

Annual Report 2025

TROWISTA
Troisdorf Economic Development
and City Marketing Agency



FOREWORD

RELIABLE IN DYNAMIC TIMES



Alexander Miller
Managing Director

Dear Readers,

2025 was a stable yet intensive year for TROWISTA. In an economic environment that remained marked by uncertainty, pressure to transform and restraint for many businesses, it once again became clear how important reliable contacts, short lines of communication and personal exchange on site are. This is exactly how we define our role in economic development: identifying developments at an early stage, providing guidance, creating momentum and working with businesses, administration, politics and other partners to develop viable and sustainable solutions.

At the same time, 2025 was also a year of consolidation and further development for us. We were not only able to continue proven formats such as our business breakfasts, but also to strengthen them further thanks to very positive feedback. At the same time, we succeeded in setting new impulses and in thinking even more holistically about business-related topics ranging from skilled labour and digitalisation to sustainable transformation. Many challenges can no longer be viewed in isolation; they are interconnected and require a broader perspective. This makes our personal presence and direct exchange with companies on site all the more important.

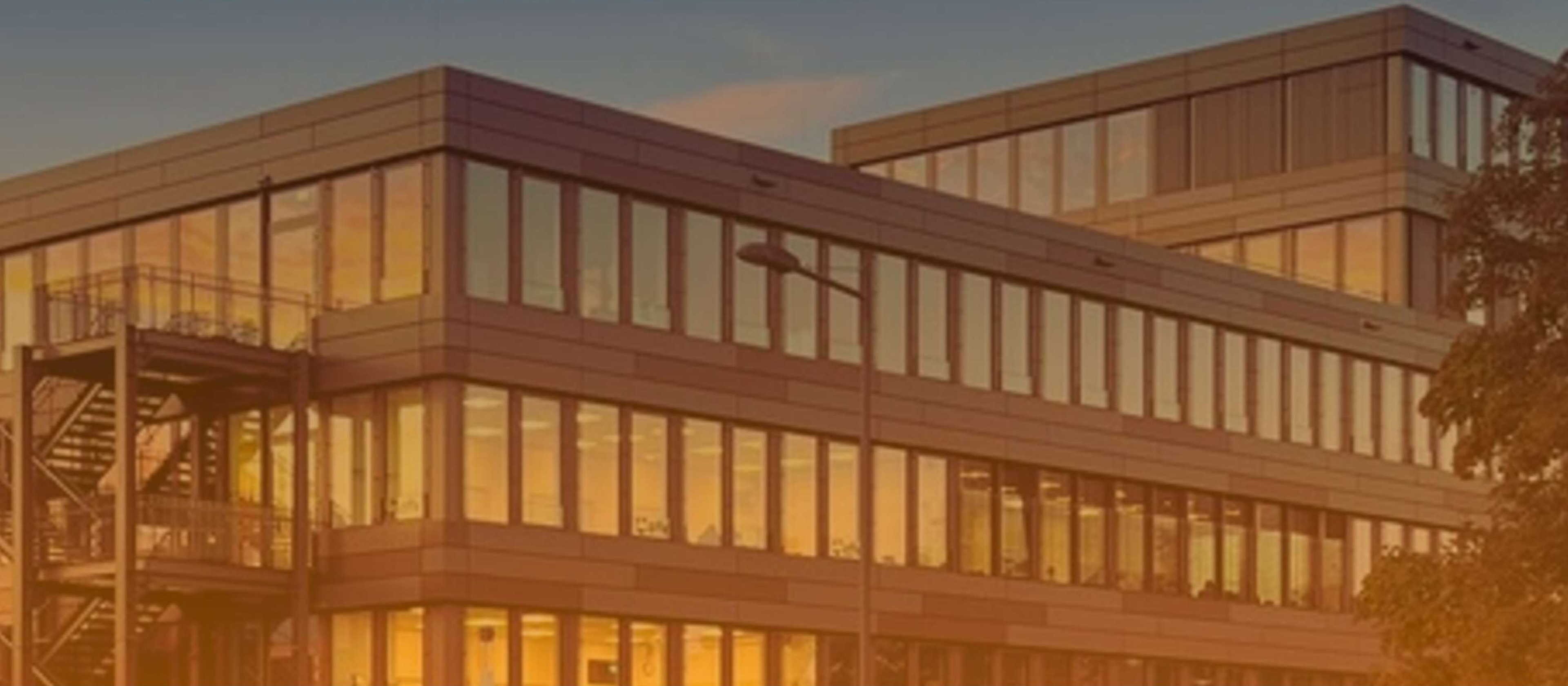
At this point, I would like to sincerely thank the team, our shareholders and committees, our network partners, and the many companies and institutions that once again met us in 2025 with openness, trust and a willingness to engage in dialogue. This collaboration is the foundation of our work and a great source of motivation. We will continue to support Troisdorf's business community with agility, commitment and an individual approach

AGENDA

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THE TROWISTA



DIE TROWISTA

ABOUT US

TROWISTA is the economic development and city marketing agency of the City of Troisdorf and the first point of contact for companies, entrepreneurs and investors. It represents the interests of Troisdorf's business community, supports business-related matters and contributes economic perspectives to urban development.

MISSION

We connect business and city administration, strengthen Troisdorf as a business location, and support companies with a service-oriented and individual approach.

VISION

Troisdorf is a future-ready, sustainable and innovative business location with a strong identity and high appeal.

Our Shareholders



THE TROWISTA

OUR SERVICES



Real Estate Services



Permit Management



Digitalisation & Innovation



Skilled Labour Development



Start-ups & Growth



Centre Management & City Marketing



Networking & Events

More at www.trowista.de



THE TROWISTA TEAM

**AGILE.
COMMITTED.
INDIVIDUAL.**

*FOR BUSINESS IN
TROISDORF.*

Contact

02241 89602 0

info@trowista.de



BUSINESS LOCATION TROISDORF

BUSINESS LOCATION TROISDORF

DYNAMIC TIMES

Troisdorf is a strong business location with a solid industrial base. The city benefits from its central location between Cologne and Bonn, excellent access to motorways, rail and the airport, as well as ten commercial and industrial areas. These location factors, combined with the city's strong business focus, provide a stable foundation for industry, SMEs, services and skilled trades.

