Wolfsburg AG
Committed to Jobs and Quality of Life
The German City of Wolfsburg

**Total area:**
20,409 ha

**Population:**
around 125,309

**Average age of Wolfsburg residents:**
44 years

Became a **university location** 25 years ago

**Transport connections:**
A2 / A39 motorways, train connections (30 min to Hanover, 1 hour to Berlin and 2 hours to Hamburg)
Braunschweig-Wolfsburg Airport (28km), Hanover Airport (89km)

Source: City of Wolfsburg
2017 statistics
WOLFSBURG IS ...

... ranked in fifth place in the comparison of the future capability of German cities
(Cologne Institute for Economic Research (IW Köln), 2016)

... the first German city in which both the men's and women's football teams won the German DFB-Pokal cup in the same year (2015)

... the location with the best prospects
(Prognos "Zukunftsatlas 2016" future survey)

... the greenest city in Lower Saxony
(Lower Saxony State Office for Statistics (LSKN), 2013)

... a location with a great research strength and breadth
(IW Köln, 2016)

... a city with an extremely diverse leisure and cultural landscape

... the proud holder of the "child-friendly city" seal of approval
(City of Wolfsburg, 2014)

... a capital of "Currywurst"
(a popular sausage speciality with curry ketchup)
production: 7 million sausages produced by Volkswagen's very own butchers
(City of Wolfsburg, 2015)
Wolfsburg AG

Public-Private Partnership

1999
WOLFSBURG AG FORUM AUTOVISION

Headquarters and Location

InnovationsCampus (ICW 1-6)

- ICW 1
- ICW 2
- ICW 3
- ICW 4
- ICW 5
- ICW 6

- Atrium
- Arena
- Multi-storey car park
- Simultaneous Engineering (SE) Centre

InnovationsCampus (ICW 7-8)
Our Aims and our Fields of Activity

Education

Quality of life

Energy

Health

Leisure

Mobility Business and Research

Securing jobs

Economic Development & Relocation

Digital Transformation
Our Tools

- Digital transformation
- Technology transfer
- Promotion of innovations
- Network activities
- Company start-ups and relocations
- Project development
- Trade shows, fairs and congresses
THE WOLFSBURG AG TRACK RECORD

5.0 %
Unemployment rate
(annual average in 2016)

+ 46,485
Jobs with compulsory social security contributions
06/1997 73,363
06/2016 119,848

189
relocated supplier companies
(12/2016)

> 17,500
Open-ended employment contracts created in key growth areas

Commuters to Wolfsburg
06/2001 52,505
06/2016 77,543

Commuters from Wolfsburg
06/2001 5,758
06/2016 8,531

622
Companies founded | relocated in key growth areas

1997
€100-200 million

Drain on purchasing power

2015
€130 million

Increase in purchasing power

Prognos City Ranking:
Benchmarked as a German region with "very high prospects" in 2004/2007/2010
Benchmarked as a German region with "the best prospects / top prospects" in 2013/2016
Main Focuses of Our Fields of Activity

**Health**
- Corporate healthcare and demographic management
- Health promotion and competence building
- Concepts for an ideal care structure

**Leisure**
- Allerpark: leisure and recreational facilities covering 130 hectares
- Leisure and tourism concepts for the region
- Acquiring and supporting investors and operators

**Economic Development**
- Services for company founders, investors and innovators
- Business development
- Office and workshop areas, work spaces and relocation support

**Education**
- Recruiting qualified experts
- Cooperation with partners to ensure employability
- Strategic development of educational projects in the field of entrepreneurship education

**Mobility**
- Suppliers: relocation, qualification and support services
- New mobility concepts and projects
- Interdisciplinary platforms for business and research

**Energy**
- Concepts and products for efficient energy production
- Providing advice on funding and energy use
- Managing and coordinating research projects
We Promote Lifelong Learning

We help people to successfully embark on educational journeys and reveal how educational processes can support dynamic social change.

Aims:

- **To initiate educational projects**
- **To extend partnerships and educational initiatives**
- **To strengthen the educational landscape**
- **To increase the transparency of education and training opportunities**
Education

Services

- Training sessions
- Digitalisation events
- Entrepreneurship-oriented educational formats
- Recruiting, qualifying and integrating specialists
- Educational conferences and congresses
- In-depth career orientation
- Programmes on the integration of refugees
Into the Job Project
Recruiting, Qualifying and Integrating Specialists

Aims
In terms of structure, many business sectors suffer from a lack of qualified specialists. Recruiting, qualifying and integrating specialists from Germany and abroad can help to solve this problem.

