

[www.wfg-sankt-augustin.de](http://www.wfg-sankt-augustin.de)



# Enterprising Sankt Augustin.

PORTRAIT OF A CONVINCING LOCATION



Wirtschaftsförderungsgesellschaft  
Sankt Augustin mbH

CENTRAL | MULTIFACETED | DYNAMIC



1

Introduction  
Interview

Pages 03-05

2

Central location and  
connections

Logistics & digital networking  
Pages 06-09

3

Facts for decision-makers

Overview of commercial parks  
Pages 10-15

4

Good business environment

Communications & knowledge location  
Pages 16-19

5

Quality of life for business people  
and their employees

Residing and living in Sankt Augustin  
Pages 20-25

6

Tradition and identity

History of a young city  
Pages 26-29

7

What can we do for you?

Services provided by the business  
development agency  
Pages 30-31

# Contents

# Discovering a convincing location

Dear Readers,

this brochure focuses on Sankt Augustin as a business location and the work that the city's business development agency does. It will show you what we have to offer and how we are utilising the strengths of our city to benefit its private sector as well as the people who live and work here and outlines the strategy that aims to develop and build on them. Our efforts are guided by our Stadtentwicklungskonzept 2025 – the 2025 City Development Concept – with its **WissensSTADT<sup>PLUS</sup>** – KnowledgeCITY PLUS – mission statement that was unanimously adopted by the city council in 2006. The results achieved thus far mean that businesses and institutions that already operate from here as well as those intending to relocate here are able to benefit from Sankt Augustin's extraordinarily favourable framework conditions.

Sankt Augustin is young. It only came into being as a municipality when the municipal region reform that merged seven smaller communities into a single entity came into effect in 1969; its population only totalled 33,000 at the time. It was granted city status in 1977. Not even half a century has passed since then, and our municipality has become a highly modern and high-performance medium-sized city among the prospering regions along the Rhine corridor that

- is centrally located and that has a perfectly developed infrastructure in all directions,
- possesses fast data connections for regionally and globally networked companies,
- is home to internationally leading research facilities and the Bonn-Rhein-Sieg University, which is closely associated with the private sector and which is intending to further expand cooperation with business over the coming years,

- is able to draw on a highly skilled workforce that possesses above-average spending power and that therefore enjoys a comparatively high standard of living.

Sankt Augustin is preparing for its next phase of expansion into the future ... the development of a modern city centre. This step is the realisation of the 'Masterplan Urbane Mitte' ('Urban Centre Master Plan'). For which the main investor is mobilising more than 100 million euros. Millions are also being invested in expansion projects at the Bonn-Rhein-Sieg University. The completion of these projects will in the coming years increasingly shift Sankt Augustin's new 'Urbane Mitte' – still currently dominated by towering cranes – into the focus of life in our city: working, learning, shopping and, thanks to the new opportunities for bars and restaurants, relaxing.

Sankt Augustin has many sides to it as it is able to both benefit from urban culture and draw on the diversity presented by the different places it was created from. The neighbourhoods and traditions that residents enjoy – from the River Sieg to the foothills of the Siebengebirge – have developed organically over time. This is the quality of life that our business development agency is targeting to improve by encouraging local shopping and medical amenities to settle near to where residents need them.

We are also committed to the location's outstanding quality, to healthy companies and people who enjoy working there – or in other words: to even greater opportunities.

So, with this in mind, I warmly invite you to discover Sankt Augustin for yourself.

**Klaus Schumacher,**  
Mayor of Sankt Augustin





**Klaus Schuhmacher** (left), one of the two CEOs, and **Edgar Bastian** (right), Company Officer with Statutory Authority, at the Wirtschaftsförderungsgesellschaft Sankt Augustin mbH

## Networking business with knowledge

### What does the business development agency do?

**Bastian:** Our main concern is to ensure that businesses here are happy. We are creating areas for development and commerce and actively ask companies what they want and what they are concerned about.

### Who is the business development agency for?

**Schumacher:** One of the main target groups are young business people. That is why the business development agency organises a monthly meeting where problems may be addressed without red tape and where attention may be drawn to available training, funding and networking opportunities. Between 20 and 40 young business people regularly attend these meetings.

**Bastian:** We are also one of the few municipalities in the Bonn / Rhine-Sieg region to have been certified as a STARTERCENTER NRW; this means that we provide high-quality advice to people planning to establish their own businesses here. We take a look at their business plans and will certify their viability. Young business people are also given the chance to present themselves and their businesses to a broader audience at the 'Sankt Augustiner Wirtschaftsbühne' ('Sankt Augustin Business Platform').

### What are you doing for businesses that have already been going for a while?

**Bastian:** We can tell them what premises are available and how long it will take to grant permits for investment projects. We've already worked in the past with banks to find solutions for companies that were experiencing difficulties.

## Business development as a general service

### Does your work also benefit the general public?

**Schumacher:** Our efforts have helped businesses located on the Einsteinstraße close to the Metro company expand. This example demonstrated that we don't only work with properties owned by the city but that we are also able to facilitate negotiations between owners of private property and businesses that are planning to expand. The public benefits in that these businesses also create jobs and opportunities for training within the city. We have also succeeded in creating shopping amenities close to the residential areas in Niederpleis and Meindorf. A success that we will repeat soon in Birlinghoven.

**Bastian:** We were also able to improve access to the Azelis chemicals-logistics company and the wider commercial park in Buisdorf a few years ago. Azelis operates with a workforce of around 100 and it is regularly the destination for large trucks. These vehicles had for years been forced to wind their way through Buisdorf centre until the city was able to acquire the properties necessary to create a new access to the commercial park along the A3 motorway. This not only benefited the company, it also benefited residents who no longer had to suffer the heavy traffic. This project has also enabled us to create an additional 25,000 m<sup>2</sup> of commercial property where new businesses will be creating new jobs.

## Strategic development

### Where can Sankt Augustin's business development agency provide additional premises?

**Schuhmacher:** We are making even larger business premises available in the city centre, the fact that we are able to do so makes us almost unique in this regard. The corresponding lots are located in the MK1 and MK2 construction sectors, which are very close to the Bonn-Rhein-Sieg University; they are currently being used as temporary car parks for the HUMA retail centre. They are owned by the municipality and will be coming on to the market from 2017. There is also the MK3 sector, which is a former sports ground. An area of 6,700 m<sup>2</sup> has been reserved here for the expansion of the Bonn-Rhein-Sieg University. In conjunction with other free areas, these lots are part of the so-called Zentrum-West project that is being marketed as the 'Wirtschaftspark 112 and 113'. They extend from Haus der Wirtschaft und des Handwerks to the roundabout at the open-air swimming baths. A total of 84,000 m<sup>2</sup> remains available for development here, too. There are further property reserves at the main intersection between the Bonner Straße and Arnold-Janssen-Straße. We've been purchasing the residential buildings located here for many years with the intention of converting them into new commercial properties... and are thus actively steering the city's economic development.

### What are you hoping that the development work will achieve here?

**Schuhmacher:** We need high-quality services and science-proximate companies to improve the links between business and the knowledge-driven institutions that are based in our city. These include the Bonn-Rhein-Sieg University's campus and the Fraunhofer Institute's Schloss Birlinghoven Centre. We adopted this knowledge- and service-oriented strategy with the intention of gradually changing the city from a purely residential location into a productive knowledge-driven city.

## Unique selling propositions

### What unique selling propositions is Sankt Augustin able to offer compared with other cities?

**Schuhmacher:** Our efforts towards the linking of knowledge with business are enjoying continued success. For instance, the Bonn-Rhein-Sieg University has been able to work with a company that is based in Sankt Augustin in the development of the 'Mechatronics' degree course. Businesses are so able to draw on young specialists who have enjoyed specific training that has been provided locally.

**Bastian:** The Bonn-Rhein-Sieg University is also currently planning to create a centre for application-oriented research. Local businesses will be able to commission their own research projects at this centre. A science

campus for Sankt Augustin is also being discussed. Companies associated with the Bonn-Rhein-Sieg University would be able to settle on this campus.

**Schuhmacher:** Another unique factor that characterises our city is its high population density. It means that Sankt Augustin is not only attractive to retailers. And because of the large number of residents, we have been able to implement very good broadband services here. Such providers as the German Telekom have made the city a priority and our requests for fast data connections are always welcomed.

