



4D Cities

Health Innovation as a growth driver

Summary

LAP of Jena, Germany

**Discovering the power of
cooperation and promoting
health care together as an
attractive career option**



- › **The economic and scientific aspects of Jena have developed significantly in recent decades thanks to the support of the European Union, the German Federal Government and the State of Thuringia. Companies and entrepreneurs, employees, scientific institutions, universities, the municipal administration and Federal and Local political institutions have seized opportunities and made this positive development possible.**

- › **A variety of players, such as citizens, companies, universities, scientific research institutions and business networks have been discussing policies. In doing so, they have very actively shaped the development to a vibrant and active city of Jena with regard to current and future issues. The economic development of the city of Jena is an important part of the whole process.**

- › **However, other regions, other municipalities, other provincial governments and other regional economic development agencies are also active and are working strategically on their further development. Jena competes with other cities and regions, and also has to face changing conditions and questions, such as demographic ones.**

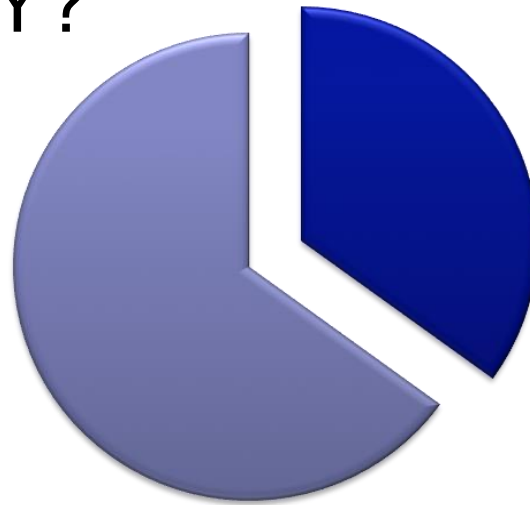
- › **The questions we have to answer are:**
 - **What are the main economic indicators of the business location Jena?**
 - **What drives growth and success in Jena?**
 - **What are the site conditions for the further positive development of Jena?**
 - **Which areas of responsibility are resulting from this, especially with regard to health?**
 - **Which responsibilities a local business development organization should take over?**

Our LAP provides the basis for discussions with politicians, entrepreneurs, management, network partners, and all those who contribute to the development of the technology site Jena.

GOAL of Jena`s ULSG LAP:

"Discovering the power of cooperation and promoting health care together as attractive career option"

WHY?



■ Med Secor ■ Others

› **Over 33 % of all full time employees in Jena work either in the Med Tech Industry or in the Med Care Sector**

Lack of professionals will be top challenge – mostly for the Care Sector

In 5 to 10 years following drivers will lead to shortage in supply of qualified professionals

- › Wages structure
- › Image deficits
- › Working conditions

- › Reduced labor supply due to demographic trend (higher retirement rate & fewer graduates)
- › Older & more complex patients

To be influenced

Not to be influenced

Goals

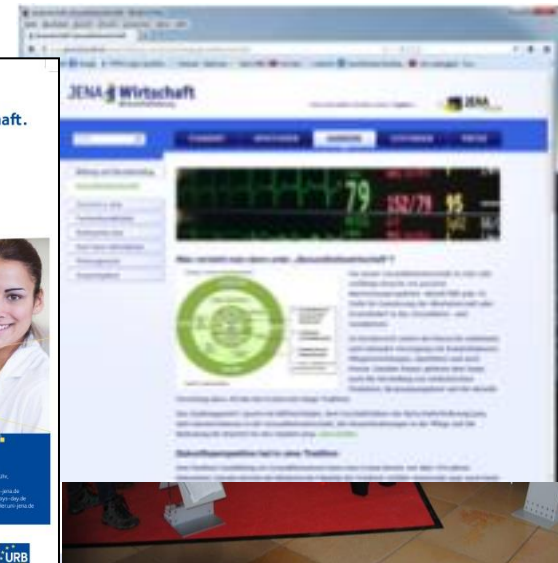
1. Implementation of sustainable strategic Working Group

ULSG will become subgroup of Jena Alliance for Professionals ✓

2. Create awareness for economic importance

Study on health industry in Jena ✓

3. Create interest in career options via advertisement, homepage and exhibitions
- activities started





Contact details:

Jenawirtschaft

Jena Business Development

Leutragraben 2-4, 07743 Jena, Germany

phone +49 3641 8730030

fax: +49 3641 8730059

angelika.stenzel@jena.de