



Wirtschaftsförderung
Münster GmbH

A location brimming with good ideas

Münster – Open to Novelties



The changing face of Münster – uniquely liveable

City-Scape

Münster has that feel-good quality, owns a historic identity and is steeped in culture.

Its citizens exude a joie de vivre and appreciate the family-friendly atmosphere. As the historic venue of the „Westphalian Peace“, it is aware of its responsibility as a European twin city. Not only the Friedenssaal at the historical town hall has become a place to meet. The many museums

and sculptures in the urban area bring residents and visitors together.

Münster is more than a crime scene location and home to the fiction detective Wilsberg. It is a city with a very low crime rate – unless talking about the appropriation of bicycles. The truth is, television inspectors would be out of a job. People radiate Hanseatic politeness; the architecture is diverse.

Between the Hafen and the Prinzipalmarkt, Westphalian lifestyle communicates with a youthful zest for life. Regardless of age and preference, one can discover Münster for oneself. Baroque buildings and futuristic forms alternate in the smallest of space. Be it beach or brewery, Hansemahl or showroom – Münster is worth being explored in more ways than one.





City Talk

Münster is a renowned modern services and administration centre which is home to many important government agencies, insurance companies and banks. It has always been termed „Westphalia’s bureau“ with a touch of mockery. But Münster can also call itself with pride „Westphalia’s workbench“. After all, Münster is an industrial location, and a regional centre, international Hanseatic and trade city,

global sculptural space, highly valued Westphalian metropolis, popular future location and naturally, the „Climate Capital“. Which city can say this much about itself?

City Plan

Münster and its residents have the ambitious claim that economic, ecological, social and cultural aspects be considered simultaneously and equally. The title of „the most liveable city world-

wide“ by the environmental organisation of the United Nations (UNEP) underlines Münster’s ambitions for a sustained and integrated urban development.

City Stories

Münster owes its name and creation to the Frisian missionary Liudger, who in 793 founded a monastery („monasterium“ => Münster) on Münster’s river Aa and who was further respon-





sible for the laying of the foundation stone of St.-Paulus Dome. His missionary travel is crowned by success: In 1805, his parish is raised to the status of a diocese and Liudger is consecrated a bishop.

Today's build of the Dome is mainly a work dating to the 13th century. It took more than 40 years before the compact edifice was completed. Its architecture, with its massive westwork, basilica nave and the raised presbytery clearly indicates the threshold from Romantic to Gothic. The light sandstone is quarried in the nearby Baumbergen hills and thereafter becomes a characteristic construction material for Münster.

Münster becomes a Hanseatic City in the 14th century already. As of the 15th century, the trade city's significance as a „suburb“ of Westphalia's Hanseatic League is cemented. Münster remains to-date a member of the „International Hanseatic Union of the Modern Age“ and celebrates the Hanseatic Day every year.

In Osnabrück and Münster, the „Peace of Westphalia“ treaty is signed in 1648, which brings to an end the „Thirty Years' War“ and which is deemed the hour of birth of the Netherlands. The council chamber of the Gothic town hall, today's Friedenssaal, was an important negotiating venue.

City Planning

Münster has many faces that get along well and converse constantly with one another. The historic Münster and its Baroque buildings, such as the castle and the Erbdrostenhof, refer to more than 1200 years of city history. One man in particular is responsible for this: Johann Conrad Schlaun, the great Westphalian Baroque master builder.

Modern Münster changes constantly. The bold, unique concrete-glass design of the regional theatre created headlines around the world when it was completed in 1954. The „ship-shaped“ city library equally presents a stark contrast to Münster's classic architecture.





The newly-built, cutting-edge Münster Arcades and the diocese library testify to environs infused in history. The Stadthafen, the city's harbour district, reinvented itself through the structural change and now provides a plethora of space for offices, studios and of-the-moment restaurants.

The many construction cranes have become the city's unofficial hallmark. The investment volume for current building projects amounts to around Euro 500 million. Innovation ventures like the Stubengasse, Hanse Carré or Stadthafen I/II projects are an expression of the current change. New industrial estates such as the Hansa BusinessPark are about to see the first sod turned. Politicians, city planners and business promoters have created ideal outline conditions for future investment activities. The office market has been on a record-breaking course for years. Welcome to the „booming metropolis of Münster“!