Cooperation between the Telekom and Sankt Augustin's business development agency has succeeded in creating the most efficient broadband network in the Rhine-Sieg region – one that delivers speeds of up to 100 Mbit/s. Which is important to modern businesses and institutions requiring fast data links.

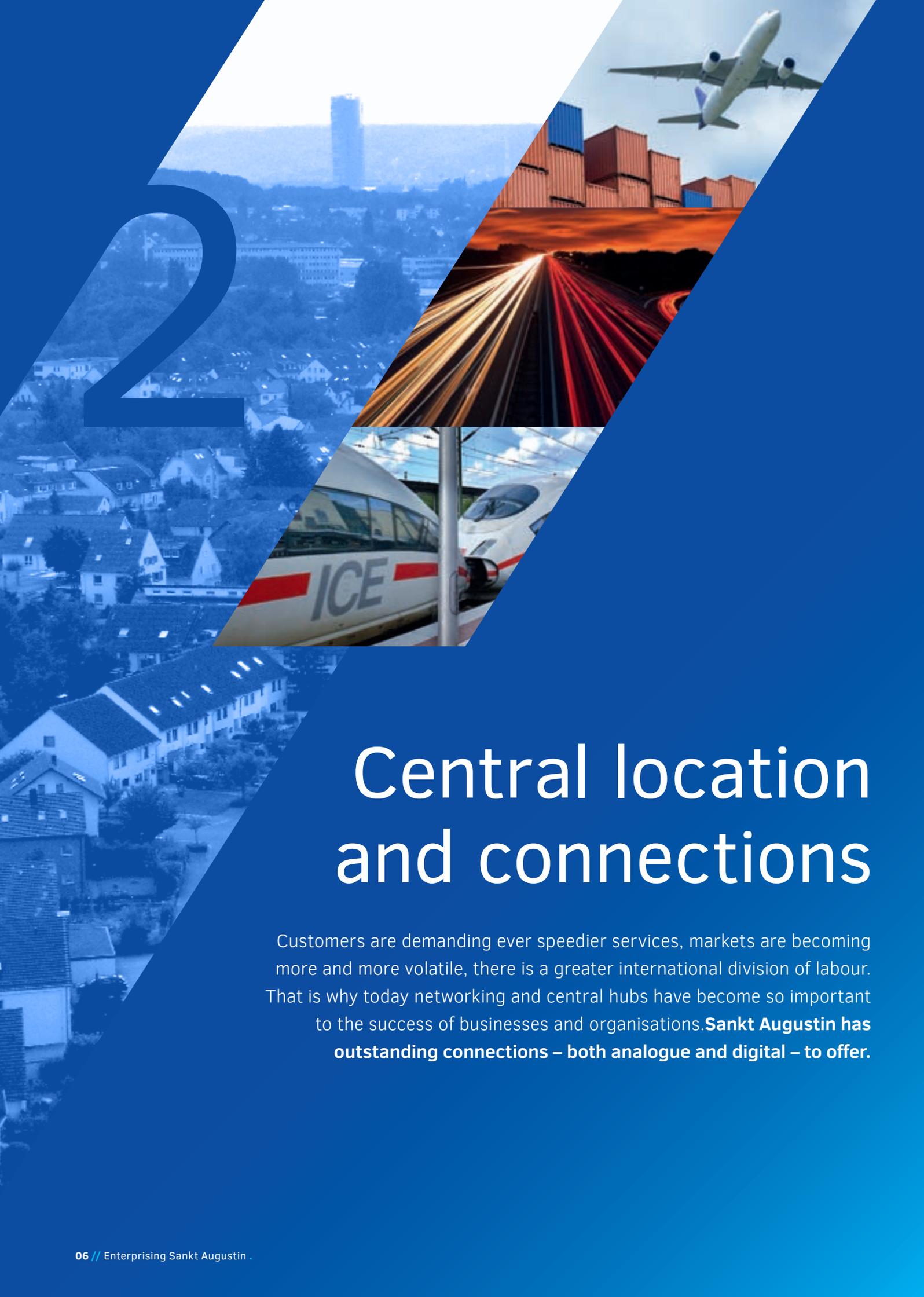
## Sankt Augustin 2025

### Where do you want to be in 10 years?

**Schuhmacher:** We are operating to a strategic plan. The Stadtentwicklungskonzept 2025 with the **Wissens-STADT<sup>PLUS</sup>** mission statement was adopted in 2006 and will extend to 2025. The strategy is aimed at building on the many knowledge-driven institutions that have developed in our city. This includes, for example, the Deutsche Gesetzliche Unfallversicherung with its Institut für Arbeitssicherheit (German Statutory Accident Insurance with Institute for Occupational Safety). The Divine Word Missionaries with their philosophical-theological university in Sankt Augustin and the China Institute. As well as the Zentralverband Sanitär Heizung Klima and the Konrad-Adenauer-Stiftung. The latter is intending to stay in Sankt Augustin and not relocate entirely to Berlin. Other concepts also exist, for instance, in retailing. The HUMA shopping centre, for example, is not being developed separately, it has been embedded within our 'Masterplan Urbane Mitte'.

**Bastian:** We are working in quadrants here. One quadrant is the HUMA retail park, another has been reserved for research and education, a third for the provision of services, which we are particularly planning to expand in the monastery yards at the main intersection between the Bonner Straße and Arnold-Janssen-Straße. The fourth quadrant will be realised at the roundabout that takes you to the open-air swimming baths: its central focus will concentrate on the subject of 'health'. We have already been able to persuade the Asklepios Children's Clinic and its Deutsche Kinderherzzentrum (German Children's Cardiology Centre) to open their doors here.

**Schuhmacher:** We want to carefully and gradually nurture our city to make it fit for the future.



# Central location and connections

Customers are demanding ever speedier services, markets are becoming more and more volatile, there is a greater international division of labour. That is why today networking and central hubs have become so important to the success of businesses and organisations. **Sankt Augustin has outstanding connections – both analogue and digital – to offer.**



## Overview of distances to major destinations

As a city, for example, Sankt Augustin enjoys excellent rail and road links. It is possible to quickly get to all the business centres located throughout the region. Even national and international destinations are comfortable and quick to get to. In addition, the city also possesses highly efficient digital data infrastructures throughout. All state-of-the-art!

### Short distances to the major centres

The **A59** motorway to the airport (Cologne-Bonn/Königswinter) and the **A3** north-south axis (Cologne-Frankfurt) are important road connections. They may be both accessed quickly and comfortably via the **A 560** and the **Sankt-Augustin motorway junction**.

These links put the international hub of Frankfurt airport only an hour's drive away.

The city's public-transport system is also highly developed. The **No. 66 tram**, for instance, will get passengers to the **Siegburg/Bonn ICE rail station** in under 10 minutes and to Bonn in under 20.

It takes just 15 minutes to get to the **Cologne/Bonn airport** from Menden station depending on the rail links. The **Hangelar airfield** serves business traffic.

Containers and bulk goods as well as unit loads and project cargo may also be transported by shipping to and from the city through the nearby **port of Graurheindorf**.

### From Sankt Augustin centre to ... in km / minutes by car

Siegburg/Bonn ICE railway station	<b>3 km</b>	<b>6 min.</b>
Bonn	<b>9 km</b>	<b>19 min.</b>
Port of Graurheindorf	<b>11 km</b>	<b>18 min.</b>
Cologne/Bonn airport	<b>21 km</b>	<b>18 min.</b>
Cologne	<b>32 km</b>	<b>35 min.</b>
Düsseldorf	<b>71 km</b>	<b>59 min.</b>
Koblenz	<b>74 km</b>	<b>59 min.</b>

Source: viamichelin.de



## State of the art – digital networking

**“Sankt Augustin is one of the first cities to have completed the upgrade to high-speed networks,” reports André Hofmann, Spokesperson for Deutsche Telekom AG. Kilometres of high-performance fibre optic cables enabling speeds of 50 Mbit/s throughout have been installed over recent years. So-called vectoring boosts these rates up to 100 Mbit/s. Deutsche Telekom AG has also stated that Sankt Augustin’s mobile phone networks operate at 100 Mbit/s, too. But this, of course, depends on capacity utilisation and proximity to nodes and cell towers.**

“Proximity to the university and excellent transport links: Sankt Augustin provides the perfect infrastructure.”