Wolfsburg AG uses a made-to-measure 'matching' service for jobseekers and employers combined with comprehensive integration management activities to enable companies in the region to establish lasting employment relationships with international specialists and refugees. The project guarantees the effective and resource-friendly use of funds and staff.

Approach:
- Recruiting: appealing to applicants, inspecting, selecting and matching
- Qualifying: language qualification in applicants' countries of origin and in-service qualification
- Integrating: accommodation & mobility, bank account & insurance and social integration in the local area
A Lifelong Healthy Balance

We form an attractive and healthy environment for people and companies in Wolfsburg and the surrounding region.

Aims:

- To develop business models
- To develop corporate healthcare and demographic management
- To improve supply structures
- To tap into the potential of the healthcare industry
- To initiate digitalisation projects
Services

- **Supporting** the establishment of a corporate healthcare and demographic management system
- Enabling people to **experience** the everyday realities of older people by wearing the Age Simulation Suit MAX
- Providing an **insight** into generation-specific products and assistance systems
- **Providing** companies and initiators with **advice** on how to achieve a better care structure
- **Supporting** actors in projects focusing on **digitalisation** in the field of health care

Developing services for corporate health promotion

Health
We help companies...
- to introduce and establish corporate healthcare and demographic management systems
- to overcome the challenges involved in demographic change
- to identify and use opportunities providing by digitalisation in the field of health care
- to attract and retain qualified specialists
- to increase their attractiveness as employers
Corporate Healthcare Management – Your Road Map for a Healthy Company

Our approach to corporate healthcare management:

- A holistic concept
- For shaping work and organisation
- Encouraging staff to consider health promotion in their day-to-day work
Health

**+raum | Model Apartment**

Intelligent Concepts for an Ideal Supply Structure

1. The +raum model apartment
2. Viewings and events to raise awareness and provide information
3. Individual accommodation advice and care planning services with a focus on AAL
4. Needs-based promotion of local and regional initiatives
5. Network of cooperation partners and product diversity
6. Initiating and supporting supply and neighbourhood concepts

→ Funding
→ 60 cooperation partners
→ Individual advice and network events
→ Three certified accommodation advisers
→ Over 270 viewings and 3000 visitors since 2011
→ Scenarios
→ Robotic care solutions

Advising companies on the topics of smart home and smart education

Health

The +raum model apartment

Viewings and events to raise awareness and provide information

Individual accommodation advice and care planning services with a focus on AAL

Needs-based promotion of local and regional initiatives

Network of cooperation partners and product diversity

Initiating and supporting supply and neighbourhood concepts

Funding

60 cooperation partners

Individual advice and network events

Three certified accommodation advisers

Over 270 viewings and 3000 visitors since 2011

Scenarios

Robotic care solutions

Advising companies on the topics of smart home and smart education

Health
Innovations for the Environment

We initiate, coordinate and implement innovative projects concerning the group of topics of energy and the environment and make future oriented concepts and technologies a reality. When doing so, we use the potential of the digital transformation.

Aims:

- To focus the product portfolio on the smart home
- To provide information on energy-efficient technologies
- To establish a network of specialist expertise and competent advice
- To create energy-efficient structures
- To establish value chains and networks
Environment, Energy and Resources

Services

**Distribution** of innovative products for energy production, energy storage and energy used

**Supporting** the concept for an energy-efficient master plan for urban development

**Raising awareness** of energy efficiency and providing advice in this field

**Developing and implementing** energy projects

**Establishing** value chains and networks
**WAG Power Systems**

Distribution of energy solutions for energy production, energy storage and energy use

### Product overview

- **Combined heat and power plants**
- **Fuel cells**
- **Photovoltaic systems**
- **Solar heat systems**
- **Heat pumps**
- **Heat storage facility**
- **Electricity storage units**
- **System management**
- **Smart home solutions**
- **Electric charging stations**

### Service overview

1. **Project management**
   - Project coordination, product advice, project-related economic feasibility studies
2. **Products**
   - Selection of energy production technologies and combination with products for energy production and storage along with suitable charging technology
3. **Service provisions**
   - Needs assessment and location analyses & supply, installation, commissioning
4. **Services**
   - Fault management, monitoring, maintenance, trainings

