A nationwide comparison shows that the Hannover Region is an attractive business location with a high quality of life.

For this brochure, the Hannover Region Business and Employment Promotion department has compiled and presents the most important metrics about the Hannover economic area.

We look forward to advising you on any and all topics relating to the location and consider ourselves as a service provider for local and foreign companies. So, whether you have a question about administration, would like advice on financing and funding opportunities for your company, are looking for land or property or need help to cope with a difficult situation, we are at your service.

Your Hannover Region Business and Employment Promotion Department
The Hannover Region is a vital hub within the European passenger, freight and goods transport infrastructure: motorways, railway networks, the airport, and inland waterways act together to provide optimum connections to national and international economic zones. The public transport system, one of the best in Germany, is a complementary factor: 170 bus lines, 12 LRT lines, nine regional and nine suburban railway lines serving 1,900 stops help ensure and provide good connections everywhere. Hannover’s local public transport system (GVH) counted a record number of passengers in 2018: 219.67 million. The high and climbing user figures help emphasise the important role played by Hannover as a transport hub.

### Travel time by ICE high-speed train from Hannover to (in h:m)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berlin</td>
<td>0:35</td>
</tr>
<tr>
<td>Bremen</td>
<td>0:59</td>
</tr>
<tr>
<td>Dortmund</td>
<td>0:39</td>
</tr>
<tr>
<td>Dresden</td>
<td>0:36</td>
</tr>
<tr>
<td>Essen</td>
<td>0:03</td>
</tr>
<tr>
<td>Frankfurt am Main</td>
<td>0:19</td>
</tr>
<tr>
<td>Hamburg</td>
<td>0:11</td>
</tr>
<tr>
<td>Cologne</td>
<td>0:38</td>
</tr>
<tr>
<td>Leipzig</td>
<td>0:42</td>
</tr>
<tr>
<td>Munich</td>
<td>0:42</td>
</tr>
<tr>
<td>Nuremberg</td>
<td>0:57</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>0:48</td>
</tr>
</tbody>
</table>

### Traffic figures

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Passengers</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hannover Central Station</td>
<td>250,000 passengers</td>
<td>daily</td>
</tr>
<tr>
<td>622 regional and intercity trains</td>
<td></td>
<td>daily</td>
</tr>
<tr>
<td>Hannover local public transport system (GVH)</td>
<td>219.67 million passengers</td>
<td>2018</td>
</tr>
<tr>
<td>Hannover Langenhagen airport</td>
<td>6.32 million passengers</td>
<td>2018</td>
</tr>
</tbody>
</table>

Source: Figures provided by transport and operating companies.
Population

The population of the Hannover Region has continued along its growth trajectory. The Region is currently home to over 1.15 million people, of which 565,400 are male and 588,200 female, in an area covering 2,290 km². Since 2012 the population of the State Capital Hannover has increased by almost 25,000: it is followed by the cities of Langenhagen (+2,983), Laatzen (+2,776), Seelze (+2,238), Burgdorf (+1,733), Garbsen (+1,335) and Isernhagen (+1,554).

This demographic development represents one of the fundamental factors determining the employees available and the demand for infrastructure services, for houses/flats as well as additional private and public offers and services.

### Change in population 2012 – 2018 in %

<table>
<thead>
<tr>
<th>Municipality</th>
<th>2012</th>
<th>2018</th>
<th>Absolute</th>
<th>in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Capital Hannover</td>
<td>511,015</td>
<td>535,603</td>
<td>24,588</td>
<td>4.81</td>
</tr>
<tr>
<td>Barsinghausen</td>
<td>33,029</td>
<td>33,985</td>
<td>956</td>
<td>2.90</td>
</tr>
<tr>
<td>Burgdorf</td>
<td>28,916</td>
<td>30,649</td>
<td>1,733</td>
<td>5.99</td>
</tr>
<tr>
<td>Burgwedel</td>
<td>20,301</td>
<td>20,472</td>
<td>171</td>
<td>0.84</td>
</tr>
<tr>
<td>Garbsen</td>
<td>59,581</td>
<td>60,916</td>
<td>1,335</td>
<td>2.24</td>
</tr>
<tr>
<td>Gehren</td>
<td>14,216</td>
<td>14,911</td>
<td>695</td>
<td>4.89</td>
</tr>
<tr>
<td>Hemmingen</td>
<td>18,447</td>
<td>19,014</td>
<td>567</td>
<td>3.07</td>
</tr>
<tr>
<td>Isernhagen</td>
<td>22,839</td>
<td>23,493</td>
<td>654</td>
<td>2.88</td>
</tr>
<tr>
<td>Laatzen</td>
<td>39,224</td>
<td>41,400</td>
<td>2,176</td>
<td>5.55</td>
</tr>
<tr>
<td>Langenhagen</td>
<td>51,120</td>
<td>54,103</td>
<td>2,983</td>
<td>5.84</td>
</tr>
<tr>
<td>Leehrte</td>
<td>42,788</td>
<td>44,028</td>
<td>1,240</td>
<td>2.90</td>
</tr>
<tr>
<td>Neustadt am Rüge.</td>
<td>43,402</td>
<td>44,147</td>
<td>745</td>
<td>1.72</td>
</tr>
<tr>
<td>Pattensen</td>
<td>13,778</td>
<td>14,607</td>
<td>831</td>
<td>6.03</td>
</tr>
<tr>
<td>Ronnenberg</td>
<td>23,322</td>
<td>24,392</td>
<td>1,070</td>
<td>3.73</td>
</tr>
<tr>
<td>Seelze</td>
<td>32,052</td>
<td>34,290</td>
<td>2,238</td>
<td>6.98</td>
</tr>
<tr>
<td>Sehnde</td>
<td>23,080</td>
<td>23,414</td>
<td>334</td>
<td>1.45</td>
</tr>
<tr>
<td>Springe</td>
<td>28,425</td>
<td>28,964</td>
<td>539</td>
<td>1.90</td>
</tr>
<tr>
<td>Uetze</td>
<td>19,821</td>
<td>20,312</td>
<td>491</td>
<td>2.48</td>
</tr>
<tr>
<td>Wedemark</td>
<td>28,430</td>
<td>29,640</td>
<td>1,210</td>
<td>4.26</td>
</tr>
<tr>
<td>Wennigsen</td>
<td>13,938</td>
<td>14,020</td>
<td>82</td>
<td>0.59</td>
</tr>
<tr>
<td>Wunstorf</td>
<td>40,537</td>
<td>41,565</td>
<td>1,028</td>
<td>2.54</td>
</tr>
<tr>
<td>Hannover Region</td>
<td>1,108,259</td>
<td>1,154,625</td>
<td>46,366</td>
<td>4.18</td>
</tr>
</tbody>
</table>

Source: State Office for Statistics Lower Saxony on the basis of the 2011 census, calculations by the Hannover Region, reporting date 30.6 in each case.
**Employment**

One key performance indicator for economic growth and prosperity of a region is a positive rise in the employment figures. In the Hannover Region the number of employees in work and paying social insurance contributions is again up year-on-year, and has reached a new record high of nearly 510,000 (+10,990), of which 272,705 are men and 236,960 women. The Region’s key centre of employment is the State Capital Hannover, which has a workforce of over 325,000, while some 185,000 have jobs in the surrounding area. The largest areas of relative growth were in Lehrte, Pattensen, Ronnenberg and Seelze.

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**Employees paying social insurance contributions at their place of work**

<table>
<thead>
<tr>
<th></th>
<th>Change</th>
<th>According to gender</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2017</td>
<td>2018 Absolute in %</td>
</tr>
<tr>
<td>State Capital Hannover</td>
<td>318,934</td>
<td>324,727 5,793 1.82</td>
</tr>
<tr>
<td>Barsinghausen</td>
<td>8,083</td>
<td>8,208 125 1.55</td>
</tr>
<tr>
<td>Burgdorf</td>
<td>6,016</td>
<td>6,316 100 1.66</td>
</tr>
<tr>
<td>Burgwedel</td>
<td>9,320</td>
<td>9,558 238 2.55</td>
</tr>
<tr>
<td>Garbsen</td>
<td>14,722</td>
<td>14,395 283 2.01</td>
</tr>
<tr>
<td>Gehrdin</td>
<td>3,526</td>
<td>3,469 –57 –1.62</td>
</tr>
<tr>
<td>Hemmingen</td>
<td>3,074</td>
<td>4,094 120 3.02</td>
</tr>
<tr>
<td>Isenhagen</td>
<td>10,486</td>
<td>10,420 –66 –0.63</td>
</tr>
<tr>
<td>Laatzen</td>
<td>16,136</td>
<td>16,009 473 2.93</td>
</tr>
<tr>
<td>Langenhagen</td>
<td>32,460</td>
<td>33,347 887 2.73</td>
</tr>
<tr>
<td>Lehrte</td>
<td>13,353</td>
<td>13,966 613 4.59</td>
</tr>
<tr>
<td>Neustadt a. Rbge.</td>
<td>9,932</td>
<td>10,278 346 3.48</td>
</tr>
<tr>
<td>Pattensen</td>
<td>3,695</td>
<td>3,852 157 4.25</td>
</tr>
<tr>
<td>Röningen</td>
<td>4,594</td>
<td>4,845 251 5.46</td>
</tr>
<tr>
<td>Seelze</td>
<td>6,246</td>
<td>6,499 253 4.05</td>
</tr>
<tr>
<td>Sehnde</td>
<td>5,869</td>
<td>6,065 196 3.34</td>
</tr>
<tr>
<td>Springe</td>
<td>6,881</td>
<td>6,849 –42 –0.61</td>
</tr>
<tr>
<td>Uetze</td>
<td>3,482</td>
<td>3,553 72 2.07</td>
</tr>
<tr>
<td>Wedemark</td>
<td>7,761</td>
<td>7,869 108 1.39</td>
</tr>
<tr>
<td>Wernsdorf</td>
<td>2,716</td>
<td>2,737 21 0.77</td>
</tr>
<tr>
<td>Wunstorf</td>
<td>11,892</td>
<td>12,210 318 2.67</td>
</tr>
<tr>
<td>Hannover Region</td>
<td>499,479</td>
<td>509,668 10,189 2.04</td>
</tr>
</tbody>
</table>

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Source: Federal Labour Office, calculations by the Hannover Region, reporting date 30 June in each case.
The share of employees in the Hanover Region with academic professional qualifications is higher again, and is now 19.4%, considerably higher than in Lower Saxony and Germany as a whole. The number of employees paying social insurance contributions in full-time and part-time employment is stable year-on-year. The proportion of foreign employees has increased slightly and is now 11.0%.