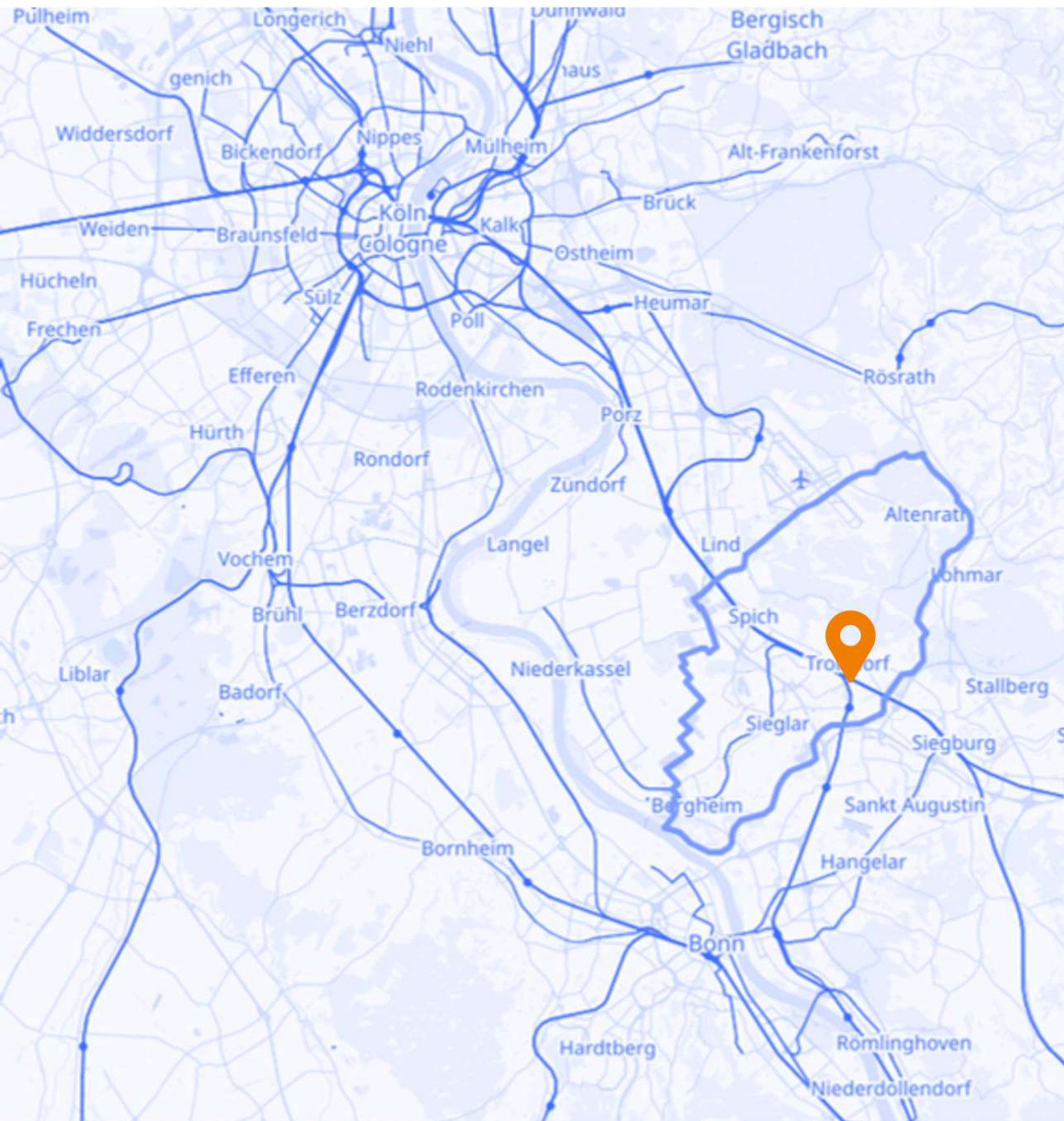
At the same time, 2025 also showed in Troisdorf that even resilient locations cannot detach themselves from broader economic conditions. The overall economic environment remained shaped by uncertainty, restraint and ongoing pressure to transform. In the Bonn/Rhein-Sieg economic area, labour demand declined further in 2025, while the shortage of skilled workers remains a structural challenge in many sectors. This tension is reflected in the following location data: while the number of employees subject to social security contributions at the place of work and commuter figures both declined compared with the previous year, business registrations continued to develop positively, with a net balance of +224.

Despite these challenging conditions, there are also signs of confidence and resilience at the location. Many conversations show that companies continue to identify with Troisdorf and are still investing here. At the same time, issues such as digitalisation, sustainability, space availability, and the transformation of town centres and district centres increasingly need to be considered together.