**Thorsten Laabs**, Managing Shareholder at mdk GmbH.

Thorsten Laabs is the CEO of the mdk Gesellschaft für Entwicklung und Betrieb technischer Mehrwertdienstleistungsplattformen mbH, which has been providing services for up-to-date product management and the development of secure software systems since 2011. The company operates from five offices on the Bonn-Rhein-Sieg University’s BusinessCampus and currently employs 18 full-time and freelance staff.

### **The company has worked on the following projects in the past:**

- The development of uniform, customer-friendly standards for payments by mobile-phone billing,
- The reorientation of a digital project for electronic logbooks and
- Computer-aided market monitoring.

mdk is able to count mobile-phone operators in Munich, Kiel and Düsseldorf among its clients.

### **Why did Thorsten Laabs choose to settle in Sankt Augustin?**

**Laabs:** “We are a software company so one important factor in deciding to base ourselves in Sankt Augustin was the available broadband with speeds of up to 50 Mbit/s. The links to the ICE station, airport and motorways in all directions that allow us to quickly travel to clients and vice versa were also important aspects in our choice. Furthermore, it is great that we are so close to the Bonn-Rhein-Sieg University and the young highly qualified specialists that are being trained there,” Thorsten Laabs adds, who, before launching mdk, had previously worked as a project manager, business consultant and product manager at various firms, including Ernst & Young and Deutsche Telekom.



## High-speed Internet with vectoring

Network vectoring is a comparatively easy method of doubling data speeds through existing copper wires. Vectoring complements the features offered by VDSL 2, which promises throughput rates of 100 Mbit/s. Vectoring is used to eliminate the sometimes significant electromagnetic interference that the rapid transmission of data through wires produces. In this way, it is possible to realise 100 Mbit/s in copper wires that are 500 metres from their distribution boxes. Vectoring requires the upgrading of these distribution boxes (DSLAM) to make such speeds through copper wires possible.

Source: Deutsche Telekom AG

“High-speed broadband as a location factor – the business development agency has made great efforts to speed up Internet access.”

**Professor Dr Karl Jonas** teaches multimedia communication at the Bonn-Rhein-Sieg University's faculty for information sciences. <http://bit.ly/1AmbvVQ>

He previously headed the FOKUS.NET department at the Fraunhofer Institute's Schloss Birlinghoven Centre. 'FOKUS' stands for Fraunhofer-Institut für Offene Kommunikationssysteme (Fraunhofer Institute for Open Communication Systems).

### **Sankt Augustin claims that it has faster than average broadband speeds. Is that right?**

**Prof. Jonas:** Absolutely. Except for a few percent, all areas in Sankt Augustin enjoy fast broadband with speeds of up to 16 Mbit/s for home use and 50 Mbit/s for commercial use. The outskirts are also relatively well served. There has been a lot of work going on in many of the city's districts over recent years. This is where high-performance fibre optic cables have been installed.

### **How has Sankt Augustin been able to achieve this progress?**

**Prof. Jonas:** Sankt Augustin's business development agency was very interested in working with Deutsche Telekom to get the work done. The hot line to the company, which has its headquarters just a few kilometres from the city, also speeded up the project.

### **Why is fast broadband so important?**

**Prof. Jonas:** Broadband speeds of 50 Mbit/s represent an important factor in the choice of a business location – comparable to that of the availability of water and power. Even people looking to purchase new homes are naturally

interested in how fast the broadband is. Many regard Internet TV, for example, as essential to their quality of life. So fast connections are really important.

### **What is driving the development in the commercial sector?**

**Prof. Jonas:** The demand for ever faster broadband speeds is being driven by the continuously growing amounts of data and the number of applications in the cloud. End devices at company locations are now only used to input data, the actual computing is carried out on central servers to which they are connected over the Internet. Microsoft is shifting more and more of its office programs into the digital cloud. Which means businesses no longer need to worry about program updates. So while they may choose to work with the cloud or not in some aspects of their work, they must operate in the cloud in other areas. The fiscal authorities, for example, demand that VAT returns be submitted on-line.

### **Does the increasingly international division of labour have an effect?**

**Prof. Jonas:** Supplies and spare parts are sourced from all over the world. Product presentations in 3D have become the norm. Animations and flash applications are being used more and more. Such processes also require fast broadband speeds. In their efforts to keep up with developments in Industry 4.0, businesses have become connected across national and international borders. Data quantities will therefore continue to grow. Fast broadband has accordingly become a competitive factor for locations – one that is becoming increasingly important.

But, as things stand today, Sankt Augustin is well prepared in this regard.

# 3



# Facts for decisionmakers

Business in Sankt Augustin stands on four important pillars. In other words, four areas that feature **retailing, logistics** and **skill-intensive services**. Several manufacturing companies are based in the city, including Dolorgiet, the internationally renowned drugs producer; the Kuhne Group, which manufactures plants and systems; and Hennecke Polyurethane Technology, which builds machines. But business in Sankt Augustin is mostly dominated by the retail and service sector, which is also the largest employer in the city.

Animation of the new Karl-Gatzweiler-Platz at the Town Hall.  
Photo: Jost Hurler Unternehmensgruppe 2015



## 1. Einsteinstraße – the place for services, retail and mobility

Motor car and motorcycle dealers and retailers (including Pflanzen Breuer and Metro) are clustered here to everyone's benefit. "You could hardly hold a more central position in the Rhine corridor with its associated spending power," says Doris Breuer, proprietor of Pflanzen Breuer. "The dense grouping of retailers on the Einsteinstraße also helps our business as does the fact that the HUMA retail park is nearby. Because people driving there must pass our premises on their way and so will see that we are here."



## “An ideal location.”

**Doris Breuer and her husband, Frank Breuer,**  
proprietors of Pflanzen Breuer

The couple employ 88 people at their outlet with 8,000 m<sup>2</sup> of sales area on their 29,000 m<sup>2</sup> premises near the Sieburg / Menden motorway exit.

“The business serves a broad region, including the districts of Bonn and Cologne on the eastern side of the River Rhine” Doris Breuer says. This is due to the wide range of products on offer and their presentation which seek their equal but also results from where the business is situated. “You could hardly have a more central position in the Rhine corridor with its associated spending power,” she says. The distances to Pflanzen Breuer’s suppliers are also short. “The Netherlands and Lower Rhine Region, where many of our producers are based, are not that far away and our proximity to our gardeners is important because we like our plants and flowers to be fresh. That the links are so good means that we are able to flexibly and quickly restock. And so achieve good qualities and good price-performance ratios. Two factors that have become our trademarks – along with our friendly service.”

Pflanzen Breuer was opened in Sankt Augustin in 1983 by Hugo Breuer, who was not only a highly skilled gardener but also father of the present boss. The business had outgrown its original location on Marie-Curie-Straße by the turn of the millennium. “At the time, the site in Mendener Feld where we are now was just fields,” Doris Breuer says. “It was divided into 25 small parcels. The city and the business development agency were a great help here in getting the owners to agree with each other so that we were then able to purchase a sufficiently large lot to build on. The building permits for our new garden centre and its combined heating and power system were granted quickly. We felt really happy working with Klaus Schumacher, the Mayor; Rainer Gleß, the Deputy Mayor; and Edgar Bastian, who represented the business development agency.”

Pflanzen Breuer moved to the new premises in March 2009. “Our success surprised us and our plans have been exceeded.”

## 2. Menden-Süd commercial park, retail and services

The modernisation of a warehouse in this business park that had been previously owned by a furniture factory represents a spectacular feat of renewal: Andreas and



Andreas and Wolfgang Kalker in ‘Das blaue Lagerhaus’

Wolfgang Kalker invested a lot of time and money to create ‘Das blaue Lagerhaus’ in 2011. The innovative ‘Blaue Boxen’ (‘Blue Boxes’) concept enables customers to store their furniture, files and products safely and securely in mobile storage containers. Around 850 customers are already utilising this flexible solution. An additional 10,000 m<sup>2</sup> of space is also available to rent for customers requiring larger storage areas and offices. About 20 businesses providing employment to around 40 people have located to this site.



