THE
FRANCO-GERMAN
CAPITAL

SAARBRÜCKEN

THE ECONOMIC HUB OF THE EUROMETROPOLIS

EUROMETROPOLE
SAARBRÜCKEN

SAAR
BRÜ
CKEN

eurometropole.saarbruecken.eu

Luxemburg/Luxembourg
Hermeskeil
Saarburg
Bruxelles
Luxembourg
Remich
100 km
330 km
Wadern
Mettlach
Merzig
Lebach
Dillingen
Saarland/Sa
Saarlouis
Riegelsberg
Sulz
Völklingen
Saarbrücken/Sarreb
390 km
Paris
Creutzwald
Forbach
Freyming-
Merlebach
Moselle
Saint-Avold
Sarreg
Pays-Bas/The Netherlands
Belgique/Belgium
Allemagne/Germany
Luxembourg
Eurometropole
France
Suisse/Switzerland

Eurometropole Saarbrücken / Eurometropole Sarrebruck

1,5 Millionen Menschen im Einzugsgebiet
1,5 million de personnes dans le bassin de population
A catchment area of 1.5 million people

FOREWORD
UWE CONRADT

Dear readers,
a warm welcome to the *Eurometropole Saarbrücken*!

Located right in the heart of Europe, Saarbrücken has always been shaped by its close proximity to France. More than a mere vision, for us Franco-German cooperation is a lived reality. People here regard it as perfectly natural to live, work, study and interact across the border. This European sense of identity characterises our city, making it an attractive place to live, work and invest.

What's more, Saarbrücken is unique in that it is Germany's only state capital located directly on the border with France, thus linking two of Europe's major economies. France is also Germany's only immediate neighbour that is a member of the G7, making Saarbrücken a bridge between the two countries and a key hub for Franco-German cooperation not only geographically but also economically.

This pivotal location is further enhanced by a unique Franco-German infrastructure. Numerous public-sector bodies and institutions are based here, including the Chambre de Commerce Franco-Allemande (CCFA). These are complemented by many more organisations, companies and networks that fill the exchange between Germany and France with life on a daily basis. This close integration builds trust, facilitates collaborations and opens up excellent opportunities for companies to successfully tap into both markets.

As the economic hub of the Franco-German border region, Saarbrücken brings together international companies, world-class research and an efficient public administration. Particularly in the rapidly evolving fields of artificial intelligence, cybersecurity and digitalisation, our city boasts a research landscape with international reach. The close interaction between the academic and business spheres provides ideal conditions for innovation and sustainable growth.

Another locational advantage is our excellent accessibility. A direct rail link to Paris in under two hours, coupled with short travel times within the Greater Region itself, connect *Eurometropole Saarbrücken* to Europe's major economic hubs. This central location strengthens our role as a place to do business and as the gateway between France and Germany.

At the same time, we are shaping the transformation of our city with a clear strategy for the future. By developing new urban districts, revitalising our city centre as part of the "Superbrücken" pilot project and implementing forward-looking land-use management, we are creating attractive conditions for investment, innovation and sustainable growth. Like this, we are combining economic dynamism with a high quality of life and sustainable urban development.

Eurometropole Saarbrücken stands for openness, innovation and European cooperation. It combines economic strength with academic excellence, international networking and a high quality of life. This brochure aims to provide an insight into the broad potential that our business location offers and showcase why Saarbrücken is an ideal place for businesses, investment and new ideas.

I warmly invite you to get to know our city and help us shape the future of *Eurometropole Saarbrücken* together.

Yours sincerely
Uwe Conradt

City Mayor of Saarbrücken

Staden park Saarbrücken

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THE STATE CAPITAL OF SAARBRÜCKEN:

THE ECONOMIC HUB OF THE FRANCO-GERMAN EUROMETROPOLIS REGION

Flight of steps at Berliner Promenade

Saarbrücken is the commercial and functional hub of the Franco-German border region, an urban metropolis connecting markets, people and capabilities across national borders. Located on Germany's border with France right in the heart of Europe and in close proximity to Luxembourg, the city offers direct access to an economic area with around 11.7 million inhabitants and high levels of industrial and services-oriented value creation. The close ties to France and Luxembourg are reflected in a labour market characterised by daily commuter flows and an internationally diverse population.

