – plays a particularly important role. Major insurance companies, for example, Concordia, VGH and VHV, as well as the Talanx Group with its Hannover Re and HDI-Gerling brands, have their head offices here in Hannover, as does financial services provider Swiss Life. The iconic architecture of the head office of Nord/LB features prominently on the city skyline. Nord/LB and Sparkasse Hannover are two of the leading banks in North Germany. The media sector is represented by major players such as the publishing companies Madsack and Schlütersche Verlagsgesellschaft and television producer TVN. And the numerous multimedia operations of the Heise Group are also controlled from the state capital. In addition to the two major German TV channels ARD and ZDF, various private radio and television companies also broadcast from Hannover, for instance radio ffn, Antenne Niedersachsen, RADIO 21 and CHANNEL 21, a teleshopping channel.



VHV 保险公司总部 · VHV headquarters



传媒大楼 · Media centre in the Mendini Building

成功的秘诀

企业与科研机构长期的紧密合作是汉诺威地区行业发展的磐石。多年来，在汉诺威经济发展促进公司的努力下，形成了一系列高水平的区域能力中心。其重点是六个未来新兴产业：汽车制造、能源经济、信息通讯技术、医疗卫生产业、创新经济及制造技术。许多产业间还形成协调交叉效应——甚至跨越了行业界限。越来越多的创业者利用这些优势，使汉诺威作为经济中心的特色更为鲜明。与布伦瑞克、哥廷根和沃尔夫斯堡等其它周边城市地区在科技、经济及文化上的紧密联系大大支持和加强了汉诺威的发展。



促进创业 · Support for start-ups

以医疗保健事业为发展龙头

医疗保健产业的快速发展已为本地区创造了六万以上的就业岗位，占有特殊地位。其基础是在国际上负有盛名的机构：例如汉诺威医学院（MHH）、汉诺威兽医学院（TiHo）和汉诺威国际神经科学研究所（INI）。此外，汉诺威地区的医院也享有盛名，旗下十二家医院的医疗机构是德国最大的地区医疗机构之一。而行业的代表则是汉诺威生物技术展览会（BIOTECHNICA）——这一欧洲最重要的生命科学展会在汉诺威每两年召开一次。在这些优势的框架条件下，汉诺威还负责举办德国最重要的医学学术会议：汉诺威是2013年德国第116届医生大会的东道主。

汉诺威医药园拥有能满足各种需求的实验楼、办公楼以及一流的基础设施，进一步提高了汉诺威地区的区位优势，不断吸引着生命科学领域的著名企业和具有远见的创业者来此投资建厂，例如弗劳恩霍夫毒物和实验医学研究所以及药物研究协会IPF。勃林格殷格翰药物公司的欧洲动物疫苗研究中心以及下萨克森州生物医药技术和植入物研究中心(NZ-BMT)是近期内最大的投资项目。

Structured for success

When it comes to economic development, Hannover banks on continuous cooperation between local business enterprises and scientific centres. This has led to many regional centres of excellence which enjoy strategic support from the regional business development company hannoverimpuls. The focus is on the six sectors which have been identified as having particularly sustainable growth potential, namely automotive, energy solutions, information and communications technology, life sciences, the creative economy and production engineering. Many areas profit from additional cross-sectoral synergies and interfaces. More and more start-ups are exploiting these benefits and have helped to enhance Hannover's profile as a business location. The metropolitan region Hannover Braunschweig Göttingen Wolfsburg plays a central role in promoting the development and consolidation of the scientific, economic and cultural networks.

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). Klinikum Region Hannover is responsible for the management of twelve hospitals, making it one of the largest municipally owned hospital groups in Germany. One of the highlights in this sector is the BIOTECHNICA, the leading European life sciences fair which is held in Hannover every two years. In recognition of these excellent conditions, May 2013 saw Hannover host the 116th German Medical Assembly, the most important conference for the German medical profession.



Forschungslabor · Research laboratory

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. For instance, it is already home to the Fraunhofer Institute of Toxicology and Experimental Medicine and IPF PharmaCeuticals, a drug research company. The most recent major investments include Boehringer Ingelheim's European Research Institute for Animal Vaccines and NZ-BMT, Niedersachsen Centre for Biomedical Engineering and Implant Research.



放射线学 · Radiology



国际神经科学研究所 (INI) · International Neuroscience Institute (INI)



汉诺威医药园 · Medical Park Hannover

出色的科研与教学

汉诺威的大学学科齐全，以极高的教学科研水平而著称于世。主要有四家综合性大学，一家高等专科学校和众多知名的私立高等学府。得益于这里学习与实践紧密结合、立足未来的学科设置，许多的毕业生都在汉诺威开始他们的职业生涯。在州首府汉诺威市共有40000名在校生；外国学生6000多名。下萨克森州最大的大学，汉诺威戈特弗里德·威廉·莱布尼兹大学有在校生22000名左右，开设了160多个学科，旗下共有10个学院。一个新的里程碑是其与克劳斯坦及布伦瑞克大学合并成下萨克森州高等技术专科学校(NTH)。汉诺威高等专科学校(FHH)设五个学院，在校生7000余人。汉诺威音乐、戏剧和媒体高等专科学校(HMTMH)是下萨克森州唯一的音乐学院，有特殊的地位。

从汉诺威走向世界

汉诺威的研究中心在生产技术和激光技术领域遥遥领先。在位于盖布森的汉诺威生产技术中心 (PZH)，“科技与工业融为一体”的口号早已成为现实。在那里，800多名科学家及技术人员与来自工业的伙伴进行合作。吸引企业在研发及近实践的教育培训领域投资的脉冲力是汉诺威激光技术中心。这家独立的机构在光子和激光技术领域进行研发和咨询工作，是欧洲领先的研究机构之一。激光中心除推动技术的转让之外，还积极参与国内和欧洲范围内的研发项目。



汉诺威激光技术中心 · Hannover Laser Centre

领先的医学水平

汉诺威医学院(MHH)因其卓越的器官移植技术在国际上享誉盛名。医学院拥有在校生2800多名，是德国最大医学院。汉诺威医学院与相邻的医药园紧密合作，特别是在生物技术方面。这里还坐落着国际神经学研究所 (International Neuroscience Institute)。汉诺威兽医学院 (TiHo) 也久负盛名，在校学生2400多名，其历史可追溯到1778年。



汉诺威兽医高校
University of Veterinary Medicine Hannover



汉诺威生产技术中心 · Hannover Centre for Production Technology



汉诺威莱布尼茨大学 · Leibniz University Hannover

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.

With approx. 22,000 students and around 160 full- and part-time courses provided by ten faculties, Gottfried Wilhelm Leibniz University in Hannover is the largest tertiary education institute in Lower Saxony. The recent merger with the universities of Clausthal and Braunschweig to form Niedersachsen Institutes of Technology (NTH) is a further milestone in Hannover's development as a university location. More than 7,000 students have matriculated at the five faculties of Hannover University of Applied Sciences and Arts (FHH), whilst Hannover University of Music, Drama and Media (HMTMH) enjoys a special position as the only academy of music in Lower Saxony.

From Hannover out into the world

Hannover is home to leading research centres in the fields of production and laser technology. Hannover Centre for Production Technology (PZH) in Garbsen puts into practice the vision of bringing business and industry together under one roof: more than 800 scientists and engineers cooperate with partners from industry here. Hannover Laser Centre provides a powerful incentive for firms to set up research and development facilities in this region and also promotes training closely linked to industrial practice. This independent establishment provides R&D and consultancy services in photonics and laser technology and is one of the leading European institutes in these fields. Hannover Laser Centre promotes technology transfer and participates in national and European R&D programmes.

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 2,800 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.