Solar roof panels: the Pützstück company



Thomas Pützstück, CEO of a heating and plumbing company.

Thomas Pützstück's 'innovation centre' also falls under this heading. 'Innovation centre' is what he calls his company. He is a highly qualified gas and water technician and central-heating and ventilation fitter. His 550 m<sup>2</sup> business premises, which opened in 2009, possess a highly futuristic character with triangular walls. The roof is covered with solar panels. The business specialises in sustainable energies. Pützstück and his team of 17 install and provide maintenance services for photovoltaic systems, heating pumps and pellet heaters as well as for systems that utilise rainwater and thermal solar energy. The company leads by example as the business premises are heated by pellets and heat pumps and powered by its own solar energy.

### 3. Buisdorf commercial park – logistics from Aldi to Azelis

This site is dominated by logistics. It is where Aldi Süd decided to build its central warehouse on a 13-hectare area in 2001. The warehouse serves the Rhein-Sieg district, Bonn, the Rheinisch-Bergisch district and parts of the Oberbergisch district. The building has 46,000 m<sup>2</sup> of space of which 38,000 m<sup>2</sup> are dedicated to warehousing.

Am Siegblick is where Azelis, which is a logistics-services provider for the global distribution of special types of chemicals, has its premises. Azelis Deutschland in Sankt Augustin employs around 100 people. The business development agency helped realise a new access route along the A3 motorway for it and other companies. (Interview Chapter 1).

### 4. Sankt Augustin centre – retail, knowledge, health

This site is dominated by the HUMA retail park, the Bonn-Rhein-Sieg University's campus and the Asklepios Children's Clinic, which is a maximum care hospital with cardiology department for children and adolescents (see Chapter 5 – Quality of life for business people and their employees). Cranes towering over Sankt Augustin's city centre are indicative of the fact that something big is happening here. A new 'Urbane Mitte' ('Urban Centre') is being built here in accordance with the city's master plan. A massive section of this project is the construction of the new HUMA retail park. Jost Hurler Beteiligungs und Verwaltungs GmbH is investing more than 100 million euros in this redevelopment project. And growing numbers of students at the Bonn-Rhein-Sieg University have made it necessary to expand its premises on an area of around 6,700 m<sup>2</sup>. Around two-thirds of this new space has been reserved for education and administration. The remaining third has been earmarked for a new centre of applied research. The university is expecting investment in Sankt Augustin to reach around 15 million euros.

### Leaving nothing to chance: the 'Urbane Mitte' master plan

The modernisation, construction and conversion work taking place in the city centre of Sankt Augustin is being carried out on the basis of the '**Urbane Mitte**' master plan, which was adopted in 2011 under the auspices of Deputy Mayor, **Rainer Gleß**.

The concept paper on the Internet: <http://bit.ly/1EwMoT9>

The master plan governs a 31-hectare section of land located at Südstraße, Bonner Straße, Arnold-Janssen-Straße and the Bonn-Rhein-Sieg University and the Rhein-Sieg Grammar School. The measures have been outlined in an 'Integrated Action Plan'. Implementation is to be effected over a period of around five years and it is estimated that costs will run into the double-digit millions. Public spaces are to be enhanced and transport connections created and improved. The plan also specifies additional green areas designed to add further value to life in Sankt Augustin.

More about the planned individual measures at: <http://bit.ly/1NDpNGX>





**Lars Johannsen** is one of three CEOs at JH Development GmbH, a subsidiary for developing and directing projects by Jost Hurler Beteiligungs und Verwaltungs GmbH & Co. KG. Johannsen is supervising the realisation of the new HUMA retail park: more than 100 million euros are being invested in 39,000 m<sup>2</sup> of shopping space. The building was designed by Chapman Taylor, the award-winning international firm of architects and planners.

**HUMA:** “We see ourselves as part of this city.”

**HUMA came to Sankt Augustin in 1977. Jost Hurler selected the location in the 1970s. So many people tried to get to the retail park when it first opened in 1977 that parts of the motorway had to be closed.**

“As was customary in the 1970s, lots of concrete and asphalt was used in construction. And by now it had begun to show its age. That is why we are redeveloping the HUMA retail park from scratch,” says Lars Johannsen. “We see ourselves as part of this city and the region which is why it is our intention to create something for the future.” The new retail facility will generally be greener and lighter. “We will be building a new park area along the northern boundaries. The building’s front will blend harmoniously into this green. Like the interior, it will invite people to spend time there.”

Three different consulting firms were asked to prepare studies into the prospects and customer potential over the medium to long term before construction work commenced. “Also thanks to the good infrastructure, which makes for easy access to the retail site, it was found that Sankt Augustin is able to draw on a potential of around 900,000 customers. These customers will come from the districts of Bonn and many other smaller medium-sized towns and cities and even from the outskirts of Cologne that are located on the eastern side of the River Rhine.

And still Sankt Augustin has potential that has yet to be realised. At the moment, more than half of the not inconsiderable spending power that the city has to offer is being drawn away into the surrounding areas. We want to exploit these potentials.”

Johannsen says about working with the city: “We have worked very well together. We decided early on to establish a joint steering committee. Klaus Schumacher, the Mayor, got involved and even travelled to Munich to discuss solutions with us that would best serve Sankt Augustin’s interests. We also have a great relationship with Rainer Gleß, the Deputy Mayor. By being able to discuss matters from the outset, we were able to achieve an almost unlimited cross-party political consensus. That hardly ever happens elsewhere. The consensus was also achieved because we agreed to incorporate many ideas and suggestions by the residents and local politicians into our plans. We were in this way able to find great ways, for example, of integrating the urban-railway station and the Karl-Gatzweiler-Platz. Several bars and restaurants will open here. Including snack outlets and up-market eateries.”

The retail park will provide employment to around 1,300 people. The investor says: “The number of jobs that will be created is far greater if the suppliers, maintenance contractors and other service providers are taken into account.” The first phase of construction will commence in October 2015. We hope to have completed the entire retail park with 140 outlets by September 2017. Johannsen says, “We have already let 95% of all units to be completed during the first phase of construction.”



### Certified business development: quick responses and clarity for business

SMEs play a particularly important role in a municipality's economy. That is why Sankt Augustin and its business development agency focus on making the city more attractive to the business community by providing business-friendly services.

The city has been a member of the Gütegemeinschaft Mittelstandsorientierte Kommunalverwaltung e.V., which is a registered association that monitors the quality of municipal administration, since

2013, and at the beginning of 2015, both the city and its business development agency were awarded the RAL association's 'Mittelstandsorientierte Kommunalverwaltung' certificate for the quality of services provided to SMEs. The certificate is awarded when 14 undertakings defined by the RAL quality assurance association are met and implemented. These promises create a reliable planning framework for SMEs, optimise administrative processes and help cut red tape.

The undertakings include promises to respond within three days to inquiries about various permission procedures with the naming of a contact partner, the handling of building permits within 40 working days and the payment of invoices for orders within 15 working days.

## Selected structural data

### Companies by sector

17.7%	Wholesale and retail as well as motor-vehicle maintenance and repairs
17.4%	Freelance, scientific and technical services
11.4%	Construction industry
9.9%	Real estate activities
8.2%	Other business services
7.5%	Information and communication
27.9%	Other

Source: Landesamt für Statistik

### Employees paying social insurance by business sectors (total: 13,500)

19.5%	Wholesale and retail as well as motor-vehicle maintenance and repairs
14.4%	Health and social sector
11.8%	Manufacturing
9.9%	Freelance, scientific and technical services
9.6%	Provision of other services
7.8%	Public administration, defence, social insurance
27.0%	Other

Source: Bundesagentur für Arbeit

**Business start-ups:** 523 new businesses were added and 506 were removed from the commercial register in 2014.

**Spending power:** Sankt Augustin's residents possess above-average high spending power. This spending power is 7.4 percentage points above national German levels and just a little higher than the average for the Rhein-Sieg district (plus 0.3 percentage points). (Source: MB Research Nürnberg)

### Rents:

#### Net office rents (without secondary costs) (€/per m<sup>2</sup>)

Location	Simple location	Medium location	Good location
Sankt Augustin	7.00 €	8.00 €	12.00 €
Bonn	7.50 €	11.50 €	16.00 €
Siegburg	5.00 €	7.00 €	9.00 €

#### Net shop rents in top location (without secondary costs) (€/per m<sup>2</sup>)

Location	Small (up to 60 m <sup>2</sup> )	Large (from 100 m <sup>2</sup> )
Sankt Augustin	17.00 €	15.00 €
Bonn	120.00 €	100.00 €
Siegburg	55.00 €	25.00 €

Source: Immobilienverband Deutschland IVD West e.V. (2014)

### Standard land values (€/per m<sup>2</sup>)

Residential construction area from 185 € to 300 €  
 Mixed area from 235 € to 310 €  
 Commercial park from 90 € to 130 €

Source: Land value map, valuation cut-off date (1 January 2014)

### Trade tax rate

Since 2007, the trade tax rate has been set at 470% (2003 to 2006: 460%)



# 4



## Good business environment

Sankt Augustin has become the place for scientific research and application, for information and communication technologies and for scientific training and development. Many interfaces to business have been established. The resulting symbioses generate growth and wealth.

