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ANNUAL ECONOMIC REPORT 2024 ANALYSIS



This document is a summary of the official report issued by the City of Bonn. It serves the purpose of presenting the information in a simplified and partially visualized way.

The complete original report is publicly available and can be viewed by anyone interested (See Reference 1).

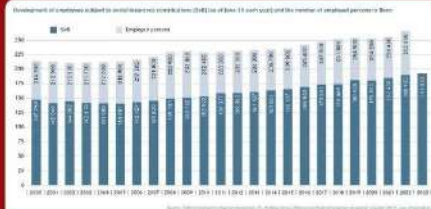
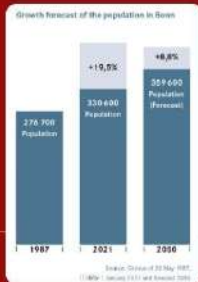
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Visual Summary

SITE DEVELOPMENT

This graph illustrates the population trend in Bonn between 2022 and 2023, highlighting a short-term decrease of 0.2% (676 residents). Despite this, long-term forecasts predict an overall increase of +8.8% by 2050, reflecting Bonn's continued attractiveness as a dynamic, livable city. These trends are crucial for future infrastructure and urban planning.

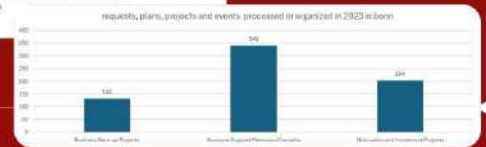
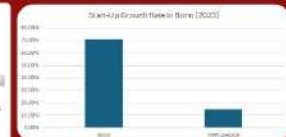
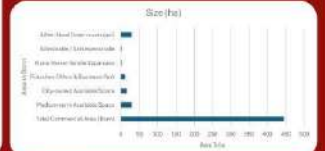
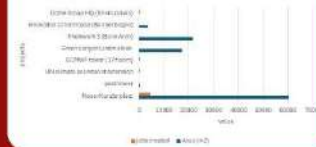


This chart compares employment growth in Bonn (+2.1%) to the state average in North Rhine-Westphalia (NRW, +0.7%) during 2023. The data highlights Bonn's strong economic momentum, driven by growth in scientific services, hospitality, and public administration, key indicators of a thriving and innovative business environment.

ECONOMIC REPORT 2024

THE BUSINESS LOCATION

Highlighting the projects in Bonn between 2022-2023



THE INNOVATION AND INTERNATIONAL

INNOVATION AND ECONOMY

Bonn boosts growth through tech, healthcare, and smart business support.

HEALTHCARE

A medical hub with top hospitals, research, and strong cybersecurity.

DIGITAL CITY

Bonn leads in smart services, apps, and digital innovation.

EVENTS & CONFERENCES

A leading city for global events and high-profile meetings.

SCIENCE & RESEARCH

Home to top universities and global research institutions.

SCIENCE-BUSINESS LINKS

Connects students, startups, and scientists with local industry.

UN CITY

Over 20 UN agencies make Bonn a global cooperation center.

TOURISM

Roman History, UN tours, and Rhine views draw global visitors.

