

VIA REGIA+plus

- Improve accessibility!
- Strengthen cities and metropolitan nodes as „motors“ of development!
- Use potentials for tourism!



Contact

Municipality of Wrocław  
Wrocław Development Office  
ul. Świdnicka 53, PL 50-030 Wrocław  
Jan Roga, Łukasz Górzyński  
Phone: +48 71 7778661  
E-mail: jan.roga@um.wroc.pl

Saxon State Ministry of the Interior  
Divison 45 European spatial planning, sectoral planning

Wilhelm-Buck-Straße 2, D-01097 Dresden  
Dr. Fritz Schnabel, Andreas Kühn  
Phone: +49 351 564-3456  
E-mail: fachplanung-eu@smi.sachsen.de



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VIA REGIA+plus

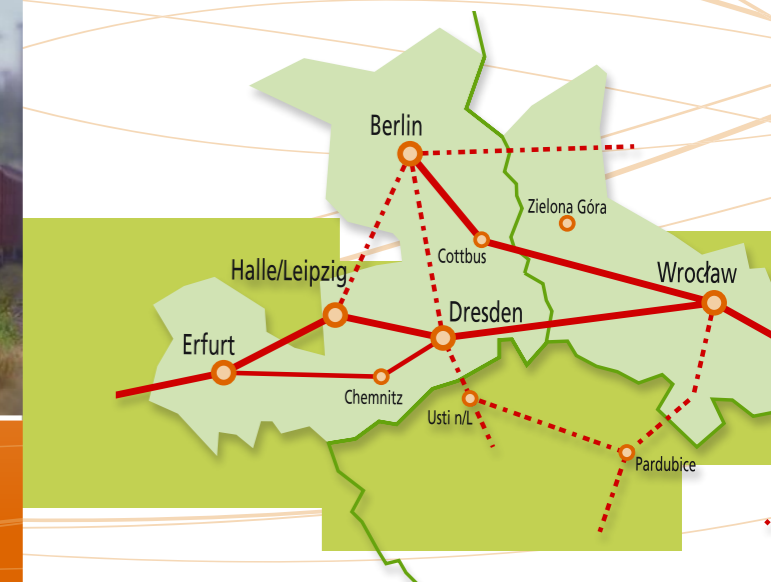
Sustainable Mobility and Regional  
Cooperation along the Pan-European  
Transport Corridor III



A dynamic region of growth  
in Europe

The Via Regia, the transport corridor along the historical trade route from Paris to Kiev, provides access to the important European economic region between Erfurt, Dresden, Berlin, Wrocław, Kraków and Lviv. To use the high potential of growth efficient infrastructures are needed as well as joint strategies.

This is the starting point of Via Regia Plus, a joint initiative of fourteen cities and regions from Poland, Germany, Slovakia and the Ukraine. By elaborating more than 40 local, regional and transnational studies the partners look for options to strengthen the region through more cooperation and sustainability.



### A joint path

Via Regia Plus continues the cooperation of the project European Development Corridor III Via Regia (2005-2008). The result of this first phase was a joint Strategy of spatial development, which summarises the main priorities and potentials of cross-border development.



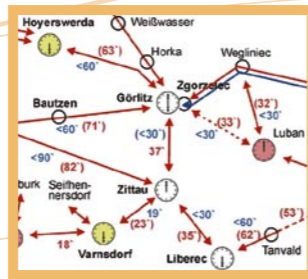
The partners of Via Regia Plus strive for implementation of the strategy. The aim is to strengthen territorial cohesion in the enlarged European Union and to contribute actively to the improvement of the relations to neighbouring countries. Through closer cooperation of cities and city regions, the further development of trans-European transport networks and the better use of the natural and cultural heritage a multitude of activities is prepared.

The partners of Via Regia Plus support a continuous electrified railway connection with a speed level of at least 160 km/h. This would reduce the travel time e.g. between Berlin and Wrocław from more than five to just under three hours, improving the competitiveness of the railways compared to road transport. Important steps are the introduction of direct connections with modern railcars and targeted tariffs and the better coordination of offers particularly in border areas.

Another field of exchange about strategies and measures is the management of demographic change and the development of concepts influencing the trend of westward migration of skilled workforce. Taking into account the opening of the European labour markets innovative approaches are needed to strengthen the competitiveness of cities and regions.

### Better connections

Due to the division of Europe for decades, especially the railway connections along the Via Regia corridor have deficits: Infrastructures are out of date, technical systems are often incompatible. But better connections of cities and regions are of vital relevance for the further economic and touristic development.



It is the aim to promote the entire region as complex destination for tourism, for cyclists and hikers as well as for water sports enthusiasts and adventurous travellers. To reach this goal marketing concepts for selected target groups are elaborated. One of them is the Via Mobil, the "travelling ambassador" for the 3rd Saxon State Exhibition 2011 in Görlitz. It will as well inform about the ideas and projects of Via Regia Plus, and it will show how beautiful and fascinating this region in the heart of Europe is.

### Closer regional cooperation

Cities and surrounding municipalities have to cooperate closely to manage with joint challenges. This is true for the support of environmentally friendly transport systems as well as for the reduction of land consumption for housing and commerce. The knowledge that all partners tackle similar problems and learning from each other support the cooperation of cities and regions along the Via Regia.



More information: [www.landesausstellung-viaregia.museum](http://www.landesausstellung-viaregia.museum)

### Attractive destinations for tourism

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- Erfurt
- Halle/Leipzig
- Berlin
- Dresden
- Wrocław
- Opole
- Gliwice
- Katowice
- Kraków
- Košice
- Lviv

