

BUSINESS NEWS



Prize-winning

Well armed against the crisis: the Opel Insignia secures both the coveted award of „Car of the Year 2009“ and the title of „Most Reasonable Car 2009“

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High-tech location

Two new high-tech companies arrive at the Blauer See Business Park in Rüsselsheim

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Funding in place

The German Federal Ministry of Education and Research has approved €200,000 in funding for researchers in Rüsselsheim

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W I R T S C H A F T S S E R V I C E D E R S T A D T R Ü S S E L S H E I M



Three questions for Mayor Stefan Gielowski

Opel has been making headlines for a number of weeks with the way in which it is using the „Clear Prospects“ campaign as a vehicle for mobilising the city and the region.



Stefan Gielowski

We know that Opel's management and employee representatives are acting on their own initiative in undertaking considerable endeavours to turn the situation around. My view is that the struggles which have been taking place over the course of recent weeks and months to secure the future of Opel must result in clear prospects for the company and its employees. This is why I have joined forces with others to launch the „Clear Prospects“ campaign, which calls upon Germany's federal government to provide rapid assistance to Opel and its workers. We have created a forum which provides everyone with an opportunity to become actively involved by adding his or her signature to the petition.

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Active participation in a petition to secure the future

Clear Prospects for Opel, Rüsselsheim, and the Surrounding Region

The aim in launching the „Clear Prospects“ petition is to appeal to the German federal government to secure employment rather than finance unemployment. The campaign has been jointly initiated by the Rüsselsheim Council, the city's local business association, Opel Workers' Council Chairman Klaus Franz, the local association of the German Confederation of Trade Unions (DGB), Ernst Peter Layer, and Willi Braun.

Mayor Stefan Gielowski sees participation in the petition campaign as „an excellent opportunity to demonstrate the degree of cohesion which exists within our town“.

Opel is the largest employer in Rüsselsheim and the largest industrial company in the German state of Hesse. The close ties which exist between Opel and the region mean that the effect is not limited to the 16,000 jobs in Rüsselsheim. There are also ramifications for suppliers, engineering companies, a large number of small and medium-sized companies, small-trade businesses, and commerce across the

entire region that will affect life within our communities and local government areas. Retaining highly skilled jobs will secure prospects for future generations and the future of the region as an automobile location.

The appeal is calling for the securing of employment rather than the funding of unemployment, temporary state support to overcome the short-term difficulties of the current situation, and rapid assistance to safeguard the future of companies and jobs. Opel is adopting a positive attitude, its brand's sustainability having been bolstered by the Insignia's selection as the European „Car of the Year“. ■

Every signature helps strengthen both the „Clear Prospects“ campaign and our common future!

Deadline for submission of completed petitions: 30 March 2009

Lists and further information

available at: www.stadt-ruesselsheim.de



Insignia makes its mark

A Prize-Winning Investment in the Future

Crisis, what crisis? According to the marks it is receiving, the latest successful model to roll off the Rüsselsheim production line has found favour with both experts and the general public. The innovative Opel Insignia has secured the coveted award of "Car of the Year 2009", and also been voted "Most Reasonable Car 2009" by the three million readers of SUPERillu and the consumer magazine Guter Rat. It has also been chosen as best saloon by the members of the German motoring organisation ADAC.

Thanks to the close ties between Opel and the city of Rüsselsheim, Opel was able to mark the Insignia's debut with an unprecedented event: It opened up its factory store to local citizens rather than restricting access to the model's presentation to staff only. The presentation was supplemented by exhibitions and activities organised by the council. Rüsselsheim was also the venue for a six-week dealership event which attracted around 6,500 specialist visitors.



March saw the Insignia receive the Red Dot Award, an internationally coveted distinction given for excellence in product design. The judging process accords consideration to such criteria as degree of innovation, functionality, and design quality. Thousands of companies worldwide submit their products every year with the aim of being awarded a Red Dot, one of the highest product accolades available. ■

Success

Opel offers best car quality amongst German manufacturers

The quality report produced by the car magazine Auto-Bild, one of the most respected quality tests conducted within the industry, put Opel in fourth position with a score of 2.2 on a scale of 1 to 6. This made Opel the best German manufacturer, trailing only the Japanese companies. ■

New Hyundai models

Designed in Rüsselsheim

Hundai's compact Ix-onic SUV concept car was showcased at the Geneva Motor Show at the beginning of March. The car was developed at the Rüsselsheim Design Centre, as was the new, compact Hyundai i20, which has been on sale since January and also celebrated its initial premiere at the place where it was designed. ■



Three questions for Mayor Stefan Gielowski

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The campaign runs only until 30 March 2009 and is urgent. Why was this deadline chosen?

