

GANZ OBEN

RIGHT AT THE TOP OF
NORTH RHINE-WESTPHALIA

EastWestphaliaLippe

DATA

FIGURES

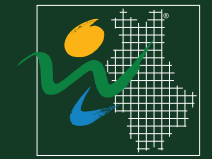
FACTS

Big brands from EastWestphaliaLippe*



* The collage shows the logos of the biggest companies in OWL, a selection of other well-known brands as well as examples of brands known beyond the region from the fields of science, health, sports and culture. Effective: May 2010

promedia:um - Bielefeld - 08.2010



Addresses

OstWestfalenLippe Marketing GmbH
 Jahnplatz 5, 33602 Bielefeld
www.ostwestfalen-lippe.de
www.teutoburgerwald.de/teutoburgerforest

Regional authority:
 Bezirksregierung Detmold
 Leopoldstraße 13-15, 32756 Detmold
www.brdt.nrw.de

Chamber of Crafts:
 Handwerkskammer Ostwestfalen-Lippe zu Bielefeld
 Obernstraße 48, 33602 Bielefeld
www.handwerk-owl.de

Chambers of Industry and Commerce:
 Industrie- und Handelskammer Ostwestfalen zu Bielefeld
 Elsa-Brändström-Straße 1-3, 33602 Bielefeld
www.bielefeld.ihk.de

Industrie- und Handelskammer Lippe zu Detmold
 Leonardo-da-Vinci-Weg 2, 32760 Detmold
www.detmold.ihk.de

District authorities:
 Kreis Gütersloh, 33324 Gütersloh
www.kreis-guetersloh.de

Kreis Herford, 32045 Herford
www.kreis-herford.de

Kreis Höxter, Postfach 10 03 46, 37669 Höxter
www.kreis-hoexter.de

Kreis Lippe, 32754 Detmold
www.kreis-lippe.de

Kreis Minden-Lübbecke, 32382 Minden
www.minden-luebbecke.de

Kreis Paderborn, Postfach 1940, 33049 Paderborn
www.kreis-paderborn.de

Stadt Bielefeld, 33597 Bielefeld
www.bielefeld.de

Music

International big names from the worlds of pop, rock, folk, classical orchestral music and choir singing all put on concerts in OWL. The venues range from small jazz cellars to modern concert halls.

Orchestras – a selection
 Nordwestdeutsche Philharmonie-Landesorchester Nordrhein-Westfalen (North Rhine-Westphalia Land Orchestra), Herford · www.nwd-philharmonie.de
 Philharmonisches Orchester der Stadt Bielefeld (Bielefeld Philharmonic Orchestra), Bielefeld · www.bielefelder-philharmoniker.de
 Junge Sinfoniker (Young Musicians Symphonic Orchestra), Bielefeld · www.js-owl.de
 Detmolder Kammerorchester (Detmold Chamber orchestra), Detmold · www.detmolder-kammerorchester.de
 Philharmonisches Orchester Paderborn (Philharmonic Orchestra), Paderborn · www.philharmonischesgesellschaft-paderborn.de
 Westfälische Kammerphilharmonie (Westphalian Chamber Philharmonic) · www.kammerphil.de
 OWL Big Band · www.owl-bigband.de

Events – a selection
 Corveyer Musikwochen, music weeks at Corvey castle, near Höxter · www.schloss-corvey.de
 Haller Bachtage (Bach days), Halle/Westphalia · www.haller-bach-tage.de
 Musica Sacra festival, Paderborn (every 2 years) · www.musicasacra-paderborn.de
 Jazz in Gütersloh · www.jazz-in-guetersloh.de
 International Singing Competition „Neue Stimmen“ (New Voices), Gütersloh (every 2 years) · www.neue-stimmen.de

