

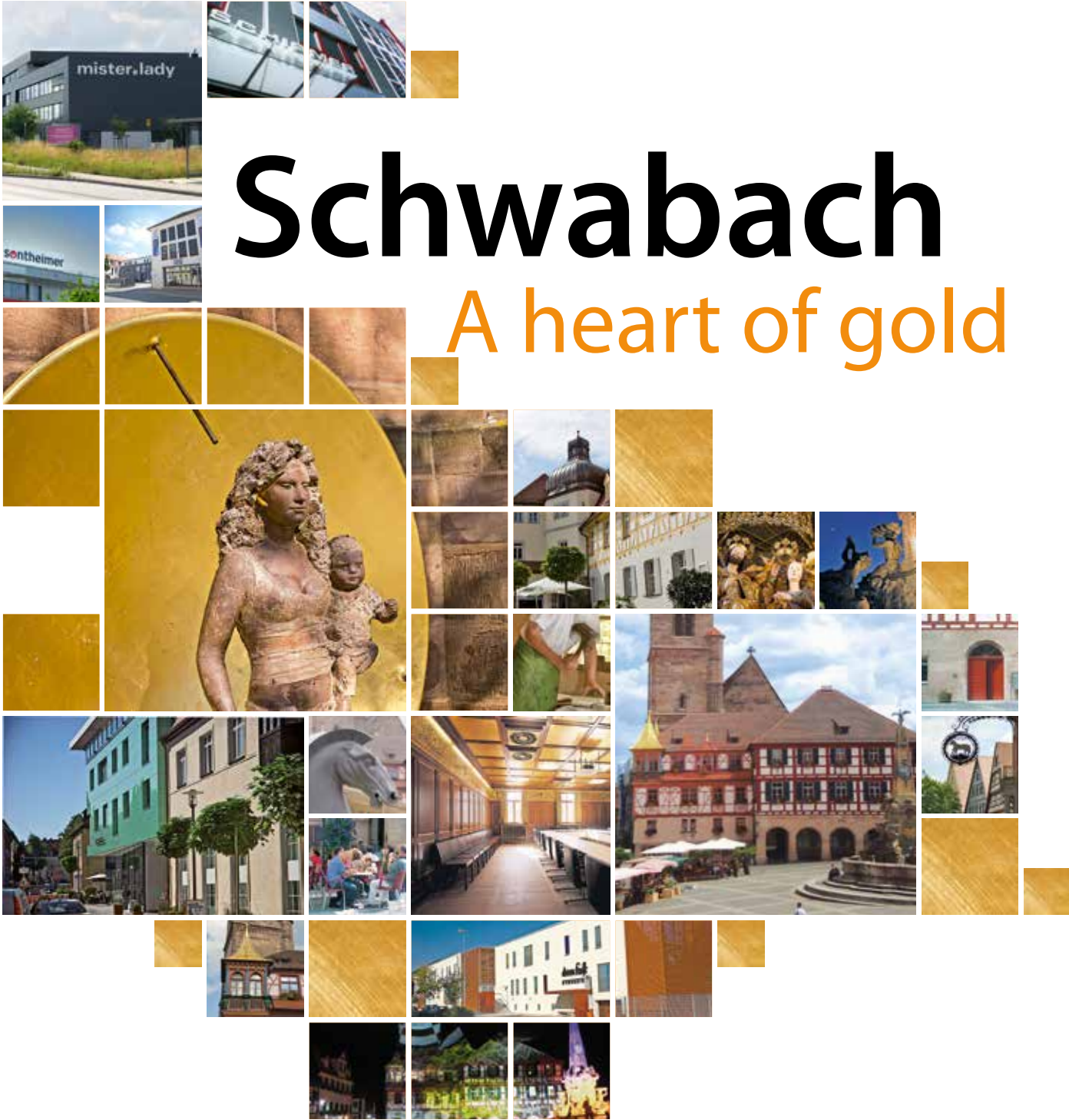
STADT **SCHWABACH**



Die Goldschlägerstadt.

