



...

KASSEL

County of Kassel – Challenges and Solutions

THE LOCATION OF KASSEL

NordHessen





⋮ DATA OF THE REGION KASSEL

• Total area	319,1 sq mi
• Inhabitants (2013)	234.206
• Inhabitants including city of Kassel	430.000
• Density	1348 /sq mi



© Volkswagen AG, Werk Kassel

⋮ KASSEL – A perfect position...

... because **global market leaders**, suppliers and logistics companies have their home here and utilise the well-established infrastructure!



© Konvekta AG

⋮ KASSEL – A perfect position...

... because not only the University of Kassel offers **qualified personnel!**



© Paavo Blâfield

⋮ KASSEL – A perfect position...

... because the **high value** placed on **culture and leisure** in northern Hesse makes the **ideal complement** to life and work!







- Focus on growth sectors (cluster)
 - Transport industry
 - Tourism
 - Wellness / Healthcare
 - Decentralized Energies





KEY SECTOR DECENTRALIZED ENERGIES

Renewable energy

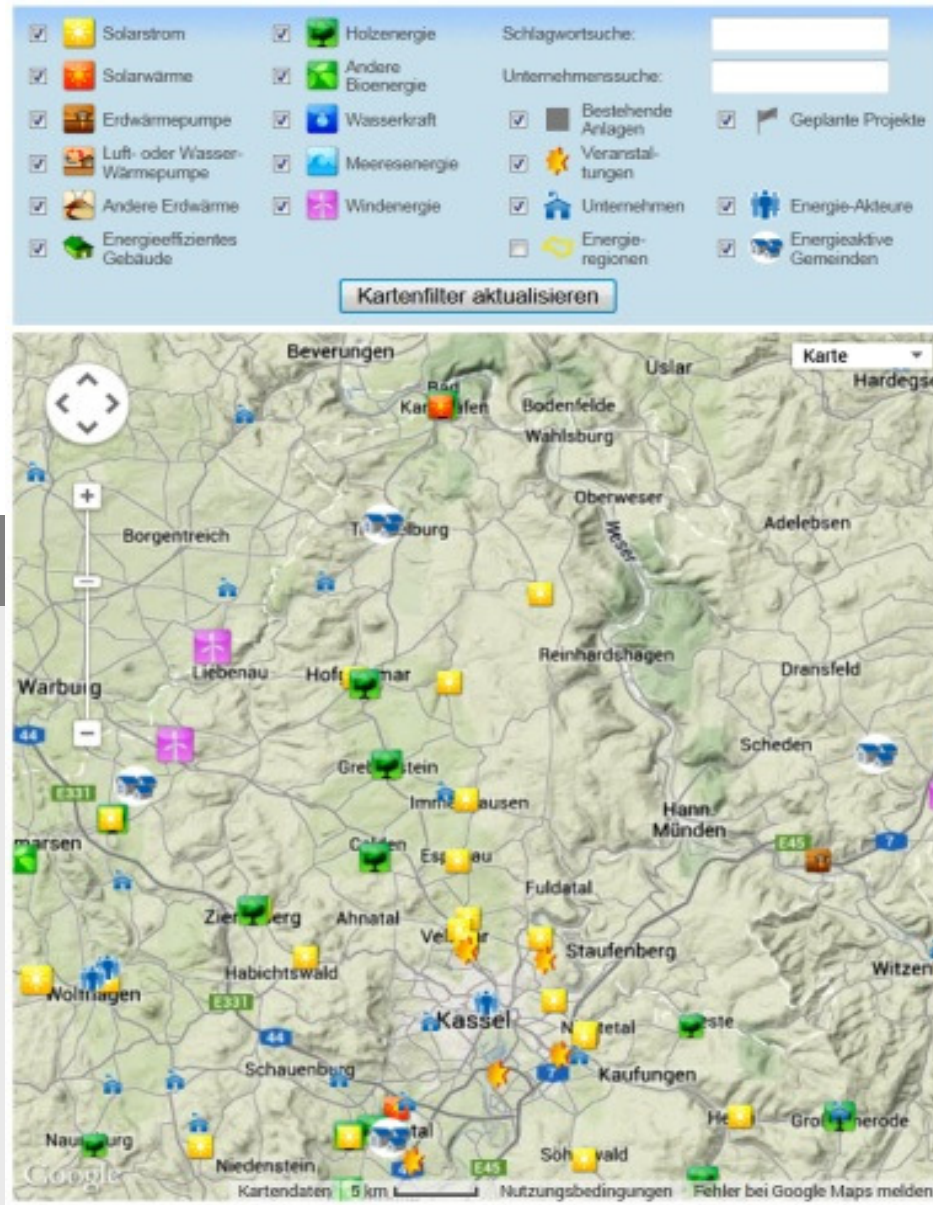
Energy-efficient construction

