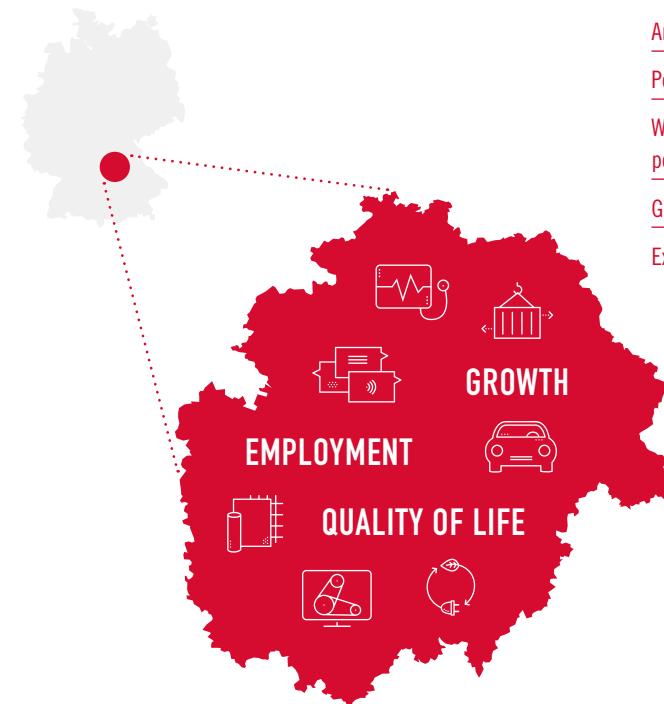


“LEITBILD WABE” MODEL

Update of the Model of Sustainable Growth and Employment (WaBe)
in the European Metropolitan Region of Nuremberg

SUSTAINABLE GROWTH AND EMPLOYMENT

The model of Sustainable Growth and Employment (WaBe) in the European Metropolitan Region of Nuremberg has been a central part of the region's overall strategy since 2010. ("WaBe" comes from the German words **W**achstum and **B**eschäftigung, meaning "growth" and "employment" respectively.) Serving as a kind of compass, the model provides a sense of direction for the economic development of an entire region through clearly defined areas of competence. The model has a broad regional basis and, as a network, encourages different players to team up.

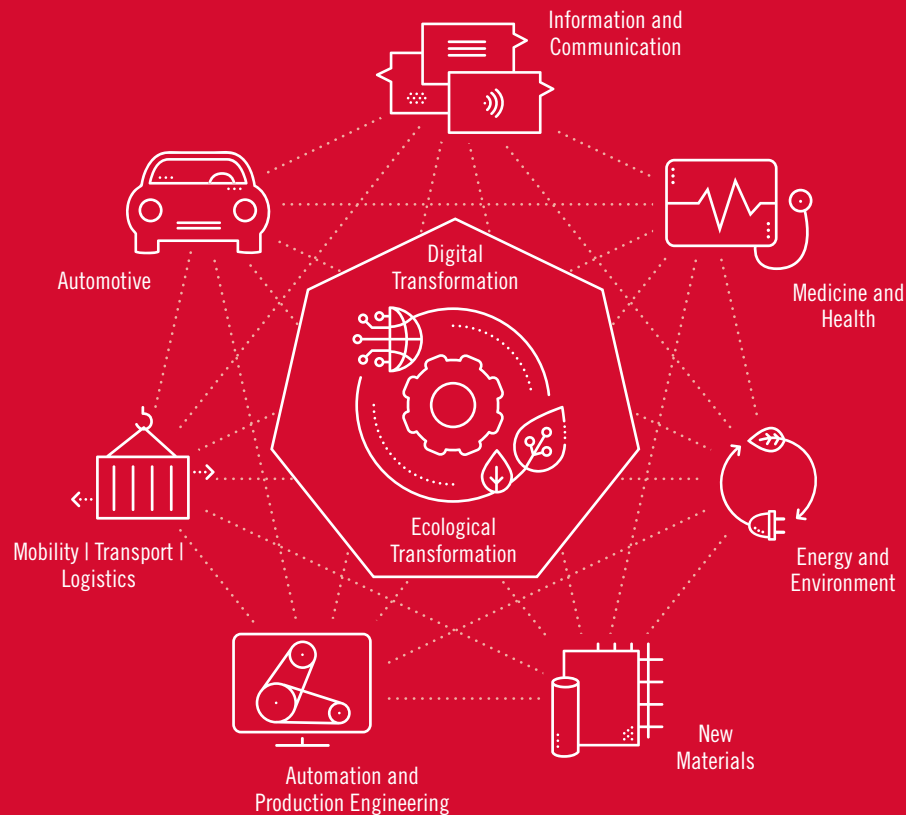


| | |
|--------------------|-------------------------------|
| Area | 21.800 km ² (2024) |
| Population | 3,6 Mio. (2023) |
| Working population | 2,0 Mio. (2022) |
| GDP | 167 Mrd. (2022) |
| Export ratio | 48 % (2023) |

IN THE METROPOLITAN REGION OF NUREMBERG ...