Saarbrücken also scores points for its efficient interregional transport network that supports international mobility. From Saarbrücken central station, direct high-speed ICE and TGV connections link the city to Paris (in under two hours) as well as to major German business centres such as Frankfurt and Mannheim. In addition, the proximity to Saarbrücken, Luxembourg and Frankfurt airports provides rapid access to national and international marketplaces. The motorway network made up of the A1, A6, A8 and A620 motorways also provides efficient links to the surrounding economic clusters.

One major locational advantage is the integrated French-German labour market. Every day, thousands of employees – particularly from France – commute to Saarbrücken for work. This allows companies to benefit from the significantly larger pool of expertise available, giving them greater flexibility when recruiting personnel. Saarbrücken's internationally diverse population and lived multilingualism make this a location with cross-cultural impact and a high level of France-related expertise – a decisive advantage for companies operating on both sides of the border.

The border location also provides unique opportunities with respect to the amount of available land, with the neighbouring French municipalities of Sarreguemines and Forbach in particular offering attractive sites with plenty of potential for expansion. This, combined with the close economic integration, gives rise to a cross-border economic area that allows companies to make flexible and scalable location decisions.

As a business, knowledge and innovation hub, Saarbrücken boasts a high concentration of academic institutions and international visibility. With over 20,000 students and six higher education establishments, the city has a strong foundation for training specialist personnel and developing knowledge transfer. Research focuses in the fields of information technology, artificial intelligence and cybersecurity create an innovation-driven environment that has a high degree of relevance for sunrise industries.

Combining an international location, a strong infrastructure and an excellent research landscape, *Eurometropole Saarbrücken* thus offers the ideal prerequisites for investment and sustainable growth.

Saarbrücken Airport

FRANCO-GERMAN LOCATIONAL ADVANTAGES AT A GLANCE

FACTOR	KEY FIGURE / ADVANTAGE
Border location	Situated directly on the Franco-German border
Labour market France	Approximately 6,000 daily commuters from France
	Access to an expanded pool of skilled workers in the Grand Est region
Interculturality	26.3% international population
	Multilingualism and high level of expertise in French affairs
Accessibility France	Paris < 2 hours (high-speed TGV/ICE)
	Direct connections to Metz, Strasbourg and Luxembourg
Cross-border sites	Commercial and industrial sites in the Sarreguemines and Forbach areas
	Extended economic area spanning national borders
European metropolitan area | Blue Banana	110 million inhabitants
	Central location of the Eurometropolis
Economic area Greater Region	11.7 million inhabitants
	5.3 million gainfully employed

Saarland University

KEY ECONOMIC FIGURES AT A GLANCE

CATEGORY	KEY FIGURE
Population & market potential	186,991 inhabitants (city)
	333,000 inhabitants (regional association/Regionalverband)
	1.5 million inhabitants (Eurometropolis conurbation)
	11.7 million inhabitants (Greater Region)
	65,406 km^2 economic area
Labour market & networking	115,518 employees subject to social security contributions
	72,887 daily commuters
	approx. 6,000 from France
Academic excellence & skilled labour	over 20,000 students
	6 higher education establishments
Economic strength	approx. € 400 bn GDP (Greater Region)
	€ 1.63 bn retail sales
	Retail centrality: 139.6
Developed land & investment	16,7757 ha of urban area
	approx. 8 ha available commercial premises
	Trade tax rate: 490%
Infrastructure	High-speed ICE/TGV connection (Paris < 2 hrs.)
	Motorways: A1, A6, A8, A620
	Saarbrücken Airport
Tourism & quality of life	760,384 overnight stays per year
	441,195 visitor arrivals per year

Sources: www.iba-oie.eu; www.saarbruecken.de/rathaus/zahlen_daten_und_fakten

***Eurometropole Saarbrücken* is the economic powerhouse of the border region**

Germany's only direct G7 neighbour is France, and in Saarbrücken, the close ties between these two strong economic nations are reinforced through a common economic area. Thanks to its location, European freedoms, the euro and the Schengen area, Saarbrücken has grown into a vibrant and thriving economic hub.