# Knowledge for business, practical assistance and support for new businesses

Sankt Augustin is home to leading research and educational facilities. Including the Fraunhofer Institute's Schloss Birlinghoven Centre and the Bonn-Rhein-Sieg University, for example. The Deutsche Gesetzliche Unfallversicherung (German Statutory Accident Insurance) also runs its Institut für Arbeitsschutz (Institute for Occupational Safety) from here. The Asklepios Children's Clinic with children's cardiology centre (Chapter 6), the Sankt Augustin Federal Police Directorate, the Bundesamt für Personalmanagement der Bundeswehr (Federal Authority for the Management of Personnel in the German Army) and the Konrad-Adenauer-Stiftung (Konrad-Adenauer Foundation) are also fonts of know-how that are to be found in Sankt Augustin (Chapter 6).



## Scientific example: the Fraunhofer Institute Centre and the Bonn-Rhein-Sieg University

The Fraunhofer Institute's Schloss Birlinghoven Centre is one of the most important research facilities for information sciences and applied mathematics. The campus at Schloss Birlinghoven is home to three institutes and two research units that employ 650 scientists and other personnel. Two-thirds of the campus' income is generated from work commissioned by the private sector.

**Fraunhofer Institute Centre:**  
“Organic relationship with the city.”

**Professor Jarke talking about the location:** “Our campus in Birlinghoven enjoys close ties with the city that have grown organically over decades. After all, we have developed from the Gesellschaft für Mathematik und Datenverarbeitung (Association for Mathematics and Data Processing), which was established in 1968. Many of our around 650 employees live in Sankt Augustin – and have come to appreciate it as a great place to live and work.”



Professor Dr Matthias Jarke is Chairman of the Council of Institute Directors at the Fraunhofer Institute's Schloss Birlinghoven Centre. He is head of the Fraunhofer Institute for Applied Information Technologies (FIT) and also principal of Information Sciences 5 at the RWTH Aachen.

**Why Sankt Augustin is so attractive as a location:** “We work very closely with colleagues at the Bonn-Rhein-Sieg University, Bonn University and the Bonn-Aachen International Center for Information Technology (B-IT). The fact that these institutes are located close to each other has helped improve the efficiency of cooperation between them. Sankt Augustin also maintains a great data infrastructure. And we are also close to the companies on whose behalf we are carrying out the scientific work. Including many SMEs as well as such multinationals that are headquartered in the region as Deutsche Post AG, Bayer AG and Deutsche Telekom AG.”

The Fraunhofer Institute's Schloss Birlinghoven Centre is one of the leading research centres for information sciences and applied mathematics in Germany. It is a global leader in certain areas. Including fast algorithms for large equation systems that help forecast the weather, solve packaging problems for goods transportation and optimise cutting processes in the textile industry. Big-data technologies also represent an additional field of endeavour. Examples here include IT systems for improved diagnoses, research into active ingredients for the development of new drugs in the fight against cancer, Alzheimer's and diabetes along with new methods for analysing large amounts of heterogeneous data in pharmaceutical research.

The Fraunhofer Schloss Birlinghoven Campus on the Internet:  
[www.izb.fraunhofer.de](http://www.izb.fraunhofer.de)

**Bonn-Rhein-Sieg University:**  
productive partnership and living neighbourhood

Another aspect of the knowledge-dominated character of the city is the significance of the Bonn-Rhein-Sieg University across the region. The university was founded and based along with its main administration departments in Sankt Augustin in 1995. Here and across its other locations in Rheinbach and Hennef it offers 26 degree courses in the fields of business, science, information



“Companies and institutes will find dependable framework conditions here. A political consensus exists in regard to the guidelines for our development.”

Klaus Schumacher, Mayor of Sankt Augustin

science, engineering science, natural science, social insurance, journalism and management. It cooperates with Bonn University and the RWTH Aachen within the Bonn-Aachen International Center for Information Technology (B-IT), a centre where highly specialised information scientists carry out their research. A total of 145 professors teach and carry out research at the university. They are supported by assistant lecturers from the business and science communities. The university had registered 7,352 students for the 2014/2015 winter semester; 4,916 of these were studying in Sankt Augustin. With around 1,000 employees, the H-BRS as it is also known, is one of the largest employers in the Rhein-Sieg region. Another example of fertile cooperation with the commercial sector are the courses that have been devised jointly by the university, the chambers of commerce and industry and the private sector, which include the industrial mechanic / mechatronics course. This course runs for four and half years after which graduates are not only awarded their Bachelor of Engineering but are also qualified to work as industrial mechanics. Hennecke GmbH Polyurethane Technology, which manufactures specialist machines in Sankt Augustin, promises job applicants that, “it will not only make you employable throughout many areas of a company but also universally all over the world.” Hennecke GmbH has worked with the university from the very beginning.

**Professor Ihne talking about the university and the city's business landscape:** “Project partnerships connect us to the city's and region's business landscape. We develop new products and processes with companies in Sankt Augustin. It also enables us to coordinate the contents of our courses with the needs of our students' future employers. Hennecke GmbH, for instance, helped us develop the two-track machine construction / mechatronics course. Such joint projects mean that companies are happy to employ the graduates. Our relationship with the nearby Fraunhofer Institute's Schloss Birlinghoven Centre is also highly productive from a scientific point of view. We are additionally working very closely with the city council and its business development agency on the creation of a centre of applied research and a business campus in Zentrum-West. This is where graduates



**Professor Dr Hartmut Ihne** has been President of the Bonn-Rhein-Sieg University since 2008. He has studied in a wide range of different fields, including philosophy, political sciences, German language and literature, education and electrical engineering in Bonn, Bern, Neuchâtel, Siegen and Oxford. He has been teaching ethics, political philosophy, development policies and political consulting at various universities since 1986.

from our university but also former employees from the Fraunhofer Institute's Centre and Deutsche Telekom AG are choosing to set up their spin-offs: the business development agency accompanies them through the initial phases of business operations. Which means that we are in this way working together in the creation of new businesses.”

**Professor Ihne talking about lived neighbourhood:** “For many years now, the Bonn-Rhein-Sieg University has been participating in the Wirtschaftsbühne presentations (Business Platform). An intense cultural dialogue has also been entered into. The university, for instance, supports a local book shop in the successful staging of readings by prominent writers. These have included Katrin Bauernfeind, who in November 2014 read excerpts from her latest book. It also commissioned award-winning artist, Hilla Jablonsky, to create a triptych entitled, *‘Kreativfelder und Denklinien’* (‘Creative Fields and Lines of Thought’) for its foyer in 2004.” Sankt Augustin will continue to become a knowledge-driven economy over the next few years. The people representing its interests are pursuing a long-term strategy. This is the Sankt Augustin 2025 concept for the development of the city along with its **WissensSTADT<sup>PLUS</sup>** mission statement that the council adopted unanimously in 2006.

**The concept that outlines how the city will develop in the future defines three main fields of activity:**

**1. Knowledge-driven city:** this sets out how Sankt Augustin will develop 'campus qualities' from its association with the university and other institutes. To this end 'fillet sections' have been earmarked in Zentrum-West 'for educational facilities and knowledge-driven businesses'. Sankt Augustin's previous image as a 'suburban residential city' is to be gradually replaced through these developments.