Stefan Gielowski

The decision to provide assistance to Opel needs to be made rapidly. The people in Rüsselsheim and the surrounding region have been stunned by the media-driven public discussion which has emerged, as well as by its focus on Opel's entitlement to receive government assistance and on the future development of the company. Such a debate is completely inappropriate given the fact that we are facing a situation in which Opel's employees are experiencing such trepidation with regard to their jobs. We are countering this unnecessary speculation by nailing our colours to the mast. Our appeal and the thousands of signatures we have collected will send out a joint signal from Rüsselsheim and will encourage the federal government to act quickly in coming to a decision which is in the best interests of achieving a sustainable solution for Opel.

Every voice counts. Where can people sign the petition?

Stefan Gielowski

The petitions are available at City Hall, the city council offices, the municipal library, the Environment Department, the Public Order Office, and many other public institutions.

Petitions can also be downloaded from our website at www.stadt-ruesselsheim.de ■



Klare Perspektive. Wir machen uns stark für Rüsselsheim!



Welcome to Rüsselsheim. From 27 March, 40 faces from Rüsselsheim will be featured on large banners and posters, greeting those arriving at the station or along the arterial roads.

Just a moment

Rüsselsheim Citizens Use their Heads in New Photo Campaign

Using their heads: Forty personalities representing Rüsselsheim

Committed citizens, most of them well-known Rüsselsheim personalities, have accepted an invitation issued by Mayor Stefan Gieltowski to put both their necks (and heads) on the line in every sense of the word. They agreed to be photographed as ambassadors for the city and join in the „Clear Prospects“ campaign. „We are getting behind Rüsselsheim, what about you?“

The campaign photographer is Frank Hüter, who himself is from Rüsselsheim and was also behind the motifs used in the poster campaign launched in the autumn. The aim is for everyone to get together and nail their colours to the mast in a show of support for Rüsselsheim's future sustainability.

Rüsselsheim moments: community photo campaign

From 27 to 31 March 2009, any Rüsselsheim citizens and employees wishing to get behind the city are invited to take part in the campaign by submitting local photographs of themselves.

The motto of the campaign is „Display courage – nail your colours to the mast and get together to support Rüsselsheim“. The images will serve as a visual attraction displayed on a special photo wire in the Rüsselsheim city centre on 17 May (Asparagus Sunday).

„Most of us are already showing our commitment to the city's future sustainability by the actions we undertake in our everyday lives,“ says the mayor. „Yet much of what we do remains hidden. The aim of this campaign is to change all that and shed light on the positive activities going on.“

Everyone is encouraged to take part, and virtually any kind of image is permitted. Club or family snapshots, photographs of initiatives or events, and pictures taken at schools or companies are just as welcome as individual photographic portraits. The main criterion is that the images should be funny, attractive, witty, and spectacular. The photos can be historic or modern, as well as artistic or obviously „home-made“.

„The city does not merely need grand gestures to drive it forwards. Every single photograph we receive helps make it clear just how many people are prepared to get behind Rüsselsheim,“ said Stefan Gieltowski in the campaign press release. „The city's diversity and the many facets it has to offer are precisely the things which make Rüsselsheim what it is.“

Get noticed:

How to submit your photos

The City Council invites you to submit your photographs to the following address by 1 May 2009. Please include a short explanation of the image and your full contact details.

Submissions by post to:

Wirtschaftsförderung Rüsselsheim
(Rüsselsheim Business Development Agency) Bahnhofplatz 2, 65428 Rüsselsheim. Or in digital format to: doris.kiefer@ruesselsheim.de

Anyone submitting photographs consents to possible publication in a collection of images. ■

Rüsselsheim as a high-tech location

Druckzentrum Rhein-Main and the e-shelter Data Processing Centre

Reports of success on two fronts have reached us from the Blauer See Business Park. After more than two years of negotiations conducted by the urban development services provider STEG, sales agreements have now been signed for a 38,000-square-metre site to serve as the premises for a data processing centre operated by the company e-shelter. Founded in 2000, e-shelter now employs over 150 people in planning, constructing, and operating state-of-the-art data processing centres with fully functional technical infrastructures, which it then lets to other companies. Currently, e-shelter is benefiting from the increasing demand for modern data processing centres featuring the very highest quality and security standards. Verlagsgruppe Rhine-Main (a publishing group located in Mainz whose titles include „Allgemeine Zeitung

Mainz“ and „Mainspitze“) is getting together with the Darmstadt-based media group Südhessen (publishers of the „Rüsselsheimer Echo“ and „Darmstädter Echo“) to establish a high-tech print centre – Druckzentrum Rhein-Main – on the extensive site. Plans include using state-of-the-art printing machines to produce around 30 daily newspapers with a total print run of 330,000 copies by as early as 2010. The publishing companies will be investing around €100 million in the venture.

