MEETINGS IN JENA — CITY OF LIGHT

In new light — Jena is many things: a centre for research, a high-tech hub, a beacon of culture and a dream destination for students.

The city lies on the Saale river and is surrounded by picturesque countryside and limestone hills. These ensure that it enjoys a pleasant climate. The historical city centre, with its pretty market square, 14th century town hall, Hanfried statue, Collegium Jenense, city walls and JenTower, is full of stories through the ages that are waiting to be told. Jena keeps most of its secrets hidden to those who simply drive by. You have to leave behind the pastel-coloured high-rises that can be seen from the autobahn if you want to explore the flair and charm of the city centre.

The average age of the population in Jena is lower than in many other towns and cities in Germany. The students, of which there are more than 23,000, keep the city young. There is a real student vibe in the cafés, restaurants and cosy pubs in the beautifully preserved old quarter. The Friedrich Schiller University is one of the oldest universities in Germany.

Cosy cafés and pubs line the market square.

Light years — Ideas bubble up in Jena

Ernst-Abbe-Platz with a sculpture by Frank Stella (New York).

Famous companies like ZEISS, Jenoptik und SCHOTT began their success stories in the friendly university city on the Saale river. With over 150 years of industrial history, Jena is not only regarded as the birthplace of Europe's optical industry but also renowned as a centre for optics and photonics research. The collaboration between Carl Zeiss, Ernst Abbe and Otto Schott did more than just lay the foundations for corporations that enjoy international success to this day, it also initiated a remarkable development of innovative small and medium-sized businesses.

The Friedrich Schiller University of Jena, the Ernst Abbe University of Applied Sciences, the large University Hospital, local industrial and high-tech companies as well as first-class research institutions of all the major German Scientific Societies determine the development and life of the city and its inhabitants.

Jena's expertise lies primarily in the fields of optics, photonics and medical technology, as well as in life sciences. The results of light-based research are playing a significant role in addressing key challenges for the future in the fields of healthcare, energy, personal transport, the environment, safety, communications technology and IT. There are also some useful overlaps with regard to conferences and conventions. These events don't just draw on the latest research from Jena; the city's thriving culture of discussing pressing social issues also provides them with stimulating new ideas.

Shining Lights —

Jena's tradition of poets and philosophers

But the city of Jena has never been shaped by technology alone, and its numerous cultural activities and events attract a wide range of people. Jena's intellectual and cultural life has a long and proud tradition. For example, Schiller and Goethe first met in Jena in 1794, and soon became firm friends. The presence of these illustrious writers greatly influenced the city's creative scene, and Jena enjoyed extraordinary cultural significance in the period around 1800. The interaction between poetry, philosophy, art and the natural sciences gave rise to a new aesthetic that resonates to this day.

TRAFO Jena offers space for contemporary art forms and new media.

Moments of Light: Meetings in Jena — friendly charm and strong expertise

Jena remains very much an insider's tip as an attractive conference venue, even though it has much to offer when it comes to making the most of meetings. Exceptional event locations – from conference hotels equipped with the latest facilities to venues with a distinctive atmosphere – are located close to each other in the city centre. Historical buildings, like the beautiful art nouveau Volksbad or the Volkshaus, built in 1903, are sure to create lasting impressions. Venues such as the Zeiss Planetarium and the Imaginata – a world of sensory experiences – provide unique experiences.

A dinner under the stars is possible at the Zeiss Planetarium.

Imaginata — venue for the senses.

The large hall in the Volkshaus shines in new splendour.

Volkshaus Jena

The prestigious building has an impressive event hall for around 1,000 people. With its wonderful acoustics and stylish ambience, the lavishly renovated large hall is in demand for conferences, concerts and other events. Other rooms are currently being refurbished. From 2022, the entire Jena Volkshaus will be available as a modern

The spacious foyer area in the Volkshaus invites you to linger.

conference and congress centre after extensive redevelopment. In addition, a new building will connect the Volkshaus directly with the German Optical Museum, whose rooms can then also be used for events.

The Volkshaus in Jena will offer a variety of event spaces from 2022.

In Paradies Park on the beach of the Saale river.

So what is there to do for conference delegates after a hard day's work?

The ideal convention destination should allow you to blow away the cobwebs and recharge your batteries after long hours of in-depth discussions. Jena has a lively, dynamic city centre with a friendly student vibe. The city's event venues are only a stone's throw from Wagnergasse, Jena's main going-out area, and the wide expanse of Paradies Park is ideal for relaxing or a spot of jogging. Whether you're looking for culture, a good restaurant, or a trip into the scenic countryside to round off your day – all of these options and more are easily accessible in Jena.

Summer evenings come to an end in Wagnergasse.

Market square with historic town hall in the background.

Bright spot — Jena Convention Bureau

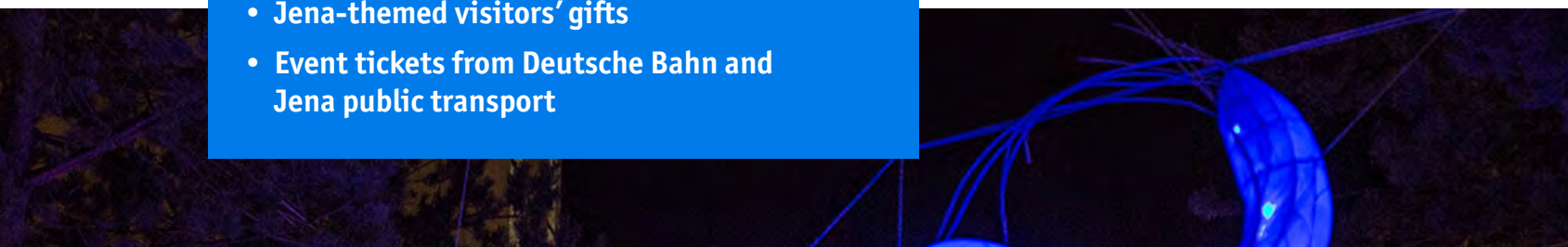
The Jena Convention Bureau acts as an interface between Jena's key sectors and event organisers. It facilitates access to suitable sector partners and highlights the individual strengths of local service providers. Jena Convention Bureau offers a number of supporting services for organisers of conferences, conventions and incentives.

Strong partners and solid local roots

The Jena Convention Bureau collaborates with strong partners in all its activities. We represent the city of Jena, not least in our membership of sector-specific networks, such as the German Convention Bureau (GCB), the European Association of Event Centres (EVVC) and Green Globe. The Jena Convention Alliance (Tagungsallianz Jena) unites the key players in and around Jena in a partnership of experts. The Jena Convention Bureau promotes strategic cooperation between business, academia and the city's many service providers through networking and regular meetings, thus ensuring that conferences are thoroughly successful events.

Our services:

- **Individual advice on event options and on choosing a suitable venue**
- **Site visits**
- **Arranging conference hotels and venues, recommending service providers**
- **Organising events at JenaKultur locations**
- **Advising on and arranging supporting programmes and evening events**
- **Providing information and images on the subject of Jena for conference marketing purposes**
- **Organising hotel allocations in collaboration with Jena Tourist Information**
- **Jena-themed visitors' gifts**
- **Event tickets from Deutsche Bahn and Jena public transport**



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