



Stadt  
Emsdetten



# EMSDETTEN

City with the highest  
quality of life





# WELCOME

Welcome to the City of Emsdetten,

it is a pleasure that you are willing to find out more about the City of Emsdetten. I hereby send my warmest greetings to all those who have recently moved here, hoping that you will make yourself at home. If you are currently visiting Emsdetten, I hope that you will have a pleasant stay here and that you will return again soon. If you plan to establish your own business, this brochure will set out many good and convincing reasons in favour of Emsdetten.

The chapter **LIFESTYLE** includes information on all types of accommodation, education and childcare services as well as useful hints on leisure activities. Emsdetten is home to several sports clubs and cultural organisations. With its various shops and premium boutiques, the modern city centre attracts numerous visitors from the surrounding areas of Emsdetten. The nature reserves Emsdettener Venn, Emsauen and the beautiful city park with its zoological garden invite you to relax and break away from your daily routine.

The chapter **LIFESTYLE** will also keep you informed about all the activities of the City of Emsdetten in the fields of environmental protection, citizen participation and twinning agreements with other cities. Last but not least, you will also gather some useful information about the history of Emsdetten.

The chapter **ECONOMY** gives you some interesting facts and figures about Emsdetten's residential and commercial areas. The business department "ServiceCenter Wirtschaft" is the key contact for all entrepreneurs and it features a wide range of facilities and projects to boost the economy and a business network for local companies.

This brochure shall help you to get along in Emsdetten. For any further information, please contact the municipal administration staff of the Stadtverwaltung Emsdetten, who will be happy to help you. You may also visit the official website of the City of Emsdetten via [www.emsdetten.de](http://www.emsdetten.de), which will provide you with further useful hints and recommendations.

I invite you to get to know and love Emsdetten. Come and convince yourself of the city's high degree of liveability – for people of all ages!

Warm regards

Georg Moenikes

Mayor



Come and convince yourself of Emsdetten's high degree of liveability and its powerful economy that offers global products! — For people of all ages!

Georg Moenikes | Mayor of the City of Emsdetten



ECONOMY  
**LIFESTYLE**



## ECONOMY

The emerging City of Emsdetten

ECONOMY  
LIFESTYLE



# ECONOMY

## Emsdetten – a young aspiring city in Münsterland

Emsdetten is a young city, because it was not before 1938 that the city, with its around 17,000 inhabitants back then, gained city rights. There are currently 36,664 inhabitants living in Emsdetten, among them 18,218 male and 18,446 female citizens (source: City of Emsdetten, as of 31-12-2016).

Emsdetten is located in Steinfurt district and Münsterland region in North Rhine-Westphalia. Global players are located here; a well-developed infrastructure, extensive education, care, and leisure activities make Emsdetten an attractive city that features both excellent business and housing opportunities. Located in the northern part of Münsterland region, Emsdetten is approximately 30 km away from the university city of Münster. The total surface of the city area (including the urban districts Hembergen and Sinnigen) is 72 km<sup>2</sup>. 17.3 % of the total surface consists in building and commercial areas, 6.6 % in traffic areas and 76.2 % in grasslands, farmlands, woodlands and water surfaces, recreation areas and other. (source: IT.nrw, 31-12-2015).

## Emsdetten creates jobs

There are 14,486 employees contributing to the social security system (as of 30-06-2016); a majority of them is employed in the textile, metal and plastic processing industry. It is worthwhile noting that there has been a considerable transfer of jobs from the production industry to the service sector.



I enjoy living in Emsdetten, because it offers everything I need: a job, great infrastructure and adequate living space for myself and my family.

Katharina Hövels |  
Resident of the City  
of Emsdetten



Numbers. Data. Facts.  
Emsdetten – a business location  
with a promising future

ECONOMY

Numer. Data. Facts.

LIFESTYLE



The business award "Emsdettener Unternehmenspreis" honours the outstanding achievements of excellent companies in Emsdetten.

## Emsdetten – an attractive place to work

Emsdetten offers enough jobs to its own citizens and to the residents of the surrounding cities and towns. Emsdetten's various companies - being active in different industries and exporting their products all around the globe - have a high labour demand. More than 39 % of all workers are employed in the manufacturing sector. Service is the second-largest sector with a continuously rising number of employees.

