



CLUB ZU WILHELMSHAVEN
- Der Stadt und der Region verpflichtet -

Standortfibel

Wilhelmshaven at a glance





Imprint

Idea & Concept

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Greeting



The “Club zu Wilhelmshaven” (CzW), a non-partisan association of citizens particularly committed to enhance the prosperity of the city of Wilhelmshaven and its close-by regions, is pleased to present the “Standortfibel”. The document has been compiled by the members of the club committees Economy and Future. Their manifold and extensive experiences in dealing with the community of Wilhelmshaven have been incorporated into the “Standortfibel”.

The brochure is far from euphemizing Wilhelmshaven, however it should add to a more objective view of the city, which often has to counter negative prejudices.

The information you find here is not all novelties, to some extent it can be found in other official bulletins. The authors however deserve credits for summarizing the information appropriately and for compiling this succinct brochure about Wilhelmshaven, as a sort of a vademecum for all interested parties.

We believe that the authors perfectly matched the level of expectations of our target groups which are companies that intend to settle here and establish their business, and employees that are open to change of their location as well as students, scholars and scientists.

The “Standortfibel” serves its purpose if it stimulates your interest to learn more about Wilhelmshaven and its close vicinity.

We are convinced that you will enjoy the reading.

A handwritten signature in black ink, appearing to read "Dr. J. Gottschalk". The signature is fluid and cursive.

State Secretary Dr. Joachim Gottschalk – retired -
President Club zu Wilhelmshaven

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Foreword

Wilhelmshaven has an excellent reputation as an energy hub, as a chemical site and as a location for naval leading-edge technology. The research institutes for Marine Biology, - Chemistry and -Technology as well as the Jade University of Applied Sciences (UAS) network consisting of Faculties in Wilhelmshaven, Oldenburg and Elsfleth contribute to the positive image of the city and its region.

The recreational factor "Seaside and Ocean" becomes increasingly attractive. The world natural heritage "Nationalpark Wattenmeer" is right in front of the door. The construction of the JadeWeserPort expands and enhances the range of the "Industries of the Future" which are shipping, port industries and logistics. Until recently the city's slogan was "Wilhelmshaven has a future", now it sounds:

"Wilhelmshaven is the future"

Great projects such as the "JadeWeserPort" and "Power Plant GDF Suez" are on the right track. What however strengthens the future of a region more permanently than the close cooperation of medium- sized enterprises and small trade, of qualified employees and well trained junior staff? A region in progress can never have enough of these core competencies and has to make sure that there will be continuous external supplements.

The new "Standortfibel" wants to inform and facilitate the get to know Wilhelmshaven and its close-by regions through a concise overview of the essential data. Various factors for business and private related evaluations will be described to stimulate interest in a settlement.

Opportunities will be identified, so small and medium-sized companies can benefit from existing structures and competencies. The offers made by the regional employment markets, the supportive measures of the labor agencies and the description of the future branches in and around Wilhelmshaven shall raise the interest of future employees, especially young professionals.

The Lower Saxony "Regional Planning Program" lists Wilhelmshaven as "priority site for port and energy industry". A significant strength of the city and its region is the bundling of competencies, e.g.

- Port Operation and Logistics
- Development and use of Naval and of Marine technology
- Energy and chemical industry
- Aeronautical technology
- Maritime education and marine research

Education, culture and housing within the various municipal areas, the recreational facilities in combination with a large number of events will be presented. We like to underline that it is particularly worthwhile to live and work in an area where others spend their holidays.

The JadeWeserPort is surrounded by logistic zones and industrial areas, which provide ideal conditions for company settlements with their administration and production sites. The proximity to the customers, e.g. through attractive short-sea shipping, meets a core location factor. The same applies to the services sector, which will provide enhanced added value due to the combination of industrial products and services (hybrid added value).

The Hinterland will be reached through a highly efficient rail and road network. This network will be adjusted in line with the increase of transport volumes. The distance- and time diagrams within the region keep up with the established industrial centers. Finally, we want to emphasize the extensive and profound support which the city of Wilhelmshaven and the regional industries give to interested parties, starting with a detailed location analysis up to establishing the business.

The overall view of the data can be downloaded from www.clubzuwilhelmshaven.de (however in German). The present brochure gives you an abbreviated version of the respective chapters' content.