**Employees paying social insurance contributions according to gender**

<table>
<thead>
<tr>
<th></th>
<th>Hannover Region</th>
<th>Lower Saxony</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>236,964</td>
<td>1,352,770</td>
<td>15,173,692</td>
</tr>
<tr>
<td>Male</td>
<td>272,704</td>
<td>1,604,003</td>
<td>17,696,536</td>
</tr>
</tbody>
</table>

Source: Federal Labour Office, calculations by the Hanover Region, reporting date 30.06.2018

**Employees paying social insurance contributions according to full-/part-time employment**

<table>
<thead>
<tr>
<th></th>
<th>Hannover Region</th>
<th>Lower Saxony</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time</td>
<td>362,317</td>
<td>2,094,969</td>
<td>23,013,964</td>
</tr>
<tr>
<td>Part-time</td>
<td>147,351</td>
<td>86,184</td>
<td>9,256,262</td>
</tr>
</tbody>
</table>

Source: Federal Labour Office, calculations by the Hanover Region, reporting date 30.06.2018

**Employees paying social insurance contributions according to level of education**

<table>
<thead>
<tr>
<th></th>
<th>Hannover Region</th>
<th>Lower Saxony</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic professional qualification</td>
<td>98,705</td>
<td>414,925</td>
<td>5,902,921</td>
</tr>
<tr>
<td>Vocational qualification</td>
<td>342,846</td>
<td>2,702,372</td>
<td>22,554,944</td>
</tr>
<tr>
<td>No qualifications</td>
<td>68,317</td>
<td>398,096</td>
<td>4,412,364</td>
</tr>
</tbody>
</table>

Source: Federal Labour Office, calculations by the Hanover Region, reporting date 30.06.2018

**Employees paying social insurance contributions according to age structure**

<table>
<thead>
<tr>
<th></th>
<th>Hannover Region</th>
<th>Lower Saxony</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 – 24 years of age</td>
<td>46,668</td>
<td>322,161</td>
<td>3,223,350</td>
</tr>
<tr>
<td>25 – 39 years of age</td>
<td>169,629</td>
<td>943,589</td>
<td>11,068,398</td>
</tr>
<tr>
<td>40 – 54 years of age</td>
<td>191,564</td>
<td>1,092,934</td>
<td>11,960,046</td>
</tr>
<tr>
<td>over 55 years of age</td>
<td>101,807</td>
<td>598,089</td>
<td>6,688,440</td>
</tr>
</tbody>
</table>

Source: Federal Labour Office, calculations by the Hanover Region, reporting date 30.06.2018
The Hannover Region has a balanced business structure and a diverse spectrum of dynamic business sectors. This situation is reflected in the distribution of people in work and paying social insurance contributions according to economic sectors. The number of persons paying social insurance contributions rose in many economic sectors in comparison to the previous year.

There was significant growth in jobs figures in the real estate and property sector (+7.2%), energy supply (+6.8%), transport and warehousing (+6.4%) as well as other economic service providers (+6.3%). The health and social services sector (73,518), manufacturing industries (72,405) and trade (66,244) are the sectors offering the most jobs.

### Employees paying social insurance contributions according to economic sector

<table>
<thead>
<tr>
<th>Industry</th>
<th>2017 Absolute</th>
<th>Share in %</th>
<th>2018 Absolute</th>
<th>Share in %</th>
<th>Change Absolute</th>
<th>Change in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, forestry, fishing</td>
<td>1,266</td>
<td>0.3</td>
<td>1,258</td>
<td>0.3</td>
<td>-8</td>
<td>-0.6</td>
</tr>
<tr>
<td>Mining and pit &amp; quarry industries</td>
<td>1,346</td>
<td>0.3</td>
<td>1,298</td>
<td>0.3</td>
<td>-48</td>
<td>-3.6</td>
</tr>
<tr>
<td>Manufacturing industries</td>
<td>69,438</td>
<td>13.9</td>
<td>72,405</td>
<td>14.2</td>
<td>2,967</td>
<td>4.3</td>
</tr>
<tr>
<td>Energy supply, water supply; sewage and waste disposal, and cleaning up environmental contamination</td>
<td>3,860</td>
<td>0.8</td>
<td>4,122</td>
<td>0.8</td>
<td>262</td>
<td>6.8</td>
</tr>
<tr>
<td>Other supply and disposal industries</td>
<td>3,956</td>
<td>0.8</td>
<td>4,026</td>
<td>0.8</td>
<td>70</td>
<td>1.8</td>
</tr>
<tr>
<td>Construction industry</td>
<td>22,201</td>
<td>4.4</td>
<td>23,310</td>
<td>4.5</td>
<td>929</td>
<td>4.2</td>
</tr>
<tr>
<td>Trading; maintenance and repair of vehicles</td>
<td>86,222</td>
<td>13.3</td>
<td>86,244</td>
<td>13.0</td>
<td>22</td>
<td>0.0</td>
</tr>
<tr>
<td>Transport and warehousing</td>
<td>33,760</td>
<td>6.8</td>
<td>35,908</td>
<td>7.0</td>
<td>2,148</td>
<td>6.4</td>
</tr>
<tr>
<td>Hospitality sector</td>
<td>16,027</td>
<td>3.2</td>
<td>16,514</td>
<td>3.2</td>
<td>487</td>
<td>3.0</td>
</tr>
<tr>
<td>Information and communication</td>
<td>20,158</td>
<td>4.0</td>
<td>20,361</td>
<td>4.0</td>
<td>203</td>
<td>1.0</td>
</tr>
<tr>
<td>Financial and insurance service providers</td>
<td>25,432</td>
<td>5.1</td>
<td>25,483</td>
<td>5.0</td>
<td>51</td>
<td>0.2</td>
</tr>
<tr>
<td>Real estate and property sector</td>
<td>4,004</td>
<td>0.8</td>
<td>4,293</td>
<td>0.8</td>
<td>289</td>
<td>7.2</td>
</tr>
<tr>
<td>Freelance, scientific and technical service providers</td>
<td>34,125</td>
<td>6.8</td>
<td>36,289</td>
<td>7.1</td>
<td>2,164</td>
<td>6.3</td>
</tr>
<tr>
<td>Other economic service providers</td>
<td>48,820</td>
<td>9.8</td>
<td>47,774</td>
<td>9.4</td>
<td>-1,046</td>
<td>-2.1</td>
</tr>
<tr>
<td>Public sector, defence; social insurance</td>
<td>33,734</td>
<td>6.8</td>
<td>34,313</td>
<td>6.7</td>
<td>579</td>
<td>1.7</td>
</tr>
<tr>
<td>Child care and education</td>
<td>21,766</td>
<td>4.4</td>
<td>21,188</td>
<td>4.2</td>
<td>-578</td>
<td>-2.7</td>
</tr>
<tr>
<td>Health and social services</td>
<td>71,801</td>
<td>14.4</td>
<td>73,518</td>
<td>14.4</td>
<td>1,717</td>
<td>2.4</td>
</tr>
<tr>
<td>Art, entertainment and recreation</td>
<td>6,097</td>
<td>1.2</td>
<td>6,202</td>
<td>1.2</td>
<td>105</td>
<td>1.7</td>
</tr>
<tr>
<td>Other service providers</td>
<td>14,898</td>
<td>3.0</td>
<td>14,767</td>
<td>2.9</td>
<td>-131</td>
<td>-0.9</td>
</tr>
<tr>
<td>Private households</td>
<td>553</td>
<td>0.1</td>
<td>560</td>
<td>0.1</td>
<td>7</td>
<td>1.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>499,479</strong></td>
<td><strong>100.0</strong></td>
<td><strong>509,668</strong></td>
<td><strong>100.0</strong></td>
<td><strong>10,189</strong></td>
<td><strong>2.0</strong></td>
</tr>
</tbody>
</table>

Source: Federal Labour Office; calculations by the Hannover Region; reporting date in each case 30.06.
Commuting interrelationships

In 2018 the number of region-external inward-bound commuters (coming into the Hannover Region) rose to over 128,000, a figure about 16,000 more than only 5 years ago. Most of the inbound commuters originate from the adjacent districts of Hildesheim, Schaumburg, Celle, Peine, Hameln-Pyrmont, Nienburg/Weser, Heidekreis and Gifhorn. However, a large number of commuters actually travel within the Hannover Region. In addition to the State Capital Hannover (+116,275), positive net commuter figures are also reported by Langenhagen (+11,644), Burgwedel (+1,890), Isernhagen (+1,681) and Laatzen (+1,369).

### Commuting interrelationships

<table>
<thead>
<tr>
<th>Commuter Place</th>
<th>Inward commuters</th>
<th>Outward commuters</th>
<th>Net</th>
<th>in % of EPSI* at the place of residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Capital Hannover</td>
<td>178,303</td>
<td>62,028</td>
<td>116,275</td>
<td>55.8</td>
</tr>
<tr>
<td>Barsinghausen</td>
<td>4,720</td>
<td>9,422</td>
<td>-4,702</td>
<td>-36.4</td>
</tr>
<tr>
<td>Burgdorf</td>
<td>3,488</td>
<td>8,842</td>
<td>-5,354</td>
<td>-46.7</td>
</tr>
<tr>
<td>Burgwedel</td>
<td>7,230</td>
<td>5,340</td>
<td>1,890</td>
<td>24.7</td>
</tr>
<tr>
<td>Garbsen</td>
<td>9,500</td>
<td>18,834</td>
<td>-9,334</td>
<td>-39.4</td>
</tr>
<tr>
<td>Gehden</td>
<td>2,517</td>
<td>4,488</td>
<td>-1,971</td>
<td>-36.2</td>
</tr>
<tr>
<td>Hemmingen</td>
<td>3,388</td>
<td>5,982</td>
<td>-2,794</td>
<td>-40.6</td>
</tr>
<tr>
<td>Isernhagen</td>
<td>8,991</td>
<td>7,310</td>
<td>1,681</td>
<td>19.3</td>
</tr>
<tr>
<td>Laatzen</td>
<td>13,548</td>
<td>12,179</td>
<td>1,369</td>
<td>9.0</td>
</tr>
<tr>
<td>Langenhagen</td>
<td>27,180</td>
<td>15,536</td>
<td>11,644</td>
<td>53.7</td>
</tr>
<tr>
<td>Lehrte</td>
<td>9,291</td>
<td>12,979</td>
<td>-3,688</td>
<td>-30.9</td>
</tr>
<tr>
<td>Neustadt am Rbge.</td>
<td>4,873</td>
<td>11,368</td>
<td>-6,495</td>
<td>-39.7</td>
</tr>
<tr>
<td>Pattensen</td>
<td>2,789</td>
<td>4,641</td>
<td>-1,852</td>
<td>-32.5</td>
</tr>
<tr>
<td>Ronnenberg</td>
<td>3,740</td>
<td>8,092</td>
<td>-4,352</td>
<td>-47.3</td>
</tr>
<tr>
<td>Seelze</td>
<td>4,501</td>
<td>11,644</td>
<td>-7,143</td>
<td>-52.4</td>
</tr>
<tr>
<td>Sehnde</td>
<td>4,381</td>
<td>7,510</td>
<td>-3,129</td>
<td>-34.0</td>
</tr>
<tr>
<td>Springe</td>
<td>3,677</td>
<td>7,597</td>
<td>-3,920</td>
<td>-36.4</td>
</tr>
<tr>
<td>Uetze</td>
<td>1,746</td>
<td>6,151</td>
<td>-4,405</td>
<td>-55.4</td>
</tr>
<tr>
<td>Wedemark</td>
<td>5,082</td>
<td>8,694</td>
<td>-3,612</td>
<td>-31.5</td>
</tr>
<tr>
<td>Wennigsen</td>
<td>1,971</td>
<td>4,274</td>
<td>-2,303</td>
<td>-45.7</td>
</tr>
<tr>
<td>Wunstorf</td>
<td>7,316</td>
<td>10,718</td>
<td>-3,402</td>
<td>-21.8</td>
</tr>
<tr>
<td><strong>Hannover Region</strong></td>
<td><strong>128,467</strong></td>
<td><strong>64,064</strong></td>
<td><strong>64,403</strong></td>
<td><strong>14.5</strong></td>
</tr>
</tbody>
</table>

*EPSI: Employees in jobs paying social insurance contributions

Source: Federal Labour Office, calculations by the Hannover Region, reporting date 30.06.2018

---

IN 2018, THE HANNOVER REGION COUNTED MORE THAN 128,000 COMMUTERS INBOUND FROM OUTSIDE THE REGION, A FIGURE SOME 16,000 HIGHER THAN ONLY 5 YEARS AGO.
The gross domestic product (GDP) per capita of the working population is a key performance indicator for employment productivity. The GDP per inhabitant reflects a region’s prosperity. In the Hannover Region both of these parameters fall well above the federal and state averages: GDP per capita of the working population is €73,788 while GDP per inhabitant is approx. €43,240. The gross added value, a figure which reflects the total value of all produced goods and services, also shows the Hannover Region having per-capita values higher than the federal and state figures. This in turn emphasises the strong competitiveness of the Hannover Region.