City Strengths

Business, science and the City of Münster are aware of their role in paving the way for growth and innovation for the regional economic segment. In future, five competency fields (Health/Life Science, Medical Prevention, Geo Information, Surface Treatment with Paint/Varnish and Near-corporate Services) will specifically be promoted to strengthen Münster's profile – and therefore that of the entire Münsterland – within inter-regional locational competition.

City Population

The missionary Liudger was one of the first „city planners“ who rendered outstanding services to the City of Münster. After him, many honourable citizens put their stamp on the town. The city's space has thus been undergoing constant change.

Having made it to the 21st century, committed residents are still stepping up and applying themselves to the home location of their choice. Entrepreneurs and scientists invest in their business and hence in their town; employers and employees enthusiastically participate in public life; excellently qualified future executives later become envoys, and traditional companies with family ties maintain their historic roots. All of them make Münster liveable and unique.



The „Lord of the Buggies“ on historic paths

One might think that the nice gentleman in the picture is the proud head of a large family. Surrounded by throngs of buggies, he is pictured here on Prinzipalmarkt, in the heart of Münster.

Wilhelm Weischer, the „Lord of the Buggies“, has an eye on family and children not only for private reasons, but also for professional ones. His company, „BabyOne“, successfully specialises in baby layette and articles for infants. He chose the location of Münster because he appreciates the high quality of life and the family-minded orientation of the city. The „overall package“ is just right here. That starts with the selection of the location, continues with the outline conditions like local business tax ratings, and is rounded off by soft locational factors which are becoming increasingly important when wanting to recruit qualified employees.

Modern entrepreneurs appreciate the quality of life and the family-mindedness of the City of Münster.

If Wilhelm Weischer does not happen to tour Prinzipalmarkt with his pram, he enjoys the unique atmosphere of the inner city. Whereas many shopping precincts distinguish themselves by monotonous uniformity, the city, with its refined arcades and gabled houses, seems like a marvellous backdrop from a long-forgotten era. The old trading houses are an expression of the proud civism of Münster's merchant league. The inner-city retailers are fully aware of their roots and even

today celebrate the ancient traditions of the Hanseatic City of Münster on the „Day of the International Hanseatic League“ by arranging a fine table at which they treat citizens, visitors and friends to canapés and beer.

*Wilhelm Weischer,
owner and managing
director of BabyOne
GmbH, Münster*

Münster merges tradition with modernity in a very special way. Münster's Arcades, a much frequented shopping temple in the city's core, impressively reflect this ambivalent structure. Offering a view on Prinzipalmarkt, a modern mall has been created whose light sandstone façade leans on the historic houses in the vicinity. In addition to quality shops and boutiques on Prinzipalmarkt, the retail stores in the Ludgeristraße and Salzstraße pedestrian precincts offer a particularly diverse range of merchandise and fashion items.

Since a wonderful retail setting does not let an entrepreneur's heart skip a beat without a well-endowed catchment area, Wilhelm Weischer intentionally selected a region that holds a promising potential for the future. Spending power, sales and centrality indicators have been defining Münster for years as an attractive and strong-selling trade location which plays in the upper ranks of the Bundesliga. Münster as a regional centre benefits from a catchment area of 1.5 million people.

Wilhelm Weischer and his company are at home in the Lodenheide industrial estate. His property has sustained value, an optimum infrastructure and is easy to reach for customers by car and public transport. Since a love of children directly impacts his sales, he is highly satisfied with his pro-Münster decision.

What do BASF varnishes, Hengst filter systems and Brillux paint all have in common?

*Manuel Queigo,
industrial worker at
Armacell GmbH, the world
market leader for flexible
technical insulation*

They all originate in Münster. They are ambassadors of the city all around the world and stand for quality „made in Germany“.

Münster tends to be associated with industries like retailing and services. One speaks of „Westphalia's bureau“, and honours its ample landscape of universities. But Münster is also „Westphalia's workbench“.