A working group consisting of members of the Club developed the conceptual framework and wrote the content. It managed the cooperation with a support team of the Jade UAS and collaborated with the JadeWeserPort Logistics Zone for the design, lay-out and for the translation of this brochure into English.

From the very beginning on the Marketing Association Wilhelmshaven (WMM) supported the project.

The development of the Standortfibel was achieved not least thanks to the financial and conceptual support provided by the companies Nietiedt and Selos, both members of the CzW and the Wilhelmshaven Business Development LLC (WFG), which is also a member of the CzW.

Wilhelmshaven at a glance

Geographical Location

Wilhelmshaven is located at the Jadebusen, a heart shaped bay at the southern North Sea coast with a short waterway of 23 nautical miles (42 km) to the North Sea. Its present form resulted from major storm floods in the Middle Ages. The mass of water of the inner Jadebusen is channelled by tidal streams near Wilhelmshaven twice a day and thus creates a natural water depth of 13 - 16 meters.

Regular dredging maintains a constant water depth of 18 meters (SKN) along the shipping routes. This allows for the passage of container ships and tankers with a draft of about 16.5 meters. These ideal conditions lead to the construction of Piers for Bulkers and tankers back in the early 1960s; they were decisive for the construction of Germany's only container deep water port, the JadeWeserPort. Operations shall begin in August 2012, after the first 1,000 meters quay length of total of 1,725 meters is completed.

City development and the Navy

Wilhelmshaven was founded 150 years ago because of military necessity. When conflicts arose in those times, it was easy for foreign naval forces to interrupt trading to the German North Sea harbours. Therefore a harbour area for the deployment of at first a Prussian Navy was required. This harbour should have a short and tide independent access to the North Sea and offer a good protection against attacks from the sea. A relatively small area of marsh-land was purchased from the Grand Duchy of Oldenburg. The port construction began; on June 17th, 1869 this harbour went into operation as the "first German Naval Port at the Jade", named Wilhelmshaven, after Wilhelm I, who then was the King of Prussia.



From the very beginning Wilhelmshaven is closely linked to Ups and Downs of the German Navy. During the East-West confrontations after WW II Wilhelmshaven grew up again to become the largest German naval site. The reunification of Germany on October 3rd, 1990 saw the restructuring and downsizing of the German Armed Forces, including the Navy. Wilhelmshaven still remained the largest naval port, being the home for the "Einsatzflottille 2", the former Destroyer Flotilla, with its frigates and supply ships. In the course of the transformation process, some high value Navy Infrastructure at Lake Bant, at the "Großer Hafen" and within the City has been allocated to the City of Wilhelmshaven for public and private utilization. These premises are considered truly "fillets" for the location of Research Institutes, for the construction of high-value housing, and for the relocation of "White-collar jobs companies".

The Navy, the Naval Arsenal and the Logistic Center of the German Armed Forces comprise approximately 8,000 military and civilians; they are the major employers within the region. Together with their partners of the naval industry they are the first addresses for the leading-edge technology of the German Navy. Besides, Wilhelmshaven is the second largest German Armed Forces garrison, ranking right after Cologne.



The Regional Center Wilhelmshaven

Wilhelmshaven possesses county rights; there are currently around 80,000 inhabitants. The city is one of the eleven Regional Centers of Lower Saxony; together with the close-by administrative districts Friesland and Wesermarsch it represents an organisational and economical commuter belt for about 300,000 inhabitants.

The mission of the regional center has been widely reduced to urban planning and coordinating functions due to many administrative reorganizations in the last years; federal and state authorities have been reduced or relocated and merged with corresponding institutions. However, the service sector maintained its functions, although in a different way. Joint administration and management and marketing cooperation with the neighbouring administrative districts became the new focus.

Since mid February 2010 the city of Wilhelmshaven and the administrative districts Friesland, Wittmund and Wesermarsch cooperate in the "JadeBay GbmH Entwicklungsgesellschaft" to streamline their efforts, to "strengthen the strengths" and to present the regions' potential of maritime industries, chemistry, logistics, aeronautics and tourism on exhibitions, fairs and high-level events. Wilhelmshaven is also a member of the "Metropolregion Bremen-Oldenburg im Nordwesten e.V." which pursues the economic development of the northwestern part of Germany.



