



The  
Federal Government

# EMA<sup>IN</sup> BONN



## CLOSER TO EUROPE

The new home of the European Medicines Agency (EMA) should be located centrally within Europe. Optimally accessible. Set within a strong neighbourhood. Germany is applying for the city of Bonn, at the heart of the European Rhine Region, to be the location of the EMA's new home.

WWW.CLOSER-TO-EUROPE.EU



# CLOSER TO EUROPE

The German application is for a very European location: Bonn. A city in the heart of Europe. Extremely close to Belgium, the Netherlands, France and Luxembourg. Situated within the tri-state nexus of North Rhine-Westphalia, Hesse and Rhineland-Palatinate. This is where the idea of a European Rhine Region has come to life. Through a shared history — and a shared future ●

**EMA** IN  
**BONN**

EUROPEAN  
RHINE  
REGION







**T**he EU 27 will encounter policy challenges due to Brexit, in healthcare as in other areas. A new site for the European Medicines Agency (EMA) must be found. Within the EU, the organisation has become the primary centre for drug safety – and therefore patient safety.

The EMA depends on close cooperation with national approval authorities on drug approval processes. The German approval regulator is the internationally accredited Federal Institute for Drugs and Medical Devices (BfArM). The BfArM is based in Bonn. That's why:

### Germany is applying for the city of Bonn to be the new home to the European Medicines Agency (EMA).

Immediate proximity to such a large national regulatory authority as the BfArM is a crucial point in decision-making on the future EMA location. The geographical nearness would ensure that professional collaboration can be carried out rapidly and smoothly. It would guarantee the EMA's ability to continue its work seamlessly despite relocation, even at the highest levels.

The BfArM with its 1,100 certified experts means that Bonn is home to the largest national regulatory authority in Europe, as well as the most important authority for many procedures, after the British Medicines and

Healthcare Products Regulatory Agency. The Institute for Quality and Efficiency in Health Care located in nearby Cologne is Europe's leading institution for evidence-based drug evaluation. The Paul Ehrlich Institute, which has 800 staff members and is located a mere hour and a half away from Bonn, contributes specific, internationally acclaimed expertise on approvals and batch testing of biomedical pharmaceuticals and in research on testing procedures and standards.

Bonn meets all of the requirements Europe has stipulated for the new location of the EMA. Bonn is a European city. It is located close to the borders with France, Belgium, the Netherlands and Luxembourg. Bonn is a strong location for research and pharmaceuticals.

Bonn is a city situated within a region that is both strong in health policy and highly international. Bonn combines the advantages of short distances, an excellent labour market, comparatively low-cost housing, international schools and childcare and a wide range of recreation offerings. Building sites are available which are ideally suited for the EMA, particularly in terms of accessibility.

I very much hope that together we will be able to make a good European decision in the interest of drug and patient safety. Bonn will deliver.

Best wishes,









Bonn is an aspiring city: the spires of the Bonn Minster in the foreground and the Post Tower and the UN Campus in the background.



# A new home for the EMA

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**Closer to Europe —**  
Germany is applying  
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A satellite map of Europe with the United Kingdom highlighted in a bright green color. The rest of the landmasses are in shades of brown and tan, and the surrounding oceans are dark blue. The text is overlaid on the left side of the map.

1.

Closer to Europe —  
Germany is  
applying for Bonn  
to be the new  
home of the EMA





The Rhine is one of Europe's largest rivers. From the Alps it traverses 1,234 kilometres through the heart of the continent to empty into the North Sea. Steeped in European history and the source of many tales, the river is a life line, a major waterway, an energy supplier and a tourist attraction. Above all, one can say that it is constant. Its waters flow through six countries. It has completed roughly half of his journey before reaching Bonn. Today the idea of a free, peaceful and international Germany within a united Europe remains anchored in the city, which for half a century was the seat of the West German government – the political centre from which Konrad Adenauer, Willy Brandt, Helmut Schmidt and Helmut Kohl served as Chancellor. This is in part due to Bonn having reinvented itself as a European and international city following the massive post-unification project to relocate the capital, Bonn becoming the seat of the United Nations and many other international organisations in Germany. History has been written in Bonn on many occasions. The future of the continent continues to be shaped here, in the booming European Rhine Region ●



Europe is an unprecedented success story. It is a place virtually without parallel anywhere else in the world, where people can live in safety, freedom and self-determination. The idea fostered by the six founding members has grown into the Union of 28. The British however have opted to exit the Union, which will have far-reaching consequences for the European Medicines Agency (EMA). First and foremost, the Agency needs a new home •





# Why Bonn is right for the EMA

## What is the EMA's mission?

The EMA protects the health of people and animals by regulating the approval of human and veterinary drugs and medical devices and coordinates their monitoring by national partner authorities in the member states.

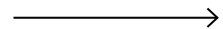


The European Medicines Agency (EMA) runs like a fine-tuned machine. Each year the Agency's roughly 890 experts meet with some 36,000 visiting professionals, collaborating as a network via several thousand audio, video and web conferences. The requirements for a new location for the EMA are thus demanding. Bonn fulfils these criteria, offering

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The EMA will be  
able to continue its work  
seamlessly under optimal  
conditions in Bonn.

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## INFO

The EMA provides comprehensive information about its mission on its website [www.ema.europa.eu/ema](http://www.ema.europa.eu/ema), along with the latest patient safety advisories

1. Suitable facility options
2. at a major knowledge location, amid strong neighbours
3. Modern digital infrastructure
4. Superior accessibility
5. An attractive labour market
6. Abundant hotel accommodations and conference facilities
7. Family-friendly living



## Facility options

The EMA is currently located in Canary Wharf in south-east London, occupying a modern 26,450 sqm building with high-speed elevators that is configured specifically for the Agency's needs. Post-Brexit, the EMA will be able to continue its work seamlessly and under optimal conditions in the heart of the European Rhine Region, as Bonn has several outstanding options for housing the EMA facilities. New buildings with the necessary high-performance digital infrastructure tailored 100 percent to the needs of the European Medicines Agency can be realised in a 1-A office location not far from the Federal Institute for Drugs and Medical Devices. This will guarantee agile work capability and outstanding working conditions. There are two options which are especially suitable for the EMA.

### New building option Bundeskanzlerplatz

This is a top location in Bonn's coveted *Bundesviertel* district opposite the former Chancellery, in close proximity to the United Nations, the ultra-modern World Conference Center Bonn and the museum quarter. Access is ideal, with the central train station just five minutes away by tram or bus. The address for this potential future home of the EMA: Bundeskanzlerplatz 2–10.

A new complex is going up there with up to 70,000 sqm of office space in three buildings that can be designed exclusively to meet the EMA's needs, offering both single offices and open-plan office areas as well as an array of meeting rooms equipped with the latest conference and voting technology. Prestigious offices are to be built in this district, also providing potential for growth. It is to include a striking 100-metre tower overlooking the complex which will be a modern, new landmark for the city of Bonn with views out over the Rhine and the Seven Hills range.

The location is in an urban environment that blends the working world with recreational opportunities, with the museum district, downtown Bonn and the Rhine just a few steps away. The pri-



### The *Bundesviertel*

(literally translated:

'Federal District')

The *Bundesviertel*, formerly the hub of German national politics, is now where one in five jobs in Bonn are located, extending from the Adenauerallee to the exclusive residential area of Bad Godesberg. In no other quarter is it more evident how well Bonn has succeeded in transforming itself from a political seat into a prominent location for international organisations and enterprises. The *Bundesviertel* is one of Germany's top ten office markets. It is a prime location in Bonn.

mary traffic arteries Reuterstrasse and Willy-Brandt-Allee afford comfortable arrival and departure. An underground car park is to be realised with approx. 1,000 car and 370 bicycle spaces. The location also has superior connections with the Bonn public transport and regional rail services.

The project developer, Art Invest Real Estate, has many years of experience with international builders and tenants.

### New building option Friedrich-Ebert-Allee

Up to 110,000 sqm of office space can be rapidly created on the spacious property Friedrich-Ebert-Allee 144. The facility to be newly built for the EMA would be a 17-storey tower surrounded by six-storeyed buildings. The building will meet the highest standards for energy efficiency, sustainability, disabled access and IT and media technology. This site can also be exclusively tailored for the EMA.

Its glass-roofed atrium will make an ideal meet-up spot outside the adjoining conference and restaurant areas on either side. A large green courtyard will provide room for scheduled meetings with experts and spontaneous interaction with colleagues. Open connecting bridges in the upper space of the atrium likewise facilitate in-person communication between the separate office environments. A new building that affords a comfortable work setting plus an outstanding view from the top floors, over the Rheinaue park and out to the legendary Dragon's Rock in the Seven Hills – a popular destination for outings in the Rhine area.

The EMA would be situated in Bonn's pre-eminent neighbourhood, an eight-minute walk from the BfArM, Germany's national regulatory authority in Kurt-Georg-Kiesinger-Allee, and a nine-minute tram ride from the central train station, 20 minutes by taxi from Cologne/Bonn Airport. The address is right on the B 9, which is the primary road connecting Bonn and Bad Godesberg, and there is a tram stop right out front.



## REQUIREMENTS



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Impressive planning:  
The Bundesplatz can soon  
look like this. A good location  
for the EMA.  
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As the roof terrace and façade indicate, the new building at the Bundeskanzlerplatz will have special features, including excellent views.



