



UNIVERSITÄTS
FREIBURG · BAD KROZINGEN
HERZZENTRUM

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» **Hightechmedizin** und
Patientennähe passen sehr
gut zusammen.◀

1.500 Mitarbeiterinnen und Mitarbeiter, **22.000** Patienten pro Jahr,
40.000 Ambulanzbesuche und der Anspruch, jeden Tag aufs Neue
universitäre Hochleistungsmedizin mit gelebter Patientennähe zu verbinden.





BAD KROZINGEN THE HEALTH REGION

The health region Bad Krozingen is a combination of the University Heart Center, eight rehabilitation and specialist clinics, Vita Classica Thermal Baths, therapists, physiotherapists, consultants, alternative practitioners and doctors in Bad Krozingen. Due to the variety of specialisms of the network partners, you'll find competent points of contact covering all aspects of health.

Bad Krozingen combines excellent medicine, practical culture of health and a very high quality of life – all embedded in the incomparable Markgräflerland landscape at the foot of the Black Forest, in the border triangle including the cities of Freiburg, Basel, Mulhouse and Colmar. This position and the increasing economic power are aspects of a constantly growing and evolving region, and one which exhibits a high quality of life, as well as being a promising location for business.

The multi-award-winning University Heart Institute in Freiburg – Bad Krozingen is an outstanding performer. The Vita Classica Thermal Bath is a pillar of the Bad Krozingen's health complex. The range combines exclusive health services with spa options from all over the world – from Turkish

to Indian style, through to Japanese baths. The health resort offers a complete range of successful treatments: from sustainable rehabilitation through to prevention programmes for both private individuals and companies. The cooperative arrangement of specialised healthcare facilities – which in the future will only be implementable in larger "county" towns – offers the best conditions for restoring and maintaining one's quality of life and ability to function.

With about 21,000 inhabitants, Bad Krozingen, with its many and varied areas – Biengen, Hausen, Schlatt and Tunsel – has an even bigger repertoire: Diverse shopping experiences across national borders, and award-winning winemakers and outstanding education and training facilities, and comprehensive childcare, which is becoming ever more important. However, even high culture is setting new standards in Bad Krozingen

The open-air concerts are now a flagship event, with internationally renowned artists. The outstanding quality of life experienced in the health region Bad Krozingen is also one of the most important factors for small and medium-sized enterprises (re)locating here. Another reason for

its great success as a business location is its optimal transport location along the north-south, Freiburg-Basel axis. A well-developed broadband network is a matter of course in Bad Krozingen.

The local manufacturing companies benefit from the advantages of this location as well as the numerous commercial, trade and service operations, offering a variety of skilled jobs. Due to the ongoing growth, new commercial space is constantly being developed for future-oriented investments at business locations in and around Bad Krozingen. Satisfy your curiosity: come and take a look!

Yours faithfully

Volker Kieber
Mayor



GREETINGS



Freiburg and Bad Krozingen are closely related partners within the economic region of Freiburg: Education, research and development, combined with an excellent environment and quality of life are the key advantages of the region of Freiburg vis-à-vis its global competitors. The growth region Freiburg is also a strong location for business in the South-west of Germany. In the meantime, the "HealthRegion Freiburg" and "Life Science" cluster, with its excellence in medicine and health, constitute one of the dominant future focal points in the Upper Rhine Valley region. The healthcare sector is a motor and a driving force for value creation, growth and employment, including biotechnology and pharmaceuticals, as well as medicine and medical technology.

A good example of successful cooperation is the Freiburg-Bad Krozingen University Heart Institute (German acronym: UHZ): The two cities have become – since the first heart transplant – a cardiac surgery centre of renown far beyond the country's borders. The Heart Centre has created new synergies of scientific medical research and practical application, and has sustainably strengthened the value

of the health Upper Rhine health region. This cooperation benefits both sides.

The partnerships and fruitful ties in this region can likewise be seen in the cooperation evident at the Breisgau industrial park, the Zweckverband Regio-Nahverkehr Freiburg (a special-purpose association for regional transport) and other common interests around the transport infrastructure, such as the A5 motorway and the expansion of the Rheintalbahnhof railway.

A handwritten signature in blue ink, appearing to read "Dieter Salomon".

