



Stadt Böblingen

where ambition meets talent



**ROOM TO
CREATE YOUR
FUTURE**



Fortschritt ist einfach!

Weil unsere Experten Ihr Unternehmen mit der richtigen Finanzierung voranbringen.

Deutsche Leasing 



www.kskbb.de/mittelstand

Wenn's um Geld geht

 **Kreissparkasse
Böblingen**

04 A Word of Welcome

06 Welcome to Where Ambition meets Talent

07–09 Room for Tradition

07 Böblingen Milestones

08 A City of Success Stories

10–15 Room to Flourish

10 The Future Is Here

12 Embedded in a Strong Region

13 Cross-Sector Crème de la Crème

14 From Marshland to High-Tech Land

15 From Regional Airport to City of the Future

16–19 Room to Succeed

16 Pooling Competence

17 Fit for the Future

18 Research and Industry Hand in Hand

19 Strong Corporate Networks

20–25 Room to Live

20 Böblingen: A Good Place to Make Your Home

22 Enjoying City Life

24 Education for All

25 Conference and Event Locations

26–30 Room for the Future

26 The Future Is Bright

28 Creating the Perfect Framework

30 At Your Service!



Dear reader,

At the heart of things – that's Böblingen!

Take the city's location, for instance; geographically, Böblingen Forest lies at the heart of the state of Baden-Württemberg. And we are at the heart of one of Europe's most dynamic, economically powerful, and livable regions.

What is it that sets the city apart? The first things that come to mind are our successful companies and their highly-skilled, dedicated and creative employees.

Alongside the global players, it's the many innovative small and medium-sized enterprises – the SMEs, Germany's renowned "Mittelstand" – that characterize the city.

Together, their performance and strength form the backbone of the economic area. Böblingen's outstanding infrastructure and excellent transport links mean it offers an ideal framework for companies to operate in.

Here in Böblingen we set great store by strong networks and strategic partnerships. The Böblingen/Sindelfingen Software Center, for example, one of the largest dedicated technology and incubator centers in the IT sector, is based in the city. The Herman Hollerith Zentrum, a campus of the University of Reutlingen,

acts as an interface between research and industry in the field of business information technology.

And, what's more, Böblingen is a diverse place to live. Attractive cultural and leisure activities, a wide range of local options for shopping and recreation, as well as an excellent network of childcare and education facilities make this an ideal place to call home.

We're happy to support you with all company-specific issues.

Short communication channels and rapid decision-making processes are a matter of course. Take a look at Böblingen – it's worth it!

We look forward to welcoming you to the city.

Best regards from Böblingen,
sincerely yours,

Dr. Stefan Belz, Mayor of Böblingen



Welcome to Where Ambition meets Talent

Industry in Böblingen is multifaceted and in great shape! The mixture of companies and sectors based here – from international global players to "salt-of-the-earth" family-run businesses and creative start-ups – makes the location unique. Böblingen offers extremely favorable general conditions. This is just one reason why the city is the birthplace of so many technologies and groundbreaking products. Böblingen is a vibrant, livable medium-sized municipality. Outstanding infrastructure, a multitude of retail outlets, attractive cultural and leisure activities and an easy-to-access, rich and varied natural

environment make this a rewarding choice for both residents and visitors. These factors, together with a high quality of life and excellent working conditions, are what make Böblingen a place "where ambitions meet talents". Companies operate in a highly attractive economic climate at local, national and international level. In regional comparisons, Böblingen and the surrounding area achieve top rankings.

Has this whet your appetite? Come and take a look at what this diverse city has to offer.

Böblingen Milestones

2015

Transformation of the Bahnhofstrasse into an appealing pedestrian zone with a host of retail outlets.

From 2002

Development of former airport site into new, much-acclaimed mixed-use urban district.

From 1960

The "Hulb" business park takes shape. The arrival of a number of multinationals and SMEs turns it into a significant industry and high-tech hub.

1925

The military airstrip on the periphery becomes the Stuttgart-Böblingen regional airport.