# Schwabach

A heart of gold



**Invest in Schwabach**

Industry, service, commerce

# Schwabach

In the heart of Europe



Situated in the heart of Europe, the city of Schwabach is the **»European capital of gold leaf«**.

**Schwabach gold leaf** is available in little squares measuring 8 cm x 8 cm. Craftsmen have been beating gold in the city for centuries. Schwabach is one of the few places left in Europe where gold beating is still practised as a highly skilled and respected craft. In 2024, the goldbeater craft in Schwabach was included in the Bavarian State Register of Intangible Cultural Heritage.



Kulturform im Bayerischen Landesverzeichnis  
Goldschlägerhandwerk in Schwabach



**Gold leaf** is manufactured from real gold. The gold is initially melted and cast into bars. These bars are then hammered (or beaten) smooth on an iron anvil while still warm. Once they have cooled down, the strips are rolled out into a thin

gold ribbon. Squares of gold are then cut from the rolled ribbon. These squares are placed between sheets of Montgolfier paper. They are subsequently beaten with hammers to around 1/170 mm, removed from the paper, quartered and placed between sheets of parchment paper ready for the second stage of beating, which reduces the thickness to 1/300 mm. By repeating this complex process, the gold beaters achieve wafer-thin foil thicknesses of 1/10,000 mm in the packs of gold leaf. By comparison: a human hair is roughly 1/12 mm thick.

Schwabach is also traditionally renowned for its manufacture of **needles, screws** and **springs**. Their production in the city dates back centuries, and they are still manufactured here to this day.

## A gold mine for investments: Schwabach – the city of gold beaters



Peter Reiß and Stefanie Rother guarantee the foundations for strong economic growth.

Dear readers,

What makes Schwabach so attractive as a business location? Obviously its central location and exceptional transport infrastructure in the heart of the European Metropolitan Region of Nuremberg. However, if you want to achieve the greatest possible benefits for your customers, employees and the overall success of your business, there are many other aspects of a location that need to be considered.

Working, manufacturing and living must go hand in hand with a dynamic local economy. This guide shows that Schwabach has a lot to offer as a vibrant business destination. However, we feel nothing can replace a personal visit and meeting: our department of economic and business development is therefore more than happy to support and serve Schwabach's business community as the main political and administrative interface. Here in Schwabach, it is not only the distances from A to B and from B to C that are short, even the municipal administration is driven by a lean decision making and fast response approach.

Schwabach fosters close ties with neighbouring local authorities in Nuremberg, Fürth and Erlangen. Businesses based in the city thus also have access to an array of facilities that address innovations and new technologies. A large range of schools, social facilities, as well as an expansive variety of cultural events and many opportunities for leisure activities, also in the surrounding nature, make Schwabach such a friendly and attractive place to live for young and old alike.

We would love to have you join us and become part of our city story!

Peter Reiß  
Lord Mayor

Stefanie Rother  
City Treasurer  
and Deputy Mayor for Economic Affairs

# Schwabach is centrally located

At the intersections of important transport routes

Innovative products, market driven services and lively trade shape economic life in an attractive, centuries-old city centre. In the Bavarian State Development Programme, Schwabach is designated as a high-order centre along with the cities of Nuremberg, Fürth and Erlangen (so-called multiple centres). The city is integrated into the network of the European Metropolitan Region of Nuremberg. Schwabach is handily placed on the main west/east and north/south transport routes, which in the past were so important for business and society alike in the city. Its central location also plays a key role today thanks to the city's superb transport links. Schwabach is a small, modern city that feels like a big city in many ways, offering the best development prospects for the future.



Latitude 49° 19' 45"  
Height: 326 m above sea level\*  
Longitude 11° 1' 21"

Area: 40.80 km<sup>2</sup>

41.380 inhabitants

## A city of short distances

And quick decisions

It is not only distances that are short in Schwabach. The municipal administration also operates with short communication channels.