Publisher

OstWestfalenLippe Marketing GmbH
 OstWestfalenLippe Marketing GmbH is a joint venture of the Gütersloh, Herford, Höxter, Lippe, Minden-Lübbecke and Paderborn district together with Bielefeld municipality and the regional business community. The business community is represented by the association "Unternehmen für OWL-Marketing" (Companies for Marketing OWL), which includes the Chambers of Industry and Commerce for East Westphalia in Bielefeld and for Lippe in Detmold, the East Westphalia-Lippe Chamber of Crafts in Bielefeld as well as 130 companies in the area at the moment. Local authorities and business have an equal stake in this joint venture, which has the legal status of a limited liability company. The task of the Marketing GmbH is to establish EastWestphaliaLippe as a powerful business location with a high quality of living as well as an attractive holiday destination. The fields of activity comprise regional initiatives, regional communication, tourism marketing as well as the "Regionalagentur für Wirtschaft und Arbeit" (Regional office for work and business).



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Bielefeld, July 2010

Gliding: North Rhine-Westphalia's only and Europe's biggest gliding school in Oerlinghausen.
Water-skiing: Paderborn, Vlotho.

Number of clubs in city and district sports federations: 2,553
Club members: 693,754

Source: NRW Sports Federation, year 2009

Museums

OWL is home to more than 170 museums and collections. These comprise houses of European rank, traditional museums and new foundations, museums run by the municipality and by the federal state, complimentary institutions as well as publicly accessible company and private collections.

A selection
 Archeological outdoor museum, Oerlinghausen
 Diocese museum of the archbishop, Paderborn
 Heinz Nixdorf MuseumsForum, Paderborn
 History Museum Bielefeld
 Kunsthalle Bielefeld (Art Gallery), Bielefeld
 District museum Wewelsburg Castle, Büren
 Lippisches Landesmuseum (Museum of the region of Lippe), Detmold
 LWL Open-Air museum – regional museum of folklore, Detmold
 LWL-Industrial museum Ziegelei Lage, Lage
 LWL-Museum for Monastery Culture, Dalheim
 MARTa (museum of contemporary art and design), Herford
 Miele Museum, Gütersloh
 Museum Huelsmann, art and design, Bielefeld
 Prussia Museum, Minden
 History Museum, Paderborn-Schloss Neuhaus
 Stadtmuseum Gütersloh (museum of the town of Gütersloh), Gütersloh
 Widukind Museum (showing the myth of the Saxon noble Widukind and Charlemagne), Enger

Source: Museumsinitiative in OWL e.V., year: 2010

Theatre

In addition to theatres with their own company and theatres with regular seasons, the art scene is enriched by numerous free theatres, including for example the Bielefeld Theaterlabor (Theatre Laboratory), the Paderborn and Bielefeld puppet theatres and the "Mindener Stichlinge" satirical revue.

Theatres with their own company
 Landestheater Detmold (North Rhine-Westphalia state theatre), Detmold · www.landestheater-detmold.de
 Städtische Bühnen Bielefeld (Municipal Theatres), Bielefeld · www.theater-bielefeld.de
 Theaterlabor (Theatre Laboratory), Bielefeld · www.theaterlabor.de
 Westfälische Kammerspiele (Westphalian Studio Theatre), Paderborn · www.kammerspiele-paderborn.de
Theatres with regular seasons
 Gütersloh city theatre · www.theater-gt.de
 Herford city theatre · www.theater.herford.de
 Minden city theatre · www.stadttheater-minden.de
 New Theatre Espelkamp · www.neues-theater-espelkamp.de

Tourism

With Teutoburg Forest, the Wiehen and Egge mountain ranges, the river landscapes of Weser, Ems and Lippe and the wilder natural landscapes such as the Senne, the OWL region provides attractive areas for leisure and cultural activities. The most popular tourist attractions of the Teutoburg Forest include cycling, hiking and wellness. Special highlight: the "Hermannshöhen" – a high-quality network of attractive hiking trails through the "Teutoburger Wald" (Teutoburg Forest), which – with the Hermannsweg" and the "Eggeweg" – comprises the two most popular and traditional hiking trails of the area.