汉诺威高等专科学校校园内的世博会广场
Campus of Hannover University of Applied Sciences and Arts

博览会 —— 为世界提供创新动力

汉诺威作为国际重要展会城市的历史可追溯到60年前。今天，她的会场配置是目前最先进的，不仅体现在其个性化的建筑上，也体现在其31个展览场馆和卓越便利的交通网络上。世界各国的参观者一年四季源源不断地来此访问展会，充分享受这里得天独厚的设施条件。其中著名的技术盛会，如汉诺威信息通信技术展览会(CeBIT)、汉诺威工业博览会(HANNOVER MESSE)和汉诺威欧洲机床展(EMO Hannover)更是创新技术的航标。其它知名的展会接连不断，如：汉诺威国际铺地制品展览会(DOMOTEX)、汉诺威国际木工机械展览会(LIGNA)、汉诺威生物技术展览会(BIOTECHNICA)、汉诺威国际物流技术展览会(CeMAT)或汉诺威国际商用车展(IAA)。每一次展会都加强了汉诺威作为经济创新摇篮的重要地位。展会会场同时也是各种大型会议的会场首选。特别是未来主义风格的会议中心可根据不同需要改变空间分布，曾获得“最佳会场奖”。



大型会议 · Congress event

会议之城的多种风貌

不论是2000年世博会还是2006年的世界杯足球赛，不论是博览会、体育比赛或音乐会和民间节日集会 —— 汉诺威都是当之无愧的好东道主。作为下萨克森州首府，汉诺威宾至如归的热情有口皆碑。现代化的基础设施和100多家旅馆全面周到的服务不仅使大型活动的参加者受益，各种各样、风格不同寻常的场馆建筑更使得汉诺威成为独一无二的理想会场。与会的客人可任意选择 —— 从重建的海恩豪森王宫到岛上古堡，从“历险动物园”到体育馆 —— 各种各样的会议场馆应有尽有。汉诺威各种设施之间距离之近，文化生活之丰富，旅游亮点之多，酒店业之发达，为来访者在汉诺威提供了既舒适又温馨的氛围。您想借会展或会议结束之际去马什湖节、剧场或观看某一体育赛事？没有问题。在汉诺威，有很多节目可以用来丰富您的会议行程，无论您需要组织何种活动，汉诺威会议中心作为颇具实力的众多公司之一可为您提供全面的、个性化的服务。



展览场馆 · Exhibition hall



“世博会鲸” · Expo Whale

相关展会信息

Information on trade fair and exhibition offers

Deutsche Messe | Messiegelände | 30521 Hannover

Tel. +49 511 89-0 | www.messe.de

相关会议信息

Information on venues for conferences and conventions

HannoverKongress | Vahrenwalder Str. 7 | 30165 Hannover

Tel. +49 511 12345-444 | www.hannoverkongress.de



汉诺威会议中心 · Hannover Congress Centrum



海恩豪森王宫 · Herrenhausen Palace

Trade fairs and exhibitions – innovations for the whole world

Hannover has been a leading international trade fair venue for more than 60 years. The exhibition centre is one of the most modern of its kind, with striking architecture and 31 halls and pavilions with multifunctional facilities and equipment as well as perfect transport connections. Visitors from all over the world come here year in, year out to make the most of its excellent exhibition capacities. This is where technology events such as the CeBIT, HANNOVER MESSE or EMO Hannover serve as effective innovation hubs. Other flagship fairs, such as DOMOTEX, LIGNA, BIOTECHNICA, CeMAT and the IAA Commercial Vehicle Show, are regular reminders of the city's role as a major impetus provider for the economy. The exhibition centre is also a popular location for conferences and conventions, first and foremost the futuristic Convention Center, winner of the “Location Award”, whose extremely flexible design makes it suitable for events of all kinds.



骑士大厅内的长桌 —— 玛琳堡皇宫，帕滕森 · Festive dining at Marienburg Castle

A highly versatile congress location with many faces

Whether EXPO 2000 or the 2006 FIFA World Cup™, trade fairs, sports and music events or even funfairs – Hannover's hospitality is legendary. But it is not only visitors to the major events who benefit from the friendliness, modern infrastructure and comprehensive services available in the state capital. A wide selection of diverse and extraordinary locations has confirmed the city's role as an outstanding congress venue. Companies planning a conference are faced with an almost endless choice: from the rebuilt Herrenhausen Palace to an island fortress, from an adventure zoo to an arena – there are unique premises for events on any scale. And once they arrive, visitors are delighted to find everything close together: excellent leisure amenities, numerous tourist highlights and the comfort of around 100 hotels. Accordingly, event organisers can put together a highly varied support programme to suit all target groups: after a business meeting, delegates can enjoy some fun at Maschsee Lake Festival, GOP variety theatre or a sports event. Anyone attending a conference in Hannover will find countless eventful ways to round off the day – and all arranged and organised for them without any fuss. That is just one of the services offered by HannoverKongress, an efficient partner ready to organise events of all kinds from start to finish and to suit any individual requirements.



城际特快列车 · ICE

乘公共交通工具畅游汉诺威地区
GVH services throughout the region

汉诺威中心火车站 · Central Railway Station

蒸蒸日上的物流行业

据弗劳恩霍夫研究所2009年一份调研结果显示，汉诺威地区是德国最具活力的物流中心之一，其重要性不仅跨越地区，而且在国际上举足轻重。专家指出，其良好的宏观框架、完备的基础设施、合理的成本和得天独厚的地理位置是投资者的首选。今天，物流行业在汉诺威地区提供了约4万多个就业岗位。作为迅速发展的“促进流通和互补的行业”，物流业也是地区经济促进的重点对象。定期进行的企业用地面积实时监测，为支持企业落户及扩大生产用地提供适合市场的报价。此外，从欧盟东扩的角度出发，一系列新的基础设施建设措施正在计划上马。

四通八达的枢纽

汉诺威地区在欧洲的交通网中占据枢纽位置，这也是整个地区经济价值提升的重要原因之一。贯穿本地的A2和A7号高速公路是欧洲中部最重要的公路干线。乘坐德国铁路的城际特快列车可直达德国所有重要地区。汉诺威机场拥有100条以上的直航航线。而德国最长的人工河道中部运河则联系起汉诺威与欧洲大陆上最重要的海港及内河港口。

地区内的绿色出行

在汉诺威大区内的公共交通公司(GVH)每年客运量达1.9亿人次。公共客运交通舒适便捷：根据2010年全德的服务调查结果显示，汉诺威近程公交客运在15个大城市中名列榜首。汉诺威交通企业股份有限公司(üstra)的公共汽车和轻轨网络是GVH公司旗下最重要的客运服务商，同时还是第一个完全符合欧盟生态监测规定环保管理条例的德国交通运输企业。自2011年以来，相继引入了符合欧盟目前最严格环保标准的混合动力公共汽车。

Perfectly networked

Its central location in the heart of the European transport network is just one of numerous trump cards that the region of Hannover has in its hand. The A2 and A7 motorways are amongst the most important road connections in Central Europe and the ICE rail network also provides direct links to all German conurbation areas. There are direct flights from Hannover Airport to more than 100 destinations, and the Mittelland Canal, the longest man-made waterway in Germany, connects Hannover with the major seaports and inland ports on the Continent.

Booming logistics industry

According to a survey conducted by the Fraunhofer Institute in 2009, Hannover Region is one of the most dynamic logistics locations in Germany and plays a leading national and international role. The experts praised the region's positive investment climate, good infrastructure, low costs and its convenient geographical location. The logistics business meanwhile accounts for approx. 40,000 jobs in Hannover Region and, as an expanding cross-sectoral industry, continues to play a central role in regional economic development. The availability of commercial and industrial sites is regularly monitored to promote site marketing for companies planning to set up business here or expand their existing facilities. New infrastructure projects are also in the pipeline to exploit the potential resulting from the enlargement of the EU towards the East.

Environment friendly regional transport

GVH, the transport association which serves the Greater Hannover Area, carries around 190 million passengers on its local public transport services every year. These services offer maximum comfort and convenience: in 2010, Hannover was awarded first place in the Local Public Transport category in a nationwide survey conducted amongst the 15 largest cities in Germany. üstra, which is responsible for the bus and light rail network, is the main mobility services provider within the GVH and was the first German transport company to satisfy the standards of the EC Eco Audit Environmental Management Regulation. Since mid-2011, its fleet has included hybrid buses which satisfy the most stringent EU environmental standard.



汉诺威机场 · Hannover Airport

“银箭”，克洛普克的地铁站
“Silver arrow” train, Kröpcke underground station



沙滩风景, 老城风情 · Beach lounge with view of the Old Town



贝吉托餐厅 (Besitos) · "Besitos" Restaurant



餐馆酒吧 · Hugo's

热情的东道主

美食家们可以在汉诺威品尝到世界各地的佳肴。各国的特色美食、情调浪漫的咖啡馆和小吃店、装饰古朴的酒馆和旅店、高品位的酒吧和餐厅 —— 餐饮供应的多样性满足了各种各样的口味和不同档次的消费需求。从A字开头的阿富汗到Z字开头的塞浦路斯, 各地的美味应有尽有。其中还有不少受到著名专业餐饮杂志嘉奖的顶级餐厅。

本地特色菜肴

许多餐馆越来越珍视本地产品和菜肴, 这一趋势不容忽视。传统的下萨克森风味吸引了众多口味偏好浓郁的食客, 如甘蓝配猪肉熏肠、加伦堡杂烩或施坦胡德湖的新鲜鳗鱼。而偏好清淡口味的美食家也不会“空腹而归” —— 例如著名的布格多夫和尼恩布克地区出产的新鲜芦笋。传统悠久的威尔芬甜点是汉诺威

王国时代的甜美回忆。汉诺威地区内有60多家农贸市场, 加上众多的食品店, 为居民提供了营养健康而新鲜的食物, 其中绿色食品也越来越多。“汉诺威综合市场”应有尽有、种类繁多, 逐渐成为人们休息时享受咖啡、午休简餐和傍晚下班后相约聚会的好地方。

彻夜热舞狂欢

独特的酒馆、时尚的鸡尾酒吧、各种音乐风格的迪斯科舞厅 —— 汉诺威的夜生活令人迷醉, 不仅仅只在周末。每个夜晚, 有独创性的音乐人都会献上优美的音乐节目, 不论是现场演出还是播放。从小型俱乐部到大型的舞场一应俱全, 可以满足不同的需求。此外, 还有定期举办的不同风格的俱乐部活动, 令人惊艳。舞厅的密集度和丰富多彩堪称独一无二。

Hospitality with a heart

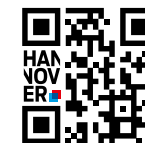
Gourmets can make a culinary trip around the world without ever leaving Hannover. Specialities from all over the globe, cheerful cafés and bistros, authentic pubs and inns, smart bars and restaurants – the amazing choice guarantees something to suit every taste and every budget. International chefs invite you to sample creative cuisine ranging from distinctive Afghan flavours to delicious Vietnamese specialities. Discerning connoisseurs will be delighted to find haute cuisine that regularly earns top marks from restaurant guides.