*Münster is Westphalia's workbench
— more people are employed here in
the processing industry than in many
cities in the Ruhr district.*

Only few people know that Münster is the largest industrial location in North Westphalia. In Münster, more people are employed in the processing industry than in some cities of the Ruhr district. Every year, the industry generates sales in excess of Euro 3 billion. Münster scores compared to other cities with its direct connections to the A 1 and A 43 motorways, the IC/ICE railway node and the International Airport Münster/Osnabrück (FMO). The future region of Münster is given an additional boost with new industrial estates, such as the AirportPark FMO, or the Hansa BusinessPark.

Naturally, there are valid reasons why Münster is perceived less of a classic industrial city. And these reasons are too good to be true: Münster is a green city. With more than 350 ha of public green spaces and nature reserves, one can take off one's overalls on any corner in Münster – like Manuel Queigo – and relax in the sun.

Manuel Queigo is an industrial worker at Armacell, the world market leader for flexible technical insulations. In his free time he enjoys spending relaxing hours with his family on lake Aa. Those whose sense of lifestyle is similar to Manuel's will love the nearby recreational area.

Not only Manuel Queigo is a fan of lake Aa. The inner-city lake is popular with all age groups. The river Aa, Münster's small city river, accumulates here, creating a more than 40 ha-large lake located to the edge of the inner city that invites entire families to take extensive walks. The paths that stretch for kilometres around the lake are used daily for relaxation, fitness and meeting with friends.

Several attractions have settled along the banks and have become destinations of the „Professor Landois“ water bus. Passing the mariners, the boat chugs at hourly cycles across the lake and stops at various moorings. The Mühlenhof open air museum is equally a stop on this route, as is the all-weather zoo and the museum of natural history with its planetarium.

When Manuel Queigo entertains visitors from his home country, Portugal, his family and friends can choose from a wide range of accommodations facilities. More than 7,000 beds are available at 60 hotels and 15 training centres for visitors and congress guests. From four-star hotel to youth hostel, there is something for everyone's purse. Especially wellness lovers will appreciate the many hotels with their indoor pools, beauty salons and Ottoman steam baths, which are bound to make Manuel Queigo's visitors work up a sweat.





Cultural diversity and exciting contrasts

A fantastic backdrop, first-class gourmet cuisine and crazy artists every evening. Claudia Thermann works at the GOP-Variété theatre. The minute she started working in these marvellous surroundings, art and culture lastingly became an integral part of her life. She found a dream job that allows her to combine professional preferences with private ones.

A fantastic backdrop, first-class gourmet cuisine and crazy artists every evening. Claudia Thermann works at the GOP

The colourful diversity of cultural facilities in Münster is captivating - from boulevard to drama, from international large-scale event to independent art and theatre scene.

Variété theatre. The minute she started working in these marvellous surroundings, art and culture lastingly became an integral part of her life. She found a dream job that allows her to combine professional preferences with private ones.

The success of the GOP-Variété not only shows that culture enjoys a special status in Münster. One lives with it – every day. Walking through Münster, one accesses a showroom. Every ten years, lastly in 2007, Münster is the venue for the „sculpture projects münster“. The urban space is used by international artists as a project area to study the interaction between art, city and public. The contemporary sculptures partly stay for the public to see and thereby are lastingly integrated into the cityscape.

It is therefore not uncommon that Claudia Thermann enjoys a picnic on lake Aa in front of supersized pool balls, or looks at huge cherries while sitting in a café. Some sculptures, such as the „Giant Pool Balls“ by Claes Oldenburg, or the „Cherry Column“ by Thomas Schütte on Harsewinkelplatz, have reached the status of a city hallmark.

Since it occasionally rains in Münster, visiting an exhibition is highly recommended. Over 30 museums offer special insights into the city's cultural diversity. Outstanding exhibition venues include next to the „Westphalian State Museum for Art and Cultural History“, the „Graphic Museum Pablo Picasso“ which showcases a unique global collection of 780 lithographs by the Spanish master painter, as well as the „Exhibition Hall Contemporary Art Münster“ located on Kreativkai, which offers young experimenting artists a forum for developing visual arts.

Claudia Thermann is highly enthusiastic about the atmosphere of the multi-day „Showroom“. This „Festivity of Museums and Galleries in Münster“ transforms the city into a museum-scape which every citizen can emerge into until midnight, since many museums and galleries have their doors open until late. The inner yard of the town hall becomes a „Red Square“, with a red carpet and coloured illuminations, and forms the centre of the event. Next to live bands and DJ sets, culinary delicacies are also served there.