Industry and Economy

13,000 hectare industrial area could be claimed by sand that was dredged for land reclamation. Therewith the ground was set for the settlement of petrochemical industry, the construction of a modern power plant and now also for the JadeWeserPort with its logistics zones.

The location near the deep fairway already led in the fifties to the building of the first jetty and pipelines to refineries in the Rhine-Ruhr region and later on to Hamburg. Others followed and built jetties for raw oil and oil products, coal and chemical products. Today, around one third of the German raw oil imports are handled by Wilhelmshaven. The total share of the raw oil turnover in the German sea ports amounts to 80%. Maritime Industry is well represented by established companies of the shipbuilding industry, shipping line agencies, ship suppliers, logistics providers and port operators.

Wilhelmshaven has a high potential in offshore wind energy logistics. Particularly with respect to the increasing engine performance and the hereby higher weight of the turbine heads. Special emphasize of the marine research/ marine technology could be put on the underwater region of the new offshore wind power plants with its requirements concerning marine geology, biodiversity and monitoring systems. These segments of the future branches fulfill the prerequisites for reestablishment and settlement of companies.

The logistics industry faces considerable challenges. Among experts an enormous growth of the markets in the developing countries is expected. The logistics providers have to be prepared for higher capacities in handling and warehousing. The need for qualified staff with cross sectional competencies will increase. The job market of Wilhelmshaven faces this challenge and started with success the qualification of additional port and logistics staff. The available sites around the JadeWeserPort and the nearby industrial park (JadeWeserPark) are prepared to meet these challenges.

JadeWeserPort

The JadeWeserPort is one of the most significant North German infrastructure projects in the last 50 years. The building of the only tide independent deep water port will be a magnet for further economic developments. In August 2012 the container terminal will go into operation and will be able to handle the world's largest container ships. With its water depth of 18 meters (SKN) and the short waterway of 23 nautical miles the



JadeWeserPort will be a port with enormous competitive advantages.

Directly adjoining the container terminal a logistics zone of 160 hectare arises. This freight village has excellent traffic accessibility. Another milestone for the economical development will be the site planning near the JadeWeserPort for an additional industrial and commercial area of about 400 hectare.

Research and Development

Research institutes for marine technology, biology and chemistry, for wind energy, coast and bird research are domiciled in Wilhelmshaven. Research for marine technology is in construction at present. In cooperation with companies of marine technology and its research and development departments synergies and competence clusters can be defined.

Commercial Market Rent Index

Total property costs for office, shop and laboratory rent depend on location and quality. Office rents in adequate locations and modern buildings add up to 6.50€/m², shop rents range from 7€/m² – 20€/m², technology and innovation centers offer office and laboratory space equipped with modern facilities for less than 10€/m². Price level 2008.

Academic Studies

The major focus of the Jade University of Applied Sciences in Wilhelmshaven is placed on the fields of engineering, economy, tourism and logistics; in cooperation with the University of Oldenburg and the Elsfleth University of Applied Sciences it also covers the fields of port management, nautical sciences and marine technology. The University of Oldenburg also offers a wide range of arts and humanities. There are plenty of foreign exchange scholarships with partner universities e.g. the University of Texas, Lubbock. Local companies try to attract students also in their early studies through internships, the participation in applied research and master theses.

Living and Housing

Living and housing in Wilhelmshaven covers nearly all wishes. There are generously designed flats in renovated houses of the Wilhelmina Style close to the city center, modern flats with three to four rooms in housing estates from the 1970s and student apartments. There is a wide range of offers.

Almost all urban quarters have shopping facilities, medical practices and child support as well as elementary schools and sport facilities. Secondary schools can be reached with busses from the public utilities. The frequency of the Bus services is quite high and is even further increased during rush-hours. The travelling time from one side of the city to the other takes 30 minutes. Busses with tilting technology make the getting on and off for older people easier.



Private Market Rent Index

In comparison to large cities and the southern regions of Germany rents are absolutely moderate in relation to the employee's salary. Rents, utilities not included range from 4 - 6 €/m² in surrounding regions to 10 €/m² in elevated positions.