THE BONN ECONOMIC DEVELOPMENT AGENCY



26,000+ healthcare employees

Healthcare Worker 16.7%



20 hospitals/clinics
1,000+ practices
~100 pharmacies



Neuroscience
Life Sciences
Medicine of ageing
Pharmacy
Biomedicine



Other Industry Worker 83.3%

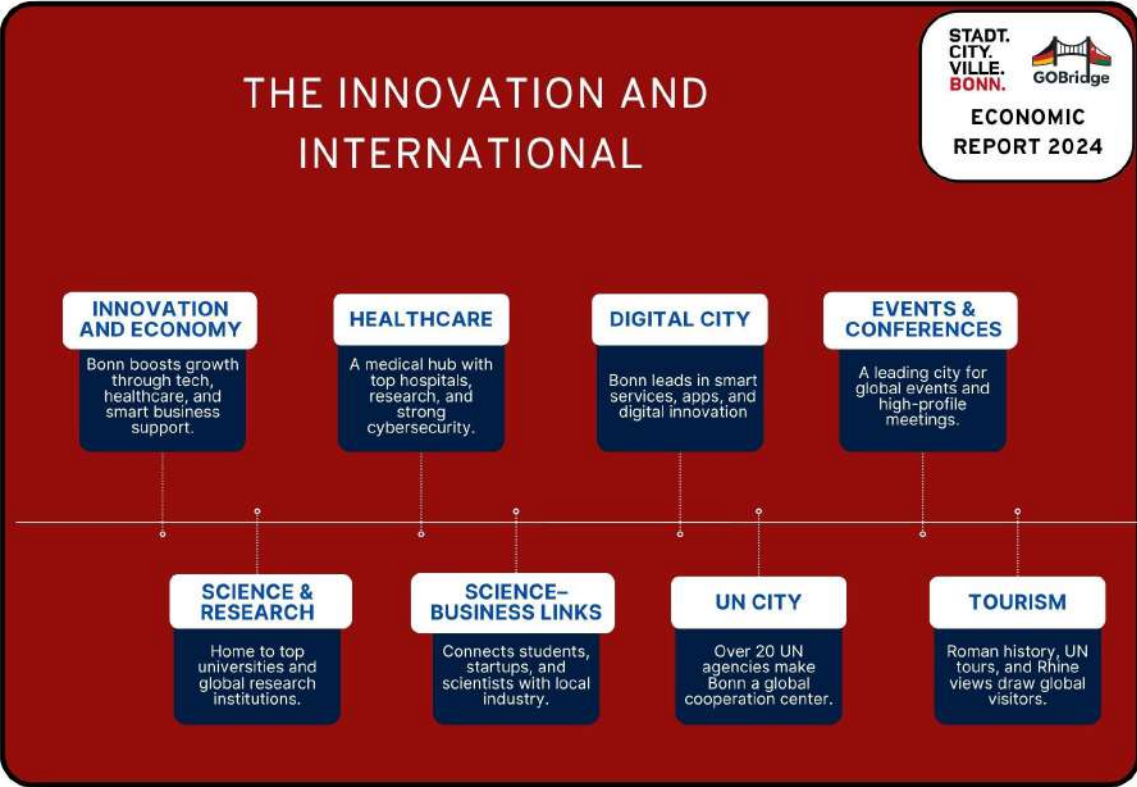
425,000 m² total sales area



1,900 retail businesses



€1.78 billion in total sales



THE BONN ECONOMIC DEVELOPMENT AGENCY

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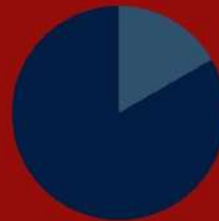
26,000+
healthcare
employees



20 hospitals/clinics
1,000+ practices
~100 pharmacies



Neuromedicine
Life Sciences
Medicine of ageing
Pharmacy
Biomedicine



Other Industry Worker
83.3%



425,000 m² total sales area



1,900 retail businesses



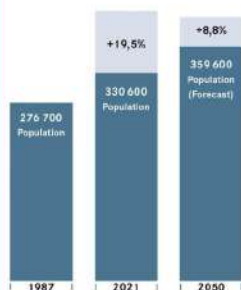
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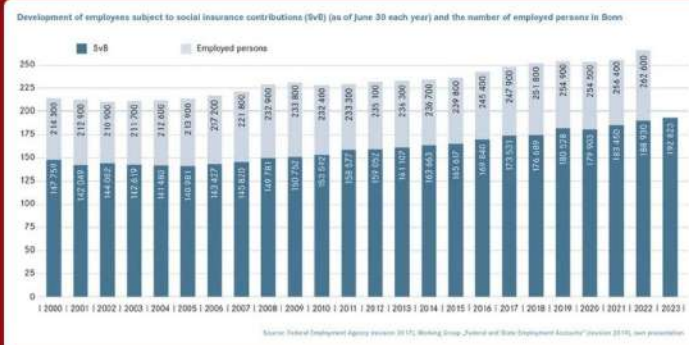
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Growth forecast of the population in Bonn



Source: Census of 25 May 1987,
IT.NRW 1 January 2021 and forecast 2050



This chart compares employment growth in Bonn (+2.1%) to the state average in North Rhine-Westphalia (NRW, +0.7%) during 2023. The data highlights Bonn's strong economic momentum, driven by growth in scientific services, hospitality, and public administration, key indicators of a thriving and innovative business environment.