The GOP-Variété quickly became a fixed element of the theatre scene, which is highly diverse. The oldest private theatre in Germany is located on Kreativkai. The repertoire of the Wolfgang-Borchert theatre includes next to comedies and children's plays also dance and experimental theatre. The focus of the programme at the „Städtische Bühnen“ is music theatre, drama as well as youth and children's theatre. A lively and free theatre scene with many play stages such as the „Pumpenhaus“, ensures that even friends of boulevard and drama do not lose out.

The sculptural exhibitions of the past decades have contributed substantially towards Münster being considered a diverse and liveable city today. The sculptures, which back in 1977 caused quite a stir, in the meantime are greatly admired and valued by visitors and citizens alike. This, too, is a sign of the change that Münster has lived through, to become the colourful, modern and cosmopolitan city it is today.

*Claudia Thermann,
head of PR at GOP-Variété,
Münster*

Of Leezen, residential communities and other clichés

Nicole Fröhling, student of
Business Economics
and Said Hafouch,
student of Engineering
Sciences

The pictures have not yet been put up; the boxes are still unpacked: Nicole and Said have moved into their first joint flat. They are still studying and met – and fell in love – in the Dome city. Following a typical residential community career, they decided to move in together. The choice of their new home was not an easy one since Münster has many districts that offer a high quality of living. Be it Süd or Kreuz district, Angeldomde or Hilstrup – in Münster, every district has its very own charm.

In the end, they chose the Weißenburg settlement. A car-free settlement in the Geistviertel district with reasonable rents for homes that meet their needs to precision: Large, bright rooms, nice neighbours and a huge park in the vicinity.

Like many people in Münster they do not need a car for their daily routines, since the preferred means of transport is the bicycle.

Almost 1000 restaurants cater to every single wish. The car stays where it is. Bicycles are the preferred means of transport in Münster.

And bicycles are as visible in Münster as gondolas in Venice. Fast and secure cycling paths ensure a smooth flow of traffic. The inner-city car-free esplanade periphery along the historic city walls which encircles the inner city, acts as a hub for visitors from the city districts. Every point in the inner city can be conveniently reached. Cycling paths, cycling lights and sluices give the „Leeze“, an old Münster term for the bicycle, a prominent position in road transport. In Münster, people do not cycle because they have to, but because they want to.

Life in the Westphalian met is generally breath-taking since mobility and the drive to move are on the everyday agenda. Those used to working out in closed environments only will love Münster. In addition to numerous sports and fitness clubs,

the city lends itself as the most wonderful sports arena. On the esplanade, on the banks of the Dortmund-Ems canal or on lake Aa – everywhere, there are encounters with joyful runners, walkers or inline skaters. At the very most, cyclists training for the Münsterland Giro will be a cause of disruption.

And even when the evening sets in, a certain mobility emerges when the many different restaurants and pubs are frequented. Almost 1000 restaurant operations leave nothing to be desired. Westphalian specialities on the menu of, for example, the „Gasthaus Stuhlmacher“ or „Altes Gasthaus Leve“ are available, as is a more refined cuisine, which can be sampled at, for example, the „Ristorante Villa Medici“ or at the „Hotel Krautkrämer“, including exquisite wine lists.

Countless cafés, ice cream parlours and beer gardens generate a Mediterranean flair in the inner city. At the former petrol station „Café Gasolin“, nothing but latte macchiato goes in the tank. Nicole and Said sit during their seminar breaks on the sun terrace which affords a view onto the highly-frequented Aegidi Street, and people-watch. The „Marktcfé“ with a fabulous panorama of the Dome is the ultimate favourite meeting point to hook up with friends on Wednesdays and Saturdays after shopping on the market.

Come the evening, Nicole and Said also enjoy going to the locales of the Kuhviertel district. The student-filled district is marked by original pubs, cosy bars and fine restaurants. In addition to Münster's oldest student bar, the „Cavete“, where Benny Goodman and his crowd already jazzed it up, it is the „Blaues Haus“ with its „green pasta“ that enjoys particular popularity.

