



An initiative of the European Union

# CLUSTERS MEET REGIONS



TRANSFORMATION OF THE MANUFACTURING INDUSTRY:  
THE PATH TOWARDS ARTIFICIAL INTELLIGENCE AND HYDROGEN

EUCLUSTERS  MATCHMAKING  
EVENTS

HEILBRONN | 9 · 10  
GERMANY | APRIL 2025

# PARTICIPANTS BOOKLET

X @Clusters\_EU

in European Cluster Collaboration Platform

f European Cluster Collaboration Platform - ECCP

#ClustersMeetRegions #ECCPMatchmaking



# Clusters Meet Regions

## Background

The European Cluster Collaboration Platform (ECCP), on behalf of the European Commission and in collaboration with Wirtschaftsförderung Raum Heilbronn GmbH, the Cluster Initiative TRANSFORMOTIVE DIALOG and the Federal State of Baden-Württemberg is proud to organise the Clusters Meet Regions event in Heilbronn, Germany, on 9 & 10 April 2025.

The conference aims to bring up new insights and ideas that may contribute to cluster policy in general but also to future EU policies. It will examine the transformative role of clusters in driving innovation, promoting sustainability, and strengthening resilience within regional and European ecosystems. With Heilbronn's leadership in cutting-edge sectors like Automotive, Mechanical Engineering, Aerospace, Robotics & Artificial Intelligence and Hydrogen, the event will offer participants a first-hand experience and an excellent basis for discussion on how clusters are central in a thriving regional innovation ecosystem and are key contributors to European competitiveness.

Building on the successful tradition of previous events across Europe, the Heilbronn edition will provide a platform for cross-sector collaboration, dynamic discussions, and hands-on engagement through site visits, matchmakings, panel discussions, and interactive workshops.

## GENERAL INFORMATION



The event is taking place on 09-10 April 2025.

The Conference venue for 09 April 2025: Chamber of Crafts (Handwerkskammer)  
Heilbronn, Allee 76, 74072 Heilbronn - <https://maps.app.goo.gl/zyHCjUo6WgCcWGkC9>

For more information about the venue, [click here](#).

The event is scheduled to start at 09:00 AM. We kindly ask all participants to arrive at Handwerkskammer Heilbronn-Franken (Chamber of Crafts) by **8:45 AM** to ensure that everyone has enough time to register on-site and take their seats in the meeting room.

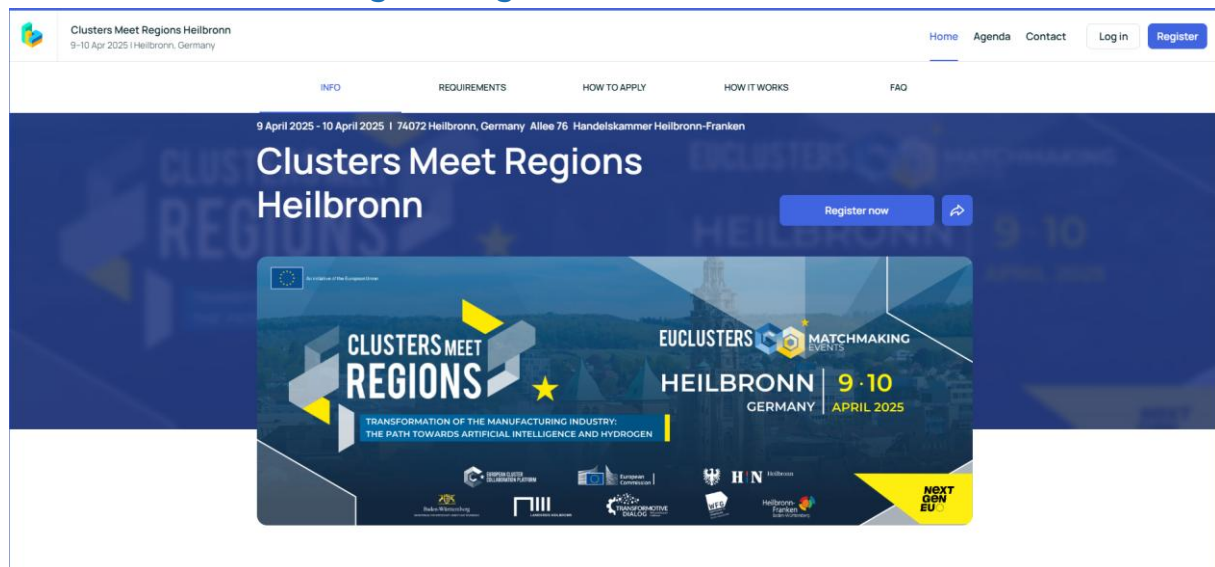
The event programme features a diverse range of activities, including:

- **Keynote speeches** from industry leaders and policymakers
- **Panel discussions** on regional and European cluster strategies
- **Matchmaking sessions** for networking and collaboration
- **Site visits** to innovation parks and industry leaders
- **Interactive workshops** focused on Hydrogen Energy Transition

The latest agenda of the event is available [here](#).



## Please, register via B2Match and plan your attendance in Clusters meet Regions seminar and matchmaking meetings



Registration link for B2Match: [click here](#)

- Register to participate in the 2-day Cluster meet Regions seminar:
  - Choose sessions to attend
  - Site visits – there will be 3 parallel site visits. Please, chose your preference during the registration
- Express your explicit interest in the Matchmaking event and book your meetings
  - Start booking meetings – Meeting requests must be accepted, otherwise they cannot be scheduled.
  - Schedule your own meetings - Each matchmaking meeting will last for **20 minutes**.
  - On the day of the MME, please check your meetings' agenda (and download it)

## MAIN VENUE & MEETING POINTS

### Locations 09 April 2025:

#### Conference venue:

Chamber of Crafts (Handwerkskammer) Heilbronn, Allee 76, 74072 Heilbronn - <https://maps.app.goo.gl/zyHCjUo6WgCcWGkC9>

#### Arrival & Parking:

Parking garage K3 Theaterforum

- first entrance <https://maps.app.goo.gl/H8WdJsxvt7JpLMvP8>
- Second entrance <https://maps.app.goo.gl/XuxVtcDUQc5M8YNN6>

Light rail/ Tram stops close by:

Heilbronn Theater and HN  
Harmonie/Hafenmarktpassage/ Kunsthalle

Bus stops close by:

Heilbronn Berliner Platz; Berliner Platz West;  
Heilbronn Hallenbad Soleo; Heilbronn  
Harmonie

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## Evening venue:

### Campus Garden Heilbronn

Bildungscampus 1

74076 Heilbronn

<https://campusgarden.hn/>

<https://maps.app.goo.gl/Nb4nUhxxrc9xfE6a8>

## Arrival & Parking:

Parking garage Bildungscampus East

<https://maps.app.goo.gl/qGdxJSYvk6g5c14N8>

Parking space Bildungscampus East

<https://maps.app.goo.gl/yoVa1zQhTYT1Y68V9>

Parking garage Bollwerksturm

<https://maps.app.goo.gl/X5q1ocXkVGRkw5h47>

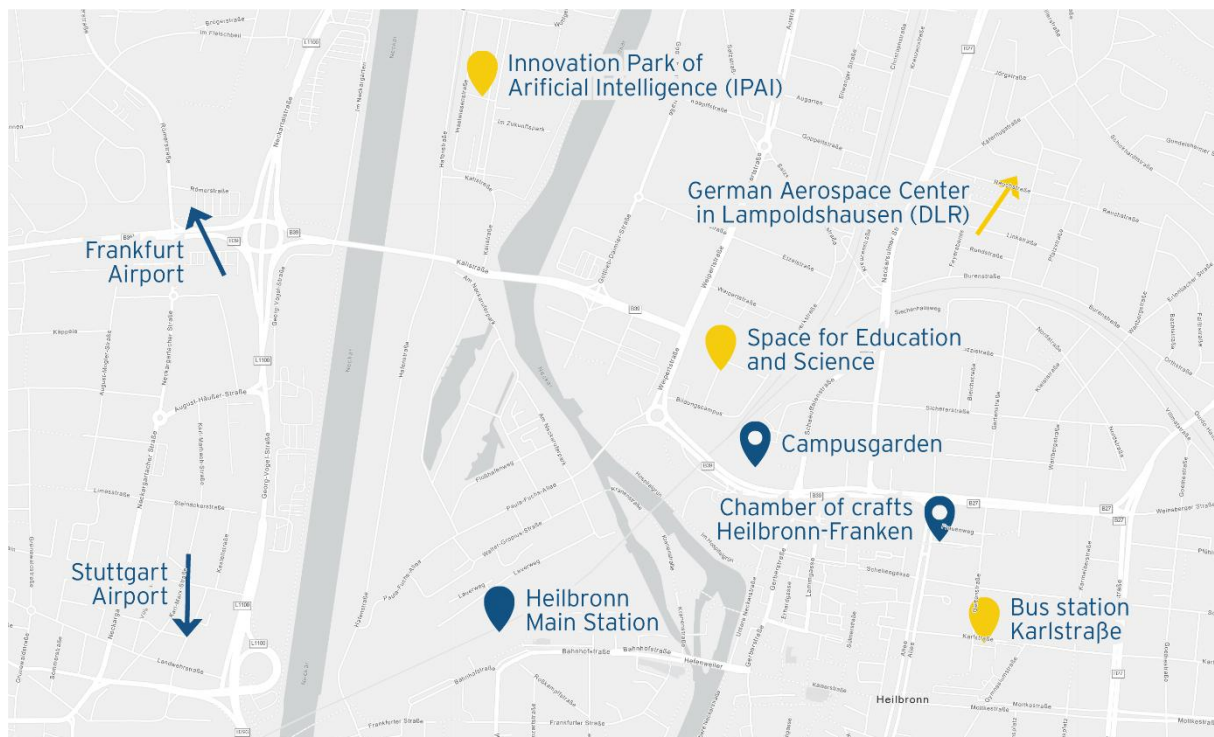
Light rail/ Tram stops close by:

Heilbronn Theater

Bus stops close by:

Heilbronn Hallenbad Soleo und Heilbronn  
Europaplatz/Bildungscampus West

The route between the venue of the program (Heilbronn-Franken Chamber of Crafts) and the venue of the evening (Campus Garden Heilbronn) can be covered in a 15-minute walk.



## Locations 10 April 2025

### Site visits by:

German Aerospace Centre	<a href="#">Lampoldshausen</a>
IPAI	<a href="#">IPAI</a>
Bildungscampus Heilbronn	<a href="#">Bildungscampus Heilbronn: Bildungscampus</a>

Meeting point for bus shuttles: **10 April 9:00 am,**

**Busbahnhof Heilbronn, Karlstraße**

[\(Busbahnhof - Google Maps\)](#)

## HOTEL AND ACCOMMODATION

### Contingent via Hotel „Holiday Inn Express“

Link:

<https://www.hiexpress.com/redirect?path=hd&brandCode=EX&localeCode=de&regionCode=394&hotelCode=ZNJHB&PMID=99801505&GPC=d18&cn=no&viewfullsite=true>

ToDo: Select period > Price preference: the “group rate” should already be selected here > Show prices > Select room for € 109 per night incl. breakfast and fill in with individual information and complete the reservation process

### Further hotel recommendations:

Parkhotel Heilbronn	<a href="#">Parkhotel Heilbronn</a>
Premier Inn Heilbronn – via booking.com	<a href="#">Premier Inn Heilbronn City Centre, Heilbronn (aktualisierte Preise für 2025)</a>
Harbr Hotel Heilbronn	<a href="#">HARBR. Hotel Heilbronn   Hotel in Heilbronn entdecken</a>
Ibis Heilbronn City	<a href="#">Tarife - ibis Heilbronn City ALL - Accor Live Limitless</a>
Hotel am schönen Theater	<a href="#">Home - Heilbronner Hotel am schönen Theater</a>
Hotel Arkade am Theater	<a href="#">Hotel Arkade Lamminger Gruppe in Heilbronn, Pension Arkade Neckarsulm</a>
City Hotel	<a href="#">City Hotel Heilbronn   Ihr Zimmer im Herzen der Stadt</a>