### Job market

Unemployment figures in the Hannover Region

<table>
<thead>
<tr>
<th></th>
<th>June 2018</th>
<th>June 2019</th>
<th>Change year-on-year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Absolute</td>
<td>Share in %</td>
<td>Absolute</td>
</tr>
<tr>
<td>Total</td>
<td>40,283</td>
<td>100.0</td>
<td>39,965</td>
</tr>
<tr>
<td>Male</td>
<td>22,402</td>
<td>55.1</td>
<td>22,488</td>
</tr>
<tr>
<td>Female</td>
<td>17,888</td>
<td>44.7</td>
<td>17,477</td>
</tr>
<tr>
<td>15 to less than 25 years of age</td>
<td>3,587</td>
<td>9.0</td>
<td>3,436</td>
</tr>
<tr>
<td>Over 50 years of age</td>
<td>12,406</td>
<td>31.0</td>
<td>12,256</td>
</tr>
<tr>
<td>Long-term unemployed</td>
<td>16,663</td>
<td>41.7</td>
<td>15,350</td>
</tr>
<tr>
<td>Severely disabled</td>
<td>2,057</td>
<td>5.1</td>
<td>2,041</td>
</tr>
<tr>
<td>Foreigners</td>
<td>13,843</td>
<td>34.6</td>
<td>14,696</td>
</tr>
</tbody>
</table>

Source: Federal Labour Office, calculations by the Hannover Region

Unemployment rate in the Hannover Region

<table>
<thead>
<tr>
<th></th>
<th>Figures in %</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>June 2018</td>
<td>June 2019</td>
</tr>
<tr>
<td>Total civil workforce</td>
<td>6.5</td>
<td>6.4</td>
</tr>
<tr>
<td>Male</td>
<td>6.8</td>
<td>6.8</td>
</tr>
<tr>
<td>Female</td>
<td>6.0</td>
<td>5.9</td>
</tr>
<tr>
<td>15 to less than 25 years of age</td>
<td>5.7</td>
<td>5.4</td>
</tr>
<tr>
<td>15 to less than 20 years of age</td>
<td>4.3</td>
<td>4.3</td>
</tr>
<tr>
<td>50 to less than 65 years of age</td>
<td>6.1</td>
<td>5.9</td>
</tr>
<tr>
<td>55 to less than 65 years of age</td>
<td>6.4</td>
<td>6.2</td>
</tr>
</tbody>
</table>

The number of unemployed and the unemployment rates in the Hannover Region are again down year-on-year. In June 2019, some 39,965 (–318) people were out of work, equivalent to an unemployment rate of 6.4 % (–0.1 %) with respect to the total civil workforce, of which approximately 15,350 are long-term unemployed, 14,700 foreigners, 2,000 severely disabled, 12,250 older persons and 3,400 persons under the age of 25.

### Economic data

Gross Domestic Product

![GDP chart](chart.jpg)

Gross added value

![GDP added value chart](chart2.jpg)
## Purchasing power and retail trade

The **purchasing power** in the Hannover Region totals € 28.21 billion. This is equivalent to an average purchasing power of € 24,467 per inhabitant or 102.9% of the average purchasing power in Germany.

The **retail purchasing power** totals a figure of € 7.035 billion. The average retail purchasing power is € 6,098 per inhabitant or 103.2% of the average retail purchasing power in Germany.

The actual **retail sales** amount to € 6.71 billion. This is equivalent to retail sales of € 5.627 per inhabitant, or 103.9% of the average retail sales in Germany.

### Purchasing power and retail 2019

<table>
<thead>
<tr>
<th></th>
<th>Purchasing power per capita in €</th>
<th>Purchasing power metric per capita</th>
<th>Retail purchasing power per capita in €</th>
<th>Retail purchasing power metric</th>
<th>Retail sales per capita in €</th>
<th>Retail sales metric per capita</th>
<th>Retail centrality metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Capital Hannover</td>
<td>24,008</td>
<td>100.0</td>
<td>6,057</td>
<td>102.5</td>
<td>6,471</td>
<td>126.6</td>
<td>123.6</td>
</tr>
<tr>
<td>Barsinghausen</td>
<td>23,968</td>
<td>100.8</td>
<td>5,964</td>
<td>100.9</td>
<td>3,853</td>
<td>75.4</td>
<td>74.7</td>
</tr>
<tr>
<td>Burgdorf</td>
<td>25,514</td>
<td>107.3</td>
<td>6,210</td>
<td>105.1</td>
<td>5,006</td>
<td>97.9</td>
<td>93.2</td>
</tr>
<tr>
<td>Burgwedel</td>
<td>29,409</td>
<td>123.7</td>
<td>6,871</td>
<td>116.2</td>
<td>7,931</td>
<td>155.2</td>
<td>133.5</td>
</tr>
<tr>
<td>Garbsen</td>
<td>23,466</td>
<td>98.7</td>
<td>5,868</td>
<td>99.3</td>
<td>6,694</td>
<td>131.0</td>
<td>131.9</td>
</tr>
<tr>
<td>Gehrden</td>
<td>27,739</td>
<td>116.7</td>
<td>6,646</td>
<td>112.4</td>
<td>7,031</td>
<td>151.2</td>
<td>131.5</td>
</tr>
<tr>
<td>Hemmingen</td>
<td>28,762</td>
<td>116.3</td>
<td>6,899</td>
<td>116.7</td>
<td>13,683</td>
<td>267.8</td>
<td>215.6</td>
</tr>
<tr>
<td>Isenhagen</td>
<td>32,037</td>
<td>134.7</td>
<td>7,341</td>
<td>124.2</td>
<td>13,683</td>
<td>267.8</td>
<td>215.6</td>
</tr>
<tr>
<td>Lastzen</td>
<td>21,077</td>
<td>97.0</td>
<td>5,857</td>
<td>99.1</td>
<td>7,697</td>
<td>150.6</td>
<td>152.0</td>
</tr>
<tr>
<td>Langenhagen</td>
<td>23,504</td>
<td>98.8</td>
<td>5,956</td>
<td>100.8</td>
<td>4,359</td>
<td>81.4</td>
<td>80.8</td>
</tr>
<tr>
<td>Lehrte</td>
<td>23,689</td>
<td>99.6</td>
<td>5,937</td>
<td>100.4</td>
<td>4,904</td>
<td>96.0</td>
<td>95.6</td>
</tr>
<tr>
<td>Neustadt am Rüge</td>
<td>23,951</td>
<td>100.7</td>
<td>5,988</td>
<td>101.3</td>
<td>4,325</td>
<td>84.6</td>
<td>83.6</td>
</tr>
<tr>
<td>Pattensen</td>
<td>27,652</td>
<td>116.3</td>
<td>6,643</td>
<td>112.4</td>
<td>4,513</td>
<td>88.3</td>
<td>78.6</td>
</tr>
<tr>
<td>Ronnenberg</td>
<td>23,832</td>
<td>100.2</td>
<td>5,941</td>
<td>100.5</td>
<td>4,619</td>
<td>91.4</td>
<td>89.9</td>
</tr>
<tr>
<td>Seelze</td>
<td>22,265</td>
<td>97.8</td>
<td>5,779</td>
<td>97.8</td>
<td>3,263</td>
<td>63.9</td>
<td>65.3</td>
</tr>
<tr>
<td>Sehnde</td>
<td>23,558</td>
<td>99.1</td>
<td>5,885</td>
<td>99.6</td>
<td>3,268</td>
<td>64.0</td>
<td>64.2</td>
</tr>
<tr>
<td>Springe</td>
<td>23,794</td>
<td>100.1</td>
<td>5,972</td>
<td>101.0</td>
<td>3,790</td>
<td>74.2</td>
<td>73.4</td>
</tr>
<tr>
<td>Uetze</td>
<td>22,669</td>
<td>95.3</td>
<td>5,704</td>
<td>96.5</td>
<td>4,263</td>
<td>83.4</td>
<td>86.5</td>
</tr>
<tr>
<td>Wedemark</td>
<td>28,621</td>
<td>120.4</td>
<td>6,741</td>
<td>114.0</td>
<td>4,203</td>
<td>82.3</td>
<td>72.1</td>
</tr>
<tr>
<td>Wunstorff</td>
<td>25,942</td>
<td>109.3</td>
<td>6,340</td>
<td>107.3</td>
<td>4,022</td>
<td>78.7</td>
<td>73.4</td>
</tr>
<tr>
<td>Hannover Region</td>
<td>24,476</td>
<td>102.9</td>
<td>6,098</td>
<td>103.2</td>
<td>5,821</td>
<td>113.9</td>
<td>110.4</td>
</tr>
<tr>
<td>Germany</td>
<td>23,779</td>
<td>100.0</td>
<td>5,911</td>
<td>100.0</td>
<td>5,110</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Note: The population figures used in these calculations are those reported for 01.01.2018.
Purchasing power is calculated per home location and sales at point of sale.

### Purchasing power

Purchasing power is defined as total net income of the population with respect to their place of residence. This figure includes net income from self-employed or non-self-employed work, as well as investment income and state transfer payments. This available income covers all expenses incurred by a consumer, such as living costs, insurance, rent, payments and utility bills, clothing, savings. The purchasing power metric indicates the deviation from the federal average in per cent (index level = 100).