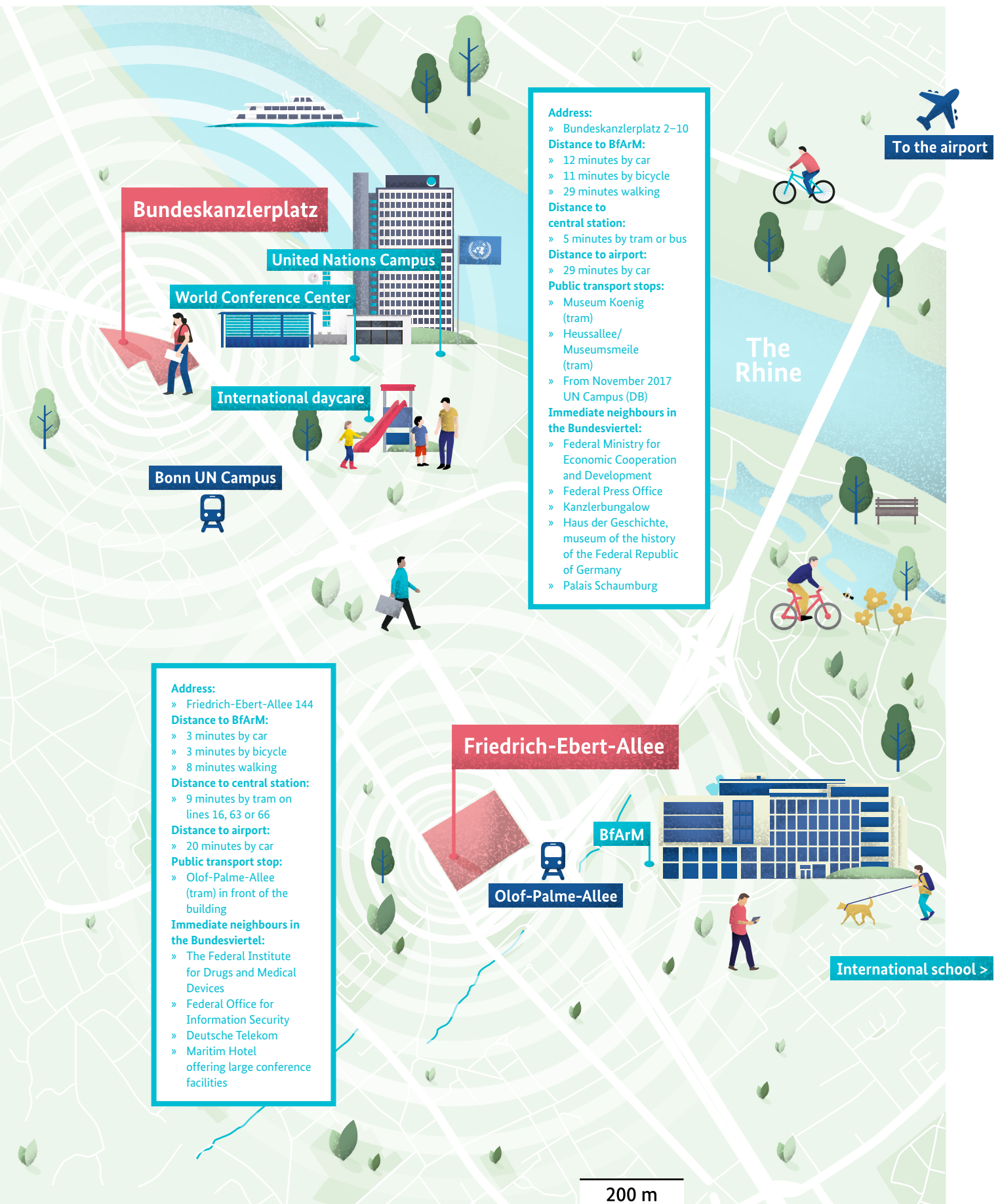


Space for communication: the atrium with criss-crossing bridges in the new building at Friedrich-Ebert-Allee.  
Pools of water glimmer both inside and out.

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Outstanding conditions  
at Friedrich-Ebert-Allee.  
Here, the EMA would  
be a direct neighbour of  
the BfArM.

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## Knowledge location

The city has made a name for itself as an internationally prominent location for science. The general level of education and skills is the highest here in Germany's most populous federal state, and among the highest nationwide. Bonn is by far the leader in the state of North Rhine-Westphalia for university degree-holding employees at 26 percent of total employed, ranking seventh out of more than 400 German independent towns and districts.

Bonn and the surrounding region are arguably the national centre for German healthcare policy and the German healthcare industry due to the high concentration here of top medical research organisations and specialised national and international authorities, associations/federations, research alliances, societies, reference centres and foundations in the field of medicine. Healthcare excellence extends beyond the nearby borders with Belgium, France, the Netherlands and Luxembourg.

The special focus on medicine has obviously impacted the education sector in the city and region, which creates ideal conditions for the EMA to find the personnel it needs.

The network of universities in the Bonn area includes the University of Bonn, founded in 1818, offering some 200 courses to its roughly 36,000 students.

The University's Institute for Patient Safety is the sole German institute exclusively dedicated to addressing patient safety issues. In addition to classic pharmaceutical studies, successful degree programmes are offered in such fields as Drug Regulatory Affairs and Global Health, the latter



### Leading in research and technology

The research centres of the 'ABCD' region, comprising Aachen, Bonn, Cologne and Düsseldorf, demonstrate on a daily basis the leverage effect of collaboration. Few population centres have a comparable density of academic and research institutes, and the region is known as the most concentrated in Europe for research and technology organisations. To explore the breadth of this research landscape, visit [www.forschungshandbuch-rheinland.de](http://www.forschungshandbuch-rheinland.de).



**INFO**  
Universities in Bonn and the vicinity:  
[www.bonn.de/wirtschaftswissenschaften/internationales/hochschulen/](http://www.bonn.de/wirtschaftswissenschaften/internationales/hochschulen/)  
The Institute for Patient Safety at the University of Bonn:  
[www.ifpsbonn.de/welcome](http://www.ifpsbonn.de/welcome)  
The website for the Drug Regulatory Affairs degree programme:  
[www.dgra.de/english/studiengang](http://www.dgra.de/english/studiengang)

in partnership with the United Nations University. Postgraduate programmes focus on chemistry, pharmaceuticals, pharmacology and toxicology. Drug approval, quality assurance and pharmaceutical law in Europe are also central topics. The Bonn International Graduate School of Drug Sciences (BIGS DrugS) has a three-year programme in place for post-doctoral studies in drug discovery.

The Pharma Centre (PZB) of the University of Bonn investigates mechanisms and develops new pharmaceuticals and experimental treatment approaches in collaboration with an extremely broad spectrum of organisations including with the BfArM. Currently BfArM experts are helping with the start-up of the latest new Bonn research organisation, the Centre for Translational Medicine, whose mission is to speed up the process "from bench to bedside", i.e. getting promising laboratory findings translated into medicines and rapidly distributed out to patients. From the lab bench out to hospital beds.

The University of Bonn is active within local, regional and international networks. While its activities are broad in scope, as a leading life sciences institution the University is an ideal fit for the needs of the EMA. The city and region thus offer a superior pool of highly qualified and specialised job candidates for the EMA.

This is important because not all employees will be following the EMA to its new location. It is estimated the agency will lose at least 15 percent of its workforce due to the move. This poses extreme challenges, as the EMA must nonetheless remain fully operational. In Bonn this challenge can be effectively overcome.



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 Bonn offers optimal conditions  
 for the EMA to find the  
 personnel it needs. The local  
 population is characterised  
 by a particularly high level of  
 skills and qualifications.  
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Cutting-edge medical research organisations are highly concentrated in Bonn. The spirit of research thrives in and around the city.





# The EMA needs strong neighbours



The Federal Institute for Drugs and Medical Devices (BfArM) in Bonn is one of Europe's leading medical approval authorities. In an interview, BfArM Executive Director Prof. Dr. Karl Broich explains the factors that will enable the EMA to successfully continue its work on the Rhine •

## **Professor Broich, in what ways do the BfArM and the EMA cooperate?**

The BfArM, one of the EU's most important regulatory authorities, is already actively cooperating with the EMA in all key areas relating to drug approval and safety. In partnership with the Paul Ehrlich Institute (PEI), responsible for vaccines and biomedical pharmaceuticals, our 480+ experts contribute their knowledge as members of roughly 130 scientific committees of the EMA. We thus substantially contribute to patient care in Europe by ensuring pharmaceutical safety and effectiveness.

## **In what way exactly are the responsibilities divided up between the two organisations?**

The EMA is responsible for administrative coordination of approval procedures; the scientific work is in the hands of the experts from the Member States. The BfArM plays a top-level role in nearly all European procedures, for example in leading approval and risk assessment procedures, in planning for paediatric drug testing, in procedures for rare diseases and in advising university institutions and start-ups on the development of promising new drugs.

The BfArM was again one of the most frequently chosen authorities for approval procedures in 2016, consolidating the organisation's position in Europe. We were involved in 438 procedures as a "Concerned Member State", putting us in the lead in Europe. And we led 233 procedures as "Reference Member State", processing nearly half of all mutual recognition procedures for drug approvals in multiple Member States. The BfArM was also principally responsible for one-third of decentralised drug approval procedures for the entire European economic area. For our staff, close and successful collaboration with our European colleagues is now a matter of course.



### How can Bonn as the EMA location improve pharmaceutical treatment in Europe?

Post-Brexit, i.e. when the British regulatory authority which has played a highly significant role in the past is no longer involved, the number of procedures will significantly rise, particularly in Germany. Cooperation between the EMA and BfArM is already being further intensified in recognition of this fact.

Additionally, relocation of the EMA will have substantial consequences on the Agency's staffing. Regretfully, many key experts will likely depart the EMA. In the interest of European patients however, this may in no way be allowed to result in delays in the availability of new medicines or decreased vigour in the assessment of risks connected with drugs already approved. The EMA thus crucially depends on close cooperation and extensive dialogue with a large national regulatory authority, such as has been the case between the EMA and the British regulatory authority. The Agency's new location must therefore be in close proximity to such an authority capable of contributing proven expertise.

The BfArM, together with the PEI close by, can provide the EMA with the kind of competent support it requires, which makes Bonn ideal as the new location.

### Does having such neighbours deliver long-term advantages?

Tremendous advantages. The innovation offices of the EMA, BfArM and PEI could optimally cooperate to facilitate the discovery of promising new drugs early on in the process. In particular, the EMA having close access to a high-performing national authority could benefit the new programmes "Adaptive Pathways" and "PRIME", aimed at accelerating the availability of new treatment options. The EMA would be able to address urgent safety issues with maximum efficiency and effectiveness through measures made possible by direct interaction with German experts.

**The purpose of European drug regulation** is to ensure that new and possibly life-saving drugs are available in pharmacies as rapidly as possible and that they are both effective and safe. With drugs, it has to be 'safety first'. Ensuring this is the mission of both the EMA and the BfArM.



#### INFO

The BfArM provides information on its website about its many activities. The BfArM also issues warnings, for example about counterfeit drugs. [www.bfarm.de/EN](http://www.bfarm.de/EN)

# BfArM

## 1086

The people who work at the Federal Institute for Drugs and Medical Devices include scientists in the fields of medicine, pharmacology, chemistry and biology as well as engineers and professionals from other technical and legal fields. Their overarching goals in their work are drug approval and patient safety in everything from pain pills to high-tech care beds.

## 102,443

is the number of marketable drugs for which the BfArM is responsible. German-speaking Europe is the largest economic zone in the EU for the pharmaceuticals industry.

## 64,108

adverse drug reactions were reported last year.

## 16,658

decentralised EU-wide drug approvals have been granted by the BfArM in the new millennium, and 11,337 approvals for Germany.

## 1,455

is the number of approval rejections issued by the BfArM.





The BfArM is furthermore active in the Council for International Organisations of Medical Sciences, which operates under the umbrella of the WHO, and thus the UN. As a UN city, Bonn offers additional proximity advantages. There are many decisive factors that speak for Bonn as new location for the EMA. Bonn would mean short distances and excellent support for the EMA as part of an ideal environment for regulatory and scientific expertise. The conditions are optimal here for focused work in the interest of promoting new treatment options and enhancing drug safety in Europe.

