



**WELCOME TO LOWER SAXONY,
WELCOME TO HANNOVER REGION!**

WELCOME TO HANNOVER



Hannover Old Town



Royal Gardens of Herrenhausen

HANNOVER LIVING

Valuable tips on shopping, nightlife, culture and excursions, special sites and secret places – in short: the cream off the hippest neighborhoods. Hannover is (almost) just around the corner. So what are you waiting for? With a population of more than half a million, the metropolis in the heart of northern Germany has something for everyone.

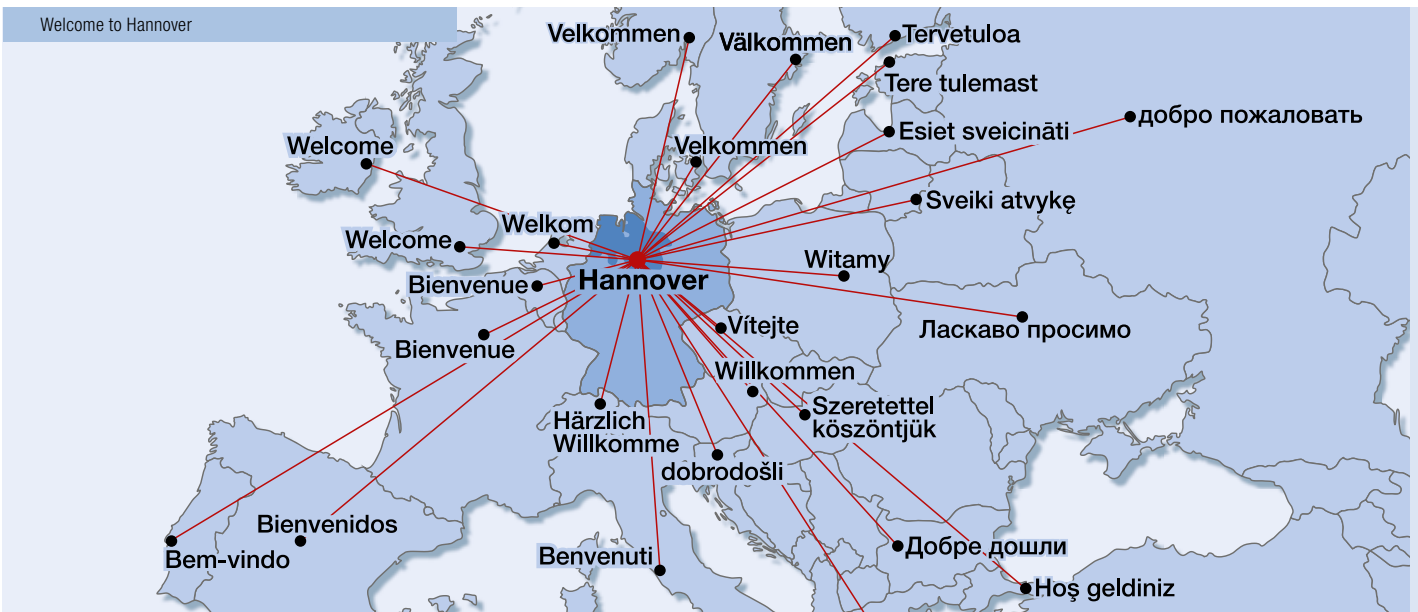
Online on www.hannover-living.de or available as download in the App Store.



Beach Bar

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SELECT HANNOVER REGION, YOUR PERFECT LOCATION!



Lake Steinhude Wilhelmstein Island Fortress



Marienburg Castle

HANNOVER – Your location: the state capital of Lower Saxony, centrally located in the heart of Europe. Your partner for global trade fairs, global business, investment, leisure and travel.

An economic powerhouse in the centre of Europe, a perfectly networked location and a fascinating variety of recreational amenities – in Hannover and Lower Saxony all these things go hand in hand with excellent but affordable housing and beautiful natural scenery that is closer to the city than anywhere else in Germany.

ECONOMIC POWER AND QUALITY OF LIFE COME TOGETHER

Hannover has plenty to offer: the highest quality of life and an excellent environment for daily work and business growth. Renowned universities, international trade fairs and strong high-tech industries make Hannover one of the state-of-the-art locations in Germany. More than 1 million people live here. Within a radius of 500 km, there are no less than 130 million people, the four biggest European cargo ports, five capital cities and all of Germany's major industrial centres.

TRADE FAIR AND CONVENTION CAPITAL

The Hannover Fairgrounds is the biggest exhibition centre in the world. As the venue for CeBIT and HANNOVER MESSE, it becomes a showcase for technological innovation every year.