Regional dishes – served with a flourish

The renaissance of regional products is evident in many restaurants and traditional dishes from Lower Saxony appeal in particular to fans of substantial plain fare, such as curly kale with a special type of pork sausage, Calenberger Pfannenschlag (minced meat with groats) or fried or smoked eels from Lake Steinhude. But there are also specialities which are guaranteed to please more delicate palates, such as local asparagus from the famous growing regions of Burgdorf and Nienburg, or Welfenspeise (blancmange with a wine sauce similar to zabaglione) for dessert. More than 60 weekly and farmers' markets as well as countless farm shops throughout the region ensure a healthy supply of fresh fruit and vegetables and the share of organic produce is steadily rising. The greatest variety under one roof is to be found at Hannover's covered market, which is also a popular meeting place for a quick cappuccino during the lunch break or after work.

Dance the night away

Traditional pubs, elegant cocktail bars, clubs playing every kind of music – Hannover's party district exerts a magnetic pull – and not only at the weekend. Every evening, creative actors put on a range of fantastic music events, either live or with a DJ at the desk. From small select clubs to huge dance halls, the city has something for everyone. There are regular club sessions featuring highly diverse music styles and amazing performances. The density and diversity of the dancefloor scene is in a class of its own.



english



俱乐部 · Club session

传统节日及其新生

一年四季，汉诺威节庆和盛事接连不断，吸引着成千上万来自各地的访客。传统的民间节日以其精彩的亮点引起震撼和轰动。各种形式的音乐盛会，从单场音乐会到持续几天的音乐节，吸引着粉丝们蜂拥而来。



马什湖节 · Maschsee Lake Festival

盛会日历

在参天古树的树影下闲逛；闪光的湖水；美味的小吃和激情澎湃的音乐会震撼着人们的感官——这就是马什湖节！地中海的风情、老少咸宜的娱乐活动、城市近处优美的河岸是这个盛会成功的秘诀，它是北德地区规模最大的民间节日之一。拥有500多年悠久历史的汉诺威射手节不断地推陈出新。十天内，快速的旋转游乐设备和其它节目给男女老少带来无限的乐趣。节日的高潮是周日在内城的射手游行。

拥有10万观众的夏日音乐会 (Fête de la Musique) 上，1500多名音乐家和艺人将整个城市变成了一个露天舞台。每年圣灵降临节前在新市政厅前举行的汉诺威爵士音乐节 (energcity swinging hannover) 吸引了众多的爵士乐粉丝前来“朝圣”。此外还有马萨拉音乐节 (MASALA Festival) 和无伴奏合唱周 (A-cappella-Woche)。对广大的摇滚乐和流行音乐粉丝来说，途易体育馆、世博会广场和HDI体育馆都是大型音乐会的最佳场地。

地区的亮点

湖面上的焰火伴着古典音乐和装饰一新的游船：“施坦胡德湖上的狂欢周末”开始了，在下萨克森州最大的湖上——伴随着现场音乐、表演和许多老少皆宜的节目。在推泽举行的割草车比赛中，勇敢的车手开着改造过的割草车一争高低。而在列特上空的航空模型表演更是令人叹为观止。此外，地区内最重要的文化活动还有在斯则的国际音乐节„MuSe“和在朗根哈根举行的北德地区最大的小型表演艺术节 „Mimuse“。

Festivals and festivities

Traditions meet new trends

All year round, there are mega-events in Hannover that delight huge numbers of visitors from near and far. Traditional funfairs with numerous highlights guarantee a fantastic atmosphere. Musical events ranging from an exceptional concert experience to a weekend festival attract crowds of fans.

Phenomenal party calendar

Take a leisurely stroll in the shade of ancient trees, admire the sparkling water, succumb to culinary temptations and enjoy inspirational concerts – you can do all that and more at the annual Maschsee Lake Festival! Mediterranean lifestyle, fun and games for all the family and the magnificent lakeside promenades in the immediate vicinity of the city are the key to the success of this event, which is one of the largest festivals in the north of Germany. A long-standing tradition that never fails to come up with new surprises is Hannover's Marksmen's Festival, which dates back almost 500 years. For ten whole days, everything revolves around carousels and celebrations for the young and young-at-heart. The marksmen's parade through the city centre on the Sunday marks the highlight of this event. Some 100,000 visitors converge on Hannover when more than 1,500 musicians transform the city into a huge open-air stage during the "Fête de la Musique". Jazz fans congregate for the "energcity swinging hannover", which is held in front of the New Town Hall on Ascension Day every year. The "MASALA World Beat Festival" and the "A cappella week" provide plenty of opportunity for discovering new musical talent, while major rock and pop concerts are staged in the TUI Arena, EXPO Plaza and HDI Arena.



法国音乐节 · Fête de la Musique



施坦胡德湖畔的狂欢周末 · Festive weekend at Lake Steinhude



汉诺威射手节 · Hannover Marksmen's Fair

Highlights in the Region

A fireworks display over the water, accompanied by classical music and illuminated boats: the "Lake Steinhude Weekend Festival" is celebrated on and around the largest lake in Lower Saxony and features live music, arts and crafts and a wide range of attractions for visitors of all ages. Two of the best-known cultural events in the region are the international music festival "MuSe" in Seelze and "Mimuse" in Langenhagen, which is the most important festival of cabaret and small-scale performance in the north of Germany. The concerts in the "Summer of Culture" series feature international music stars and promising newcomers in unusual settings – in monasteries and churches, gardens, palaces and barns – and every year, they are joined by even more new and surprising venues.

展品无国界

令人惊艳的展出、价值连城的收藏和 —— 可以毫不夸张地说 —— 具有划时代意义的展品 —— 汉诺威地区是名副其实的艺术大都会。这里，各种形式的绘画和雕塑艺术都得到充分地展现与促进。此外，考古、自然与民族学拓展了博物馆的内容。而技术与日常生活的历史也在这里得到形象而深入浅出地诠释。

在历史与艺术的长河中徜徉

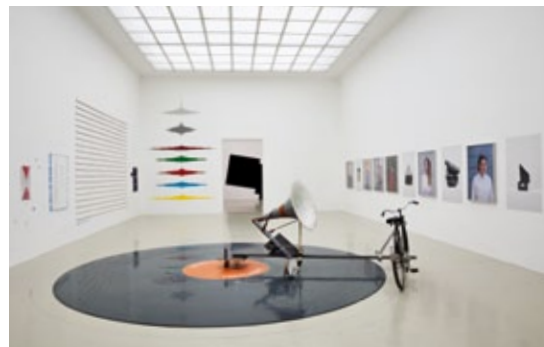
对艺术爱好者来说，汉诺威处处是宝：布吕街的雕塑长廊、莱纳河畔法国女艺术家尼基·德·圣法尔的丰满的娜娜们和“BUSSTOP”车站是随处可遇的艺术享受。而汉诺威施潘戈尔博物馆(Sprengel) 则以收藏20和21世纪现代艺术作品而著称。影响超越本地区的当代艺术著名博物馆还有开斯特纳协会、汉诺威艺术协会和阿勒斯艺术之友/开斯特纳艺术之友基金会。汉诺威州立博物馆有州立美术馆、考古馆、自然史及动物馆、民俗馆和一个钱币展室。奥古斯特·开斯特纳博物馆及古罗马时代和现代艺术于一身。参观“威廉·布什 —— 德国讽刺漫画博物馆”是全家老少皆宜的娱乐；而历史博物馆则是州和城市历史爱好者的乐园。欧洲的第一家厨房博物馆 —— “厨房世界” (WoK)以感性和有教益的方式对人类的饮食进行着演绎。作为历史博物馆的一个分部，海恩豪森王宫博物馆隶属汉诺威市并受到下萨克森州的资助。2013年开放后，博物馆开始在重建的威尔芬王室的夏宫内举办不同主题的展览。能源史博物馆展现的是有关能源的奇闻轶事。汉诺威“博物馆之夜”活动给访客提供了绝好的机会，在一个晚上参观城中形形色色的博物馆。

在空中，在轨道上

汉诺威地区的众多博物馆不仅是知识的宝库，而且还可供参观者亲身经历体验：在巴兴恩豪森供参观用的矿山修道院坑道中，参观者可戴着头盔、穿上矿工服，亲身追寻“黑色黄金”的踪迹。而在位于吕本山脚下新城兰德斯德洛斯特 (Landestrost) 王宫内的泥煤博物馆内，参观者可以追溯体验几个世纪前沼泽地开发者们的生活。拉森的航天博物馆给科技爱好者们的想象插上了翅膀，还有汉诺威机场的“航空世界”展也使参观者有“展翅欲飞”的愿望。在赛恩德威名恩的有轨电车博物馆展示了轨道技术发展的历史。



克斯特纳协会 · kestnargesellschaft



汉诺威艺术协会 · Hannover Art Society



汉诺威施潘戈尔博物馆 · Sprengel Museum Hannover

Fascinating world of museums

Exhibitions unlimited

Spectacular projects, precious collections and pioneering exhibits all confirm Hannover Region's reputation as a centre of art which cultivates and promotes the fine arts in all their many facets. There are also excellent museums devoted to archaeology, natural history and ethnology, including vivid portrayals of technical history and everyday life in centuries gone by.