Chapter I: Site development

Overview

Bonn's site development strategy serves as the foundation for its broader economic and social growth objectives. In response to rising population numbers, climate targets, and the increasing need for innovation spaces, the city is undergoing a strategic transformation of its physical and digital infrastructure. Chapter 1 of the Annual Economic Report 2024 outlines how Bonn is expanding and modernizing its urban environment with a strong focus on sustainability, digitalization, and smart growth.

With over 340,000 inhabitants and thousands of commuters, Bonn must continuously evolve its city planning to remain attractive to residents, investors, and international institutions. The site development strategy is structured to address housing shortages, climate neutrality, mobility transformation, and business attractiveness – all while ensuring long-term urban livability.

1. Population Growth and Urban Pressure

Bonn continues to experience steady population growth, accompanied by a growing number of commuters from surrounding areas. This trend creates a strong demand for housing, transportation systems, and business premises. Site development has thus become a core issue, with the city focusing on developing new residential and commercial spaces while modernizing existing infrastructure.

To meet demand, Bonn has adopted a forward-looking approach to urban density, prioritizing compact construction, mixed-use development, and climate-adaptive planning principles. These efforts ensure that expansion does not come at the expense of environmental quality or social cohesion.



2. Innovation Quarters and Strategic Urban Hubs

A key feature of Bonn's site development model is the creation of so-called "Innovation Quarters" – strategically located zones that foster collaboration between businesses, universities, and government agencies. These hubs provide modern infrastructure tailored for knowledge-intensive sectors, including IT, biotechnology, and sustainability.

Examples include business parks in Pützchen, Buschdorf, and Beuel, where start-ups and SMEs benefit from access to co-working spaces, high-speed internet, and public support programs. By clustering companies and institutions together, these quarters encourage synergies, knowledge transfer, and the development of cutting-edge solutions.

3. Sustainability and Climate-Neutral Planning

Bonn has committed to becoming climate-neutral by 2035, and this ambition directly shapes how new sites are developed. New buildings must comply with energy efficiency standards, and renovations of older structures are incentivized through various federal and municipal programs.

The city also promotes green infrastructure – such as rooftop gardens, stormwater retention systems, and energy-efficient transportation links – to reduce its environmental footprint. These strategies are integrated into urban planning policies, ensuring that new developments align with climate goals.



4. Real Estate Availability and Development Zones

Bonn currently manages around 445 hectares of commercial land. Of this, approximately 28.7 hectares are available for medium-term business development. The city regularly evaluates land availability to balance urban growth with green space preservation and land-use efficiency.

Active development areas like Pützchen Business Park and Buschdorf's industrial expansion exemplify how Bonn is using its available land to support sustainable business expansion. These zones are also designed to attract investors by offering flexible plot sizes, accessibility to transportation, and future-proof utilities.

5. Digital Infrastructure as an Urban Asset

Bonn's site development is not only physical but also digital. As part of its "Smart City" agenda, the city is expanding high-speed internet access, implementing smart traffic systems, and piloting digital public services. These efforts enhance the competitiveness of Bonn's business locations and improve quality of life for residents.

This integration of digital infrastructure makes Bonn an attractive location for companies in tech and creative industries that rely on fast connectivity and modern working environments.



6. Urban Mobility and Accessibility

Mobility is a crucial pillar of site development. Bonn is investing heavily in sustainable transportation: expanding bicycle lanes, upgrading public transport, and implementing multimodal hubs that connect buses, trams, and trains. The city's goal is to reduce car dependency and promote low-emission transport options.

New developments are planned with transit accessibility in mind, ensuring that residents and workers can move easily within and between city districts. This boosts Bonn's appeal as a commuter-friendly and environmentally conscious city.



Conclusion

Bonn's site development strategy reflects a city in transformation – one that balances tradition with innovation, growth with sustainability, and infrastructure with livability. Through population-responsive planning, innovation zones, climate-conscious development, and smart infrastructure, Bonn is laying the foundation for a resilient and inclusive urban future.

