

business NEWS

INFORMATION FROM THE CITY DEPARTMENT OF ECONOMIC DEVELOPMENT

businessTALK

Rüsselsheim 2020

A Winning Hand in Competition

Rüsselsheim is a business location with a future. The recently-presented results of the study 'Rüsselsheim 2020' show how the city's potentials may be selectively prepared and utilized even today.

"To develop targets and implementation instructions for a strategic development of the city" – this was the mission entrusted in January 2006 by the city of Rüsselsheim to the working party of the Hessen Agentur GmbH, Prof. Dr. Reinhard Hujer of the Johann Wolfgang Goethe University at Frankfurt, and Prof. Dr. Dr. h.c. Bert Rürup.

Commissioned by the city of Rüsselsheim one year ago, the study came to the following conclusions: Rüsselsheim holds a winning hand in the competition to attract new enterprises. Obvious points in the city's favor include its geographical position in the center of Germany, optimum transportation connections, a qualified workforce and an attractive infrastructure. Even today, the economic structure of the region is much more diversified than that of comparable automotive centers such as Wolfsburg or Ingolstadt. The proportion of the workforce presently employed in industries with a secure future is far higher in



Talking about Rüsselsheim 2020; from left: Dieter Krockner, Opel Live GmbH; Prof. Dr. Reinhard Hujer; Lord Mayor Stefan Gietowski; Prof. Dr. Dr. h.c. Bert Rürup; Friedhelm Flug, Hessenagentur

Rüsselsheim and its surroundings than the federal average (58% versus 33.7%). Furthermore, the region's innovation potential is outstanding.

Assets and Action Requirements

On the other hand, there are factors indicating changes that will affect the German economy in general and Rüsselsheim in particular in the years to come. Thus, the face of the city will be altered profoundly by the transformation of the automotive industry, changes in production and other factors,

such as the global competition among locations. To secure its trump cards for the future, the city will have to do some preliminary spadework swiftly and consistently. To facilitate this, the 'Rüsselsheim 2020' working party developed overarching goals as well as around 50 concrete action recommendations.

The city is excellently placed to develop from a specialized automaking center into a high-tech location where the quality of life is good, a location not only for large corporations but also for medium-sized enterprises and pioneering industries.

Editorial

Rüsselsheim 2020: Points of Departure

Maceo Parker und Branford Marsalis at the Rüsselsheim Theater



"To maintain or even improve our standard, we will have to change many things."

While we certainly will not need to reinvent our city, 'Rüsselsheim 2020' does give us a guideline that helps us to develop the potential of our city. We not only intend to secure our status quo, we want more: We aim to turn Rüsselsheim into a business location that is even more attractive to future-oriented investors.

The 'Rüsselsheim 2020' study confirms both us and our policy: Conditions here in Rüsselsheim are excellent.

Traditionally a city of automakers, Rüsselsheim's industry mix is good even now. More importantly, our city offers a diversified portfolio of social measures to satisfy the needs of our citizens. Now, it is time for us all to take concrete action on the basis of the study. Within the next few months, the city's governing bodies will decide which of the targets and projects of 'Rüsselsheim 2020' are to be realized. While some can be implemented quickly, others will have to mature over years. We are thinking far ahead.

All together, these measures will shape our city into an attractive location: Rüsselsheim 2020.

Yours,
Stefan Gieltowski, Lord Mayor

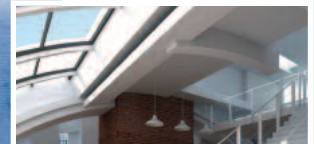


Rüsselsheim 2020: Points of Departure

Images of the future 1:

Traditional center becomes a hub of the future

Plant gates open wide: There are close links between Rüsselsheim, the automotive industry and the Opel brand; the city has always been and still is growing in pace with the industry. Opel Forum, the former administrative building of the Opel Company, will have its listed buildings rededicated to form another attraction in the city center. Models incorporating innovative loft residences, experience restaurants and retail shops are currently being discussed with investors. The city center will receive fresh impulses.



Images of the future 2:

A mile of experiences from the Main river to Depot Square

The redesign of Depot Square in the center of the city shows the direction which Rüsselsheim plans to take: The city center is being upgraded to motivate people to linger there. Creating an axis reaching from Depot Square to the shore of the Main river might be another step towards turning shopping and strolling in Rüsselsheim into an experience.





Images of the future 3: Innovative location for industries of the future

Access to Frankfurt airport, several expressways and river transportation make Rüsselsheim an ideal industrial location. Traditionally associated with automaking, the city is increasingly developing into a location for future-oriented industries, service providers and new enterprises. High-tech companies as well as comparatively small specialists like to settle here. The Rhine-Main region offers a highly qualified workforce, and comparatively low rentals and land prices form another telling argument.



