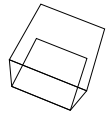
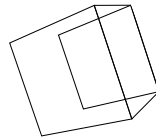


business NEWS

FROM THE CITY'S ECONOMIC DEVELOPMENT DEPARTMENT



businessTALK

Equestrian Sports at "Blauer See"

Pferdesporthaus Loesdau GmbH & Co. KG, one of the leading equestrian sport mail-order companies across Europe, is establishing a sales office in the "Blauer See" (Blue Lake) business park. The company, previously active mostly in Baden-Württemberg, Bavaria, and North Rhine-Westphalia, decided on Rüsselsheim for entering the Rhine-Main area.

"We see the city as an ideal, key location – in the very center of the Rhine-Main area. Its excellent infrastructure and the attractive environment of the site at the "Blauer See" are unique!" declared co-owner Jürgen Loesdau. The well-developed highway system results in quick routes to the economically strong cities of Frankfurt, Mainz, Wiesbaden, and Darmstadt, and offers ideal conditions for the specialty provider's branch retail.

In retrospect, the co-owner of the equestrian sports company also considers the pleasant cooperation with the City of Rüsselsheim to be one of the important factors in the decision. He praised the simple and uncomplicated permit process for the new subsidiary. "Our joint efforts with the authorities couldn't have gone better. There were absolutely no bureaucratic hurdles!"

Pferdesporthaus Loesdau GmbH & Co.KG was founded some 40 years ago and is still owned by the



The company headquarters of Pferdesporthaus Loesdau GmbH - soon with a subsidiary in Rüsselsheim!

family. With its mail-order business, the company is now one of the most important providers in the equestrian segment across Germany. So the Rhine-Main area will also be part of the fixed areas covered now by the mail-order giant. After all, the region has a considerable demand potential to offer the branch retail, not least thanks to the nearby Niederrad race track and international events such as the Wiesbaden Whitsuntide Tournament.

"The term 'equestrian sports' comprises a lot more than laypersons may imagine," explains Jürgen Loesdau. "Besides classic dressage, jumping and military riding, there is also Western, trail, and distance riding. Riding and handling special breeds such as Islandic, Haflingers, Frisians and Andalusians, as well as coach driving all are part of it too – and let's not forget the stable and grooming items required." Pferdesporthaus Loesdau equips riders, drivers as well as horses in all these areas.

The product portfolio ranges from clothing, safety equipment, shoes and boots, to harnesses and saddles with accessories. Pferdesporthaus Loesdau's move to the area is driving the development of the "Blauer See" business area further ahead and proves that in addition to technology, engineering services, IT and automotive companies, the space available for other industries is also excellent: There is a place in Rüsselsheim for every company.

Eurohypo AG Expanding Rüsselsheim Location



Continued on page 2

Opel Donates Research Vehicles to FH



Continued on page 4

Award for Mathematics Professor at the FH Rüsselsheim

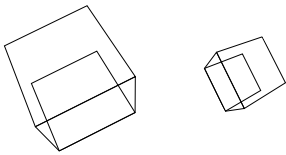


Fachhochschule Wiesbaden
University of Applied Sciences

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Business-Friendly Rüsselsheim

With its business tax rate of 340 points, Rüsselsheim is the most business-friendly among Hesse's 12 largest cities, according to a survey by the Hessian Taxpayer Association. The city took over the top spot from long-time holder Fulda. Rüsselsheim also shines thanks to waiving so-called nuisance taxes, for example taxes on restaurant permits, beverages, entertainment, and second residences. The city offers ideal conditions for future investors, fresh start-ups, and expanding businesses.



Eurohypo Expanding in Rüsselsheim

Eurohypo AG, Europe's leading bank specializing in real estate and government financing, is expanding its Rüsselsheim location on July 1, 2005. The company opened its Rüsselsheim customer service center for private customers in the Cityforum complex of the Bayern-LB subsidiary REAL I.S. AG just two years ago. Now the existing 150 bank positions in Rüsselsheim will basically be doubled. Among other things, the expansion is the result of the decision to integrate the corporate subsidiary prompter AG, currently headquartered in Mainz, into Eurohypo AG at the Rüsselsheim location.

As for Eurohypo AG, three main reasons were cited for the selection of Rüsselsheim: the convenient transport connections and infrastructure, the favorable



The Cityforum, location of Eurohypo AG



Rüsselsheim is Expanding!

If you pay close attention to Rüsselsheim during these months, you'll notice how many new things are emerging in town. To begin with, the "Blauer See" business park is getting a new addition: a new location for Pferdesporthaus Loesdau, a leading provider of riding equipment across Europe, offering horse fans from the entire Rhine-Main area a broad range of products. And downtown, one business is strengthening its presence in the Cityforum in Eichsfeld: Eurohypo AG is expanding its Rüsselsheim location and bringing an additional 150 jobs to the city.