- ... business and science are making their mark, showing the way forward into key innovation fields of the future.
- ... universities and research institutions are conducting internationally recognised cutting-edge research.
- ... successful, internationally renowned trade fairs and congresses find a home.
- ... public- and private-sector investments pave the way for growth and employment.
- ... the implementation of new, innovative ideas is encouraged.
- ... science, business, policymakers, trade unions and administration form networks and work together towards success.

AREAS OF COMPETENCE AND CROSS-COMPETENCE COLLABORATION



Information and Communication

Information and Communication Technologies (ICT) are key technologies for bringing about the digital transformation in all economic sectors. In the metropolitan region of Nuremberg, a total of 86,700 people (2023 figures) are employed in this area of competence, mainly in IT services and communication, smart data and security, open source, broadband communication systems and software solutions for automation, medicine and business applications.



The central platform is the competence initiative *NIK e. V.*, which focuses on artificial intelligence (AI) and business automation, IT security, virtual/augmented reality, industrial 5G, cultural and creative industries, New Work and green IT.



Medicine and Health

Besides demographic ageing and growing health awareness, technological progress is the main factor that is continually speeding up the growth of value creation and employment potential in the healthcare sector. In the metropolitan region of Nuremberg, a total of 151,200 people (2023 figures) are employed in this area of competence, mainly in the areas of medical technology, digital healthcare, further technology areas and international cutting-edge research.



The central platform is *Medical Valley EMN e. V.*, which is concerned with the digitalisation of healthcare and health industry – this includes artificial intelligence, automation and robotics, but also dealing with legal regulations and the shortage of skilled personnel.



Energy and Environment

Efforts to promote sustainability like using and expanding renewable energies, closed-loop recycling and increasing efficiency will also continue to increase over the next few years. In the metropolitan region of Nuremberg, a total of 75,600 people (2023 figures) are employed in this area of competence, mainly in the areas of energy technology, buildings, environmental technology, power electronics, automation and drives.

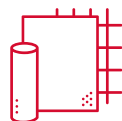


The central platform is *ENERGIEregion Nürnberg e. V.*, which deals with building refurbishment, sector coupling, hydrogen, digital and networked energy systems, and sustainable business practices.

New Materials

Developing lighter, more durable and more high-performance materials makes a key contribution to innovativeness in central future sectors. In the metropolitan region of Nuremberg, a total of 81,000 people (2023 figures) are employed in this area of competence, mainly in the areas of technical textiles, technical ceramics, glass and construction materials, composites, plastics processing, metal products, surface technology and material testing.

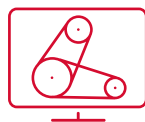
The central platform is the *KINEMA* initiative, which deals with fuel cells, coating technology, photovoltaic modules and closed-loop recycling.



Automation and Production Engineering

As a result of technological progress, digital transformation in industrial production has gained significant momentum in recent years. In the metropolitan region of Nuremberg, a total of 171,900 people (2023 figures) are employed in this area of competence, mainly in the areas of electric drive systems, measuring and control technology, software for automation, system integration, manufacturing technology, and mechanical and plant engineering.

The central platform is the *Automation Valley* initiative, which deals with Industry 4.0, digital twins, Work 4.0, artificial intelligence (AI), data science, robotics, industrial metaverse and Manufacturing-X.



Mobility | Transport | Logistics

The metropolitan region is also one of the top logistics locations in Germany with a wide range of companies, including both SMEs and global players. In the metropolitan region of Nuremberg, a total of 165,500 people (2023 figures) are employed in this area of competence, mainly in the areas of railway technology, drive technology, intermodal mobility, telematics, logistics and automotive.

The central platform is *CNA e.V.*, which deals with alternative drive technologies, autonomous driving, cybersecurity and urban logistics.



Automotive

In recent years, the automotive sector has undergone radical changes in the form of electrification, autonomous driving and vehicle networking. In the metropolitan region of Nuremberg, a total of 85,300 people (2023 figures) are employed in this area of competence, mainly in the areas of materials, modular door systems, drive technology, electrical systems, electromobility and warehousing technology.

The central platform is *ofraCar – Automobilnetzwerk e.V.*, which deals with support and further education, transformation and competitiveness.