Guest beds	44,546
Number of accommodation facilities	934
Number of overnight stays	6,515,330
Average duration of stay	3.7 days

Source: Information and Technique North Rhine-Westphalia (IT.NRW), year 2008

Sightseeing

OWL is rich in historic and architectural sights, including castles and fortresses, churches and monasteries, historic city centres, the numerous mills of the mill district or the buildings of the Weser renaissance. With about 200 gardens, health resorts, castle grounds, city parks and the facilities of four North Rhine Westphalia garden shows, the "EastWestphaliaLippe Garden_Landscape" is one of the cultural highlights of the region.

Selection of tourist sights
Gütersloh district: Historic old city of Rheda-Wiedenbrück; Marienfeld monastery and monastery church, Harsewinkel; Ravensberg castle ruins, Borgholzhausen
Herford district: Münster Cathedral, Herford; Vlotho castle; Collegiate church with tomb of Widukind, Enger
Höxter district: Corvey castle, Höxter; Marienmünster abbey; Westfalen Culinarium, Nieheim (combination of several museums showing the history and production of culinary treasures of Westphalia)
Lippe district: Hermann monument, Detmold; Extern Stones, Horn-Bad Meinberg; Baronial residential castle, Detmold
Minden-Lübbecke district: Kaiser Wilhelm memorial, Porta Westfalica; Minden waterways intersection; Westphalian mill road in the Minden-Lübbecke mill district
Paderborn district: Wewelsburg castle, Büren; Neuhaus castle with castle grounds and meadow park, Paderborn; Dalheim monastery, Lichtenau
Bielefeld municipality: Sparrenburg castle; Linen weaver memorial; Old market with historic patrician houses

Source: Statements from the districts and from the city council of Bielefeld

Sports

OWL provides a wide variety of attractions for both active and passive sports enthusiasts.
Handball national league: TBV Lemgo, TUS N-Lübbecke and GWD Minden; women's national league: 2 teams (ProVital Blomberg-Lippe, HSG Stemmer/Friedewalde).
National league football: Arminia Bielefeld and SC Paderborn, women's national league: Herforder SV and FSV Gütersloh 2009
Tennis: world-class Gerry Weber Open tournament in Halle.
Golf: 16 courses.
Riding: numerous facilities for amateur riders; high-class tournaments in e.g. Steinhagen, Exter or Paderborn.

Right at the top of North Rhine-Westphalia

The economic and cultural region of EastWestphaliaLippe (OstWestfalenLippe – OWL) covers the same geographical area as the Detmold administrative district in the northeastern corner of the federal state of North Rhine-Westphalia in Germany. It accounts for one fifth of the total area of the state. As a fast growing economic zone in Germany, the region combines the advantages of modern big cities with the benefits of attractive medium-sized cities and small towns as well as the leisure and relaxation facilities of extensive rural landscapes. Special landmark: the northernmost point of North Rhine-Westphalia is located in OWL.

Inhabitants ¹⁾	2,046,122
Area ²⁾	6,520.5 sq. km
Population density ³⁾	314 EW/qkm
Private households ³⁾	952,000
gross domestic product (GDP) ³⁾	57.39 billion €
Working population ⁷⁾	1,012,100

¹⁾ Effective: Detmold District Authority; source: private households: Information and Technique North Rhine-Westphalia (IT.NRW), effective: ²⁾ January 2010; ³⁾ 2008; ⁷⁾ 2007

Districts and municipalities administered as districts in their own right

	Inhabitants	Area sq. km	Pop./sq. km
Gütersloh	353,944	968.07	365.62
Herford	251,567	450.07	558.95
Höxter	149,800	1,199.99	124.83
Lippe	355,178	1,246.29	284.99
Minden-Lübbecke	317,665	1,152.22	275.70
Paderborn	298,869	1,245.94	239.90
Bielefeld municipality	323,615	257.91	1,254.76