Dr. Dieter Salomon
Mayor of Freiburg

FIGURES, DATA AND FACTS



Geographic location

Baden-Württemberg, district of Breisgau-Hochschwarzwald

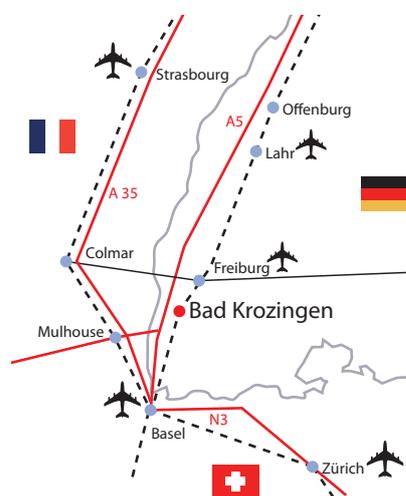
Bad Krozingen, along with Staufen, forms the centre of the southern Breisgau, between Rhine and Black Forest. Only 15 kilometres south of Freiburg and in close proximity to France and Switzerland lies the town of Bad Krozingen – the heart of the region.

Area	3,566 ha
Population (June 2017)	21,369
Registered commercial units (August 2017)	1,150
Employees paying social contribution (June 2016)	6,681
of which in the manufacturing sector	(14.0%)
of which in trade, hotels and restaurants, transport	(21.7%)
of which in other services (including health)	(61.8%)
Commuters (in paid work) (2015).	
Commuters coming into the town to work	5,790
Commuters leaving the town for work each day	5,499
Tax rates (January 2016)	
Business tax	400 %
Local rates A	400 %
Local rates B	400 %
Purchasing power (2017)	€24,492 / adult
Purchasing power index (2017)	109.0
Tourism (2016)	
Arrivals	98,000
Nights	621,000

Key figures

Transport infrastructure

- Basel Airport only 45 km away
- A5 motorway connection Basel-Karlsruhe a maximum of 5 km away
- Intercity train station Freiburg reachable in 11 minutes by train



BAD KROZINGEN: A LOCATION FOR BUSINESS: PROFIT FOR YOUR COMPANY



The heart of the southern Breisgau beats in Bad Krozingen, which is in an attractive location between Kaiserstuhl, the Rhine and the Black Forest. Bad Krozingen is a modern healthcare location, and one which is constantly growing. It offers a high quality of life to residents as well as a growing location for business. It's becoming clear from a look at the current developments and ongoing projects: It's its excellent framework conditions which make the town the heart of the southern Breisgau area.



One unique selling point is the ideal location in the heart of the border triangle, and the proximity to the A5 motorway. The business location of Bad Krozingen has a balanced mix of healthcare sector companies and a growing number of small and medium-sized enterprises. Bad Krozingen boasts over 6,400 employees paying social contribution, and offers excellent opportunities for training and continuing education. In addition, there is an excellent infrastructure with all type of school, clinics, the Vita Classica Thermal Baths and much more.

Its great attractiveness as a shopping area and its diverse offering of culture and sports means it has all the prerequisites for an exceptionally high quality of life, topped off by the unique scenery of Freiburg and the Black Forest. A tangible benefit when recruiting new employees! The successful development of the business park on the B3 road has shown in the past that Bad Krozingen is

always growing and flourishing. In order to be able to continue to meet the high demand, the town is continuously developing other space for business, which benefits from attractive terms and conditions. Such areas offer foreign companies – as well as, of course, local businesses – the opportunity for further development. For companies involved in medical technology and pharmacy offers, Bad Krozingen – as a health region – offers numerous synergies and economically attractive opportunities for networking. Due to the excellent mix of sectors already present, you'll find the ideal conditions for the growth and successful future of your company here.

Advantages:

- Excellent location in the heart of the border triangle, with direct proximity to the French and Swiss markets
- Excellent transport connections: Fast connection to road, rail and air
- Future-oriented, fibre-optic Internet
- Attractive plots of land at fair prices
- A wide range of networking opportunities within the scientifically and economically strong region of Freiburg
- A variety of education options
- Comprehensive provision of child daycare facilities, schools, clinics, spa, conference rooms, art and cultural activities
- Attractive conditions for your employees: Living and working in a pleasantly situated, modern city with a well being character
- Active economic promotion with support in local authorities



BAD KROZINGEN ECONOMIC DEVELOPMENT PROMOTION TEAM – WHAT CAN WE DO FOR YOU?



The main task in promoting business is the intensive support of companies, businesses and institutions across various phases, situations and areas. In this way, we want Bad Krozingen and the region to be a sustainable environment with growth-friendly conditions.

