



Press Release:

## **Bremerhaven: Regional development and growth**

### **Bremerhaven presents a diversified range of projects for investors and developers at Expo Real 2016**

**Bremerhaven, September 2016.** "Bremerhaven's population has been growing continuously for some years now, and many new jobs have been created. The city has taken an interesting path", is how Nils Schnorrenberger, CEO of BIS, the Bremerhaven Investment Support and Urban Development Company, sums up the situation. Referring to the various exhibitors from Bremerhaven participating at the Munich fair, he adds that, "In addition to established projects such as the 'LogInPort' industrial estate or the 'Havenwelten' development in the city centre, we also want to direct attention to some new projects like the 'Maritime Research Area' at the Handelshafen, or the Rudloffstraße development zone adjacent to Havenwelten."

#### **Bremerhaven heavyweights: offshore wind power and logistics**

The main focus of Bremerhaven's presentation at this year's property market fair is on unused and available industrial areas in the immediate vicinity of Überseehäfen in the northern part of the city. For decades now, the various harbours in Bremerhaven have been the heart of Bremen's port operations and a key driver for Germany as a nation of exporters. Covering a gross area of about 300 hectares directly behind the container terminals, LogInPort is an important international hub for goods. Proximity to harbour facilities gives companies based there significant time and cost savings, at attractive prices. This locational advantage is exploited above all by industrial and logistics companies, as well as providers of port-related services.

The **wind industry** has also become a major factor for the Bremerhaven economy. With local producers of wind turbines and rotor blades, an experienced and innovative network spanning the maritime industry, coupled with world-class research expertise, Bremerhaven is considered one of Europe's leading centres of excellence for offshore wind energy.

The future can be found on 270 hectares of potential industrial land in the south of the city, and in its progressive development over the next 15 to 20 years. This is also where the most important port construction project currently being conducted by the State of Bremen is located – the Offshore Terminal Bremerhaven (OTB). When the EU granted investment aid for the project after conducting the notification procedure, it emphasised the importance and necessity of the terminal for the energy transition in Germany.

## **Successful ‘Havenwelten’ and its further development**

The ‘Havenwelten’ in Bremerhaven are now being cited as an example of successful regional development of a seaport. In the early 1990s, at this historical site where Bremerhaven had once been founded as a new deepwater port by Bremen merchants, some years had elapsed since the harbour had last been used. To some, the site between the city centre and the River Weser, to the north of the German Maritime Museum, seemed to be a gigantic car park with some isolated, vacated properties. Others saw the area as a prime site for urban development with enormous potential.

Such opportunities normally only arise in cities undergoing radical transformation. Bremerhaven exploited that opportunity. After a mere ten years of development, new tourist attractions, a marina, an office/apartment building and attractive surroundings with excellent leisure facilities had been created: the ‘Havenwelten’. They give the seaport’s city centre a new face and have become an attraction for tourists and locals alike.

## **The allure of waterside living and working**

Bremerhaven’s Mayor, Melf Grantz, who is also responsible for development of the city, has a clear vision of the future: “We want the city’s population to grow to 125,000 by the time Bremerhaven reaches its 200th birthday. The ‘Havenwelten’ will be closely connected to the rest of the city.”

The Rudloffstraße development zone is very definitely a key project in that respect. It adjoins the ‘Havenwelten’ and extends to the northeast as far as the southernmost edge of the Überseehäfen, covering an area of 29 hectares. On the west side, it is bounded by the Kaiserhafen and in the east by what used to be the Kaiserstraße, or what today is the ‘culture mile’ called ‘Alte Bürger’.

This area offers numerous and highly attractive opportunities that are important for developing a modern and sustainable urban quarter.

[www.bis-bremerhaven.de](http://www.bis-bremerhaven.de)

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