1879

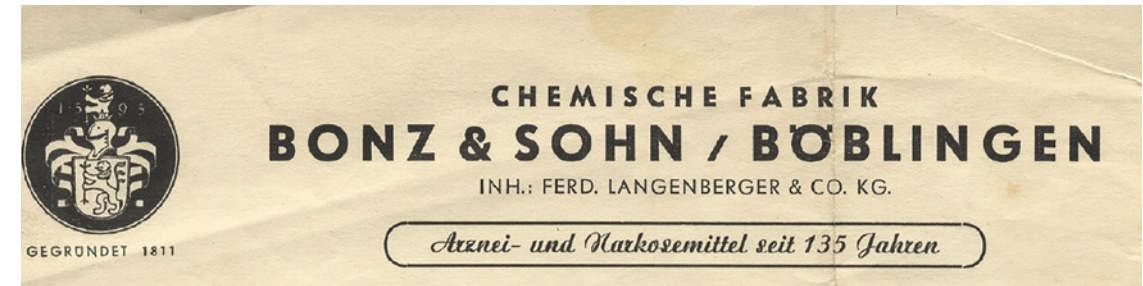
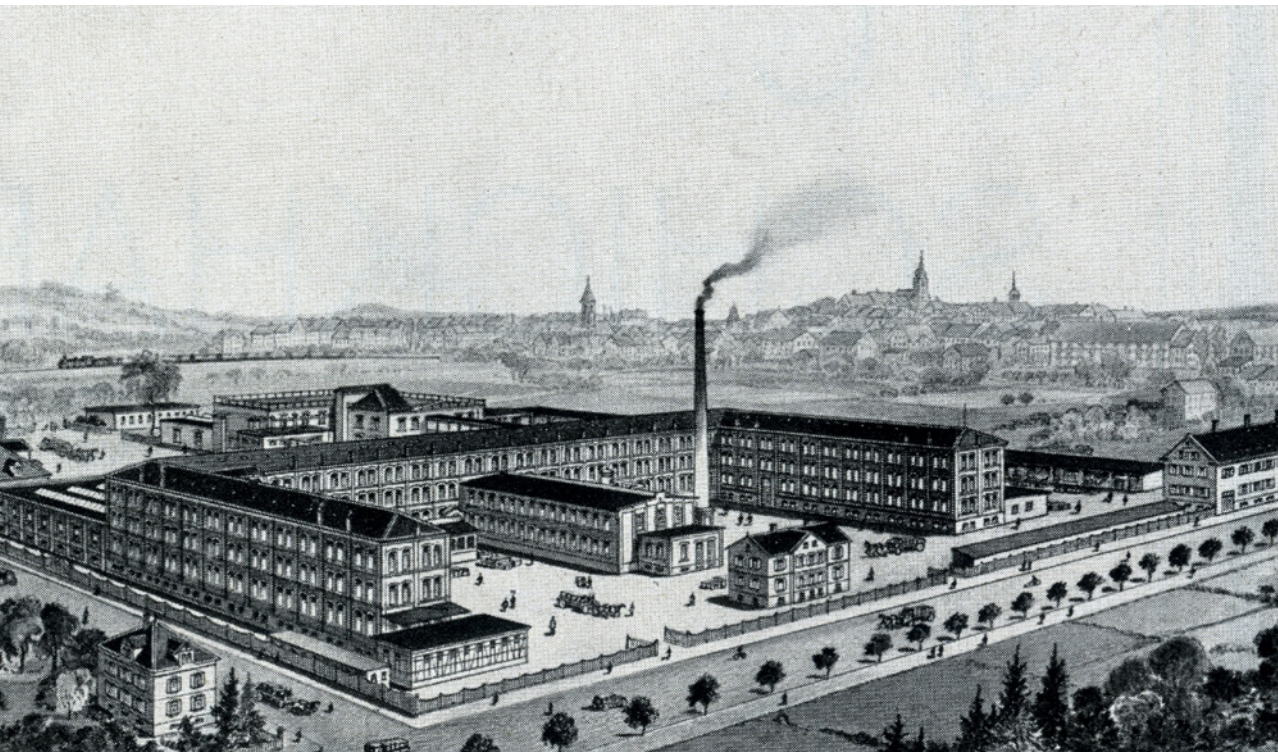
Böblingen is connected to the railway network. Many companies are established; some of their products become world famous.

18th century

Postplatz, at the intersection of several important routes, becomes a key center for trade and commerce.

Around 1250

Extended by the Counts Palatine of Tübingen, the original settlement is given town status. For centuries it is the center of the district administration.



- Other successful companies located in Böblingen**
- Hewlett Packard GmbH – since 1959
 - Kibri GmbH – from 1895 to 2007
 - IBM Research & Development GmbH – since 1953
 - Moog GmbH – since 1965
 - Wilhelm Renz GmbH & Co. KG – since 1913
 - Schill + Seilacher GmbH – since 1943
 - Curt Georgii GmbH & Co. KG – since 1949
 - Leichtflugzeugbau Klemm – from 1926 to 1959
- to name but a few*

A City of Success Stories

Hautana – "the perfect bra of its day"

Created here in 1912, its name became synonymous with one of the key chapters in Böblingen's industrial history. Capturing fashion trends of the time, the Hautana bra rapidly came to dominate the world market. With over 500 employees, Hautana was one of the city's most important employers until the 1930s and set remarkable social standards. In 1981 the distinctive production facilities vanished from the cityscape. Today, the Hautana-Passage is a reminder of the company's historical significance.

The cardiocograph – 50 years of medical technology in Böblingen

In 1968 Hewlett-Packard (HP) launched the world's first market-ready cardiocograph for monitoring fetal heartbeat and uterine contractions; it was developed and manufactured in Böblingen. What started out as a huge box became smaller and smaller as the technology inside became more and more complex – and it is still produced in Böblingen to this day. Philips Medizintechnik bought HP's Healthcare division in 2001 and continued its production. Böblingen remains a key site for patient-monitoring systems. Medical products and devices are shipped from here to over 150 countries.

Böblingen – a traditional brewing city

The city was once home to fifteen breweries. The largest of these were Aktienbrauerei Zahn and the Dinkela(c)kersche Brauerei. The latter, founded in 1823 and now operating under the name Schönbuch Braumanufaktur, has occupied the same inner-city site since 1829. Top-quality specialty brews with a regional flavor have been produced here for two centuries. Numerous national and international awards are proof positive of this.

"We have been operating here in Böblingen for almost two centuries and are therefore inextricably linked with the city, its people, and institutions. We feel at home in this region of unrivaled economic power and high recreational value and look forward to cultivating the art of brewing here for a further 200 years."

Werner Dinkelaker
Managing Director
Schönbuch Braumanufaktur GmbH & Co. KG



The Future Is Here

The Böblingen region is regularly listed among the most economically powerful in Germany. In its most recent analysis of the future risks and prospects of Germany's regions, the "Zukunftsatlas 2019", economic consultants Prognos AG rated Böblingen seventh out of over 400 rural and urban districts surveyed. The "Focus Money" ranking of the strongest districts in economic terms put Böblingen nationwide in twelfth place.

The reasons behind this economic might are as many and varied as the industries on the ground. In addition to multinationals such as Daimler, Hewlett Packard

Enterprise, Keysight Technologies, Moog or Philips Medizintechnik, as befits its location in a region prized for its meticulous and ingenious workforce, Böblingen is home to a number of traditional Swabian companies and innovative software developers. The success of such businesses rests on their many highly-skilled, creative, and dedicated employees.

The transport infrastructure is also excellent, including a direct link to the A 81 highway. Stuttgart Airport and international exhibition site are just 20 minutes away by car or S-Bahn commuter train. There are hourly Intercity train services to Stuttgart

and Zurich from Böblingen station.