## Emsdetten focuses on diversity

It is first and foremost this combination of various industries which made the economy of Emsdetten so powerful that it was able to persist in times of economic crises. By focusing on niche products, the textile industry found a way to sustain its position. The plastic and metal processing industry created extraordinary, consumer-friendly products of international reputation. The list of Emsdetten's hidden champions is quite long!

According to a ranking of the medium "Die deutsche Wirtschaft", Emsdetten ranks in the year 2017 among the TOP 100 locations for medium-sized companies offering excellent conditions for business success.

# EMSDETTEL

A cosmopolitan  
business city



## Economy in Emsdetten.

Many products are developed and produced in Emsdetten.

Great employers attract qualified experts!

## Emsdetten promotes experts

In close cooperation with local businesses, secondary schools, the job centre and the town of Saerbeck, the City of Emsdetten holds the annual "Woche der Ausbildung" [Week of education] based on an extraordinary concept. On several events, students of different schools and their parents have the opportunity to get in touch with local businesses, job-specific activities and to receive first-hand information about all kinds of different apprenticeships and dual study courses.

Speed dating is a great opportunity to establish initial contacts between personnel managers and future trainees.

## Emsdetten promotes networks

Emsdetten supports extraordinary networking via two other projects. The FORUM "wir unternehmen was!" [FORUM "we'll work it out!"] offers several opportunities for a regular exchange of ideas to more than 800 local businesses: Business breakfast, Großes FORUM! [Great FORUM!], FORUM! on tour, FORUM@work and FORUM!-Projekte [FORUM!-projects]. For all information please visit [www.unternehmensforum-emsdetten.de](http://www.unternehmensforum-emsdetten.de). Networking for young experts, who work in the region, is provided by businesshelden, a joint initiative between the cities of Rheine, Greven and Ochtrup.

The association "Emsdetten.einfach.machen e.V." [Emsdetten.makes.it.simple], which consists of the municipal administration, a number of leading companies and banks, jointly promotes the business location of Emsdetten.

**Low unemployment rate**

**Emsdetten features a relatively low unemployment rate of 4,0 % within the region.**

**Compared to:**

**Steinfurt district 4,3 %**

**Münsterland 4,3 %**

**NRW 7,3 %**

**Germany 5,5 %**

**(as of 30-06-2017).**



**„Woche der Ausbildung“  
[Week of education] in Emsdetten.**



**ECONOMY  
Numbers. Data. Facts.  
LIFESTYLE**



## Emsdetten and the money

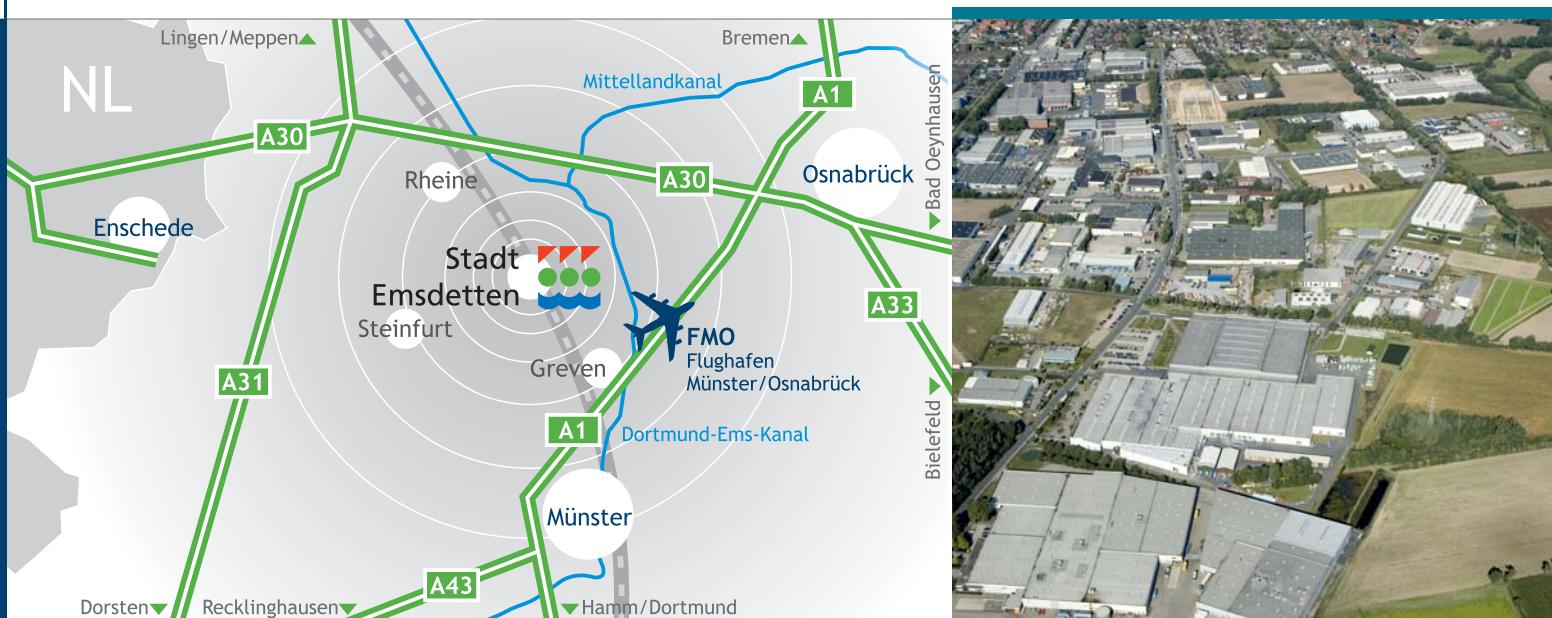
Real tax rates in Emsdetten are at 251 % (basic control A), 495 % (real estate tax B) and the trade tax rate is at 450 % (in 2017).