BUSINESS LOCATION TROISDORF

OVERVIEW



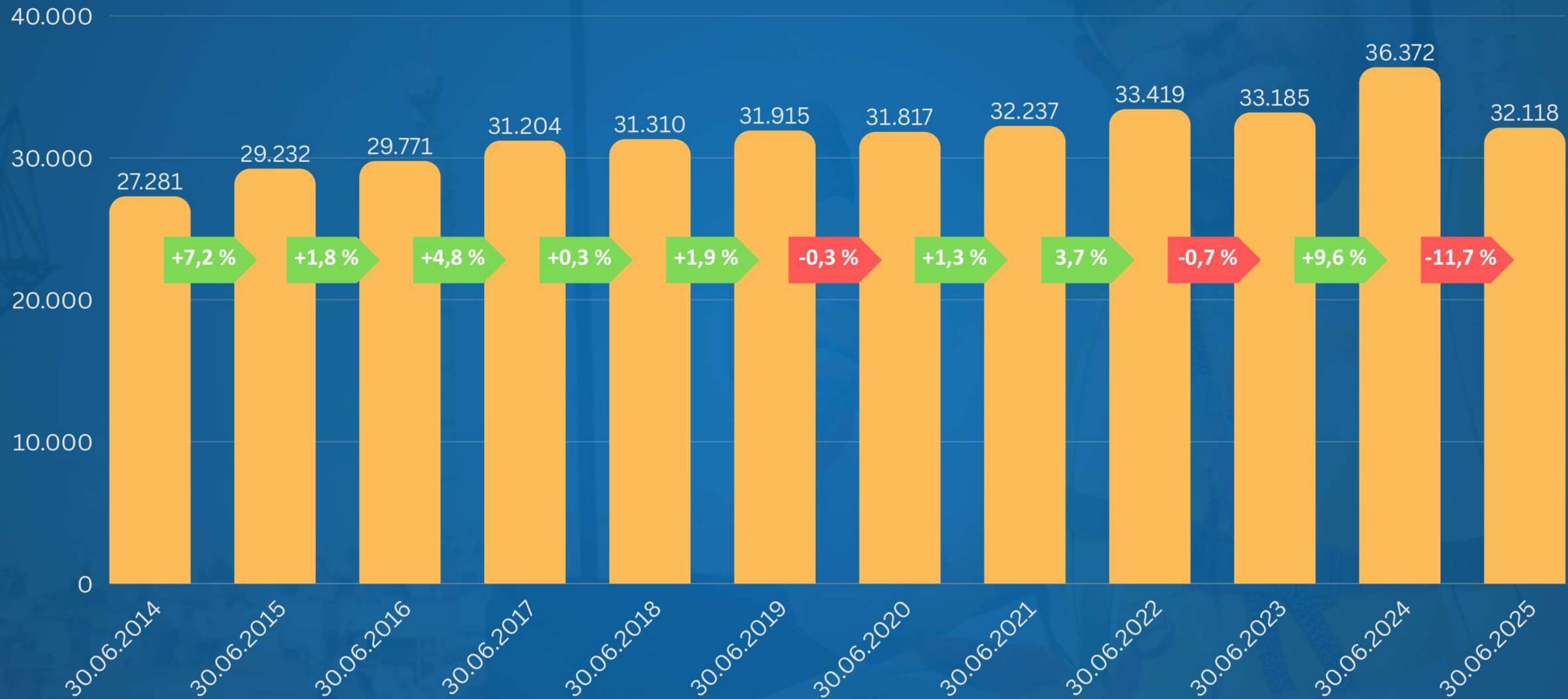
- Approximately 79.000 inhabitants.
- The largest city in the Rhein-Sieg district.
- Consists of 12 city districts or localities.
- Centrally located between Cologne and Bonn.
- Excellent connections to airport, highway, and rail transport.
- Hosts 10 commercial and industrial areas.
- Home to numerous "hidden champions" and market leaders.
- Historical industrial site and, since 1905, a center of the plastics industry, originally based at Dynamit Nobel.

"The central location, the quick and personal contact with decision-makers, and the strong economic support highlight the city."

BUSINESS LOCATION TROISDORF

LOCATION DATA

Employees Subject to Social Security Contributions (Place of Work)



Source: IT.NRW

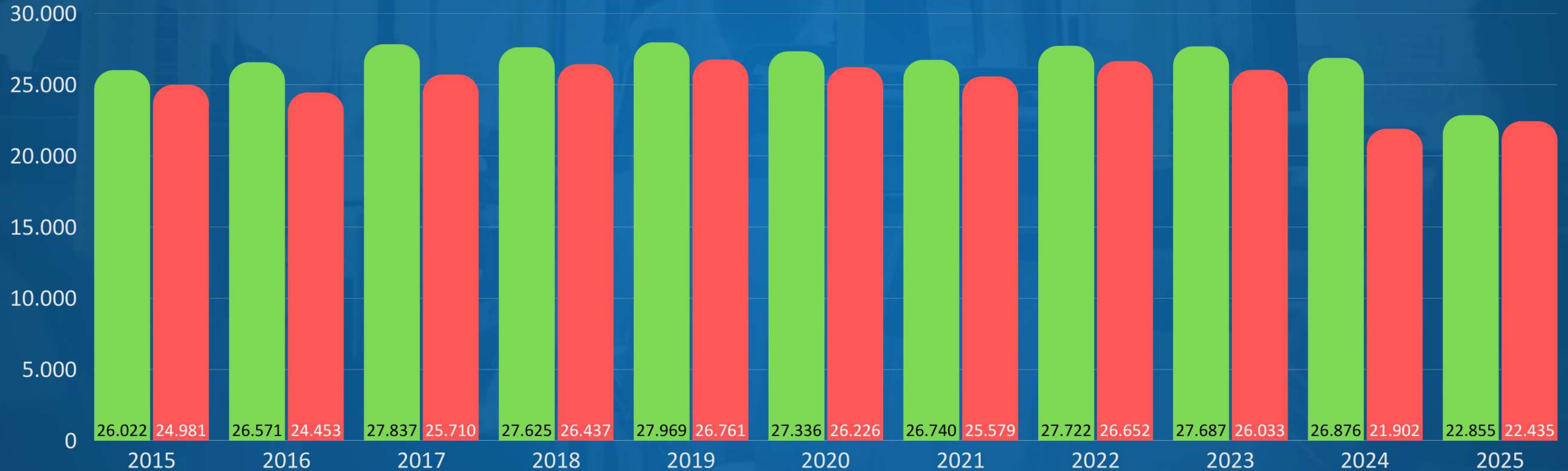
BUSINESS LOCATION TROISDORF

LOCATION DATA

Commuter Statistics 2015–2025 (as of 30 June each year)

Commuter Surplus

Commuter (In) Commuter (Out)



