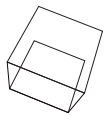
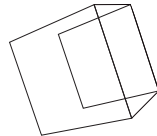


# businessNEWS

INFORMATION FROM THE CITY DEPARTMENT OF ECONOMIC DEVELOPMENT



## businessTALK

### Rüsselsheim 2020: On track towards a successful future

'Rüsselsheim 2020' symbolizes successful development for the city. The project looks forward to the next 14 years: What strategies should Rüsselsheim follow in economic policy? What should be the next political moves in the field of employment, industrial localization and housing? How will the city present itself in the future? Today, a multitude of concepts come to mind in conjunction with Rüsselsheim: The city of Opel, the city of sports, the city of industry and culture, and even the city of Riesling. The new development program aims to create a consistent image.

The project was launched at an event held on March 1, 2006 in the City Hall of Rüsselsheim before a large audience. The foreground was occupied by a forward-looking subject of great current interest: The spread of globalization, which opens up challenges as well as opportunities for Rüsselsheim. Chaired by Dr. Heinz-Jürgen Weiss, the managing director of the Frankfurt Rhein-Main Economic Initiative, the meeting featured two prominent speakers who presented their view of the city's perspectives:

Prof. Dr. Bert Rürup, one of the five 'wise men' of economics, and Prof. Dr. Klaus Kunzmann, head of



Prof. Dr. Bert Rürup addressed the subject of globalization in Rüsselsheim.

the Department of European Regional Planning at Dortmund University.

At the moment, a working party is developing concrete targets and implementation instructions for the development of Rüsselsheim. It includes Prof. Dr. Bert Rürup and Prof. Dr. Reinhard Hujer, both recognized nationwide as economic experts, and both familiar with the Rhein-Main region. In addition, the Corporation persuaded the Hessenagentur to join the project, giving it the support and the competence of the government of Hessen. Further support has been pledged by Adam Opel GmbH. First results should be available by the late summer of 2006. Proposals will be submitted to the City Council, after which concrete steps will be initiated.

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**Global growth opportunities  
New perspectives for Rüsselsheim**

**Location policy  
in the context of globalization**

**Falstaff by Verdi  
at the Theater of Rüsselsheim**

### Global growth opportunities

'What I am telling you is that globalization so far has been a support for Germany, not a threat, and that the difficulties Germany is certainly encountering at the moment are not, or at least not primarily, due to globalization.' That was the key message which Prof. Dr. Bert Rürup, chairman of the council of experts on the assessment of macroeconomic developments, had for the audience at the launch of 'Rüsselsheim 2020' in the council chamber of the City Hall. There was no reason to fear globalization; in macroeconomic terms, it would be rather more correct to say that global prosperity was enhanced by it.

Like a red thread, this message ran through the 'wise man's' presentation. Before addressing the interaction between the spread of globalization and economic developments in Germany, Mr. Rürup presented an overview of the framework conditions of economic policy which, he said, was controlled by interest rates, exchange rates and wage levels. However, as the European currency union had removed decisions about interest and exchange rates from the realm of national politics, the influence of social and labor-market policy on growth and employment was now much greater than before. Together with demographic developments, globaliza-



### New perspectives for Rüsselsheim

The future prospects of the region in which Rüsselsheim is located are the best in Germany. In addition, our outstanding infrastructure offers optimum conditions for the enduring success of the development of our city. To ensure that we set the right course in a world increasingly characterized by globalization, we launched the 'Rüsselsheim 2020' project. Supported by eminent professors of economics and by Adam Opel GmbH, the project aims to sharpen the profile of Rüsselsheim as a 'brand name' and develop concrete economic-policy perspectives for the next 14 years. First results will become available by the end of summer. Until then, I am looking forward to a lively dialog with you.

Stefan Gietowski  
Lord Mayor

tion in its various dimensions was identified by Mr. Rürup as a crucial trend in Germany. With regard to globalization, he distinguished between the enlargement of global trade, the increasing internationalization of entrepreneurial value-added chains and the partial replacement of exports by direct investments. Globalization, he said, enhanced global prosperity which, however, was distributed asymmetrically among countries. Mr. Rürup quoted an example

to illustrate the impact of the growing international division of labor on the output structure in countries like Germany, where industrialization came early: While the share of the goods-producing sector in the real net output of the economy ranged above 40% in 1970, it amounted to 25% today. The success of efforts to cope with this structural change depended on the degree to which jobs that were lost in the manufacturing sector could be re-



Prof. Dr. Bert Rürup: 'Germany is among the winners of globalization.'

placed in other industries, such as the service sector. While Mr. Rürup stated that 'necessary structural adaptations are slow to materialize in this country', he pointed out at the same time that Germany nevertheless had been among the winners of globalization so far. The volume of gainful employment

was larger than ever before, nor would there be so much added value created without globalization. To be sure, the importance of traditional employment relationships with mandatory social insurance was waning. While such employment relationships had accounted for about 80% of all gainful employment

in 1980, that figure was down to 60% today. 'To my mind, this implies that governmental measures to avoid poverty will acquire much greater importance in the future', the economic expert said by way of comment on the ongoing diversification of the distribution structure.



Launch of the 'Rüsselsheim 2020' project.

## Location policy in the context of globalization

'Globalization has a crucial impact on competition among national and regional locations', as Prof. Dr. Klaus Kunzmann said in his presentation at the Rüsselsheim City Hall. There were special strategies which cities could use to secure successful development. Rüsselsheim's perspectives were very good in this regard; the point now was to set the right course.