### Retail-relevant purchasing power

The retail-relevant purchasing power is determined by only including those parts available for purchasing from retailers, including food and non-essential foodstuffs, clothing, shoes, household goods, body and health care, education and entertainment, and personal furnishings. Expenditure associated with vehicles and fuel, as well as services and repairs, are not included. The retail-relevant purchasing power metric shows the deviation in per cent from the federal average (index level = 100).

### Retail sales

Retail sales reflect the actual distribution of stationary retail sales. Unlike the retail-purchasing power, which is reported for the locations where the consumers live, the retail sales metric is reported for the location of the retail outlets. The sales metric shows the deviation in per cent from the federal average (index level = 100). Positive deviations above the base level indicate a retail sector with strong sales, whilst a negative deviation below the base level indicates relatively low sales.

### Retail centrality

Retail centrality is calculated from the ratio of the potential retail purchasing power of a location and the actual retail sales at a location. It is therefore a measure of the attractiveness of a city or region as a shopping destination. Figures above 100 indicate a net inflow of purchasing power, i.e. retail sales at the specific location are higher than the amount spent on shopping by the local inhabitants. A figure below 100 means an net outflow of purchasing power, i.e. local retailers report lower sales than actually spent by the local inhabitants.
Business enterprises

Every year, the NORD/LB publishes an annual ranking of Lower Saxony's business enterprises having the highest sales and value-added results. These companies safeguard the jobs and incomes of the neighbouring commercial, trade and services enterprises and are therefore the economic backbone of the location.

26 of the 100 companies in Lower Saxony with the highest sales have their registered head offices in the Hannover Region. 13 of these companies work in the manufacturing sector. They are dominated by the automotive industry and its subcontractors, and also include businesses in the electronic engineering, aircraft construction, chemical and food sectors. Large trading and service companies are also headquartered in the Hannover Region.

Of the 50 companies in Lower Saxony with the highest value added, 21 are located in the Hannover Region, including enterprises working in the health, insurance and financial sectors which are not reported under the companies with the highest sales values.

Companies with highest sales based in the Hannover Region

<table>
<thead>
<tr>
<th>Company</th>
<th>Registered office</th>
<th>Sales in € million</th>
<th>Employees</th>
<th>Sector</th>
<th>Ranking in Lower Saxony</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continental AG (K)</td>
<td>Hannover</td>
<td>44,009.5</td>
<td>233,590</td>
<td>Automotive subcontracting industry</td>
<td>2</td>
</tr>
<tr>
<td>ContiTech AG (K)</td>
<td></td>
<td>6,246.4</td>
<td>46,938</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TUI AG (K)**</td>
<td>Hannover</td>
<td>18,535.0</td>
<td>86,577</td>
<td>Tourism</td>
<td>3</td>
</tr>
<tr>
<td>Volkswagen Nutzfahrzeuge</td>
<td>Hannover</td>
<td>11,900.0</td>
<td>21,822</td>
<td>Commercial vehicle construction</td>
<td>1</td>
</tr>
<tr>
<td>AGRAVIS Raiffeisen AG (K)</td>
<td>Hannover</td>
<td>6,435.3</td>
<td>6,644</td>
<td>Agricultural trading</td>
<td>6</td>
</tr>
<tr>
<td>Dirk Rossmann GmbH</td>
<td>Burgwedel</td>
<td>5,806.6</td>
<td>28,305***</td>
<td>Wholesale and retail (drugstore articles)</td>
<td>8</td>
</tr>
<tr>
<td>EDEKA Minden-Hannover Stiftung &amp; Co. KG</td>
<td>Hannover</td>
<td>3,788.2</td>
<td>19,500****</td>
<td>Wholesale (food)</td>
<td>11</td>
</tr>
<tr>
<td>Johnson Controls Power Solutions Europe (K)***</td>
<td>Hannover</td>
<td>2,991.7</td>
<td>3,344</td>
<td>Accumulator and battery production</td>
<td>16</td>
</tr>
<tr>
<td>Johnson Controls Expert AG (K)**</td>
<td>Langenhagen</td>
<td>1,882.7</td>
<td>2,557</td>
<td>Wholesale and retail (electrical and electronic devices)</td>
<td>22</td>
</tr>
<tr>
<td>MTU Maintenance Hannover GmbH</td>
<td>Langenhagen</td>
<td>1,679.0</td>
<td>2,025</td>
<td>Aircraft engine maintenance</td>
<td>26</td>
</tr>
<tr>
<td>Siemens AG ***</td>
<td>Laatzen</td>
<td>1,521.6</td>
<td>4,399</td>
<td>Electrical engineering</td>
<td>29</td>
</tr>
<tr>
<td>WABCO Holding GmbH (K)</td>
<td>Hannover</td>
<td>1,293.9</td>
<td>2,665</td>
<td>Automotive subcontracting industry</td>
<td>34</td>
</tr>
<tr>
<td>Konica Minolta Business Solutions Europe GmbH**</td>
<td>Langenhagen</td>
<td>1,207.5</td>
<td>480</td>
<td>Production and marketing of printers and copiers</td>
<td>35</td>
</tr>
</tbody>
</table>

* = consolidated conglomerate or group
** Figures for the 2016/2017 financial year
*** Converted to FTE, otherwise 44,500 employees
**** Converted to FTE, otherwise 28,784 employees
Hannover Region has almost 49,000 businesses registered in a range of economic sectors, including around 42,620 SMEs with less than nine employees, and 250 major operations with more than 250 employees. Almost one in five of these businesses works in the trading sector. They are followed by freelance scientific and technical services businesses (such as architects’ firms and engineers, legal and tax consultants, advertising companies and market research organisations), the building industry, health and social services.

<table>
<thead>
<tr>
<th>Economic Sector</th>
<th>Absolute</th>
<th>Share in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining and pit and quarry industries</td>
<td>19</td>
<td>0.0</td>
</tr>
<tr>
<td>Manufacturing industry</td>
<td>2,137</td>
<td>4.3</td>
</tr>
<tr>
<td>Energy supplies</td>
<td>413</td>
<td>0.8</td>
</tr>
<tr>
<td>Water supplies, wastewater and waste disposal</td>
<td>107</td>
<td>0.2</td>
</tr>
<tr>
<td>Construction Industry</td>
<td>4,533</td>
<td>9.2</td>
</tr>
<tr>
<td>Trading; servicing and repair of motor vehicles</td>
<td>9,330</td>
<td>18.9</td>
</tr>
<tr>
<td>Transport and storage</td>
<td>1,947</td>
<td>4.0</td>
</tr>
<tr>
<td>Hospitality sector</td>
<td>3,239</td>
<td>6.6</td>
</tr>
<tr>
<td>Information and communications</td>
<td>2,089</td>
<td>4.2</td>
</tr>
<tr>
<td>Finance and insurance services</td>
<td>1,130</td>
<td>2.3</td>
</tr>
<tr>
<td>Property and housing industry</td>
<td>2,634</td>
<td>5.3</td>
</tr>
<tr>
<td>Freelance, scientific and technical services</td>
<td>8,278</td>
<td>16.8</td>
</tr>
<tr>
<td>Other business services</td>
<td>3,221</td>
<td>6.5</td>
</tr>
<tr>
<td>Child care and education</td>
<td>1,461</td>
<td>3.0</td>
</tr>
<tr>
<td>Health and social services</td>
<td>3,011</td>
<td>7.0</td>
</tr>
<tr>
<td>Art, entertainment and recreation</td>
<td>1,694</td>
<td>3.4</td>
</tr>
<tr>
<td>Other services</td>
<td>3,139</td>
<td>6.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>49,282</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: NORD/LB (November 2018): Niedersachsen Report – 100 biggest companies in Lower Saxony

### Businesses in the Hannover Region according to economic sector

<table>
<thead>
<tr>
<th>Economic Sector</th>
<th>Absolute</th>
<th>Share in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining and pit and quarry industries</td>
<td>19</td>
<td>0.0</td>
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</tr>
<tr>
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<td>4,533</td>
<td>9.2</td>
</tr>
<tr>
<td>Trading; servicing and repair of motor vehicles</td>
<td>9,330</td>
<td>18.9</td>
</tr>
<tr>
<td>Transport and storage</td>
<td>1,947</td>
<td>4.0</td>
</tr>
<tr>
<td>Hospitality sector</td>
<td>3,239</td>
<td>6.6</td>
</tr>
<tr>
<td>Information and communications</td>
<td>2,089</td>
<td>4.2</td>
</tr>
<tr>
<td>Finance and insurance services</td>
<td>1,130</td>
<td>2.3</td>
</tr>
<tr>
<td>Property and housing industry</td>
<td>2,634</td>
<td>5.3</td>
</tr>
<tr>
<td>Freelance, scientific and technical services</td>
<td>8,278</td>
<td>16.8</td>
</tr>
<tr>
<td>Other business services</td>
<td>3,221</td>
<td>6.5</td>
</tr>
<tr>
<td>Child care and education</td>
<td>1,461</td>
<td>3.0</td>
</tr>
<tr>
<td>Health and social services</td>
<td>3,011</td>
<td>7.0</td>
</tr>
<tr>
<td>Art, entertainment and recreation</td>
<td>1,694</td>
<td>3.4</td>
</tr>
<tr>
<td>Other services</td>
<td>3,139</td>
<td>6.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>49,282</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: State Office of Statistics Lower Saxony, calculations by the Hannover Region, reporting date 30/09/2018
Key sectors

The business structures in the Hannover Region are characterised by a range of key sectors boasting major innovation and job creation potential. In fact, more than 70% of all employees paying social insurance contributions work in these key sectors.

The Hannover Region and the region’s business promotion organisation – Hannover Impuls – target funding into the key sectors of “energy and mobility”, “digital economy and production engineering”, “life sciences and medical technology”, “the creative sector and multimedia” and “logistics”. As far as the job market in the Hannover Region is concerned, the logistics industry, financial services, knowledge-based services and trades continue to be very important. The conference and trade fair sector helps boost national and international awareness of this business location and in doing so, has a positive impact on Hannover Region’s image.

### Energy industry

- 4,300 EPSIs* (0.8% of TW**) in 65 companies
- Main companies: enercity and E.ON as major energy suppliers as well as companies involved in the development and implementation of new technologies (e.g. CHP-manufacturer A-Tron, energiewerkstatt or Kraftwerk, Windwärts Energie, GeoNet – environmental consultancy).
- Education and research organisations: 20 institutes and university facilities involved in the energy industry, for example in wind power
- Networks: Leibniz research centre Energie 2050, ForWind (research network into wind), Geozentrum Hannover
- The world’s first wind turbine tower with a wooden construction and the first biogas plant in North Germany which can feed biogas into natural gas grid
- Flagship trade fairs: HANNOVER MESSE, Energy and Wind, both incorporated in the HANNOVER MESSE.