**In what precise ways can the BfArM assist with the move?**

In the interest of pharmaceutical treatment and patient safety, the highest priority in the relocation phase must be to ensure the EMA's continuing ability to operate at the same high level without interruption or compromise. In its own move from Berlin to Bonn the BfArM gained extensive experience in ensuring a smooth relocation for a large regulatory authority. There will be staffing and logistical challenges to be overcome, and there can be no information technology disruptions. The BfArM will gladly share its experience and provide valuable support to facilitate the EMA's move. The high-level expertise of our staff in Bonn can be effectively drawn on to mitigate issues relevant to European drug regulation expected to arise in connection with Brexit and the relocation.

The BfArM has already promised the EMA concrete support for when cooperation with the British regulatory authority ends, taking on additional procedures. The EMA and BfArM have already stepped up their cooperation on important developments, moving forward with intensity on matters like the new regulations on clinical trials and related requirements such as setting up EU databases. I myself, as Management Board Chairman of EU Telematics, have been working with our experts to ensure the implementation of innovative IT solutions for the drug approval process. The enormous untapped potential from this already close cooperation can be better realised for the good of Europe if the EMA moves to Bonn ●

Prof. Klaus Cichutek — Executive Director of the PEI



»  
We will be  
intensifying  
our support  
«

Germany's second major national approval authority, the Paul Ehrlich Institute (PEI), specialises in vaccines and biomedicine, and is likewise at the ready to ensure that innovative drugs reach patients in Europe after Brexit as quickly as before ●



Vaccines for Ebola, malaria and dengue fever, securing a record level of external funding, CAR-T cells re-programmed *in situ* to kill cancer cells – the list of achievements PEI Executive Director Prof. Klaus Cichutek was able to present in the Institute's annual report was a long one. The facts and figures that tell the story of this success are down to the Institute's 800 staff members.

Paul Ehrlich and the few collaborators who founded the Institute in 1896 initially worked out of a cramped space in a former bakery in Steglitz, outside Berlin. Today, the internationally renowned federal institute is located in Langen near Frankfurt, a mere hour and a half away from Bonn. The Institute researches, evaluates and approves vaccines and biomedicines. It plays a leading role in Europe-wide regulation of these medicines, with PEI experts holding key functions on EMA committees in their respective fields of specialisation, due in part to their active research activities. As an important member of European committees including CHMP and PRAC – the primary evaluation boards for human-use pharmaceuticals – the PEI works with great dedication to steadily increase the number of approvals of innovative drugs based on their safety and effectiveness. The Institute's myriad responsibilities include approvals of clinical trials, official batch testing, an array of advisory services and 'pharmacovigilance', i.e. systematic monitoring of drug safety. The Institute's expertise is recognised beyond the borders of Europe, as the PEI has been named the official cooperation centre to the World Health Organization (WHO) for vaccines, blood products and in-vitro diagnostics.

Moving to Bonn will thus put the EMA quite close to two important, high-performing partners with a strong international reputation: the PEI and the BfArM ●



#### INFO

The spectrum of activities conducted by the Paul Ehrlich Institute is presented on the organisation's website: [www.pei.de/EN](http://www.pei.de/EN). The current leading articles on the website are: The Innovation Office, The German Centres for Infection Research, Development of Innovative Biomedicines, Pharmacovigilance & Drug Safety, and Cooperation with the WHO

## The Paul Ehrlich Institute

The PEI was involved in the successful development and evaluation of vector vaccines for Ebola.

# 800

is the number of staff members the PEI has today.

# 181

PEI experts are registered with the EMA. Institute staff members function as chair for six EMA committees or working groups. Additionally there are two co-opted members, one on the key Committee on Human Medicines and one on the Pharmacovigilance Risk Assessment Committee. Over the past two years, the PEI has been involved in 245 central approvals in its specialisation areas, the highest number Europe-wide.

## ONE-OF-A-KIND

The PEI is the only institute specialised in the approval of vaccines and biomedicines in Europe that conducts its own independent research.

During the recent Zika epidemic, the PEI developed the reference material for detection of the virus for the WHO at top speed.

### Paul Ehrlich

German Nobel laureate

Paul Ehrlich (1854–1915) achieved excellence in multiple fields. Born in Silesia, Ehrlich was a doctor of universal medicine who became known as the father of immunology, for which he received the Nobel Prize in 1908. He additionally became world-famous for developing Salvarsan, the first chemotherapeutic agent for the treatment of syphilis. Furthermore, he improved the efficacy of diphtheria treatment by antiserum via laboratory "potency assay", i.e. efficacy testing. Paul Ehrlich was the founder and first director of the Institute for Serum Research and Serum Testing that today bears his name.





## Digital infrastructure

Digital infrastructure is guaranteed to be strong, fast and secure at a location where global corporations like Telekom and Deutsche Post DHL Group have their headquarters, along with federal ministries and authorities, UN secretariats and numerous research institutes. Bonn has for years been home to such major players in broadband expansion as Deutsche Telekom, Unitymedia and Netcologne. Thus it is no accident that over 97.5 percent of the city of Bonn has connection quality exceeding 50 Mbit/s, according to the Broadband Atlas. Roughly 10,000 people work in the IT industry in Bonn, which according to a study by the EU Commission ranks number 4 nationwide and number 12 Europe-wide as an IT location.

Digital infrastructure that meets the demanding requirements of the EMA, conforming with all desired standards, would be realised within the given time period. The IT requirements outlined by the EMA will be met before, during and after the move so as to maintain operations.



Twice as striking when the Rhine is calm:  
Post Tower and UN Campus.

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All roads lead to Bonn.  
Reaching the city by air,  
rail or car is easy. You  
can even get there by boat.  
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## Accessibility

The new location for the EMA must be easily reachable with no complications. Bonn meets that requirement. The city lies in the European Rhine Region where the German states of North Rhine-Westphalia, Rhineland-Palatinate and Hesse meet, not far from our neighbours Belgium, France, Luxembourg and the Netherlands. It is one of the continent's most densely populated regions. Maastricht, Strasbourg, The Hague, and Schengen are more or less around the corner. The distance to Brussels is only 193 kilometres. As federal city and Germany's former capital, Bonn enjoys excellent transport infrastructure. The city is a hub for air, train, road and even ship travel and transportation to all destinations.

### Air travel

Bonn is very close to three international airports reachable within half an hour to one hour: Cologne/Bonn, Düsseldorf and Frankfurt am Main, the latter of which is Germany's central flight hub and one of the world's largest airports, handling over 60 million passengers a year.

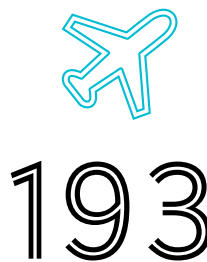
Cologne/Bonn Airport, featuring an underground Intercity Express (ICE) rail station, is Germany's fastest-growing major airport. In 2016, nearly twelve million passengers chose to use this airport, known for its convenient location, to reach 129 destinations. Cologne/Bonn has won the Skytrax World Airport Award, bestowed upon Europe's best regional airport, three times in a row – in 2014, 2015 and 2016. London, the EMA's present location, is only one hour away by non-stop flight for as little as € 16.99. Cologne/Bonn Airport utilises many low-cost providers such as Lufthansa subsidiary Eurowings, and is among the first in continental Europe to offer low-cost long-haul flights to the US, Asia and the Caribbean.

### Rail travel

One of Bonn's big advantages is that major European destinations can be rapidly and conveniently reached by train. The travel time from Bonn Central Station to Bruxelles-Midi station is 2 hours 31 minutes. From Siegburg/Bonn station the time is 2 hours 21 minutes. Bonn is



Cologne/Bonn Airport is known both for its convenient location and for offering low-cost long-haul flights.



**kilometres** is the distance by air between **Bonn and Brussels**. The Federal City of Bonn: a new home for the EMA in the heart of Europe.

directly connected to the European high-speed network, and lies at one of Europe's most important crossroads for transportation. At the nearby Cologne Central Station, 1,300 trains stop daily headed for domestic and European destinations. Amsterdam and Paris can be reached in less than four hours. London in five and a half hours. A new Deutsche Bahn (DB) national rail stop will be opening in the *Bundesviertel* in November 2017 called Bonn UN Campus, right next to Bundeskanzlerplatz, the potential new home of the EMA.

### Car travel

Travelling to Bonn by car is easy from Belgium, France, Luxembourg or the Netherlands via an array of motorways – like the A 3, A 59, A 61, A 555, A 560, A 562, A 565. The drive from Brussels is two and a half hours.

### Public transport

Visitors to the city and Bonn residents enjoy an extraordinarily robust and reliable public transport system. The metropolitan Bonn-Cologne-Düsseldorf network links these major German cities in the European Rhine Region. Cologne is reachable by public transport in only 20 minutes. To or from Düsseldorf it is a 45 minute trip. Underground and metropolitan rail networks, trams, electric and standard buses and Rhine ferries all run frequently. Bonn is even getting its own bicycle rental system.



## Attractive labour market

A move will mean finding new employment for many spouses and partners of EMA employees. In Bonn and the surrounding region there is a host of attractive job opportunities. Skilled international personnel are always needed here.

The unemployment rate in Germany is low, currently at 5.8 percent. In the Bonn/Rhein-Sieg region the rate is even lower at 5.6 percent. Bonn is seen as a growth location, enjoying a sustained positive employment trend over many years now. On average, 2,500 regular employment jobs are created each year (i.e. positions with social insurance).

The EMA will have access to the English-speaking Placement Service of the Bonn employment bureau (*Agentur für Arbeit*), which specialises in co-working arrangements. The bureau closely cooperates with the Central Office for Foreign and Skilled Personnel of the Federal Employment Agency. The core task of the multilingual Placement Service is to facilitate the integration of persons from other European countries into the German labour market. The spouses and partners of EMA staff members are thus eligible for these services. A virtual welcome centre is additionally in place, contactable via the e-mail address: [make-it-in-germany@arbeitsagentur.de](mailto:make-it-in-germany@arbeitsagentur.de).

The local labour market is broad and highly international, reflecting the economic structuring of the city and the region to include numerous public-sector employers as well as private-sector firms. Bonn is home to global enterprises, federal ministries and authorities, United Nations institutions and some 150 international non-governmental organisations. Universities, university hospitals, research centres and top research institutes are looking for personnel.



### INFO

EMA staff moving to Bonn with their working spouse or partner will find favourable circumstances. The experienced Placement Service of the Bonn employment bureau provides multilingual job search assistance: [www.arbeitsagentur.de/en](http://www.arbeitsagentur.de/en)

Once again the strengths of the European Rhine Region come into play, as Belgium, France, Luxembourg and the Netherlands hold opportunities, but above all Cologne and Düsseldorf as the two chief labour markets in the immediate area are both highly vibrant and commuter-friendly. Cologne is a heavyweight in the media and creative industries. As the home of Westdeutsche Rundfunk and Mediengruppe RTL Deutschland, it is known as Germany's leading television location. Cologne also has a vast number of publishers and smaller creative firms of prominence. Düsseldorf is Germany's second largest financial centre after Frankfurt, home to 284 banks, nearly 3,000 consultancies and 26 major insurance firms. A citadel of finance.