**Quick decisions:** Building applications submitted by businesses are always influenced by urgent deadlines and the need for planning reliability. If required, the city of Schwabach sets up a round table to draw together all those involved, thereby ensuring the expectations and time frame of the project are discussed and agreed as soon as possible. This helps to optimize the application processing time.

### Comparatively reasonable:

Rental and property costs

City	Nuremberg	Fürth	Erlangen	Schwabach
Trade/Commerce rental prices	7.00 - 110.0	6.50 - 40.00	3.60 - 61.00	6.50 - 20.00
Office rental prices	7.00 - 17.20	5.00 - 12.50	7.50 - 19.70	6.00 - 15.00
Residential rental prices	7.90 - 16.10	7.75 - 8.95	8.80 - 17.10	5.80 - 14.00
Standard land value for industrial real estate	220.00 - 1,800.00	160.00 - 400.00	85.00 - 390.00	170.00 - 340.00
Standard land value for residential real estate	620.00 - 1,870.00	470.00 - 1,400.00	345.00 - 1,900.00	380.00 - 790.00

Prices in €/m<sup>2</sup>



### The Nuremberg Metropolitan Region – facts:

A strong business location with a population of roughly 3.6 million people. In some 150,000 companies, many of which are SMEs, a significant share of GDP (€157 bn) is generated annually by around 2 million employees. This makes it one of the 60 strongest economic regions in the world. It involves 11 urban municipalities and 23 administrative districts working together within the metropolitan region with leading firms and figures from the worlds of business, science, culture, sport and administration for the future of the entire region.

The Nuremberg Metropolitan Region is polycentric. Within this region, the conurbation of Nuremberg, Fürth, Erlangen and Schwabach acts as the key economic and transport hub. But equally important are the success stories of economic, scientific and cultural development in the other cities, towns and districts.

\* Highest point 396 m, lowest point 304 m above sea level

As of: 06/2024, whole urban area

As of: 12/2023  
Source: www.statistikdaten.bayern.de



# Schwabach

## The Economy



Interestingly, despite exploring several alternative locations, the entrepreneurial Kapp family decided to settle in Schwabach for good reasons: »We needed more space due to the growth of **Sontheimer Elektro-schaltgeräte GmbH**. Thanks to the exemplary, unbureaucratic support from the municipal administration, we found an attractive location in Wendelsteiner Strasse. We are well equipped for the future in Schwabach thanks to the further expansion opportunities.«

## Versatile and diverse

### Schwabach's economic structure

Schwabach is characterised by its versatile and diverse economic structure, which is shaped by various SMEs. Of the over 4,000 companies based in Schwabach, roughly three dozen employ 100 or more people. Schwabach's largest business, RIBE – Richard Bergner Holding GmbH & Co. KG – a leading developer and manufacturer of mechanical fastening elements, technical springs and electrical fittings, employs more than 1,300 people worldwide. Most of the companies employ less than 25 people and therefore form the foundations of the small business economic landscape. This structure has also proved to be robust in times of economic slowdown and is certainly a major reason for the city's healthy economy and low unemployment figures.

Even in the screw, spring and needle manufacturing sector, which is traditionally closely associated with the automotive industry, businesses have managed to diversify their production activities and transform themselves into system and component providers.

Yet another strength lies in the fact that over time many companies have shifted to specialising in niche areas. As a result, individual companies have become market leaders in their respective fields; for example Maschinenfabrik Niehoff, which is now one of the world's leading suppliers of wire drawing machines.

Market area: Approx. 185,000 potential customers

Purchasing power: Ranked second among the urban municipalities in Central Franconia



**Schwung**, the Schwabach business startup centre, offers young companies and business startups an ideal environment to develop during the challenging initial launch and development phase. It is also a business development tool that provides small and medium-sized enterprises with a functioning network and immediate support for financing, funding and technology transfer issues.