Saarland University of Applied Sciences

CROSS-BORDER BUSINESS:
A VITAL LOCATIONAL ADVANTAGE FOR *EUROMETROPOLE SAARBRÜCKEN*

Oddo BHF offices at Berliner Promenade

The business scene in *Eurometropole Saarbrücken* has been influenced by cross-border dynamics for many generations, with Franco-German interactions being integral to industry, trade and services in the region. Around 100 local firms have their headquarters in the respective neighbouring country or do business on both sides of the border. In some instances, this dual structure is even a key factor in their positioning, as for example with SaarLB as a Franco-German bank. The location is also increasingly attracting new investment, such as the establishment of Oddo BHF Bank with a rapidly expanding new branch in Saarbrücken.

This interaction is also evident at an institutional level. The French Chamber of Commerce and Industry (CCI France Allemagne) has its German headquarters in Saarbrücken, where it advises and supports the activities of companies wanting to enter the German market. Entrepreneurs from both countries connect through networks such as the Club des Affaires Saar-Lorraine and the World Trade Center Metz-Saarbrücken. Furthermore, the GIU Gesellschaft für Innovation und Unternehmensförderung mbH serves as a primary, go-to hub that promotes the establishment of businesses and the further development of the region within the Franco-German context. Whether in industry, commerce or the healthcare sector, the local labour market is characterised by cross-border mobility. In the field of vocational training, Pro Tandem, a Franco-German agency for vocational exchanges, actively promotes cooperation.

Eurometropole Saarbrücken integrates these structures within a dense economic, academic, political and administrative network that favours short lines of communication while keeping red tape to a minimum, resulting in high implementation dynamism. The business network "Wirtschaftsregion Saarbrücken e.V." provides a platform through which more than 135 companies and institutions – ranging from SMEs and internationally operating firms to universities and research institutions – actively contribute to the region's development. This forms the basis for combining and harnessing industry competencies and digital transformation in order to foster cross-border cooperation, attract skilled workers and implement innovative business models. In turn, companies benefit from a high quality of life, a dynamic research landscape and direct access to relevant decision-makers. Particularly when it comes to safeguarding the workforce, concrete initiatives result from joint strategies involving companies, chambers of commerce and public partners, as well as through formats such as IT.CON, a platform for the IT and digital economy that actively drives networking and innovation.

From left to right: Dr Claire Demesmay, Uwe Conradt, Gunther Krichbaum and Jérome Spinoza attending a Franco-German reception at St. Johann Town Hall

AM SCHANZENBERG SAARBRÜCKEN:

FROM EXHIBITION GROUNDS TO CREATIVE FUTURE DISTRICT

“THE AM SCHANZENBERG DISTRICT IS THE WESTERN GATEWAY TO SAARBRÜCKEN.”

City Mayor
Uwe Conradt

On the site of the former Saarmesse exhibition grounds Am Schanzenberg, a modern and sustainable multi-use district providing work spaces, boarding and shared social zones is being built as part of a landmark development with a prestigious address on the city’s western boundary.

Covering an area of approx. 85,000 m² and offering around 125,000 m² of potential floor space, the district provides flexible, scalable spaces that can be adapted to suit each company’s vision – from offices to large-scale concepts.

The new district will create an attractive business hub with high visibility. The area already provides work spaces for some 500 people, with the creation of several thousand jobs planned over the long term. A number of companies in the healthcare and IT sectors are already open for business, with more set to follow. Beyond commercial use, the Schanzenberg district will also create a versatile living space integrating sports activities alongside office and production units, with future plans to include childcare facilities and short-term student accommodation.

The district is defined by a vibrant mixed-use development that merges shared outdoor plazas with innovative commercial, recreational and cultural amenities, all adjacent to the “green lung” of the Schanzenberg. The design also includes an ambitious mobility concept and community spaces that promote life quality and social interaction.