### MORE THAN ENERGY

- **Energy production**
- **Energy use**
- **Energy storage**
The Wolfsburg EnergyAgency ('Wolfsburger EnergieAgentur GmbH')

Sharing information, raising awareness and providing advice and assistance for the implementation of energy-efficiency and energy-saving projects

**Achievements:**
- The WEA will celebrate its eighth anniversary in September 2017
  - Achievements: around **9100 consultations** and informative discussions
- Advice provided for and checks carried out on applications for funding totalling around €1,14 million
- Providing advice and assistance for the implementation of the CO\(_2\) reduction concept of the city of Wolfsburg
- Implementation of the municipal support programme for the renovation of old buildings (11/2012 to 10/2016)

**Tasks:**
- Accompanying energy-efficient projects
- Implementing the government-funded national "Communal Electricity-Saving Check" initiative for low-income households in Wolfsburg
- Providing energy-efficiency consultations for SMEs in the Wolfsburg region
- Providing private households with information and advice on the topics of energy and resource efficiency, energy savings and funding
Leisure

Attractiveness Improves Quality of Life

We help Wolfsburg to develop into an attractive living environment.

Aims:

- To create new jobs in the service sector
- To implement projects outlined in the "Wolfsburg World of Experience" and "THE EXPERIENCE REGION (RIK)" master plans
- To develop, stabilise and network the tourist infrastructure
- To maintain and further develop a network of investors and operators
- To strengthen Wolfsburg’s image and position in the tourism market
Leisure

Services

Creating recreational areas in the Allerpark

Responsible for the management and marketing of the Allerpark

Acquiring and supporting investors and operators

Developing leisure and tourism concepts
The Allerpark Wolfsburg

Germany’s largest public leisure and recreation park Wolfsburg AG is responsible for the park management and marketing of the Allerpark, as well as the acquisition of operators and investors.

The Allerpark forms part of the urban city landscape on the northern bank of the Mittelland Canal and is home to attractions such as the Volkswagen Arena, the AOK Stadium, a water ski centre, the BadeLand waterpark and a high ropes course.
The Courtyard by Marriott Wolfsburg Hotel in the Allerpark

Creating appropriate accommodation especially for families, tourists and business travellers

**Special features:**
- The construction of the Courtyard by Marriott Wolfsburg hotel is an important milestone of the "Wolfsburg World of Experience" master plan
- Positive further development of the Allerpark
- Incorporated into the existing architecture of the Allerpark

**Result:**
- Achieved a positive city-council decision on 11th December 2013
- Project developer: Volksbank Brawo Projekt GmbH
- Due to open in 2018
Successful Allerpark Projects
A Selection

2002 – BadeLand water park
2002 – Volkswagen Arena
2004 – Lower Saxony's State Garden Show
2005 – WakePark water ski centre
2007 – SoccaFive Arena indoor
2009 – monkeyman high ropes
2010 – STRIKE bowling centre
2015 – AOK Stadium
2018 – Courtyard by Marriott Wolfsburg
Prospects for a Mobile Future

Wolfsburg AG brings together skills and expertise and develops the Wolfsburg location into an international hotspot and central meeting place for the automotive industry.

Aims:

- To provide support and advice for automotive supplier companies
- To further develop the infrastructure available for relocation processes
- To attract and establish networks with companies in the automotive industry
- To acquire projects in the field of digital mobility
- To identify future topics in the field of automotive research
Services

- Participating in research projects with partners
- Running and marketing the e-Mobility-Station Wolfsburg
- Marketing commercial premises for logistics companies and the automotive industry
- Supporting suppliers in the relocation process
- Establishing and maintaining innovation networks for SMEs
- Providing support and advice for automotive supplier companies
- Organising and hosting trade fairs, conferences and congresses
- Participating in research projects with partners
SupplierLocationServices – Services along the Entire Value Chain

In order to ensure the attractiveness of a location on a long-term basis, it is important to have sustainable added value for suppliers already located in the region and suppliers interested in relocating to the area. We offer:

- Assistance for procuring office and commercial space
- Support in the negotiation of contracts and conditions
- Coordination of administrative procedures and assistance in dealing with public authorities
- Assisting companies in the search for staff and staff development
- Supplier support (inventory management)
- Development of commercial space and infrastructures
International Suppliers Fair (IZB)