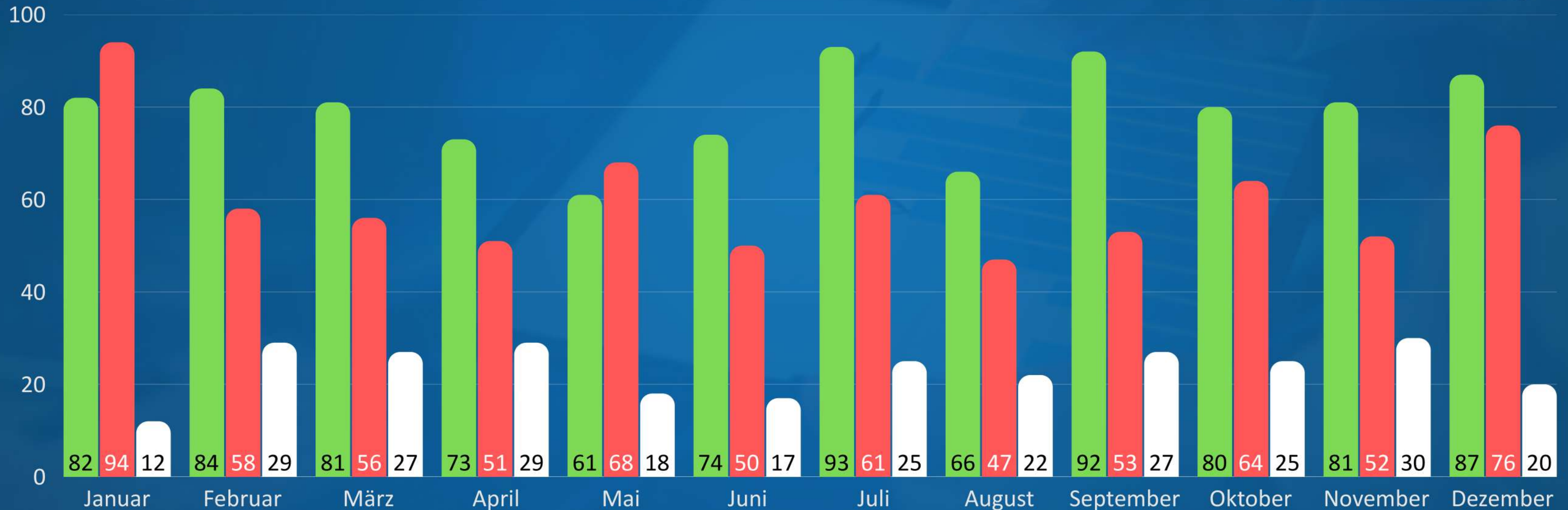
Source: IT.NRW

Business Registrations 2025

Registrations, Deregistrations and Changes by Month

● Registrations ● Deregistrations ● Change of Registration

2025
954 Registrations
730 Deregistrations
Balance + 224

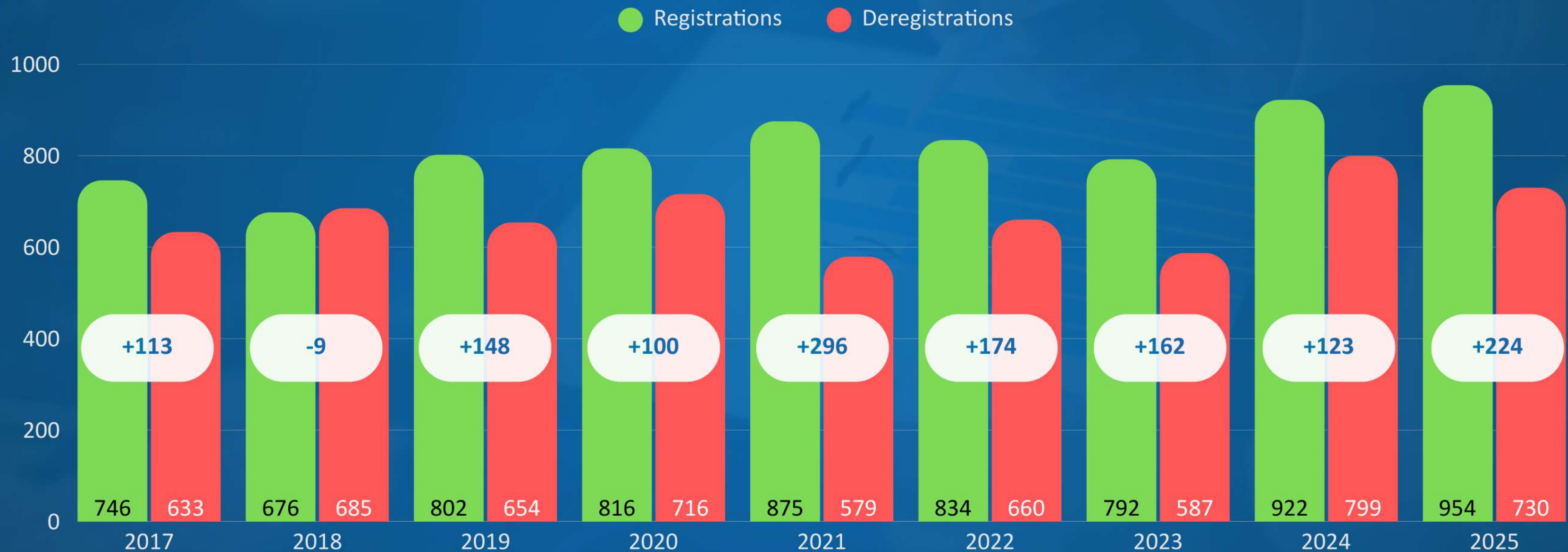


Source: Stadt Troisdorf

BUSINESS LOCATION TROISDORF

LOCATION DATA

Business Registrations 2017 bis 2025



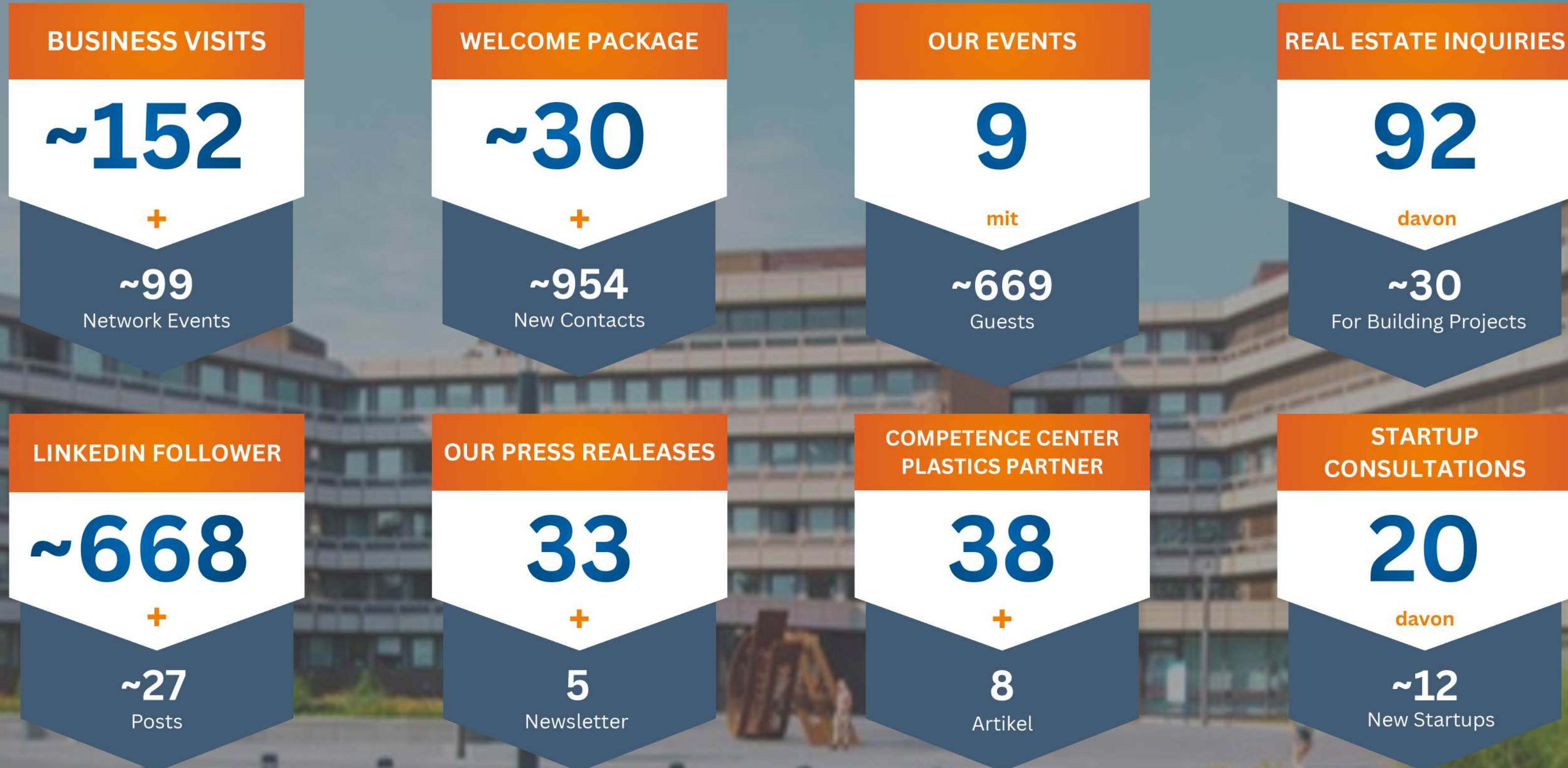
Source Stadt Troisdorf

YEAR REVIEW 2025



JAHRESRÜCKBLICK 2025

KEY FIGURES



YEAR REVIEW

STRONG NETWORK

A strong network and direct contact with local businesses are key foundations of successful economic development. That is why TROWISTA once again placed a strong focus on business retention in 2025: around 152 companies were visited in order to identify concerns, recognise challenges at an early stage and pick up on needs from business practice. Many of these visits took place together with the Mayor, underlining the close connection between city administration and the local economy.

Start-ups were also actively integrated: around 954 businesses and self-employed individuals received a personalised welcome letter. Through personal outreach, the Troisdorf welcome package and starter packages for the STADTGutschein, TROWISTA strengthens visibility, networking and helps ensure a successful start in Troisdorf.

Another key focus was active network development: in 2025, the TROWISTA team took part in more than 99 networking appointments. Continuous exchange with chambers, associations, administration, political stakeholders and actors from education, research and science creates valuable synergies, strengthens cooperation and helps identify current developments at an early stage. Established formats such as the business breakfasts complement this exchange and create space for direct networking on site. In addition, ideas from the business community are taken up and translated into new formats, such as the launch of a hotelier round table and the OPEN DOOR DAY at Camp Spich.