Seasonal highlights like the Christmas market, the Euro City Festival and the Send fun fair are not only favourites with Nicole and Said, but act as magnets for throngs of visitors from the whole of Germany and neighbouring countries. Those who do not enjoy going out in Münster are hopeless cases of couch potatoes!





Science and lifestyle delight in a charming encounter

Science determines life in Münster. There is the Westphalian Wilhelms University, which is the largest employer in the city, and a further seven colleges that impact day-to-day living; plus the 50,000 students who lower the average age and raise the educational level. Companies benefit from a pool of highly-trained employees.

The strength of Münster as a university location lies in the quality of research and theory and in the close dovetailing of science and commerce. The aim of all parties involved is to utilise the high scientific potential of the colleges for business and to shape Münster into a top technology location.

The successful networks at the university location of Münster are guarantors for a transfer of innovation and technology.

At the interfaces of the research and technology transfer, networks have formed, such as the Technology Initiative TIM and Bioanalytik Münster e.V.. For the future industries of information, nano and bio-technology, „playing fields“ such as the Centre for NanoTechnology (CeNTech), the Technologiehof and the Technologiepark are available for research by start-ups and established companies.

Dr. Antje Rötger's company „Carpegen“ is a fixed element in the innovation network. She patented the research findings from her studies and set up her own company. Carpegen is a biotechnology enterprise located in the Technologiehof which develops diagnostics methods with the aim of improving early recognition and therapy forms for infectious diseases.

As a wonderful side effect from these transfer processes, the essence of „Science“ acts like a rejuvenation elixir for the city. Not only do the students lend a lively face to Münster, even university employees and young academics integrate in perfect form into the cityscape. Especially during the summer months Münster seems like a huge campus. The banks of the Dortmund-Ems canal, the many beer gardens and the cafés in the inner city are then populated by young people.

Dr. Antje Rötger especially appreciates the Hafen district in Münster. The city's old harbour area – Stadthafen – distinctively demonstrates the structural changes of the past years. Former warehouses are now used as event and restaurant locations. Service providers, artists and restaurateurs have paved a highly promising way for this district into the 21st century. Kreativkai presents itself as Münster's latest showcase. In addition to studios, offices and cultural establishments, bars (e.g. „Watusi-Bar“), clubs (e.g. „Hot-Jazz-Club“) and in-scene restaurants (e.g. „Heaven“, „Café Med“) form a hip city district. Dr. Antje Rötger enjoys relaxing here on one of the many deckchairs and relishes the sunset on the „beach“, with sandy shorelines and palm trees, and a tasty Mojito in her hand.

Cinema lovers can admire right next door blockbuster shows of the highest technical presentation. The Cineplex cinema can seat up to 2700 people in its nine fully air-conditioned movie theatres. Those who, just like Dr. Antje Rötger prefer a little movie gem, are best served at the „Schlosstheater“ or at the „Cinema“ art house. This cinema is regularly honoured with awards for its outstanding annual movie programme. The Kreuzviertel district is home to the „Schlosstheater“, which is one of the oldest cinemas of the „Guild of German Cinematics“ and a listed building. The cinema scene also reflects Münster's interplay of identity and modern way of life.

*Dr. Antje Rötger, owner
and managing director of
Carpegen GmbH, Münster*

The Müllers brew their own beer – for the whole wide world

*The Müllers,
Pinkus Müller brewery,
Münster*

The Pinkus Müller brewery is now owned by the Müllers in its fifth generation. Barbara Müller and her husband, Friedhelm Langfeld, successfully steered this tranquil family-owned business into the new century. Of the 150 breweries which once were at home in Münster, only Pinkus Müller has remained. The cosy head office has been domiciled for more than 170 years on Rosenplatz in the Kuhviertel district. Its secret of success is not only a digestible and tasty product, but also to consistently use environmentally-friendly and ecological raw materials in production.

Münster still has many family-owned companies like that of the Müllers, which have successfully been in the market for centuries. This is also because Münsteraner, as native residents of Münster are called, like to tie their buying power to traditional values. A city without tradition is like a person without identity. The Pinkus brewery is one of these traditional companies which instil their identity in Münster. As a Münsteraner, one is proud of the product which has found admirers in as far away places as Sydney and San Francisco. Beer has become the local ambassador in a globalised and highly technical world. Family-owned companies such as Zumnorde, Schnitzler and Osthus are not interchangeable and have decidedly co-created the city's development over the past centuries.