Hands-on experience of art and history

For art lovers, the journey becomes its own reward in Hannover: with the sculptures along Brühlstrasse, the opulent Nanas by Niki de Saint Phalle on the bank of the River Leine and the futuristic BUSSTOPS, you encounter art face to face wherever you go. Hannover's Sprengel Museum is home to one of the major collections of 20th and 21st century art. Other impressive contemporary art galleries which are well known far beyond the borders of this region include the Kestner Society, Kunstverein Hannover and the Ahlers Pro Arte/Kestner Pro Arte foundation. Hannover State Museum is the perfect destination for a family outing. It is divided into five collections – the State Art Gallery, the departments of natural history (with its vivarium), archaeology and ethnology, and the coin cabinet. The exhibits at the August Kestner Museum span all ages from prehistory to the present day. The Wilhelm Busch German Museum of Caricature and Critical Graphic Art offers amusing satire for young and old, while the Museum of History is sure to appeal to anyone interested in the history of Hannover and Lower Saxony. The World of Kitchen – WoK, the first European museum dedicated to kitchens, features an informative presentation of human nutrition which simultaneously appeals to the senses. Herrenhausen Palace Museum, the rebuilt summer residence of the Guelph dynasty, is a new attraction that opened in 2013. Provided by the City of Hannover and sponsored by Lower Saxony, this facility is affiliated to Hannover's History Museum and presents temporary exhibitions. Another highlight is the Museum of Energy, which presents curiosities and classics – live and crackling with energy. During the annual "Museum Night", when all the museums stay open until late, visitors have the opportunity to see many museums in the course of one evening and with just one ticket.



“航空世界”的模拟飞行器 · Flight Simulator, "World of Aviation"



海恩豪森王宫博物馆 · Herrenhausen Palace Museum

Down the mine or up in the air

Presenting facts and figures in an entertaining way is the keynote of the museums in Hannover Region: in the "Klosterstollen", a preserved coal mine in Barsinghausen, visitors can don helmet and overalls and set out on the trail of the "black gold". The Peat Museum in Landestrost Palace, Neustadt am Rübenberge, conveys a feeling of what life was like for the people of the peat bogs centuries ago. Laatzen Museum of Aviation is the museum of choice for those who are interested in the history of technology, and the new "World of Aviation" at Hannover Airport is also sure to inspire flights of fancy. Finally, the Tramway Museum in Sehn-Wehmingen offers a fascinating display of historical railway engineering.



博物馆之夜 · Museum Night

风格多样，老少皆宜

汉诺威的戏剧生活丰富多彩：从戏剧到歌剧、从芭蕾舞到音乐剧、娱乐剧、卡巴莱相声剧和木偶剧，一应俱全。不论是国家剧场还是私人舞台、杨春白雪还是下里巴人 —— 这里是艺术享受的保证。



国家歌剧院舞会 · Opera ball at the State Opera house



野兽出没的地方-汉诺威剧院
Bei den Wilden Kerlen – Schauspiel Hannover

高雅的舞台艺术

汉诺威国家剧院以歌剧和戏剧表演闻名德国。顶尖的乐团、知名的导演、作家和编导都具有一流的国际水平。而城市的不同区域内则有众多的私人舞台，风格从通俗到前卫一应俱全。而在作为巡回演出剧场的阿基剧场 (das Theater am Aegi) 则定期上演大型的音乐剧和歌剧，并向观众介绍音乐剧和喜剧中的明星。乔治宫的莎拉·林德 (Zarah Leander) 和海因茨·爱尔哈特 (Heinz Erhardt) 吸引了一批又一批的观众。这里，娱乐剧的传统得到发扬光大。

另一个社交文化的盛事是歌剧院舞会，每年都有不同的主题。为了能够参加最高级的“汉诺威国际小提琴比赛”，世界各地的天才跃跃欲试。而古典音乐会则在德国最大的穹顶音乐厅HCC举行。作为热舞的天堂，汉诺威以其著名的舞蹈节“国际舞蹈剧场”和“复活节舞场”越来越受到舞蹈爱好者的关注。而每年一次的“剧院之夜”活动让人有机会将城内20多家剧院剧场一一游览。德国最大的戏剧节每两年一次在汉诺威举行。



吻-罗丹和克洛岱尔 汉诺威国家歌剧院 · Der Kuss - Rodin und Claudel – Staatsoper Hannover

宫殿内，星空下

位于施普林格-佛克森的赫尔曼农庄 (Hermannshof) 紧邻代斯特山，风景如画，也是表演艺术的舞台。其它值得推荐的还有位于新城吕本山的兰德斯特罗斯特王宫 (Landestrost)，在这里可以在古老的历史氛围中欣赏表演。一片绿色掩映下，旧时伊塞哈根农庄 (Isernhagenhof) 的谷仓而今却是古朴大方的戏剧和音乐厅。位于代斯特山巴兴恩豪森和复活节森林的露天舞台在星空下耀眼夺目。每年，在“艺术夏日”的大标题下进行的众多文化活动把汉诺威的文化盛事推向高潮。



国际舞蹈 – “旋转20”由旋转舞蹈公司表演
TANZtheater INTERNATIONAL – „Vertigo20” von The Vertigo Dance Company

Calling all culture vultures ...

The theatres in and around Hannover offer an impressive choice of entertainment, ranging from drama to opera, ballet and musical, variety theatre, cabaret and puppet theatre. Whether you opt for the state theatre or a private ensemble, prefer highbrow events or light entertainment, you can be sure of top-class cultural productions every single season.

First-rate drama

The opera and drama sections of Hannover State Theatre are leading lights in the German theatre environment. Perfectly cast ensembles, inspired directors, authors and choreographers stage productions that have no need to fear international comparison. All over the city there are numerous private theatres which feature exciting productions ranging from light comedy to avantgarde. Theater am Aegi regularly stages musicals and operas by visiting ensembles and also serves as a venue for performances by musicians and comedians. Georgspalast is where Zarah Leander and Heinz Erhardt once captivated audiences and GOP Variety Theatre now continues its long-standing tradition of entertainment.

One of the highlights of the social season is the opera ball which is celebrated under a different motto every year. Talented violinists from all over the globe audition for the “Hannover International Violin Competition”, which promises high monetary rewards for the prizewinners. Classical music is performed in the largest concert hall anywhere in Germany, the HCC “Kuppelsaal”.

During the famous TANZtheater INTERNATIONAL and Easter Dance Festival, Hannover is the focus of attention for dance aficionados. The annual “Theatre Night” gives people the chance to enjoy a fascinating look behind the scenes at more than 20 theatres. Hannover is also the venue for the biennial “Theaterformen”, one of the largest German drama festivals.



歌洛克湖畔的话剧 · THEATER an der GLOCKSEE

Palatial setting or open air

The landscaped gardens of Hermannshof in Springe-Völksen provide a magnificent setting for the performing arts, while Landestrost Palace in Neustadt am Rübenberge adds a touch of authenticity to historic performances. The barn at Isernhagenhof on the outskirts of Hannover creates a rustic backdrop for plays and concerts. Deister amphitheatre and the open-air theatre in Osterwald forest guarantee unforgettable cultural experiences under the stars. The numerous events that make up Hannover's “Summer of Culture” are yet another annual highlight.