- Number of newspapers printed: up to 350,000 from 330,000
- Ceremonial presentation of planning permission to the managing directors Dr. Detlef Hartmann and Michael Rettig was made by Mayor Stefan Gieltowski. ■



Futuristic industrial architecture for the new, high-tech print centre Druckzentrum Rhein-Main in Rüsselsheim

Architects:
Beucker Hesse Haselhoff



A healthy decision Mrs Sporty on its way

The concept of the „Mrs Sporty“ female sports clubs was the brainchild of Steffi Graf. In April, a branch will be opening in Rüsselsheim in the former premises occupied by the chemist's near City Hall. Mayor Stefan Gieltowski, Thomas Bach of the city centre management agency Treffpunkt Innenstadt, and Michael Frammelsberger from the urban development services provider STEG are all delighted to have brought such an attraction in the city centre through targeted marketing of such a prime site. ■



Blauer See Business Park World Courier GmbH celebrates topping-out

World Courier GmbH, a logistics company specialising in the pharmaceutical industry, celebrated the topping-out of its new German headquarters on 23 January. Managing director Nils Markmann described Rüsselsheim as „a truly optimal location“. All the company's functions, which are currently spread across the Rhine-Main region, will be concentrated in the newly constructed head office by the autumn. In the medium term, World Courier is planning to create 40 jobs in Rüsselsheim. ■

Price stability Rüsselsheim Property Report 2008

The updated Property Report for 2008 provides information on such aspects as demand, prices, and the rent index in Rüsselsheim. The overall

conclusion is that Rüsselsheim offers fairly priced property which retains its value and attractive, well-established business areas with high tenancy rates. **Download:** www.wirtschaftsservice-ruesselsheim.de ■

A home for families A view of Blauer See

The news from the new Blauer See residential development is that „everything is going according to plan“. The sewer system has been completed, and the storm drain is 50 per cent finished. Initial construction of public utility facilities is expected to begin by June 2009. Once these are in place, private plot owners will be able to start construction of their houses. ■

For more information visit: www.wunschgrundstueck.de/blauersee



A click away Rüsselsheim online property exchange site



The new Rüsselsheim online property portal is operated by the urban development services provider STEG and provides convenient, up-to-date, and clear information. The property exchange site offers an overview of commercial property available in Rüsselsheim.

Estate agents, companies, and private individuals can use the portal free of charge to upload detailed information on properties sought and offered. ■

For more information, please visit: www.immobiliensboerse-ruesselsheim.de

Company competition 10 years of the “Hessen Champions” event

We are looking for Hesse-based companies which are world leaders within their respective industries or which have created an above-average number of new jobs (relative to their size). In 2009, HA Hessen Agentur GmbH will also be awarding a special prize for new products and developments.



For more information, please visit: www.hessen-champions.de or call the campaign hotline on 0611 774 8493 ■

Finalists invenio nominated as “Entrepreneur of the Year”

Elation at invenio: 65 of the 300 companies which entered the competition reached the final round. These 65 companies were then further divided into five categories, from each of which the three best companies were nominated. invenio's delight at reaching the final stages of such a renowned competition confirms the success the company has enjoyed since its foundation in 1986. It is now one of the best managed, most strongly growing, and most innovative service companies in Germany. Selection of the finalists took place via a comprehensive and multi-stage procedure conducted by a jury comprising highly reputable representatives from trade, industry, and academic research. ■



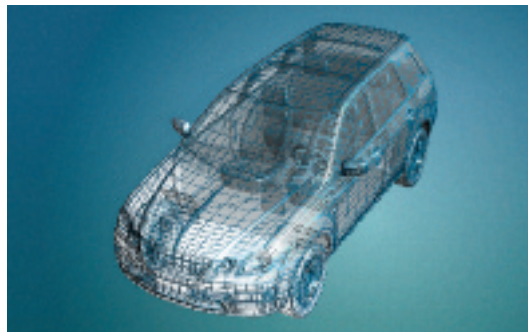
invenio CEO Alfred Keschtges and board member Kai F. Wißler reached the final three in the services category in the national competition for „Entrepreneur of the Year“.