**2. Residential city:** this sets out how new builds are to be created to ensure the development of a 'city of short distances' to nurseries, schools, medical practices, public transport and local shopping amenities.

**3. Regional city:** this sets out how regional cooperation is to be strengthened and mentions the Bonn / Sankt Augustin residential and science park as a "positive example of how regional and project-related cooperation may be realised" with the intention of generating synergistic effects.

Paper on the Internet: <http://bit.ly/16LgJys>

## Support for business start-ups at the certified



Sankt Augustin's business development agency has been certified as a network partner to the STARTERCENTER NRW initiative set up by Northrhine-Westphalia's Ministry of Economics. The centre is where experts from the business development agency assist prospective founders wanting to start businesses and become self employed. People wishing to launch their own companies are also able to find out what support and seminars are available to them. The advice that Sankt Augustin's STARTERCENTER provides includes:

- An assessment of the business idea
- Information about business funding and subsidy programmes and possible grants
- A business-plan feasibility and viability assessment
- Appraisal of the funding concept
- Preparation for meetings with banks
- Help with formalities

STARTERCENTER NRW on the Internet: <http://bit.ly/1EdHpE1>

“The business development agency has been a highly appreciated and valuable companion.”



**Ronny Krekow** is a young entrepreneur. The trained restaurateur and business-sciences graduate with additional cocktail-mixing qualifications from the chambers of industry and commerce became self-employed with the agency's support in 2013. He runs 'Finest & Fancy by Krekow' with his partner, **Bianca Mehr**. The company provides mobile bar-catering and tasting services and organises cocktail-mixing seminars.

Krekow had his business plan assessed by the business development agency. "The business development concept was a great help," he says. "From the initial consultation with valuable tips to the regular meeting of young business people (JUST), it has been a highly appreciated and constant companion." Finest & Fancy is to be found at events all over Germany, for instance, at the Red Light Night in Bergneustadt. It also arranges 'informal cocktail evenings with customers and business partners, product promotions with drinks coloured to match the occasion and private cocktail parties'.

He regularly gets together with other founders to compare notes at the Jungunternehmer-Stammtisch Sankt Augustin (JUST – regular meeting of young business people in Sankt Augustin). Ronny Krekow now also speaks at these meetings – and has twice provided his assistance at the information events that focus on 'The Route to Self-Employment' and that are regularly organised by the Sankt Augustin business development agency by talking about how he became self-employed.

Further information is available at: [www.finest-fancy.de](http://www.finest-fancy.de).



# 5



# Quality of life for business people and their employees

Living in green neighbourhoods that have maintained their village-like character although they are in central urban districts situated along the prosperous Rhine corridor – that is what sets Sankt Augustin apart. Refined residential estates with detached homes may, for example, be found in Hangelar Niederberg and Niederpleis-Schmerbroich. The newly built **residential and science park**, which was realised as a joint venture between Bonn and Sankt Augustin, is also very family-oriented. Barrier-free and cross-generational living is further possible, for instance, on the newly built ‘Im Rebhuhnfeld’ estate in Menden. While those who prefer surroundings that have developed historically will find what they are looking for in the centres of the individual districts.



“Quality of life and district identities.”

Klaus Schumacher, Mayor of Sankt Augustin

“Our efforts are aimed at establishing independent shopping infrastructures in each district. We are committed to creating vibrant centres. One example of this is our support for the circle of advertisers that organises the ‘Hangelarer Spektakel’. An event that attracts around 50,000 visitors. We have further been able to protect independent retailers and local shopping amenities. We were also successful in helping to establish an association of businesses in Menden. While Birlinghoven will be the final place to be targeted in the improvement of local amenities. We have already started work on attracting amenities to the locality. And we are doing our utmost to protect the local character of the individual districts. That’s what quality of life also means to me.”



## Proximity is characteristic of life in Sankt Augustin

The 32 child day-care centres and nurseries in the U3 sector form part of a very good coverage that is characterised by easy accessibility by foot or bicycle. The city is also home to eight primary schools. Seven of which provide all-day care. These help parents achieve the optimum balance between child-care and career while providing children with the best of opportunities. The secondary schools, including two grammar schools, a comprehensive, and two secondary modern schools and two schools providing compulsory general education, as well as a special needs school, also offer all-day schooling. Additional special-needs schools run by the district regional authorities and an independent Waldorf round off the educational coverage.

Distances to the city centre with its broad range of opportunities for shopping are short and may be easily covered on the well-developed public transport system.

Healthcare provision is also an important factor in choosing a place to live. Health coverage in Sankt Augustin is excellent. There are 18 general practitioners, 97 specialists and 27 dentists and orthodontists to choose from.



3





2



The Ronald McDonald Haus at the Asklepios Children's Clinic



Modern health centres with practices for a variety of specialists may also be found in Menden, Mülldorf, Niederpleis and the city centre. Sankt Augustin is with the **Asklepios Children's Clinic** also home to a maximum-care hospital with its own maternity ward for the treatment of children and adolescents with acute complaints. This hospital also has a reputed **cardiology centre for children**. The clinic has 225 beds. And it provides care to around 9,000 in-patients and 40,000 out-patients each year. Fifteen specialist departments offer treatment for almost any illness that children and adolescents may suffer.

The fifth **Ronald McDonald Haus** in Northrhine-Westphalia opened on the clinic's grounds in 2014. Its 25 apartments and various communal facilities provide accommodation to around 400 families while their children receive treatment each year. The McDonald's Kinderhilfe Stiftung invested 5.5 million euros in the extravagantly designed and eye-catching building. The German comedian, Oliver Pocher, is the patron of the Ronald McDonald Haus in Sankt Augustin.

Sankt Augustin is also a great place for recreation. The idyllic **Pleistal**, the natural beauty of the nearby **Siebengebirge** and the  **flood plains of the River Sieg (Siegauen)**, one of the last natural delta landscapes, for instance, are highly appreciated by walkers, cyclists, hikers and joggers alike.

- 
- 1/ Residential and science park, Europaring
  - 2/ Local recreation in Siegauen (River Sieg flood plains)
  - 3/ Children's day-care centre
  - 4/ Romantic half-timbered house in Menden
  - 5/ Asklepios Children's Clinic



1



2



3

- 1/ Sankt Augustin sports centre
- 2/ Golf course in Hangelar
- 3/ Hangelar airfield
- 4/ Hangelarer Heath
- 5/ View of the Siebengebirge

## Sports from handball to yoga

Specially signposted routes connect the surrounding landscapes within the 'Grünes C' project.

The 'generations circuit' in Zentrum-West is part of the 'Grünes C' project. This is where outdoor fitness equipment has been installed for people to exercise and train on. The equipment was specially developed for older people and people with restricted movement in conjunction with the sport university in Munich.

More information is available at: <http://bit.ly/1GD7KMn>

The sports that people may enjoy locally range from aerobics through handball, swimming and hockey to volleyball and yoga. Sankt Augustin is also home to an open-air swimming bath, two indoor swimming baths, 21 variously sized sports halls, eight sports grounds and facilities for beach volleyball, dancing and riding. The airfield in Hangelar is ideal for gliders and light aircraft.

The stretch along the Konrad-Adenauer-Straße between Hangelar and Birlinghoven is the place where an excellent **18-hole golf course** may be found nestling within the hilly landscape and mature trees.

The view from here in clear weather extends far beyond Cologne, Bonn and Siegburg.  
The premises are also home to a riding school with extensive outdoor and indoor facilities.

As a place to live, Sankt Augustin comes with all the amenities, recreational opportunities and centrality that are associated with great quality of life.