»The **AWO Kreisverband Mittelfranken-Süde.V.** was founded in Schwabach and grew from here. With over 2,000 employees, we pursue our social mission in the region every day. In doing so, we benefit from the senior, child and family-friendliness of the city and the surrounding area as well as the great civic commitment.«  
*Sven Ehrhardt, Co-Chairman of the Board of AWO Kreisverband Mittelfranken-Süde.V.*

## Demand due to central position

### An excellent location for services

Schwabach's close ties with neighbouring local authorities in Nuremberg, Fürth and Erlangen and its proximity to municipalities further south ensure it is as an ideal market for services.

Schwabach businesses in the service sector have been expanding year on year. The number of people employed by these firms is growing, as is their economic importance for the city. Moreover, Schwabach has a high density of craft businesses, which are constantly expanding their core capabilities through their innovative offerings. Services in the social services and health care sector have been growing rapidly over the last few years. Many other self-employed professionals, such as doctors, architects and lawyers, also have a strong presence in the city.

The market area includes parts of the administrative district of Roth-Hilpoltstein, southern districts of the city of Nuremberg and parts of the administrative districts of Fürth and Ansbach; source: Bavarian State Office of Statistics and Data Processing

Purchasing power index 113.4 (German average: 100.0 · Comparative figures for Central Franconia: Ansbach 100.9 · Erlangen 118.2 · Fürth 105.8 · Nuremberg 103.3) (as of: 2023)



## Always a great city for shopping

### With a rich heritage

The old town offers a good selection of small shops run by high-class retailers. Well-known high street chains also maintain branches in Schwabach's city centre. Customers appreciate competent advice, good parking facilities right in the city centre and shopping in a quaint old town that has been lovingly restored, while retaining its centuries-old history. Numerous specialist shops attract people not only from the city but also from the surrounding areas. Retail outlets, including leading hardware and DIY stores, on the outskirts of the city further lift the quality of the overall offering. The diverse range of products available at the ORO Center, in particular, helps keep the purchasing power from the surrounding area in Schwabach.

### Shopping in Schwabach's multi-award winning historical old town:

A shopping tour becomes a real experience thanks to a fantastic array of shops offering everything you need. Personal advice combined with the pleasure of casually strolling around an exceptionally beautiful city attracts shoppers from near and far.



Purchasing power per inhabitant: €30,472

Unemployment rate: 3.8%

Trade tax rate of assessment: 390%

## Successful companies

### Some examples from the city of gold beaters

**Apollo Optik Holding GmbH & Co. KG** – spectacle frames, quality lenses, contact lenses, other optics items, corporate headquarters in Schwabach

**Autohaus Feser** – car dealership for VW, Audi, Skoda and Seat

**BREMA-Werk GmbH & Co. KG** – manufacturer of springs, stamped parts and bent wire parts

**Dr. Klaus Karg KG** – manufacturer of high quality crispbreads, snacks and cracker

**Johann Leupold GmbH & Co. KG** – folding boxes, displays, multimedia, special packaging designs

**Lämmermann Systeme GmbH & Co. KG** – insect repellent systems

**LK Metallwaren** – warm air and ventilation systems, water treatment systems and waste water technology, sound insulating technology and machine housings

**Maschinenfabrik NIEHOFF GmbH & Co. KG** – supplier of machines for the wire and cable industry

**Mazurczak GmbH** – thermal processes

**Memmert GmbH & Co. KG** – humidity and climate chambers, water and oil baths for industrial materials and component testing, constant climate chambers, hot air sterilisers

**Mister\*Lady GmbH** – fashion company with 280 branches, corporate headquarters and central logistic

**Monolith Fleisch- und Teigwaren GmbH** – producer of sausages and pasta specialities

**RIBE Richard Bergner Holding GmbH & Co. KG** – mechanical fastening elements, technical springs and electrical fittings