YEAR REVIEW

STRONG NETWORK

BUSINESS RETENTION & NETWORKING ACTIVITIES



Visit K 2025



Visit Mannstaedt



Visit Galerie Troisdorf



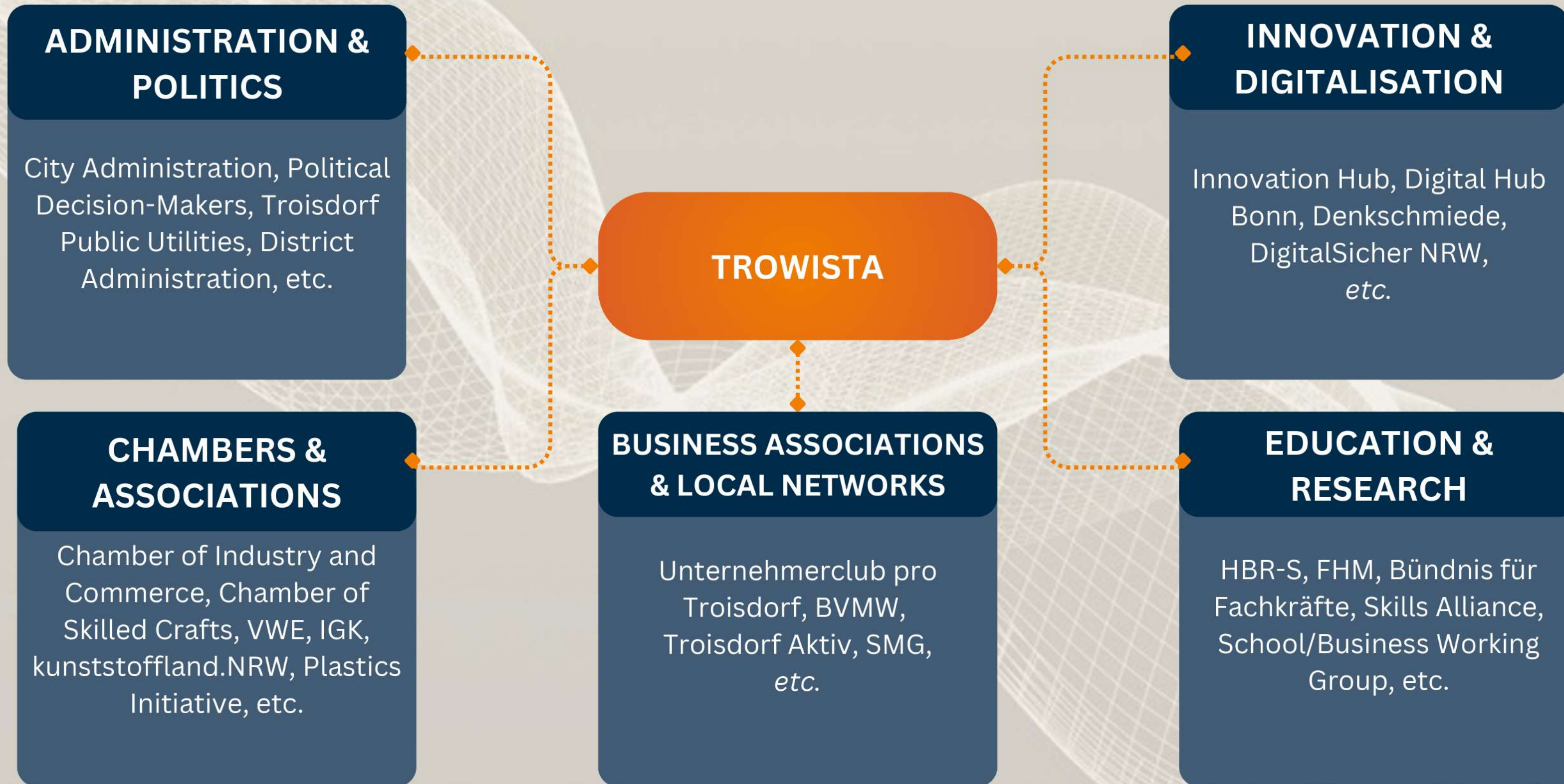
AI Days in Troisdorf



Hotelforum 2025

YEAR REVIEW

STRONG NETWORK



YEAR REVIEW

OUR EVENTS

BUSINESS BREAKFASTS

1. Rautenberg Media GmbH 20.02.2025
2. MBA Solutions GmbH 10.04.2025
3. Rhein Sieg Werkstätten 22.05.2025
4. Helm Einrichtung GmbH 18.09.2025
5. PICNIC GmbH 06.11.2025

CITY BREAKFAST

6. B&B Hotel 12.06.2025



JAHRESRÜCKBLICK 2025

VERANSTALTUNGEN & FORMATE II

DFT DigitalForum Troisdorf

Vorsprung durch KI

13.08.2025

Fachkräfte finden, sichern und begeistern #3

09.10.2025

KI im Handel

20.03.2025

Kompetenzzentrum Kunststoff

Industrie braucht Lösungen - Bausteine einer sicheren Zukunft

26.03.2025

DFT DigitalForum Troisdorf

Vorsprung durch KI - verstehen, sichergehen, umsetzen!

13.08.2025
Beginn 16:30 Uhr

Stadthalle Troisdorf
Kölner Straße 167 | 53840 Troisdorf

Mittelstand-Digital Zentrum WertNetzWerke

DIGITAL SICHER NRW

TROWISTA Die Wirtschaftsförderer

DFT DigitalForum Troisdorf

Fachkräfte finden, sichern und begeistern #3

09.10.2025
16:30 Uhr

Stadthalle Troisdorf
Kölner Straße 167 | 53840 Troisdorf

TROWISTA Die Wirtschaftsförderer



YEAR REVIEW

OUR EVENTS

PREMIERE “OPEN DOOR DAY CAMP SPICH 2025”



YEAR REVIEW

CITYMARKETING

Location marketing is about making companies, topics and local potential visible and presenting Troisdorf as an attractive business location both internally and externally. This includes not only traditional public relations work, but also the personal welcome of new businesses, support for new settlements, and the ongoing visibility of companies, sectors and developments across the location.

TROWISTA combines personal presence with a range of communication and visibility formats. Established measures such as welcome visits, welcome packages and the “Company of the Month” prize campaign continue alongside new formats that create additional reach and address new target groups. Launched in 2025, TRO:CAST is a digital video and podcast format covering current topics, trends and perspectives from retail and the wider business community. Together with the City of Troisdorf and the municipal utilities, TROWISTA is also continuously developing the “STADTGutschein” (formerly “TroCARD”) as a local instrument to strengthen the location.

Location marketing thrives on the combination of direct contact, visibility and identification. In this context, TROWISTA works closely with various departments of the city administration, particularly in the fields of mobility, media relations and digitalisation, and contributes to joint projects such as participation in the nationwide Digital Day. In addition, our footfall measurement provides valuable data for assessing developments in the town centre and district centres, thereby supporting cooperation with the city. The goal remains to make Troisdorf tangible as an engaged, diverse and future-oriented business location.



Digitaltag 2025

YEAR REVIEW

CITYMARKETING

WELCOME TO TROISDORF

- Overkamp & Heidenreich
 - Bei Edi
 - Garten Eden / Punctum
 - Fadila
 - KUNST & COACHING
 - Fairpflege
 - Wörtz Car-Works
 - HeMa Zaunsysteme
 - Jennys Grill
 - TROVISIO
 - PancakeOrama
 - Körperformen
 - Dentaltechnik Kiel
 - Lieblingsplatz
 - Lisa Landwehr Immobilien
 - Kiehr Royal
 - Lafajeck
 - Fitomat
 - Hof Wissem
 - Sanelas
-und mehr*





UNSER GEWINNSPIEL IM JAHR 2025 “UNTERNEHMEN DES MONATS”

Januar	LivAmour
Februar	Haar für Haar
März	Herrenmoden Impekoven
April	Natalie Roßbach Kosmetik
Mai	Jennys Grill
Juni	Saltbaby
Juli	Laternchen
August	Juwelier Side Brillant
September	Sankt Johannes Apotheke
Oktober	Eissporthalle
November	PancakeOrama
Dezember	Thüringer Kaiserstube

YEAR REVIEW

CITYMARKETING

TRO:CAST

#3 - Liv Hinz | LIVAMOUR Brautmode

Zum Podcast



TROWISTA's "TRO:CAST", launched in 2025

YEAR REVIEW

REAL ESTATE SERVICES

As a central point of contact for companies, investors and property owners, TROWISTA supports the marketing of commercial land and properties in Troisdorf. In close coordination with the city administration, TroPark GmbH, private owners and project developers, it assists relocations, new settlements and follow-up uses, thereby making an important contribution to local economic development.

Compared with the previous year, demand for commercial land and properties declined slightly in 2025: around 92 qualified inquiries were recorded and handled in total. Demand for retail units and industrial halls was lower, while demand for office and medical practice space as well as plots of land remained broadly in line with the previous year. Given the limited availability of space, one key focus was on supporting follow-up uses and reducing vacancies in the centres. Lower demand for retail units can be partly explained by the conclusion of the “Future-Proof Town Centres and District Centres” (ZiZ) funding programme.

Among the projects supported were the marketing of space and properties in the town centre and district centres, office locations such as Kronenquartier, Business Center Mottmannstraße, the new PUNCTUM development by Baucon and the new Keskin building. TROWISTA also supported sites in the Mülheimerstraße, Kronenstraße and Junkersring areas, as well as sites within TroPark and the IndustrieStadtspark.