Tradition, quality and Westphalian veggies also define the weekly market in Münster. For the Müllers, a must-go date. Every Wednesday and Saturday a market is staged against the fantastic backdrop of the more than 700-year old St.-Paulus Dome, and merges a unique atmosphere and culinary delights in an incomparable manner. The weekly market has become a central meeting point for the whole of Münster and for half of Westphalia, to shop, stroll and natter.

After the market, one tends to go shopping in the city. Since shopping with kids is great, but shopping without kids is even greater, the pedestrian precinct offers the possibility of leaving ones loved-ones at the Maxi Tower (townhouse tower) or at the Maxi Sand (huge sandpit).

During the school holidays, the children's office of the City of Münster organises numerous leisure activities for children, like an international summer camp or the „Atlantis“ holiday city in Wienburgpark, which every summer receives rave reviews from children aged 5 to 13. Bouncy castles, jungle gyms, streetball and beach volleyball courts, a go-cart course, greasepaint campaigns and water battles on a huge meadow create a colourful bustle.

Among the best of Münster's traditions, next to hospitality, rank family-friendliness and the broad range of schools, day care centres and kindergartens.

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Just like most pupils, the children of the Müllers enjoy going to school. Is this because of the broad range of schools, which individually cater to the skills of the children? Next to the classic schools there are Dutch and British schools, one Waldorf and one music school as well as further education facilities that offer evening classes for secondary and higher education qualifications. The supply rate of kindergartens is above 100%. Next to parent-children and play groups, there are many day care centres for children under the age of three.

The Müllers love to undertake extensive cycling tours with their children through the Münsterland. The 4000 km-long network of cycling routes, Münsterland's park landscape, tied to the many castles in the region, offers an abundance of highlights. If you decide to stay home, take a discovery trip through the Botanical Gardens at the Schloss. You will enjoy living in a city in which children are not considered a problem, but a precious treasure that needs to be supported.



Wirtschaftsförderung Münster – diverse portfolio from a single source

Not only for the managing director of BabyOne, Wilhelm Weischer, was the Wirtschaftsförderung Münster (WFM) the first contact partner when it came to obtaining advice on his location.

Be it for Münster-based businesses or external customers, the WFM is a customer-oriented service provider whose services are available to every entrepreneur, freelancer, or start-up company.

The strategic goal of the Wirtschaftsförderung is to position Münster as a leading business location in North Rhine Westphalia (NRW), by creating additional jobs through the development of existing potentials, new settlements and company formations. This equally includes measures that aim at securing existing jobs.

The further development of the economic realm of Münster is directly supported by public relations and marketing measures.

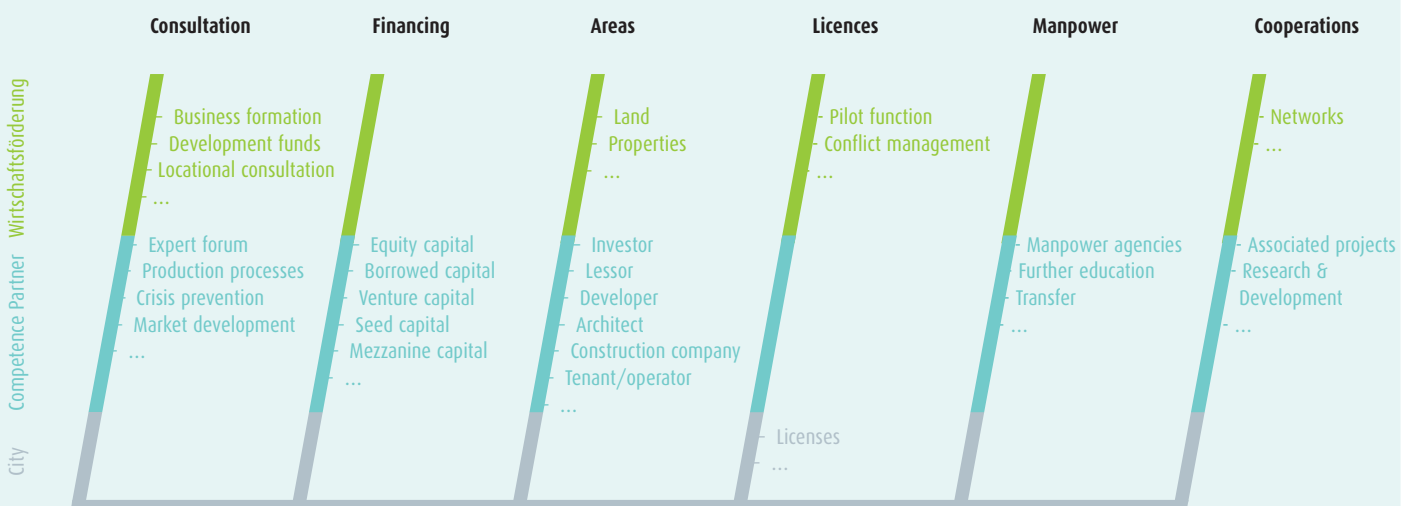
The organisation of projects and special events, such as trade fair presentations with municipal partnering companies and shared booths for the City of Münster, serves the purpose of promoting this location and its participants.

