

## Press release

# Invest.Ruhr – BMR launches digital platform for investments

Essen. The first digital platform in Germany for an entire region went online today in Essen: [www.Invest.Ruhr](http://www.Invest.Ruhr) bundles the latest figures and analysis on the Ruhr real estate market, leading markets, business and structural data as well as investor service offers in a new digital product. Municipalities and companies have the opportunity with Invest.Ruhr to market their own space, real estate and development projects in a targeted manner. “With Invest.Ruhr we aim to further optimise the visibility and marketing of the region and provide investors with all relevant information in a bundled form,” says Rasmus C. Beck, Chairman of the Board of Management of Business Metropole Ruhr GmbH (BMR).

All information and data of the Ruhr Metropolis that is relevant for investment can now be accessed in up-to-date form: this includes peak rents, returns and purchasing power per head for each town and city in the region. In addition, specific information regarding market development in the various asset categories such as Office, Logistics, Retail and Corporate Real Estate is just a click away. Experts from the real estate sector were expressly involved in the design and development of Invest.Ruhr to enable their requirements to be addressed in the range of data provided: “As a company of long standing tradition in the Ruhr region, we are convinced of the strengths and development potential of Invest.Ruhr. The platform enables us to digitally present Harpen projects in our region in a targeted manner whilst also monitoring project offers for Harpen investments,” says Franz-Josef Peveling, Managing Director of Harpen Immobilien GmbH.

Invest.Ruhr also makes an important contribution to the digital interlinking of local and regional business development bodies: “The platform offers us an additional opportunity to market our projects and draw the attention of investors to us. The region as a whole, but also each individual municipality can present its strengths on Invest.Ruhr and ultimately benefit from this,” says

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Holger Stoye, Managing director of the business development organisation Wirtschaftsförderung Herne.

Invest.Ruhr is online with immediate effect. An information film about the platform can be viewed here: [www.Invest.Ruhr/film](http://www.Invest.Ruhr/film)

