Economy

As a mid-sized town with the corresponding facilities, Herzogenaurach fulfils the important function of supplying the whole surrounding area, and enjoysabove-average buying power. With approximately 24,000 inhabitants and 22,550 jobs that are subject to social security contributions, our Aurach town enjoys an exceptionally high rate of employment.

Herzogenaurach is a business location marked by its diversity. It has companies in the areas of transport and logistics, mechanical engineering, service, process
control and automation, including traditional craftsmanship and competitive trade – just a healthy middle class that is closely connected to the town itself.
There are examples like the companies Wormser Qualitätslogistik, VIPA GmbH und Proleit AG as well as the m&i-Fachklinik. The Marketing and Business Development Association of Herzogenaurach has about 108 members and covers the entire spectrum of trade, industry, service and self-employment.

Gastronomy is also strongly represented in Herzogenaurach. Accommodations are diverse, ranging from cozy country guesthouses to luxury hotels. Small cafes and rustic pubs are just as much a part of the of the broad
spectrum of offers as the traditional Franconian restaurants and those with international specialties. For an overview please refer to the „Enjoyment Guide
Herzogenaurach“ (Genussguide), available at Tourist Information and online at:
www.genussguide-herzogenaurach.de

Schaeffler Technologies AG & Co. KG

It is Schaeffler Technologies AG & Co. KG, however, which is by far the largest employer, with approximately 8,000 employees. The globally active Schaeffler
Group´s headquarters is located here, as well as a large factory, a research and development centre, a training centre, and others. The Schaeffler Group is one of the key automotive and industrial suppliers worldwide. The company stands for highest quality, outstanding technology and distinctive innovative capacity. With precision components and systems for engine, transmission and undercarriage, as well as roller bearings and plain bearings solutions for numerous industrial applications, the Schaeffler Group makes a definitive contribution to the „mobility of tomorrow“.

Schaeffler is one of the largest family owned technology companies in the world. With over 80,000 employees in about 179 locations in 49 countries they
have a global net of production locations, research and development facilities and distribution companies at their disposal. Schaeffler, with 2,100 patent applications in 2013, is ranked number two on the list of the most innovative corporations in Germany in the official patent statistics of the German Patent and Trademark Office (DPMA).

adidas AG

In 1920, Adi Dassler started producing shoes in his workshop in Herzogenaurach using the little material that was available to him. The idea was as simple as it was ingenious: Every athlete should be supplied with
the equipment best for him. The vision of the company‘s founder has long since become reality and the adidas company philosophy has become a basic principle for following generations. The brand name adidas, for which Adi Dassler chose the first syllables of his first and family names, has existed since 1948 and was registered as the trade name in 1949. The adidas

group is one of the leading suppliers in the sporting goods industry worldwide and maintains a very comprehensive product range around the core brands adidas and Reebok. The group, with its headquarters in Herzogenaurach, employs 60,000 employees worldwide. A workforce comprised of people from over 100 countries is employed at the „World of Sports“.

PUMA SE

PUMA was founded by Rudolf Dassler in Herzogenaurach in 1948 and today is a global leader in sports brands which develop, sell, and market shoes, textiles and accessories worldwide. PUMA has been producing the most innovative products for the fastest athletes in the world for over 65 years. The brand‘s performance and athletic lifestyle product categories include soccer, running and training, golf, and motorsports. PUMA cooperates with globally known designer brands such as Alexander McQueen, and with that, incorporates
innovative and dynamic design concepts into the world of sports. The brands PUMA, Cobra Golf, and Dobotex all belong to the PUMA Group. The company sells its products in more than 120 countries, and employs over 11,000 people worldwide. When the company moved into its new PUMAVision Headquarters it became the first climate-neutral company headquarters in the sporting goods industry.

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http://www.wirtschaft-erh.de/fuer-existenzgruender.html

Links

Wormser Qualitätslogistik

VIPA GmbH

ProLeit AG

m&i-Fachklinik

Förder- und Werbegemeinschaft

Conferences and

Economic history

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