异国风情的景色

汉诺威冒险动物园拥有3000多种动物，分七个主题世界，每天有动物表演和喂食，是北德地区最著名的旅游热点之一。在这里，游客可以荡舟欣赏非洲赞比西河的风景；沿着进化之路登上大猩猩山或在热带雨林馆观察大象、老虎和蟒蛇。在澳大利亚景区的火红的背景前观赏袋鼠、鸸鹋鸟和袋熊。加拿大景区育空湾把昔日金矿区的浪漫与繁华重现在游客面前。有着琥珀色眼睛的野狼、北美驯鹿和美洲野牛尽情奔跑；而乘坐育空女王号可以和水下世界的北极熊近距离接触。公园内处处可见的现代化、巧妙贴近自然的设施不仅为动物们提供了自由的休憩空间，而且创造了许多游客和动物意想不到的邂逅机会。儿童乐园 Mullewapp 的草地上有可供孩子们触摸的可爱动物，带给小朋友们无限的惊喜。迈耶农场里，衍架结构的谷仓充满了下萨克森的田园风格，游客还可享受到地道的本地农家菜。



育空河域——汉诺威冒险动物园·Yukon Bay – Hannover Adventure Zoo

精彩的水底世界

在汉诺威海因豪森，游客可以在3500平方米的面积上领略从莱纳河到加勒比海，直至亚马逊河流域的生态区：不论是贝类、淡水缸还是食肉鱼类——在这个德国最早修建的热带海洋公园的37个馆区内，生活着3500多种水生动物。在8米长的玻璃隧道中，游客可以近距离地观赏鲨鱼和海龟。

天然的故乡

汉诺威动物园位于克希洛德区，是17世纪末约翰·弗里德里希公爵的私人猎区。今天，一个拥有200多头动物的野生动物群落自由地生活，游客与动物间没有阻隔。游客可在划定的区域内与野猪和野马无障碍地接触。

在汉诺威南部的施普林格野牛禁猎区生活栖息着100多种野生动物：神秘的狼群、优雅的水獭、粗壮的野牛、高大的棕熊和威严的老鹰——在这片90公顷的土地上构成了多姿多彩的野生动物世界。而这里的森林教育中心还准备了森林项目及探险日，并协助举办生日会，让青少年尽享探险与发现的乐趣。



在汉诺威冒险动物园泛舟桑贝基河
Boat trip on the Zambesi - Hannover Adventure Zoo



海洋馆的·Ocean aquarium at SEA LIFE

Exotic landscapes

With its seven fantastic theme worlds, Hannover Adventure Zoo is one of the most important tourist attractions in northern Germany, where you can observe more than 3,300 animals and watch daily shows and feeding times. Take a boat down the Zambesi through the savannah, follow the Evolution Trail to the top of the Gorilla Mountain, or observe elephants, tigers and pythons in the Indian Jungle Palace. Kangaroos, emus and wombats await you as you make your expedition across the shimmering red landscape of the Outback. Relive the thrill of the Gold Rush as you wander around the Canadian scenery of Yukon Bay, where wolves with glowing amber eyes lurk in the background, while caribou and bison stroll past. Enter the hull of the Yukon Queen freighter and experience the underwater world of the polar bears. These state-of-the-art, natural-style enclosures allow the animals to withdraw from public view and afford visitors unforgettable experiences.

The Mollywoop children's paradise with pets' corner is guaranteed to make young eyes shine. Meyer's Farm, with its historical half-timbered barns, shows idyllic rural life of Lower Saxony as it used to be, including culinary attractions.

Fascinating underwater worlds

On an area of 3,500 square metres in the Herrenhausen district of Hannover, visitors can experience the whole range of aquatic habitats from the River Leine to the Caribbean and the Amazon: with shellfish, freshwater stingrays and piranhas, Germany's first SEA LIFE tropical aquarium is home to more than 2,500 aquatic creatures in 37 maritime habitats. In the eight-metre long glass tunnel of the ocean aquarium, the spectators are only inches away from majestic sharks and turtles. A breathtaking path through the tropical plants of the rainforest leads across an amazing glass bridge, under which Cuban crocodiles lurk in the crystal clear water, baring their teeth.



施平尔欧洲野牛苑中的黇鹿
Fallow deer at Springe Bison Reserve



施普林格的野牛禁猎区的狼群·
Pack of wolves at Springe Bison Reserve

Indigenous species

The Tiergarten (Deer Park) in the Hannover district of Kirchrode was originally set up by Duke John Frederick in the late 17th century as a private hunting ground. A herd of 200 fallow deer now roams free, with no fences between visitors and animals. There are also enclosures with wild boar and wild horses. Visitors to the Wisentgehege (Bison Reserve) in Springe to the south of Hannover can admire 100 different species of wild animals: mysterious wolves and sleek otters, massive bison, magnificent brown bears and majestic birds of prey make up the fascinating diversity of this 220-acre wildlife park. A forest education centre offers hands-on projects and special themed days and also organises children's birthday parties, helping to capture the imagination of young visitors and encourage them to discover more about the animal kingdom.

一流!

汉诺威在许多重要的体育项目拥有众多的甲级俱乐部。德甲足球队汉诺威96在HDI体育馆、在2006年举办的世界杯足球汉诺威赛场上奋力拼搏的场景永远是球迷们心中最激情的回忆。汉诺威-布格多夫运动协会手球队在Swiss Life体育馆的比赛也是引人入胜。除此以外,水球、英式橄榄球、曲棍球的赛事也都拥有一流水平。每年四月到十月,位于朗根哈根的新布尔特赛马场上,各路纯种名马汇聚一堂——这里有德国目前现代化的赛马道。

汉诺威 Velo Challenge 自行车街赛和具有跨地区影响的汉诺威马拉松赛均为证明。

群众体育运动多姿多彩

汉诺威众多的业余运动健将也是当之无愧的“甲级选手”:750多个运动俱乐部和协会共拥有10万以上的会员。奥斯纳布吕克大学的一项调研结果表明,汉诺威堪称德国运动之都!百分之八十的汉诺威人每周至少从事一个小时的体育活动。从和气道到滑水,每个健身运动爱好者都能找到适合自己的选择。不论是在俱乐部还是在健身房、不论是沿着马什湖还是在爱林里德城市公园。



汉诺威96 足球队 · Hannover 96

在大众性体育活动中,最受欢迎的要数马什湖畔的三项铁人赛以及在水城利莫(Limmer) 为早冰爱好者们准备的“早冰之夜”系列活动。在加布森 (Garbsen) 蓝湖畔,水上滑板爱好者有机会展示他们惊心动魄的跳跃和技巧。

汉诺威地区拥有为数众多的高尔夫球俱乐部,价格合理,吸引着广大爱好者在球杆起落间一试身手。休闲娱乐或是作为管理培训的一部分,施普林格高空铁索运动公园的障碍跑道由数根树桩和钢丝绳组成,高可达20米。另一处可进行平衡运动的好地方是在施坦胡德湖畔玛德夫的“海树”攀援和历险公园,这里有27个攀援架,按难易程度分为三级。



赛马道新布特, 朗根哈根 · “Neue Bult” racecourse, Langenhagen

Top of the league

In all the most popular sports, Hannover is well-represented by first-class teams: emotions invariably run high when the players of Hannover 96, a top football team, make a run for the goal in the HDI Arena, which saw FIFA World Cup action in 2006. The TSV Hannover-Burgdorf handball team guarantees unbeatable thrills and spills when it plays in the Swiss Life Hall. Sports fans can also enjoy top-level water polo, rugby and hockey matches in Hannover. From April to October, thoroughbreds race for the finishing line at Neue Bult Langenhagen, one of the most modern racecourses in Germany.

Hannover offers superb conditions for hosting major sports events, a fact that is evident every year. Examples include the Velo Challenge cycle race and the Hannover Marathon, which attracts national and international contestants.



汉诺威马拉松 · Hannover Marathon



„Velo Challenge“ 自行车街赛 · Velo Challenge



高空绳索运动乐园, 施普林格 · High ropes course, Springe

Anyone can join in

Hannover's amateur sports fans can also rightly claim to be in the top league: the city has around 750 sports clubs with more than 100,000 members. Four out of five Hanoverians do an hour of sport of some kind at least once a week, according to a survey conducted by the University of Osnabrück, which pronounced Hannover to be Germany's most sporty city! From aikido to water-skiing, those keen to get moving will find exactly the right sport for them, whether in one of the numerous clubs or at a gym, on the shores of Maschsee Lake or through the city forest of Eilenriede.

Among the most popular events are the triathlon competitions held around Maschsee Lake and in the city's Limmer district with its river and canals plus a series of night-time events for inline skaters. And just outside the city, a lake in Garbsen (Blauer See) provides wakeboarding and wakeskating fans a chance to perform their spectacular jumps and tricks.

Golf enthusiasts will find a number of clubs in Hannover Region where they can pitch and putt in beautiful scenery in return for a reasonable green fee.

With a treetop course of wire ropes at heights of up to 20 metres, the high ropes course in Springe is ideal for a private day out or management training event. Visitors to the SeaTree Climbing and Adventure Park in Mardorf at Lake Steinhude have to perform thrilling balancing acts between 27 climbing points along courses with three different levels of difficulty.

