

Comenius 2009-11 <<RegioNet>>



1st meeting in Göppingen
November 4th – November 7th 2009

Schedule of the 1st meeting in Göppingen

Wednesday, 4th November

- 19:45 Departure Hotel Hohenstaufen, meeting point: reception
- 20:00 Dinner „La Bocca“, Göppingen

Thursday, 5th November

- 08:30 Departure Hotel Hohenstaufen, meeting point: reception
- 09:00 Welcome address
- 09:30 Introduction
- 09:45 short round of introductions
- 10:00 <<Seminarkurs>>
- 10:45 Introduction to the types of schools at the KS GP
- 12:00 Lunch (Mensa)
- 13:00 Departure to Porsche-Museum, Stuttgart
- 14:15 Visit Porsche-Museum
- 16:45 Departure
- 17:30 Dinner “Besen am Kelterplätzle“, Untertürkheim
- 20:30 Arrival Hotel Hohenstaufen

Friday, 6th November

- 08:45 Departure Hotel Hohenstaufen, meeting point: reception
- 09:00 Staufferpark Business-Center
- 11:00 Departure to town hall
- 11:30 Guided tour Göppingen
- 13:00 Lunch (Mensa)
- 14:00 Workshop
- 16:30 Evaluation
- 19:30 Departure Hotel Hohenstaufen, meeting point: reception
- 20:00 Dinner “Gerber Bräu“, UHINGEN

Saturday, 7th November

- 10:00 Departure Hotel Hohenstaufen, meeting point: reception
“Staufferlandrundfahrt“
- 12:00 Lunch “Honey Do“, Hohenstaufen
- 14:00 Arrival Hotel Hohenstaufen
- 19:00 Birthday celebration, Stadthalle Göppingen

Participants

Guests:

**Handelsskolen Sued,
Naestved (DK)**
Peder Pedersen
Bo Rasmussen
Lisbeth Vorbeck

**Tampere College,
Tampere (FIN)**
Merja Laaksonen
Päivi Keskitalo

**IES-SEP LACETÀNIA,
Manresa (ESP)**
Francesc Vila
Jaume Esquius

**Lubelskie Centrum
Edukacji Zawodowej,
Lublin (PL)**
Jacek Misiuk
Wiesława Wasik
Maria Helman
Bożena Gabrys
Konrad Orzel

**Liceo A. Volta.
Foggia (I)**
Antonucci Antonietta
Cicarelli Enrica
Cutolo Giuseppina
Palumbo Giovanna

Guests from Serbia:
Olga Pavkov
NN
NN
NN

Host:

Kaufmännische Schule Göppingen

Werner Stepanek
Rudolf Mayländer
Anette Wißmeier
Thomas Liski

Markus Lang
Barbara Noller
Eva Finsterwalder
Wolfgang Eisele

Karl Süß
Elisabeth Lopez
Hans-Peter Rieker

Schedule of the next meetings

	from Wednesday	to Friday
Göppingen (D)	4 th November 2009	7 th November 2009
Lublin (PL)	14 th April 2010	16 th April 2010
Naestved (DK)	7 th July 2010	9 th July 2010
Foggia (I)		
Tampere (FIN)		
Manresa (ESP)		

Location factors by the pupils of the <<Seminar Kurs>>

Geographische Lage

geologische Bedingungen
Standortimage
Immissionsbeeinträchtigungen
klimatische Bedingungen
saubere Umwelt
Vorhandensein von Rohstoffen
Preisentwicklung
Gewerbesteuerhebesatz
Baukosten

geographical position

geological conditions
image of a region
immission effects
climate
environment
resources
development of prices
local business tax
building costs

Infrastruktur

gute Straßenanbindung
öffentlicher Personennahverkehr
Bahnhof mit IC-/ICE-Anschluss
nahe gelegener Autobahnanschluss
Flughafen mit internationaler Anbindung

infrastructure

transport connections
local public transport
railway station
highway
internationaler airport

Markt

Nähe zum Absatzmarkt
Wirtschaftskraft der Region
Exportquote
Lohnniveau
Forschung und Entwicklung
Angebot an Arbeitsplätzen
Nähe zu Lieferanten
Erwerbsmöglichkeit
Arbeitslosenquote
Transportkosten
Produktivität der Arbeitnehmer
Angebot an Fachpersonal

market

short distance to the market
regional economic power
export quota
wage level
research and development
level of employment
near suppliers
sufficient possibility to earn a living
unemployment rate
cost of carriage
efficiency of labour
sufficient skilled workers

Lebensqualität

Versorgungseinrichtungen
Gesundheitseinrichtungen
hoher Freizeitwert der Stadt/Gemeinde
Naherholungsgebiet

quality of life

public utilities
health care
recreation and leisure
local recreation area

Soziodemographische Entwicklung

Anzahl Einwohner
Kaufkraft

demographical development

number of inhabitants
purchasing power

Evaluation of the locational factors with regard to Göppingen

Important locational factors

Unemployment

Increasing unemployment has worldwide become a frightening problem due to the global economic crisis. Naturally, Göppingen could not remain unaffected. Only in the month of August 2009 the unemployment rate increased from 5.0% to 5.4%.

It will be explained in the following text why unemployment is an important factor for companies.

