

The Jena Trinity

Entrepreneurship is a virtue that is underlined in Jena. **Carl Zeiss, Otto Schott** and **Ernst Abbe** did it 160 years ago. Out of small workshops, they developed productive companies as the founding fathers of the renowned international corporations ZEISS, SCHOTT and JENOPTIK.

They are still influencing Jena.

Many Jena firms consider it a characteristic of a good company to operate under the principles set forth by this trinity. Part of this is to understand how to **recognize opportunities, how to market innovations consequently** and **how to use resources to your advantage**.

Success proves that these principles function well. Jena has established itself as a growing high tech capital, thanks to the engagement of its enterprises, researchers and citizens. **25% of the people living in Jena have a university degree**. With this percentage, Jena has the second highest quota of highly qualified workers. Half of the residents are younger than 40 years old. These are statistics that work in favor for local businesses.

Even the residents are still surprised sometimes when they learn about the international contacts that are cultivated in their city. Global players aren't just the big names, but also **many of the small to medium sized businesses**. Many companies in the branches of optical/photonic technologies, medical technology, analytics/bioanalytics, solar, and software/E-commerce branches **are internationally sought partners**.

The Company Directory of Jena Wirtschaft presents information about Jena's companies, contact information and firm profiles. Companies can be added to this database by request. That's how potential customers and partners can access information directly. The contact at JenaWirtschaft is:

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Links

[Company Directory \(German\)](#)

[German Patent and Trademark Office, Jena branch](#)

Organizations (German)

[IHK Ostthüringen](#)

[Handwerkerschaft Jena/SHK](#)

[BVMW, Kreisverband Jena](#)

[Industrieclub Thüringen](#)

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Tradition (German)

[From "College Town" to modern industrial city](#)

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