### Production engineering

- 12,800 EPSIs* (2.5% of TW**) in 455 enterprises
- Powerful university and non-university research and education: Production Engineering Centre (FZI), mechanical engineering faculty of Leibniz University Hannover, mechanical engineering, electrical engineering and information technology departments of the University of Applied Sciences and Arts Hannover
- Cooperation with TEWISS, the Institute for Integrated Production Hannover (IPH), the Laser Centre Hannover (LZI), the L3S Research Centre, the Mechatronics Centre Hannover (MZH) and the German Institute for Rubber Technology (DIK)
- Robot factory, Roboter Stiftung and Robotics Incubator at the Leibniz University Hannover, Robotation Academy as training and events centre for robots and automation technology
- Location of the German government’s Mittelstand 4.0 competence centre for Lower Saxony and Bremen “Mit uns Digital”
- Networks: Produktionstechnik Hannover Informiert (PHI), competence network optical technologies
- Flagship fairs: HANNOVER MESSE, EuroBLECH, AGRITECHNICA, EMO and LIGNA.

### Automotive industry

- 26,500 EPSIs* in the whole value chain (5.2% of TW**)
- Together with Wolfsburg and Braunschweig, the Hannover Region is one of the most significant international automotive centres
- Resident companies: VW Nutzfahrzeuge, Continental AG, as well as numerous subcontractors such as WABCO and Clarios
- Main activities: commercial vehicles, tyres, drive systems, special components, braking systems, battery technology, vehicle information systems, E-mobility
- Education and research institutes: 30 institutes and university facilities associated with the automotive industry
- ITS Automotive as a cross-disciplinary mobility cluster
- Flagship trade fairs: IAA commercial vehicles, Mobilitäts-Innovations-Park (MIP) within HANNOVER MESSE

### Health care

- 71,900 EPSIs* (13.8% of TW**) in some 3,400 enterprises
- Strong university and extra-university research and education: Hannover Medical School, University of Veterinary Medicine Hannover, Life Science at Leibniz University Hannover, Hannover Clinical Trial Centre, Fraunhofer Institute for Toxicology and Experimental Medicine (ITEM), Lower Saxony centre for biomedical technology, implant research and development (NIFE), Clinical Research Centre (CRC), Twincore centre for experimental and clinical infection research
- Key clinic site and major players such as Abbott Pharmaceuticals, Boehringer Ingelheim, KIND Hörgeräte

** EPSI: employees paying social insurance contributions  
** TW: total workforce

Source: Hannover Region, reporting date for employment figures: 30.06.2018
**Financial services**
- 25,500 EPSIs* (5.0 % of TW**) in around 830 enterprises
  - Head offices of key national insurance companies (e.g., Talanx, Vereinigte Hannoversche Versicherung, Versicherungsgruppe Hannover, Concordia Versicherungsgruppe, Mecklenburgische Versicherungsgruppe, Wertgarantie Technische Versicherung, Hannover Rückgruppe)
  - Head offices of Nord/LB, of Deutsche Hypothekenbank, of Niedersächsischen Börse as well as one of the largest savings banks (Sparkasse) in Germany
  - Key training and education centres: Sparkasse Academy, Vocational Academy for the Banking Industry, Insurance Industry Training Centre, Insurance Sciences Interdisciplinary Competence Centre

**Trade fair and congress industry**
- 1,500 EPSIs* (0.3 % of TW**) in the world's largest exhibition ground with Deutsche Messe AG as strong player
  - 62 fairs and specialist events with 1.1 million visitors in 2018
  - Location of leading international flagship fairs such as CeBIT, HANNOVER MESSE, AGRITECHNICA, IAA, Trucks, EMO, Biotechnica/Labolution
  - Number of major congresses and conferences climbing every year with national coverage
  - Conference and congress centres such as Convention Center, Hannover Congress Centrum, Herrenhausen Palace

**Information and communications technology**
- 22,600 EPSIs* (4.4 % of TW**) in some 2,000 enterprises
  - Key companies including: Finanz Informatik, TUI InfoTec, htp, Semenheiser, Madsack, NDR etc.
  - Highly diversified sector structure specialising in IT services
  - Education and research institutes: 25 institutes and university facilities active in the IT and communications sector, including IT and multimedia campus "Expo Park" and L3S
  - Networks: Hannover IT e. V.
  - Flagship fairs: The Digital Factory incorporated in HANNOVER MESSE

**Creative sector**
- 26,100 EPSIs* (5.1 % of TW**) in some 2,000 enterprises
  - Key segment music industry: University for Music, Drama and Theatre, important players such as NDR Radiophilharmonie, Peppermint Park and Semenheiser
  - Many projects and events as part of the UNESCO City of Music
  - Start-up centre HÄLLE 96 with offices, workshops and shared infrastructure: Coworking Space und Maker Space Hafven
  - Network: kre|H|tiv Netzwerk e. V. as the fastest growing national and largest industry network of its kind

**Logistics economy**
- 57,700 EPSIs* (11.3 % of TW**) in some 3,000 enterprises (sectoral approach)
  - Key players: DHL, Kühne+Nagel, DB Schenker, Dachser, UPS, TNT, Hellmann, Hermes, DPD etc.
  - Main focuses: industry logistics, trade logistics, e-commerce, courier, express and parcel services, contract logistics, after-sales
  - European and national distribution centres for VW Commercial Vehicles, Mercedes-Benz, arvato, Balfiser, Lynco, Sonnepar, Weatherford, Delticom, Amazon etc.
  - Logistics-centric research institutes: institute for transport and automation technology, institute for integrated production, institute for factory systems and logistics
  - Networks: Logistikportal Niedersachsen e. V., Roundtable Personnel Logistics of Region Hannover, RegioLog

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* EPSI: employees paying social insurance contributions  ** TW: total workforce
Source: Hannover Region, reporting date for employment figures 30.06.2018
Knowledge-based company-centric services

- 35,000 EPSIs* (6.9% of TW**) in legal, tax and management consulting firms, architects and engineering service companies, and advertising and market research.
- Key firms: branch offices of major service companies such as Pricewaterhouse-Coopers, Deloitte, Ernst & Young, KPMG.
- The creation of an innovation and research campus at Hannover Garbsen offers more future potential, in particular for organisations in the engineering sector.

Science and research

- 8,500 EPSIs* (1.7% of TW**) characterised by the medical sector and production technology.
- Above average number of start-ups.
- Above average number of third-party-funded jobs.
- Cooperation between science and industry’s manufacturing sector, above all in the automotive sector.

Trades

- 60,000 EPSIs* (1.7% of TW**) in 11,400 enterprises, with annual sales of approx. € 4.7 billion.
- Main sectors: building and interior finishing (3,240 enterprises), health/body care/cleaning (3,120 enterprises) and the metal industry (2,810 enterprises).
- Important stimulus for innovation which are also applied in other economic areas, e.g. the energy sector.
- One in five trainees in Hannover Region are trade apprenticeships.
- Research and service facilities: Heinz-Pieß-Institut (HPI) for the trades.
- Training and education: training and education centre of the Chamber of Trades Hannover.

* EPSI: employers paying social insurance contributions  ** TW: total workforce

Source: Hannover Region, reporting date for employment figures: 30.06.2018
Education and science

The Hannover Region is a location which has established supra-regional significance as an education location. Compared with the rest of Lower Saxony and Germany, an above average number of pupils gain university entrance qualifications (40.3%). Overall, approximately 10,000 pupils gained school leaving certificates in the Hannover Region in 2017 at one of the more than 100 secondary schools.

Vocational training students

<table>
<thead>
<tr>
<th>According to school type</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Vocational school (part-time)</td>
<td>26,038</td>
</tr>
<tr>
<td>First year vocational training</td>
<td>577</td>
</tr>
<tr>
<td>Vocational preparation</td>
<td>1,045</td>
</tr>
<tr>
<td>Vocational college</td>
<td>6,724</td>
</tr>
<tr>
<td>Technical secondary school</td>
<td>2,472</td>
</tr>
<tr>
<td>Upper vocational school</td>
<td>29</td>
</tr>
<tr>
<td>Vocational grammar school</td>
<td>1,576</td>
</tr>
<tr>
<td>Technical college</td>
<td>2,148</td>
</tr>
<tr>
<td>Total</td>
<td>40,609</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>According to vocation</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>809</td>
</tr>
<tr>
<td>Construction</td>
<td>915</td>
</tr>
<tr>
<td>Chemistry, physics, biology</td>
<td>802</td>
</tr>
<tr>
<td>Various vocations</td>
<td>226</td>
</tr>
<tr>
<td>Printing technology</td>
<td>605</td>
</tr>
<tr>
<td>Electrical engineering</td>
<td>3,291</td>
</tr>
<tr>
<td>Nutrition</td>
<td>2,066</td>
</tr>
<tr>
<td>Automotive</td>
<td>1,747</td>
</tr>
<tr>
<td>Paint technology/interior design</td>
<td>696</td>
</tr>
<tr>
<td>Gardening and Landscaping</td>
<td>645</td>
</tr>
<tr>
<td>Health</td>
<td>2,051</td>
</tr>
<tr>
<td>Home economics</td>
<td>676</td>
</tr>
<tr>
<td>Wood technology</td>
<td>437</td>
</tr>
<tr>
<td>Body care</td>
<td>757</td>
</tr>
<tr>
<td>Mechanical engineering</td>
<td>3,222</td>
</tr>
<tr>
<td>Without training contract (at VS)</td>
<td>1,000</td>
</tr>
<tr>
<td>Other recognised vocational training</td>
<td>1,338</td>
</tr>
<tr>
<td>Social care</td>
<td>2,213</td>
</tr>
<tr>
<td>Social services</td>
<td>2,959</td>
</tr>
<tr>
<td>Technology</td>
<td>474</td>
</tr>
<tr>
<td>Textile technology and clothing</td>
<td>213</td>
</tr>
<tr>
<td>Business and administration</td>
<td>13,437</td>
</tr>
<tr>
<td>Total</td>
<td>40,609</td>
</tr>
</tbody>
</table>

Source: State Office of Statistics Lower Saxony, reporting date November 2017

The Hannover Region enjoys a top ranking in Germany in terms of professional education when taking the number of vocational school students per head of population as a measure. About 40,000 vocational students attend the broad and diverse range of training establishments. These include not only vocational colleges focusing on training in specified sectors including specialist vocational colleges, technical secondary schools, vocational grammar schools and training colleges, but also a wide range of other school types with a wide-ranging spectrum of training objectives and entrance qualifications.

One third of the students learn business and administration vocations, followed by technical professions covering electrical engineering, mechanical engineering, automotive, construction and printing technology as well as vocations in the food/nutrition sector and social and health services.

School leavers

*No distinction is made at a federal level between pupils leaving school with a special needs school leaving certificate or no school leaving certificate*

Source: State Office of Statistics Lower Saxony, calculations by the Hannover Region, School Leaving Qualifications 2017
Hannover's universities have more matriculated students than ever before – some 2,000 more year on year.

Hannover is a location of knowledge, science and research of world renown, home as it is to the Leibniz University, the School of Veterinary Science and the Hannover Medical School. The Hochschule Hannover (Hannover University of Applied Sciences) and the Hochschule für Musik, Theater und Medien (Hannover University for Music, Theatre and the Media), also offer outstanding and much applauded teaching and training. A total of more than 50,000 students are matriculated at Hannover’s universities, breaking all previous records.