The project will continue to evolve dynamically, with future construction phases to include a health centre, educational facilities and further buildings. The aim is a sector mix ranging from bionics to services, development, research, pharma, technology and other fields. Over time, distinctive high rises could come to define the city’s periphery. The Am Schanzenberg district stands for change and new opportunities. The result is the emergence of an innovative location that blends working, living and studying and sends a strong signal regarding economic transformation in the state capital of Saarbrücken.

Visualisation of the Am Schanzenberg district

Further information is available at
am-schanzenberg.com

SUPERBRÜCKEN:
ON THE WAY TO BECOMING THE CONFERENCE VENUE OF THE FUTURE AND THE CITY CENTRE OF TOMORROW

With the "Superbrücken" pilot project, *Eurometropole Saarbrücken* is reaffirming its ambition to position itself as a modern, interconnected and cross-border metropolis, whilst strengthening its role as a Franco-German capital.

The "CongressCultureCity (CCC) / Superbrücken" urban renewal pilot project is one of Saarbrücken's key urban development projects. It is being funded by the federal government, the state and the city with over 100 million euros to modernise and upgrade city centre areas in St. Johann and Alt-Saarbrücken and aims to improve traffic links between the western inner city and Alt-Saarbrücken on the banks of the River Saar and develop the city centre as a sustainable hub for business, culture and leisure.

At its focus are ten sub-projects to redefine neighbourhood plazas, mobility, green spaces and cultural infrastructure. These include the upgrade of the Luisenviertel district, better traffic connections between the central station, the Westspange flyover and the Congresshalle, and the extension of the Bürgerpark Hafeninsel citizens' park.

New bike lanes and footpaths, accessible crossings, climate-adapted green spaces and recreational areas, as well as improved traffic routes, will create a more attractive and liveable urban environment for residents, visitors, businesses and investors. The new roundabout beneath the Westspange is already operational. Construction work in the Luisenviertel has been ongoing since January 2026 and is currently scheduled for completion in July 2027.

Visualisation of the Congresshalle expansion

One key strategic focus of the project is the expansion of the Congresshalle to a modern trade fair, conference and cultural venue as a versatile supraregional event hub. In conjunction with the newly designed forecourts and the adjacent Bürgerpark, this will create a cohesive and prestigious ensemble with a distinct international appeal.

With these infrastructure measures, Saarbrücken is setting itself up to become a high-calibre venue for conferences, trade events and large-scale cultural events within the Franco-German and European context.

The close dovetailing of business, culture and living space creates ideal conditions for cross-border cooperation. New meeting spaces, improved accessibility and innovative urban planning promote the exchange of ideas, talents and business interactions across borders.

With this pilot project, *Eurometropole Saarbrücken* is giving impetus to the further development of the city centre. At the same time, “Superbrücken” is a strategic step towards a sustainable, European city that is harnessing the opportunities its unique geographical location offers.

Further information is available at
super.saarbruecken.de

TOURISM ON THE RISE:
SAARBRÜCKEN AS AN UP-AND-COMING DESTINATION FOR CITY BREAKS

Saarland State Theatre

Eurometropole Saarbrücken is continuing to implement its successful tourism development plan and position itself as an attractive Franco-German destination in the heart of Europe. The latest figures are testament to this momentum. In 2025, the number of booked overnight stays in the state capital was up by 7.8 per cent on the previous year. This trend is particularly striking when compared against the 2019 pre-pandemic benchmark, showing a rise in the city's room occupancy rates of around 35 per cent up to 2025.

A key factor in this success is the targeted integration of investment in infrastructure, strategic location marketing and the staging of high-profile events. Large-scale events such as the official celebrations marking the anniversary of German reunification in 2025 or international sporting events like the Special Olympics National Games in 2026 greatly increase the city's visibility beyond the state borders.

Saarbrücken is also exploring innovative avenues in new tourism in partnership with Camping-Car Park from France, Europe's leading network of motorhome areas. This caters specifically to the growing market for campervan tourism and is a welcome addition to the existing tourism infrastructure. The opening of the new motorhome stopover site adjacent to the Franco-German Garden puts *Eurometropole Saarbrücken* on the map as the first major German city to be integrated into the Camping-Car Park network.