Tasks and responsibilities

The economic development team of the Bad Krozingen administration sees itself as a local service provider, helping to frame the economic conditions of Bad Krozingen companies and its residents. We help companies in dealing with the relevant authorities

and institutions, guide them into the extensive networks present in the region and bring suitable partners together.

The economic promotion development team, is involved in the following areas:

- Monitoring companies and regional authorities through the town's administration process
- Help searching commercial land and buildings
- Development and sale of urban industrial areas

- Providing contacts, as well as the development and expansion of networks involving companies, institutions and other stakeholders
- Support for locally-based companies
- Monitoring of grant applications and approval procedures
- Assistance for start-ups
- Running of events, workshops and conferences
- Development and marketing of the town as a location for business

We find fast and unbureaucratic solutions.

Please do not hesitate to contact us!

Your point of contact:

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THE ECONOMY IN BAD KROZINGEN



As part of the ongoing structural changes, the service sector is becoming ever more significant. There is rapid growth, particularly in the areas of healthcare and science/research. As a result, the economic structure is becoming more balanced. The Vita Classica baths, clinics for acute illness and rehabilitation, the hotel and restaurant sector and other service providers are large employers, ensure a stable number of overnight stays in the area. In addition, the broad mix of small and medium-sized enterprises in the skilled trades, retail and services sectors are shaping Bad Krozingen as a location for business. These two columns form the basis for local economic growth.

As examples of the continuous growth: the Biengen district has seen new-builds and extensions by Heitzmann, UTP, Schenker Logistics and Rittal, creating several hundred new jobs at the same time. In the main centre, a mixed and commercial area has been developed along the new B3 road, with a direct connection to the motorway slip road. There too, small and medium-sized businesses are thriving, some of which operate supra-regionally. Customers can visit, for example, the Hieber food market, which has already won several national and international awards.

Bad Krozingen still has a high potential for development in the retail sector, too. Numerous attractive speciality shops, department stores and restaurants let people wander around and spend more time there.

Manufacturing companies who don't manage to find suitable premises in Bad Krozingen itself are more than welcome at the Breisgau Industrial

Park, an inter-municipal business park a few kilometres south of Bad Krozingen. The town administration of Bad Krozingen has a share in this industrial park; the aim being to be able to offer companies attractive commercial areas within the region. The awareness that by companies establishing themselves here, the entire population is aided through the creation of jobs, the main key of Bad Krozingen's economic policy.





**Skilled trades:
Family operations offering tradi-
tion and innovation**

Numerous skilled trades have been managed as family businesses over several generations in Bad Krozingen. Knowledge and experience are constantly shared, and are forever being extended with the addition of new techniques. In this way, the town's companies link their substantial in-depth knowledge with state-of-the-art technology. This symbiosis of tradition and innovation also forms a secure basis for the future, particularly for the education sector.

The skilled trades thus not only ensure a suitable number of highly qualified workers for their own operations, but for the region as a whole.

Service: A matter of course

Services play a major role in Bad Krozingen. Regional banks, financial-planning offices, numerous insurance companies, lawyers, tax consultants and the real-estate sector are strongly represented. Computer companies and data processing, marketing, and speciality providers such as conference organisations top the offerings.

Another important part of the service industry is covered by the hotel and restaurant sector. The services sector, which in addition to traditional segments also has a range of modern businesses in Bad Krozingen, continues to grow. It also provides a large number of highly qualified jobs and positions for trainees and thus contributes to a healthy mix of sectors.

"Bad Krozingen offers ideal conditions for us. That's why we wanted to establish ourselves here in particular. The town has helped us greatly in this respect, by "tailoring" a plot of land according to our needs."

*Wolfgang Seifert, Managing Director
of Seifert Technische Orthopädie
GmbH*

HEALTHCARE: BETWEEN TRADITION AND MODERN



Healthcare has a long tradition in Bad Krozingen. For over 106 years, people have been swimming here in the healing and soothing mineral thermal springs. Today, the "bathing palace" of Vita Classica Therme lies at the heart of the healthcare on offer, with its large spa area and its new "experience" concept.

with different minerals and carbonic acid content, physiotherapy in the exercise pool and all forms of medical massage, including natural fango and hot-towel massage, are offered.



Bad Krozingen's natural remedy is its thermal mineral water, rich in carbonic acid. As well as a temperature of 39.4°C and a mineral content of over 4,000 mg per litre, the springs have one of the highest carbon dioxide concentrations in the world, at 2,200 mg per litre. The thermal mineral water has a relaxing and regenerating effect, and stimulates blood circulation. The healing effect comes essentially from the fine carbonic acid, which acts directly on blood vessels and nerves through the skin and thus also has an impact on cardiac function.