<table>
<thead>
<tr>
<th>Students at Leibniz University Hannover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In winter semester 2017/2018</strong></td>
</tr>
<tr>
<td>English studies</td>
</tr>
<tr>
<td>Work technology</td>
</tr>
<tr>
<td>Work Sciences</td>
</tr>
<tr>
<td>Architecture</td>
</tr>
<tr>
<td>Construction engineering</td>
</tr>
<tr>
<td>Biology</td>
</tr>
<tr>
<td>Chemistry/biochemistry/food science</td>
</tr>
<tr>
<td>Electrical engineering</td>
</tr>
<tr>
<td>Educational science</td>
</tr>
<tr>
<td>Gardening and Landscaping</td>
</tr>
<tr>
<td>Geodesics</td>
</tr>
<tr>
<td>Geography</td>
</tr>
<tr>
<td>Geosciences</td>
</tr>
<tr>
<td>German studies</td>
</tr>
<tr>
<td>History</td>
</tr>
<tr>
<td>Informatics</td>
</tr>
<tr>
<td>Arts</td>
</tr>
<tr>
<td>Landscape architecture</td>
</tr>
<tr>
<td>Mechanical engineering</td>
</tr>
<tr>
<td>Mathematics</td>
</tr>
<tr>
<td>Media science, music</td>
</tr>
<tr>
<td>Meteorology</td>
</tr>
<tr>
<td>Philosophy</td>
</tr>
<tr>
<td>Physics</td>
</tr>
<tr>
<td>Politics</td>
</tr>
<tr>
<td>Law</td>
</tr>
<tr>
<td>Religious science/Theology</td>
</tr>
<tr>
<td>Romance languages</td>
</tr>
<tr>
<td>Special education/Science teaching</td>
</tr>
<tr>
<td>Sociology</td>
</tr>
<tr>
<td>Sport</td>
</tr>
<tr>
<td>Economics</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

Source: Leibniz University Hannover, Facts and Figures 2018

<table>
<thead>
<tr>
<th>Other universities and applied science universities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Institute</strong></td>
</tr>
<tr>
<td>University of Applied Sciences and Arts Hannover</td>
</tr>
<tr>
<td>Hannover Medical School</td>
</tr>
<tr>
<td>University of Veterinary Medicine Hannover</td>
</tr>
<tr>
<td>University of Music, Drama and Media Hannover</td>
</tr>
<tr>
<td>Municipalities University of Administration in Niedersachsen</td>
</tr>
<tr>
<td>FOM University for Economics and Management</td>
</tr>
<tr>
<td>Leibniz Applied Science University</td>
</tr>
<tr>
<td>Applied Sciences University for Business</td>
</tr>
<tr>
<td>b.i.b International College</td>
</tr>
<tr>
<td>University of Applied Sciences of SME’s (FHM)</td>
</tr>
<tr>
<td>Vocational Academy of the Banking Sector</td>
</tr>
<tr>
<td>GISMA Business School</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

Source: data provided by universities

Hannover Region boasts a very diverse research and science sector with internationally acclaimed institutes and faculties.

Science, research, technology transfer, start-up centres

Science and research represent cross-functional sectors across various areas of the economy and are becoming increasingly important in today’s globalised knowledge economy. The Hannover Region is host to a very diverse research and science sector with internationally acclaimed institutes and faculties. Major strengths are in the medical sector and the engineering disciplines - primarily in technology, research and knowledge-based segments of manufacturing industries, in particular in the automotive and production engineering sectors.

Furthermore, Hannover-based research organisations participate in a range of supra-regional research networks, e.g. ForWind-centre for wind energy research and the Auditory Valley focusing on hearing. This creates a broad range of opportunities for local cooperation in both research and development as well as in the training and further training of qualified skilled staff. The transfer of knowledge and technology between research institutes and companies in the Hannover Region is coordinated and supported by numerous service providers and interfaces. Several start-up centres support and assist innovative start-ups and young enterprises in achieving their ideas. Niedersachsen open university effectively opens up higher education facilities to new target groups, in particular to those with vocational qualifications.
### Universities
- Leibniz University Hannover (main campus)
- University of Applied Sciences and Arts Hannover (main campus)
- Hannover Medical School
- University of Veterinary Medicine Hannover Foundation Hannover (main campus)
- University of Music, Drama and Media Hannover
- Applied Sciences University for Business
- Leibniz Applied Science University
- GESIS Business School
- Municipalities University in Niedersachsen
- University of Applied Sciences of SME's (FHM)
- b.i.b International College
- FOM University for Economics and Management
- Service office of the Open University Niedersachsen
- Vocational academy of the banking sector

### Selected research and science institutes

#### Natural sciences
- Limnology and Water Protection
- Federal Institute for Geosciences and Natural Resources (BGR)
- German Institute for Rubber Technology (DIK)
- Limestone-Sand Research Association
- Institute for Joint Geo scientific Activities
- Nano and Quantum Engineering Laboratory
- Leibniz University for Applied Geophysics (LIAG)
- Max Planck Institute for Gravitational Physics (Albert Einstein Institute)

#### Construction engineering
- District Heating Research Institute in Hannover
- Institute for Engineering Hydrology
- Institute for Construction Research

#### Social sciences and philosophy
- Research Institute for Philosophy Hannover
- EP Edward Pestel Institute for Systems Research
- Social Sciences Institute of the Protestant Church in Germany

### Other
- Heinz Piest Institute for the Trades (HPI)
- German Centre for University and Science Research (IZW)
- Criminological Research Institute Lower Saxony (KFN)

### Source
Ministry for Science and Education Lower Saxony, CIMA Institute for Regional Economics, State Capital Hannover, Hannover Region; reporting date July 2019
### Commercial properties

Hannover’s property market has been an outstanding location for many years, so much so that Hannover is now a must have on the property portfolio of both German and foreign investors. Whether it’s offices, retail or logistics – the major players in the national and international commercial property markets have Hannover on their agenda.

The increasing demand for office space is clearly noticeable in the office property market. In 2018, office space take-up amounted to around 180,000 m².

The Hannover Region is one of the strongest commercial locations in Germany. It is estimated that about € 7.9 billion will be generated in 2019 in retail sales.

One of the key tasks of the Hannover Region as a logistics location is the bundling and distribution of hinterland transports from Germany’s seaports. In 2018, around 375,000 m² of hall space were rented or newly built by owner-occupiers.

Turnover of hall space used by logistics has increased significantly compared to the previous year (plus 125,000 m²). In 2018, around 375,000 m² of hall space were rented or newly built by owner-occupiers.

The level of office and shop rents as well as the cost of building land are key metrics for business location policy. These rental costs are moderate when compared with other German cities.

For more information see the latest Hannover Property Report

### Office property market

<table>
<thead>
<tr>
<th>Office property market*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letting space office portfolio 2019 m²</td>
</tr>
<tr>
<td>Hannover city</td>
</tr>
<tr>
<td>Surrounding cities Garbsen, Laatzen and Langenhagen</td>
</tr>
<tr>
<td>Office space turnover 2018 m²</td>
</tr>
<tr>
<td>Hannover city</td>
</tr>
<tr>
<td>Surrounding cities Garbsen, Laatzen and Langenhagen</td>
</tr>
<tr>
<td>Vacant space 2019 in m²</td>
</tr>
<tr>
<td>Hannover city</td>
</tr>
<tr>
<td>Surrounding cities Garbsen, Laatzen and Langenhagen</td>
</tr>
<tr>
<td>Vacant space ratio 2019 in %</td>
</tr>
<tr>
<td>Hannover city</td>
</tr>
<tr>
<td>Surrounding cities Garbsen, Laatzen and Langenhagen</td>
</tr>
<tr>
<td>Peak rent 2019 in €/m²</td>
</tr>
<tr>
<td>Hannover city</td>
</tr>
<tr>
<td>Periphery</td>
</tr>
<tr>
<td>Average office rent 2019 in €/m²</td>
</tr>
<tr>
<td>Hannover city</td>
</tr>
<tr>
<td>Periphery</td>
</tr>
<tr>
<td>Net initial yield in prime locations city 2019</td>
</tr>
</tbody>
</table>

Source: Bulwiengesa AG, Hannover Region surveys
Details provided by market players

### Logistics property market

<table>
<thead>
<tr>
<th>Logistics property market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistics space portfolio 2019 in m²</td>
</tr>
<tr>
<td>Of which erected after 2009</td>
</tr>
<tr>
<td>Logistics space turnover 2018 in m²</td>
</tr>
<tr>
<td>Rents for prime locations 2019</td>
</tr>
<tr>
<td>Prime rent €/m²</td>
</tr>
<tr>
<td>Average rent in €/m²</td>
</tr>
</tbody>
</table>

All values for Hannover Region

<table>
<thead>
<tr>
<th>Details provided by market players</th>
</tr>
</thead>
</table>

### Retail property market

<table>
<thead>
<tr>
<th>Retail space Hannover Region in m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 million</td>
</tr>
<tr>
<td>Surrounding district</td>
</tr>
<tr>
<td>Hannover city</td>
</tr>
<tr>
<td>Of which Hannover city centre (Mitte)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Retail centrality 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Germany = 100)</td>
</tr>
<tr>
<td>Hannover city</td>
</tr>
<tr>
<td>Surrounding areas</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purchasing power 2019 in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.43 billion</td>
</tr>
<tr>
<td>Hannover city</td>
</tr>
<tr>
<td>Surrounding areas</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Retail sales 2019 in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.90 billion</td>
</tr>
<tr>
<td>Hannover city</td>
</tr>
<tr>
<td>Region (including Hannover city)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rents 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime rent city centre, prime location in €/m²</td>
</tr>
<tr>
<td>Average rent city prime location in €/m²</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Returns 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net initial return, prime locations*</td>
</tr>
<tr>
<td>Net initial return, retail parks</td>
</tr>
</tbody>
</table>

* Details provided by market players

### Shop rents in selected cities*

<table>
<thead>
<tr>
<th>Shopping area, average in € per m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime site</td>
</tr>
<tr>
<td>Prime site</td>
</tr>
<tr>
<td>Berlin</td>
</tr>
<tr>
<td>Bremen</td>
</tr>
<tr>
<td>Dortmund</td>
</tr>
<tr>
<td>Dresden</td>
</tr>
<tr>
<td>Essen</td>
</tr>
<tr>
<td>Frankfurt am Main</td>
</tr>
<tr>
<td>Hamburg</td>
</tr>
<tr>
<td>Hannover</td>
</tr>
<tr>
<td>Cologne</td>
</tr>
<tr>
<td>Leipzig</td>
</tr>
<tr>
<td>Munich</td>
</tr>
<tr>
<td>Nuremberg</td>
</tr>
<tr>
<td>Stuttgart</td>
</tr>
</tbody>
</table>

* Details provided by market players

### Office rents in selected cities*

<table>
<thead>
<tr>
<th>Utility value, average in € per m² per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
</tr>
<tr>
<td>Berlin</td>
</tr>
<tr>
<td>Bremen</td>
</tr>
<tr>
<td>Dortmund</td>
</tr>
<tr>
<td>Dresden</td>
</tr>
<tr>
<td>Essen</td>
</tr>
<tr>
<td>Frankfurt am Main</td>
</tr>
<tr>
<td>Hamburg</td>
</tr>
<tr>
<td>Hannover</td>
</tr>
<tr>
<td>Cologne</td>
</tr>
<tr>
<td>Leipzig</td>
</tr>
<tr>
<td>Munich</td>
</tr>
<tr>
<td>Nuremberg</td>
</tr>
<tr>
<td>Stuttgart</td>
</tr>
</tbody>
</table>

* Net basis rent
One of the decisive location factors for any business is the availability of adequate qualitative and quantitative commercial plots. The portfolio of immediately marketable plots in the Hannover Region totals 73.7 ha, of which 46.4 ha is classified as near-motorway. A further 190.3 ha are covered by approved building plans, although these commercial plots have either not yet been developed and/or are in private ownership. Another 477.8 ha are incorporated in the land development plan. As a result of competition for land use and the demands for the protection of open spaces, the opportunities for developing new commercial plots are increasingly approaching their limits. In this situation, the potential to re-use brown field sites is particularly important: 99.1 ha are currently available.