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Bonn and the surrounding region offer an attractive labour market – for the EMA and for the family members of the Agency’s staff.

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Hold meetings at the former Bundestag parliament building: the World Conference Center Bonn – entrance hall and former plenary hall.

## Hotels and conference centres

In November, Bonn will be hosting the World Climate Conference #COP 23 over a 12-day period with more than 20,000 diplomats, politicians and scientists from all over the world in attendance. The outstanding new World Conference Center Bonn, with auditoriums named New York, Tokyo and Addis Ababa as well as the former Plenary Hall of the German Bundestag, is among the conference venues. The many other attractive meeting places available include Hotel Petersberg, a recognised Federal Guest House perched upon Petersberg Mountain.

Bonn thus has ample meeting space and hotel capacity to accommodate smaller delegations appropriately and hold large conferences. Bonn has around 100 hotels with over 9,000 beds in all categories, and capacity for another 970 beds is currently under construction. In the surrounding area there are some 350 hotels with 21,000 beds, and in the city of Cologne there are another 280 hotels with 32,000 beds. Prices for a single room in a three or four-star establishment range between 80 and 120 euros. The entire spectrum is covered, from hostels to luxury hotels. As the former capital city and as an international convention centre, Bonn has many years of experience accommodating guests from all over the world.



**Bonn is booming** as a conference location, now hosting 30,698 events annually attended by roughly two million people. Average conference duration: 1.83 days.



## Family-friendly living

The Executive Director of the EMA, Guido Rasi, has said that EMA employees and their families will decide themselves whether to move with the organisation to the new location chosen. Bonn has much to offer to EMA employees who have children, being one of the most family-friendly cities in Germany. This may in part be why the city is one of the country's few major cities to have a positive rate of natural increase in population.

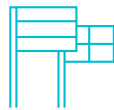
Bonn has a large international educational offering due to its long international history and its present identity as base for many important global organisations. For children between the ages of four months and six years there are eight international kindergartens to choose from and several bilingual and English-only company nursery schools, such as the Deutsche Telekom kindergarten. The primary language combinations are German/English, German/French and German/Spanish.

Germany has a strong education system. There are several state-recognised international primary schools and grammar/high schools in Bonn, the latter conferring the International Baccalaureate, *baccalauréat français* or other secondary school leaving qualifications. Bonn International School (BIS), located directly on the Rhine, has nationwide appeal and currently boasts roughly 700 pupils from 74 different countries, and teachers from 17 countries. The BIS is a combination of American high school, American elementary school and British high school with a tradition reaching back seven decades. The School's motto is: "Any new face from any old place will find a welcome here." The school has capacity to accept up to 200 additional pupils ●



### INFO

The university offers a lectures series for children every semester: [www.uni-bonn.de/studium/junge-uni/kinderuni](http://www.uni-bonn.de/studium/junge-uni/kinderuni) 'Mosquito' and 'Kangaroo' are the names of two useful portals for families in Bonn and the region: [www.moskito-bonn.de](http://www.moskito-bonn.de) and [www.kaenguru-online.de](http://www.kaenguru-online.de) And the major amusement park *Phantasialand* outside Cologne is just half an hour away



Any new face from any old place  
will find a welcome here –  
Internationalism is writ large at  
Bonn International School.





On the rooftops of art – family on the striking Art and Exhibition Hall of the Federal Republic of Germany, located in Bonn's "Museum Mile".





The Rhine exceeds all other German rivers in cubic metres of water moved per second at an average  $2,330 \text{ m}^3/\text{s}$  – well over two million litres per second. That in part is why it is one of the continent's most economically important rivers, and great economic might has clustered along its shores as well where Belgium, France, Luxembourg and the Netherlands converge along with the three German states of North Rhine-Westphalia, Rhineland-Palatinate and Hesse. Several heavyweights are found in close proximity here, starting with Bonn and its *Bundesviertel* with the striking Post Tower and UN Campus, the state capital Düsseldorf, Cologne, a city of millions, and Frankfurt, the financial metropolis. All within one of Germany's largest conurbations. In the middle of Europe. Optimally accessible. Healthcare is the leading sector in the region as its primary economic engine and innovation driver. A creator of jobs for tens of thousands. Accordingly, a host of global enterprises, specialised SMEs, top research institutes, regulators and associations are active on both shores of the Rhine, but crucially they work together. A region that looks to the future. Where the idea of a European Rhine Region has come to life ●



An aerial photograph of a city and a river. The river flows from the top left towards the bottom right. On the left bank, there is a large, modern, cylindrical building with a glass facade. The city is densely packed with buildings and green spaces. The background shows a vast, flat landscape under a clear blue sky.

2.

Closer to  
everyone —  
**Site advantages:  
The European  
Rhine Region**







# Site advantages: The European Rhine Region

Measured by market capitalisation of exchange-traded local companies, Bonn is Germany's second "most valuable" city (behind Munich), thanks in part to strong neighbours. Bonn is after all located in one of the continent's most vibrant areas: the European Rhine Region •

Looking at a map, it is immediately apparent that Bonn lies close to multiple tri-state nexuses: Germany/Luxembourg/France, Germany/Luxembourg/Belgium and Germany/Belgium/Netherlands. The German federal states of North Rhine-Westphalia, Rhineland-Palatinate and Hesse meet here as well. A solid region with a shared history and traditionally fluid linguistic boundaries. Many people work in one country and live in another; they may perhaps fall in love with yet another. A quintessentially European region *par excellence*.



Nowhere else in Europe do so many national borders converge within such a compact geographic area. And yet the idea of a European Rhine Region is above all about boundlessness and transcending borders.

## Overview

### Bonn in the context of Europe

In this virtually boundless region, workers, goods, services and recreation options extend and flow across borders, creating limitless opportunities. Thanks to Europe!

A Europe shaped in key ways in cities that are but a modest drive away from Bonn: Brussels, Strasbourg, The Hague, Maastricht, Luxembourg, Schengen. The cities of Metz, Mulhouse, Reims, Liège, Eupen, Leuven, Ghent and Eindhoven radiate into the region as well, both economically and scientifically. Leading life sciences universities are found here, such as Katholieke Universiteit Leuven, Université de Liège, Maastricht University and the multilingual University of Luxembourg. A region where the European Medicines Agency can thrive.

==  
Here the idea of  
a European  
Rhine Region is  
unfolding.  
==



### Zoom-in no. 1 Bonn within Germany

The three federal states of North Rhine-Westphalia, Rhineland-Palatinate and Hesse together form a mighty economic zone. Healthcare is a leading sector here as the region's primary economic engine and innovation driver. And a major chemicals location as well, with these three German states ranking first, second and third respectively in a nationwide industry comparison – which is beneficial for the EMA.

Bonn is in North Rhine-Westphalia, Germany's most populous federal state. Of the state's 17,865,516 residents, 1,991,569 live in three metropolitan centres of the European Rhine Region: Cologne, a city of millions, the state capital Düsseldorf and the Federal City of Bonn. More than 1.3 million people are employed by the approximately 61,700 companies active in the healthcare sector of North Rhine-Westphalia, where 200,000 new jobs have been created since 2009. An ongoing success story.

==  
North Rhine-Westphalia,  
Rhineland-Palatinate and Hesse  
are Germany's leading federal  
states in the chemicals industry.  
==

North Rhine-Westphalian enterprises are among the international leaders in medical technology. There are also numerous global players in the broad-based pharmaceuticals industry in and around Cologne, Düsseldorf and Bonn. There are hundreds of highly specialised SMEs active here, like Bayer HealthCare, 3M, Braxseler, Janssen-Cilag, Dr. August Wolff Arzneimittel, Kabe Labortechnik, MEDICE Arzneimittel Pütter, Medtronic, Roeser Medical and UCB Pharma, to name just a few.\* North Rhine-Westphalia is by far the largest market in Germany measured by healthcare expenditure.

### Where expertise is at home

Bonn is a leading centre for healthcare policy and economics, seen by many as 'the' leading centre. The list below represents a small selection of the organisations to which the city owes this reputation.

- |   |   |
|---|---|
| » AKTION MENSCH e.V.  | » German Centre for Neurodegenerative Diseases                  |
| » Bonn Pharma Centre  | » German Healthcare Export Group                                |
| » Central Authority of the Länder for Health Protection with regard to Medicinal Products and Medical Devices | » German Nutrition Society                                      |
| » Center for Economics and Neurosciences  | » German Reference Centre for Ethics in the Life Sciences       |
| » Center of Advanced European Studies and Research  | » German Research Foundation                                    |
| » Deutsche Kinderkrebstiftung (German Childhood Cancer Foundation)  | » German Society for Clinical Chemistry and Laboratory Medicine |
| » Deutsche Krebshilfe e.V. (German Cancer Aid)  | » Helmholtz Association of German Research Centres              |
| » Federal Association of Pharmaceutical Manufacturers   | » Life and Brain GmbH   |
| » Federal Institute for Drugs and Medical Devices   | » Pharmaceutical Institute of the University of Bonn            |
| » Federal Ministry of Education, Science Research and Technology  | » Professional Association of German Alternative Practitioners  |
| » Federal Ministry of Food and Agriculture  | » Research Association of Pharmaceutical Manufacturers          |
| » Federal Ministry of Health  | » Scientific Institute of the German Medical Association        |
| » Federal Office for Agriculture and Food   | » WHO European Centre for Environment and Health                |
| » German AIDS Foundation  |   |





Healthcare is a key economic sector in the European Rhine Region as its primary growth engine and driver of innovation.

North Rhine-Westphalia is one of the most concentrated areas in Europe for research, with some 70 universities and more than 100 research institutes active in teaching and scientific research. There is a special focus on life sciences, which is why the state is one of Germany's top research centres, with one in six euros of life science funding from the German research community flowing to North Rhine-Westphalia. One in five clinical trials were conducted here. In addition, North Rhine-Westphalia is a major centre for non-university research, with 10 Leibniz Institutes, 14 Fraunhofer Institutes and 12 Max Planck Institutes along with 50 other top research organisations.

The bordering state of Rhineland-Palatinate and the Rhine-Main region around the city of Frankfurt in the state of Hesse are economic and scientific heavyweights in their own right. The state of Rhineland-Palatinate with its twelve universities and technical colleges, a strong SME economy and a powerful chemicals industry is an export leader in Germany. A region blessed with generous sunshine, where 70 percent of German wine grapes are harvested.