Its "soft" location factors also put Böblingen among the front-runners. The city's qualities include its top-class educational facilities, such as the many further education institutions and the Herman Hollerith Zentrum (a campus of the University of Reutlingen), as well as its varied recreational, leisure and shopping opportunities. And, last but not least, the business location boasts a thriving entrepreneurial network. As you can see, Böblingen offers perfect conditions for innovation, investment and collaboration.

Böblingen in Numbers/ Figures

Population and area

Inhabitants: 50,257

Area: 3,904 ha

Commercial space: approx. 270 ha

Labor market

Employees registered for social security: 32,929

Commuters into BB: 27,029

Commuters out of BB: 16,630

Unemployed: 1,000

Rates of assessment

Trade tax: 380 percent

Property tax A/B: 310 percent/360 percent

Retail sector

Retail purchasing power index: 114.1

Centrality index: 133.0

(As of: March 2020)



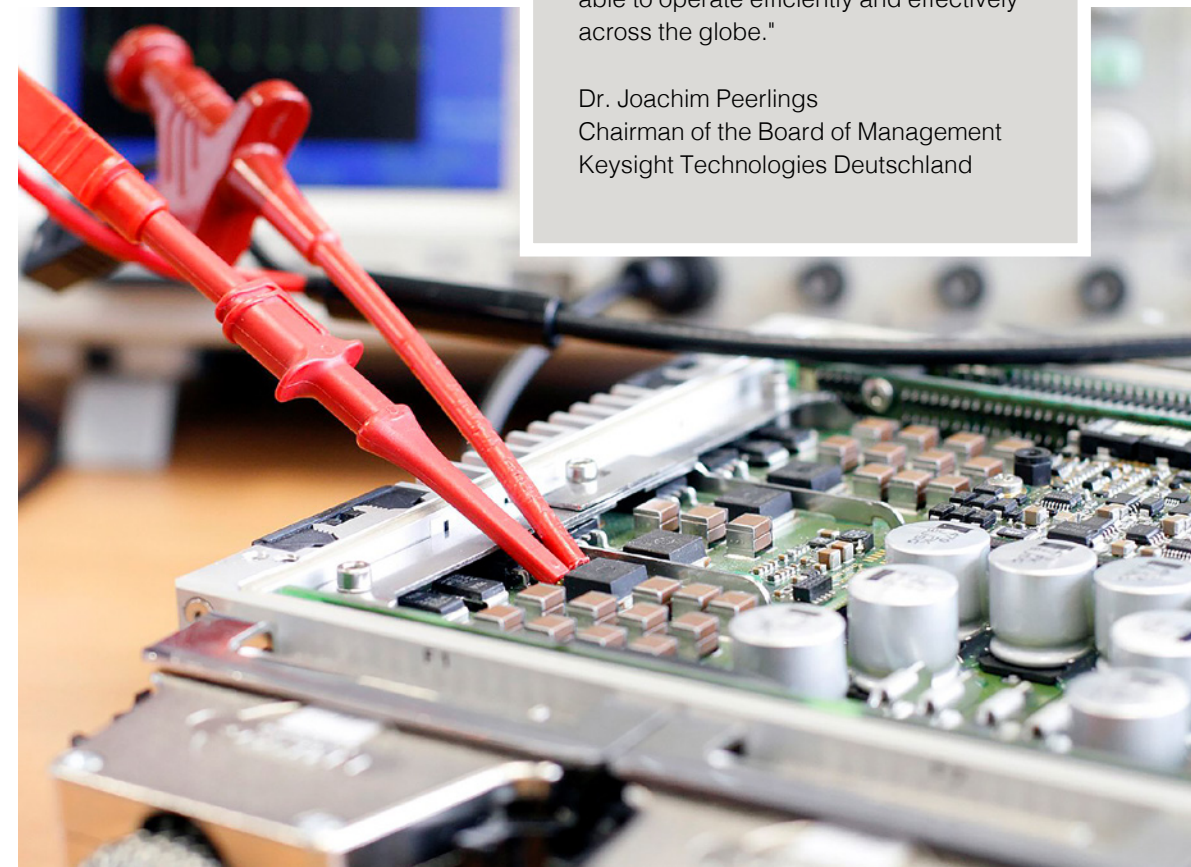
Cross-Sector Crème de la Crème

As a business location, Böblingen plays host to a remarkable range of companies. Research and development in automotive technology and IT, medical technology and the chemicals industry, highly-specialized measurement and control technology, and a huge variety of (engineering) services are the stand-out industry sectors that make this economic area so important. Many companies are world leaders in their respective fields. Major international concerns such as Hewlett-Packard, Philips or Moog, which settled in Böblingen from the 1950s onwards, were quick to recognize the particular advantages the location offered. In addition to the big multinationals,

many small and medium-sized businesses as well as creative start-ups together form the backbone of the Böblingen economic area. Around 950 firms operate from here at regional, national or international level, each contributing to the location's success in their own right.

"Böblingen's proximity to high-tech customers as well as its research and development institutions, the huge potential offered by its highly-skilled workforce and its ideal qualities as a place to do business are the reasons why we have been so successful here for so many years. Closely networked international concerns like ours find everything they need to be able to operate efficiently and effectively across the globe."