In the vicinity of the healthy springs stands the heart of the modern health region Bad Krozingen: The internationally recognised University Heart Institute Freiburg – Bad Krozingen, one of the most important and state-of-the-art in Germany. This service centre, dealing with cardiology, angiology and cardiac and vascular surgery, offers its patients a long-term therapeutic partnership, with holistically oriented treatment. The continuous scientific dialogue between the doctors at the University Heart Institute Freiburg – Bad Krozingen is a guarantee of comprehensive medical care, using the latest in research and technology.

A wide range of prescribed application forms mean that health-region treatments can be individualised: Baths at different temperatures and

In addition to the Heart Center, there are respected rehabilitation clinics, including those known for their individual therapeutic concepts in ortho-



paedics, rheumatology, neurology, geriatrics and cardiology. There is also a broad network of established specialists and therapists.



"The establishment of the University Heart Institute Freiburg • Bad Krozingen (German acronym: UHZ) was – in this era of radical changes in healthcare – the milestone for the successful further development of the Bad Krozingen health resort. Through even closer cooperation with the University and the University Clinic in Freiburg, it will be possible to bring even more health facilities to Bad Krozingen and to further expand the cardiovascular medicine on offer."

Prof. Dr. Dr. Friedhelm Beyersdorf

EDUCATION AND SUPPORT – WE'RE INVESTING IN YOUR FUTURE!



With a comprehensive offering of after-school and kindergarten places, primary schools in all neighbourhoods and all types of secondary school, families are well and truly catered for here. Bad Krozingen is investing in the future of its residents. Nurseries and schools are continuously being improved, modernised and newly built.

The town itself operates five state-subsidised child daycare centres and nine other facilities.

In the spring of 2018, four new daycare centre groups will take residence in the former KWA building. Another child daycare centre - Kurgarten II - is to be opened in 2019. All-day childcare is a matter of course here. The main centre and all neighbourhoods have primary schools, ensuring appropriate class sizes and a short route to school.

Investment begins with the smallest people in Bad Krozingen. A dense network of after-school and kindergarten places, provided by both the town administration itself, as well as by church-led and other providers, ensures that families with young children have the best options both in the suburbs and the town centre.

Bad Krozingen also offers all type of secondary school. The Johann-Heinrich-von-Landeck-Schule as a secondary modern with an attached technical school; the Max Planck high school and district grammar school complete the portfolio, thus catering for over 2,600 students from Bad Krozingen and the surrounding areas. From 2018, Bad Krozingen will also have a vocational grammar school. It is also important that students are supported in the transition from





education to the world of work. For over 20 years now, the Jobstartbörse [job-start exchange] event has been held successfully once a year, bringing students and companies together in a targeted manner. Over 40 companies, selected on the basis of the career aspirations of the students, get involved each year and recruit a considerable portion of their specialist trainees in this way.

The service is complemented by the option of doing an on-the-job VWA course in Health Management.

In addition, numerous universities are located close by:

- University of Freiburg
- University of Music Freiburg
- Pädagogische Hochschule Freiburg
- Catholic University of Applied Sciences Freiburg
- Protestant University of Applied Sciences Freiburg
- University of Arts and Applied Sciences Freiburg (HKDM)
- Offenburg University of Applied Sciences
- University of Public Administration in Kehl
- Baden-Wuerttemberg Cooperative State University
- Allensbach University (formerly WHL)

Other further education institutions, such as the adult education centre, the centre for vocational + health education and the southern Breisgau Youth Music School offer a wide range for young and old.

However, in times of demographic change, support is needed not only for the youngest members of our society, but also for our older citizens. Families with parents or relatives in need of care will find a wide range of options: from home assistance, through to assisted living and nursing homes. The town is also the centre of the county of Breisgau-Hochschwarzwald's care support service. There, you can get information about support for living at home, about taking some of the burden off family carers, about insurance concerning care and health, local nursing homes, funding opportunities, assistance with applications and much more.



ENJOYING LIFE IN THE CITY



More and more people appreciate the many opportunities presented by living in Bad Krozingen. The health-region town continues to grow, both in central areas as well as in the distinctive neighbourhoods of Biengen, Hausen, Schlatt and Tunsel mit Schmidhofen. Over 21,000 inhabitants and nearly 7,000 employees now live and work here. The infrastructure is continuously being optimised: for example, the opening of the new library and cinema. As the needs arise, the town will continue to develop areas for high-quality and affordable living space. The town is getting younger.