## OTHER USEFUL INFORMATION

### The Heilbronn Region – A Dynamic Hub for Business, Science, and Culture

The Heilbronn-Franconia region is strategically located in the heart of Europe, north of Stuttgart, between the Neckar and Main rivers. Its central position ensures excellent access to European markets and capitals.

Spanning 4,765 square kilometers, Heilbronn-Franconia is the largest region in Baden-Württemberg and one of Germany's most dynamic economic areas. It includes the major center of Heilbronn and eight growing medium-sized cities: Bad Mergentheim, Crailsheim, Künzelsau, Neckarsulm, Öhringen, Schwäbisch Hall, Tauberbischofsheim, and Wertheim. With nearly 64,000 businesses, the region is a powerhouse of innovation and industry.

The economy thrives on family-owned SMEs, world-leading companies, and hidden champions. Key sectors include automotive, mechanical engineering, electrical industries, logistics, software development, and medical technology. Emerging fields like AI, hydrogen, environmental technology, and sustainable industries are gaining importance.

Heilbronn-Franconia is also a hub for science and research. Heilbronn University of Applied Sciences specializes in engineering, business, and IT. The Technical University of Munich (TUM) Campus Heilbronn attracts top talent in digital transformation and innovation. The Baden-Württemberg Cooperative State University (DHBW) integrates academic learning with industry practice.

The Bildungscampus Heilbronn fosters interdisciplinary research, hosting institutions like TUM Campus Heilbronn, DHBW Heilbronn, the German Graduate School of Management and Law (GGS), and the Fraunhofer Institute. Research institutions such as the Ferdinand Steinbeis Institute and the Fraunhofer Institute drive innovation in AI, automation, and sustainability. ETH Zurich's Heilbronn campus enhances collaboration in digital transformation and data science.

The Innovation Park Artificial Intelligence (IPAI) in Heilbronn is a leading AI research and development hub. The German Aerospace Center (DLR) also contributes to advancements in aeronautics, space research, hydrogen, and energy technologies.

Despite its industrial strength, 82% of the region remains rural, offering scenic landscapes and high quality of life. The region is a key player in viticulture, with nearly half of the Württemberg Wine Route crossing through it.

Heilbronn-Franconia boasts outstanding infrastructure. It is well-connected via the A3, A6, A7, and A81 motorways, an extensive railway network, the Neckar and Main ports, and regional airfields in Schwäbisch Hall and Niederstetten. Efforts are underway to expand the A6 motorway, improve railway connections, and extend the Neckar River locks to further strengthen economic growth.

With a population of nearly 900,000, the region's urban and medium-sized cities play a crucial role in administration, business, and culture. Its blend of industrial excellence, research institutions, and quality of life make Heilbronn-Franconia an attractive location for business and innovation.





## Travel to Heilbronn

Heilbronn is a well-connected city, easily accessible by train, air, and road. Whether you are arriving from within Germany or internationally, there are several transport options available to ensure a smooth journey to the event.

### By air

The next airports are:

- Stuttgart Airport approx. 70km away
- Frankfurt Airport approx. 140km away

From the airport you can take the train to Heilbronn or take a cab. You can also use the various car rental agencies at the airport to hire a car.

For flight schedules and more details, visit the official airport website:

- Stuttgart: [Flughafen Stuttgart - STR Airport](#)
- Frankfurt: [Flughafen Frankfurt](#)

### By train

If you arrive by train at the main station, you can get to the city center on foot, by bus or by light rail.

Heilbronn mainstation

<https://maps.app.goo.gl/exFufsqghxCpCuCWW9>