Dr. Joachim Peerlings
Chairman of the Board of Management
Keysight Technologies Deutschland



Embedded in a Strong Region

Textbook economic powerhouse – as a business location, Böblingen really stands out. And not just because of the excellent conditions it offers employers and the workforce. Böblingen's outstanding potential results from its geographical location in the heart of one of the strongest metropolitan areas in terms of industry and exports in Germany and indeed Europe. The Stuttgart Region is the continent's leading high-tech hub and can claim a first-class research infrastructure. Its particular strengths lie in automotive and mechanical engineering, in the creative industry, and the IT sector specializing in industry-related services. A broad spectrum of industry sectors finds ideal conditions in which to develop technologies and products, exploit the

associated marketing opportunities, and establish strategic partnerships. Convenient links to the national highway and rail network, its beautiful natural setting offering plenty to see and do within easy reach, as well as varied cultural, leisure and (further) education opportunities set the region apart. Research and development play a pivotal role in the region – something that is of direct benefit to companies in Böblingen. Few other regions boast such a high concentration of collaborations and novel developments. A number of innovation and competence centers – including one in the city – as well as various initiatives generate valuable synergies and consolidate the region's potential.



From Marshland to High-Tech Land

With direct links to the highway and the S-Bahn, the Hulb is Böblingen's largest business park and a key retail location. This flourishing hive of economic activity was set up in the post-war period on agricultural land belonging to a former sugar factory. The settlement on the site of multinationals such as Hewlett-Packard and IBM, to name but two, established Böblingen's reputation as a major high-tech hub.

Today, the spectrum of companies based here ranges from the IT sector through a wide variety of suppliers and subcontractors to the automotive industry as well

as aerospace, measurement and control technology right down to exclusive office and conference furniture and state-of-the-art medical technology. The concentration of world leaders in their respective fields is astonishingly high. At the same time, many SMEs and tradesmen contribute to the diversity and strength of the location. Large-scale retail outlets, especially for furniture and home furnishings, food markets and other specialist dealers as well as car showrooms complement the inner-city offering and draw customers from all over the region.

"Böblingen's position in the heart of the economic region gives us direct access to markets, customers, suppliers, business partners and skilled personnel. Its reliable infrastructure and cosmopolitan outlook make our location attractive to our international customers and partners."

Thomas Czeppel
Managing Director,
Moog GmbH

From Regional Airport to City of the Future

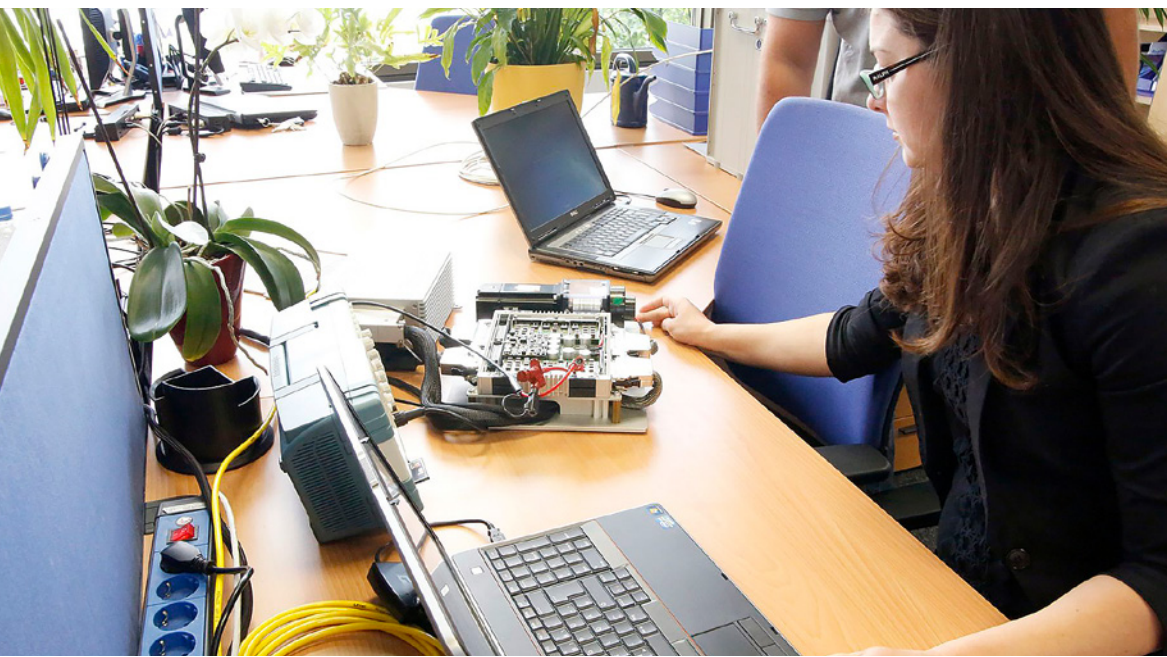
From former Württemberg regional airport to striving urban district – the Flugfeld can look back on an exciting, checkered past. Where once aviation history was made in the early 20th century and Böblingen made its name as a "gateway to the world", you'll now find a lively quarter serving a unique blend of purposes: production, services, research, education, and residential.

By 2025 around 7,000 jobs are due to be created and 4,000 people housed on this conveniently situated 80-ha site. High-density construction alternates with generously proportioned open spaces. Areas for sports and recreation as well as the Long Lake make up the "green" heart of the Flugfeld site. Light and airy, with plenty of greenery, excellent infrastructure, proximity to downtown Böblingen and Sindelfingen as well as a state-of-the-art fiber-optic network for private and commercial communication – the

site ticks all the boxes. Besides modern residential properties and numerous specialist technology companies providing high-caliber jobs, the Flugfeld has plenty to offer visitors in terms of leisure activities. In addition to the Sensapolis indoor leisure park, the MOTORWORLD Region Stuttgart deserves a mention. It is housed in what are now listed buildings belonging to the former airport. A varied collection of distinctive vehicles and motorbikes awaits the visitor (see also p. 23).