Another key to success is the close cooperation between regional stakeholders. Formats such as the Touris-

Shopping in Saarbrücken

mus-WirtschaftsCamp (Tourism Business Camp) promote dialogue between local authorities, the business community and tourism service providers, ensuring coordinated further development of the tourism strategy.

The new Saarland Convention Bureau represents another strategic milestone in the field of conference and congress tourism. Operating under the aegis of Tourismus Zentrale Saarland, the Convention Bureau is responsible for positioning and promoting the Saarland as a premier destination for meetings, incentives, congresses and business events (MICE). The aim is to further professionalise the MICE sector in order to increase the region's visibility and bolster economic growth over the long term.

As the commercial hub of the region, *Eurometropole Saarbrücken*, with its efficient infrastructure, short distances and distinctly French-German mindset, plays a key role in this.

Often described as Germany's Franco-German capital, the city blends cultural diversity, short distances and high quality of life to produce a unique range of tourism services.

St. Johann market square

Ludwigskirche church

Bahnhofstraße shopping boulevard

Staden park Saarbrücken

PERSPECTIVES festival

Further information is available at
visit.saarbruecken.de

COMMERCIAL DEVELOPMENT MASTERPLAN:

STRATEGIC LAND DEVELOPMENT FOR SAARBRÜCKEN'S FUTURE

Eurometropole Saarbrücken is actively expanding its commercial and industrial sites in order to create new opportunities for economic growth. Projects such as the Westlich Metzer Straße urban development initiative and the Am Schanzenberg district are tapping into available brownfield and reusable land resources. Commercial and industrial development is guided by the continued implementation of the Masterplan Gewerbe- und Flächenentwicklung 2030 (commercial development masterplan), which provides the strategic framework and sets out a clear, future-proof direction for land-use policy.

Visualisation of the Am Schanzenberg district

The Guidelines and Criteria for the Allocation of Commercial Land module, developed by the renowned firm Lennardtund-Partner GmbH, sets out clear parameters for a sustainable and forward-looking land-use policy. In Saarbrücken, as in many other major cities, the limited availability of commercial and industrial land is one of the biggest challenges to further economic development. A comprehensive overview and a GIS (geo-information system) analysis carried out by the Regionalverband Saarbrücken, supplemented by an aerial survey conducted by gwSaar Saarland Economic Promotion Corporation, identified around 20 hectares respectively of reserve and potential development sites. Key areas earmarked for development are located primarily on former brownfield sites in the Mitte and Halberg districts.

In light of this, the state capital is pursuing a clear strategy to activate existing land potential, revitalise brownfield sites and further intensify dialogue with private landowners. This strategy is underpinned by Saarbrücken's unique economic strengths as well as broader trends and comparisons with other cities.

One key focus of policy implementation is to develop guidelines and criteria for the allocation of commercial land. This tool supports administrative bodies, political decision-makers and private landowners in making informed choices when allocating scarce land, especially in the case of multiple applications for new land uses. The criteria take such factors into account as the future viability of the respective sector, job creation, potential trade tax revenue, as well as aspects like sustainability, energy efficiency and commitment to the area. The masterplan thus provides a uniform reference framework for economically strong, environmentally responsible and socially balanced land-use development.

The commercial development masterplan is therefore a key policy instrument for Saarbrücken's future, with the aim to attract investment, boost value creation and strengthen the region's long-term competitiveness as a business location.

NEW FUTURE DISTRICT
ON THE FRANCO-GERMAN BORDER

The new Westlich Metzer Straße urban district represents one of *Eurometropole Saarbrücken's* most important development projects. Situated directly on the border with France, Saarbrücken blends economic vitality, urban quality of life and international integration like few other locations.

On a site of around seven hectares, this project will see the creation of a modern urban district that will provide housing, services, local amenities and commercial spaces. The plans envision around 500 to 700 residential units as well as attractive spaces for production-related services and skilled trades.