**Sasse Elektronik GmbH** – keys and switches, equipment for the measuring and control industry

**Schirmer Galvanotechnik GmbH** – surface finishing, electroplating of metal parts with high corrosion and wear protection

**Schmauser Precision GmbH** – industrial needles, precision parts

**Schmuckzeit Europe GmbH** – individual jewellery designs

**Sontheimer Elektroschaltgeräte GmbH** – cam switches, emergency stop switches

**Staedtler + Uhl KG** – steel needles, hackle strips, hackle bars, perforation rollers, comb bodies for the textile industry



Average purchasing power per inhabitant and year, comparative figures: Ansbach €27,115 · Erlangen €31,755 · Fürth €28,417 · Nürnberg €27,761 (as of: 2023)

Average unemployment rate for Germany: 5.8%, Bavaria: 3.5% (as of: 06/2024) · Source: German Federal Employment Agency

Trade tax rate of assessment in Central Franconia by comparison (selection): Nuremberg 467%, Fürth 440%, Erlangen 440%, Ansbach 380% (as of: 2023)

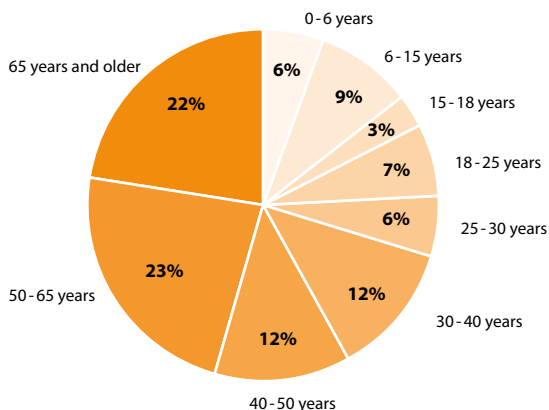
# Schwabach

## Economic data

## Facts and figures

Interesting facts worth knowing

Population according to age groups



As of: 31 December 2023

Source: Bavarian State Office of Statistics and Data Processing

<b>Population</b> (as of: 12/2023)	41,380
Population trend (since 12/2013)	+ 4.64%
<b>Percentage of foreign-born residents</b> (as of: 12/2023)	15.3 %
<b>Employees subject to social security contributions</b> (as of: 06/2023)	17,180
<b>Purchasing power index</b> (as of: 2023) National = 100.0	113.4
<b>Purchasing power per inhabitant</b> (as of: 2023)	€30.472
<b>Trade tax revenue</b> (as of: 2023)	€32.98 Mio.
<b>Trade tax revenue per capita</b> (as of: 2023)	€ 797.00
<b>Trade tax rate of assessment</b>	390%
<b>Property tax rate of assessment (B)</b> (as of: 2023)	450%
<b>Unemployment rate</b> (as of: 06/2024)	3.8%
<b>Area within city borders</b>	40.80 km <sup>2</sup>

Ø persons per household 2.02

## Extensive educational opportunities

### Schools, vocational training, further education

Schwabach has an extensive and particularly family-friendly range of schools: seven primary and secondary general schools, centres for children and young people with special needs, a special school for children with speech and language impairments, an intermediate secondary school, a business and special upper secondary school (FOS specialising in: economics and administration as well as social studies), a grammar school specialising in science/technology/languages and a grammar school for the arts – total number of students for the academic year 2023/2024: 6,048 students, distributed over 276 classes.

Further, there is a comprehensive range of courses available at the Schwabach adult education centre, the municipal centre for education and further education, a city music school and 29 kindergartens and child day care facilities, of which more than a half also provide crèche places for children aged one to three years.

The city hospital affiliated school for nursing professions is one of the largest vocational training facilities in Schwabach.