According to Mr. Kunzmann, success in the competition among locations crucially depends on qualified labor, events and the local image. As he said, there are winners and losers of globalization. Among the winners, we find large cultural and financial centers as well as historical small and medium-sized cities with a cultural and civic background located in large metropolitan regions. Further winners included centers of science and technology as well as regions of tourism. The losers, on the other hand, included ancient industrial regions, disadvantaged quarters in metropolitan conurbations and regions in between without either a profile or a nearby airport.

Mr. Kunzmann said that cities were not helpless in the face of globalization since active policies could ensure successful development for them. 'In the external policy of a city, it is important to give a location a profile of its own', as Mr. Kunzmann recommended. To this end, local strengths should be identified and a common identity created. The

media should be enlisted to popularize that image. He further recommended enhancing international networks, entering into partnerships with foreign cities and displaying hospitality.

Mr. Kunzmann went on to say that 'in internal policy, a city should aim to create for itself a profile as a residential location' by focusing on securing and improving the quality of life. Particular attention should be paid to young people: Youth policy should be taken seriously, and the school system should be promoted. Social early-warning systems might help to identify situations that could become critical for children and their families. By encouraging local learning processes, a city could learn how to deal with the challenges of the future.

In the professor's opinion, the perspectives of Rüsselsheim are very good: 'The Rhein-Main urban region and its airport will remain an important hub

in the global metropolitan network, and Rüsselsheim stands to benefit considerably from this.'

He recommended that the city should develop a technology profile that gradually moved away from the automobile, thus reducing its dependence on the industry. Germany's automotive industry as a whole could be expected to decline gradually. Globalization had progressed very far in the industry, leaving only a few global enterprises still active. Next to Japan, China would soon become a serious vendor on the markets of the world.

In addition, Rüsselsheim should identify and enhance its international networks. As Mr. Kunzmann put it, 'The Quality of life and the qualification of labor should form two pillars supporting the city's policy.'



Prof. Dr. Klaus Kunzmann: 'It is important to give a location a profile of its own.'

**cityLIGHTS**

**Falstaff**

Theater of Rüsselsheim, Am Treff 7  
Wednesday, 05-10-2006, 8p.m.

Shakespeare's 'Henry IV' and 'The Merry Wives of Windsor' furnished the material for 'Falstaff', Giuseppe Verdi's last opera, generally regarded as the creative apex of his work. Hoping to benefit financially, Falstaff, an ageing knight, sends identical love letters to two well-heeled ladies. Amused to discover that Falstaff is playing them false, they decide to set a trap for him. In Italian language.  
[www.theater-ruesselsheim.de](http://www.theater-ruesselsheim.de)

**International  
Children's and Youth  
Theater Festival  
Rhein-Main**

Theater of Rüsselsheim, Am Treff 7  
05-04 and 05-11-2006, 11a.m. and  
7p.m.



Scene from 'Hans und Gretchen'

As part of the International Children's and Youth Theater Festival, the theater of Rüsselsheim presents a musical play entitled 'Hans und Gretchen' (04-05, 11a.m., for children aged six and over) and the tragicomedy 'Die Kreuzritter' ('The Crusaders') (05-11, 7p.m., for young people aged 15 and over). 'The Crusaders' is a comment on the 'crusades' of the present, accompanied by live music.  
[www.theater-ruesselsheim.de](http://www.theater-ruesselsheim.de)

**Satire:  
'SuppKultur' - Eine  
Reality-Show'**

(**'SoupCulture - A Reality Show'**)  
Theater of Rüsselsheim, Am Treff 7  
Saturday, 05-06-2006, 8p.m.



Alice Hoffmann

Probably known to many from her television appearances as Heinz Becker's wife, Hilde, Alice Hoffmann is coming to the theater of Rüsselsheim as Vanessa Backes, a housewife from the Saarland. In her new program 'SuppKultur - Eine Reality-Show' she explores the question of how far one could and should go for money and TV fame.  
[www.theater-ruesselsheim.de](http://www.theater-ruesselsheim.de)

**Rüsselsheim Film  
Festival**

Theater of Rüsselsheim, Am Treff 7  
Friday, 06-09-2006, 7p.m.  
Saturday, 06-10-2006, 5p.m.



Since it was first staged in 1994, the film festival held annually by Cinema Concetta Filmförderung has become a veritable institution among Germany's short-film festivals. As many as 20 satirical short films are shown on two days, supported by music, entertainment and an exhibition in the theater lobby. The unusual feature of this festival is that after the show is over, the directors meet the audience to talk about their films.  
[www.cinema-concetta.de](http://www.cinema-concetta.de)

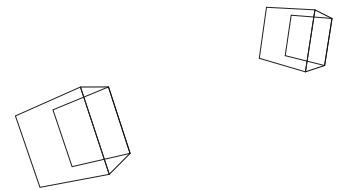
**Jazz-in-Progress  
Festival**

Das Rind, Mainstraße 11  
05-04 - 05-06-2006, 8.30p.m.



Jazz musician Reiner Winterschladen

On three evenings, the Rüsselsheim Jazz Factory presents the cream of jazz. At the 'Jazz-in-Progress' festival, various concerts span the entire range from rock, fun and bebop, free jazz and fusion to electronic experiments in an event that is bound to set music fans raving again this year.  
[www.jazz-fabrik.de](http://www.jazz-fabrik.de)



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