Shopping and dining

As a joint "county" town, along with Staufen, Bad Krozingen is the town for shopping in southern Breisgau. Those who have ever shopped in Bad Krozingen are always happy to repeat the experience. This is because the retail offering in the spa town not only has a copious and high-quality range of fashion, shoes, jewellery or gifts, but also a lot of atmosphere. A flower-filled pedestrian area with numerous cafés and restaurants is an invitation to linger a while longer. It is a great place to relax with a coffee or a glass of wine in the middle of or after shopping – in a cozy interior or on one of the numerous outdoor terraces.

Bad Krozingen's retail offering is especially impressive in terms of its customer service and the friendliness of staff. Every customer is someone special here. Fulfilling the customer's wishes and needs is the foremost task here. Visitors to the spa town sense

this as much as people from Bad Krozingen itself and from neighbouring areas.

It is from this view of customer service that the Bad Krozingen customer card has been developed. It is available free of charge and is issued personally to each customer by the local trade association. When out shopping, the customer receives a 2% discount – in the form of points – from all participating companies where he/she shows the card. In addition, cardholders receive other benefits and the opportunity to participate in exclusive prize draws.

Across the different zones in the town, visitors and customers can get free parking of between one and three hours, by simply displaying a parking disc.





Events

Throughout the year, Bad Krozingen offers visitors a varied programme of events, both large and small. Highlights on the trade association's events calendar include "Spring in Bad Krozingen" and "Autumn in Bad Krozingen" with Sunday trading, as well as the open-air concerts "BK City Hit Night" and "Alpenrock", which attract thousands of visitors every summer. In addition, many Kur und Bäder GmbH events, such as the "Festival of Lights" or "Open Air in the Park", with Max Giesinger, Klaus Doldinger and Max Mutzke amongst

others. In the run-up to Christmas, the Christmas market smells of Christmas treats, starting from the last weekend in November. Here you'll find, for example, culinary delights and delicacies from neighbouring towns and cities. In the two weeks before Christmas, the market illuminates the entire town centre with a charming atmosphere.

Culture and leisure: you couldn't ask for more!

Guests – be they long-established or newer residents – are always glad to take advantage of the Vita Classica facility, with its thermal baths, sauna paradise and feel-good house, the "aquarado" sports and leisure pool, as well as the impressive cultural offering, with castle concerts (deploying the significant collection of historical keyboard instruments), the new cinema and the new library local very close to the train station.

Also centrally located is the "Litschgihaus", whose premises are used both as a municipal museum and a stage for smaller art events. Whether it's stand-up comedy, political cabaret, music or satirical theatre – the Litschgihaus has cultural delights at moderate prices. The museum is a meeting point for all those interested in history.

"As a South Baden company with a long tradition, Bad Krozingen is a place particularly close to our hearts. The support from the town during the planning phase was expert and flexible. Tangible evidence of the excellent cooperation was the "Euroshop Retail Design Award", which we received in New York in 2012."

Dieter Hieber, Managing Director of Hieber's Frische Center KG



Among other things, you can relax in the spacious spa park with its large sunbathing lawn, in the Kurhaus (spa house) with its café, on the tennis courts, in the playground, on the many scenic benches around, on the practice golf facility at the lake or in the aroma and herb garden. In addition, specialist guided tours are offered on a regular basis.

The "Golf Campus" in Schlatt is a public golf practice facility with a driving range, a large practice ground and integrated 6-hole short course. Since its opening in 2001, the region around Freiburg has established itself as bit of a secret destination for beginners and advanced golfers alike.

Other leisure possibilities include the numerous cycling and hiking trails and the wine culture of the region. Hilly and flatter cycling routes can be done between Schauinsland, Feldberg, Belchen, Basel and Colmar. Guided wine tours and numerous wine festivals also contribute to an incomparable quality of life.

If you like being active, Bad Krozingen has around 190 clubs – plenty of opportunity to get involved. There is something for every age. There is a wide range of fishing, football, horse-riding, chess, scouts, choirs, brass youth orchestra and the singing club. Of course, there are also sports pitches and youth centres available for use by anyone interested.