With tax revenues amounting to € 1,064.02 per inhabitant, Emsdetten reaches an adequate position among the 24 municipalities in Steinfurt district. 1.468 VAT-registered enterprises generated total tax revenues of € 2.28 billion in 2015\*. This corresponds to an increase of 12 % compared to 2014.

\*latest data available

## Emsdetten attracts!

Emsdetten is an attractive city for visitors: 18,244 guests stayed overnight, including nearly 9 % from abroad, for an average period of 1.8 days. Emsdetten can be accessed via the autobahns A1, A31 or A30. The train station, which is located in the centre of Emsdetten, grants access to the federal railroad track Hamm-Münster-Rheine. The Dortmund-Ems Canal is 14 km and the International Airport Münster/Osnabrück (FMO) is 12 km away.





# ECONOMY



## FORUM „wir unternehmen was!“ [FORUM „we'll work it out!“]

The FORUM „wir unternehmen was!“ offers regular and close exchange programmes to local companies. In the year 2000, the City of Emsdetten, the bank Verbundsparkasse Emsdetten-Ochtrup, the corporation artos AktivMarketing GbR and the newspaper Emsdettener Volkszeitung initiated a platform to entrepreneurs for a strong community and successful business location. This initiative is based on three columns: „FORUM! für alle“ [FORUM! for all], FORUM@work and several „FORUM!-Projekte“ [FORUM!-projects].

### FORUM@work

On the one hand, FORUM@work enables entrepreneurs and managing directors of small enterprises and freelancers based in Emsdetten to visit other small enterprises and to gain an insight into their business processes on four different tours per year. On the other hand, the hosting enterprises will have the opportunity to introduce their businesses to the public. In order to allow a close and individual exchange of views and ideas, the maximum amount of participants per tour will be limited to 25 persons.



Me and my team are keen to strengthen the FORUM!, as I would like to offer a platform allowing business players to connect and enabling business corporations and administrative organisations to hold discussions and to learn from each other.

Georg Moenikes | Mayor of the City of Emsdetten



FORUM  
„wir unternehmen was!“  
[FORUM  
„we'll work it out!“]

Monthly business reports  
in the newspaper  
Emsdettener Volkszeitung



## A network for companies

Two formats – the „Große FORUM!“ [Great FORUM!] and „Business breakfast“ – create a network for all local companies, from small enterprises to internationally operating companies, including all business types and industries. This network allows establishing business cooperations and joint projects. An improved organisational management and exchange of information shall help to create synergy effects between companies. Several events give the possibility to get in touch with agents and representatives from business institutions.

### FORUM! business breakfast

The initiative regularly organises the event Great FORUM! once a year. An evening programme will be held at a selected company from Emsdetten or its surrounding areas. This programme includes a company visit and expert lectures on economy-related issues. A come-together gives the chance to exchange experiences and ideas.