CAD development project

€ 200,000 for Rüsselsheim Researchers

The German Federal Ministry of Education and Research (BMBF) has approved € 200,000 in funding for a joint project undertaken by the Rüsselsheim-based company Tecosim and the Rüsselsheim Campus of the Wiesbaden University of Applied Sciences. The financing has been made available within the scope of the Information and Communications Technology Innovation Campaign for small and midsize companies. The project involves the development of a data converter to speed up development of components for the automotive industry and other areas. Up until now, some aspects of data conversion needed to take place manually. Tecosim managing director Udo Jankowski has been working in close conjunction with the University of

Applied Sciences with the aim of achieving a 20-percent reduction in the amount of time required to model the CAD data for a complete vehicle (currently six weeks). ■



City sponsors University of Applied Sciences racing team

Home-grown and High-octane

Theory is all very well, but practice tends to be more exciting. Fifteen students from the Rüsselsheim Campus of the Wiesbaden University of Applied Sciences have got together to form a racing team. The venture was initiated by Christina Collatz (shown third from the right next to university dean Prof. Dr. Ing. Moniko Greif). The team entered its first competition in 2008, taking part in the “Formula Student” event in Hockenheim with a racing car they had developed themselves. Although no podium finish has been achieved thus far, races at Hockenheim (5-9 August 2008) and Silverstone (16-19 June 2008) are already pencilled

in for 2009. The team is currently making use of the experience it has gained to construct a brand new „SPR09“. Mayor Stefan Gielowski has pledged € 5,000 in sponsoring support to the quick-witted students. ■



Extensive contacts Novosibirsk State Technical University visits Rüsselsheim

A delegation from the Novosibirsk State Technical University spent 10 days in Rüsselsheim on a visit arranged by the Alumni Association of International Industrial Engineers at the Wiesbaden University of Applied Sciences, which has established initial contact with Novosibirsk State Technical University, the largest institute of higher education in a city renowned for its scientific research. The programme included an academic exchange and visits to the Rüsselsheim-based companies invenio and Opel, as well as to the Rüsselsheim Business Service. Further joint projects by the two institutes of higher education and an intensification of their student exchange programme are planned. ■



24 October 2009, Opel Forum

Business Angels: company founders meet industry players

The Business Angels organisation provides a network platform for company founders, experienced business people, and investors. Regular meetings are organised in the Rhine-Main area. An official event featuring specialist presentations is followed by a get-together which facilitates an informal exchange of information for the purpose of initiating possible business contacts and financial assistance.

In 2008, Business Angels met at the Opel Forum in Rüsselsheim for the first time. During the specialist element of the event, a public limited company presented its various financial models to company founders. Three teams of company founders also presented their business ideas: a premium service for the provision of temporary care to senior citizens, a software solution for the analysis of biomolecules (proteins, DNA, cells, etc.) and a solar-powered heating system featuring water reservoirs.

The next Business Angels meeting will take place in Rüsselsheim on 24 October 2009. ■

Deadline for registering for the event: 17 August 2009

Summary of events

Dates for 2009

14 May 2009 Doing good business over 50

24 June 2009 Business start-ups for entrepreneurs from a migrant background

24 September 2009 Business Angels

28 October 2009 Great moments for entrepreneurs

Written registration by post, fax, or e-mail is required for all events:
Wirtschaftsförderung Rüsselsheim
(Rüsselsheim Business Development Agency)
Marktplatz 4, 65428 Rüsselsheim
Fax: 06142 832034
E-mail: hans.majer@ruesselsheim.de
Participation in all events is free of charge



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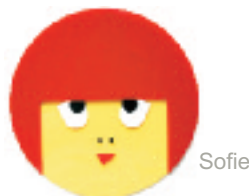
Competition

Women- and Family- Friendly Company 2009

The „Integration of Women into Employment“ Working Group, part of the Rüsselsheim Alliance for the Family, is staging its competition to find company that is particularly accommodating to female employees and families in Rüsselsheim for the second time. Mayor Stefan Gieltowski is acting as patron of the event. Judging will take place on the basis of four main thematic areas:

- Company and management culture
- Measures which support families
- Working time and forms of work
- Promotion of opportunity equality

Entries may be submitted between 13 May and 30 September 2009.



Sofie

Contact:

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New Internet portal

Family services online: www.familienwegweiser-ruesselsheim.de

The Rüsselsheim Youth Welfare Services Department has joined forces with the Rüsselsheim Alliance for the Family to develop an Internet platform which will act as a family guide to services available in the city. Information is provided on day-care vacancies, and the portal also offers useful addresses, contacts, services, and help on what to do in a crisis situation. The aim is to expand this new online service further, an ambition emphasised

by the „movers and shakers“ behind the scheme, Ulrike Leipold and Robert Soprano from the Youth Welfare Services Department and Monika Balzer from the Sport Association. ■



New Grammar School

Open day at Neue Gymnasium

Although the city's new grammar school only commenced teaching in August of last year, it has already been able to stage an open day for parents and primary-school children. The new school is establishing a reputation for such innovative teaching methods as using interactive whiteboards instead of conventional blackboards, keeping classes small, and operating a system whereby the pupils – rather than the teachers – change classrooms at the end of each lesson. The school will be moving into the former „F Building“ on the old Opel site in August. ■