The city of Frankfurt am Main is Germany's financial hub and the seat of the European Central Bank, as well as home to some of the 16 universities and technical colleges in the overall Rhine-Main region. The city is a major trade fair location and has strong pharmaceuticals and chemicals industries, one of the world's largest airports and high-calibre research facilities like the Paul Ehrlich Institute (see page 20) – highly important to the EMA.

9.6%

is the margin by which purchasing power exceeds the national average in Bonn.

It's no wonder either, for € 99,492 of economic output is generated per employed person in Bonn – substantially exceeding any other city in North Rhine-Westphalia, Germany's most populous state.



**INFO**  
Verein Gesundheitsregion is a sector-wide local association and network whose members include many major players.  
[www.health-region.de](http://www.health-region.de)

## Zoom-in no. 2 Bonn as location: a healthy economy and society

Since the seat of the federal government was moved, Bonn has advanced to become one of Germany's most economically powerful cities. Bonn ranks in the upper third in every nationwide ranking of cities. The Federal City's economic might has to do with special location factors that have led to steady population growth. With an additional 28,400 residents, Bonn's population today is higher than in 1991 when the decision was made to move the national capital. Purchasing power is high at 9.6 percent above the national average, and the education level of the city's residents is above-average as well. It is a place of uncommon internationality.

And healthcare is one of the main pillars of the economy, with one in six regularly employed individuals in Bonn working in the healthcare sector. That amounts to roughly 28,000 employees across virtually every segment of the healthcare sector, ranging from hospital care, to physicians practices, nursing services, supplying of medical input materials and technologies, research, administration and teaching and training for healthcare professions. Bonn University Hospital has roughly 5,000 employees, and the BfArM is another of the city's largest healthcare-related employers with more than 1,100 staff.

Bonn is the seat of important ministries, authorities and institutes, and it is also a major location for national and global federations and associations, with around 300 such organisations based here, many of which are primarily active in or involved with healthcare ●

**\* SOURCE**  
Economic Development Agency of the state of North Rhine-Westphalia  
NRW.Invest [www.nrwinvest.com/en/branchen-nrw/healthcare](http://www.nrwinvest.com/en/branchen-nrw/healthcare)





INFOGRAPHIC

# Well connected



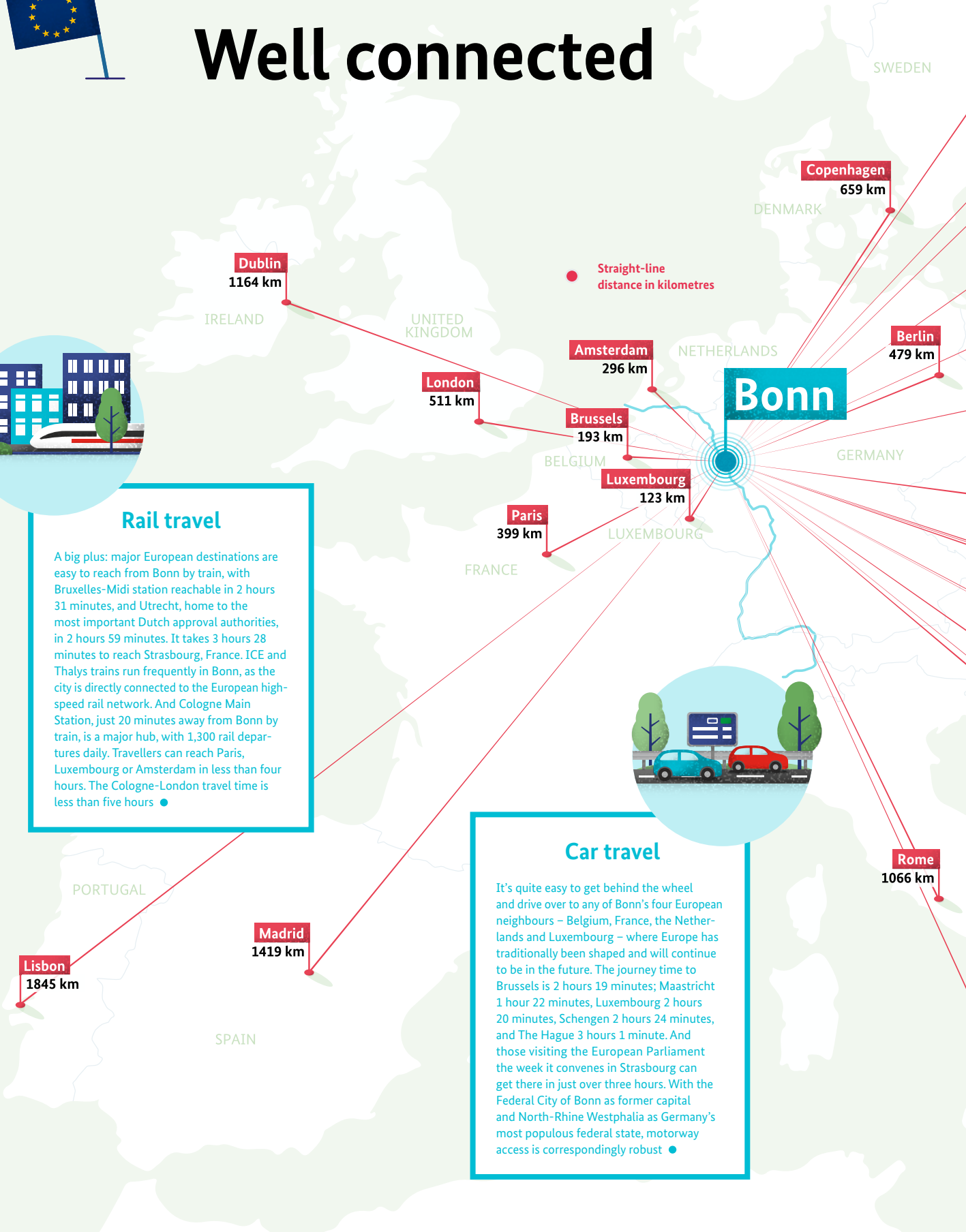
## Rail travel

A big plus: major European destinations are easy to reach from Bonn by train, with Bruxelles-Midi station reachable in 2 hours 31 minutes, and Utrecht, home to the most important Dutch approval authorities, in 2 hours 59 minutes. It takes 3 hours 28 minutes to reach Strasbourg, France. ICE and Thalys trains run frequently in Bonn, as the city is directly connected to the European high-speed rail network. And Cologne Main Station, just 20 minutes away from Bonn by train, is a major hub, with 1,300 rail departures daily. Travellers can reach Paris, Luxembourg or Amsterdam in less than four hours. The Cologne-London travel time is less than five hours ●

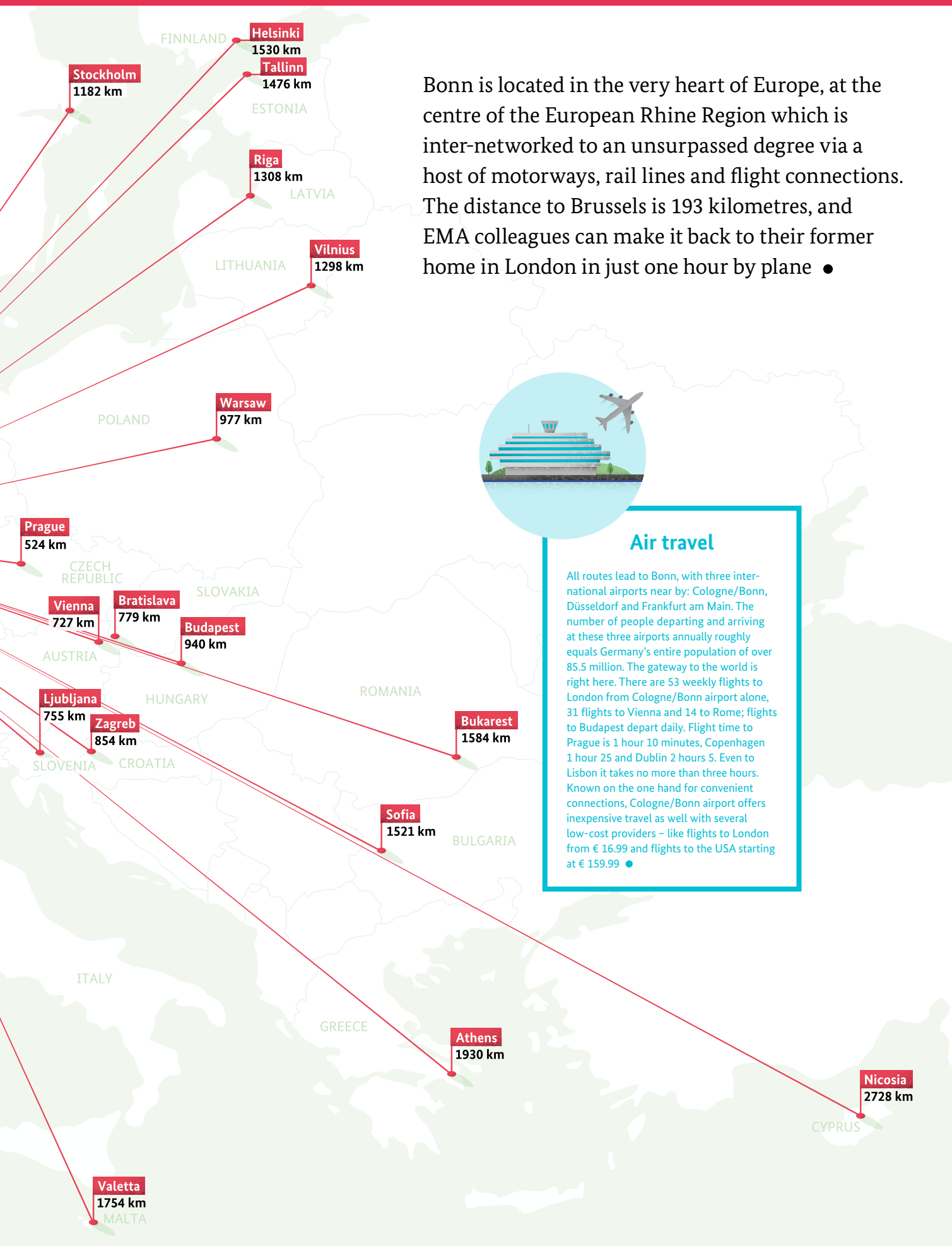


## Car travel

It's quite easy to get behind the wheel and drive over to any of Bonn's four European neighbours – Belgium, France, the Netherlands and Luxembourg – where Europe has traditionally been shaped and will continue to be in the future. The journey time to Brussels is 2 hours 19 minutes; Maastricht 1 hour 22 minutes, Luxembourg 2 hours 20 minutes, Schengen 2 hours 24 minutes, and The Hague 3 hours 1 minute. And those visiting the European Parliament the week it convenes in Strasbourg can get there in just over three hours. With the Federal City of Bonn as former capital and North-Rhine Westphalia as Germany's most populous federal state, motorway access is correspondingly robust ●







Bonn is located in the very heart of Europe, at the centre of the European Rhine Region which is inter-networked to an unsurpassed degree via a host of motorways, rail lines and flight connections. The distance to Brussels is 193 kilometres, and EMA colleagues can make it back to their former home in London in just one hour by plane ●



### Air travel

All routes lead to Bonn, with three international airports near by: Cologne/Bonn, Düsseldorf and Frankfurt am Main. The number of people departing and arriving at these three airports annually roughly equals Germany's entire population of over 85.5 million. The gateway to the world is right here. There are 53 weekly flights to London from Cologne/Bonn airport alone, 31 flights to Vienna and 14 to Rome; flights to Budapest depart daily. Flight time to Prague is 1 hour 10 minutes, Copenhagen 1 hour 25 and Dublin 2 hours 5. Even to Lisbon it takes no more than three hours. Known on the one hand for convenient connections, Cologne/Bonn airport offers inexpensive travel as well with several low-cost providers – like flights to London from € 16.99 and flights to the USA starting at € 159.99 ●




3.