A business breakfast for entrepreneurs is arranged in the atrium of Stroetmanns Fabrik [Stroetmann's factory], generally on Tuesdays from 8:30 am, five times per year. In addition to a joint get-together and an exchange of ideas in a relaxed atmosphere, there will be some keynote speeches and information reports on recent economy-related developments.



Networking  
during business breakfast.



Company visits  
are generally well-received  
among business representatives!



An insight into company processes:  
Networking event Great FORUM!

## Room for new projects

The initiative FORUM! hosts several projects. There are always fresh ideas and new activities. A majority of them are part of the standard portfolio; however, there is always room for new projects which increase the amount of offers and address current topics.

## Room for presentations

There has been a business yearbook for several ideas. This bound edition is published once every two years. It serves as a presentation platform for local companies from Emsdetten. With an edition of 5,000 copies, the business yearbook includes more detailed information than the yellow pages, as it issues specific facts about various companies, also telling readers which professional apprenticeship or training is offered by which company. A newsletter, sent to more than 800 registered entrepreneurs from time to time, keeps subscribers up-to-date in terms of innovations and events and gives helpful hints and advice. Another project is the news column "Unternehmensgeschichten" [business stories], published in the newspaper Emsdettener Volkszeitung, which deals with business stories. Readers who are interested to tell their story may publish it in the local news once a month on Fridays. The FORUM! also awards companies for their extraordinary commitment, performs educational tours and company visits and is socially committed, e. g. by sponsoring the food project „Emsdettener Tafel“.

**The business yearbook is far more detailed than the regular yellow pages, as it includes short company portraits of Emsdetten's enterprises.**



### FORUM!-structure:

Column 1	Column 2	Column 3
<b>FORUM! for all</b> <ul style="list-style-type: none"> <li>▪ Great FORUM!</li> <li>▪ business breakfast</li> <li>▪ FORUM! on tour</li> </ul>	<b>FORUM@work</b> <ul style="list-style-type: none"> <li>◆ visiting small companies</li> <li>▪ exchange of ideas in small groups (a maximum of 25 people)</li> </ul>	<b>FORUM! projects</b> <ul style="list-style-type: none"> <li>◆ business yearbooks (once every two years)</li> <li>▪ newsletter</li> <li>▪ business stories</li> <li>▪ company awards</li> <li>▪ workshop for company founders, if requested</li> </ul>



**Administration and organisation by the initiators.**



**EMSDETEN**

A cosmopolitan  
business city



### Contact

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Fax: (0 25 72) 922-199  
E-mail: wirtschaft@emsdetten.de

[www.unternehmensforum-emsdetten.de](http://www.unternehmensforum-emsdetten.de)

### The initiators

Stadt  
Emsdetten

**ARTOS**  
AKTIVMARKETING

VerbundSparkasse  
Emsdetten-Ochtrup

**Emsdettener  
Volkszeitung**



FORUM! on tour  
in Hengelo



**Handwerker  
GewerbePark  
Emsdetten**  
*...eine gute Adresse*



Stadt  
Emsdetten



# BUSINESS

## Emsdetten creates new business areas

Enterprises that are keen to expand in Emsdetten will be welcomed with open arms. The City of Emsdetten applies a strategic management for commercial areas in order to provide enough commercial and industrial areas in different spots. For an anticipatory planning, the expansion perspectives of each company are taken into consideration and, among others, secured by option rights. The current supply of business areas includes the commercial area West-Nord (Lange Water, Hülsmöllerweg), the industrial area Industriegebiet Süd and the commercial area HandwerkerGewerbePark. The industrial area Industriegebiet Süd will be expanded, with business areas commercialized from 2017. Due to the extent of development measures, there are different potential plots of individual sizes, according to the specific demand of the relevant company. Between 2010 and 2016, an annual average of 34,000 m<sup>2</sup> of commercial areas was sold. Sales prices are at € 15 per square metre in the industrial area Industriegebiet Süd, at € 28 in the commercial area HandwerkerGewerbePark und in the commercial area Gewerbegebiet West-Nord at € 39.50 – including development costs. In some parts of the commercial area Gewerbegebiet West, there is the possibility to build apartments for operation managers.

Expansion of the industrial  
area Industriegebiet Süd...