These new settlements confirm once again: Rüsselsheim doesn't just provide first class space for our "main industries", technology and engineering, IT and automotive, but also offers other companies outstanding

conditions – among others, an especially favorable business tax rate!

Residential construction in the city is also in motion. With our program "Wohnen 2015" (Living 2015), we're satisfying the requirements for high-quality residential space in an urban environment. Progress can be seen in Bauschheim, where Bien-Zenker is developing a site with 80 residential units, or downtown, where Rüsselsheim's "gewobau" is demonstrating with its project "City-Wohnen im Ramsee" (City Living in the Ramsee area) how good living in a resource-sparing environment can look today. And last but not least, a family-friendly residential area with an environmental and sports kindergarten is going up on the site of the former Azbill barracks – a completely new combination that will further intensify Rüsselsheim's image as an educational and assistance-providing location. Speaking of education: Did you know that an award-winning mathematician teaches at the FH Rüsselsheim (University of Applied Sciences), and that our up-and-coming engineers are advancing research on hybrid drives?

Stefan Gielowski
Lord Mayor

business tax rate, and last but not least – the new train station building directly across from the Cityforum, which will create a suitable environment for Eurohypo AG.

The City Supports Property Owners

The City of Rüsselsheim supports downtown property owners. The cooperation network, founded at the end of 2003 at the city's invitation, is now to be expanded with a workgroup: Together, the city and property owners hope to put an end to vacant properties and optimize the mix of businesses represented downtown.

Plans for the Karstadt Building

The city has worked out a promising development concept for the vacant Karstadt building in Rüsselsheim. Since the owners were not able to present a suitable solution for gaining investors, the City Council eventually took the initiative. Now the owners have been requested to review how the concept can be realized and – with the assistance of the city – to look for partners for its quick implementation.



GMA Retail Analysis

Cologne's Gesellschaft für Markt- und Absatzforschung (GMA – Institute for Market and Sales Research) is examining development perspectives from the retail point of view in a study for the City of Rüsselsheim.

GMA had analyzed inner city retail and provided recommendations already in 2003 on the occasion of downtown redevelopment. Now the entire city is the focus: In addition to the distribution of services and retail across district centers, GMA is studying their competitiveness, image, and development options. GMA will also draw up urban development recommendations by the summer. As they did two years ago, GMA and the City of Rüsselsheim have also included the companies in their efforts.

"Treffpunkt Innenstadt" Boosts City Marketing

The Rüsselsheim city marketing association "Treffpunkt Innenstadt" (Downtown Meeting Place) will further professionalize its successful work and has received another five years of patronage from the City Council. In future, the variety of events and marketing activities is to be achieved increasingly through workgroups. A full-time City Marketing Assistant took over coordination on March 1: business geographer Sandra Ehrenstein, 26, had previously worked on projects in the field of city marketing and economic development.



City Marketing Assistant Sandra Ehrenstein

citySPOTLIGHT

"Wohnen 2015" in Rüsselsheim

Implementation of the urban residential development program "Wohnen 2015" is making great strides: In the Bauschheim district, 80 residential units from Bien-Zenker with a total net building area of around 13,000m² are going up, from 3- and 4-room apartments to house-in-house and penthouse projects to townhouses. The work is scheduled to be finished by the beginning of 2006.



Neckarstrasse: a courtyard in the model

gewobau: City Living in the Future

The future of living downtown in Rüsselsheim has begun with the new building project "City-Wohnen am Ramsee". Commissioned by the City of Rüsselsheim public housing association "gewobau", 15 apartments and three offices are going up over three stories in the attractive area along Neckarstrasse and Burggrafentaler Weg.

For the design, gewobau allowed itself to be guided by contemporary architecture. The residential complex has a cogeneration unit, photovoltaic equipment, and a solar energy system, thus sparing natural resources. In addition, nearby shopping facilities and the available infrastructure offer ideal living conditions. With all this, "City Wohnen am Ramsee" not only increases the quality of life but also contributes to the enrichment of business in Rüsselsheim.

From Barracks to Residential Area

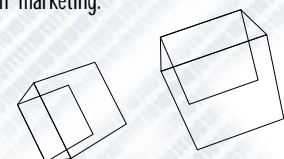
Many communities across Germany are looking for new concepts for using old barracks sites. In this regard, Rüsselsheim is taking a special approach: construction work for the "Sport- und Wohnpark" (Sports and Residential Park) in Ramsee began in January on the site of the former Azbill barracks. After the public invitation to tender for the site, the Bundesvermögensverwaltung (Federal Asset Management Agency) found suitable interested parties: The Wilma Bauprojekte Rhein-Main GmbH and the sports club Turngemeinde 1862 e.V. Rüsselsheim. The family-friendly link of a residential area with a city-subsidized "environmental and sports kindergarten" being opened in the historic, protected building strengthens Rüsselsheim's image as an educational and assistance-providing location.