NATURE AND TRANQUILITY – BUT WITH THE BENEFITS OF A BIG CITY

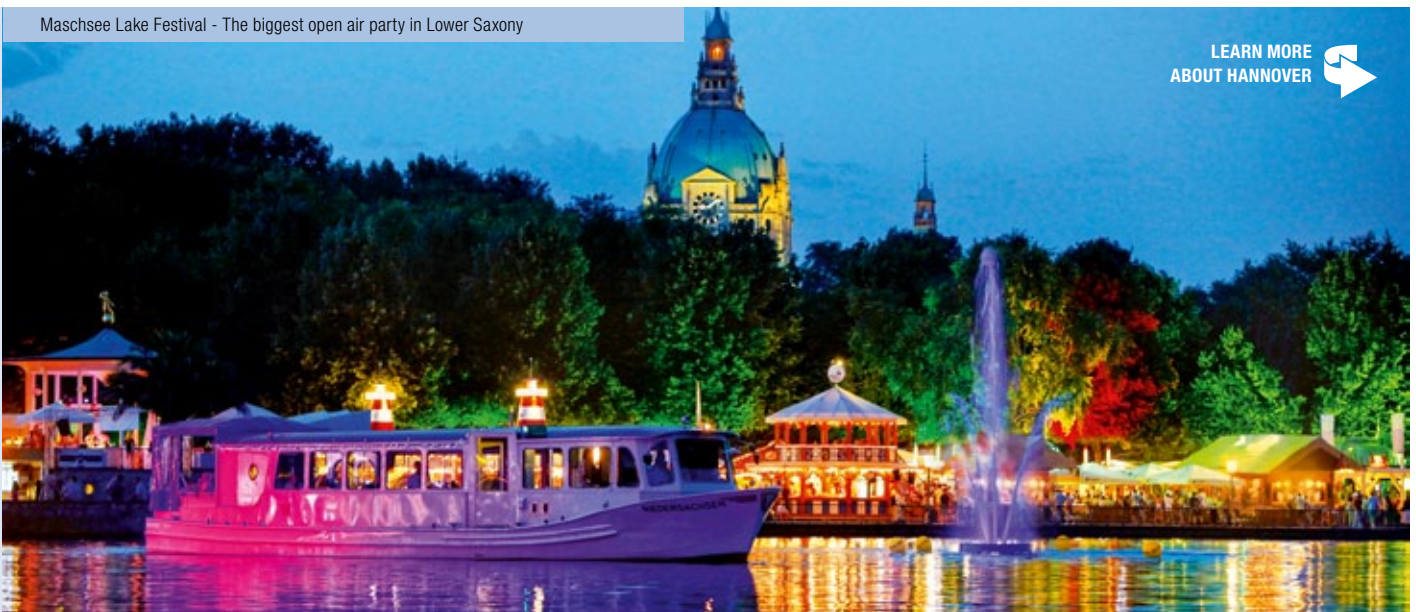
Hannover's quality of life is evident at every turn: top-ranking cultural and sports events, an impressive number of museums, fantastic shopping in one of Germany's largest pedestrian precincts as well as the famous Herrenhausen Gardens and the picturesque old town. Legendary events such as the Maschsee Lake Festival and the world's largest Marksmen's Funfair never fail to attract huge numbers of tourists and locals.

DISCOVER LOWER SAXONY

The federal state of Lower Saxony is famous for its horses, endless cycle routes along rivers or in the high altitudes of the Harz Mountains. But also for Wellness friends and city tourists Lower Saxony offers many different highlights. Located in the north-west of Germany, it is the second largest federal state by land area. With more than 41 million overnight stays per year, it is the 5th most popular German state, and over 10% of its 13 million visitors come from abroad.

We warmly invite you to come and enjoy a marvellous time in the Hannover region and Lower Saxony!

Maschsee Lake Festival - The biggest open air party in Lower Saxony



**LEARN MORE
ABOUT HANNOVER** 

ECONOMY – MADE IN HANNOVER



Volkswagen Commercial Vehicles



Continental AG

THE PERFECT BUSINESS LOCATION

The Hannover region stands out as an innovative industrial base, a key centre for the services industry and trading hub for national and international markets. It is also one of Germany's most important locations for the insurance sector.

Hannover is the most important economic area in Lower Saxony and features a broad range of business sectors, including the manufacturing, service, skilled trade and retail industries. Automotive and mechanical engineering firms have flourished in the region for many years, and the service sector is now beginning to grow enormously in fields such as transport, logistics, communication, tourism, conferences and event management.

The close links that exist between Hannover's business and scientific communities represent a particular strength for the city, as this maintains the cycle of innovation and business start-ups. In addition, the region's central location, excellent transport infrastructure, wealth of leisure pursuits and stimulating business environment all have a positive impact on its economy and quality of life.

WELCOME TO THE CENTRE OF EUROPE

Internet portal for qualified specialists
www.hannover.de/en/specialists

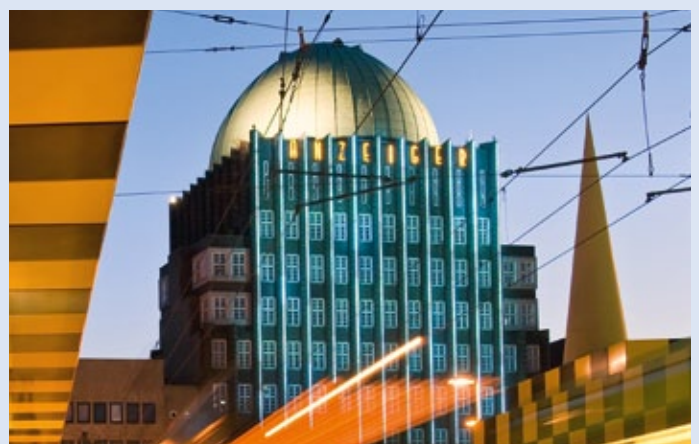
PRODUCTS, SERVICES AND IDEAS – SUCCESSFUL GLOBAL PLAYERS AND HIGHLY SPECIALISED ENTERPRISES BASED IN HANNOVER

Big brands that are known throughout the world are a symbol of the Hannover region's booming economy, with companies such as Abbott, Continental, Johnson Controls, Bahlsen, BREE, KIND Hörgeräte, Komatsu-Hanomag, Konica Minolta, MTU Maintenance, Pelikan, Rossmann, Sennheiser electronic, Solvay Deutschland, TUI and WABCO all having their headquarters here. With 16,000 employees, Volkswagen Commercial Vehicles is the city's biggest employer, and a total of around 32,000 people work in the manufacturing and supply sides of the automotive industry in Hannover.