# Closer to you — Bonn up close





A large crowd of people is gathered at an outdoor beer garden. They are seated at long wooden tables, many of which are shaded by the overhanging branches of large, mature trees. The scene is bathed in the warm, golden light of late afternoon or early evening. In the background, a body of water is visible. In the foreground, the handlebars and front wheel of a bicycle are partially visible, partially obscured by green foliage. A white text box is overlaid on the upper left portion of the image.

*Lebensfreude* – German-style *joie de vivre* – is native to Bonn and the banks of the Rhine. Residents of the city, which is located in one of Germany's warmest regions, enjoy their summers launching small boats into the water, spreading out picnic blankets and sitting beneath shady trees at the *Alter Zoll* beer garden. Additionally on offer is the extremely popular 'Rhine in Flames' fireworks spectacle, one of Germany's largest flea markets and jazz, blues, and rock performances right on the steady-flowing river. Bonn-style *Lebensfreude* is multi-faceted, like the people who live here. The Rhinelanders are known throughout Europe for their cordial, sociable nature. The people of Bonn, Cologne and Düsseldorf really know how to enjoy life. The Rhine area is the heartland for German Carnival, for example. The people are open, easy-going and cosmopolitan. The living environment in Bonn is unquestionably good ●



Sternstrasse is a main artery in the Bonn city centre, ending at Friedensplatz.





# Bonn: A Close-Up

The date 20 June 1991 marked the beginning of an uncommon period of challenges for Bonn, when the German Bundestag decided to relocate to Berlin along with the majority of other governmental functions. A good quarter of a century later, it is clear that despite general concern over the city's future, Bonn has actually benefited from the move, for it is now better positioned than ever before ●

## Hospitality in Bonn

Bonn is booming – you can see it everywhere. Especially when out on the streets, for the city's population is greater and more diverse now than before the Bundestag relocation. Since 1991, more than 90 national and international firms and institutions have moved into the *Bundesviertel*, the former seat of the German federal government. These organisations brought with them over 45,000 jobs. The number of jobs before the government moved was around 20,600. Bonn now has a great deal of experience in welcoming people to a new home.

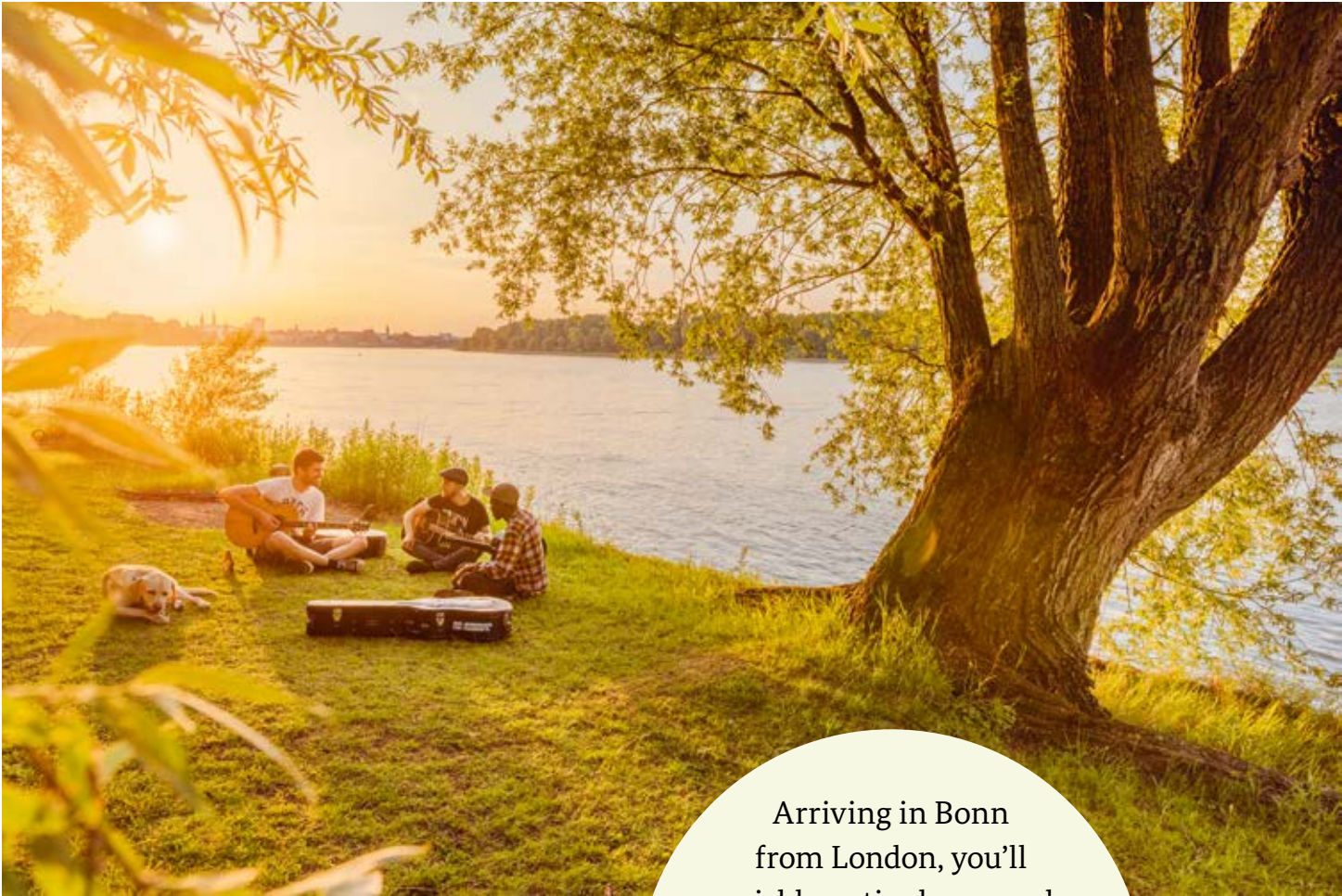
The conditions for the EMA in Bonn are therefore optimal. Bonn, the European Rhine Region and Germany itself are ready and waiting to accommodate. The move would inevitably be a successful one for the EMA. The City of Bonn is providing a [Welcome service](#) staffed by specially selected personnel dedicated to working as a team to assist EMA employees and their families. This support offering will facilitate rapid acclimation upon moving to the city. Help finding housing. Jobs. Kindergarten places, and so on. And always having the right form in hand for required administrative office visits. Bonn has a great deal of experience with helping the employees of international firms and organisations take their first step into the Rhine region.

An obelisk adorns Bonn's Marktplatz plaza: the Markfontaine monument.





Internationally famous artists come to perform at the KunstRasen Festival in Rheinaue park, the place for live and open-air events, but also for anyone to simply enjoy.



## Bonn is affordable

After London, prices could only be lower, right? Perhaps, but with Bonn the answer is 'definitely' when it comes to the [cost of living](#). Housing prices are low by international and national comparison. Rents in Bonn range from € 5.30 to around € 14.80/sqm. The average new rental rate is € 8.50/sqm. Bonn and its surroundings have flats and houses for every requirement and price range.

Flats can be purchased in Bonn at rates ranging from € 1,250 to 3,350/sqm depending on location and size. The average price for privately owned flats is € 2,450/sqm; for detached houses approximately € 460,000.

Arriving in Bonn from London, you'll quickly notice how much lower prices are.

Public transport tickets start at € 1.90. You can get a "take-away coffee" for two euros. And three euros is the admission price for an evening at one of the city's municipal swimming facilities.

==  
You think after London standards could only fall, right? With Bonn, the only thing that is likely to fall is your cost of living.  
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## Bonn is safe

According to the Global Peace Index, the safest country in the world is currently Iceland. Germany is among the leaders in this 160-nation ranking, as are Denmark, Austria and Bhutan. Bonn is one of the safest cities in Germany, as proven by crime statistics.

The safe living environment in Bonn is combined with **top-quality medical care**. The city has more than 20 hospitals, outpatient clinics and day clinics, thus virtually the entire spectrum of modern diagnostic and medical treatment facilities is available. Bonn also has more than 1,000 practising physicians, dentists and psychotherapists with experience treating international patients as part of the city's long tradition of providing medical care to people from all over the world.



### INFO

A list of all international organisations in Bonn is available here: [www.bonn.de/wirtschaft\\_wissenschaft\\_internationales/bonn\\_international/](http://www.bonn.de/wirtschaft_wissenschaft_internationales/bonn_international/)

## A selection of international organisations that have moved to Bonn:

- » UNFCCC – the United Nations Framework for Climate Change Secretariat
- » UNV – the United Nations Volunteer Programme
- » UNU/EHS – United Nations University/Institute for Environment and Human Security
- » WHO ECEH Bonn – World Health Organization/ European Centre for Environment and Health
- » Global Crop Diversity Trust
- » GIZ – Society for International Cooperation
- » IRENA – Innovation and Technology Centre
- » EADI – European Association of Development Research and Training Institutes
- » EFI – European Forestry Institute
- » UNEP/EUOBATS – Secretariat for the Agreement on the Conservation of Populations of European Bats
- » FLO – Fairtrade Labelling Organizations

## Bonn is cosmopolitan

In the European Rhine Region, the EMA and its multinational workforce will enjoy working in **an international, open and cosmopolitan environment**. Moving to a new place is often thrilling at first, but many people eventually feel a need for support in the unfamiliar surroundings. Fortunately, Bonn has a robust **expat community** of helpful individuals. There is even a Bonn Expat event series held several times a year that brings the city's international residents together. International contacts are cultivated at numerous societies, clubs and associations ranging from the American German Business Club and the German-Mongolian Society to the Bonn International Rotary Club. Bonn has an international event calendar of multi-lingual cultural and recreation offerings, an international adult education programme and the **Internationales Begegnungsfest**, a festival devoted to learning about other cultures that is all about diversity!