For SMEs, this strategy opens doors to affordable commercial space, strong digital and transport connectivity, and proximity to public and private research institutions. As Bonn continues to evolve, its integrated approach to site development positions it as a leading

model for mid-sized cities in Europe and beyond.

Chapter II: The Business Location

Overview

The Economic Development Agency in Bonn plays a central role in shaping the city's business landscape. Through targeted programs and dedicated support structures, it encourages entrepreneurship, nurtures start-ups, develops commercial real estate, and promotes inclusive employment. This comprehensive approach aims to build a sustainable, innovative, and resilient business environment where companies, both new and established, can thrive.

1. Promoting Entrepreneurship & Start-ups

Bonn has made significant strides in promoting entrepreneurship, particularly among small and medium-sized enterprises (SMEs), which form the backbone of the local economy. In 2023 alone, the Service Center Economy handled over 690 business-related requests and projects, ranging from start-up support to company relocations. Through initiatives like BonnProfits, budding entrepreneurs receive access to training programs, office space, expert advice, and networking opportunities tailored especially for knowledge-intensive sectors like IT and communication. This nurturing environment has contributed to a remarkable 71.1% increase in commercial start-ups in Bonn, far exceeding state averages and signaling a robust entrepreneurial ecosystem.



2. Business Projects and Examples

Bonn's economic growth is reflected in several innovative and impactful business projects. The Dr. Hans Riegel Foundation, for instance, established a sustainable office complex near the UN Campus, showcasing environmental leadership in design.

Koll GmbH, a third-generation company, integrated biodiversity efforts by adding greenery and installing bee colonies at its site. Puppenkönig GmbH revitalized a century-old toy store with a creative mixed-use model that includes retail, community events, and office space.



Start-ups like CIRCULARMED and TerraSense further highlight Bonn's focus on sustainability and technology, bringing forward solutions in medical waste management and environmental monitoring.

3. Real Estate & Commercial Properties

The city of Bonn manages approximately 445 hectares of commercial land, with 28.7 hectares available in the medium term for business relocation and growth. Key development zones, such as Pützchen Business Park and the expanded Buschdorf area, reflect Bonn's commitment to supporting sustainable commercial growth. Planning prioritizes environmentally conscious designs, including compact construction methods, green infrastructure, and the promotion of climate-adaptive industries. This thoughtful use of space ensures Bonn can continue to attract businesses while balancing urban development with environmental goals.

4. Office Market & Real Estate Trends

Bonn's office market remains strong, offering over 4.1 million square meters of rental space and maintaining low vacancy rates—just 3.51% at the end of 2023. Despite macroeconomic challenges like inflation and changing workplace dynamics, the city achieved nearly 97,000 square meters in office rentals. Modern office developments such as West.Side, GreenGate, and V2 Offices contribute to a high-quality supply of commercial real estate. With a balance of flexible work environments and energy-efficient buildings, Bonn's office landscape continues to evolve in line with market needs and sustainability standards.



5. Strategic Districts

The Federal Quarter (Bundesviertel) stands as Bonn's largest and most dynamic office district, housing over 1.2 million square meters of space. Recent flagship developments include the Neuer Kanzlerplatz complex, the European ECMWF Campus, and new eco-friendly office facilities under Landmarken Bonn Green Canyon GmbH. Meanwhile, the Bonner Bogen—a former industrial area transformed along the Rhine—has become a



thriving hub for health tech companies, start-ups, and innovative service providers. These districts symbolize Bonn's ability to reinvent spaces with architectural excellence and ecological responsibility.

6. City Management & Retail

As the retail capital of the Bonn/Rhein-Sieg/Ahrweiler region, Bonn maintains a strong purchasing power of nearly €30,000 per capita. While online shopping and the effects of the COVID-19 pandemic have transformed consumer behavior, Bonn has proactively responded through city management programs aimed at revitalizing downtown areas, fostering mixed-use developments, and organizing cultural and economic events. By improving infrastructure and collaborating with local stakeholders, the city continues to strengthen its urban identity and create vibrant, people-centered retail environments.