Many major insurance companies, such as Concordia, VGH and VHV have a key presence in the city – not to mention the Talanx Group, whose Hannover Rück and HDI brands are headquartered in Hannover. And important financial services providers (Swiss Life, Nord/LB) also have head offices or branches in the city, as well as the Hannover Stock Exchange. Germany's media sector is represented by major players such as the publishing companies Madsack and Schlütersche Verlagsgesellschaft and television producer TVN. In addition to the two major German TV channels ARD and ZDF, various private radio and television companies also broadcast from Hannover.



Nord/LB



Madsack

HANNOVERIMPULS – YOUR PARTNER FOR BUSINESS DEVELOPMENT AND INVESTMENT



Eyeing up your new location!



HANNOVER – economic metropolis in the heart of Europe

THE BEST POSSIBLE SUPPORT FOR YOUR RELOCATION TO HANNOVER

hannoverimpuls is your committed partner for the development of new markets in Hannover and beyond – the future basis for your business in Germany and Europe. Benefit from:

- **Tailored support:** We are familiar with all the requirements of international businesses which wish to set up in Germany and provide you with guidance on all the legal and bureaucratic aspects.
- **Unique experience:** Our experience is underlined by the 300+ international projects advised by us. Practically no other development professionals can boast so much international know-how.
- **Outstanding networking:** Our task is to bring your project together with the relevant contacts in Hannover – political decision-makers, local authorities and the relevant industry networks.

hannoverimpuls is committed to putting our unique experience in German and European markets at your disposal. We offer full support for your relocation, provided by Germany's most experienced and skilled development professionals with key strengths in science and business and internationally famous for many high-potential industries

OUR SERVICES AT A GLANCE

Market

- ProMAP: Strategic Marketing / Business Development
- GeMS: Marketing & Sales Outsourcing

Technology

- Networks
- Partnerships with regional R&D

Administration

- Visas
- Plug & Work: Office/laboratory space
- Registrations / Authorisations
- Human resources

Finance

- Innovation financing
- Access to EU funds
- Plug & Work: Office / laboratory space



PROMAP

Developing a strategy for market entry

The basis of successful expansion is comprehensive and meticulous strategic planning. ProMAP's goal is to offer substantial assistance to SMEs through market research and product analyses.



GEMS

Entering the German market

The outsourcing sales professionals at GeMS offer foreign high-tech companies support in the operational implementation of their marketing and sales activities in the German market.



PLUG&WORK

Relocation and start-up competition

Plug & Work offers the ideal preconditions for a successful entry into the German market: rent-free office and working spaces, strategic coaching, intensive networking and many extras are awarded for innovative business concepts.

HANNOVER HEALTHCARE – FIT FOR THE FUTURE



With more than 65,000 employees and upwards of 3,000 companies, the healthcare industry is Hannover's no.1 growth market. The region offers world-class expertise in a range of research disciplines, and is home to internationally recognised institutions such as Hannover Medical School, the International Neuroscience Institute and Hannover University of Veterinary Medicine. And Hannover is continuing to invest in its health facilities.

HANNOVER'S HEALTHCARE INDUSTRY IS BOOMING

One in seven employees in the region already works in this field, making Hannover a fertile location for new companies and successful company relocations. Healthcare is therefore Hannover's most promising future industry. High levels of scientific expertise in fields such as clinical research have enabled the region to assume a leading role, and Hannover is also a recognised player in regenerative medicine, biomedical engineering and healthcare delivery. One of the highlights in this sector is BIOTECHNICA, the leading European life sciences fair which is held in Hannover every two years.

LIFE SCIENCES AS A GROWTH DRIVER

Many of Hannover's scientific and research institutions enjoy international renown and provide a first-class playing field. Hannover Medical School (MHH), for example, has made a name for itself as one of the world's leading medical establishments. Of particular note is the MHH's specialisation

in (pre)clinical research, infection biology and transplantation medicine. And the renowned International Neuroscience Institute (INI) enjoys high levels of success as a specialist clinic and research institution for a wide variety of neurological diseases.

The internationally acclaimed Hannover University of Veterinary Medicine (TiHo) is one of the most illustrious institutions of its kind in Europe, specialising in infection medicine, neuroscience, animal health and food science, and clinical research. The Klinikum Region Hannover (KRH) is one of Germany's top-performing municipal healthcare providers, managing twelve highly efficient hospitals in the region, while the AUF DER BULT Centre for Children and Adolescents treats more than 30,000 patients per year and is known throughout Germany. It also boasts the biggest pediatric diabetes centre in the country.

Hannover Medical Park provides established companies and newcomers alike with links to research networks, laboratory and office space and many other site-based advantages. Firms operating in the healthcare and life sciences sectors can make the most of the region's effective networks, funding bodies, opportunities for scientific collaboration and initial and continuing training programs – the ideal basis for growth and innovation.