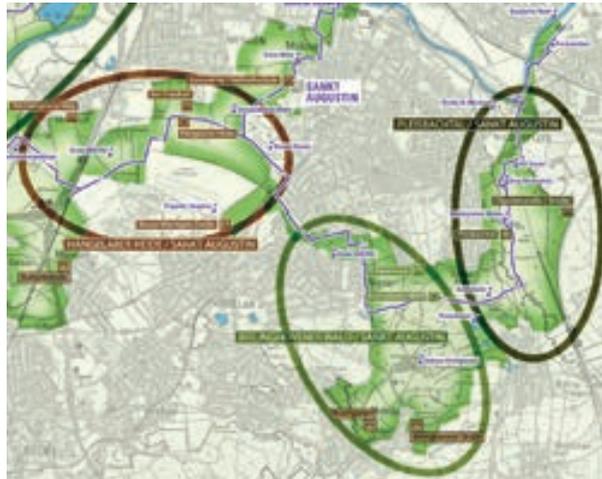
## Medium-sized family city

The council unanimously adopted a binding guideline in 2006 that sets out the development of Sankt Augustin up to 2025. It remarks on the city's strengths and states:

- “Sankt Augustin is... generally characterised by a stable socially balanced population which is mostly middle class. Something that is also expressed in the above-average income levels...”
- “The city remains very attractive as a place to live, particularly to families with children...”
- “It offers great quality of life with, in some areas, very good coverage with amenities and many elements of the landscape that have for the most part preserved their natural character.”
- “This appraisal makes it clear that the city's many high-quality and attractive amenities, the large number of different associations, the contribution by church and charities to the social infrastructure constitute aspects that also benefit the quality of life in Sankt Augustin.”

Nine village communities and citizens' groups, 27 development associations, 16 choirs and four orchestras, 16 youth associations – from the Scouts to bachelor societies, 12 carnival societies, four shooting associations, 59 sports clubs and 23 other clubs – from the local branch of ADFC cycling association to the Hangelar advertising circle – are listed on the council's website. So there is lots to do here.

City Development Concept 2025 on the Internet: <http://bit.ly/16LgJys>  
Clubs in Sankt Augustin: <http://bit.ly/1MFoktF>



## Grünes C

The 'Grünes C' is part of the Regionale 2010 – a federal structural programme set up by the state of Northrhine-Westphalia to the tune of 20 million euros that is funded by the European Union and the national and federal governments.

Participating municipalities: Alfter, Bonn, Bornheim, Niederkassel, Sankt Augustin and Troisdorf.

It is the aim of the 'Grünes C' to protect and connect the region's undeveloped areas across the city and districts for the purposes of local recreation and the sustained preservation of nature and agriculture.

Design elements, such as gates, signposts and information panels, link the Siebengebirge and Rheinland nature parks across the River Rhine.

The 'Grünes C' in Sankt Augustin covers the Hangelar Heide, Birlinghoven Forest and Pleisbach Valley.

Map: <http://bit.ly/1C8PvzK>  
Measures: <http://bit.ly/18A9Rpf>

4



5



# Tradition and identity

**Divine Word Missionaries, the Konrad-Adenauer-Stiftung, the airfield and the Federal Police** all help contribute to the identity of this young city.

The city that was created from a variety of localities in 1969 has – four and a half decades later – developed its very own culture.

# A city finds its name



The House of the Divine Word Missionaries in Sankt Augustin

**The Sankt Augustin missionary seminary run by the Order of Divine Word Missionaries is named after Saint Augustine of Hippo, an important Doctor of the Church, who was active in late antiquity. How did the clergy come to settle here? At the beginning of the 20th century, the founder of the order, Father Arnold Janssen, was looking for a place in Germany to train missionary priests. He wanted this location to be close to a university with a large library. Father Janssen chose the present site in the locality of Sankt Augustin because it was on the route of the Siegburg-Bonn railway, which had been opened in 1911 and which provided easy access to the University of Bonn. The missionaries moved into their new residence on 24 November 1913, and, on 3 December of the same year, gave it the name of St. Augustine or Augustinushaus.**

(Treasures of the Past – Essays on Local History, Volume 9)

There are different opinions as to when 'Sankt Augustin' was used as the place name for the first time. These date back to 1921. According to local historian, Maria Brock, the town's name was introduced in 1929. The residents living in the grouping of houses that at that time was part of Hangelar and the former Siegburg-Mülldorf had wanted their own place name. Until that time, this conglomeration of buildings had been called 'Hangelar-Nord' and 'Neue Heide' (for the part in Mülldorf). Three names were proposed: 'Neue Heide', then 'Henroset' (which was the last name of an innkeeper's family, who, with their inn at the intersection of today's Bonner and Hennefer Straße, had established the nucleus of the new district) and 'Sankt Augustin'. The majority chose 'Sankt Augustin' because it was generally accepted "that the seminary had made a significant contribution to the development of the town," writes Maria Brock.

## **From town to modern medium-sized city.**

The town of Sankt Augustin (still spelt 'St. Augustin' at the time) was governed by the Menden authority until 1969. The state law to restructure the Bonn region, which came into effect on 1 August 1969, created the greater Sankt Augustin area with its districts of Buisdorf,

Hangelar, Meindorf, Menden, Mülldorf, Niederpleis and Birlinghoven und the locality of Sankt Augustin. With this restructuring law, the government assigned Holzlar to Bonn while Menden lost Friedrich Wilhelms-Hütte to Troisdorf. The municipality counted a population of 33,000 at the time. Sankt Augustin was awarded city status in 1977 and – with its around 57,000 residents – it is the second-largest in the Rhein-Sieg district.

## **Sankt Augustin and German national politics.**

The **Konrad-Adenauer Foundation** put Sankt Augustin on the political map. The national and international think tank moved to its newly built premises on the Rathausallee in December 1976. The escorts that accompanied the prominent politicians visiting the foundation became a familiar sight in the cityscape over the following decades. But things have calmed down since the capital was relocated from Bonn to Berlin. Today, the foundation raises its flag in Berlin. But it has remained true to Sankt Augustin by keeping important sections of its infrastructure there. Parts of the research department, the archives for Christian-democratic politics and the Directorate of the Politische Bildungsforum NRW (Political Education Forum Northrhine-Westphalia) have also remained in the city. The KommunalAkademie, which previously operated from Schloss Eichholz, has also stayed. The foundation will be providing long-term employment to a total of 60 employees. Michael Thielen, the foundation's general secretary, announced "that the Konrad-Adenauer-Stiftung's activities in the Cologne / Bonn region would be expanded and made publicly visible."

## **Great culture in a medium-sized city.**

If you search for the name of the global star, **Esther Ofarim**, on Google, you will (as of 24 June 2015) find the entry, "Esther Ofarim – Morning of my life (live in St. Augustin, 2011)" – ranked third in the listings. The million-record selling singer of the 1960s and 1970s had performed a series of acclaimed concerts at the turn of the millennium and had also been celebrated at the Rhein-Sieg Grammar School's auditorium. The performance was organised to celebrate the 10th anniversary of the city's twinning with **Mevaseret Zion** in Israel. Great names often perform in Sankt Augustin, including, for instance, Senta Berger, Iris Berben, Katharina Thalbach as well as the "Pfeffermühle" and "Distel" cabaret troupes. A medium-sized city naturally does not possess its own large theatre or opera house. But many stars do perform at the Rhein-Sieg Grammar School while other cultural events are also staged at the town hall, in the more intimate setting of Haus Menden and outdoors in the Divine Word Missionaries' seminary gardens. The city is particularly fond of cabaret performances. It thus fills a niche between the major cultural centres to be found along the Rhine corridor. Which is also demonstrated by the fact that most of its cultural events sell out very quickly. The Sankt Augustiner Weeks have been an annual highlight since 1977. Marianne Sägebrecth and Sascha Gutzeit (musician and author) performed here, among others, in 2014.



## The Bonn / Hangelar airfield

Richthofen, Udet, Graf Zeppelin – the flying tradition of Hangelar is also apparent from the street names. It is a tradition that goes back to 17 July 1909 when the Aero-plan piloted by aviation pioneer, Fritz Pullig, was drawn by a motor vehicle across Hangelarer Heath at a height of six metres for 400 metres. This makes the 76-hectare airfield the oldest such facility in Germany that is still in operation and thus also makes it an attraction.

The open day organised to celebrate the airfield's centenary attracted 50,000 visitors. The airfield is used by sports pilots with gliders and light aircraft and by business travellers.

Many firms also operate here or in the surrounding area. These include schools that provide flying lessons for fixed-wing aircraft and helicopters as well as aerial-photography, aerial-advertising and aerospace and maintenance companies. ADAC Luftfahrt Technik GmbH, the helicopter subsidiary of the ADAC motor association, and the world's first training centre for helicopter pilots, emergency physicians and paramedics in the air rescue service (HEMS-ACADEMY) are also based here with their modern facilities.