7. Labour Market

Bonn's labor market remains stable and relatively strong, with a 2023 unemployment rate of 6.8%, lower than the state average. Notably, the city achieved the best improvement among Germany's top 20 cities, even as other regions experienced increases in unemployment. Gender-wise, the difference is minimal, though slightly more men (7.1%) were unemployed than women (6.6%). These statistics reflect a resilient labor market underpinned by economic diversity and a forward-thinking employment strategy.



8. Workforce Development

Facing challenges such as demographic shifts and skill shortages, Bonn has invested heavily in workforce development. Efforts include attracting skilled migrants, promoting green and digital job training, and supporting youth and career transitions. Programs like the Qualification Opportunities Act and NRW Training Paths help companies and workers alike to adapt to evolving demands. Special attention is also given to enabling part-time vocational training and helping marginalized groups gain employment, ensuring a more inclusive and adaptable labor force.



9. Women in the Workforce

Gender equality in the workplace is a priority for Bonn, supported by the Bonn/Rhine-Sieg Women & Work Competence Center. The center provides women with access to mentoring, leadership development, part-time training programs, and business support services. Although women currently hold just 39% of leadership positions in Bonn, new initiatives such as the Mentoring4Women program aim to close this gap. With a particular focus on supporting women entrepreneurs during the critical third-to-fifth year of their business journey, the city is fostering long-term empowerment and economic equity.



10. Urban Development and Inclusive Growth in Bonn

Major urban development efforts are underway to support sustainability, housing, and institutional growth. The Neues Quartier Bundesviertel (NQB) is being transformed into a mixed-use government and university complex. Meanwhile, office campuses for BaFin and the DLR are expanding in Dransdorf, and cultural-residential projects like Viktoriakarree are being planned to enrich city life. The city has also acquired buildings for refugee accommodation, childcare, and public services, demonstrating its commitment to inclusive urban planning in the face of land scarcity and growing demand.

Conclusion

Bonn's economic development strategy is marked by a clear vision: to harmonize growth with sustainability, nurture innovation, and support an inclusive society. From pioneering green business parks to empowering women in leadership, and from modernizing office districts to revitalizing retail, Bonn is setting a benchmark for forward-thinking urban development in Germany. The city's balanced approach positions it well to meet the challenges of the future while remaining a dynamic and attractive place to live, work, and invest.

Chapter III: The innovative and international

Overview

Bonn's economy thrives on innovation, particularly in IT and healthcare, driven by the Economic Development Agency's support for businesses and research, and notable for its advanced medical infrastructure and hospital information security. The "Digital City Bonn" initiative, fostering digital transformation through stakeholder engagement, public events, and university collaborations, complements the city's role as a major science and innovation hub, promoting knowledge transfer and workforce development. As Germany's United Nations City, Bonn boasts a strong international profile with over 20 UN organizations and is a significant international conference destination, with its tourism strategy highlighting its UN city status, Roman heritage, and the Romantic Rhine.

1. Growth potential and promotion of innovation

Bonn demonstrates strong growth potential through its focus on innovation and knowledge-intensive services, particularly in the IT and healthcare sectors. These sectors not only drive regional competitiveness but also secure and generate sustainable employment. Knowledge-based services in Bonn account for nearly 40% of all socially insured employees—significantly higher than national and state averages—highlighting their central role in the local economy. To harness this potential, the city's Economic Development Agency actively promotes innovation by supporting businesses and research institutions in transforming knowledge and technology into market-ready solutions. This is achieved through targeted initiatives, networking events, and hybrid formats, with a strategic emphasis on healthcare, cybersecurity, digitalization, and geoinformation. Trade fairs and marketing efforts further help position Bonn as a forward-looking, innovation-driven location.



2. Healthcare management

Bonn's healthcare sector stands out for its high-quality medical infrastructure, strong research presence, and dense concentration of health-related institutions, including major ministries, foundations, and professional associations. The city offers excellent inpatient and outpatient care, supported by around 20 hospitals—most notably Bonn University Hospital—and over 1,000 outpatient service providers. With nearly 36,000 employees in healthcare and social services, the sector plays a key role in local employment. Bonn also hosts top research in neuromedicine, life sciences, and ageing medicine through university and non-university institutions. The city is deeply integrated into the Gesundheitsregion KölnBonn e.V., a regional health network promoting collaboration among over 140 organizations. Additionally, in response to increasing digital threats, Bonn is pioneering efforts in hospital information security through the formation of the Information Security in Hospitals (NIK) network, supported by regional stakeholders and cybersecurity experts.