FIRST-CLASS RESEARCH AND SCIENCE LOCATION



Hannover Centre for Production Technology



Test cell MTU Maintenance

CLUSTER OF EXCELLENCE FOR RESEARCH AND TEACHING

The tertiary education institutes in Hannover – which include four universities, one university of applied sciences and arts, as well as various high-ranking private academies – offer degree courses in virtually every conceivable subject and are well-known for their excellent academic quality. Thanks to the forward-looking and practical focus of many courses, numerous graduates from Hannover's universities also begin their career right here. The state capital has around 40,000 students, including 6,000 from abroad.

With approx. 22,000 students and around 160 full- and part-time courses, Gottfried Wilhelm Leibniz University in Hannover is the second largest tertiary education institute in Lower Saxony. The recent merger with the universities of Clausthal and Braunschweig to form Niedersachsen Institutes of Technology (NTH) is a further milestone in Hannover's development as a university location.

LEADERSHIP IN MEDICINE

Hannover Medical School has carried out pioneering work in the field of transplantation and has a worldwide reputation for excellence. With more than 3,300 students, it is also the largest medical training centre in Germany. It cooperates closely with companies in the nearby Medical Park, especially in the biotechnology sector. Hannover University of Veterinary Medicine, which was founded in 1778 and has more than 2,400 students, is also a leading international institute.

FROM HANNOVER OUT INTO THE WORLD

Hannover is home to leading research centers in the fields of production and laser technology. Hannover Centre for Production Technology (PZH) in Garbsen puts into practice the vision of bringing business and industry together under one roof: more than 800 scientists and engineers cooperate with partners from industry here. Hannover Laser Centre provides a powerful incentive for firms to set up research and development facilities in this region, promoting training that is closely linked to industrial practice. This independent establishment provides R&D and consultancy services in photonics and laser technology and is one of the leading European institutes in these fields.

IDEAS TO INSPIRE YOUNG TALENTS

The IdeenExpo (Expo of Ideas), is an interactive, hands-on fair that deals with all aspects of choosing a career. It encourages youngsters to take a fresh look at the science and research sector. The Maker Faire Hannover calls on all members of the family to take an inventive and fun look at technology. Countless makers, DIY enthusiasts, tinkerers, hackers and artists present their works.



Hannover University of Veterinary Medicine



A research laboratory at Hannover Medical School

HANNOVER – THE TRADE FAIR AND CONFERENCE VENUE IN THE HEART OF EUROPE



Hannover Congress Centrum



Herrenhausen Palace

A CITY OF MAJOR TRADE FAIRS AND CONFERENCE VENUES

Hannover can look back on more than 60 years as a leading international trade fair location. The city boasts the largest and one of the most modern exhibition centers in the world, with more than 460,000 m² indoor and 58,000 m² outdoor space. Flagship technology fairs such as the CeBIT and HANNOVER MESSE are major innovation hubs. Other leading trade fairs such as DOMOTEX, LIGNA, BIOTECHNICA, AGRITECHNICA, CeMAT and IAA Commercial Vehicles regularly demonstrate the important role that this location plays as a stimulant for the economy.

The Hannover region also plays a leading role as a congress and conference venue and can offer a wide choice of locations. From the prizewinning exhibition centre, to Herrenhausen Palace, Hannover Adventure Zoo and Hannover Congress Centrum, the metropolis on the banks of the River Leine features a whole range of attractive event venues. A central location, optimum infrastructure, highly diverse leisure amenities: it is this mixture that makes Hannover such an attractive venue for all kinds of conferences and congresses.

AT YOUR SERVICE:

Hannover Kongress

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DIVERSE SUPPORTING PROGRAMMES

But Hannover has more to offer than just the ideal conditions for a successful corporate event: it also prides itself on the numerous cultural highlights and leisure amenities that can be used to create an entertaining and informative supporting programme. After a long day of in-depth discussions of serious subjects, delegates appreciate a visit to the opera or variety theatre in the evening. Other places of interest, such as Herrenhausen Gardens or the bustling city centre, mega events such as the Maschsee Lake Festival or the International Fireworks Competition, countless theatres and the state opera house, museums and art galleries of international renown, such as the Sprengel Museum Hannover, provide endless opportunities to create a varied programme after a day of presentations and discussions.

HANNOVERKONGRESS: SUPPORT FROM A ONE-STOP SHOP

HannoverKongress is the partner of choice for all congress and conference events in the city itself and in the Hannover region. HannoverKongress provides independent, individual advice and tailor-made solutions for the organisation of successful events. The HMTG Hotel and Private Accommodation Service, the Team City Tours and the Tourist Information departments offer supplementary services that attend to all aspects of your journey and visit to Hannover.

Hannover Adventure Zoo



DEUTSCHE MESSE - YOUR MARKETING PARTNER FOR INTERNATIONAL BUSINESS LEADS



Fairground



HANNOVER MESSE

WINDOW TO THE WORLD

Trade fairs are international market places. They build bridges in global markets and serve as hubs in their respective sectors. Trade fairs 'made in Hannover' are windows to the world. For close to 70 years, their internationality, broad range of themes and innovative impact have proven compelling to professionals from all over the world. Most recently, in April 2016, US President Barack Obama experienced the world's most important industrial fair - the HANNOVER FAIR - at first hand.