The Flugfeld connects the neighboring cities of Böblingen and Sindelfingen and is an excellent choice as a business location. Both cities are joint members of an association specially created to develop and promote the site. You'll find more information at
-> www.flugfeld.info





Pooling Competence

In high-tech areas like the Stuttgart Region, the capacity to innovate is a critical factor for success. In order to remain competitive, small and medium-sized technology companies in particular are dependent on collaboration with the right partners. The competence and innovation centers initiative launched by the Stuttgart Region offers targeted support in linking

the various players in specific technology sectors. This allows the region's innovative power to be pooled effectively and synergies exploited. Research findings can consequently be translated more quickly into marketable products. Regional competence and innovation centers actively bring together the relevant experts from science and industry to form a local network. They offer an unbeatable advantage: network managers act literally as "care-takers" and facilitators, professional points of contact for members and other interested parties. A rewarding exchange of specialist knowledge and ideas is made possible and can lead to fruitful collaborations. Comprehensive service and excellent infrastructure round off the package for network members.

The nine competence centers in the Stuttgart Region cover the fields of production engineering, mechanical and plant engineering, information and communication technology, logistics, mobility and cleantech. Around 450 businesses, mostly SMEs, and some 40 scientific institutions are currently actively involved.
-> www.kompetenzzentren.region-stuttgart.de



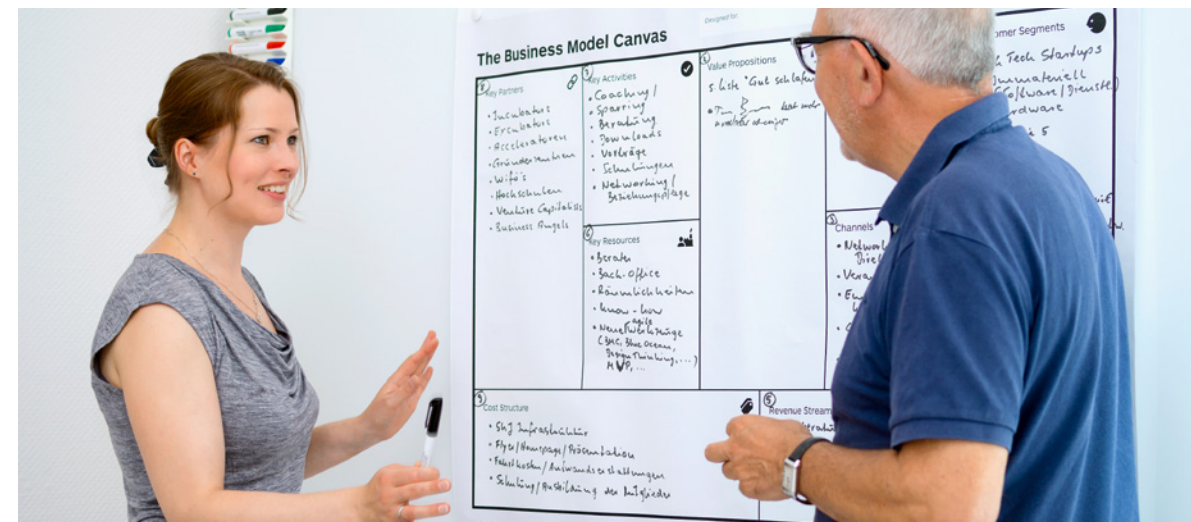
Fit for the Future

A unique success story: The Böblingen/Sindelfingen Software Center, offering over 12,000 sq m of office space and currently numbering 110 member companies from the IT sector, is one of Europe's largest dedicated technology hubs. Initiated in 1995 by the cities of Böblingen and Sindelfingen, the Böblingen branch of the Chambers of Industry and Commerce and the state government of Baden-Württemberg, its rapid success was the inspiration behind further such institutions throughout the federal state. With over 700 employees on the campus, the Software Center is now one of the region's key employers. The Software Center provides its members with affordable space to rent, comprehensive corporate services as part of a well-thought-out infrastructure, and opens up good opportunities for collaboration. Member companies offer complementary

"Everyone's talking about digitalization; here, we're making it happen. HP, IBM, Spirit/21, Compart AG and the 110 IT companies at the Software Center make for a concentration of high-tech jobs which is second to none. IT meets Industry – we in Böblingen are delivering the digital economy."

Hans-Ulrich Schmid
Managing Director,
Softwarezentrum Böblingen/Sindelfingen e.V.

core competences and, with their closeness to the market and technological expertise, cater to a broad spectrum of the IT market. This enables member companies to cooperate with other firms literally "under one roof". Start-ups in particular benefit from the experience of established companies and the Center's joint marketing campaigns.



Research and Industry Hand in Hand

The Herman Hollerith Teaching and Research Center (HHZ) in Böblingen is unique in Germany for the way it brings together science and industry. At this campus of the University of Reutlingen entrepreneurship issues related to business information systems are pared down to focus on strategic research topics of a very practical nature and investigated as part of a dialog between science and practice. This enables a substantial and mutually beneficial transfer of know-how. Digital transformation, corporate and software architectures for services and cloud computing, business process management, big data management and

the Internet of Things are just some of the research topics and course components of the "Digital Business Engineering" and "Digital Business Management" integrated Master's degree programs. Another specific objective of the research center is to expand cooperative doctoral procedures for outstanding graduates from its own Master's programs. The HHZ is partnered by several universities, the City and District of Böblingen as well as IT service providers, and other IT and technical companies. Consequently, the Böblingen economic area is nurturing new, highly-qualified talents who have already forged contacts with companies and technology centers in the city and region during their courses of study. This actively strengthens the business location, expanding it to make it fit for the future, and safeguarding the high standard of work that goes on here.

-> www.hhz.de



Strong Corporate Networks

Networking, cooperation and support are key to doing business successfully in any location. Böblingen offers excellent conditions, both for start-ups and companies relocating to the city and also for the sustainable growth of existing businesses.

"Senioren der Wirtschaft" – Help from the old hands

Advisors, coaches, sparring partners – the Senioren der Wirtschaft e.V. is a group that offers advice on a voluntary basis to founders and start-ups and on corporate development in general. Now in retirement, over 40 former executives and entrepreneurs from industry, commerce, trades and services and other freelance professionals are on hand as consultants to share their wealth of experience and know-how and offer support on the road to corporate success.