<table>
<thead>
<tr>
<th>Commercial plot availability in Hannover Region 2019</th>
<th>in ha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total commercial plot availability</td>
<td>741.8</td>
</tr>
<tr>
<td>Of which immediately marketable (officially authorised B-plan, developed, public property)</td>
<td>73.7</td>
</tr>
<tr>
<td>Of which near motorway (max. 2 km to motorway)</td>
<td>46.4</td>
</tr>
<tr>
<td>Of which marketable at a later date (officially authorised B-plan, not developed and/or private property)</td>
<td>190.3</td>
</tr>
<tr>
<td>Of which land utilisation plan (still without a B-plan)</td>
<td>477.8</td>
</tr>
<tr>
<td>Reusable brown field sites</td>
<td>99.1</td>
</tr>
<tr>
<td>Shortlisted business park/industrial estate (areas scheduled for planning by municipalities, still without F/B plans, possibly marketable in the medium to long term)</td>
<td>523.5</td>
</tr>
</tbody>
</table>

Source: Hannover Region Commercial Plot Monitoring Report 2019

Utility value, average in € per m²

<table>
<thead>
<tr>
<th>Utility value</th>
<th>Simple</th>
<th>Medium</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berlin</td>
<td>120.00</td>
<td>250.00</td>
<td>300.00</td>
</tr>
<tr>
<td>Bremen</td>
<td>40.00</td>
<td>60.00</td>
<td>80.00</td>
</tr>
<tr>
<td>Dortmund</td>
<td>65.00</td>
<td>85.00</td>
<td>140.00</td>
</tr>
<tr>
<td>Dresden</td>
<td>60.00</td>
<td>85.00</td>
<td>105.00</td>
</tr>
<tr>
<td>Essen</td>
<td>70.00</td>
<td>100.00</td>
<td>160.00</td>
</tr>
<tr>
<td>Frankfurt am Main</td>
<td>225.00</td>
<td>300.00</td>
<td>450.00</td>
</tr>
<tr>
<td>Hamburg</td>
<td>120.00</td>
<td>160.00</td>
<td>200.00</td>
</tr>
<tr>
<td>Hannover</td>
<td>115.00</td>
<td>140.00</td>
<td>200.00</td>
</tr>
<tr>
<td>Cologne</td>
<td>120.00</td>
<td>155.00</td>
<td>185.00</td>
</tr>
<tr>
<td>Leipzig</td>
<td>35.00</td>
<td>60.00</td>
<td>100.00</td>
</tr>
<tr>
<td>Munich</td>
<td>n.a</td>
<td>n.a</td>
<td>n.a</td>
</tr>
<tr>
<td>Nuremberg</td>
<td>113.89</td>
<td>144.56</td>
<td>203.26</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>255.00</td>
<td>450.00</td>
<td>730.00</td>
</tr>
</tbody>
</table>

Source: IVD Commercial Property /Price Comparison 2018/2019

* Including development expenses / no subsidised prices
Residential

The residential property market in Hannover is currently enjoying a marked renaissance. Proximity to the city centre, local services and very good transport connections are key quality criteria in the selection of sites. These requirements are satisfied by new housing areas, both in the state capital as well as in towns and municipalities in the surrounding area in the Hannover Region.

Despite the dynamic developments seen by the residential property market, residential rents and purchase prices for building land and owner-occupied apartments in Hannover are still moderate when compared with other German cities.

![Image of residential property]

Residential rents in selected cities, new builds – first tenancy

<table>
<thead>
<tr>
<th>City</th>
<th>Living quality, average in € per m²</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Medium</td>
</tr>
<tr>
<td>Berlin</td>
<td>11.50</td>
</tr>
<tr>
<td>Bremen</td>
<td>10.00</td>
</tr>
<tr>
<td>Dortmund</td>
<td>9.20</td>
</tr>
<tr>
<td>Dresden</td>
<td>9.00</td>
</tr>
<tr>
<td>Essen</td>
<td>n.a.</td>
</tr>
<tr>
<td>Frankfurt am Main</td>
<td>12.00</td>
</tr>
<tr>
<td>Hamburg</td>
<td>13.50</td>
</tr>
<tr>
<td>Hannover</td>
<td><strong>10.80</strong></td>
</tr>
<tr>
<td>Cologne</td>
<td>13.20</td>
</tr>
<tr>
<td>Leipzig</td>
<td>8.00</td>
</tr>
<tr>
<td>Munich</td>
<td>17.00</td>
</tr>
<tr>
<td>Nuremberg</td>
<td>10.13</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>13.90</td>
</tr>
</tbody>
</table>

*With respect to 3-room apartment, approx. 70 m², not including publicly subsidised residential properties.

Source: IVD residential comparison 2018/2019

---

Tax assessment rates

Trade tax and the property tax are municipal taxes whose assessment rates are revised annually as part of municipal budget discussions. This empowers the municipalities to influence the level of the taxes paid by enterprises and to actively manage location policies. The tax assessment rates in larger cities are generally higher than those in their surrounding areas.

<table>
<thead>
<tr>
<th>Property tax and trade assessment rates 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>State Capital Hannover</td>
</tr>
<tr>
<td>Barsinghausen</td>
</tr>
<tr>
<td>Burgdorf</td>
</tr>
<tr>
<td>Burgwedel</td>
</tr>
<tr>
<td>Garbsen</td>
</tr>
<tr>
<td>Gehrdcn</td>
</tr>
<tr>
<td>Hemmingsen</td>
</tr>
<tr>
<td>Isenhagen</td>
</tr>
<tr>
<td>Laatzen</td>
</tr>
<tr>
<td>Langenhagen</td>
</tr>
<tr>
<td>Leheste</td>
</tr>
<tr>
<td>Neustadt am Rohe.</td>
</tr>
<tr>
<td>Pattensen</td>
</tr>
<tr>
<td>Ronnenberg</td>
</tr>
<tr>
<td>Seelze</td>
</tr>
<tr>
<td>Sehnde</td>
</tr>
<tr>
<td>Springe</td>
</tr>
<tr>
<td>Uetze</td>
</tr>
<tr>
<td>Wedemark</td>
</tr>
<tr>
<td>Wemngisn</td>
</tr>
<tr>
<td>Wunstorf</td>
</tr>
</tbody>
</table>

Source: Hannover Region

---

Residential

The demand and supply of residential property markets are primarily influenced by regional providers and private households. In the future, demand for housing will continue to be driven by further increases in the population of the State Capital Hannover and in a number of surrounding municipalities. In contrast, vacant housing has been at a very low level for many years (less than 2%) and is therefore significantly below the fluctuation reserve.
### Residential rents in selected cities, completions from 1949*

<table>
<thead>
<tr>
<th></th>
<th>Basic</th>
<th>Medium</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berlin</td>
<td>7.26</td>
<td>9.25</td>
<td>10.50</td>
<td>n.a.</td>
</tr>
<tr>
<td>Bremen</td>
<td>6.50</td>
<td>7.75</td>
<td>9.00</td>
<td>10.50</td>
</tr>
<tr>
<td>Dortmund</td>
<td>5.60</td>
<td>6.60</td>
<td>8.50</td>
<td>n.a.</td>
</tr>
<tr>
<td>Dresden</td>
<td>5.80</td>
<td>7.30</td>
<td>7.90</td>
<td>9.80</td>
</tr>
<tr>
<td>Essen</td>
<td>5.20</td>
<td>7.60</td>
<td>9.00</td>
<td>n.a.</td>
</tr>
<tr>
<td>Frankfurt am Main</td>
<td>9.00</td>
<td>10.50</td>
<td>13.00</td>
<td>14.00</td>
</tr>
<tr>
<td>Hamburg</td>
<td>8.50</td>
<td>10.00</td>
<td>13.00</td>
<td>15.70</td>
</tr>
<tr>
<td>Hannover</td>
<td>6.40</td>
<td>8.40</td>
<td>10.45</td>
<td>12.80</td>
</tr>
<tr>
<td>Cologne</td>
<td>8.60</td>
<td>10.70</td>
<td>12.80</td>
<td>n.a.</td>
</tr>
<tr>
<td>Leipzig</td>
<td>5.00</td>
<td>6.25</td>
<td>7.75</td>
<td>9.40</td>
</tr>
<tr>
<td>Munich</td>
<td>11.30</td>
<td>14.00</td>
<td>16.40</td>
<td>21.00</td>
</tr>
<tr>
<td>Nuremberg</td>
<td>7.36</td>
<td>8.63</td>
<td>10.08</td>
<td>12.16</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>10.40</td>
<td>12.20</td>
<td>13.60</td>
<td>16.00</td>
</tr>
</tbody>
</table>

* With respect to 3-room apartment, approx. 70 m², not including publicly subsidised residential properties.

Source: IVD residential comparison 2018/2019

### Residential rents in selected cities, completions from 1949*

<table>
<thead>
<tr>
<th></th>
<th>Living quality, average in € per m²</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Basic</td>
</tr>
<tr>
<td>Berlin</td>
<td>7.26</td>
</tr>
<tr>
<td>Bremen</td>
<td>6.50</td>
</tr>
<tr>
<td>Dortmund</td>
<td>5.60</td>
</tr>
<tr>
<td>Dresden</td>
<td>5.80</td>
</tr>
<tr>
<td>Essen</td>
<td>5.20</td>
</tr>
<tr>
<td>Frankfurt am Main</td>
<td>9.00</td>
</tr>
<tr>
<td>Hamburg</td>
<td>8.50</td>
</tr>
<tr>
<td>Hannover</td>
<td>6.40</td>
</tr>
<tr>
<td>Cologne</td>
<td>8.60</td>
</tr>
<tr>
<td>Leipzig</td>
<td>5.00</td>
</tr>
<tr>
<td>Munich</td>
<td>11.30</td>
</tr>
<tr>
<td>Nuremberg</td>
<td>7.36</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>10.40</td>
</tr>
</tbody>
</table>

* With respect to 3-room apartment, approx. 70 m², not including publicly subsidised residential properties.