FIRST-CLASS HOST

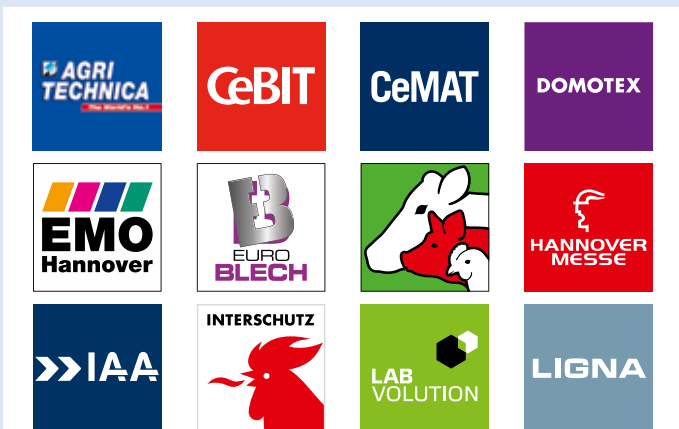
With its leading international fairs, the Deutsche Messe offers both unique, worldwide opportunities for establishing business contacts and a framework for macroeconomic policy consultations in an international format. Heads of state and government, as well as top-level politico-economic delegations from Germany and abroad, travel to Hannover to appreciate the innovative strength of the exhibiting companies. And as far as the politico-economic orientation of its events is concerned, Deutsche Messe is the international benchmark. Around 15,000 media representatives from 100 countries annually report on these trade fairs.

LEADING INTERNATIONAL TRADE FAIRS

Established in 1947, the company is today one of the five largest German trade fair companies, with around 1,200 employees and a turnover of € 329 million in 2015.

In its core business, Deutsche Messe focuses on the presentation of leading international fairs at the Hannover exhibition centre CeBIT (digital business), HANNOVER MESSE (industrial technologies), LABVOLUTION with BIOTECHNICA (laboratory technology and bio-technology), CeMAT (intralogistics and supply chain management), didacta (education), DOMOTEX (carpets and floor coverings), INTERSCHUTZ (fire protection and civil protection, emergency services and security) and LIGNA (wood processing and forestry technology).

With 66 representations, subsidiaries and establishments, Deutsche Messe is a true global player, represented by various trade fair brands in more than 100 countries on all six continents. A special focus of the foreign trade fair business is on the growth markets in China, India, Southeast Asia, Australia, Turkey, Brazil and the United States. The focal theme of those leading trade fairs is fixed assets. For more than 30 years, Deutsche Messe has been providing its customers with support for their globalisation strategies.



Trade Fairs in Hannover



CeBIT

FAST AND DIRECT SERVICES EVERYWHERE



ICE train network Deutsche Bahn



The main motorways in central Europe

PERFECTLY NETWORKED

Its central location at the heart of the European transport network is just one of numerous trump cards that the Hannover region has in its hand. The A7 (running north-south), A2 (running east-west) and A1 (running northeast-northwest) motorways are among the major road connections in Central Europe. The majority of cities in Lower Saxony are connected to the ICE train network of Deutsche Bahn, which provides direct links to all German conurbation areas. The central arrival and departure point for those travelling by plane is Hannover Langenhagen Airport (HAJ) just outside the gates of the state capital of Hannover. Four more international airports are also located nearby: Hamburg Airport (HAM), Paderborn Airport (PAD), Münster / Osnabrück Airport (FMO) and Bremen Airport (BRE). To reach one of the East Frisian Islands, it is best to take a ferry and the Mittelland Canal, the longest man-made waterway in Germany, connects Hannover with the major seaports and inland ports on the Continent.

ENVIRONMENT FRIENDLY REGIONAL TRANSPORT

GVH, the transport association which serves the Greater Hannover Area, carries around 190 million passengers on its local public transport services every year. These services offer maximum comfort and convenience: in 2010, Hannover was awarded first place in the Local Public Transport category in a nationwide

survey conducted among the 15 largest cities in Germany. üstra, which is responsible for the bus and light rail network, is the main mobility services provider within the GVH and was the first German transport company to fulfil the standards of the EC Eco Audit Environmental Management Regulation. Since mid-2011, its fleet has included hybrid buses which meet the most stringent EU environmental standard.

BOOMING LOGISTICS INDUSTRY

According to a survey conducted by the Fraunhofer Institute in 2009, the Hannover region is one of the most dynamic logistics locations in Germany and plays a leading national and international role. The experts praised the region's positive investment climate, good infrastructure, low costs and its convenient geographical location. The logistics business meanwhile accounts for approx. 40,000 jobs in the Hannover region and, as an expanding cross-sectoral industry, continues to play a central role in regional economic development. The availability of commercial and industrial sites is regularly monitored to promote site marketing for companies planning to set up business here or expand their existing facilities. New infrastructure projects are also in the pipeline to exploit the potential resulting from the enlargement of the EU towards the east.



Mittelland Canal



üstra /GVH

HANNOVER AIRPORT – WHERE GLOBAL PLAYERS FEEL AT HOME



Numerous direct flights



Business travellers

TRANSPORT HUB OF NORTHERN GERMANY

Hannover Airport serves one of the widest and most powerful areas in Germany. Its Interkont parallel runway system for 60 flight movements per hour provides 24-hour operations and an unrestricted infrastructure, giving airlines easier access to this enormous market than from any other airport. The airport thus makes a huge contribution to the city and the entire region of Northern Germany.