轻松享受购物

不论是闲逛购物还是应急购物 —— 商品种类齐全、店铺集中而互相比邻、公交车站在咫尺 —— 汉诺威是当之无愧的购物天堂，而且声名远播，其步行街是德国最受欢迎的购物区之一。汉诺威的购物中心、店铺和餐馆数量之多、之密集，几乎没有其它城市可与之媲美。在方圆400米的区域内，零售店铺涵盖了所有的行业。

城市 —— 舒适及个性化

在汉诺威市中心老城，围绕着克鲁普科乌尔的无数生意兴隆的名品店仿佛在默默地述说：汉诺威是当之无愧的购物天堂！

现代化的购物中心恩斯汀·奥古斯特商厦内聚集了150多个店面，有餐饮和时尚用品。而尼基·德·圣法尔长廊、克鲁普克商业长廊和路易斯长廊则满足了不同阶层的消费者各种各样的需求。面对歌剧院的格奥尔格大街是汉诺威最豪华的购物街，顶级时装店和高档首饰店吸引着惊艳的目光，鲁伊森大街、剧院大街和国王大街两边精品店一家接着一家。无数的餐厅、小酒店和咖啡馆向因购物而步履疲乏的路人散发着诱人的香味。

围绕市场教堂闲逛是一种特殊的享受。老城里古老的桁架房屋、优雅的精品店、画廊和独具特色的餐馆形成独特的魅力，而每周六老城里莱纳河边的旧货市场更是不容错过！不仅在汉诺威市区，而且在其所管辖的20个周边城市和乡镇，都有许多“周日购物”专题活动，使人尽享购物乐趣。

迷人的城市和乡镇

即使出了汉诺威市区，周边地区的购物乐趣也令人惊喜。北部的维德马克就是个风景如画的小镇；南方的小城如拉森和帕腾森、东边的雷厄特和布格杜夫都不仅是购物的好地方，而且颇具风情。南部代斯特山脚下的巴恩恩豪森、西部小城吾恩斯托夫和吕本山脚下诺恩城的步行街 —— 由于它们都靠近观光胜地施坦胡德湖 —— 也是郊游的首选。



购物中心 · Shopping mall



在市中心购物 · Shopping in the City



克鲁普克购物街 · Kröpcke - Hannover landmark



尼基·德·圣法尔 · Niki-de-Saint-Phalle-Promenade



施普林格的内城 · City centre of Springe



老城的旧货广场 · Flea Market, Old Town

The relaxing shopping experience

Whether a lengthy shopping spree or a quick errand – the vast selection of shops, all within easy reach thanks to convenient transport services, make Hannover a great place to shop and one that attracts people from far beyond the region. The pedestrian precinct is one of the most popular shopping venues in Germany and hardly any other city boasts such a high concentration of shopping malls and arcades, specialist stores and eateries: every conceivable retail sector is represented within a radius of just 400 metres.

The city centre – exclusive and individual

Major investment projects and new store openings by leading brands all around the Kröpcke clock, the landmark in the heart of the city, are all clear evidence that Hannover is steadily gaining ground as an attractive shopping metropolis.

The Ernst-August-Galerie is a cutting-edge shopping mall with 150 stores and catering outlets and exudes a modern urban lifestyle. Niki de Saint Phalle Promenade, Kröpcke Passage and Galerie Luise offer a diverse mix of shops to meet all of life's requirements. Opposite the Opera House, haute couture and high-class jewellery attract shoppers to Georgstrasse, the exclusive boulevard where the people of Hannover love to stroll; the line-up of superior establishments continues on into Luisenstrasse, Theaterstrasse and Königstrasse. And everywhere there are restaurants, bistros and cafés, where you can relax and recharge the batteries.

Shopping in the area around the Market Church is a particular pleasure, where the half-timbered houses of the Old Town, the elegant boutiques, art galleries and authentic pubs never fail to delight. The iconic flea market along the banks of the Leine is a must every Saturday.

The shops in Hannover and in 20 towns and villages in the surrounding area open on many Sundays throughout the year to offer a particularly relaxing shopping experience.

Idyllic towns and villages

There are also attractive and unexpected shopping amenities away from the big city: the key features of Wedemark municipality to the north include historic town centres, while Laatzen and Pattensen to the south or Lehrte and Burgdorf to the east not only offer a wide selection of good quality merchandise, but also have their own distinctive flair. To the south, Barsinghausen on the outskirts of the Deister Hills is an attractive location, and the towns of Wunstorf and Neustadt am Rübenberge to the west are also well worth a visit, particularly in view of their proximity to Lake Steinhude.



皇家花园 · Great Garden

一颗无与伦比的宝石

她被誉为汉诺威最负盛名的景点：300多年以来，海因豪森皇家花园在一片葱绿中展示着过去领主贵族的生活品味。她的核心，大花园，是欧洲最具代表性的巴洛克园林，吸引着世界各地的游客。今天，游客们取代了贵族，漫步徜徉在点缀修饰过的花园、巨大的雕像和被修饰成各种形状的灌木丛间。在不同角落里喷泉或翩翩起舞，或划破长空，最高的水柱高达70米，令人叹为观止。当时的女选帝侯索菲亚建成了这颗“莱纳河畔的明珠”，这座德国园林奇葩可谓绝代珍宝，是迄今为数不多的保留完好的园林之一。

巴洛克与现代派相遇于此

法国女艺术家尼基·德·圣法尔（Niki de Saint Phalle）以镜子、彩色玻璃片和小石子构成的万花筒，塑造出了迷人的童话世界。这位著名的女艺术家以此来表达她对汉诺威的热爱。在大花园前庭原址重建的海恩豪森王宫不仅可以为科学活动提供现代化的会议场所，她还是新建的隶属州首府汉诺威并得到下萨克森州资助的海恩豪森王宫博物馆馆址。该博物馆内可见到有关海恩豪森和汉诺威的流动展览。对面则是建于17世纪中叶的植物园，园中奇花异草四季常青。同属于海因豪森皇家花园的乔治花园充满英式乡村风格，是备受欢迎的度假首选。



金门 · The Golden Gate



大花园中的灯光 · Illuminations in the Great Garden

独一无二的艺术享受

海因豪森皇家花园的艺术节演出是一个内容丰富多样的夏季盛会，有戏剧、音乐会和其它艺术表演。每年从五月到九月，绚烂夺目的礼花绽放在天幕，伴随着优美的音乐，各路烟火大师各显神通——国际焰火比赛使参观者目不暇接。大花园剧场为戏剧和音乐剧演出提供了最佳的露天剧场。25年以来，年复一年，在绿阴掩映的仲夏之夜，在巴洛克风格的氛围中，100多名杂技、哑剧演员和音乐家共同登台表演。秋冬来临，则由室内古典音乐会和冬季娱乐剧取而代之。

The jewel in Hannover's crown

Herrenhausen Gardens are Hannover's most famous attraction and have been a striking example of grand horticultural style for more than 300 years. The centrepiece, the "Great Garden", is the most important baroque garden in Europe and is a magnet for tourists from all over the world. Just like the ladies and gentlemen of the court in centuries gone by, visitors today can stroll around amidst opulently designed beds, splendid sculptures and artistically clipped, illuminated hedges. Water features can be heard babbling in hidden corners while the Great Fountain rises to an impressive height of 70 metres. Originally created by Electress Sophia as the "Grand Jardin de la Leine", the Great Garden is one of the few baroque parks which has retained its basic structure until today.



国际焰火比赛 · International Fireworks Competition

Baroque meets modern

A phantasmagorical kaleidoscope of mirrors, coloured glass and pebbles, the Niki de Saint Phalle grotto never fails to captivate visitors. This is where the world-famous artist paid her final tribute to the people of Hannover. Herrenhausen Palace has been rebuilt on its original site in the courtyard of the Great Garden. Besides offering modern conference facilities for science and industry, it also houses a new museum – provided by the City of Hannover and sponsored by Lower Saxony – which presents temporary exhibitions connected with Herrenhausen und Hannover. It is situated opposite the Hill Garden, a botanical garden which dates back to the mid-17th century and boasts an impressive display of exotic flowers all year round. Herrenhausen Gardens also include George Garden, which is designed like an English landscaped garden and is a popular destination for recreational outings.

Unique cultural events

KunstFestSpiele Herrenhausen is a summer festival which features diverse cultural events ranging from theatre to concerts and art installations. Between May and September, the world's best pyrotechnic artists deliver spectacular firework displays which are perfectly timed to music during the International Fireworks Competitions. Designed in the style of an amphitheatre, the Garden Theatre provides a wonderful setting for open-air drama and musicals. Over 100 acrobats, mimes and musicians take part in the "Little Festival in the Great Garden" which has been staged throughout the spacious park on summer evenings for more than 25 years. When the temperatures become cooler, the Gallery and Orangery are popular venues for classical concerts and the Winter Variety show.