Industrial area Industriegebiet Süd – portfolio	>>> >>>	106.000 m <sup>2</sup>
Industrial area Industriegebiet Süd – expansion from 2017	>>> >>>	205.000 m <sup>2</sup>
Commercial area HandwerkerGewerbePark	>>> >>>	4.900 m <sup>2</sup>
Commercial area Gewerbegebiet West-Nord	>>> >>>	16.000 m <sup>2</sup>

◀ rounded size of available areas  
incl. reservations/options  
(as of 31-12-2016)



Commercial areas and  
Broadband technology  
Emsdetten enables development

ECONOMY

Commercial areas and Broadband technology

LIFESTYLE



FIBER 2 home

## MIT GLASFASER-HIGHSPEED DURCH EMSDETEN!

Entscheiden Sie sich jetzt für Internet mit Lichtgeschwindigkeit.



VDSL 4 me

## WIR VERBINDEM SIE MIT DEM NETZ. SCHNELL ZUVERLÄSSIG. VOR ORT.

Das neue VDSL4me flächendeckend und ohne Drosselung.



Ein Produkt der  
TKRZ

## Emsdetten connects

A few years ago, Emsdetten started implementing the right measures at the right time by connecting industrial and commercial areas to fibre networks. In 2010, € 300,000 was provided from the stimulus package Konjunkturpaket II in order to expand broadband technology in Emsdetten. The local provider Stadtwerke Emsdetten GmbH acquired additional expertise via its affiliate tkrz Stadtwerke GmbH and provided its own data centre and broadband junction. Since then, large parts of the city area, the industrial area and the commercial areas have been connected to the broadband network; all companies can be connected to the fibre network at reasonable conditions. Any connection to the fibre network ensures the supply to homes („ftth“ = fibre to the home) and the tkrz-product „VDSL 4 me“ ensures the supply of fast VDSL-technology to large parts of the city area. Its special feature is the modern Vectoring-technology which enables a broadband speed of up to 100 mbit/s during downloads. By means of funds and based on a study, which was funded as well, around € 2 million will be invested to supply fast internet to the outskirts and to put an end to the undersupply situation.

Since September 2015, Emsdetten also features a public wireless network within the area of the city centre. It expands continuously, also covering the area around the outdoor swimming pool Waldfreibad and the event centre EMS-Halle/Stroetmanns Fabrik. This service is free of charge and it is provided by the local provider Stadtwerke Emsdetten and tkrz in cooperation with the company Hotsplots, the organisation EMSIG e.V. and the City of Emsdetten.



Launch of free wireless network during breakfast in the city centre.



## LIFESTYLE

(Re)experience Emsdetten

LIFESTYLE  
ECONOMY



## LIFESTYLE

### Emsdetten is an attractive place to live

Living in Emsdetten means to live both close to the city centre and to the countryside. Here, the dream of your own house for you and your family becomes true. The City of Emsdetten offers favourable building sites in attractive residential areas to young families with short distances to child care facilities, schools and the city centre via walkways and cycle tracks. Elderly people who rely on more or less intensive support in everyday life will make themselves at home in one of the various centrally located nursing homes or sheltered housing areas or may enjoy each others' company in innovative, intergenerational residential units. Social facilities and several health offers make Emsdetten an attractive place to live.

### Emsdetten offers education and childcare

Emsdetten offers various educational and childcare services. There are 18 day care facilities for children and various childcare centres. More than 130 children are supervised by more than 40 qualified educators.