Images of the future 4:

A qualified international city

Even today, people from more than 100 countries live and work in Rüsselsheim. While many arrived at first to seek jobs in the automotive industry, employment today is shifting markedly towards the service-providing sector. In the future, more employment opportunities will have to be created for highly qualified migrants. An international school and the enlargement of the University of Applied Sciences constitute major steps in that direction.



Images of the future 5: Quality of life in a mobile city of parks

Those who know Rüsselsheim only as a business location never saw much of the city: Numerous parks, forests, attractive residential quarters on the Horlachgraben and half-timbered houses in Hassloch — life is good in Rüsselsheim. Lively cultural events and numerous options for leisure activities make Rüsselsheim a lovable and livable place to be, even for demanding residents.



Images of the future 6:

Business service – a partner for citizens and investors

In Rüsselsheim, three decentralized offices look after and maintain close contacts with the citizens. A new creation will be the Business Service Office on Depot Square: Established jointly by the City Department of Economic Development and the Urban Development Company (STEG), the Office offers advice on all business issues. Whether you are looking for real estate or office space or want to set up in business, the Business Service is a one-stop agency offering optimum support to investors.



Contest & Open House:

University of Applied Sciences Seeks Out 'Top Tech Stars'

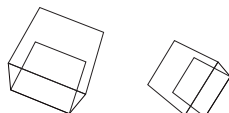
Research close to life: The Rüsselsheim branch of Wiesbaden University of Applied Sciences advertised its first 'Top Tech Stars' contest for high-school students. On the occasion of the Open House on November 18, twelve entrants from the Immanuel Kant and Max Planck High Schools presented their results. Both visitors and jury members were surprised by the quality of the projects and convinced of the high level of scientific and technical knowhow at the schools by the intelligence and meticulousness of the scientific work.



Winners of the Top Tech Stars contest held by the University of Applied Sciences

The first prize went to a highly practical project launched by Linda Hock, Johanna Weber and Melissa Stowasser of Kant High School. They investigated "simple, healthy, hygienic and cost-efficient ways of removing the pen and paint marks to be found on tables in many schools and destroying any pathogens that may be present". The jury, which included the Dean of the Department of Engineering Sciences, Prof. Dr. Monika Greif, awarded the second prize to David Kurbel and Simon Weih for their comparison of the bactericidal effect of some medicinal plants and commercial antibiotics. Markus Hillmann and Matthias Schmidt of the Planck High School came in third with their project 'Protection Measures against Electromog in the Field'.

The Open House also afforded visitors glimpses of day-to-day study activities: In four laboratories, professors and scientific assistants demonstrated the practice of teaching, learning and research at the Department of Engineering Sciences.



cityLIGHTS

10th Anniversary of the Rüsselsheim Jazz Factory

Advanced Booking for Jubilee Concerts begins in Spring 2007

On March 20, 1997, the Rüsselsheim Jazz Factory held its first concert at the Rüsselsheim Theater. Maceo Parker filled the house with around 650 visitors from the entire Rhine-Main region. Together with the weekly 'Jazzcafé' at the 'Rind', 150 concerts organized to date document the successful development of this cultural institution that is recognized far beyond the confines of the city. Next to regional artists, international stars and combos such as Dave Brubeck, Al di Meola and Albert Mangelsdorff performed in Rüsselsheim. The Jazz Factory fully intends to maintain the high standard of its offering in the tenth year of its existence.

The model of the Jazz Factory is based on a concept of partnership. The Adam Opel GmbH, the city of Rüsselsheim, the 'Rind' and the IKS Big Band are permanent parts of the network. Since 1998, concerts have been held regularly in the summer months in cooperation with the Rheingau Music Festival. Further partners of the Jazz Factory include, for instance, the Rüsselsheim Art Association, the Opelvilla Foundation, the City Center Meeting Point, the church community



Maceo Parker

of Rüsselsheim, the Ried Casino, and many others.

In its anniversary year, the Rüsselsheim Jazz Factory presents two outstanding concerts: On January 27, 2007, Maceo Parker will return to the stage of the Rüsselsheim Theater together with

the WDR Big Band of Cologne and Dennis Chambers and Rodney 'Skeet' Curtis as guest performers. On March 26, 2007, Rüsselsheim will be host to Branford Marsalis and his quartet. Tickets prized from € 19 to 29 are available now from Rüsselsheim Theater and the stadtbüros as well as online at: www.theater-ruesselsheim.de.



Branford Marsalis

Feel free to request further copies of businessNEWS from Mr. Hans Majer, Magistrat der Stadt Rüsselsheim, Wirtschaftsförderung und Stadtentwicklung.

Please send your request either by mail to the address given below, or by email to: wirtschaftsfoerderung@ruesselsheim.de

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Published by:

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Wirtschaftsförderung und Stadtentwicklung
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Edited and layout designed by:
PSM&W Kommunikation GmbH