3. Digital City Bonn

Digital City and Innovation Promotion

The City of Bonn's "Digital City" department within the Office for Economic Development is driving a sustainable and inclusive digital transformation by actively engaging with stakeholders from business, science, and society. Through joint projects and public events, the city promotes international visibility in IT and cybersecurity. This collaborative approach is coordinated with Bonn's Chief Digital Officer and supports broader strategic branding goals.

Bonn Digital Factory

The Bonn Digital Factory is an event platform initiated by the Economic Development Agency to showcase digital transformation in action and stimulate community engagement. The inaugural 2023 event featured live demos of city apps, 3D printing, sensor prototypes, and digital services. Keynote speakers emphasized the interdependence between public participation and digital tools, while the event fostered dialogue between citizens, policymakers, and innovators.

Geo-Dialog

Geo-Dialog is an annual networking event organized by Bonn's Economic Development Office and the Bonn/Rhine-Sieg Chamber of Industry and Commerce. It brings together experts from science, business, and government to discuss trends and opportunities in geoinformation and related industries within the Geobusiness Region Bonn, encouraging collaboration and knowledge exchange.

Partnership with Bonn-Rhein-Sieg University of Applied Sciences

Bonn's Economic Development Agency collaborates with local universities through project partnerships, such as a design-thinking course focused on sustainable and digital wild bee nesting aids. These student-driven innovations aim to incorporate environmental monitoring and circular economy principles, offering real-world feedback and development opportunities for startups like "flowbee."

Citykey App

The Citykey app enhances citizen engagement by centralizing municipal services in a mobile-friendly format. Recent updates include interactive features such as the ability to submit feedback on bicycle parking. As a complement to the city's websites, Citykey improves service accessibility and participation in local planning.



Cities Coalition for Digital Rights

Bonn is a member of the global "Cities Coalition for Digital Rights," an alliance of over 50 cities committed to protecting digital civil rights. The initiative allows Bonn to benefit from international best practices and collaborative governance models, reinforcing the city's commitment to ethical digital development.

Bonn Dialogue for Cybersecurity

Since 2013, the Bonn Dialogue for Cybersecurity has been a biannual forum for discussing pressing cybersecurity issues while strengthening Bonn's position as a hub for IT security. Recent editions explored AI's role in digital safety and national strategies for a secure digital infrastructure, with contributions from leading institutions like Fraunhofer FKIE and the Federal Office for Information Security.

Gigabit Expansion and Broadband Infrastructure

Bonn is advancing its digital infrastructure through multiple broadband expansion programs, improving gigabit connectivity across schools, industrial areas, and underserved zones. Initiatives like the "White Spots," "Special Call," and "Grey Spots" programs—supported by national funding—are increasing fiber optic access and enhancing Bonn's attractiveness as a modern, digitally connected UN city.



4. Scientific potential

The Bonn region stands out as a nationally and internationally significant hub for science and innovation, supported by a rich academic landscape and a dense concentration of research institutions. With universities such as the University of Bonn, Bonn-Rhine-Sieg University of Applied Sciences, Alanus University, and the RhineAhrCampus of Hochschule Koblenz, the region fosters interdisciplinary learning and applied research. It is also home to major national and international science policy and funding bodies, including the Federal Ministry of Education and Research (BMBF) and the Joint Science Conference (GWK). Additionally, Bonn hosts the headquarters of the German Academic Exchange Service (DAAD), which will mark its centenary in 2025 through a series of events, further emphasizing the city's central role in shaping global academic collaboration.



5. Scientific services and cooperation

The Bonn Economic Development Agency actively fosters science-business collaboration through its Science Unit, offering targeted services and strategic partnerships across the Bonn Science Region. This long-standing cooperation with research institutions aims to promote knowledge transfer, skilled workforce development, and regional identity. Initiatives like the Sustainability Hub connect science, start-ups, and businesses through themed events, while programs such as “Next Stop: Job” and GeoMentoring link students and graduates—especially international ones—with local employers. Science marketing efforts include participation in major fairs, career workshops, and high-visibility public events like the biennial Bonn Science Night. Through regional networks and programs like iStart and the Deutsches Museum Bonn’s AI focus, the agency enhances innovation outreach, supports inclusive career access, and strengthens Bonn’s role as a vibrant, research-driven city.