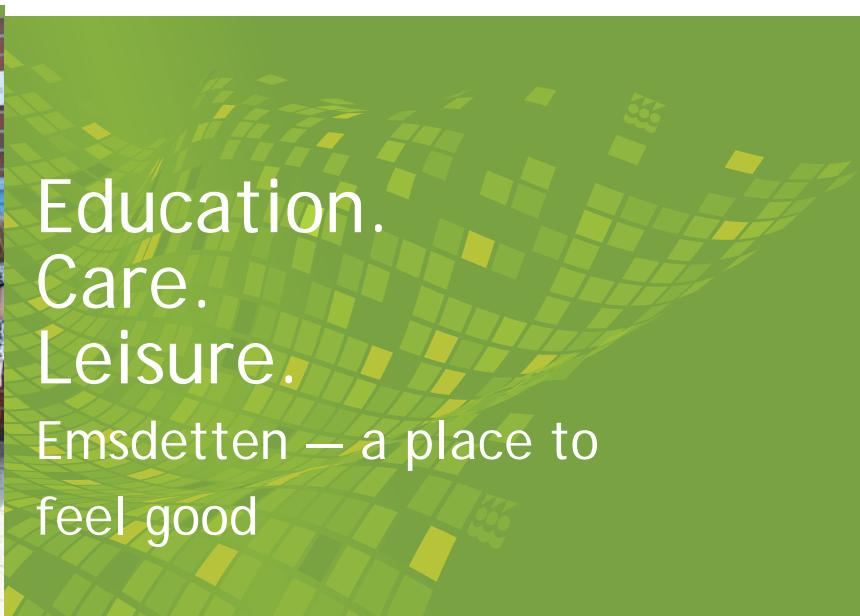
Emsdetten has got several elementary schools, a grammar school, two secondary schools, a modern school and a school for children with learning difficulties.

Besides bounded or open all-day care facilities, schools provide different demand-related childcare services to attend children before and after class. There is also a Steinfurt district vocational college focused on business subjects, an adult education centre, a conservatoire, the city library and a very diversified offer of different sports activities.



The infrastructure in Emsdetten leaves nothing to be desired. People of all ages can live together. There are leisure and cultural activities for everyone! Above all, the social commitment in Emsdetten deserves particular appreciation!

Robert Erndt | Resident of the City of Emsdetten



LIFESTYLE

Education. Care. Leisure.

ECONOMY



The central idea of our library:  
An open space – open to everyone  
and open to individual needs of  
readership and information that  
can be fulfilled by offering all kinds  
of media formats!  
Our library is a public non-profit  
institution dedicated to all visitors  
who are willing to learn and  
communicate in a relaxed  
atmosphere!

Susanne Töpke | Head of the  
city library of Emsdetten

## Emsdetten creates leisure activities

Emsdetten offers many cultural, sports and leisure activities.

More than 200 clubs invite you to pursue your personal interests along with other people and to make friends.

Numerous sports facilities, an indoor and outdoor pool, a running track and the Ems as an area for water sports allow you to perform your favourite leisure activities.

For its young citizens, the City of Emsdetten offers a large number of playgrounds and sports fields, a skate park and a variety of youth organisations.

The city library houses more than 50,000 media, education, learning and entertainment facilities and it is also the meeting point for all kinds of different age groups.

The nature reserves Emsdettener Venn, Emsauen and, in particular, the city park with its zoological garden are popular among families and invite to relax and let your spirits flow.

In 2014, the city park was thoroughly reshaped. The latest attraction is the diversified barefoot path created from scratch over a distance of nearly one kilometre.

## Emsdetten provides arts and culture

The diversity of events and cultural activities in Emsdetten is without comparison. The event centres Stroetmanns Fabrik and EMS-HALLE have become forums for social and cultural activities that enjoy popularity among all social classes in Emsdetten.

Cultural events generally attract people from the surrounding areas of Emsdetten.





Basket weavers  
around 1950

Weaving plant Stroetmann  
1960s

## The changing economy of Emsdetten

Until the 19th century, Emsdetten's economy was dominated by basket craftsmen and linen weavers. The inauguration of the railway line Münster-Rheine-Emden in June 1856 set an important milestone during the industrial development of Emsdetten. In the 1950s Emsdetten became the West German centre for jute products.

Substantial changes in the entire textile industry had a significant influence on the general production portfolio of the companies in Emsdetten. Plastic and metal processing emerged as new industries. In addition to the manufacturing sector, trade, hotels and restaurants, transport and services have recently become more and more commercially relevant.

## Emsdetten's city centre

The city centre of Emsdetten is not only a cluster for tradespeople, but also for events that drive people from the surrounding areas into this city on the banks of the river Ems. Until 2010, the city centre of Emsdetten had been fundamentally redesigned and enhanced. Local owner-managed retailers invite you to go on a shopping tour and lean back and relax afterwards in one of the various bars and restaurants.

In the course of the current process, all relevant businesspeople in the city centre work closely together to shape up and maintain the beauty of the downtown area for future generations. In this context, new shopping opportunities shall be created at new locations and the service of any existing offer shall be improved.



„The basket slider“  
by Herbert Daubenspeck  
in the city centre



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Stadt  
Emsdetten



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