Prices for real estate, depending on location, construction status and facilities range from 800 - 1,300 €/m² for old buildings. Developed building land will cost 66 - 130 €/m². The city center demands about 300 - 650 €/m². New apartments can be build for 1,800 €/m². Prices for apartments with 110 m² - 130 m² living space in preferred locations with view to the Jade Bay and the large harbour range from 1,400 €/m² - 2,900 €/m². Single-family houses with superior facilities in residential areas can be obtained for 140,000 € - 180,000 €.



Public Health Service

Health care is rated with 105 % of the nation-wide demand. The health sector develops to one of the major economy factors of the city and the region.

The two main hospitals and several joint-practice clinics offer a wide and specialized range of treatment options. The "Nord-West"-hospital in Sanderbusch supplements the range in today's high-tech performance medicine (Neurosurgery, Stroke Unit). The ADAC Rescue Helicopter takes sick or injured persons to the nearest hospital within 30 minutes from almost any location within this region.

Education

Wilhelmshaven has 18 elementary and secondary modern schools (Grund- und Hauptschulen), three Realschulen and three high schools (Gymnasien), one integrated comprehensive school, two special education schools and two vocational schools. In performance comparison e.g. the OECD the participating institutions reached satisfactory results. The demographical change does not stop at Wilhelmshaven. Some of the schools might have to merge over the next ten years.

Sports and Recreation

Wilhelmshaven is a city of sports. Popular sports are promoted in 81 sport clubs with about 22,000 members. About two third of the 7 – 18 year old children and teens are members of the sport clubs! A large number of number of voluntary workers promote this joint task. The variety of the clubs covers all kinds of sports, the conditions for new entries are not complicated and the fees are moderate. Outstanding performances on federal and state leagues are achieved. That also includes the disabled sport with highly recognized competitions in track and field and sailing.

Wilhelmshaven offers a wide variety of recreational opportunities, ranging from water-sports to beach life to bicycle rides and out-door activities.

Trips to Oldenburg, Bremen and Groningen (NL) invite for strolls with interesting cultural excursions and shopping.



Cultural Activities

The large number and quality of the cultural activities in Wilhelmshaven and its region is very impressive. Highlights are the municipal theater with its stages "Landesbühne Niedersachsen Nord" and "Niederdeutsche Bühne" as well as the cultural center "Pumpwerk".

Wilhelmshaven also offers a large variety of music from classical over modern up to pop and rock. Church music is presented in particular. Several choirs perform classical as well as contemporary oratorios and choir services.

The exhibition hall is regarded as a place of contemporary art; Burg Kniphausen places its emphasis on poetry readings and chamber music. The museum landscape, amongst others the German Naval Museum and some museum ships deals with the history of the city and the navy as well as with the variety of the North Sea coast and the mudflat.

Wilhelmshaven possesses valuable historical and architectural monuments from the Neo-classical, the Art Nouveau, Bauhaus and the modern times.

Green city at the waterfront

Wilhelmshaven is rightly called "Grüne Stadt am Meer". Large and small parklands, a botanical garden and a rosarium, residential areas with an old tree population and open marshland. The south-beach promenade is also a special attraction.



When new industrial and commercial areas shall be allocated and established or existing ones shall be extended, Wilhelmshaven takes care to balance the interests of the economy with those of the ecology and last not least with the well-being of its population and with the Tourist Industry, the latter being an important economical factor for the city and the neighbouring regions. The extensive capabilities for recreation and vacation are another major location factor.

Infrastucture

The city has a well-developed road and rail network. The motorway A 29 starts right at the JadeWeserPort and connects Wilhelmshaven with Oldenburg and Bremen as well as the Ruhr region via the A 1. Just as the A 31 from Emden/Leer which connects Wilhelmshaven with the region of Duisburg and Cologne.

The plan for federal traffic routes intends from 2014 on the continuation of the A 20 (Stettin – Lübeck) via Glückstadt and Varel to Westerstede.

The connection with Western Europe and Scandinavia as well as with Eastern Europe will subsequently be improved considerably. The traffic density on the motorways in the Weser-Ems region can be ignored compared to the A 1. Traffic jams are rare even during holiday seasons.

The rail network connects Wilhelmshaven with Oldenburg and Bremen or further into the south. Bremen Airport, about one hour's drive away has access to the worldwide air transport for passengers and freight. The close-by JadeWeserAirport in Mariensiel focuses on the transport of business travellers and the pilot displacement service in the North Sea and the drilling platform supply. The airport can also be approached under bad weather conditions.