Source: Information and Technique North Rhine-Westphalia (IT.NRW), effective: 31.12.2008

Numbers of cities, towns and communities of different sizes

OWL is a polycentric region with large centres (Bielefeld and Paderborn), medium-sized centres and numerous smaller towns and local communities. In addition to densely populated zones such as the conurbation formed by the line of cities along the A2 motorway – Gütersloh, Bielefeld, Herford and Minden – the region contains extensive rural areas of low population density.

	to	10,000 inhabitants:	13 towns and communities
10,001	to	25,000 inhabitants:	36 towns and communities
25,001	to	50,000 inhabitants:	14 towns and cities
50,001	to	100,000 inhabitants:	5 cities
	over	100,000 inhabitants:	2 cities

Source: Information and Technique North Rhine-Westphalia (IT.NRW), effective: 31.12.2008

Cities with more than 50,000 inhabitants

Bielefeld	323,615
Paderborn	144,811
Gütersloh	96,343
Minden	82,809
Detmold	73,368
Herford	64,852
Bad Salzuffen	54,078

Source: Information and Technique North Rhine-Westphalia (IT.NRW), effective: 31.12.2008

Social insurance-registered employees per economic category

OWL is one of the strongest economic areas of Germany. It is predominantly characterised by medium-sized companies – almost 70 percent of all people employed in the processing industry work in companies with fewer than 500 employees – and by a balanced mix of industries. These are, above all, mechanical engineering, the furniture industry, the health and medical sector, the metal processing and electrical engineering industry and the food industry.

	Employees
Processing industry	215,433
Public and private services	143,451
Commerce	108,306
Real estate, renting, services	64,697
Construction industry	35,074
Traffic and warehousing	29,516
Information and communication	18,276
Public administration etc.	30,895
Finance and insurance industry	17,721
Hotel and restaurant industry	14,872
Agriculture, forestry and fishing	3,343
Energy, water supply	9,465
Mining and quarrying	328

Total	691,414
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Source: Detmold District Authority, effective 30 June 2009

The biggest economic sectors of the processing industry

	enterprises	Employees	volume (in 1,000 Euro)
Mechanical engineering	298	43,521	9,454,873
Food industry, tobacco processing	188	19,482	8,937,713
Prod. of furniture, jewellery, musical instr. etc., recycling	206	25,235	5,555,226
Prod. of office eq., computers and equipment; Electrical engineering, etc.	149	26,320	5,920,237

	enterprises	Employees	volume (in 1,000 Euro)
Metal production and processing, manufacture of metal products	249	27,573	5,431,525
Paper, publishing and printing industry	134	14,849	2,853,589
Plastics production and processing	151	15,048	2,849,078

Source: Information and Technique North Rhine-Westphalia (IT.NRW), effective 2008

The 15 biggest companies according to their number of employees

(in alphabetical order)	Number of employees worldwide	Number of employees in OWL
Benteler Group (Paderborn)	approx. 23,150	6,300
Bertelsmann (Gütersloh)	103,000	more than 10,000
Claas Group (Harsewinkel)	approx. 9,000	approx. 3,500
Edeka Minden-Hannover (Minden)	29,500	not stated
Gauselmann Group (Espelkamp)	approx. 6,000	approx. 1,700
Gildemeister (Bielefeld)	5,450	approx. 850
Hettich Group (Kirchlengern)	5,800	2,500
Isringhausen GmbH & Co. (Lemgo)	approx. 4,000	1,300*
Miele Group (Gütersloh)	approx. 16,900	approx. 7,170
Oetker-Group (Bielefeld)	24,700	2,000
Phoenix Contact GmbH & Co. (Blomberg)	9,900	approx. 3,600
Schüco International GmbH (Bielefeld)	approx. 5,000	approx. 1,800
Wago Kontakttechnik GmbH & Co. KG (Minden)	approx. 4,700	approx. 1,500
Wincor Nixdorf (Paderborn)	more than 9,300	more than 2,000