-> www.senioren-der-wirtschaft.de

Center for Digitalization

Böblingen's Center for Digitalization is the main point of contact for companies and start-ups from the Stuttgart Region. It supports SMEs currently tackling the issue of digital transformation. Measures include the development of digital business models for all industry sectors, qualification of specialist personnel, and the promotion of a digital corporate culture.

-> www.zd-bb.de

"Business-Frühstück Böblingen" – Entrepreneurs' breakfasts

The business breakfasts run by the Stadtmarketing Böblingen e. V. provide companies and individual executives based in the city with exciting opportunities to meet and exchange ideas at a range of host businesses.

-> www.stadtmarketing-boeblingen.de



Böblingen: A Good Place to Make Your Home

Böblingen is a diverse, vibrant and livable city. With a population of over 50,000, this very modern municipality has a lot to offer in terms of shopping, culture and leisure. What makes it unique is its blend of urban flair and countryside setting. The many shops, restaurants, and cafés are perfect ports of call on a stroll around town. The lakes and delightful municipal park are a stone's throw away – the ideal place to relax. A variety of locations play host to a packed program of exhibitions, concerts, theater, trade shows and other celebrations large and small. Highlights such as the Mineraltherme spa and the MOTOR-

WORLD Region Stuttgart plus a multitude of other events in the city attract visitors from near and far.

Where town and country meet

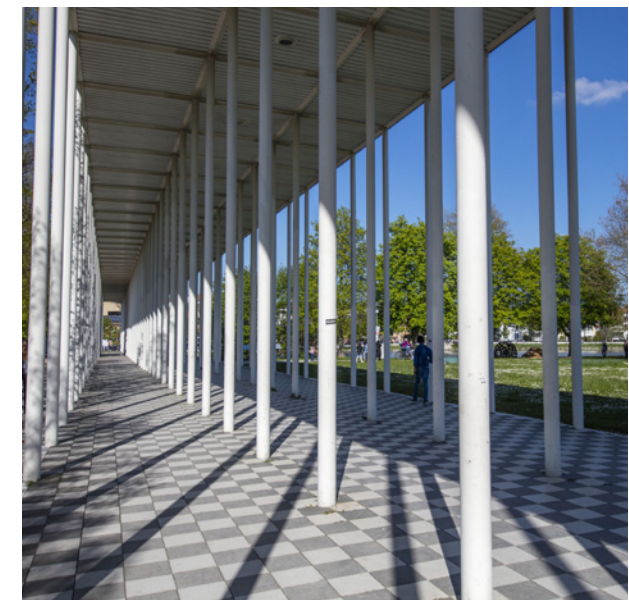
Böblingen is surrounded by a beautiful countryside. The Schönbuch Forest is just outside town to the south and the typical rural landscape known as the Heckengäu stretches west towards the Black Forest. Both are ideal starting points for a range of excursions and day trips. Whether heading off on a walking or cycling tour, or simply taking time out to unwind, your mini-break

Find out more about what to do in and around Stuttgart at

-> www.stuttgart-tourist.de

-> www.schoenbuch-heckengaeu.de

begins right on the doorstep. The sights and sounds of bustling Stuttgart are just a half-hour car or train ride away. The natural beauty spots, the Schwäbische Alb and the Black Forest, are within easy reach.





Enjoying City Life

The “lower town”

Shoppers – or window-shoppers just out for a stroll – will love Böblingen. Right at the start of the pedestrian zone, opposite the railway station, is the attractive Mercaden® mall housing over 80 shops. The immediate retail and culinary landscape is rounded off by a number of specialist stores, cafés, and eateries. And there's room to sit down and relax under the trees beside fountains and children's play areas.

The old town

Böblingen's historical center has a charm of its own and is always worth a visit. A few buildings on the Market Place have survived from the original medieval town. The Vogtshaus, the residence of administrative officer or bailiff, and the Zehntscheuer tithe barn date back to the 16th century and now house some of Böblingen's museums

and the municipal gallery. From the site of the former castle, there's an impressive view across the city. Dotted around the Schlossberg, a number of old established specialist shops, new retail concepts and a rich and varied gastronomic scene are just waiting to be explored.



Municipal park

Urban life and the hustle and bustle of the city center are counterbalanced by the two lakes in the spacious municipal park. It was originally laid out when Böblingen hosted the state horticultural show and is a welcome invitation to residents and visitors alike to relax and enjoy themselves. Lush plant arrangements, places to sit and take in some outstanding views, boats for hire, adventure playgrounds and an outdoor fitness area plus cafés and a beer garden

mean there's something for every taste – feels like a mini holiday right in the heart of town.

Mineraltherme spa

Böblingen's Mineraltherme spa has made a name for itself far beyond the confines of the city. Since the thermal baths opened in 1989, they have developed into the feel-good oasis we see today, with a host of health and wellness offerings. The spa was completely renovated in 2017 and now pampers its guests with a generously proportioned bathing area and unrivaled sauna landscape.

A passion for wheels

The MOTORWORLD Region Stuttgart in the listed buildings of the former Württemberg airport is a Mecca for aficionados of two- and four-wheeled vehicles. Displays of rare cars and motorcycles change daily, and the gatherings of dealers in luxury automotive brands, plus a string of exciting events give the location its very special atmosphere.

Education for All

In Böblingen we place considerable emphasis on education. The city has a range of different schools for children of all ages. In total it provides and operates 15 general education schools. A variety of private schools, such as the Waldorfschule and religious schools, round off the educational portfolio.

Overall, three elements are considered essential: Education, training, and qualification. Alongside lessons of a musical and artistic nature, Böblingen is keen to provide a grounding in the skills required for the so-called STEM professions: Science, Technology, Engineering and Mathematics. Further education and vocational colleges in the city and the surrounding area collaborate on a very practical level with local (IT) companies.