View from the right bank of the Rhine over to the left.



## Bonn is green

Bonn is a green city. Since 1996, when the blue and white flag of the United Nations was hoisted, Bonn has steadily transformed itself into the **global sustainability capital**. The secretariats for this complex of issues are now located here, ranging from the large UN Climate Secretariat to the modest-sized UNEP/EUROBATS Secretariat for the Agreement on the Conservation of Populations of European Bats. A host of other organisations have been moved to Bonn in the UN's wake, like the global Crop Trust, Fairtrade International and the Forest Stewardship Council. In November, Bonn will be hosting the World Climate Conference. Conference activity in the city is focused on pressing global issues. Bonn has become a **centre of excellence for environment and development** with world standing, leading across a spectrum of issues including climate, water, soil and species protection as well as gender equality.

Bonn is itself a **green city**, with nearly 40 of its total area of 141 square kilometres forested. Some 80,000 trees line the streets of Bonn and adorn the city's parks, most notably the special varieties augmenting the floral richness of the Botanical Gardens at Poppelsdorfer Schloss. The largest urban greenspace is the centrally located Rheinaue park, which is nearly equal in space to the entire inner-city area.



**INFO**  
Bonn's leading newspaper, the *General-Anzeiger*, features a varied calendar of events: [www.general-anzeiger-bonn.de/freizeit/termine](http://www.general-anzeiger-bonn.de/freizeit/termine). The website [www.bonn-international.org](http://www.bonn-international.org) is also a good source of information on the city's varied offerings, updated daily

A place is the sum of its people. Very much so in Bonn, with a population of

168,442 156,228  
women and men

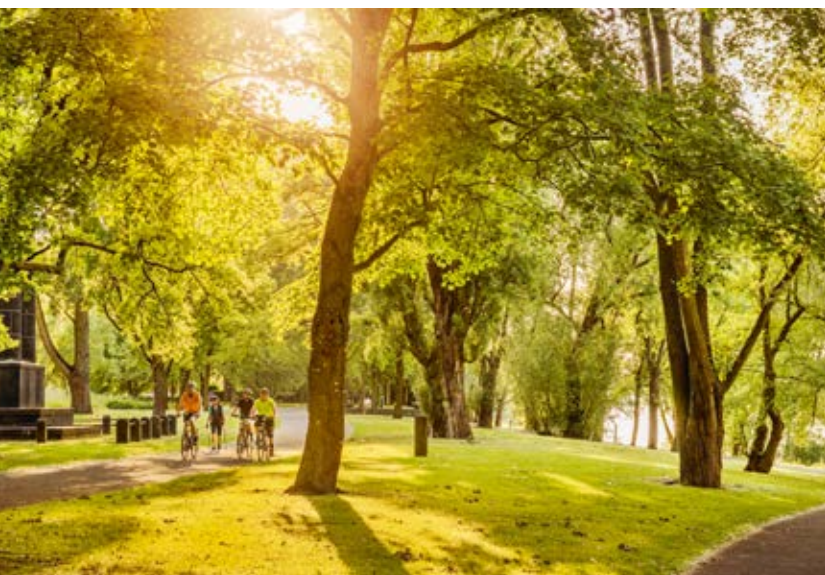
91,656  
of whom have an **immigrant background**.

## Bonn is colourful

There is little that cannot be had in Bonn or the surrounding area. Be it **culinary** treats like "Halve Hahn" – rye bread with cheese – or East African injera ... Be it **fashions** ranging from Carnival supplies to high-end high-heel shopping in Düsseldorf's *Königsallee*. Be it **cultural** offerings like Bonn's classic little *Springmaus* improvisation theatre or the big annual 'Rhine in Flames' event. Anything can be had. In any price category.

As the birthplace of Ludwig van Beethoven, Bonn is steeped in music tradition. The Beethoven House is a very lively cultural centre, for example, and the Beethoven Orchestra is one of Germany's most prominent orchestras – as well as an ambassador for Bonn on international tours. The major Beethoven Festival will be ascending to the ranks of Europe's leading festivals on the occasion of the composer's 250th birthday celebration in the year 2020. And the Kunst!Rasen music festival attracts top artists like Amy Macdonald and Zucchero to perform on the very banks of the Rhine.

Visitors are drawn as well to the city's **Museum Mile**, featuring the Bundeskunsthalle, Kunstmuseum Bonn, Haus der Geschichte ("House of the History of the Federal Republic of Germany"), Museum Alexander Koenig and Deutsches Museum Bonn, which attract millions of art and history enthusiasts every year ●



The Rheinaue park is great for cycling, connected to the nearly 300 kilometres of cycle paths in the city.





An all-organic market is held bi-weekly in front of the Bonn cathedral selling exclusively regional products like flowers, available for € 3.90.

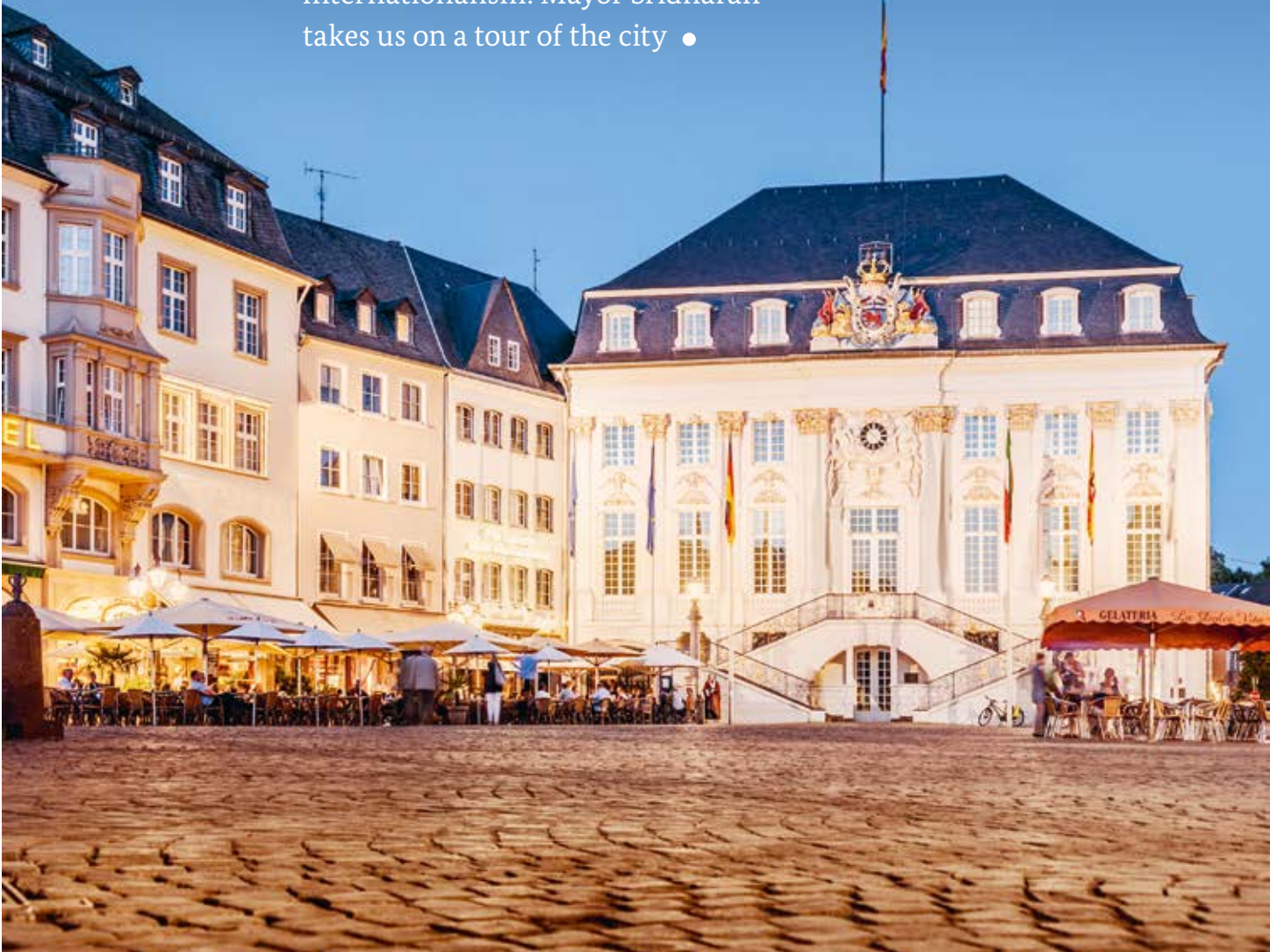


Welcome. Bienvenue. Bienvenidos. Benvenuti.

# Welcome to Bonn

No one represents Bonn better than Ashok Sridharan, the son of a Bonn native and an Indian diplomat, who embodies local pride with genuine internationalism. Mayor Sridharan takes us on a tour of the city •

The flag of Europe waves outside Bonn's Old Town Hall. Right next to it: La Dolce Vita – which actually pervades the entire city.





Ashok Sridharan — Mayor of Bonn



**B**onn is a beautiful and a strong city. Federal City status means that Bonn remains the second political centre of the Federal Republic of Germany and a seat of ministries, thus it is by no means a “town like any other”. Our Golden Book bears the signatures of John F. Kennedy, Pope John Paul II and Queen Elizabeth.

We are honoured today to have people from 179 nations here who have chosen Bonn as the place they want to live. These individuals work for prominent research institutes, the United Nations and global corporations. The hundreds of thousands of conference visitors who come here every year appreciate the city as a very well-accessible and highly modern meeting venue, which is why we will soon be hosting 20,000 attendees of the UN Climate Conference.

You will doubtless have read in the feature piece about Bonn’s outstanding global reputation as a healthcare centre, and that the BfArM, a leading national approval regulator, is offering comprehensive relocation assistance.

To that I would add my promise of the full support of the city of Bonn with the EMA’s relocation. It would be our pleasure indeed! Welcoming others is ingrained in the Rhineland mentality and culture. Being accomplished at making people from other countries feel at home here, we will ensure that everything is right for the EMA, from the tens of thousands of square metres of of-

fice space needed to finding spaces at eight international daycare centres for employees’ children. You have my assurance that a dedicated department will be formed within our administration specifically for that purpose.