植物园 · Berggarten



海恩豪森王宫博物馆 · Herrenhausen Palace Museum

绿在城中

城市生气勃勃的活力和无处不在的环保意识在汉诺威可谓相得益彰。市区总面积的一半是绿地或绿树, 可称得上是德国绿地面积最多的城市, 于2011年荣获“德国生物多样性首都”的桂冠。这是汉诺威多项“绿在城中”行动计划努力所获得的硕果。近20年内, 汉诺威市区种植了近8000棵不同的树木。爱林里德自然景区延伸642公顷, 面积几乎是纽约中央公园的两倍, 被誉为城市“绿色的肺”。不仅这片绿树繁茂的自然景区是汉诺威人休闲的最佳去处, 市中心的马什湖也是水上运动、慢跑、溜旱冰以及散步的理想之处。而市中心的歌剧院三角地或者城市公园都是园林艺术的明珠, 汉诺威的绿化品牌。汉诺威在其网页上设置了人人参与环保的地图, 提供在大自然中休闲的小贴士。



骑自行车人的天堂 · A cyclist's paradise



马什湖 · Maschsee Lake



汉诺威私用小园地区 · Allotment in Hannover



乔治园 · George Garden

气候保护的先行者

早在2008年汉诺威就率先制定了在德国独一无二的气候保护纲领: 汉诺威气候联盟2020。纲领旨在, 与1990年相比, 在电能和热能消耗方面至2020年实现减碳40%。为了实现这个雄心勃勃的目标, 计划建立欧洲最大的零排放园区: 在维特贝尔根区采用低能耗方式建造300套独户、双联体或多联体住房, 这些住房的能耗比法律规定的低80%左右, 在保护资源的同时充分考虑市民对住房价格的承受能力。为了实现这一目标, 汉诺威出台了市内建房-儿童-建房用地-奖励政策。早在1998年就已建立的城市能源资助基金会“气候保护 (proKlima)”, 为家庭、企业和公共机构的气候保护措施每年提供高达五百万欧元的资金。汉诺威的交通规划也以持续节约能源, 改善空气质量为宗旨。比如汉诺威交通公司的轨道交通车辆和公共汽车在德国率先达到了欧盟的有关规定。持有汉诺威交通卡的人, 不仅可乘坐所有公共交通工具的车辆, 还可享受优惠租车、乘坐火车或租用自行车等服务项目。年复一年汉诺威市民在无车星期天所表现出的环保意识更证明: 参与环保, 其乐无穷。每逢无车星期日, 成千上万的市民欢聚市内, 而众多的环保团体则利用这个机会大力宣传现代交通和环保。

The green city

Urban vitality and environment friendliness go hand in hand in the capital city of Lower Saxony. Hannover is in fact Germany's greenest city, as almost half the surface area consists of greenery. In 2011, it even won the title "German Capital of Biodiversity", an accolade resulting from numerous campaigns aimed at creating "More Nature in the City". 8,000 more trees than 20 years ago now line the streets of Hannover. The city's green lung Eilenriede Forest alone covers an area of 1,600 acres, making it almost twice the size of New York's Central Park. This urban woodland area is just one of the many natural habitats and recreational areas close to the city. Maschsee Lake is an eldorado for water sports fans, joggers, skaters and those who simply enjoy a good long walk. Other green areas such as Opemdreieck or the City Park, a unique horticultural ensemble, are right in the centre of town. Many people who live in Hannover have an allotment as their own private nature retreat. All in all there are more than 20,000 plots in 270 different allotment associations throughout the city.

Pioneering climate protection

Back in 2008, Hannover was the first city in Germany to launch a climate protection programme. Entitled Climate Alliance Hannover 2020, the programme's objective for the year 2020 is to reduce carbon emissions from electricity and heat consumption by 40 per cent compared with the 1990 level. One visible sign of this ambitious target is the zero:e park, the largest zero-emission housing scheme anywhere in Europe. Around 300 terraced, detached and semi-detached houses will be built in the Wettbergen district as passive houses, in which the residents consume approx. 80 per cent less energy than the legally prescribed level for new buildings. The Hannover-Kinder-Bauland bonus scheme awards grants to private housebuilding for families with children in an

urban environment, proving that saving our natural resources and subsidising affordable housing need not be contradictory. The enercity proKlima subsidy programme, which involves funds of up to EUR five million per annum, was launched as early as 1998 to promote climate protection in private households, business premises and public buildings. Hannover's mobility concepts also revolve around sustainable energy savings and improving air quality. The light rail vehicles and buses operated by üstra Hannoversche Verkehrsbetriebe AG made this the first German transport company to fulfil EMAS standards. One good example is the HannoverMobilCard, which combines a conventional season ticket for local public transport with other mobility services such as car sharing, a Deutsche Bahn railcard and a wide range of services for cyclists. Once a year, the city stages a "car-free Sunday", when Hannover's population proves that protecting the climate can also be good fun: some 100,000 visitors converge on the city and numerous institutions provide information about modern mobility and climate protection.

水波上和马背上

汉诺威地区一马平川，景色美丽，是休闲和休憩的首选。不管是大自然爱好者还是历史足迹的寻访者，或是修身养性者都会对这儿的自然风光一见钟情，赞不绝口。您如果喜欢在水上扬帆或冲浪，尝试风筝冲浪或下水游泳，下萨克森州最大的湖：施坦胡德湖无疑是首选。旅游者可乘坐具有历史意义的“移民者号”的帆船驶往威廉施坦恩岛。环湖之路长达35公里，登上湖边瞭望塔极目远望，令人心旷神怡。对于马术爱好者，汉诺威周边地区则是他们的乐园，您可骑自己的马匹，也可租用养马场的马或者与他人一起乘坐马车。登山爱好者则可登上405米高的代斯特山，欣赏山上的花草树木，寻访历史足迹。近郊的可尔丁湖、维泽公园或阿尔特瓦木比克森湖为周末休闲增加了多道风景线。



施坦胡德湖 · Lake Steinhude

如同遥远的童话城堡

昔日汉诺威威尔芬国王的夏宫玛琳堡坐落在帕滕森市附近的山顶上，犹如一颗闪亮的明珠。这座新哥特式的豪华城堡建于19世纪中叶，是国王乔治五世送给王后玛丽的礼物。从导游的介绍中游客们可了解到种种历史轶闻。夏季在此定期举行音乐会，并上演戏剧。昔日的马车车棚和马厩现已改建为饭店，在此就餐，别有风味。



玛琳堡皇宫，帕滕森 · Marienburg Castle, Pattensen

骑车游览汉诺威地区

通过与21个城镇的同心协力，汉诺威地区打造了名为“自行车地区”的自行车专用道网络。网络长达1000公里，并呈放射状。以汉诺威市中心的马什湖为起始点，沿着15条专用车道可抵达周边地区以及其他县，沿途设有路标。其中长达160公里的“绿色环形路”途中景色变化不断，美不胜收。而长达100公里的代斯特环山路则不时坡陡路难，骑车者则需一鼓作气，才能更上一层楼。



名马的产区 · Region of horses and equestrianism

Waterside walks and horse trails

With a wealth of things to do and places to go, the beautiful and sparsely populated countryside in Hannover Region has something for everyone – whether you are looking for some exercise in splendid scenery, wish to explore historic trails or simply relax and recharge the batteries. Lake Steinhude, the largest lake in Lower Saxony, is a popular place for yachting, surfing, kitesurfing, swimming and sunbathing. Tourists can also take a historic sailing boat to visit the island fortress of Wilhelmstein. Observation platforms at intervals along the 35-kilometre path around the lake afford fantastic panoramas. The Burgdorfer Land and Wedemark regions are a rider's paradise – whether on a horse of their own, a hired mount or in a horse-drawn carriage. Hikers can explore the vast green areas and many historic treasures of the 405-metre high Deister Ridge. The sights and sounds of unspoilt natural countryside can also be enjoyed in other recreational areas just outside the city boundaries, such as the Koldingen Lakes, Wietzpark in Isernhagen and Langenhagen and Lake Altwarmbüchen.



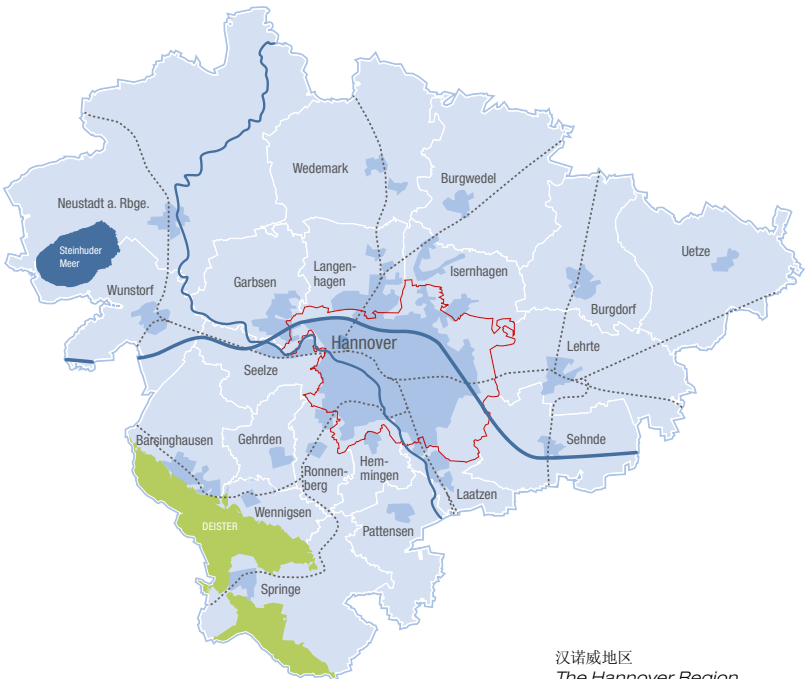
代斯特山 · Deister Hills

Like something out of a fairy-tale ...