The core business includes the support and control of investment projects and their processes. The Wirtschaftsförderung Münster claims the status of a full-service agency, whose duty it is to offer all services requested by the customer from a single source, at an optimum quality, in an expedient and efficient manner. The service idea is to the fore in all decisions. For this reason, the WFM focuses on services for which it can claim market leadership. At the same time, external services are „bought in“ via reliable network partners that the market supplies at a more professional and reasonable scope. The WFM consultants work according to industry, support their customers from the very first contact until conclusion, and are in charge of the overall processes and networking.

The services portfolio includes an offer that is based on several pillars. The core business includes foundation, development and locational consultation for companies. Moreover, all phases of entrepreneurial investment projects are served by the portfolio. Next to questions relating to financing, the mediation of manpower and premises (land and property) is also included, as is the accompanying approval management.

The customer also benefits from co-operations supplied by an interdisciplinary network.

Six-pillar service system



What does a co-operation between Wirtschaftsförderung and customer precisely look like?

1. Let us assume that the fictitious company „Caiser Consulting“, which represents any company in this case, opts for Münster as its location. Firstly, one would congratulate the managing director on opting for the right city. In the next step, we would deal with the wishes of corporate management and carry out a comprehensive locational consultation.

2. Every venture commences with the search for an ideal property. Finding suitable premises is frequently a rather tedious task. The WFM markets its own land and mediates properties suitable for commercial purposes. The direct marketing of premises and buildings offers the benefit of a swift process from mediation to the signing of the lease, since all necessary process steps are handled by a single source.

3. If the customer already owns land, he may refer to the comprehensive network of Wirtschaftsförderung Münster to source suitable investors, architects and construction companies

for the property. Even when searching for potential lessees and operators, the owner can count on comprehensive support.

4. Competent consultants pilot the project quickly and routinely through the authorisation process by way of the WFM seeking contact with the specific authorities in the administration. If necessary, a round table comprising all parties involved is convened to advance the project.

5. When it comes to matters of financing, paths are indicated for available possibilities of drawing on subsidies and financing funds. Upon request, employees of Wirtschaftsförderung assume the role of the moderator between companies and capital lenders.

6. Once the location has been chosen and financing is completed, the business starts establishing itself in the market. Even during this difficult start-up phase the WFM supports its customers with direct public relations (e.g. press

conferences), by creating contacts with possible co-operation partners (e.g. universities, Münster Marketing, congress initiative Münster) and through the integration into existing network structures (e.g. founding round tables, Business Breakfast, technology initiatives).

7. The work of the Wirtschaftsförderung continues even after the owner moves into the new premises and following the start of the new business. New companies which do not have a previous history on site, urgently require qualified manpower. In these cases, we swiftly and without red tape establish contact with the Employment Agency and other personnel agencies. The WFM customer consultant is present during talks, to secure the success of the matter.

8. Last but not least, employees of Wirtschaftsförderung maintain contact with the customer during the months that follow, to ensure that the decision in favour of the location of Münster was the right one.





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