Its well-connected location with its own motorway exit makes the airport a perfect, quickly accessible landing point from all areas of the sky. Of course, the airport is also easily reachable by public transport. The local commuter trains bring travellers from the Hannover main station right to the terminal in only 18 minutes. That means the airport is ideally situated for connections to the long-distance rail service of the Deutsche Bahn.

Airlines at Hannover Airport (selection)

COMFORTABLE CONNECTIONS

Thanks to its numerous direct flights within Europe and the high frequency of connections to all the important European hubs, travellers benefit from convenient connections to locations all over the world. Short routes across the campus and in the terminals along with the airport's comprehensive service package ensure a relaxed takeoff. Not surprisingly, Hannover Airport is the first choice for millions of business travellers and tourists in Northern Germany.

HANNOVER AIRPORT AS A BUSINESS LOCATION

The location also appeals to companies. The airline TUIfly has its home base at Hannover Airport. MTU Maintenance also calls the airport home and many companies in the logistics sector, such as TNT, DB Schenker and DHL, use its fantastic infrastructure to successfully conduct their business. New players can also find the best conditions here: the airport is currently developing additional large areas for expansion.

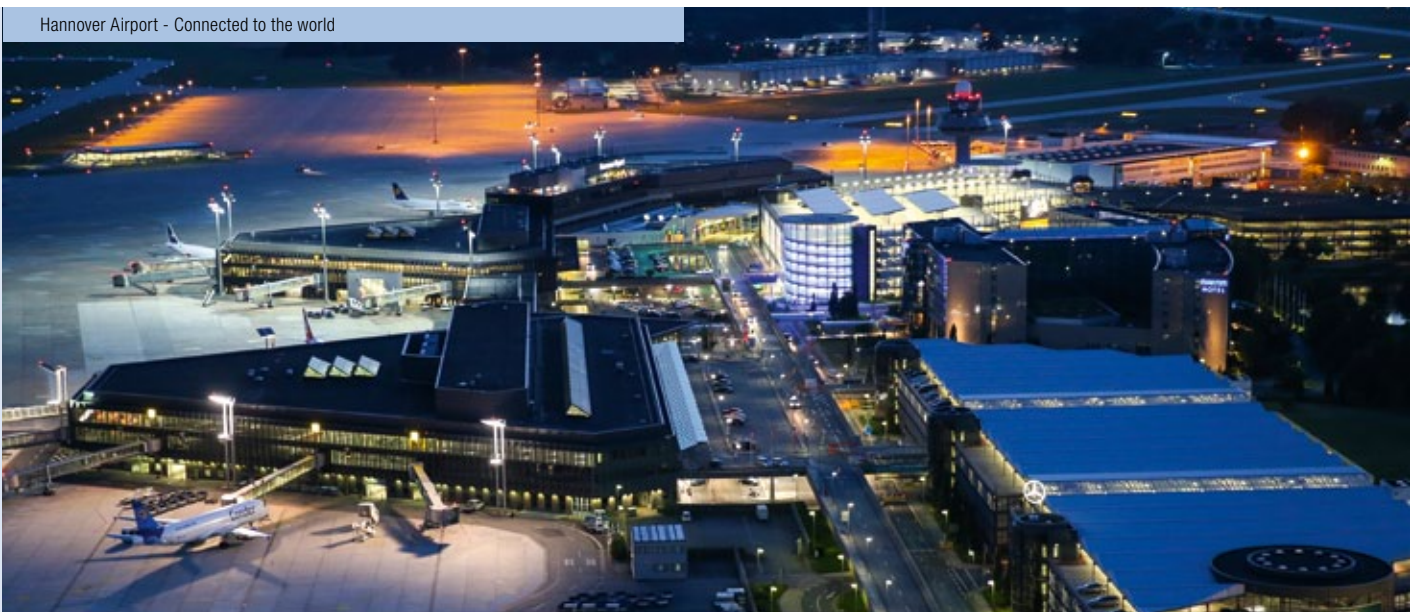
AT YOUR SERVICE:

Airport Service - Information

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www.hannover-airport.de

Hannover Airport - Connected to the world



TRAVEL DESTINATION LOWER SAXONY – BETWEEN HARZ AND HEIDE, WESER AND WADDEN



Cyclists in Hameln



Harz Mountains

DESTINATION LOWER SAXONY

Traversed by numerous lively rivers and calm, wide canals, dotted with small historic towns and dense deciduous and coniferous forests, bordering on wide stretches of coast in the north and a central mountain range in the south – few travel destinations offer as many different and varied opportunities to holiday as Lower Saxony. From an urban city break and a wellness holiday with Thal-assootherapy on the North Sea to active tourism – Germany’s second-largest state has plenty to offer. No wonder: Lower Saxony is the only federal state with a central mountain range and coastline.

EXPERIENCE LOWER SAXONY

Nights in a hay hotel, farm holidays, tree houses, camping sites, holiday apartments and luxurious star hotels – there’s a dream holiday for everyone in Lower Saxony. Planning your own leisure time is easy, too: Lower Saxony offers visitors a whole host of opportunities to become one with nature – from water sports and hiking to cycling and mountain biking. 20,000 km of waterways and 13,000 km of cycling paths wind through the second-largest federal state. A full spectrum of leisure activities including action-packed amusement parks, animal parks and zoos as well as indoor worlds and wellness spas awaits.