(Further) education for all is on offer at the vhs Böblingen-Sindelfingen Adult Educa-

tion Center. Its various specialist departments cover a broad spectrum of subjects: Languages and health matters, IT and EDP, civic and vocational education, culture and creative arts. The vhs Business Academy offers professional development courses in IT and EDP, soft skills and communication, foreign languages and health management that are precisely tailored to the needs of employers.

At the heart of the educational region

Böblingen also benefits from its central location when it comes to education, too, since universities, universities of applied sciences, academies and a host of different research institutions in the Stuttgart Region are within easy reach. Collaborations with these bodies present excellent opportunities for further qualification.



Congress Center, SparkassenForum and Festplatz

Event locations and conference facilities of various sizes, including a multifunctional event space

-> www.cc-bs.com

MOTORWORLD Region Stuttgart

Themed meeting rooms and conference facilities in a range of sizes

-> www.motorworld.de

Sensapolis indoor leisure park

Conference and event locations in the heart of the leisure park

-> www.sensapolis-eventlocation.de

Conference and Event Locations

Böblingen turns every event into a highlight. There's a suitable setting for every occasion in the city – from groups of ten to gatherings of up to 1,700. The Congress Center and the SparkassenForum can cater to various requirements ranging from meetings and one-day conferences to large-scale conventions. It goes without saying that state-of-the-art communication, presentation equipment, and stage machinery are just as important here as diversity and sustainability.

If you are searching for an atmosphere with a difference, look no further than the

unique event locations on offer at the Flughafen. The MOTORWORLD Region Stuttgart not only attracts motor enthusiasts, but also provides some eye-catching meeting rooms inside the listed airport buildings to make every event an unforgettable experience. As an event backdrop, Germany's largest indoor leisure park, Sensapolis, is guaranteed to leave a lasting impression on participants.



From "City-Center" to attractive "Carré"

From 1980 onwards, Böblingen's City-Center mall promised a great shopping experience "under one roof". In the wake of its decline, this once ultramodern, popular retail magnet in the heart of the city was purchased by the Böblinger Baugesellschaft (BBG). New development plans are under way to revive the "lower town" district and include two structures offering space to live, shop, and work. A generously proportioned pedestrian zone will add to the sense of space and forge links to the surrounding sites. The objective is to give a major boost to the inner-city area over the coming

years and in so doing enhance its structural and functional quality.



The Future Is Bright

As a business location Böblingen is transforming itself in readiness for what lies ahead. Scope for expanding current commercial space is limited. By ensuring continued occupancy of properties and densification of existing plots, new resources are being created for the coming years. In this way, Böblingen is able to meet the consistently high demand for commercial space. New potential uses are being unlocked thanks to the optimization of space and infrastructure at the Hulb business park. The creation of clusters of similar businesses has generated additional synergies.

The gradual structural development of the Böblingen/Sindelfingen Flugfeld offers providers attractive plots of varying sizes, location, and quality. These outstanding opportunities are characterized by the site's unique mixed-use concept, dense internal infrastructure, and close links to the city center.

The face of Böblingen's downtown area is changing too. The redesigning of the core shopping landscape and the creation of an attractive pedestrian zone in recent years mark the beginning of an urban re-development process which will strengthen the

city's position at the heart of the region for years to come. The development of new sites between the old town and the station, successfully catering to a combination of residential, retail and occupational needs, is a further step along this road. As well as giving adjoining districts new impetus, they ensure that residents, commuters and visitors will continue to value Böblingen as a vibrant and livable city with plenty to offer in the future.



Creating the Perfect Framework



Jörg-Michael Haas

Head of the Office for Urban Development and Planning

Dominic Schaudt

Head of the Office for Real Estate and Economic Development

Many factors need to be taken into account with regard to individual corporate building projects, from planning and building legislation through regional guidelines down to the implications for transport and climate in the city.

It is not always easy to reconcile the wishes and concerns of the economic development office and the investors with building administration guidelines, for example in respect of land use and infrastructure requirements. That makes constructive dialog between the parties all the more important.

The city administration must pursue long-term objectives to ensure the city remains a vibrant and livable one. Alongside strengthening the city center, intelligent solutions to transport issues, a healthy urban climate, as well as attractive and affordable residential districts are further key topics.

The chance for companies to settle and expand is a critical success factor for us as a business location. That's why we are intent on finding collaborative solutions. The adaptation of existing business parks to meet current and future demands, for example by densification and ensuring continued occupancy, is also high on our agenda.

All of these aspects must be brought together to create a diverse urban community, an intact environment, and an exciting, dynamic city for our citizens and visitors from far and wide.

The city administration is characterized by its inter-departmental can-do attitude and a desire to create a space "where ambitions meet talents". Of course, from time to time we come up against tricky questions which demand one-off, tailor-made solutions.

It is the task of the economic development office to act as a facilitator in such situations. Project development in urban environments demands a willingness to compromise from all sides. Legal requirements or, for example, rival utilization concepts for limited available space can often present challenges.

Böblingen is a great place to do business that benefits from the diverse nature of its resident companies, both large and small, from a variety of industry sectors and from its strong SME presence. This is where we must create opportunities for other innovative, future-oriented companies to settle here and for local firms to expand in line with their wishes and requirements.

From an economic development perspective, the sustainable creation of an attractive city center with an appropriate retail and gastronomic offering is extremely important. Alongside this, outstanding educational, recreational and cultural opportunities also play a major role in the location's success.