**The EMA will be right at home amongst us.**

Sincerely,

### **“I’m a regular Bonn boy!”**

Even if you can’t tell by looking at me, I’m a regular Bonn boy! My deep ties to my home city come from my mum, who is from the Lengsdorf neighbourhood. My skin colour is from my Indian father, who came to Bonn as a diplomat, whom I thank for bringing me up bilingually, as well as for my love of internationalism. The city plays a large role in my family, as my wife Petra is from the Old Town district, and we both studied at Bonn law school. And our three sons were born here •

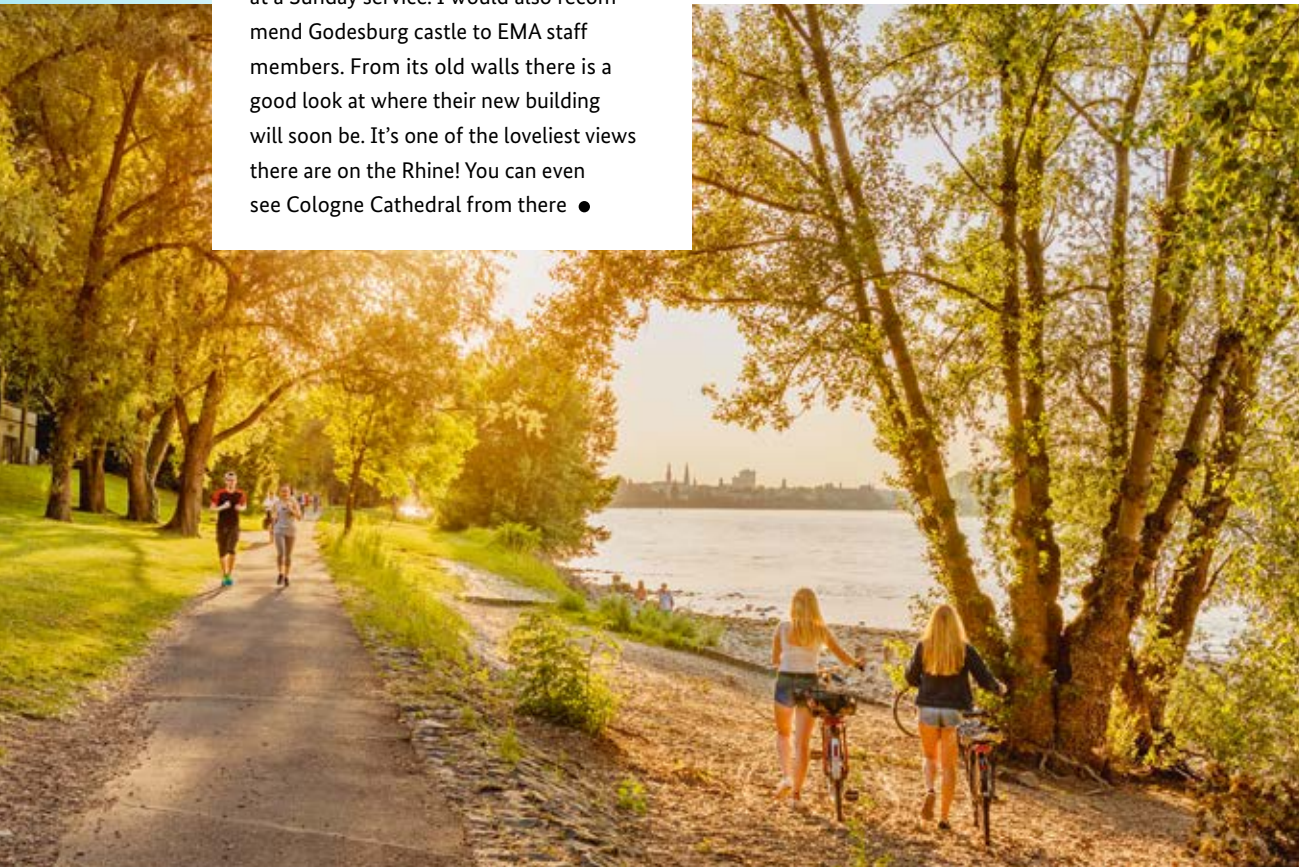
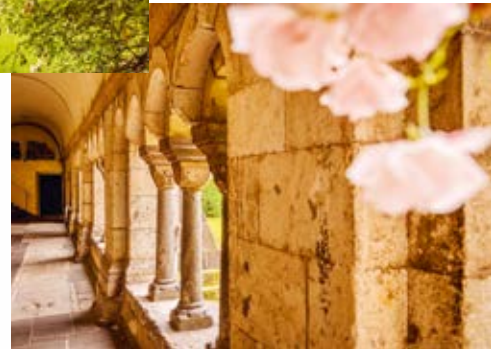


## Finding favourite spots

My favourite place is the [Rheinaue park](#), consisting of 125 green hectares on the left bank and 35 hectares on the right bank of the Rhine, which together are nearly as spacious as the entire inner city of Bonn. You can row across the Auensee lake, or train for the city's next half marathon – like I am doing. My goal is to complete the big 'bridge loop' in Bonn once a week, the well-known run from the north bridge to the south bridge and back. Doing the roughly 13-kilometre circuit feels almost like a mini-holiday along the banks of the Rhine. Another favourite spot of mine is the divinely serene [cloister of Bonn Minster](#). The cathedral, which houses the relics of our city's patron, is where both Bonn and my family got started, for it is where I met my wife 30 years ago, at a Sunday service. I would also recommend Godesburg castle to EMA staff members. From its old walls there is a good look at where their new building will soon be. It's one of the loveliest views there are on the Rhine! You can even see Cologne Cathedral from there ●



You can feel the nine hundred years of history here with the passing of each beautiful moment of presence at the cloister of Bonn Minster.



Joggers taking the Bonn bridge loop along banks of the Rhine.  
A 13-kilometre mini-holiday.





## Arrival

We have had guests non-stop since the Romans 2,000 years ago. Our culture of hospitality runs so deep, the word “Welcome” really ought to be printed on our city signs, in every language. In the decades when Bonn was the capital of Germany, political movers and shakers, kings and queens and diplomats by the hundred came and went here. Now it’s staff members of the United Nations, of major corporations and of the countless international organisations here – from 179 different countries. They arrive at one of the three nearby international airports, or by the European high-speed rail network. And just like United Nations staff, EMA personnel will enjoy support from a dedicated relocation assistance department within our administration tasked exclusively with helping employees with whatever they need to get set up and acclimated. One tip to pass on as an opening activity would be a visit to the [Beethoven House](#). Fittingly, Ludwig van Beethoven was born in Bonn, the man who gave Europe its anthem of brotherhood among nations: the “Ode to Joy” ●

An inscription commemorates that Ludwig van Beethoven was born in this house in the Bonngasse nearly 250 years ago.





## Falling in love with the city

How much better it is when relocating for work reasons if your new city is one you can fall in love with. In Bonn that usually happens before spring is out. The Facebook page “Places to see before you die” has listed Bonn’s Heerstrasse alongside such world wonders as the Great Barrier Reef, Golden Gate Bridge, the karst hills of Guilin and the dreamy beaches of the Seychelles. No doubt back in the late 1980s, when the city planners had [320 ornamental cherry trees](#) planted in the Old Town district, they didn’t foresee that. When they bloom in April, the buildings on the Heerstrasse and Breite Strasse are awash in a sea of thousands of lush pink blossoms. In Peterstrasse and Maxstrasse, the blossoms are of a lighter shade, bordering on white. That’s when bands are playing, and it’s a time of celebration for the people of Bonn. That will be the moment, if not before, that you fall in love with Bonn ●



## The experience of internationality

Guido Rasi, Executive Director of the European Medicines Agency, has said that the new EMA location should have a certain flair. To that I say: Our city is the quintessence of internationality. There's even an international Carnival club called the *UN Funken* (carnival majorettes) led by Princess *UNiversa*. That's what I call successful integration! The most international spot in the city would have to be the UN Campus in and around the *Langer Eugen* tower, the former parliament building. Internationalism is alive here on a smaller scale as well, such as in our eight international kindergartens. So too at our international schools, the most prominent of which is [Bonn International School](#), where children from 74 different countries learn from teachers from 17 countries ●



Bonn is a United Nations city, and a city uniting nations – like Bonn International School.



## The advantages of short distances

Bonn is a city of short distances. When I have an appointment in the city centre, the company car almost always stays parked at my offices at the Old Town Hall or City Hall. The central station, [the University at the Hofgarten](#), the Rhine ... almost everything is within walking distance, and we have a spacious pedestrian precinct. It goes without saying that we have a good public transport system which the experts from the EMA will be able to utilise at very low cost by obtaining special Job Ticket passes for commuters. And they can also quickly grab a bicycle during lunch break, as a city-wide bicycle rental system will be in place by the move date ●







Many of the city's roads lead to the Electoral Palace, now a university facility.



## A place for working and networking

Bonn has three key connecting bridges over the Rhine. And being connected in general is essential to Bonn's attractiveness as a place to work. Everything is close by, especially in the former government district where the EMA would be locating. The district has undergone a fundamental repurposing. A new district four kilometres long and 1,000 paces wide has grown up around the Rheinaue – Bonn's "Central Park". This has increased the number of [bars](#) and [restaurants](#) where people can meet up •





Confetti fun at Carnival in Bonn, with vibrant colours and happy people.



## Discovering *Lebensfreude*

Anyone moving to Bonn will soon realise that German-style conviviality and enjoyment of life must have their origins in the Rhineland. Those looking for company will seldom be sitting alone for long at one of the many street cafés around the Old Town Hall. Everything culminates at **Carnival** – and Bonn is a leading Carnival city in the Rhine region. Anyone who has been here between 11 November and Ash Wednesday will know what that entails. Eccentricity becomes the norm, with wigs and boas ... In Bonn we say we're in costume the rest of the year when we go out wearing our regular street clothes. On Rose Monday, 250,000 boisterous revellers come out in force, and the weather forecast is always for a rain of bonbons. It's a crash course in Rhine culture for many newcomers from abroad, which nearly everyone learns to cherish in time. For those it doesn't catch on with, there are still many quiet corners in Bonn, even during Carnival, so there's a place for everyone according to his or her taste ●

### INFO

The websites [www.nrw-tourism.com](http://www.nrw-tourism.com) and [www.bonn-region.de/en](http://www.bonn-region.de/en) present the region and the state from their best side. To explore the city, just get a Bonn Regio Welcome Card which combines bus, rail and museum passes with a host of discounts



## Starting a life

Bonn is a growing city that is guaranteed child-friendly. The latest statistics in fact confirm that it is one of the child-friendliest cities in all of Germany. More families with 3+ children live here than in any other German city with population of over 100,000. A good place for EMA kids thus awaits, with [special playgrounds](#) like the Treibhölzer on the banks of the Rhine and the brand-new giant swings in the Waldau. Not to mention the many cosy cafés catering specifically to families ●



## DISCLOSURES & CREDITS

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**FREUDE.  
JOIE.  
BONN.**

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Bonn puts the EMA at the centre of Europe. In the heart of one of the strongest economic regions, leading in research and healthcare. With the primary national drug approval authority as direct neighbour. With uncommonly high quality of life. Closer to Europe. Closer to Everyone. Closer to you ●



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The German application  
on the internet:

[www.closer-to-europe.eu](http://www.closer-to-europe.eu)

Bonn delivers on all points,  
providing a host of  
opportunities for the EMA