FOCUS ON MAJOR TRANSFORMATIONS

In its basic orientation as a “Model of Sustainable Growth and Employment”, WaBe already states that its objective is cooperation for generating economic growth, retaining of high-quality jobs in the metropolitan region of Nuremberg and creating new ones. Further developing the “Leitbild WaBe” model focuses on the twin transition, i. e. implementing and integrating digital and ecological transformation.

MISSION: "DIGITAL TRANSFORMATION"

As a metropolitan region, we provide solutions in the area of **digital innovative technologies**. A well-developed **digital infrastructure** encourages the use of digital technologies, increases the economic efficiency of the region and helps to protect valuable resources. By promoting the research, development and application of **digital solutions in key sectors**, the metropolitan region of Nuremberg is to establish itself as a pioneer in meeting global challenges and creating a resilient, inclusive and digitally thriving economy. **Smart digital "worlds"** in urban and rural areas improve the quality of life for people in the region.



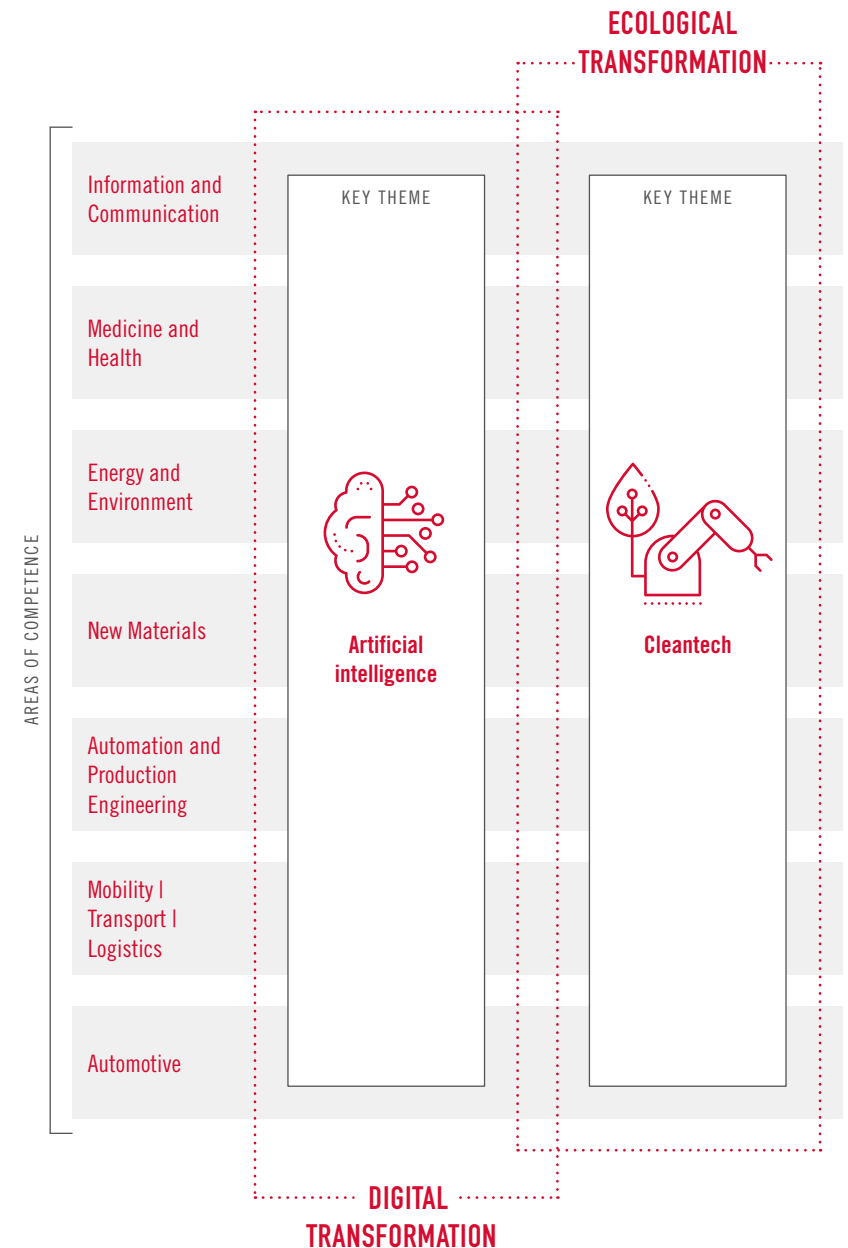
MISSION: "ECOLOGICAL TRANSFORMATION"

As a metropolitan region, we provide answers to the ambitious climate protection goals. The ecological transformation is the basis for the economic future of the metropolitan region of Nuremberg and also boosts the quality of life for its people. Building on our competences, we are establishing ourselves as a leading centre for environmentally friendly and climate-friendly **future technologies**. In this way, we will succeed in **decarbonising our economy**. We are increasing **energy efficiency in all our buildings** and using **renewable energy**. We are also a byword for **future-oriented mobility and logistics concepts**.