When a firm is looking for a suitable location for a plant, it must also look for a workforce. It must be qualified as well as committed. Nevertheless it is important that the workforce will be looked for primarily in the district of Göppingen.

By doing this, much money can be saved because no expenses for transport must be refunded.

Another important argument would be that people are looking for jobs not because of a lack of skills but because of the bad economic situation.

Yet the locational factor is also important because you must consider the image of a town. A town, city or district has got a better image if its rate of unemployment is lower, because this shows that there is a high number of firms which can offer many jobs.

Infrastructure

The infrastructure is an incredibly important locational factor both for companies and employees.

Göppingen is well known for its good infrastructure. As the town is directly situated on the B10 between Stuttgart and Ulm and the B297 between Lorch and Tübingen, there is very good access to Göppingen from all directions.

Furthermore, Göppingen is connected by road nationally because the motorway A8 can be joined in two directions and internationally because of Stuttgart Airport.

Then Göppingen lies on the highly frequented "Filstaleisenbahnstrecke" (The railway tracks through the Fils valley) between Stuttgart and Ulm.

Within the town there is a good system of public transport.

The above mentioned aspects mean that the infrastructure is an important locational factor for Göppingen; the infrastructure is important when it comes to choosing a location for a firm.

Quality of facilities

In the town of Göppingen there are various facilities, i.e. public utilities, facilities for health care and social ones. There are many schools doing good work from primary schools to secondary schools and vocational schools. Furthermore, one of the seats of police training is Göppingen. Health care is well provided by The 'Klinik am Eichert' and 'Christophsbad'. The quality of these facilities is a further aspect with the choice of Göppingen as a location.

Cost of living and rent levels

Göppingen is neither a small town nor a big city. That is why the costs of accommodation are limited. Costs are not as low as in smaller towns of the region but far not as high as in Stuttgart or Ulm.

As Göppingen lies between these two cities, companies must know Göppingen, which is a good thing.

Supply of workforce

It was mentioned above that a company looks for staff primarily in the region as this is less expensive.

The supply of workforce is an important locational factor with regard to Göppingen. A highly skilled workforce is trained in Göppingen at a variety of secondary schools and institutions of higher education.

Less important locational factors

Safety of location

Generally, it is not really necessary for a firm to check on natural disasters or technical catastrophes. This is due to the fact that such catastrophes do not often occur in Germany and in this part of the country because of the geographical situation.

Resources

As Germany has not got essential resources, this aspect does not play a role for the choice of location.

Climatic conditions

Göppingen lies in a moderate zone and therefore a company does not have to check this aspect because there are no big variations.

Further unimportant aspects

It was not possible to find other unimportant aspects because aspects always seem to be important to some degree.

Guideline of the Comenius-Projet "RegioNet"

Where should I start my business?

It is necessary to compare these business locations.

For example:

- quality and quantity of resources
- infrastructure
- unemployment rate
- ...

2 problems occur:

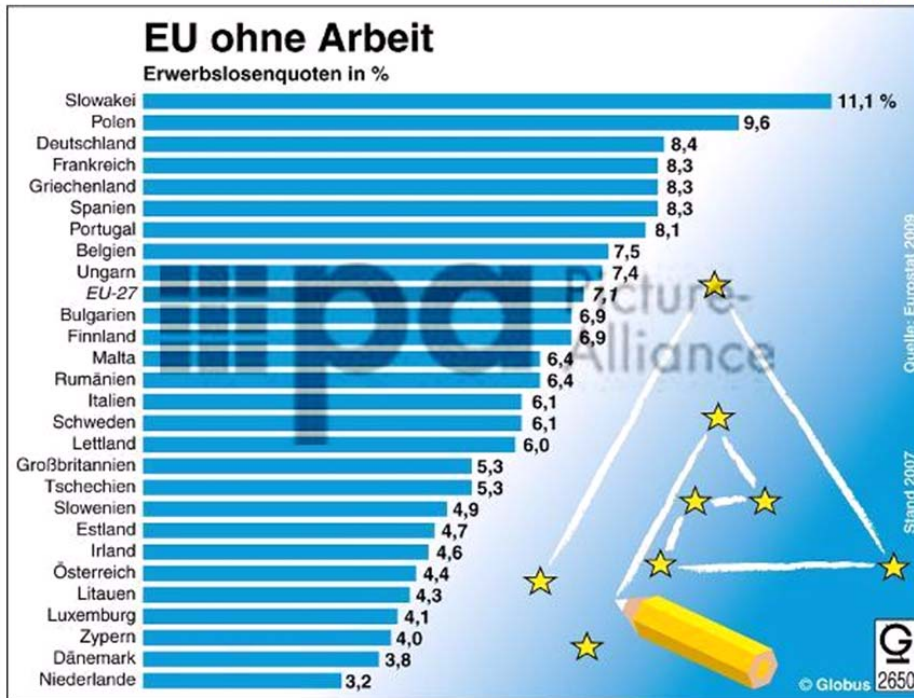
- Where can I get the information?
- Have the information the same validity?

unemployment rate

$$\text{quote of unemployment} = \frac{\text{unemployed persons}}{\text{civilian employed} + \text{unemployed persons}} \times 100$$

$$\text{quote of unemployment} = \frac{\text{unemployed persons}}{(\text{civilian employed} - \text{self-employed person}) + \text{unemployed persons}} \times 100$$

unemployment rates



schedule