Culture lovers can embark on a journey of discovery through space and time in Lower Saxony. Historic windmills, exciting museums, magnificent castles

and fortresses as well as top international artists at dance and music festivals make Lower Saxony an “El Dorado” for cultural tourism. The region is home to UNESCO World Heritage Sites: starting with the World Natural Heritage Site Wadden Sea in the North Sea to the four World Cultural Heritage Sites St Mary’s Cathedral and St Michael’s Church in Hildesheim, the Old Town and the nearby Mines of Rammelsberg in Goslar, the Upper Harz Water Management System and since 2011, the Fagus Factory in Alfeld.

The state also boasts some impressive and varied cuisine, including traditional and regional as well as modern and international specialties: country inns and fine gourmet restaurants tempt guests with hearty curly kale and Bregenwurst (a special regional sausage traditionally made of pork, pork belly, and pig or cattle brain), fine fish, fresh asparagus and much more.

FASCINATING NATURAL LANDSCAPES

Lower Saxony is home to a wide range of natural treasures and is a ‘must’ for nature lovers. Visitors will find various natural attractions on offer at its two national parks, 14 nature parks and two biosphere reserves – for example the Harz mountains or the Elbe Valley. National park guides are available to offer their expertise.

Hiking in the Lüneburger Heide





Dunes on the North Sea coast – Island Langeoog

ACCESSIBLE TRAVEL IN LOWER SAXONY

Holiday destination Lower Saxony not only amazes visitors with its wide variety of holiday landscapes and exciting towns; the region between the North Sea and the Harz mountains also has plenty of surprises for holidaymakers with limited mobility, like the outstandingly accessible Hannover Adventure Zoo or the phaeno Science Centre in Wolfsburg.

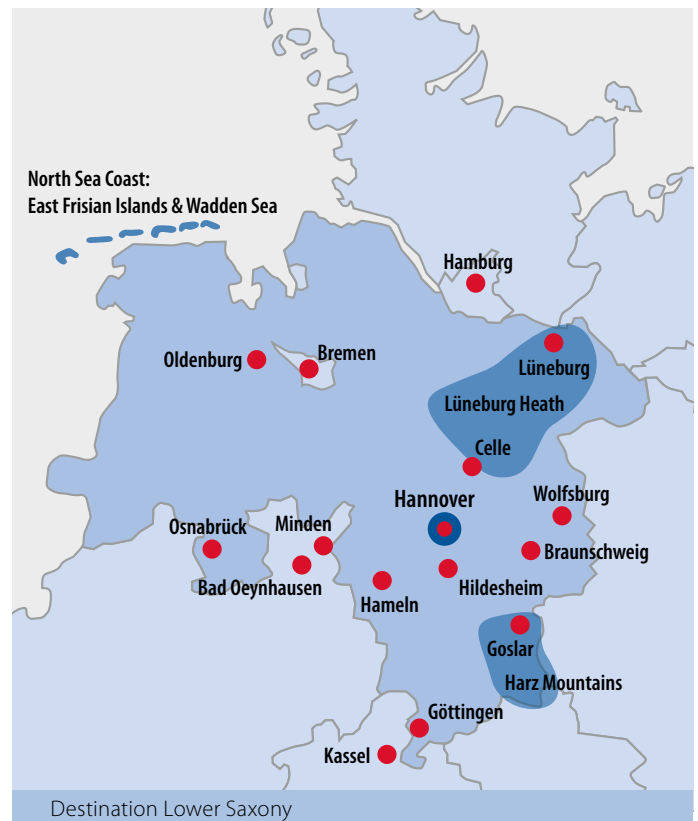
WONDERFUL EXPERIENCES IN NINE HISTORIC CITIES

Discover fascinating sights like UNESCO World Heritage, historic half-timbered houses, idyllic market squares, magnificent castles, parks and gardens in Braunschweig, Celle, Göttingen, Goslar, Hameln, Hannover, Hildesheim, Lüneburg and Wolfenbüttel. History comes alive again at many traditional events. Modern shopping centres and historic Old Town quarters treat visitors to shopping and relaxation.

TIP: Don't forget to pay an inspiring visit to the world of mobility in the Auto-stadt in Wolfsburg on your journey through history.

AT YOUR SERVICE:

Tourist Board Lower Saxony
 Tel: +49 0511 270 488 0 | info@tourismusniedersachsen.de
www.niedersachsen-tourism.com
www.myLowerSaxony.com



HOW TO GET TO LOWER SAXONY

BY PLANE

The central arrival and departure point for those travelling by plane is Hannover Langenhagen Airport (HAJ) just outside the gates of the state capital of Hannover. Current flight offers can be found at

<http://www.hannover-airport.de/en/passengers-visitors>

Four more international airports are also located nearby:

- Hamburg Airport (HAM)
- Paderborn Airport (PAD)
- Münster / Osnabrück Airport (FMO)
- Bremen Airport (BRE)

BY TRAIN

The majority of cities in Lower Saxony are connected to the ICE network of Deutsche Bahn. For more information visit our website

www.niedersachsen-tourism.com/by-train

BY CAR

Lower Saxony boasts good infrastructure. In particular the motorways A7 (running North-South), A2 (running East-West) and A1 (running Northeast-Northwest) provide fast connections. For more information visit our website

<http://www.niedersachsen-tourism.com/travelling-by-car>

HANNOVER – CULTURE, GREEN CITY AND THE PERFECT PLACE TO LIVE



View from the New Town Hall



Hannover's historic old town

SIGHTSEEING IN HANNOVER

The Royal Gardens of Herrenhausen are Hannover's most famous attraction - and not just since the visit of US president Barack Obama in 2016. The historic Old Town with half-timbered buildings, the magnificent Market Church and the Old Town Hall are some of the most impressive sights in the city centre. The New Town Hall in the opulent Wilhelminian style offers a further treat: its impressive dome commands a breathtaking view over the whole city - the trip to the top in the unique curved lift is an exciting experience in itself. The adventure zoo with its species-specific habitats is Europe's No.1 animal park and the Maschsee, a lake set in the city centre, offers relaxation and a wide range of leisure activities.