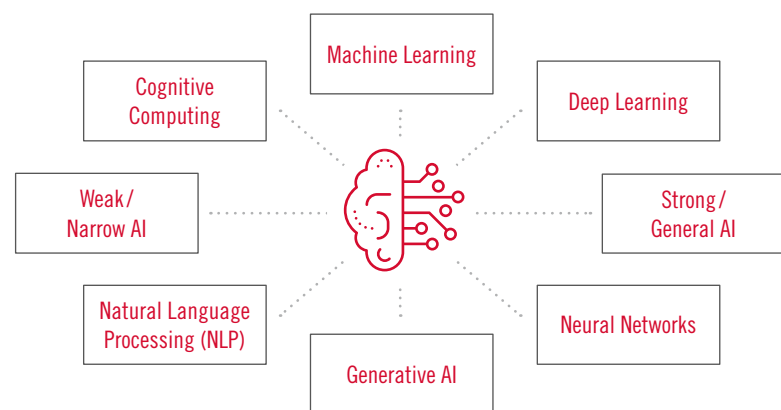


The metropolitan region of Nuremberg is honing its profile through clearly defined missions relating to the digital and ecological transformation. It is also important to be able to respond effectively to the fast transformation dynamics. Key themes in the areas of competence can lead to cross-competence projects. Above all, these are also expected to open up new markets.

In the two transformation fields, AI is initially defined as a key theme for the digital transformation and Cleantech for the ecological transformation:

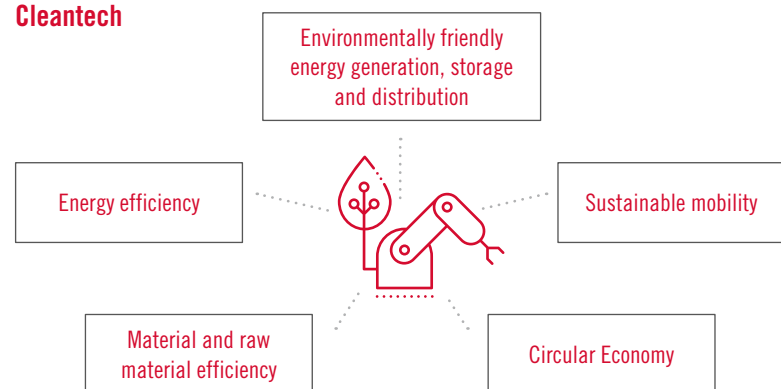


Artificial intelligence



Potential: The region already has a strong scientific basis in AI, especially industrial AI, medical applications and digitalisation in small to mid-sized IT companies. There is extensive potential in the implementation of AI in SMEs, skilled trades, IT security, cybersecurity and sustainable AI solutions.

Cleantech



Potential: With extensive competences in areas such as automation technology, battery technology or hydrogen, the region is very well positioned to develop innovative, sustainable solutions. With the Cleantech Innovation Summit, there is also a central event specialising in clean technology. This in turn creates great potential, for example for a value chain for hydrogen-powered trucks or energy and material efficiency in production.

KEY FUTURE LOCATIONS

The metropolitan region of Nuremberg enjoys regional diversity and a close working relationship with the city and federal state. This can also be seen from the wide diversification of expertise. The entire region can benefit from the key themes and actively help to advance them.

The model in practice in the region



WE WANT TO ...



... actively shape the digital and ecological transformation.

... harness the market potential that comes from the digital and ecological transformation and position our economic structure effectively for the future.

... undertake interdisciplinary work in order to develop solutions together.

... safeguard employment and expand sustainable jobs in the metropolitan region.

The model gives positive momentum for image building and strengthens the profile of the European Metropolitan Region of Nuremberg – both in Germany and abroad – as a dynamic and innovative economic region with a high quality of life. The aim of the model is to render the region competitive and viable for the future through clearly defined areas of focus and innovative approaches.

THE METROPOLITAN REGION OF NUREMBERG

Publishing details

Published by
IHK Nürnberg für Mittelfranken
www.ihk-nuernberg.de

Person responsible
Dr. Udo Raab

Contact name
Simon Preiß

Produced by
www.konzeptquartier.de



In cooperation with



Supported by



Bayerisches Staatsministerium für
Wirtschaft, Landesentwicklung und Energie