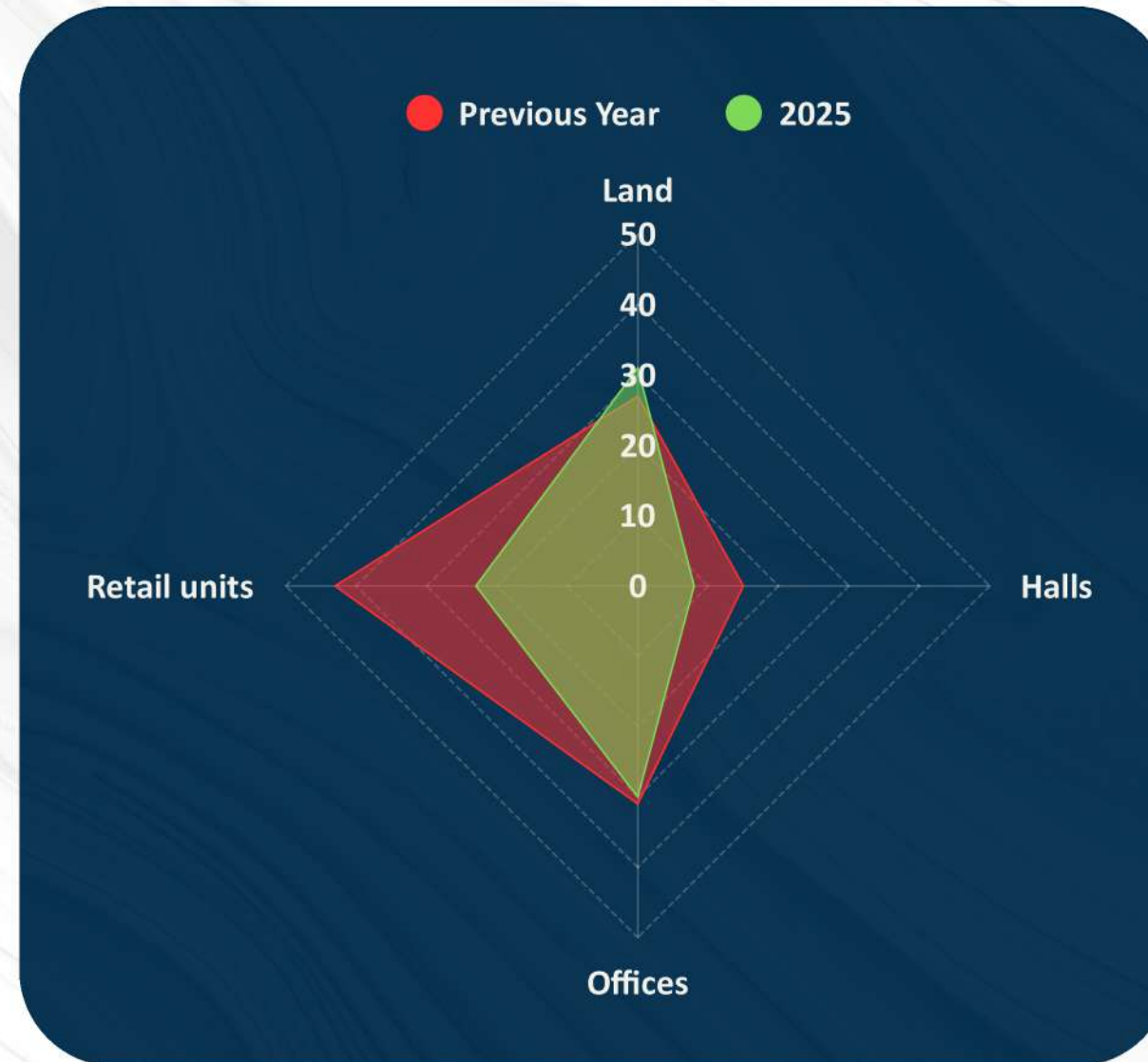
DHL Innovation Center im Bau

YEAR REVIEW

REAL ESTATE SERVICES

Development of commercial property inquiries in 2025 compared with the previous year

Type	Previous Year	2025
Plot of land	27	31
Industrial halls	15	8
Offices	31	30
Retail units	43	23
Total	116	92



DHL Innovation Center in Troisdorf

YEAR REVIEW

FUNDING PROGRAMM

Funding Programm **“Zukunftsfähige Innenstädte und Zentren” (ZIZ)**

Programme period: 11.2022 to 08.2025

With the federal funding programme “Future-Proof Town Centres and District Centres” (ZiZ), which ended in August 2025, active vacancy management was established in Troisdorf’s town centre as well as in the district centres of Oberlar, Sieglar, Spich and Friedrich-Wilhelms-Hütte. The funding allocated for rent subsidies was fully utilised. Over the course of the programme period, a total of ten retail units were successfully placed, three of which are still in operation today.

Independently of the funding programme, TROWISTA also supported further business settlements through advice and matching services. Despite ongoing fluctuation, the overall vacancy situation remained stable. The focus was on sustainable and future-oriented usage concepts in order to safeguard the long-term attractiveness of the centres and reduce vacancies in a lasting way.

The programme also enabled TROWISTA to establish an active district centre management function as a central point of contact for centre-related issues. The work was based on systematic vacancy monitoring, active outreach to property owners and supporting tools such as the analysis of footfall data. The structures and insights gained will be sustained beyond the end of the programme and continued for all centres in the future.



Opening “Card and Soul”

YEAR REVIEW

START UPS

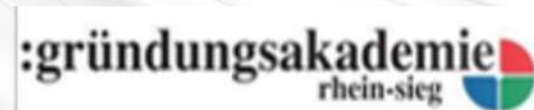
Supporting people interested in starting a business remained an important part of TROWISTA's work in 2025. A total of 20 prospective founders were welcomed for an initial consultation, and twelve of them subsequently decided to register a business in Troisdorf. The main topics discussed were initial orientation, the further development of business ideas and networking with suitable contacts. Most inquiries came from solo self-employed persons and from the service, retail and hospitality sectors. TROWISTA also remains in contact with founders after these initial discussions and regularly provides information on funding opportunities and development prospects in Troisdorf.

As a cooperation partner of STARTERCENTER Bonn/Rhein-Sieg and through close collaboration with partners such as the Rhein-Sieg Start-up Academy and the Bonn/Rhein-Sieg Chamber of Industry and Commerce, we provide access to relevant information and a helpful network.

Business succession also remains firmly anchored in TROWISTA's portfolio. Through its supporting membership in Nachfolgeexperten e. V., TROWISTA was able to continue its commitment in 2025 and supports companies not only in start-up projects, but also in matters relating to succession.



Welcome "Wörtz Car-Works"



YEAR REVIEW

SKILLED WORK

The availability of qualified and motivated skilled workers remains a key competitive factor for companies and is becoming increasingly important for the attractiveness of the location as a whole. TROWISTA therefore supports businesses in Troisdorf with a broad approach to skilled labour development, focusing both on attracting young talent and on strengthening the visibility and appeal of employers.