Source: IVD residential comparison 2018/2019

### Purchase prices of owner-occupied apartments in selected cities – new builds

<table>
<thead>
<tr>
<th></th>
<th>Living quality, average in € per m²</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Medium</td>
</tr>
<tr>
<td>Berlin</td>
<td>4,000</td>
</tr>
<tr>
<td>Bremen</td>
<td>2,900</td>
</tr>
<tr>
<td>Dortmund</td>
<td>2,250</td>
</tr>
<tr>
<td>Dresden</td>
<td>2,900</td>
</tr>
<tr>
<td>Essen</td>
<td>2,570</td>
</tr>
<tr>
<td>Frankfurt a. M.</td>
<td>4,100</td>
</tr>
<tr>
<td>Hamburg</td>
<td>4,000</td>
</tr>
<tr>
<td>Hannover</td>
<td>2,900</td>
</tr>
<tr>
<td>Cologne</td>
<td>3,900</td>
</tr>
<tr>
<td>Leipzig</td>
<td>3,050</td>
</tr>
<tr>
<td>Munich</td>
<td>2,200</td>
</tr>
<tr>
<td>Nuremberg</td>
<td>3,337</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>5,300</td>
</tr>
</tbody>
</table>

Source: IVD residential comparison 2018/2019

### Purchase prices for owner-occupied apartments in selected cities – existing portfolio

<table>
<thead>
<tr>
<th></th>
<th>Living quality, average in € per m²</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Medium</td>
</tr>
<tr>
<td>Berlin</td>
<td>2,300</td>
</tr>
<tr>
<td>Bremen</td>
<td>1,700</td>
</tr>
<tr>
<td>Dortmund</td>
<td>1,550</td>
</tr>
<tr>
<td>Dresden</td>
<td>1,900</td>
</tr>
<tr>
<td>Essen</td>
<td>1,300</td>
</tr>
<tr>
<td>Frankfurt a. M.</td>
<td>2,900</td>
</tr>
<tr>
<td>Hamburg</td>
<td>2,900</td>
</tr>
<tr>
<td>Hannover</td>
<td>1,650</td>
</tr>
<tr>
<td>Cologne</td>
<td>3,000</td>
</tr>
<tr>
<td>Leipzig</td>
<td>1,400</td>
</tr>
<tr>
<td>Munich</td>
<td>5,200</td>
</tr>
<tr>
<td>Nuremberg</td>
<td>1,824</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>3,430</td>
</tr>
</tbody>
</table>

Source: IVD residential comparison 2018/2019

### Purchase price for building land in selected cities*

<table>
<thead>
<tr>
<th></th>
<th>Residential location, average in € per m²</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Medium</td>
</tr>
<tr>
<td>Berlin</td>
<td>295</td>
</tr>
<tr>
<td>Bremen</td>
<td>200</td>
</tr>
<tr>
<td>Dortmund</td>
<td>300</td>
</tr>
<tr>
<td>Dresden</td>
<td>180</td>
</tr>
<tr>
<td>Essen</td>
<td>350</td>
</tr>
<tr>
<td>Frankfurt a. M.</td>
<td>530</td>
</tr>
<tr>
<td>Hamburg</td>
<td>395</td>
</tr>
<tr>
<td>Hannover</td>
<td>300</td>
</tr>
<tr>
<td>Cologne</td>
<td>600</td>
</tr>
<tr>
<td>Leipzig</td>
<td>180</td>
</tr>
<tr>
<td>Munich</td>
<td>1,750</td>
</tr>
<tr>
<td>Nuremberg</td>
<td>396</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>900</td>
</tr>
</tbody>
</table>

* Detached and semi-detached houses, approx. 600 – 800 m² plots.

Source: IVD residential comparison 2018/2019

For more information see the latest Hannover Property Report
### Average purchase price in € per m²

Building plots requiring no development costs. The average values only provide an overview of the current market. They do not reflect the fact that the prices are dependent on value-relevant features of each individual plot.

*Source: Expert panel for real estate values Hanover, Real Estate Market Report 2019*

### Purchase prices for detached houses (ready for immediate occupation) in selected cities*

<table>
<thead>
<tr>
<th>City</th>
<th>Basic, approx. 100 m²</th>
<th>Medium, approx. 125 m²</th>
<th>Good, approx. 150 m²</th>
<th>Excellent, approx. 200 m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berlin</td>
<td>n.a.</td>
<td>317,500</td>
<td>407,500</td>
<td>650,000</td>
</tr>
<tr>
<td>Bremen</td>
<td>130,000</td>
<td>250,000</td>
<td>480,000</td>
<td>880,000</td>
</tr>
<tr>
<td>Dortmund</td>
<td>260,000</td>
<td>365,000</td>
<td>480,000</td>
<td>740,000</td>
</tr>
<tr>
<td>Dresden</td>
<td>225,000</td>
<td>350,000</td>
<td>475,000</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Essen</td>
<td>245,000</td>
<td>370,000</td>
<td>550,000</td>
<td>860,000</td>
</tr>
<tr>
<td>Frankfurt a. M.</td>
<td>420,000</td>
<td>540,000</td>
<td>850,000</td>
<td>1,300,000</td>
</tr>
<tr>
<td>Hamburg</td>
<td>280,000</td>
<td>390,000</td>
<td>590,000</td>
<td>1,100,000</td>
</tr>
<tr>
<td>Hannover</td>
<td>177,500</td>
<td>300,000</td>
<td>445,000</td>
<td>745,000</td>
</tr>
<tr>
<td>Cologne</td>
<td>310,000</td>
<td>450,000</td>
<td>650,000</td>
<td>1,600,000</td>
</tr>
<tr>
<td>Leipzig</td>
<td>185,000</td>
<td>255,000</td>
<td>355,000</td>
<td>680,000</td>
</tr>
<tr>
<td>Munich</td>
<td>685,000</td>
<td>920,000</td>
<td>1,400,000</td>
<td>2,500,000</td>
</tr>
<tr>
<td>Nuremberg</td>
<td>315,000</td>
<td>368,888</td>
<td>476,666</td>
<td>666,000</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>415,000</td>
<td>640,000</td>
<td>945,000</td>
<td>1,650,000</td>
</tr>
</tbody>
</table>

*Detached privately-owned houses (including garage and usual size of plot in the locality)*

*Source: IVD residential comparison 2017/2018*
Tourism

The Hannover Region recorded 4.05 million overnight stays in 2018, marking a new record and consolidating its position as one of Lower Saxony’s most attractive tourism areas. A slight dip in overnight stays in Hannover (−1.3 %) is countered by a clear plus in overnight figures in the surrounding area (+3.9 %). In the coming years, new international congresses are anticipated to attract even more guests.

HANNOVER REGION ACHIEVED A RECORD ANNUAL FIGURE OF MORE THAN 4.05 MILLION OVERNIGHT STAYS.

The Hannover Region offers a wide range of cultural, sporting, entertainment and recreation attractions. Top events include the Maschseefest, Hannover Schützenfest (marksmen’s fair), the Lister Meile Fest, Regionsentdeckertag (discovery day), the Hannover marathon, the Fête de la Musique, the international fireworks competition and the Kleines Fest im Großen Garten (outdoor variety festival in the Royal Gardens of Herrenhausen), Hannover Adventure Zoo, home games of Hannover 96 football team, cultural events in the opera, the Schauspielhaus and Ballhof theatres, the GOP Varieté-Theater, the Royal Gardens of Herrenhausen: all top attractions in their own right. In the surrounding areas, many visitors go to the Steinhuder Meer lake, the Deister hills and the Marienburg Castle.

Overnight stays in the Hannover Region*

* These figures include overnight stays in accommodation establishments open for business with at least 10 beds, and camping sites open for business with at least 10 pitches.

Source: State Office of Statistics Lower Saxony, Hannover Region calculations.
Trade fairs

The Hannover fairs and exhibitions are a vital factor in raising awareness of Hannover as a business location: they have a positive knock-on effect on the image of the region as a whole. Hannover is home to the world’s largest exhibition ground, with around 466,100 m² covered exhibition space and 58,000 m² open areas. Hannover is home to major international flagship trade fairs, examples being: HANNOVER MESSE as the broad-based forum for industry as a whole; the Agritechnica, the world’s largest agricultural machinery show and IAA trucks, the world’s flagship fair for mobility and transport. During 2018, Hannover hosted 62 fairs and special events, attracting a total of approx. 1.1 million visitors.

IN 2018 HANNOVER HOSTED 62 FAIRS AND SPECIAL EVENTS ATTRACTING 1.1 MILLION VISITORS.

<table>
<thead>
<tr>
<th>Event</th>
<th>Exhibitors</th>
<th>Visitors</th>
<th>Net letting space in m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGRITECHNICA (2017)</td>
<td>2,802</td>
<td>457,606</td>
<td>237,036</td>
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<tr>
<td>Altenpflege (2018)</td>
<td>554</td>
<td>24,032</td>
<td>14,706</td>
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<tr>
<td>Energy Decentral (2018)</td>
<td>332</td>
<td>30,372</td>
<td>11,630</td>
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<tr>
<td>BioTechnica/Labvolution (2017)</td>
<td>333</td>
<td>7,075</td>
<td>6,536</td>
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<tr>
<td>CeBIT (2018)</td>
<td>2,314</td>
<td>116,590</td>
<td>120,444</td>
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<td>CeMAT (2018)</td>
<td>811</td>
<td>73,320</td>
<td>46,117</td>
</tr>
<tr>
<td>didacta (2018)</td>
<td>811</td>
<td>73,320</td>
<td>31,902</td>
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<td>Domotex (2019)</td>
<td>1,407</td>
<td>31,007</td>
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<td>EMO (2017)</td>
<td>2,226</td>
<td>128,966</td>
<td>181,767</td>
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<td>EuroBLECH (2018)</td>
<td>1,507</td>
<td>56,307</td>
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<td>EuroTier (2018)</td>
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<td>154,948</td>
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<tr>
<td>HANNOVER MESSE (2018)</td>
<td>5,063</td>
<td>176,709</td>
<td>188,914</td>
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<td>Hund &amp; Co (2018)</td>
<td>144</td>
<td>18,000</td>
<td>8,337</td>
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<tr>
<td>IAA Commercial Vehicles (2018)</td>
<td>2,200</td>
<td>250,000</td>
<td>282,000</td>
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<tr>
<td>Ideenexpo (2019)</td>
<td>270</td>
<td>395,000</td>
<td>110,000*</td>
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<td>Info (2018)</td>
<td>1,297</td>
<td>160,213</td>
<td>37,683</td>
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<td>Interschutz (2015)</td>
<td>1,453</td>
<td>156,844</td>
<td>108,362</td>
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<td>LIGNA Hannover (2017)</td>
<td>1,520</td>
<td>92,881</td>
<td>130,337</td>
</tr>
</tbody>
</table>

*Event area

Source: AUMA Association of the German Trade Fair Industry
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Business and Employment Promotion

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