Selection of other well-known enterprises and branded companies

Böllhoff (Bielefeld), COR (Rheda-Wiedenbrück), FSB (Brakel), Gerry Weber International (Halle/Westf.), Harting (Espelkamp), Hörmann (Steinhagen), Melitta Group (Minden), Seidensticker (Bielefeld), SieMatic (Löhne), Weidmüller Group (Detmold)

Source: Chambers of Industry and Commerce for East Westphalia in Bielefeld and for Lippe in Detmold, declaration of the enterprises, effective: 2008; numbers rounded; * effective 2007

Trade Fairs and Exhibitions

Specialist trade fairs and exhibitions are mainly held at the Exhibition Centre in Bad Salzuffen. Among other events, the hall space of 70,000 square metres is host to the KMO Kunststoff-verarbeitungsmesse (Plastics Processing Show) – one of the most important events of this trade in Germany – and exhibitions from the decentralised “M.O.W. Möbel Ordermesse Westfalica” – one of the most important furniture trade fairs in Europe. In addition to that in this area kitchen manufacturers hold their own in-house exhibitions – the “Kitchen Show on Motorway A30.” Trade fairs and numerous consumer shows are distributed throughout the region. These events cover a broad range of themes, including e.g. health, building and home, garden and design.

A selection of major trade fairs and shows	visitors	Net stand area (in sq. m)
FMB Zuliefermesse Maschinenbau (panel mechanical engineering)	5,350	13,000
Forum Kunststoff Ostwestfalen – formerly “KMO” (Bad Salzuffen) (Plastics processing exhibition)	4,000	4,000
M.O.W. Möbel Ordermesse (Furniture Order Exhibition Westphalia/decentralised)	Approx. 10,000	135,000
Wincor World (Paderborn)	more than 7,000	not stated
ZOW Zuliefermesse Ost-Westfalen (East Westphalia Supplier Show/ Bad Salzuffen)	19,000	40,000

Source:Statements by the organizers of the exhibitions, effective 2009/2010

Significant higher education establishments

Thirteen colleges with more than 48.000 students in all specialised disciplines are testimony to the variety of higher education available in the region. The main establishments include the internationally renowned Music College in Detmold and the Church Music College in Herford. The region is also host to innovations such as the College for Medium-Sized Enterprise in Bielefeld. Close links between science and business are ensured by the Chambers of Industry and Commerce, the technology transfer offices and five technology centres.

	Students
Bielefeld University	17,458
Paderborn University	14,769
Bielefeld Technical University	6,921
Hochschule Ostwestfalen-Lippe – University of Applied sciences	5,025
North Rhine–Westphalia Catholic Technical University in Paderborn	740
Detmold College of Music	723
FHDW – University of Applied Sciences in Paderborn and Bielefeld	720
North Rhine-Westphalia College for Public Administration in Bielefeld	approx. 450
Bielefeld University of Applied sciences – for Medium-Sized Enterprise (FHM)	1,000
Protestant university Wuppertal/Bethel, location: Bielefeld	38
Faculty of Theology Paderborn	53
Academy of Church Music Herford	42
Vechta-Diepholz-Oldenburg University of Applied Sciences for economy and technics, district office Espelkamp	not stated

17 adult education centres
More than 50 further education institutions under private ownership

Source: information from higher education establishments, winter semester 2009/10

Schools	number	pupils
school type		
Primary schools	403	86,999
General Secondary Schools	91	26,429
Secondary modern schools	78	44,743
Grammar schools	72	70,375
Comprehensive schools	27	28,323
Waldorf schools	6	2,193
Special schools	98	12,606
Professional colleges	50	76,856
Colleges for further education	7	3,520