Average household size, 41,380 people  
in 20,458 households (as of: 30 December 2023)





# Living in the city of gold beaters

## Great emphasis is placed on culture in Schwabach

Schwabach is not only characterised by its successful economic track record. The qualities shaped by the culture and lifestyle of the city's residents are just as important. The following event schedule underlines the variety and vibrancy of life in Schwabach. The city of Schwabach promotes a number of cultural events. The commitment of the local residents is crucial to the excellent quality of life here in the city. The much-lauded »Franconian« lifestyle – with delicious food and drink, endearing traditions and the knowledge that there is a time for everything – also spreads to newcomers in Schwabach.

The topic of integration has been practiced in the city for years and is supported by the »Integrations-Stiftung Schwabach« and the »Förderverein für Integrationsarbeit e.V.«.

The detailed annual program including city and gold beating demonstrations can be found at [www.schwabach.de](http://www.schwabach.de)



»Schwabach is one of the best places to live as a family.«

## Schwabach throughout the year

### Dates for cultural events



**January**  
**February/March**  
**March/April**  
**April/May**

»Eiszeit« – Ice skating rink and winter village at Königsplatz  
 Carnival parade on Shrove Tuesday  
 »Eggs from around the world« – Easter exhibition in the city museum  
 Schwabach children's parish fair with an extensive interactive programme  
 »Schwabach mobil« Mobility show and Sunday shopping



**June**  
**July**

Schwabach innkeepers' festival  
 Children's market  
 Open air Schwabach art show in the city park  
 Greek summer night in the city park  
 Swing & pop open air concert in the city park



**August**  
**September**  
**September/October**  
**October**

»Bürgerfest Schwabach« – Schwabach fair with Sunday shopping  
 Held in alternating years: gold beating night, ORTUNG (art festival)  
 Schwabach parish fair and Sunday shopping  
 Regional market  
 RIBE city run  
 Day of the Youth Associations at the Market Square  
 »Schwabach trempelt« – (flea market) and Sunday shopping  
 LesArt (literature festival), »Schwabach glänzt« (start of advent)  
 Christmas market on the 2nd and 3rd weekend of advent

#### Credits

Publisher: City of Schwabach, Department for Economical and Financial Affairs  
 Editorial team: Kim Westenhöfer · Layout, design: Herr Wendisch Kommunikation, Schwabach · Photos: Oliver Heirl, Kim Westenhöfer, Manuel Mauer, Gill E. Swedek, Sabine Schirmer, Stephan Spangenberg, Karin Vogel, Boris Wendisch · Translation: Ashley Marc Slapp, transcultura sprachenservice, Schwabach · As of: September 2024

Quote from the Prognos Familienatlas, criteria for classification (among others): »... a well functioning labour market, low unemployment among young people, high trainee density, high level of safety.«

# Schwabach

## Location, contacts



[www.schwabach.de](http://www.schwabach.de)

### Transport links:

By car, train, ship or plane

- **Car:** Two junctions to **A6** motorway (Nuremberg-Heilbronn), close to Nuremberg-South/East (**A9** Nuremberg-Munich) motorway junction
- **Train:** Deutsche Bahn, main route Munich-Nuremberg **RE16, RE 60**
- **S-Bahn: S2** (urban fast railway, Roth-Hartmannshof)
- **Nuremberg port:** On the Rhine-Main-Danube canal, approx. 12 km away
- **Nuremberg airport:** Approx. 25 km away

### STADT SCHWABACH



Die Goldschlägerstadt.

### Contact:

City of Schwabach  
Amt für Liegenschaften und  
Wirtschaftsförderung

Ludwigstrasse 16  
D-91126 Schwabach

Phone **+49 9122 860-235**

Fax +49 9122 860-244

E-Mail [wirtschaftsfoerderung@schwabach.de](mailto:wirtschaftsfoerderung@schwabach.de)

### Contacts:

Stefanie Rother  
City Treasurer and  
Deputy Mayor for Economic Affairs

Kim Westenhöfer  
Head of Economic Development