One key area is the transition from school to working life. Through close cooperation with schools, vocational colleges, the Education Office of the Rhein-Sieg district and other partners, TROWISTA promotes direct exchange between companies and potential future employees. At the same time, it supports businesses through individual consultations on skilled labour recruitment and employer attractiveness.

To further increase the visibility of local companies, TROWISTA relies on a range of formats and cooperation projects. These include the video format “Cool Jobs”, the Night of Technology, career fairs such as “Talents in Dialogue”, and the “OPEN DOOR DAY Camp Spich”, which was held for the first time in 2025. In addition, TROWISTA uses the “STADTGutschein” as an employer voucher and thus as an instrument that can strengthen both employer attractiveness and the business location itself.

Through close cooperation with companies, chambers, associations and institutions such as IGK, IHK and HWK, TROWISTA is making a tangible contribution to addressing skilled labour shortages at the location together with its partners.



OPEN DOOR DAY Camp Spich 2025

YEAR REVIEW

DIGITALISATION AND INNOVATION

Digitalisation and innovation remained key future topics for TROWISTA in 2025 as well. Despite the position in digitalisation and innovation support having remained vacant since the end of 2024, the work in this field was continued effectively – increasingly as a cross-cutting task within the team and in close cooperation with partners, chambers, associations and actors from business, research and academia.

The main focus was on awareness-raising, networking and practical information services. A key component once again was the DigitalForum Troisdorf, which in 2025 addressed current topics such as artificial intelligence, skilled labour development, data protection and IT security. Through an opening event on AI and a further format for retail, hospitality and gastronomy, companies and town-centre stakeholders received concrete examples of application and guidance on the operational use of digital solutions.

This was complemented by new cooperation formats such as the “Troisdorfer DigiDay”, organised jointly with the Bonn/Rhein-Sieg Retail Association, during which businesses in the town centre received direct on-site advice. In addition, TROWISTA took part in supra-regional formats such as the “RhAlland Day” and strengthened the networking of Troisdorf companies with international actors as well as with research and academia, including through the “German-French AI Days” in Troisdorf.

Due to capacity constraints, individual advice on funding and project support is no longer as prominent as it was in the past; today, the focus is more strongly placed on information, referral and network-building.



Digital Coach

YEAR REVIEW

COMPETENCE CENTER PLASTICS

The Competence Centre for Plastics remains an important part of TROWISTA's cluster-based work. As a network initiated by the City of Troisdorf, it connects companies, institutions and partners from the plastics industry and strengthens professional exchange at the location. In 2025, the competence centre continued to be actively supported and strategically developed. A particular focus was placed on direct exchange with member companies, network partners and sector-related stakeholders. TROWISTA regularly took part in specialist events, company visits and exchange formats, including attending the K trade fair 2025 in Düsseldorf together with the Mayor, where more than twelve Troisdorf companies were visited. Close cooperation with partners such as kunststoffland.NRW, the Bonn/Rhein-Sieg Plastics Initiative, IGK, the Efficiency Agency NRW, the Chamber of Industry and Commerce and other relevant actors also continued.

The aim remains to keep the plastics cluster in Troisdorf visible, to connect companies and to address key future topics such as circular economy, sustainability and competitiveness. Cooperation formats such as "Building Blocks for a Secure Future", the further developed story series highlighting local companies, and the continuous maintenance of the network and its communication channels all contribute to this objective.



Visit Tradefair "K 2025" with the Mayor

YEAR REVIEW

COMPETENCE CENTER PLASTICS

EXCELLENCE IN PLASTICS

The story series about the hidden champions of Troisdorf's plastics industry.

Artikel hier lesen



Die seit 2024 gestartete Story-Reihe "Kompetenz in Kunststoff"

YEAR REVIEW

ORGANISATION

2025 was TROWISTA's first full year in its new organisational set-up. The focus was on consolidating proven structures, further developing teamwork, and sharpening responsibilities, roles and strategic direction. The aim was to continue what works, improve processes and at the same time create room for new impulses.

A key priority was the further development of internal processes and ways of working. Existing procedures were reviewed, further structured and adjusted with a view to efficiency, quality and practical applicability. At the same time, cross-cutting topics were more firmly embedded within the team, ensuring that issues spanning multiple fields of work could continue to be addressed and integrated into day-to-day operations.

In addition, TROWISTA's digital development was further advanced. This includes the targeted use of AI-supported tools, accompanying training and qualification measures, as well as the continuous improvement of digital working methods. In this way, we are strengthening our organisational future-readiness and creating room for what local economic development is all about: personal contact, networking and direct support for businesses.



OUTLOOK

The environment for companies and business locations will remain challenging in 2026 as well. This makes it all the more important to identify developments at an early stage, connect relevant topics and support businesses reliably. TROWISTA will therefore continue to follow its approach of building on what has proven effective while creating room for new impulses. Close exchange with companies, partners and multipliers will remain a key foundation of our work.

A particular focus will continue to be on delivering topics and information to the business community more quickly, more precisely and in a more practical way. Especially in view of the rapid pace of digitalisation and artificial intelligence, it is becoming increasingly important to identify opportunities, challenges and support needs at an early stage and place them in a broader context. Many developments are interconnected – from skilled labour development and transformation to space requirements and location development. At the same time, we will continue to refine existing formats, test new forms of cooperation and closely support key future topics such as skilled labour, digitalisation, district centre development and space-related issues.

TROWISTA will therefore continue to rely on personal presence, strong networks and the active involvement of the business community. Our aim remains to gather feedback, needs and impulses more systematically and turn them into concrete added value for the location. Despite diffuse conditions and ongoing uncertainty, we are looking ahead to 2026 with confidence and remain committed to actively shaping the positive development of Troisdorf as a business location.

CONTACT



Alexander Miller
Managing Director

Tel.: 02241 89602 14
E-Mail: millera@trowista.de



Adriana Wagner
Office Management

Tel.: 02241 89602 12
E-Mail: wagnerad@trowista.de



Tobias Voits
Economic Development Officer

Tel.: 02241 89602 13
E-Mail: voitst@trowista.de



Stephan Frings
Centermanager

Tel.: 02241 89602 15
E-Mail: frings@trowista.de



Jonas Röcker
Working Student

Tel.: 02241 89602 11
E-Mail: roeckerj@trowista.de



Contacts



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