

OPEN DAYS 2007

METREX Conglomerate makes the case for metropolitan strategies and projects

Services for investors and cooperation between metropolitan regions were in the focus of two workshops of the METREX conglomerate during this year's edition of the OPEN DAYS event week in Brussels.

Workshop: Regional Investor Services in Metropolitan Regions and Areas (11A17)
Sub-Theme: Attracting Investors: Regions and Cities show how it works
Organiser: METREX

Dr. Jürgen Ludwig from **Verband Region Stuttgart** introduced the whole range of services of one of Europe's leading high tech regions. He explicitly explained the tool Site Communication System which offers owners of property and commercial objects and investors a regional market for real estate. The system is web based, can be easily accessed and searched by all interested parties. It was developed by the Stuttgart Region Development Corporation and can also be purchased and used by other regions.

Georgette Rafailova from the **City of Sofia** explained the plans of the city to develop the north part of Sofia municipality. She stressed the need for the provision of basic infrastructure and the ambitious plans Sofia elaborates, including energy efficient housing, industry and leisure facilities.

Manuela Hahn from the **Planungsverband Ballungsraum Frankfurt/Rhein-Main** reported on a regional concept for the future development of retailing. It aims at strengthening the inner city traditional shopping areas and at restricting further out of town greenfield development. The Planungsverband now aims at moving the concept forward from its informal status to a legally binding status in the region's planning documents.

Peter Simon from the **Metropolregion Rhein-Neckar GmbH** reported on the intensification of regional development in the area of Heidelberg, Ludwigshafen and Mannheim. He showed a whole range of services for investors and of projects for the attractiveness of the location, including market researches and support for foreign work force.

Walter Renne from the **Joint Spatial Planning Department of Berlin-Brandenburg** showed how concepts for the development of housing, transport, green infrastructure and businesses can be negotiated and organized in the vicinity of a new airport using the example of *Berlin-Brandenburg International*. This airport will be the successor of the three existing Berlin airports.

Workshop: Metropolitan Regions and Areas together for growth 11D40
Sub-Theme: Crossing borders: Cooperation and exchange of best practice supporting growth and jobs
Organiser: METREX

Horst Sauer from the **Joint Spatial Planning Department of Berlin-Brandenburg** opened the workshop with a strategy for establishing a "North-South platform" from Scandinavia via Berlin-Brandenburg to Italy, taking advantage of existing corridors and adding missing links. He positioned the initiative in the European context concerning North-South and West-East axes.

Alexander Hotnug from the **Oradea Metropolitan Area** presented an ambitious development programme for the area in the North-West of Romania. He stressed the need to further invest in transport, water and IT infrastructure and to join forces with the Hungarian City of Debrecen. Together, both can exploit the potential of 500.00 inhabitants. The collaboration might start with a joint airport and the use of INTERREG IVA funds.

Reinhard Henke from the **Planungsverband Ballungsraum Frankfurt/Rhein-Main** showed how internal and external cooperation concerning the planning of development sites in the region's municipalities can be fostered and organized. The INTERREG IIIB NWE project SEG (Smart

Economic Growth) focussed on the question of how to promote economic development while in the same time reducing the need for new greenfield development. A solution are joint business parks.

Jürgen Ludwig from the **Verband Region Stuttgart** explained how SMEs can be interconnected through the networking of networks and clusters across Europe. The concrete example stems from the INTEREG IIIC project REGINS, driven by four partners from Austria, Germany, Hungary and Italy. The project delivered a best practice guide on cluster development, a range of new and innovative products, the establishment of a logistics centre in the Lombardy Region, a number of spin-offs and a whole range of newly established European relations of SMEs.

Christa Standecker from the **Nuremberg Metropolitan Region** showed how the German label "European Metropolitan Region" pushed the area forward in terms of setting a new label, fostering European relations, intensifying intra-regional cooperation and expanding the metropolitan functions, e.g. new projects in the field of gateway infrastructures. She explained four examples: EUROMID BRIDGE on TEN-V-1, DONAUHANSE on TEN-V-18, Initiative Nürnberg/Brasov for TEN-V-22 Network and CHINA-LANDBRIDGE on pan-European north corridor.

Presentations can be downloaded from the METREX website www.eurometrex.org.

Dr. Jürgen Ludwig, Verband Region Stuttgart, 15. October 2007