Source: Information and Technique North Rhine-Westphalia (IT.NRW) as at school year 2008/2009

Health Region

The region is home to Europe ‘s largest social welfare institutions: the von Bodelschwingschen Anstalten Bethel and the Ev. Johanneswerk with a total of about 21,000 members of staff. The North Rhine-Westphalia cardiac and diabetes centre in Bad Oeynhausen is a leading international institution. In the “Heilgarten OstWestfalenLippe” (healing garden EastWestphaliaLippe) there are 21 of the 43 spas and health resorts of the state, among them three state-owned spas. Experiments in telemedicine and medium-sized companies dealing in medical engineering and gerontechnology are developing the region into a location for the health industry.

Transport connections

OWL is favourably located in the centre of the German and European geographical area. Fast road links in all directions are provided by the internationally and nationally important east-west motorways A2, A30 and A44 with their respective intersections with the A7 and A1 north-south routes.

Motorways
A2 Ruhr district/Berlin, Hamburg (A7)
A44 Ruhr district/Kassel, Düsseldorf, Frankfurt (A5), Munich (A7)
A30 Amsterdam/Berlin (A2)
A33 Paderborn/Bielefeld, Osnabrück (A1/A30)

Rail links – long-distance traffic
ICE 10 Berlin- Bielefeld- Düsseldorf/Köln
IC 55 Dortmund- Gütersloh- Bielefeld- Herford- Minden- Leipzig
IC 77 Berlin- Minden- Osnabrück- Münster
IC/ICE 51 Weimar- Paderborn- Düsseldorf

Airport

Paderborn-Lippstadt (984,110 passengers)

Source: Paderborn-Lippstadt Airport, year 2009

Waterways

Mittelland canal
River Weser

Networks

In EastWestphaliaLippe many innovative networks, trade initiatives and co-operations have been established.

Selection
Bio-Tech-Region OstWestfalenLippe e.V. (Bio Tech Region EastWestphaliaLippe, registered association) – nets the local Biotech companies and promotes the co-operation between science and business. www.bio-owl.de

Energie Impuls OWL e.V. (Energy Impulse OWL, registered association) – develops and strengthens the potentialities in the economic sector for future energies and implements activity programs. www.energie-impuls-owl.de
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Food-Processing Initiative e.V. (registered association) – strengthens the competitive position of the medium-sized companies in the food industry and its region. www.foodprocessing.de

igel. Interessensgemeinschaft Leichtbau e.V (community for lightweight construction, registered association) – supports the idea of lightweight construction for the general public. Research & development projects shall be realised continually and their results shall be published. www.igel-ev.net

Initiative für Beschäftigung OWL e.V. (Initiative for employment OWL, registered association) – develops concepts for the local job market and implements employment www.ifb-owl.de
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InnoZent OWL e.V. (InnoZent OWL, registered association) – is an innovation centre and “market place” for internet technology and multimedia expertise; it bundles knowledge and expertise in the area. www.innozentowl.de

Kunststoffe in OWL (Plastics in EastWestphaliaLippe) – promotes the networking and concerted cooperation of the plastics producing and processing companies in the region. www.kunststoffe-in-owl.de

OWL Maschinenbau e.V. (Mechanical engineering OWL, registered association) – strengthens the economic and technological power output of the medium-size mechanic industry in the area and gives OWL the profile of a mechanic industry region. www.owl-maschinenbau.de

Verbände der Holz- und Möbelindustrie Westfalen-Lippe e. V. (union of the wood and furniture industry in Westphalia-Lippe, registered association) – regional lobby of businesses in the wood, furniture and plastics industry in Westphalia-Lippe. www.vhk-herford.de

Zentrum für Innovation in der Gesundheitswirtschaft OWL (ZIG) (ZIG – Centre for innovations in the health industry OWL) – promotes the co-operation of the regional health institutions and supports the development of new services and products in the health industry. www.zig-owl.de