TRADITIONS MEET NEW TRENDS

All year round, there are mega-events in Hannover that delight huge numbers of visitors from near and far. Every year, five teams from all over the world compete against each other at the International Fireworks Competition in Herrenhausen Gardens. On five Saturdays, they demonstrate all their skills in the baroque garden as they endeavour to win over the spectators and jury. The biggest Marks-men's Fair in the world is the annual focus of attention for ten whole days, and not only for marksmen and markswomen! The maritime Maschsee Lake Festival is one of the biggest events in Northern Germany and features concert highlights, sporting events on the water, open-air dance evenings, comedy & cabaret and a host of culinary treats. Seductive scents and magical illuminations in front

of an idyllic olde-worlde backdrop – the festive Christmas markets transform the whole of Hannover into a Christmas wonderland.

GASTRONOMY, NIGHTLIFE & SHOPPING

Gourmands can make a culinary trip around the world without ever leaving Hannover. Specialities from all over the globe, inviting cafés and bistros, authentic pubs and inns, smart bars and restaurants – the amazing choice guarantees something to suit every taste and every budget. Traditional pubs, elegant cocktail bars, clubs playing every kind of music – Hannover's party district exerts a magnetic pull – and not only at the weekend. Every evening, creative actors put on a range of fantastic music events, either live or with a DJ behind the turntables.. Whether a lengthy shopping spree or a quick errand – the vast selection of shops, all within easy reach thanks to convenient transport services, make Hannover a great place to shop.

HANNOVER, CITY OF CULTURE AND ART

Did you know? Since 2014 Hannover has been a UNESCO City of Music, taking its place in the international UNESCO network of Creative Cities alongside Glasgow, Seville, Bogota, Bologna, Ghent and Brazzaville. The opera and drama sections of Hannover State Theatre are leading lights within German theatre.. All over the city, there are numerous private theatres which feature exciting productions ranging from light comedy to the avant garde.



Sprengel Museum Hannover with modern art



Nanas - street art in Hannover



Hannover Adventure Zoo



Markmen's Funfair

Unique exhibits and spectacular exhibitions have earned Hannover a reputation as a city of art and museums. Highly diverse exhibitions, staged for instance by the internationally renowned Sprengel Museum Hannover, Museum August Kestner, kestnergesellschaft, Wilhelm Busch – German Museum of Caricature and Critical Graphic Arts and the State Museum of Lower Saxony, take visitors on a voyage of discovery. The famous Herrenhausen Gardens are also a superb setting for prestigious open-air cultural events. The baroque gardens provide a perfect venue for the arts festival KunstFestSpiele Herrenhausen as well as for the International Fireworks Competition and open-air theatre performances.

HIGHLIGHTS IN THE HANNOVER REGION

As a holiday destination, the Hannover region offers a wide range of leisure opportunities in the open countryside. With its maritime flair, Lake Steinhude is a great place for pedalo and rowing enthusiasts, or for swimming and sunbathing on the beach. The Deister, the range of hills 'in Hannover's back garden', are ideal for hiking and cycling. Near the town of Pattensen, Marienburg Castle perches on a hilltop like a vision from a fairytale - the last summer residence of the Guelph Kings of Hannover.

TOURISM SERVICES IN HANNOVER

Hannover Marketing und Tourismus Gesellschaft (HMTG) is Hannover's central service provider for regional, location and city marketing and promotion. The focus is on strengthening and enhancing Hannover's reputation as an ideal region and location for business, innovation and industrial fairs. HMTG also provides tourist services and its City Break Team, Accommodation Service and Tourist Information Office deliver a comprehensive portfolio which covers every aspect of a stay in the Hannover region. Business customers benefit from HMTG's conference service (HannoverKongress), which acts as central liaison for conferences, congresses and events of all kinds in the Hannover region and helps to organise leading congresses and business forums.

AT YOUR SERVICE:

Hannover Tourist Information

Tel.: +49 511 12345111
info@hannover-tourismus.de

Accommodation Service

Tel.: +49 511 12345555
hotels@hannover-tourismus.de

Team City Tours

Tel.: +49 511 12345333
citytours@hannover-tourismus.de

www.VISIT-HANNOVER.com

Lake Steinhude



HANNOVER REGION – YOUR PERFEKT LOCATION IN THE CENTRE OF EUROPE.

YOUR CONTACT PERSONS FOR GLOBAL TRADE FAIRS, GLOBAL BUSINESS, INVESTMENT, LEISURE AND TRAVEL:

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TourismusMarketing Niedersachsen GmbH (TMN)

The TourismusMarketing Niedersachsen GmbH was founded in 2001. As the marketing organization of the federal state its task is to market the holiday destination of Niedersachsen on a national and international level.

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Hannover Marketing & Tourismus GmbH (HMTG)

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Hannover Airport

Hannover Airport serves one of the widest and most powerful catchment areas in Germany and provides airlines with easier access to this market than any other airport.

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