The average travelling time from the harbour and industrial areas to any place in the city is about 30 minutes. It takes about 35 minutes to get from Wilhelmshaven into the city center of Oldenburg and 1 hour to the center of Bremen or the airport and 2 hours to Hamburg or Hanover. The Ruhr region can be reached within 3 hours.

Useful Web Addresses

Relocating your company to a new and foreign region is certainly a challenge, whereat gaining an impression in advance can be very helpful. We have therefore listed a number of important and interesting links without detailed explanations.

Stadt Wilhelmshaven	www.wilhelmshaven.de
Wohnen in und um Wilhelmshaven	www.wilhelmshaven.wohnstandort.info
Tourismus Wilhelmshaven	www.wilhelmshaven-touristik.de
Landkreis Friesland	www.friesland.de
Tourismus Friesland	www.friesland-touristik.de
Tourismus Wangerland	www.wangerland.de
Arbeitsagentur	www.arbeitsagentur.de
IHK Oldenburg	www.ihk-oldenburg.de
Wirtschaftsförderung Wilhelmshaven	www.wfg-whv.de
Allgemeiner Wirtschaftsverband	www.awv-whv.de
JadeBay Entwicklungsgesellschaft	www.jade-bay.com
Coastsite Wilhelmshaven	www.coastsite.info
KomSIS - Standort-Informationen-System	www.komsis.de
Club zu Wilhelmshaven	www.clubzuwilhelmshaven.de
Geschäftsstelle CzW c/o WMM	www.wmm-whv.de
Jadehochschule Wilhelmshaven	www.jade-hs.de
JadeWeserPort	www.jadeweserport.de

Appendix

Company and family relocation

Interested companies receive a short overview of location factors and important public services which gives an idea of the potentials and advantages.

Employees of such a company obtain a fast overview of the quality of life, housing and education in and around Wilhelmshaven.

The following case studies give profound suggestions. However, they do not replace a value analysis or a SWOT (strengths, weaknesses, opportunities, threats) analysis.

Case Study I – Company relocation at the JadeWeserPort



Company Profile:

Medium-sized Transport or Logistics Company from Mannheim with branch office in Braunschweig.

Scope of Service

- Partial or complete loads "LCL"
- Container transport
- Transport to customers or suppliers
- Commissioning, packing and dispatch
- Warehouse Logistics: hall and open storage space of approx. 5.000 m²

Size:

- 80 employees
- 50 tractor units
- 75 semitrailers

International orientation

- Intended cooperation with companies from Asia and Eastern Europe
- Reception and handling of freight via container

Locational advantages

- Easy access to the port, the Ruhr region, the Netherlands and to the economic region of Hanover-Braunschweig
- Proximity to the motorway with less traffic density
- Fast connection to the future A 20
- Rail network for freight traffic
- Proximity to the freight village JadeWeserPort with modern container handling and multi-modal traffic accessibility, container depot
- Proximity to truck services on the freight village
- Potential for a branch mix of industrial companies, wholesale and service sector companies
- Attractive and sufficient industrial and commercial areas at the JadeWeserPort (to some extent with rail connection) or at the JadeWeserPark with up to 10.000m²

Local resources

The city of Wilhelmshaven disposes of a wide spectrum of banks, insurances, tax consultants, lawyers, professional and trade associations. Well-known temporary employment agencies are also located.

The professional training is of high importance in Wilhelmshaven. Industry and craft trades offer trading jobs.

Local job agencies work closely together with established companies in order to contribute to a qualified personnel acquisition.

Case Study II – Job related relocation of a family

Family Profile:

Couple with two children (12 and 7 years) and one dog

When moving into another region different factors have to be taken into account. Important prerequisites are:

- Comparable offers (rent or sale) in attractive locations with consideration of the needs of the children
- Attractiveness of the location, shopping facilities
- Adequate public transportation, cycle paths
- Short way to the schools
- Performance related schools, learning aids, kindergarten
- Professional training and academic institutions as a perspective
- Professional work continuation of the wife
- Support of all sporting interests of the family
- Cultural entertainment
- Social environment for children and parents



By the following graph we would like to illustrate the opportunities that Wilhelmshaven and its region offer in everyday life.