New Friedensstrasse Retirement Home

Rüsselsheim has not only developed into an important location for education, it also continues to undertake efforts for its senior citizens. A private investor wants to begin the construction of a retirement home on Friedensstrasse in the first half of 2005. In addition to 85 openings for intensive care there will also be about 12 assisted living units. The housing designed with seniors in mind closes a prominent urban planning gap at the eastern edge of Rüsselsheim City.

Rüsselsheim Active in Regional Marketing

The Frankfurt Rhine-Main region is repositioning itself in location marketing – and Rüsselsheim is involved, too. At the end of March, Lord Mayor Stefan Gietowski signed the memorandum of association for "Frankfurt RheinMain GmbH, International Marketing of the Region", which will support the region with uniform external marketing. The City of Rüsselsheim Department of Economic and Urban Development and the newly founded urban development company intend to get involved together with location marketing.



Job Center for Rüsselsheim

The "Arbeitsgemeinschaft für soziale Grundsicherung und Arbeitsmarktintegration, Kreis Groß-Gerau" (Alliance for Basic Social Security and Labor Market Integration, Gross-Gerau District) is setting up a new Job Center at Eisenstrasse 40 on 2000m². Under the direction of Klaus Hacker, 58 staff members will be assisting "Hartz IV" recipients and job seekers.

FH Rüsselsheim and Opel: Cooperation for Hybrid Drive



Karl-Friedrich Stracke (2nd from left) hands over vehicles

Rüsselsheim is again the showcase for an exciting research project in the automotive field: Mechanical engineering students at the Rüsselsheim FH are developing a design for a fuel-saving hybrid drive. Adam Opel AG donated two vehicles from its Corsa model series to the research team, handed over in the Opel Testing Center in Dudenhofen by the Director of Product Development, Karl-Friedrich Stracke.

Thanks to the importance of the project for the automotive industry, the FH was able to gain several partners: Bertrandt GmbH from Ginsheim-Gustavsburg, and the IMG (Institute for Machines, Drives, and Electronic Equipment Engineering) from Nordhausen.

FH Project Manager Prof. Reinhard Winzer has set a very high goal for himself and his team: In addition to the presentation of the prototype at this year's IAA in Frankfurt, the possibility of a later serial production hasn't been ruled out. So it's no wonder that the project is finding great favor with the students. They can analyze their research results in research papers and thesis projects, gain a realistic insight into project work, work with the latest processes, and are thus perfectly prepared for their later careers.

cityLIGHTS

Mathematics Prize for FH Professor



Prof. Lothar Papula teaches at the FH Rüsselsheim

Engineering and science graduates throughout Germany appreciate Lothar Papula, mathematics professor at the FH Rüsselsheim. The best-selling author received the "2004 Mathematik Award" for his achievements in imparting knowledge of his subject on November 26 in Giessen. His textbook "Mathematik für Ingenieure und Naturwissenschaftler" (Mathematics for Engineers and Scientists) is viewed today as standard reading for prospective university students and has sold 850,000 copies. The author receives thank-you notes almost every day.

Mary - nothing else

Saturday, April 16, 2005
8:00 p.m.
Theater Rüsselsheim
Am Treff 7

On stage there's only a piano. A shimmering figure appears in the spotlight: Mary, alias Georg Preusse, Europe's most well-known drag star. The music, the lyrics, the proximity to the audience – this is Mary unplugged: witty wisdom coupled with irony and charm. After thirty years on stage, Mary believes the time has come to have a frank talk with Georg. Dispute or duet? Mary's bottom line is clear: "Females are always right".



Mary, Europe's number one drag star

Nederlands Dans Theater II

Saturday, May 7, 2005
8:00 p.m.
Theater Rüsselsheim
Am Treff 7

Nederlands Dans Theater II is the junior troupe of the Nederlands Dans Theater I, one of the truly great ensembles in the dance world. With its dancers ranging in age from 20 to 25, it is now considered internationally to be one of the most innovative companies of contemporary dance.

12th Rüsselsheim Film Festival

Friday, June 10
and Saturday, June 11, 2005
Theater Rüsselsheim
Am Treff 7



The Rüsselsheimer Filmtage are considered an important festival for satiric short films. Every year, Cinema Concetta Filmförderung presents a roughly four-hour program of 16 to 20 satirical short films – also in digital format for the first time in 2005. You can get more information at www.cinema-concetta.de.

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