

HERE

WE FEEL WELCOME

JENA
LOCATION FOR
THE ADVANCED.

IN JENA, many visitors from abroad are on the go every day. They are here to meet with their associate company, as scientists or visiting as tourists. In Jena, they are being welcomed with open arms, because this city has an international focus and cultivates contacts around the world. At the end of their stay, many guests say: I want to come back to Jena.

FIVE REASONS FOR JENA

1.

ARRIVING IN JENA'S PARADISE

Yes, it is true. Jena's main train station is really called: PARADISE (Paradies). It has been named after the adjoining park, which is a popular destination for locals and tourists alike. By the way, 20 percent of our guests come from abroad, as well as an additional 7 percent foreign students. This makes Jena the number one international meeting point in the German state of Thuringia.

2.

JENA IS LOOKING FORWARD TO YOUR VISIT

People from all over the world live in Jena. The reason is obvious: Jena's companies are among Germany's export champions. The export quota of the local industries is about 56 percent. So those travelling to Jena are mainly here on business. 80 percent of all hotel guests in Jena are business travellers.

3.

JENA IS A HIGH-TECH CENTRE

Jena's economy is characterized by technology-based industries and the presence of internationally known companies and research institutions. The city's profile has been shaped by names such as Zeiss, Jenoptik, Schott, Analytik Jena, Alere Technologies and Intershop. Jena is also home to two universities and numerous internationally renowned scientific institutes.



4.

JENA IS MORE THAN JUST BUSINESS

Friedrich Schiller is the author of world-famous plays such as Maria Stuart and Wilhelm Tell. The German writer lived in Jena for ten years and was one of the most famous professors at the university. Johann Wolfgang von Goethe, the German poet laureate, also spent more than five years in Jena. Find out what attracted these two great men.



5.

JENA FEELS LIKE HOME

Nobody likes missing the morning paper. Start your day well informed and pick-up an English newspaper at one of the internationally orientated hotels, the local newsagents or the train station. If you are in the mood for shopping, shopping centres and many stores open between 9 am and 8 pm. There are international chain stores as well as regional vendors offering typical German products and Jena specialties.



A GREAT WAY TO START IN JENA

AND THERE IS MORE TO DISCOVER IN JENA:

- The "Friedrich Schiller University Jena": www.uni-jena.de
- The Jena University of Applied Sciences „Ernst-Abbe-Fachhochschule Jena“: www.fh-jena.de
- The scientific network „Beutenberg Campus“: www.beutenberg.de
- The Planetarium by the company Carl Zeiss: www.planetarium-jena.de
- The Optical Museum and the SCHOTT Glass Museum: www.optischesmuseum.de and www.schott.com
- The street „Wagnergasse“ and the historic market with many hip cafés and restaurants
- A soccer match with Jena's very own club FC CARL ZEISS JENA or a basketball match with the local team Science City Jena: www.fc-carlzeiss-jena.de and www.baskets-jena.de
- A concert of the Jena Philharmonics: www.jenaer-philharmonie.de
- Close to Jena – the city of the classics Weimar: www.weimar.de

www.jenaturismus.de

1. Tourist Information Jena

For detailed travel information including accommodation listings and to book your room visit the Tourist Information Jena online.

www.jenaturismus.de (Informative literature)

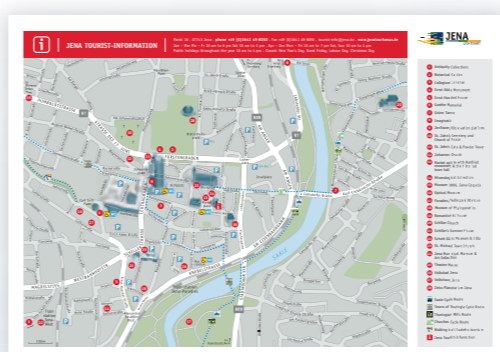
2. City map

Jena's city map provides useful information. The map can be downloaded or you can order a paper version by mail.

www.jena-business.com

3. Information at a glance

For important information concerning the technology-location Jena, please refer to the Jena Business Development website.



Services of Jena Business Development on WWW.JENA-BUSINESS.COM

- Detailed information on the different industries in Jena such as optical and photonic technologies, life sciences, software and e-commerce, analytics and bioanalytics, precision engineering and green technologies
- Our 'Jena Bag' with brochures, publications, and informational material about Jena as a business location
- Welcome service – Corporate customers can book our welcome service for new and prospective employees. Our staff can show them around Jena, answer questions and help them deal with all the necessary paperwork.

JENA. LOCATION FOR THE ADVANCED.

Are you interested in the technology location Jena? The local campaign „Jena. Location for the advanced“ shows Jena's competencies at a glance. For further information please refer to www.jena-business.com.

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DID YOU KNOW THAT JENA...

- ✗ is the **second-largest city in the German state of Thuringia** with 106,000 inhabitants
- ✗ Jena is home to **about 6,000 companies** (members of the Chamber of Commerce and Industry)
- ✗ **6.8 of 100 employees in Jena are engineers** (The German average is 2.6 percent)