... Marienburg Castle is perched on a hilltop near the town of Pattensen. It was the last summer residence of the Guelph Kings of Hannover and can be seen from as far off as Calenberger Land. The splendid neo-gothic palace was built by King George V in the mid-19th century as a gift to his wife Mary. Guided tours offer a fascinating glimpse of life behind the scenes. In summer, the Castle is used as a venue for live music and plays. The old coach house and stables provide a special ambience for the restaurant.

Pedalling around the region

In close cooperation with the 21 local authorities, Hannover Region has developed a “Cycling Region”, a network of cycle tracks with a total length of 1,000 kilometres. No fewer than 15 signposted routes start from Maschsee Lake in the centre of Hannover, spreading out in a star-shaped pattern to destinations throughout the region and on to the neighbouring areas. The 160-kilometre “Green Ring” is an interesting round trip for cyclists, while the 100 kilometres of the Deister circuit climb to impressive heights in some places.



汉诺威地区
The Hannover Region



自行车乐园 · Ideal cycling region

游客信息



您可以从中心火车站对面或新市政厅的游客信息处获得全面的服务帮助。 不论是某个景点的详细信息，还是旅游手册、城市环游节目、票务预售还是纪念品，欢迎您亲自询问或来电垂询！

游客信息 · Ernst-August-Platz 8

D-30159 Hannover

电话: + 49 (0) 511 / 12345-111

电子邮件: info@hannover-tourismus.de



在欧洲的中心 · In the heart of Europe

酒店服务/私人住所中介



汉诺威有不同类型的酒店和私人住所可供游客选择。您可以打电话或登陆 www.hannover.de/hotels 网页点击预定房间。

电话: + 49 (0) 511 / 12345-555

电子邮件: hotels@hannover-tourismus.de

私人住所中介:

电话: + 49 (0) 511 / 12345-000

城市旅游信息

您可以预定我们精彩的环城游节目或一整天和多天的游览节目，此外还有团体优惠价格。

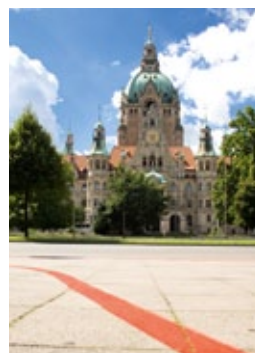
电话: + 49 (0) 511 / 12345-333

电子邮件: staedtereise@hannover-tourismus.de

城市观光游览

我们为您制作了市内游览线路，方便您参观汉诺威最美的景点。海恩豪森花园，新市政厅和魅力十足的老城只是您在“随上随下”的市内环游中不应错过的几个景点。

主题线



一条 4200 米长的主题线贯穿了汉诺威建筑、历史与娱乐的著名景点。沿着这条主题线，您一定会不虚此行。您可以从旅游信息中心拿到相关的信息册。

汉诺威一卡通

汉诺威一卡在手，助您出行。您可以免费乘坐大区内GVH 公交公司的公共汽车和铁路。而凭借此卡可在环城游览节目、参观博物馆、逛剧院和餐馆、歌剧院、去GOP 剧场、汉诺威历险动物园和施普林格的野牛禁猎区都将获得优惠。

您可以在旅游信息中心获得汉诺威一卡通，地址为 Ernst-August-Platz 8；还有火车站的服务中心、许多旅馆、机场的服务中心等。

Visitor information

Tourist information team



You can obtain comprehensive service for your visit to Hannover from Tourist Information. Whether you are looking for information on individual places of interest, or for brochures, city tours or souvenirs, we can tell you all you need to know.

Tourist Information · Ernst-August-Platz 8

D-30159 Hannover

Tel.: + 49 (0) 511 / 12345-111

E-mail: info@hannover-tourismus.de

Information counter in the New Town Hall

Trammplatz 2 · D-30159 Hannover

Tel.: + 49 (0) 511 / 16845-333



Tourist Information

Hotel service/private accommodation



For an overnight stay in Hannover, you can choose between hotels of various categories or a room in a private house. You can book hotel accommodation by phone, or very conveniently with a few clicks of the mouse at www.hannover.de/hotels.

Tel.: + 49 (0) 511 / 12345-555

E-mail: hotels@hannover-tourismus.de

To arrange private accommodation:

Tel.: + 49 (0) 511 / 12345-000

City Tour team



Get in touch with us to book one of our interesting and exciting city tours on foot or by coach. You can also book a complete programme lasting one or more days, a themed package or group arrangement.

Tel.: + 49 (0) 511 / 12345-333

E-mail: staedtereise@hannover-tourismus.de

Guided and sightseeing tours



We have put together a number of interesting sightseeing tours so that you can discover the best sides of the city. Herrenhausen Gardens, the New Town Hall and the charming old quarter are just a few of the highlights that you mustn't miss on our hop-on/hop-off tour. For further information go to www.hannover.de/en/citytours

The Red Thread

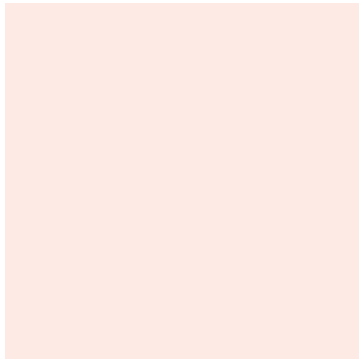
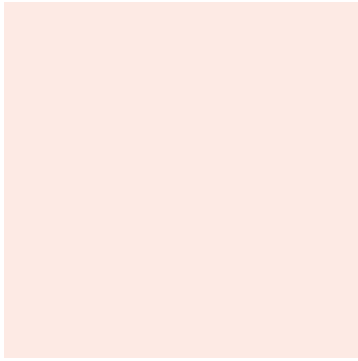
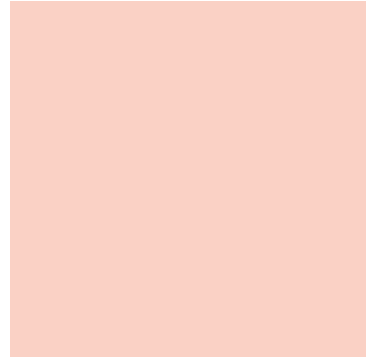
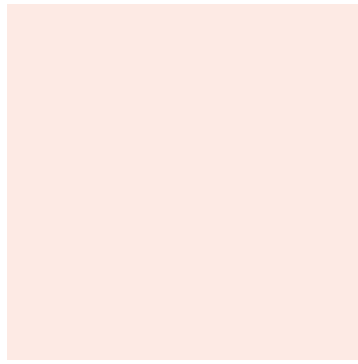
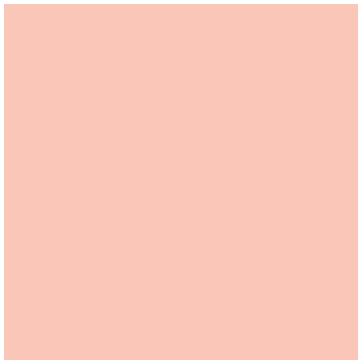
This 4,200-metre long guide will lead you to architectural, historical and entertaining highlights in Hannover. Follow the "Red Thread" for a guided tour with a difference. An information brochure to accompany you on the trail is available from Tourist Information.

Hannover Card

The HannoverCard is the inexpensive way to explore the city and the surrounding region. It not only entitles you to free travel on all buses and trains throughout the entire GVH network, but also grants a wide range of discounts, for instance on guided tours and at many museums, theatres and restaurants, the opera, GOP variety theatre, Hannover Adventure Zoo and Springe Bison Reserve.



The HannoverCard is available from the Tourist Information office at Ernst-August-Platz 8, the Service Centre at the central railway station, in many hotels, at the Airport Service Centre and from many other ticket outlets.



请让我们的到达指南 (ArrivalGuides) 协助您发现汉诺威作为度假区的魅力。请登陆 www.visit-hannover.com/en/arrivalguides, 下载您的个性化旅游指南。 *Discover the Holiday Region of Hannover at ArrivalGuides. Download your personal travel guide from www.visit-hannover.com/en/arrivalguides.*