Europe’s leading trade fair for the automotive supplier industry

Aims:
- To further develop the IZB as the leading trade fair for the supplier industry
- To strengthen business relations
- To pool main areas of expertise and create synergies
- To secure the sustainable positioning as a prime location and central hub for the international automotive supplier industry

Facts and figures:
- Wolfsburg AG has been organising the IZB since 2001
- The IZB has a high level of international acceptance among automotive experts and professionals
- The IZB provides an overview of the latest trends and innovations in the industry
- The IZB has developed into an important business and networking platform.
- 2016 – 15 years of the IZB: around 800 exhibitors from 32 different countries
Urban Mobility Assistance (UMA)

UMA brings together the assistance systems available from various providers and routing systems in cities. By doing so, it provides users with information and traffic data that enables them to optimally navigate their way through the traffic.

**UMA Carpooling**
- Available for Android, iOS and Windows Phone
- Open to employees outside of the Volkswagen Group
- An intelligent back-end algorithm automatically finds suitable car-sharing groups and offers
- Synergies between the individual UMA apps

**UMA Navigation**
- Available for Android and iOS; Windows Phone version currently being completed
- A navigation algorithm based on swarm intelligence for the more efficient use of infrastructures and a better journey to the desired destination
- A car park occupancy status based on real-time data and swarm intelligence
- E-mobility routeing across all manufacturers

For more information, please visit:

www.uma-apps.de
www.facebook.com/UMANavigation

The UMA portfolio is continuously being further developed.
The e-Mobility Station Wolfsburg

**Facts and figures**
- Germany's first electric 'petrol station'
- Generating renewable energy for CO2-neutral energy from sunlight, wind and geothermal energy
- A total of 14 charging stations for electric cars, pedelecs, e-bikes and other electric vehicles
- Approx. 11,000 visitors per year

**Events and services**
- Alternating long-term exhibitions on the topics of: "Intelligent Mobility" and "Bi-directional Charging"
- Guided tours for groups of visitors, school classes and companies
- Rooms available for hire for conference, workshops and events
Mobility Business and Research

Automotive Support Agency (ASA)

As a direct link to Volkswagen, we accompany you throughout the entire process, from market entry right through to process optimisation in series production.

Services:

**Project management:**
As a project service provider for all brands within the Volkswagen Group and at its subsidiaries

**Interface management:**
As a link/interface to all brands within the Volkswagen Group and at its subsidiaries

**Supplier support:**
Accompanying suppliers on their journey with Volkswagen

- Project strategy
- Market entry
- Establishing and implementing qualification and de-escalation measures
Space for Incentives and Creative Business Ideas

Aims:

**To promote** start-ups and company and business development

**To run** a centre for technology and innovation: the InnovationsCampus Wolfsburg

**To increase** the success of company formations and expansions
Economic Development and Relocation

Services

- Running a mobile market research studio and a market research agency
- Providing advice on start-up services and funding
- Providing support and advice for start-ups and founders locating to the region
- Checking potential investments
- Promoting an innovation ecosystem in Wolfsburg
- Accompanying innovative projects
The WerkStatt – Space for Small Series and Pilot Projects

For start-ups, teams of developers and implementers of ideas

- Factory areas, office rooms and tools available to hire
- Space for up to 16 innovation projects per year
- For pilot productions and technical research & development activities
- Quicker implementation of the teams' own projects
- A total area of 600 square metres

Economic Development and Relocation
TestWelt – the Market Research Unit

Services:
Market research studies from concept development right through to evaluation

- Individual needs assessment
- Tests conducted on new products and services
- Targeted investigations with help from real test subjects
- Its own pool of test subjects
- Evaluation of results and suggestions for concrete courses of action
- The Mobile Research Lab
Economic Development and Relocation

The Mobile Research Lab – the Mobile Market Research Laboratory

Offering professional market research processes and tools

Offering a variable needs-based test environment

Using close proximity to customers, customer orientation and customer integration

Choosing a flexible use-oriented location

Testing product ideas and innovations on site
Properties Owned by Wolfsburg AG

1. Forum AutoVision
2. Volkswagen Arena
3. AOK Stadium in the Allerpark
4. VfL Centre
5. e-Mobility-Station Wolfsburg
6. Open Hybrid LabFactory
Wolfsburg AG – Quality Management

In order to achieve the best possible level of customer satisfaction and to establish and maintain cooperative customer relations, Wolfsburg AG has established a management system that is binding for all of its employees.