

## BRINGING PEOPLE TOGETHER:

A place for trade fairs, conventions and innovation



Our region brings people together. For example, because Augsburg is an up-and-coming city for trade fairs, which adapts flexibly to suit the requirements of regional shows just as easily as international specialist trade fairs. Because the region hosts convention and congress guests in modern and historical locations.

Names such as EADS and MAN (where Rudolf Diesel developed the engine that bears his name), Kuka and UPM Kymmene, Osram and Renk portray Augsburg's reputation as an industrial centre throughout the world. As an environmental competence centre, Augsburg is conquering a market across Europe.

There are currently around 25,000 students matriculated at the city's universities.

## IN THE HEART OF EUROPE:

reach the Europa-Forum quickly and easily



The region of Augsburg is in the direct vicinity of Munich and not far from the Alps. Austria and Switzerland are practically on the doorstep, and Italy is also only a stone's throw away.

There is also a "hearty part of Bavaria" for our Lions friends to discover in Augsburg and the surrounding area.

As participants in the Europa-Forum, you can reach us quickly and easily. There is a forum shuttle bus from Munich International Airport, which brings you to Augsburg in approximately one hour. There are also excellent train and motorway connections.



## A HEARTY PART OF BAVARIA:

The "Dream King" and the "Empress of Hearts"



Augsburg is a city swathed in Bavarian history and tradition.

In the "Wittelsbacher Land", Augsburg's neighbour to the east, is home to the roots of the Bavarian House of Wittelbach dynasty. The ruins of the fortress of the first Wittelbachs can be found near Aichach.

This charming, Bavarian landscape is home to three castles reminiscent of the father and childhood of Elisabeth of Bavaria, who would later become famous as the "Empress of Hearts" as "Sisi" of Austria.

Bavarian baroque, pilgrimage churches and asparagus delicacies are just some of the trademarks of the ancestral lands of the Wittelbachs, who ruled over Bavaria for more than 700 years.

From the region at the foot of the Alps it is only one hour's drive to the Allgäu, where the most famous fruit of the Wittelsbach family tree, King Ludwig II, built his fairytale palace Neuschwanstein.

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## EUROPA-FORUM 2015:

The German Lions are looking forward to welcoming their guests



We promise: Augsburg and the Bavarian Lions are ready to offer a hearty welcome to Lions from all across Europe!

The citizens of Augsburg are also ready to offer our guests a once-in-a-lifetime event in cooperation with the Lions.

Experience a rustic "Lions Oktoberfest" with us, take a stroll through 2,000 years of cultural history and discover the culinary and cultural attractions of Swabian Bavaria.



9. – 11.10.2015

The forum in Augsburg should become a forum for the basis. Under the motto:

### EUROPEAN LIONS – SYMPATHY AND FRIENDSHIP

you can experience an exciting exchange of experiences with our Lions friends from across Europe in a range of interesting workshops and seminars.

It is particularly important that the fees for the forum are low in order to allow all participants to take part.

EVERYBODY should have the chance to take part in this important meeting personally. The Multi-District 111 Germany, the Free State of Bavaria and the city of Augsburg are looking forward to your visit.



# LIONS EUROPA-FORUM 2015

LIONS – SYMPATHY AND FRIENDSHIP

9. – 11.10.2015 | Augsburg | Bavaria | Germany



[www.europaforum2015.org](http://www.europaforum2015.org)



## MUCH MORE THAN YOU WOULD THINK:

surprising discoveries in Augsburg



"If only we'd known...!" That's what we hear time and time again from visitors who come to Augsburg for the first time and are delighted by the cultural, historical, architectural and scenic treasures they discover in the direct vicinity of Munich.

So what is there to see in the city famous for its links to the Fugger and Mozart families and the birthplace of the poet Bertolt Brecht?

There are many things reminiscent of the Romans, who founded Augsburg over 2,000 years ago, as well as riches from all eras of German history. Today, Augsburg is a vivacious town with Italian flair...

Discover the romantic enclaves which were so beloved by Bert Brecht: the city walls, the idyllic old town with its craftsmen's houses and canals – as well as the golden, silver and stone testaments to the "Augsburg style" so richly formed by the rococo era.

The "splendour of Augsburg" was just as legendary as that of Venice, Strasbourg or Nuremberg. During the Renaissance, Augsburg was the financial capital of Europe and the covert capital of the empire. Even a short visit today will be enough to convince you why Emperor Maximilian I of Hapsburg was so in love with the city that they called him the "Mayor of Augsburg".

There are many things that you simply have to see: the magnificent Renaissance town hall designed by Elias Holl with its breathtaking Golden Hall, the Emperor's Mile with the splendid fountains sculpted by Adrian de Vries and the two St. Ulrich's churches, the Schaezlerpalais palace and the Damenhof in the Fuggerhäuser.

And when the Fuggers were "making" the emperors and dominating the world's financial markets, they built the world-famous Fuggerei, now the oldest social housing complex in the world and one of the city's main tourist attractions.

We are sure that

Jakob Fugger would have been a Lion.



## SYMPATHY AND FRIENDSHIP:

Peace of Augsburg and parity



Did you know that Augsburg is the only city in Germany to have its own official holiday restricted to the city's territory? Each year, Augsburg citizens of all confessions and nationalities come together to celebrate the great Peace of Augsburg holiday. The origins of this holiday go back to the 16<sup>th</sup> century, or to be more precise back to the year 1555, when the Peace of Augsburg treaty was signed, establishing parity between the religions. It is no wonder that as a result there is a Catholic chapel in the middle of a Protestant church in this city and that at the two Holy Cross churches, Protestants and Catholics even share the vestry.

It was therefore logical that our forum should be held under the motto **SYMPATHY AND FRIENDSHIP**.

## FULL TO THE BRIM WITH CULTURE:

Augsburg – not just Mozart's city



You read that correctly: Augsburg was once one of the most important cities in the life of the musical genius Wolfgang Amadeus Mozart. And not only because his father, discover, music teacher and manager, Leopold Mozart, was born in Augsburg. Even today, the Mozart Haus is still a monument to Leopold Mozart and his unique son.

Well known thanks to the many letters exchanged, the close relationship between Mozart and his cousin, Marianne Mozart (known as Bäsle) meant the genius often returned to the region. If you're lucky, you might even run across Bäsle if you go for a stroll through the city during the Europa-Forum!

Not only that, the great master painters of the Renaissance, Hans Holbein the Elder and Hans Holbein the Younger and Hans Burgkmair the Elder, were also true sons of Augsburg. There are still a number of paintings (which would be proudly presented in large museums in other cities) adorning Augsburg's sacral building and private residences today.

You can also visit the birthplace of Bertolt Brecht, one of the world's most famous residents of Augsburg.