6. International UN City Bonn

Bonn has evolved into a key international hub, recognized as Germany's United Nations City and a center for global dialogue on sustainability and development.

The city hosts over 20 UN organizations—such as the UNFCCC and UNV—making it a major European UN location alongside Geneva and Vienna. Its growing international profile is supported by strong infrastructure, including international schools, cultural institutions like those on the Museum Mile, and excellent

transport links. Internationality is reflected in Bonn's job market, with foreign specialists contributing to UN agencies, global companies like DHL and Deutsche Telekom, and prestigious research institutions. The Bonn Economic Development Agency supports international talent integration and promotes Bonn abroad through business ambassadors and strategic initiatives. A major milestone is the establishment of the ECMWF branch, adding hundreds of highly qualified jobs and reinforcing Bonn's identity as an international science and business city.



7. Congress and event venues in Bonn

Bonn has become a major international conference destination, supported by its central location, excellent transport connections, and diverse event venues. The city offers a wide range of meeting spaces through hotels, research institutions, and cultural sites, all complemented by top-tier accommodations and supporting programs. The Bonn Region Convention Bureau acts as a key resource for event planners, connecting regional stakeholders and providing venue overviews.

A highlight is the World Conference Center Bonn (WorldCCBonn), a modern facility in the federal district that can host up to 7,000 participants. It includes the former Bundestag plenary hall and is located next to the UN Campus, reinforcing Bonn's role as a UN city. The surrounding area includes global players like DHL, Deutsche Welle, and institutions along the Museum Mile, further enhancing the city's international appeal.



8. Tourism location Bonn

The city of Bonn has set a strategic vision for tourism through its “Tourism Mission Statement” aiming for 2030, focusing on key themes like its role as a UN city, its Roman heritage, and its position as the gateway to the Romantic Rhine. Efforts are underway to enhance tourist experiences, such as developing guided access to the UN Campus and revitalizing the Rhine riverbanks into a vibrant boulevard. The recognition of the “Lower Germanic Limes” as a UNESCO World Heritage Site has amplified Bonn’s Roman history, leading to the launch of Roman-themed tours and an expanded tourist guidance system. New visitor sites like “Didinkirica” are also being prepared, and a collaborative steering committee coordinates ongoing efforts across municipalities. Looking forward, Bonn plans to leverage digital tools and modern communication methods to further enhance its cultural and historical tourism profile.



Chapter IV: The Bonn Economic Development Agency

Overview

The Bonn Economic Development Agency serves as a central institution in shaping Bonn's economic landscape, offering targeted support to businesses, fostering innovation, and driving sustainable development. As the primary contact for business start-ups, company expansion, relocations, and investment inquiries, the agency operates through its Service Center Economy and a range of strategic programs that reflect Bonn's economic ambitions. In 2023, the agency processed 690 business-related requests and actively contributed to both structural and sustainable economic progress across the city and the wider region.

1.Strategic Focus Areas

In the reporting period, the agency's efforts were concentrated around seven strategic themes:

1. Commercial Space Development
2. Digital City and Innovation
3. Sustainable Economy
4. Active Land Policy
5. Securing Skilled Workers
6. City and District Center Development
7. Tourism Promotion

These areas are closely aligned with the city's broader goals of resilience, competitiveness, and quality of life.

2. Commercial Space and Land Policy

With commercial space increasingly limited, the agency focused on identifying and developing new sites to accommodate small and medium-sized enterprises (SMEs) from a range of sectors including trades, services, and manufacturing. Significant attention was given to developments in the Buschdorf industrial estate and the proposed office and business park in Bonn-Pützchen. These efforts aim to retain growing companies within the city and ensure long-term availability of suitable commercial properties.

The agency also continued its work on active land policy, seeking to integrate urban planning, business needs, and environmental sustainability. Cooperation with neighboring municipalities on inter-municipal commercial development was highlighted as a key strategy.