A total of ten air-sports clubs are active here. Together, the Aeroclub Bonn-Hangelar and Luftsportverein Bonn Rhein-Sieg clubs in Hangelar alone serve around 500 active and passive members. More information: [www.fg-hangelar.de](http://www.fg-hangelar.de).

## Growing identification

Klaus Schumacher, Mayor of Sankt Augustin,

“Many older residents still remember how the surrounding councils wanted to absorb the villages and districts of Saint Augustin in the 1960s. They were absolutely surprised to see something new being created under this name and that we were even awarded city status in 1977. Today, I feel that there is an increasing identification with the whole. This identification will deepen with the completion of our new urban centre. But we also intend to achieve diversity in unity. We want the towns and villages from which we have emerged to preserve their originality and their sometimes still rural traditions.”

### Traffic figures for the Hangelar airfield in 2015

(number of aircraft take-offs)

Commercial flights by light aircraft	<b>9,083</b>
Non-commercial flights by light aircraft	<b>13,314</b>
Total flights by light aircraft	<b>22,397</b>
Glider flights, including motor gliders	<b>3,187</b>

Source: [www.edkb.de](http://www.edkb.de)

## Sankt Augustin – from settlement to city

### Around 1900

Xaver Henroset opens an inn at the intersection of today's B 56 and L143.

### 1902

Construction of four additional houses.

### 1911

The Siegburg railway opened. A stop set up at Henroset's inn (which is today's Sankt Augustin Kloster station).

### 1932

The local newspaper – the General-Anzeiger – reports that the settlement has grown to “47 houses with three shops and an inn”.

### 1949

Bonn becomes the 'temporary' capital of Germany. This results in rapid population growth in the region.





## “The most important federal police location in Germany”

**Wolfgang Wurm**, President of the Federal Police Directorate

The federal police arrived in Sankt Augustin on 28 May 1951, when the first officers of the federal border police reported for duty at the former airbase of Hangelar.

“Our task at that time was to provide additional security for federal bodies when Bonn was made the capital of Germany,” explains Wolfgang Wurm, President of the Sankt Augustin Federal Police Directorate. “Today, by guarding the borders, railways and air traffic, we provide security to highly important sections of our country’s critical infrastructure.” He also reports that, with more than 2,200 employees, the federal police in Hangelar operates the “most important location in Germany”. It occupies an area of 90 hectares, that is almost half as big as the Principality of Monaco. Hangelar is also home to the federal police’s flying corps. It reports to the federal police headquarters in Potsdam. Its pilots and helicopters take to the air in situations that require rapid responses from the police and when the federal police’s GSG 9 unit needs to deploy as

well as in the event of technical emergency and disaster relief missions. The federal police also pilots flying ambulances, including the Christoph 3, which is the one that operates from Cologne. The federal police’s legendary special GSG 9 unit with its sharp shooters, divers and paratroopers has been stationed in Sankt Augustin since 1972. This unit has handled more than 1,700 missions since it was set up in 1972.

Besides a few other police sections that report to federal police headquarters, Hangelar is also home to the Sankt Augustin federal police department. This task force is primarily deployed to support the federal and state police forces when large-scale policing is required.

The region has been home to generations of federal border guards and subsequently also federal police officers. Wolfgang Wurm, President of the Federal Police Directorate: “At its base in Hangelar, the federal police has, over the decades, developed a deep bond with the city of Sankt Augustin. Many of our personnel are rooted in the region and participate in local life beyond their official capacities.” This bond is reciprocated by the residents: the federal police’s open days in Hangelar attract up to 40,000 visitors.

### Federal Police Directorate in the Bonn-Rhein/Sieg region

- Two major bases: Sankt Augustin (90 ha) and Swisttal (30 ha).
- Federal police stations at the Bonn and Siegburg railway stations as well as in Villa Hammerschmidt, the Federal President’s offices and residence
- Around 3,000 personnel at all locations
- 20 police helicopters and 770 vehicles
- Of great commercial significance to filling stations, garages, construction contractors, painters and decorators, electricians and landscape gardeners as well as bakers, butchers and other service providers in the region.



**1.7.1969**

4,532 inhabitants in the locality of Sankt Augustin.

**1.8.1969**

The municipality of Sankt Augustin established within the present borders as a result of municipal restructuring.

**1.9.1969**

31,667 inhabitants in Sankt Augustin as a result of municipal restructuring.

**1970s**

City centre built in its basic form on the undeveloped Heidenfeld.

**1971/72**

The children’s clinic and the Rhein-Sieg Grammar School opened.

**1977**

The new town hall, the HUMA retail park and market completed.



## Sankt Augustin business development agency – what can we do for you?

The staff at Sankt Augustin's business development agency work tirelessly to make businesses and institutions feel at home in Sankt Augustin: “We see ourselves as a service provider for start-ups, established firms and companies interested in relocating here. We want to make it possible for them to develop their creative and value-adding potentials as freely as possible in Sankt Augustin. Because this serves the public as prosperous businesses and institutions create local jobs and thus wealth and social stability in our city.”



**We are pursuing this goal by providing a broad range of services to businesses in our city and to all those intending to create jobs and value for themselves and others in Sankt Augustin.**

- We advise and accompany people planning to start their own businesses and become self-employed, we assess business plans, help with permit procedures and create contacts with banks, potential supporters and subsidy providers.
- We provide our services both to local businesses and to companies wishing to settle here.
- We will help find suitable locations, appropriate halls and offices.
- We will assist in the procurement, expansion as well as the sale of commercial premises.
- We will establish contacts with private property owners and authorities to initiate solutions for relocation, expansion and infrastructural development.
- We promise that we will arrange an appointment with those seeking advice about permit and administration issues within five days.

- We are able to draw on a network of political bodies, authorities and businesses and to bring people from within and beyond our city together.
- We will provide information about incentive programs and channels that are available from regional, national and European bodies.
- We host and handle events for founders, young business people and SMEs – including a regular meeting of young business people. The business development agency also plays a major role in the staging of the 'Sankt Augustiner Wirtschaftsbühne' ('Sankt Augustin Business Platform').
- We are passionate about carrying out public-relations and advertising work for our successful city, its institutions, businesses and everyone who wants to make a difference here.



**Sankt Augustiner Wirtschaftsbühne**

Institutes and businesses based in Sankt Augustin are given the opportunity to present themselves, their products, services and tasks at the Sankt Augustiner Wirtschaftsbühne, which is staged every two years. The 2015 motto of this regional fair, which takes place on the Town Hall's premises and at Karl-Gatzweiler-Platz, was **'With and For Each Other.'**

Klaus Schumacher, Mayor of Sankt Augustin and one of two CEOs at the city's business development agency, chose this motto because he wanted to make it clear that businesses also play an important social role beyond that of competing on the basis of the best prices, best products and fastest delivery times. Schumacher: "They help our young people develop, they actively engage in environmental protection, they support volunteer work and they therefore add social value to our city. And that's something that we also wanted to communicate." Around 75 businesses and institutions took part in the 2015 Wirtschaftsbühne, which was the 11th time it was held.





**Mayor**  
**Klaus Schumacher**  
CEO  
+49 (0) 2241 921 15-7  
wfg-sankt-augustin@t-online.de



**Edgar Bastian**  
Company Officer with Statutory Authority  
+49 (0) 2241 921 15-80  
edgar.bastian@wfg-sankt-augustin.de



**Regina Lange**  
Organisational Questions at the WFG and  
Secretarial Department  
+49 (0) 2241 921 15-81  
regina.lange@wfg-sankt-augustin.de  
wfg-sankt-augustin@t-online.de



**Anja Peters**  
Start-up and Funding Advice, Commercial  
Relocation and Portfolio Management,  
Jungunternehmer-Stammtisch (JUST)  
+49 (0) 2241 921 15-83  
anja.peters@wfg-sankt-augustin.de



**Stephanie Harke**  
Location Marketing, Public Relations,  
Funding Advice and Portfolio Manage-  
ment, Property Exchange  
+49 (0) 2241 921 15-84  
stephanie.harke@wfg-sankt-augustin.de

**Wirtschaftsförderungs-  
gesellschaft  
Sankt Augustin mbH**  
Grantham-Allee 2  
53757 Sankt Augustin  
www.wfg-sankt-augustin.de

Other municipal services:

