

**SMART**  
METROPOLIS

# STUTTGART

INNOVATIVE METROPOLITAN REGION WITH MANY FACES

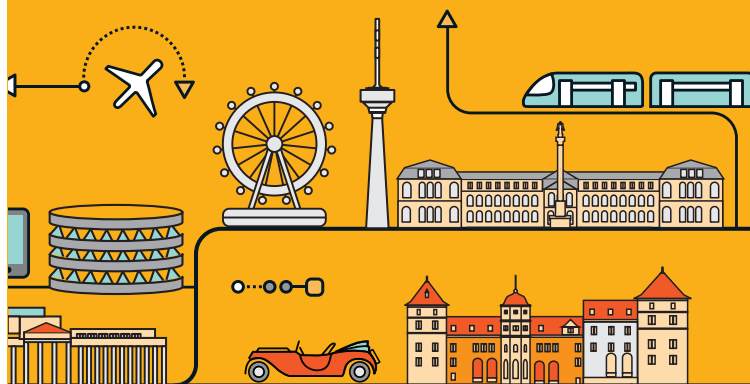


**BNP PARIBAS**  
**REAL ESTATE**

Real Estate  
for a changing  
world

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## STUTTGART SETS THE TONE

In a setting characterised by vineyards which reach into the city, the Wilhelma zoo and botanical garden and a wealth of parks, Stuttgart is one of the greenest cities in Germany. And one of the sunniest, too. This is one of the warmest regions in Germany - and an innovation hotspot to boot. Stuttgart has a long track record as a pioneering city - the first pedestrian zone with greenery in 1953 or the first petrol-powered automobile in 1886 representing just two examples. The capital of Baden-Württemberg with its population of just under 635,000 is rightly proud of its history. Far from resting on its laurels, however, Stuttgart is actively involved in shaping the future. Stuttgart has more patent applications to its name than any other city.

The levels of investment in research and development are virtually without parallel in any other region anywhere in Europe. Thanks to its mechanical engineering, automotive and real estate sectors, the Stuttgart metropolitan area boasts the most powerful economy anywhere in Germany - ahead of Munich and Frankfurt/Main. Major developments such as Stuttgart 21 bring the city to the fore in the international arena, too. Not to mention numerous initiatives and projects in the fields of electric mobility and sustainability, leading universities, a wealth of excellent science and research enterprises and a booming start-up scene. There's barely a sector in which Stuttgart is not leading the way.

# STUTTGART SMART Metropolis

## Age structure of inhabitants

0-18 years	18-30 years	30-45 years	45-60 years	60-65 years	65-75 years	+75 years
15 %	18 %	24 %	20 %	5 %	8 %	10 %



**+52,000 inhabitants**  
in the last 20 years

**6<sup>th</sup>** biggest city  
in Germany

**GDP: +0.1 %**  
**in 2019**

(Baden-Württemberg)

Employment: **+2.2 %**  
(workplace Stuttgart) in 2019  
compared to the previous year





**STUTTGART HAS BEEN ONE OF GERMANY'S STRONGEST ECONOMIC REGIONS FOR YEARS. THE STATE OF BADEN-WÜRTTEMBERG AND THE STUTTGART REGION ARE AMONG GERMANY'S BIGGEST AND MOST IMPORTANT ECONOMIC LOCATIONS.**

Mercedes, Porsche, Bosch – it is still the big names from the automotive and engineering industries that make the region the strongest metropolitan region in terms of exports, securing jobs and creating new ones. However, it is not only the global players, but above all the small and medium-sized enterprises (suppliers, service providers, IT and software companies such as Mahle, Mann+Hummel, Vector Informatik and Trumpf) that form the backbone of the region. They, their innovative capability and international competitiveness in the age of Industry 4.0 are attracting the attention of an increasing number of exciting start-ups and numerous initiatives and projects which support them and make them fit for the industrial future. Stuttgart's diverse finance sector with stock market, banks, insurance companies and other financial service providers is also growing in importance.

## MORE THAN A "MOTOR TOWN" — STUTTGART'S INNOVATIVE COMPANIES

The Stuttgart region is home to a vast spectrum of companies, from IT firms of the likes of Vector Informatik to pharmaceuticals groups such as McKesson. The latter has received the "Mobil.Pro. Fit" certificate for the sustainable mobility concept which it has introduced for its employees. Vector Informatik is involved in the "Gründermotor" start-up programme, which aims to close the gap between entrepreneurs, higher education institutions and private enterprise and has already been staged three times with success.

<https://gruendermotor.io>

## JOBS BY INDUSTRY JUNE 2020



Services (not including retail) **62 %**  
Manufacturing **19 %**  
Retail, transport, hotels and restaurants **14 %**  
Construction **4 %**  
Others **1 %**



## ICT FIRMS Stuttgart

**31,616 employees in June 2020**  
**+28 % since June 2015**  
**+2 % since June 2019**



## STUTT GART IS A DIGITAL HUB

**IN 2017 STUTT GART WAS DESIGNATED ONE OF TWELVE DIGITAL HUBS IN GERMANY BY THE FEDERAL MINISTRY FOR ECONOMIC AFFAIRS.**

In the hubs young start-ups, established companies and excellent academic institutions team up in order to create digital innovation together, speed up innovation processes in individual sectors and drive forward the digital transformation. Stuttgart submitted its application under the motto "driving.future.industries". Building on its strengths, the city wants to facilitate the emergence of the new leading industries of the future (among others mobility, smart products, Industry 4.0).



**Robert Paul**  
@BNP Paribas Real Estate

Stuttgart is so much more than the heart of Germany's automotive industry! But we Swabian's are not so savvy when it comes to marketing ourselves, settling rather for our proverbial "industrious" image. As a real estate service provider, the onus is on us to promote Stuttgart as a smart city - in which the established companies are continually evolving in line with Industry 4.0, for example. This is also an open-minded region which is renowned for its innovations: Our start-ups spawn patents and developments which are willingly bought by the major players and in turn become part of the latter's cutting-edge armouries.

STUTT GART SMART METROPOLIS

### About BNP Paribas Real Estate:

- An overarching vision and close knowledge of local markets in the service of real estate projects in Europe: build, buy, sell, rent, invest, value, appraise, manage and be advised.
- Established in 30 countries
- 5,400 employees

Source: [www.realestate.bnpparibas.de](http://www.realestate.bnpparibas.de) 2021

#### AUTOMOTIVE INDUSTRY:



**118,000 employees**  
Manufacturers and direct suppliers

**14.1** % of total turnover throughout the industry is generated in the Stuttgart region

#### ENGINEERING:



**77,000 employees**

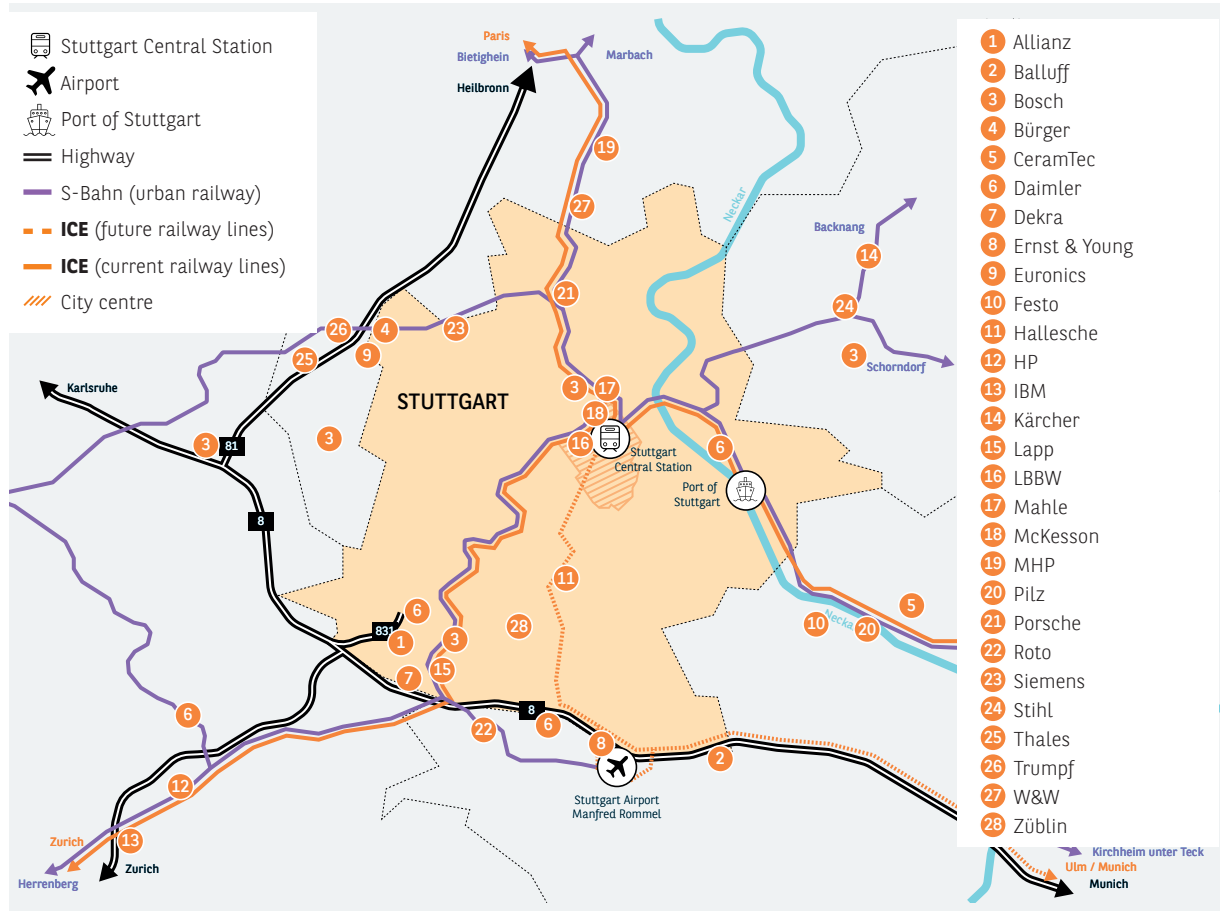


**2<sup>nd</sup>** most important employer in the Stuttgart region

Source: Institut für Angewandte Wirtschaftsforschung e.V. 2018

## MAJOR CITY WITH AN IDEAL INFRASTRUCTURE AND CARBON-NEUTRAL AMBITIONS

[STUTTGART SMART METROPOLIS]



Source: Obea Communication 2018

**RANKED 8<sup>TH</sup>**  
among Germany's  
international  
**commercial  
airports**



In 2019 more than  
**142,000 flight  
movements**



**ICE** -   
**direct connection**



**Paris**  
in **3h10**



**Frankfurt**  
in **1h30**



**A8 and A 81**

connect Stuttgart to all major  
European business centres

Source: Arbeitsgemeinschaft Deutscher Verkehrsflughäfen (ADV) 2021

Source: Deutsche Bahn, Landeshauptstadt Stuttgart 2021



## STUTT GART AS GERMANY'S FIRST CARBON-NEUTRAL CITY

By 2050, the capital of the German federal state of Baden-Württemberg is aiming to cut its greenhouse gas emissions by 95 per cent (based on the figures for 1990) and to halve its final energy consumption. In other words, Stuttgart is set on attaining carbon neutrality. To this end, all new and refurbished municipal buildings are to comply with co2-neutral standards. In addition, new municipal buildings of up to two full storeys in height are to take the form of timber or hybrid timber constructions. Where concrete is used, it is to consist of at least 30 per cent recycled concrete. Stuttgart Airport is also to be entirely carbon-neutral by 2050. Stuttgart has already been declared a "carbon-neutral trade fair venue". This undertaking, which is without parallel anywhere in Germany, highlights Stuttgart's pioneering role in climate protection at local government level.



## A city on two wheels



Traditionally Germany's archetypal "motor town", Stuttgart is being reinvented as a cyclist's paradise. The future goal is for bicycles to account for up to 20 per cent of the total traffic in the city. The cycle network is being expanded and work is in progress on new services in pursuit of this aim. Since 2011, for example, a fleet of electrically assisted hire bikes has been available on a scale unmatched anywhere else in Germany.

Number of commuters in  
2019

← 257,924  
→ 97,310



180 km of  
cycle paths

The share of cycle  
traffic is expected  
to increase from

5 % to 20 %  
in future



1



## NeckarPark urban quarter

A modern new urban quarter which goes by the name of NeckarPark is under development over an area of 22 hectares at the site of the former freight station in Bad Cannstatt. The site was originally acquired in connection with the 2012 Olympic Games. Following Germany's failure to secure the Games, the area now offers space for a new neighbourhood dedicated to a variety of usages. From 2021, it will be home to more than 2,000 people. In addition to 850 homes, there are also plans for business premises, parks, plazas and roads. Veielbrunnenpark was opened back in 2017, covering an area of 10,000 square metres. As the new district's «green lung», it has plenty to offer for people of all ages. Marga-von-Etzdorf-Platz will form a more "metropolitan" counterpoint to Veielbrunnenpark. A traffic-free urban area is planned, boasting plenty of trees, a fountain and a boules court. In addition to its park, housing and work premises, the NeckarPark district will also accommodate an aquatics centre and a hotel with some 244 rooms.

2



## Stuttgart 21

This is one of Germany's biggest and most contentious construction projects: the moving of Stuttgart railway station below ground and the reorganisation of the city's rail traffic. Two of the biggest advantages are the connection of the airport to the long-distance transportation network and the shortened journey time on the Munich-Paris route due to the development of the Stuttgart-Ulm section. On the site of the former railway facilities an area of approx. 100 hectares will become available. A unique opportunity for innovative urban development concepts.







3



## Stuttgart's Cultural Mile

The B14 owes its nickname "cultural mile" to the important cultural buildings which line it, from the state parliament to the opera. The city of Stuttgart has been discussing this prominent road for decades. The eight- to ten-lane architectural eyesore will disappear together with the traffic and the area will be opened up to pedestrians.

4



## Böblingen Airport

Böblingen-Sindelfingen Airport is one of the biggest urban development projects in southern Germany. High-quality service, commercial and living space is being built on a site of 80 hectares. By 2025 around 7,000 jobs will be created and 1,600 residential units for approx. 4,000 inhabitants will be built. At the same time generous green areas and an artificial lake will be created.\*

5



## IBA 2027 StadtRegion Stuttgart

These are important questions of our time: How do we live and work in the digital and global age? 100 years after Stuttgart's Weissenhof Estate was built (its Le Corbusier homes are now a UNESCO world heritage site), the IBA 2027 StadtRegion Stuttgart will deliver an exciting response.

## The Rosensteinviertel district - the shape of things to come



**THE VIEWING TOWER  
ON KILLESBERG HILL  
QUICKLY REVEALS  
STUTTGART'S SPECIAL  
SETTING IN A VALLEY  
BASIN – PICTURESQUE,  
BUT WITH LIMITED  
SPACE FOR URBAN  
DEVELOPMENT**

Space for new developments is in short supply, and large sites are a particularly rare commodity. As the housing in the city ages along with its inhabitants, many young people are being forced out into the hinterland. At the same time, there is great demand for urban housing among the young high potentials headed for Stuttgart. The housing market is also among the most expensive in Germany. As such, creating new, centrally situated urban quarters in the federal state capital calls for a degree of creativity.

### ROSENSTEINTRIO – A NEW PLACE TO LIVE AND WORK IN STUTTGART

The decision to relocate the railway tracks underground in the course of the Stuttgart 21 railway and urban development project gave rise to one of the largest development sites in Europe. The new Rosensteinviertel district is evolving here over an area covering 85 hectares. The Isaria development company is building the RosensteinTrio within this district. On completion, which is planned for 2023, the Trio will offer a mix of offices, retail outlets, housing and micro-apartments. 262 accommodation units are planned with gross floor space totalling around 11,200 m<sup>2</sup>, along with 1,900 m<sup>2</sup> of retail rental space and 8,500 m<sup>2</sup> of office rental premises. As such, the planned complex of brick buildings chimes with many aspects of Stuttgart's visionary concept of the "productive city": private and work life, culture, climate-friendliness, catering and local amenities, recreational

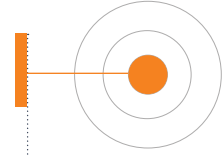
areas and short distances.

And so Stuttgart's basin setting harbours space for a modern take on urban living after all.

[www.isaria-muc.com](http://www.isaria-muc.com)



## Metropolis



**Stuttgart city:**  
[www.stuttgart.de/en](http://www.stuttgart.de/en)

**STUTTGART** 

**Stuttgart tourism:**  
[www.stuttgart-tourist.de/en](http://www.stuttgart-tourist.de/en)

 **Region  
Stuttgart**

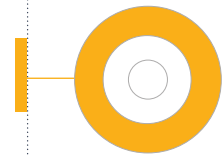
## Region



**Stuttgart region:**  
[www.region-stuttgart.de/english](http://www.region-stuttgart.de/english)

  
**Region  
Stuttgart**

## Federal State



**Ministry of the Environment, Climate  
Protection and the Energy Sector:**  
[www.um.baden-wuerttemberg.de/en](http://www.um.baden-wuerttemberg.de/en)

  
**Baden-Württemberg**  
MINISTERIUM FÜR UMWELT, KLIMA UND ENERGIEWIRTSCHAFT

**Wirtschaft Digital Baden-Württemberg:**  
[www.wirtschaft-digital-bw.de/en](http://www.wirtschaft-digital-bw.de/en)

 **Wirtschaft digital**  
Baden-Württemberg

**State of Baden-Württemberg:**  
[www.baden-wuerttemberg.de/en](http://www.baden-wuerttemberg.de/en)

  
**Baden-Württemberg**

## OFFICE PROPERTIES

**145,000 m<sup>2</sup>**  
in 2020

Due to the COVID-19 pandemic, the worst result in the past 10 years

**272,000 m<sup>2</sup>**

Average take-up in the last 5 years

Office rents*	
Top rent	25,50 €/m <sup>2</sup>
Average rent	16,40 €/m <sup>2</sup>

\*Q4 2020

Prime yield

**2.9 %**

## WAREHOUSE AND LOGISTICS SPACE



Logistics  
take-up

**180,000 m<sup>2</sup>**

Average take-up in the last 5 years

Logistics rents*	
Top rent	7.00 €/m <sup>2</sup>
Average rent	5.40 €/m <sup>2</sup>

\*Q4 2020

## RESIDENTIAL PROPERTIES

### HOUSING STOCK 2019

**75,196**  
residential buildings

**314,911**  
apartments

Source: Statistical Office, Landeshauptstadt Stuttgart 2021

### COMPLETIONS

**1,637**  
apartments in 2019

**1,670**  
apartments on average in the last 5 years

Source: Statistical Office, Landeshauptstadt Stuttgart 2021

## SALES OF RESIDENTIAL PROPERTIES

**2019**

**3,254** apartments

**4,451 €/m<sup>2</sup>**

Average selling price

**IN THE LAST 5 YEARS**

**3,470** apartments

**3,850 €/m<sup>2</sup>**

Average selling price

Source: Gutachterausschuss für die Ermittlung von Grundstückswerten in Stuttgart - Grundstücksmarktbericht 2016 - 2020

**VACANCY RATE**

**Stuttgart**  
**0.5 % (2019)**

**> HALVED SINCE 2014**

Sources: empirica; CBRE Group  
(CBRE-empirica-Leerstandsindex 2021)

## RENTS IN STUTTGART\*

Age of building	2020	Trend 2016-2020
New-build	19.60 €/m <sup>2</sup>	+21 %
Existing	16.30 €/m <sup>2</sup>	+21 %

Living area	2020	Trend 2016-2020
< 40 m <sup>2</sup>	21.50 €/m <sup>2</sup>	+26 %
40-80 m <sup>2</sup>	16.10 €/m <sup>2</sup>	+22 %
≥ 80 m <sup>2</sup>	14.80 €/m <sup>2</sup>	+14 %

\*Average quoted rents, €/m<sup>2</sup>, excluding heating  
Sources: IDN Immodaten.net ; own calculations 2021

## Advantage through knowledge



**THE STUTTGART REGION OFFERS TWO DOZEN UNIVERSITIES, COLLEGES AND ACADEMIES. ANYONE WHO THINKS THAT THEY ONLY CONCENTRATE ON TECHNOLOGY AND AUTOMOBILES IS MISTAKEN.**

Stuttgart is one of the most important higher-education locations in Germany and offers a wide range of courses from Waldorf education to life science, from performing arts to courses for budding town planners. The job prospects for university graduates are positive: The number of unemployed in the region has been falling for years, and the economy is booming. Besides jobs in industry, a high number of academic and research institutions attract people to the city, for Stuttgart is not only a top location for business, it is also one of the strongest locations for research in Germany. 45 per cent of Baden-Württemberg's research and development capacity is concentrated here. If you read the list of institutes based in the Stuttgart region, it becomes clear why: Five Fraunhofer institutes, two Max-Planck institutes, six research institutes of the German Aerospace Center, numerous renowned private-sector research and development centres and more than a dozen regional competence and innovation centres are what the region has to offer.



### Smart City Solutions

Researchers estimate that in 2050 two thirds of people will be living in metropolises. What does this mean for infrastructure, building planning and mobility? For the first time (starting in the winter semester 2018/19), the HFT (Hochschule für Technik) Stuttgart offered a Master's degree course in Smart City Solutions which is unique in this form worldwide. In three semesters the focus is on 'smart' urban planning and buildings, 'smart' infrastructure (energy, mobility, resource management, resilience), 'smart' city project management, financing and digitalisation.





## Learning factories 4.0

Industry 4.0 poses completely new challenges to companies and their employees. Lifelong learning is the mantra of our times. In order to provide professionals and trainees with the best possible preparation for the changes at the workplace and the requirements of digitalisation, the Ministry for Economic Affairs, Labour and Housing is funding the establishment of 17 learning factories 4.0 at vocational schools to the tune of €6.8 million. The learning factories 4.0 are labs which in terms of layout

and equipment resemble industrial automation solutions and in which the basics for application-related processes can be learned.

The learning factories thereby help to make the abstract concept of Industry 4.0 tangible for trainees and employees. For example, in school, the production process will first be developed for Duplo building blocks. Later, a Maybach with a microprocessor and LCD number plates will be manufactured.



Frank Berlepp  
@LBBW  
Immobilien Group

“

Stuttgart was a 'smart city' before the term was coined. Swabia has always been full of thinkers and doers busying away in the name of progress and positive change. And the people of Stuttgart have always proven adept at integrating innovations into their daily lives and making their city an attractive place to live. Business, infrastructure, ecology, mobility, sustainability – all these aspects of life have always played an important role in Stuttgart, offering excellent prospects for the city to remain among the European vanguard in the face of the new challenges which the future will hold.

”

| STUTTGART SMART METROPOLIS |

### About LBBW Immobilien Group

- The LBBW Immobilien Group is the center of competence for real estate in the Landesbank Baden-Württemberg Group.
- Its focus is on the core markets of Baden-Württemberg, Bavaria, Rhineland-Palatinate, Berlin, the Rhine-Main region, and Hamburg.
- It is one of the largest real estate companies in Germany.
- With its Development, Asset Management, Investment Management and Real Estate Services segments, it offers a full range of real estate services from a single source.



## Panoramic view and more besides

People have always been fascinated by the view from above. In Stuttgart it is the Television Tower that provides a bird's-eye view of the city and its surrounding vineyards. The 360-degree Tower app works like a digital telescope: In addition to the view, users are provided with further information about the region on their own smartphone

or tablet. By clicking on the tourist attractions displayed, users obtain interesting facts relating to tourism, industry and technology, descriptions, information about opening hours, event information and access to other media such as images and films.

## Kulturinsel Stuttgart

Once a goods station, today an area for alternative and creative cultural projects: Since 2012 the Kulturinsel (Cultural Island) has been bustling with Stuttgart's creative minds. On the site of a former goods station a unique meeting point and venue for music, art and culture has emerged. Bands and DJs perform concerts, local residents meet to do gardening in the Inselgrün (Island Green) urban gardening project and actors meet for rehearsals.

[www.kulturinsel-stuttgart.org](http://www.kulturinsel-stuttgart.org)



## Stuttgart - the Capital of Culture



### A RICH AND HIGHLY APPRECIATED CULTURAL SCENE:

Stuttgart's cultural scene offers a variety that is virtually without parallel in Germany: From museums through opera to a world-renowned ballet ensemble. From a lively jazz scene to hip-hop "made in Stuttgart". From grandiose baroque castles to modern architecture – rich pickings for culture vultures of every ilk. The Stuttgart State Theatre with its opera, ballet and drama ensembles is the largest theatre spanning these three disciplines in Europe. The multiple award-winning theatre enjoys international renown.

This cultural offering is matched by a level of cultural interest in Stuttgart which is without equal in Germany. The cultural economy similarly leads the nationwide statistics, accounting for 7.6 per cent of all gainfully employed people subject to social security contributions.

It is this diverse cultural scene combined with the city's pronounced appetite for culture which has seen Stuttgart rated Germany's 'Capital of Culture' by the Berenberg Bank and the Hamburg Institute of International Economics (HWWI) for several years in succession. The cultural offerings and their reception in Germany's 30 largest cities are examined for the purposes of this ranking. The results are published every two years, and since the rankings were introduced Stuttgart has led the field four times in a row.

Karlsruhe also secured a leading position in the last survey, once again highlighting the region's cultural merits. Apart from enhancing a city's overall appeal, cultural diversity is also a key economic factor which helps to drive cities' dynamic development.



Anke Stadelmeyer  
@ Drees & Sommer

“

Stuttgart's strength lies in its diversity – modern, creative and down-to earth in one. The city offers an excellent combination of a high quality of life and a well-structured economy. What I most appreciate about Stuttgart is its high quality of life, the cultural scene and its compact layout, with plenty of inviting spots in which to pass the time of day.

”

STUTTGART SMART METROPOLIS

### About Drees & Sommer

- Drees & Sommer is an innovative partner for consulting, planning, construction and the operation of properties. As a leading European consulting, planning and project management company, Drees & Sommer has been supporting private and public-sector building owners and investors for 50 years now in all matters relating to real estate and infrastructure – along both analogue and digital lines.
- With its staff of some 4,000, the company offers forward-looking advice focused on successful buildings, high-yield portfolios, effective infrastructure and cities boasting a high quality of life. In all aspects of its business practice, the partner-run company seeks to reconcile economics and ecology. At Drees & Sommer, this holistic approach goes by the name of “the blue way”.



## Smart Grids



An intelligent energy supply is essential for a sustainable future. With the combination of energy and communication grids, the smart grids, the main components of energy infrastructure – from energy production to transfer, distribution and to storage – can be understood using information and communications technology and adapted flexibly to the actual energy consumption. Over €1.1 million were made available by the state of Baden-Württemberg for local projects.

[www.smartgrids-bw.net](http://www.smartgrids-bw.net)

## Sustainability Days

Sustainability needs commitment and awareness. In private and in public. Just how many citizens, companies, administrative bodies and organisations are already active can be seen at Baden-Württemberg's annual Sustainability Days. As part of the European Sustainability Week, sustainable behaviour can be seen, understood and experienced. Anyone can take part – and commitment is on the rise: while there were already 400 initiatives in the start-up year 2012, there were nearly 2,000 initiatives in Baden-Württemberg in 2019 with topics ranging from e-mobility to sustainable behaviour.

## Stuttgart Region Landscape Park

Orchards and vineyards, river valleys and forests: The landscapes around Stuttgart are diverse. Verband Region Stuttgart is committed to the protection of the "Stuttgart Region Landscape Park" and its further development. In close cooperation with municipalities, districts and associations, master plans are gradually being developed.





## Real-life laboratories in Stuttgart

It takes a communal effort to create a city offering a good quality of life. Immigration, climate change and the digitalisation of our everyday life are social challenges which require strong interaction between business, municipalities, citizens and science. New approaches and solutions need to be found which are viable for the future and realistic. In order to test solutions under real-life conditions and with

all of the important players, the Ministry for Economic Affairs is making around €8 million available for seven research projects in “real-life laboratories”. In Stuttgart digital processes and simulations will be used to involve citizens in urban development. In this way urban districts will become “real-life laboratories of change”.

## Air pollution control

Clean air is an issue particularly in conurbations affected by pollutants from industry and transport. The city of Stuttgart is especially affected due to its basin location – accordingly, great efforts are being made to improve the air quality and thereby the quality of life. Among other things the expansion of local public transport and cycle paths, intensive cleaning operations and the fine dust alarm provide some relief. With some initial success, because fine dust values fell for the first time in 2017.



**Bettina Fuchs**  
@IWS Immobilienwirtschaft  
Stuttgart e.V.



Stuttgart and its manufacturing companies are in the process of reinventing themselves. The expansion of the fibre-optic network and increasing digitisation at many production plants are paving the way for a successful transformation process. The automotive industry and its diverse component suppliers are set to be most severely affected by the transformation process. Our association is nevertheless convinced that the “enforced” changes will have a positive impact on Stuttgart as a place to do business in the medium term, guaranteeing a high level of employment and a strong economy.



### About IWS

- IWS Immobilienwirtschaft Stuttgart e.V. (IWS) is an association which was established in Stuttgart in 2004 to represent the interests of the real estate industry in the Stuttgart metropolitan area, according due consideration to social needs and requirements.
- IWS represents some 200 members from all areas of the real estate industry and other sectors which are involved with real estate.

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JANUARY 2021



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