3. Digitalization, Innovation, and Start-Up Support

To foster innovation and future-readiness, the Economic Development Agency offered advisory services, funding information, and regular events on digital transformation. In 2023, it supported new and existing companies in navigating funding from local, national, and EU sources. The agency also acted as a connector between businesses and innovation providers such as universities and research institutions.

Start-ups received individual consulting, especially in areas such as business planning, financing, and real estate. Two young companies—CIRCULARMED GmbH and TerraSense GmbH—were highlighted as successful examples of start-up support facilitated by the agency.

4. Sustainable Economy and Climate Action

In line with Bonn's Climate Plan 2035, the agency expanded its sustainability initiatives. The “Bonn Climate Protection Services for Business” were launched to assist companies in reducing emissions and adopting greener practices. Services included climate partnerships for leading companies, advisory programs for businesses at the beginning of their sustainability journey, and on-site support in industrial estates such as Beuel-Ost and Bonn-West. Climate protection was addressed comprehensively, from energy efficiency and mobility to supply chain resilience and workforce development.



The agency's flagship initiative, the “**Bonn Region Sustainability Hub**”, was further developed as a platform to promote sustainable business models through events, advisory services, and public outreach.

5. Support for Key Economic Sectors

Healthcare Industry

Bonn's healthcare sector remains a core economic pillar, employing roughly one in six workers in the city. The agency continued cluster support efforts, aimed at enhancing transparency, information flow, and cooperation across institutions, research bodies, and healthcare providers. It also addressed emerging fields such as telemedicine and health-oriented digital services.

The city benefits from high-quality medical care, a dense network of clinics and practices, and internationally recognized research institutions including the Bonn University Hospital and the German Center for Neurodegenerative Diseases.

Retail Trade and City Management

Retail plays a vital role in Bonn's urban economy, with the city center and district centers like Bad Godesberg, Beuel, and Duisdorf attracting customers from a wide catchment area. The agency worked closely with retail stakeholders and city marketing associations to revitalize retail zones and strengthen Bonn's competitiveness against online and regional alternatives. Projects focused on promoting diversity of use, enhancing pedestrian zones, and supporting business-led urban renewal.

The 4th City Conference in October 2023 addressed the theme "More diversity of use in Bonn's city center!", generating dialogue around the transformation of urban commercial spaces.

Regional and International Cooperation

The Economic Development Agency actively fosters collaboration beyond city boundaries. It partners with the Rhein-Sieg and Ahrweiler districts in areas like skilled worker retention and cross-cluster innovation. Bonn is also a founding member of **Gesundheitsregion KölnBonn e.V.**, an association that strengthens the regional healthcare sector through networking and project cooperation.



Bonn continues to play a growing role on the national and international stage. The agency is responsible within the city administration for positioning Bonn as a cyber security hub under the new supplementary agreement to the Berlin/Bonn Act. This initiative underscores the city's ambition to expand its role in key digital and strategic industries.

6. Dialogue and Networking

The agency believes in the importance of dialogue as a driver of innovation and shared success. In 2024, the **25th Bonn Business Talks** took place, drawing over 1,000 participants under the motto "**We celebrate dialog**". The event highlighted the enduring

value of in-person exchange for the city's business ecosystem and served as a platform for policy discussions and networking.

7. Service Center Economy

The Service Center Economy continued to offer hands-on support to businesses of all sizes. Its services included:

- **Funding advice** on public financial support and application processes.
- **Real estate services**, including access to a property database and connection to developers and brokers.
- **Start-up coaching**, including business planning, funding advice, and location support.
- **Support for property owners**, helping them rent or sell commercial spaces through municipal channels.

Additionally, the Service Center functioned as a local contact for the NRW Business Advisory Program, helping early-stage ventures access professional consultancy services.



Conclusion

In 2023, the Bonn Economic Development Agency reaffirmed its role as a strategic driver of Bonn's economic growth, sustainability, and innovation. Through its targeted initiatives, strong regional partnerships, and commitment to supporting businesses of all sizes, the agency continues to shape a resilient and future-ready business environment. With a clear focus on sustainability, digital transformation, and inclusive economic development, the

agency is well-positioned to support Bonn in meeting the challenges and opportunities of the years ahead.

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