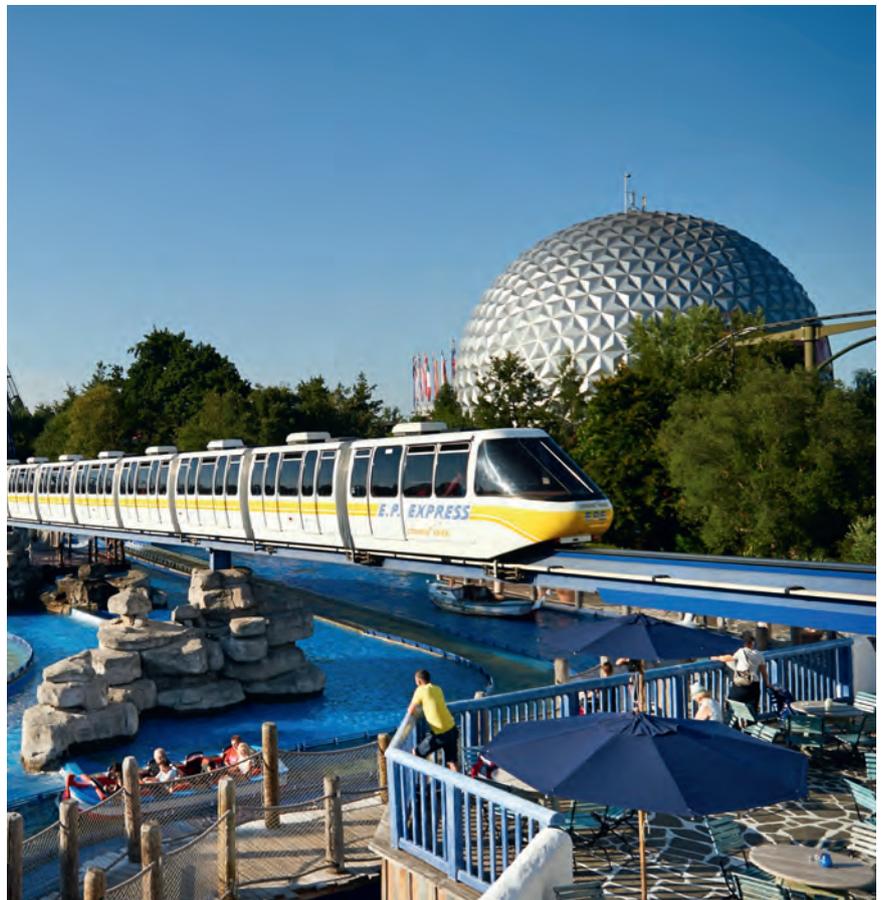


"Our families have been based here for generations, and live with and from the region. Breisgau and Markgräferland offer some wonderful vineyards. We have excellent vineyards at Schlossberg in Staufen and between Schlatt and Bad Krozingen. And our sun-drenched region is a focal point for connoisseurs – our excellent hotels and restaurants attract wine lovers to the region".

Martin and Fritz Wassmer, wine-growers



Numerous places of interest and experiences can also be found in the vicinity. The world-famous Europa Park in Rust is only 30 minutes away by car. You can go on day trips to France and Switzerland, as well as rides on the cable cars up to Belchen or Schauinsland, so as to experience unique panoramic views over the Black Forest, the Rhine valley, the Vosges, the Kaiserstuhl or the Alps.



BAD KROZINGEN – A REGION TO LIVE IN; A PLACE WITH A FUTURE

www.bad-krozingen.info/Kurort/Ortsplan



The town of Bad Krozingen offers everything you or your business might need. All those elements which mark a high-quality location for living and working come together: Its excellent geographical position with regard to the most important European markets, excellent transport links, excellent infrastructure with networks, as well as an extraordinarily high quality of life in one of the sunniest areas in the whole of Germany.

Bad Krozingen's economic development promotion team sees itself as a service provider for the economy.

We speak up for you!

We find fast and unbureaucratic solutions!



There are many great networking opportunities in the modern, ever-growing health-based town of Bad Krozingen, with its numerous top clinics, healthcare and spa options – especially for companies in the medical technology or pharmaceutical fields. However, also companies in other sectors find the ideal conditions for a successful Future here.

Yet another plus: The diversity of existing health services will allow – in an extraordinary way – your workforce to maintain its levels of performance.



We help you to implement your projects and visions in Bad Krozingen!

Please do not hesitate to contact us: we are here for you!



Bad Krozingen is perfectly located for our sales area – between Ortenau, the Black Forest and the French and the Swiss borders – a great climate, tourists, and a hedonistic culture. In addition, economic promotion is not only of interest to companies, but also to workers. The personal sense of feeling at home is also significant – we enjoy living here!

*Amadeus Heitzmann,
Managing Director of Bäckerei Heitzmann GmbH & Co. KG.*

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