Aerial view of Alt-Saarbrücken on the Franco-German border

The project exemplifies the state capital's approach to an integrated, cross-border urban development concept. Saarbrücken benefits from its central location in the heart of the France-Germany-Luxembourg economic area and offers companies access to internationally qualified employees, excellent research and education networks, and a European sales market characterised by short distances.

In addition to business prospects, the development places a strong focus on quality of life and social inclusion in close dialogue with residents, giving priority from the get-go to considerations such as affordable housing, attractive open spaces and greenery, as well as social infrastructure. The aim is to create a vibrant, diverse neighbourhood that is closely integrated with the existing Folsterhöhe district and offers spaces where people can connect, meet up and build social ties. Improved links to the public transport network, safe walkways and cycle paths and modern traffic management are designed to connect the new neighbourhood seamlessly with the city centre and the surrounding districts.

With projects such as the Westlich Metzer Straße, *Eurometropole Saarbrücken* is underlining its status as an innovative, Eurocentric hub in the heart of the Greater Region.

CITY CENTRE REVITALISATION

VICTOR'S RESIDENZ V 25: FROM VACANT PREMISES TO DESIRABLE LOCATION

Visualisation of Victor's Residenz V 25 in the former C&A building

Victor's Residenz V 25 is an innovative residential concept merging independent living in later life with an urban lifestyle, comfort and service that is currently being developed in the centre of *Eurometropole Saarbrücken*. Previously the site of a C&A store, this centrally located building is being fully repurposed and sensitively adapted. Having stood empty for several years, the former retail space is now undergoing extensive redevelopment as part of a strategic response to inner-city vacancies.

Rather than demolition and rebuilding from scratch, the project focuses on the intelligent reactivation of existing structures. The characteristic architecture with its arcades will be preserved and complemented by an open, light-filled design, resulting in an urban space that combines living, services and communal areas, and generates fresh impetus for inner-city revitalisation.

The conversion into a modern residential and service space demonstrates how function losses in central locations can be actively compensated, whilst also making the city centre more attractive. The utilisation concept blends stylish accommodation for older adults with a diverse infrastructure under one roof, pairing living support and medical assistance with hospitality, spaces for socialising and cultural activities to create a vibrant community environment.

A particular highlight is the publicly accessible roof terrace and restaurant that will serve as a new urban oasis above the city's rooftops, symbolising the opening up of formerly enclosed structures and an inviting city centre where people once again choose to spend time. This mixed utilisation encourages social interaction and helps to rethink the city centre beyond traditional commercial functions.

Thanks to the central location and excellent public transport links, the project aligns seamlessly with sustainable urban development. Short distances, new uses and a more welcoming destination quality contribute tangibly to the revitalisation of the city centre.

Working in tandem with strong and experienced partners such as Sachs Real Estate and the Victor's Group, Saarbrücken is positioning itself as an active driver of structural change. The transformation of vacant premises into vibrant, multifunctional spaces is a key element and a flagship initiative in this process.

Contact

Your contact partners for investments and
business in the Eurometropole Saarbrücken

City Mayor of the state capital of Saarbrücken

Uwe Conradt
phone: +49 (0)681 905-1600
email: oberbuergermeister@saarbruecken.de

International relations | Eurometropole Saarbrücken

Julien François Simons
Coordination of cross-border cooperation and of Eurometropole Saarbrücken
phone: +49 (0)681 905-1401
email: eurometropole@saarbruecken.de

Saarbrücken economic promotion

Sebastian Kurth
Business relocation, location development, commercial premises, funding opportunities and business support services
phone: +49 (0)681 905-1545
email: wirtschaftsfoerderung@saarbruecken.de

GIU – Gesellschaft für Innovation und Unternehmensförderung mbH

Filip John
Project development, commercial and industrial land, property development and investor services
phone: +49 (0)681 8575-102
email: info@giu.de

your contact
Office of the Mayor and International Relations
@ eurometropole@saarbruecken.de
+49 (0)681 905-1401
Landeshauptstadt Saarbrücken
Rathausplatz 1
D-66111 Saarbrücken

More information
www.saarbruecken.de/aktivineuropa

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