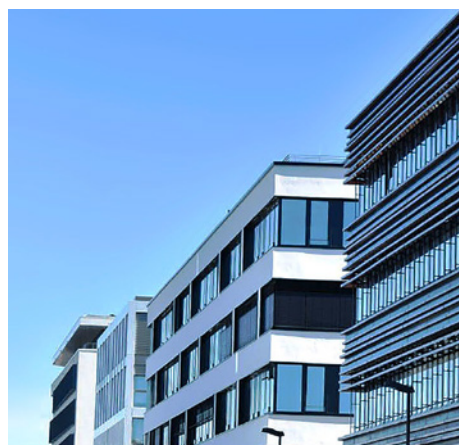
It is only by both departments pooling their efforts that these future issues can be tackled successfully, ensuring that Böblingen as a business location continues to be well prepared for the future.

At Your Service!

The economic development office is the first point of reference for business and industry in general. It takes care of the concerns of local businesses and is on hand to facilitate contacts and provide information to companies interested in re-locating to the city. Furthermore, it supports start-ups and has a well-established, beneficial network.

The office is also tasked with aiding the positive further development of compa-

nies, promoting the creation of clusters, and drawing up development prospects for existing operations. And it is jointly committed, along with other departments in the city administration, to the development of Böblingen as a sustainable, integrated, and successful business location. A proactive real estate policy opens up new opportunities for the city of Böblingen in a host of areas.



Your contacts

Dominic Schaudt

Head of the Office for Real Estate and Economic Development
Tel: +49 7031/669 - 1421
E-mail: d.schaudt@boeblingen.de

Tobias Hackmaier

Tel: +49 7031/669 - 1426
E-mail: hackmaier@boeblingen.de

Imprint

Stadt Böblingen and Stadtmarketing Böblingen e.V. in collaboration with HLK Kommunikation-Verlag, Taubenweg 9, 72829 Engstingen, Fon 07 129 930-981, Fax -982, info@hik-verlag.de, anzeigen@hik-verlag.de, www.hik-verlag.de

Texts: Julian Spohn, Stadtmarketing Böblingen e.V.; Translation: Smartspokes AG, Böblingen

Photographs: Böblinger Baugesellschaft mbH (27), CongressCenter Böblingen/Sindelfingen GmbH (25), Herman Hollerith Zentrum Böblingen (18), MOTORWORLD Region Stuttgart (23,25), Friedrich Stampe (1,14,15), Schönbusch Brau-manufaktur GmbH & Co. KG (8), Senioren der Wirtschaft e.V. (19), Softwarezentrum

Böblingen/Sindelfingen e.V. (17), Stadtmarketing Böblingen e.V. (4,5,12,13,20,21,22,27,28,29,30), Stadt Böblingen (6,7,8,9,16,22,23,24,27), vhs Böblingen-Sindelfingen e.V. (24), Zweckverband Flugfeld Böblingen/Sindelfingen (10,11,26),

Title, cover design as well as the nature and arrangement of the contents are protected by copyright in favor of the respective owners of these rights. Reprints and translations – even in the form of excerpts – are not permitted. Reprinting or reproduction of any kind, whether photocopy, microfilm, data capture, data carrier or online, is only permitted with the publisher's written consent.

As of: September 2020



„Miteinander
was beweGen“

Jeder Mensch hat etwas, das ihn antreibt.

Wir machen den Weg frei.

Herzlich willkommen bei der Vereinigten Volksbank eG.
Im Mittelpunkt unserer Arbeit steht immer der Mensch. So zeigen wir, wie wichtig uns die Nähe zu den Menschen in unserer Region ist.

Weitere Informationen
in Ihrer Filiale oder unter
www.diebank.de





Willkommen daheim.



Böblinger Baugesellschaft mbH

Der Landkreis Böblingen nimmt an Attraktivität zu. Die Lebensqualität ist hoch, vor Ort sind attraktive Arbeitgeber angesiedelt – und so steigt auch die Nachfrage nach Wohnraum. Wer hier lebt, soll sich auch wohlfühlen. Wir wissen, dass dazu mehr gehört als nur vier Wände. Ob Grüngürtel, Spielplatz, Schulen oder Einkaufen – all das sind wichtige Faktoren, wenn es um die Wahl des neuen Zuhauses geht. Deshalb planen wir, wo möglich, ganze Quartiere und haben genau diese Faktoren im Blick. Dabei verstehen wir uns als enger Partner von Städten und Gemeinden: Gemeinsam schaffen wir innovative Lösungen und bringen uns intensiv in Fragen rund um die städtebauliche Entwicklung ein.

Für Sie vor Ort.

Wir als BBG sind erster Ansprechpartner rund ums Wohnen und Bauen im Landkreis Böblingen. Aktuell vermieten, verwalten und betreuen wir rund 2.900 Wohnungen. Wir wollen Lösungen auf dem Wohnungsmarkt aufzeigen. Deshalb planen bzw. bauen wir zurzeit über 700 Wohneinheiten in unterschiedlichsten Wohnformen. Dabei nehmen wir auch unsere soziale Aufgabe ernst und bieten bereits heute rund ein Drittel als günstigen, geförderten Wohnraum an. Zudem betreuen wir auch Wohnungseigentümergeinschaften (WEG) und verwalten deren Wohnungen. Unser WEG-Team kümmert sich aktuell um rund 1.800 Eigentumswohnungen in Böblingen und Umgebung.

In der Region zu Hause.

Wie im Sport oder in der Kultur braucht es besonderes Engagement, um die Zukunft der Region erfolgreich mitzugestalten. Ob Sportveranstaltungen, Kultur-Events oder Projekte an Schulen: Die BBG ist auch hier mit dabei und unterstützt zahlreiche Vereine und Institutionen vor Ort – zum Beispiel die Fußballer des SV Böblingen, die Handballer der HSG Böblingen/Sindelfingen oder den „Sommer am See“ in Böblingen.



Mehr Informationen unter
www.bbg-boeblingen.de

BBG Böblinger Baugesellschaft mbH ■ Wilhelmstraße 33 ■ 71034 Böblingen ■ Telefon: 07031 6602 - 0 ■ www.bbg-boeblingen.de