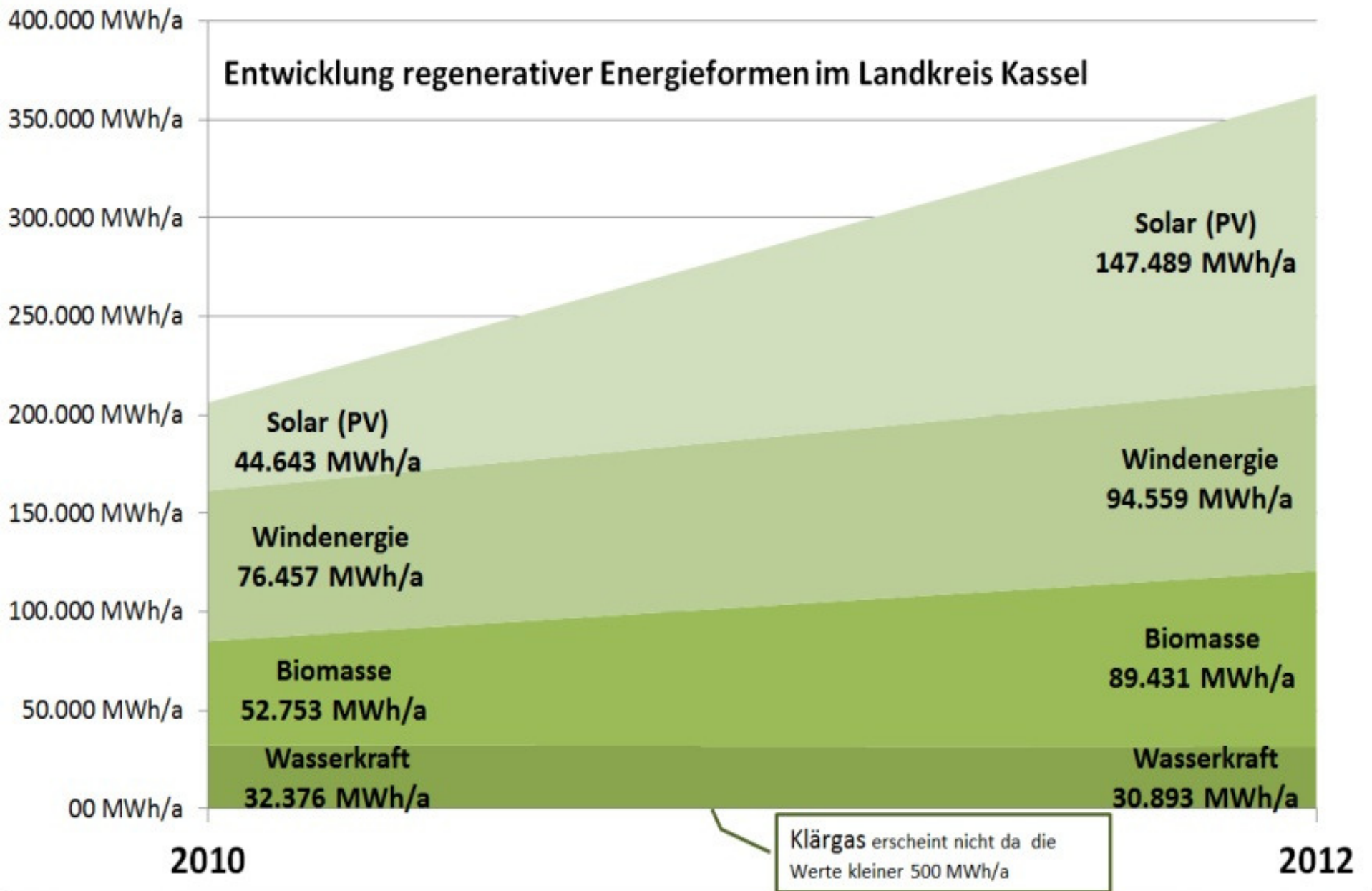
Energy-efficient processes

Sustainable regional development



ERNEUERBARE ENERGIEN IM LANDKREIS KASSEL SICHTBAR GEMACHT

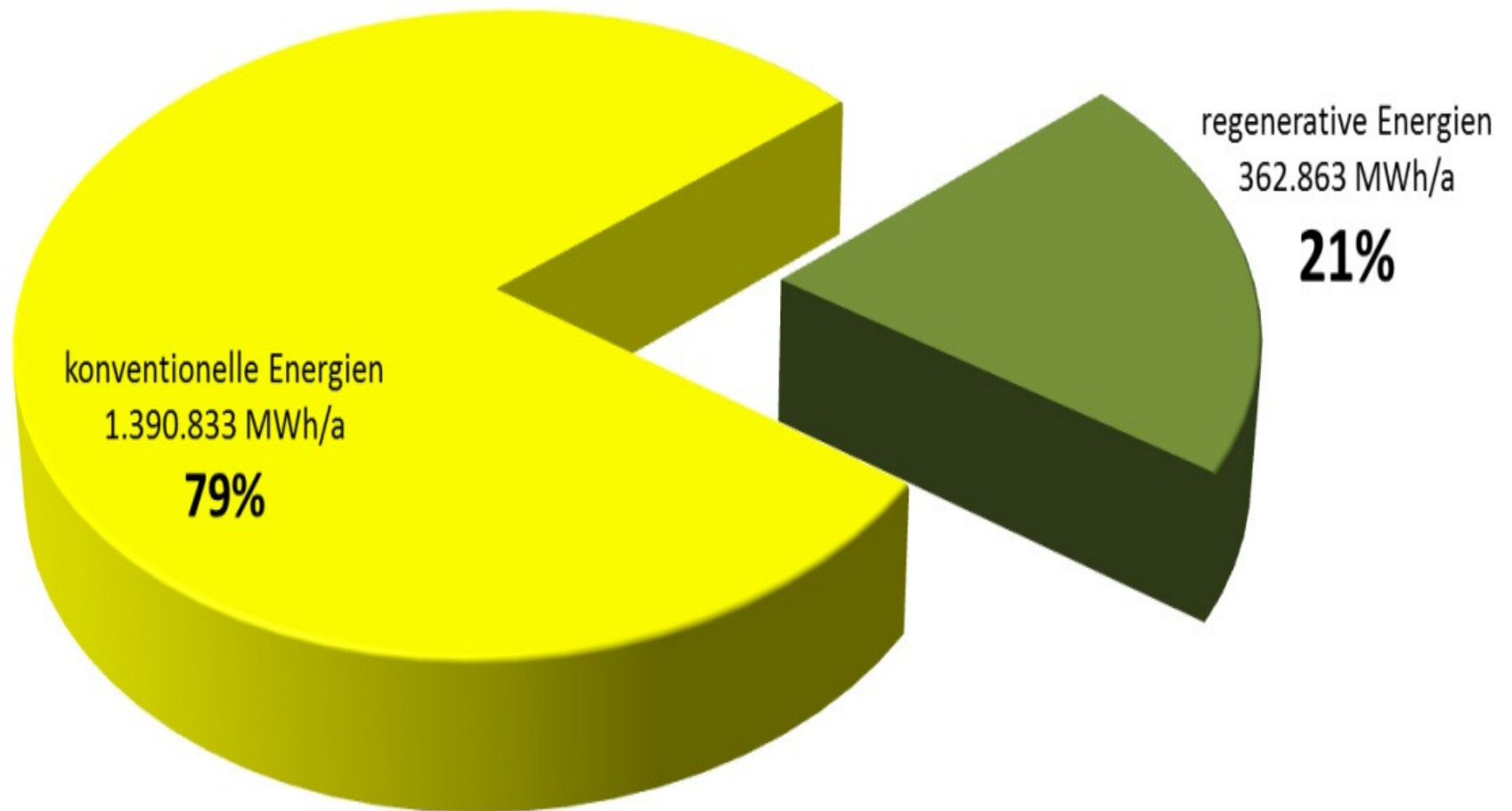




Energieanteile im Landkreis Kassel 2010



Energieanteile im Landkreis Kassel 2012





KEY SECTOR TOURISM

- Tourism industry
- Touristic brand name “GrimmHeimat Nordhessen““
- 2,5 Mrd. € total revenue
- 2,2 Mio. arrivals
- 7,2 Mio. overnight stays
- 40.000 jobs



Thank you for your attention

