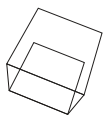
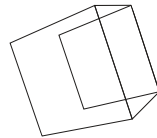


# business NEWS

INFORMATION FROM THE CITY DEPARTMENT OF ECONOMIC DEVELOPMENT:



## businessTALK

The only one in Germany – an innovative, unique world of automotive experience

### Opel Forum – Center at the Center

The secret is revealed: Comprising the historical industrial buildings at the Bahnhofplatz (Depot Square), the Opel Forum is being made into an innovative world of automobiles, shopping and adventure of a kind that has not been seen in Germany so far.

The tender process began in 2006. Ultimately, a group of investors around an experienced project development firm from Berlin, Bauwert Property Group, was selected from a total of 22 interested parties to develop the Opel Forum.

#### Investors present their plans

At a press conference held on July 25, 2007, the investors presented their project together with the seller, Adam Opel GmbH. Lord Mayor Stefan Gieltowski pointed out that the project was of great importance for the city, and that expectations were high.

lean field plant, specialized crafts forge a link between automotive tradition and the future of the city.

money will now come to Rüsselsheim. Besides, the new Opel Forum appeals to auto enthusiasts and oldtimer lovers everywhere.



From left: Lord Mayor Stefan Gieltowski, Dr. Jürgen Leibfried (Bauwert), Kristina Esser (town planner), Stefan Zimmermann (Bauwert) and Dieter Krockner (Project Manager World Wide Real Estate GM Europe)

#### Innovations in the spirit of Adam Opel

Featuring two eminent private collections of automobiles and motorbikes, attractive shopping, hotels and restaurants, a world of automotive experience is emerging right at the center of Rüsselsheim, with offices and upmarket apartments complementing its diverse portfolio. The new Opel Forum embodies the values that make Rüsselsheim a center of automotive competence: Together with Opel's ultramodern

#### A landmark project for Rüsselsheim 2020

The new Opel Forum is a major factor in Rüsselsheim's future. A new center at the center, it will furnish impulses for the further development of the entire city, shaping Rüsselsheim's image far beyond the city limits. The signal impact of the Opel Forum will particularly affect the downtown area, which will be invigorated and revamped by this new offering. The Rhine-Main region has a new attraction; more people and more

#### Integration in the city

The distinctive factory gates which dominate the Bahnhofplatz used to open only for employees and guests of the Opel company; now they are open to the public. A new quality of life is moving into the factory buildings. Thus, an important object of industrial culture will not only be preserved but reinvigorated thanks to its diverse uses and its focus on automobiles.

#### In focus: the Opel Forum

Editorial / Interview with Dirk Schäfer /  
Overview and impressions

pages 2-4

#### Knowledge and culture

Distinction for professors /  
Young people think the future

page 5

#### Newcomers to Rüsselsheim

Chevrolet / Kieback&Peter /  
Burger King

page 6





**A landmark project for our city**

*Among other things, the fact that hundreds of millions are being invested in the Opel Forum implies that investors believe in the potential of our city. We are very happy that this is so, and that the consortium is assuming great responsibility for the project and its successful integration in the city.*

*Our automotive tradition is founded on the Opel company, which has remained Rüsselsheim's biggest employer to this day. Its red-brick buildings with their distinctive gates dominate the Bahnhofplatz, forming part of Rüsselsheim's identity.*

*The innovative concept opens up the factory, allowing fresh life to move into places where only workers used to have access. Rüsselsheim gets a new and powerful center at the center: Full of life, dedicated to the subject of automobiles, and open to the other downtown areas.*

*Not only the center, the entire city will become more vibrant and popular. The region is getting a new attraction. Auto enthusiasts far and near will find that it pays to go to Rüsselsheim.*

*The city will support the project without losing sight of the concerns of Rüsselsheim as a whole, following our urban development concept Rüsselsheim 2020. Naturally, we will offer our citizens an opportunity to exchange views about this project which is so important for Rüsselsheim. The first citizen's forum on the subject, which will be open for all, will take place on August 22.*

Yours,  
**Stefan Gietowski**  
Lord Mayor of the city of Rüsselsheim

**Joint press conference, July 2007**



"In pursuit of our urban development plan Rüsselsheim 2020" (Lord Mayor Stefan Gietowski)



"Harmonize diversity of use with the interests of the city": Norbert Küpper, member of the board, Adam Opel GmbH

**"More than just a bare investment"**

**Interview with Dirk Schäfer, president of the Rüsselsheim Business Association, about the new Opel Forum**

*Mr. Schäfer, the plans for the new Opel Forum are the talk of the town. What do you think about the project?*

The new Opel Forum is more than just a bare investment. It is a signal which clearly says that our city and its potential enjoy great respect and are often more highly appreciated by outsiders than by our own citizens. Many high-powered investors applied for the Opel Forum. The historic growth of our industry is a unique feature which none of the other municipalities in the Rhine-Main region has to offer. Anyone can build on a green field, but only we have a highly interesting industrial culture right in town.

*What potential do you mean?*

Well, we know that the local purchasing power is very high, and that it ranges around 108 percent because of our commuters. At the moment, however, we absorb no more than about 70 percent. Lack of choice motivates people to shop elsewhere, taking their purchasing power with them. I am convinced that the new investments will serve to keep more purchasing power in

Rüsselsheim and attract additional customers.

*Why are you so sure that additional customers will come from outside and not simply drift in from other downtown areas?*

The new Opel Forum furnishes impulses for the entire city. One opportunity is to skim off the purchasing power which exists but has remained untapped so far, and to attract new groups of customers from outside. The Opel Forum cannot evolve overnight, and competition can have a highly positive effect. Retailers might smarten up, critically challenge their own portfolio, build up a unique selling position and present themselves attractively to their customers. Even when you are shopping, beauty lies in the eye of the beholder ...

*Your recommendation?*

Pack your case, jump on the train and go full steam ahead! We want to receive our investors with open arms and throw open our doors, a challenge that also applies to the political sphere.



Massive public interest far beyond the city limits

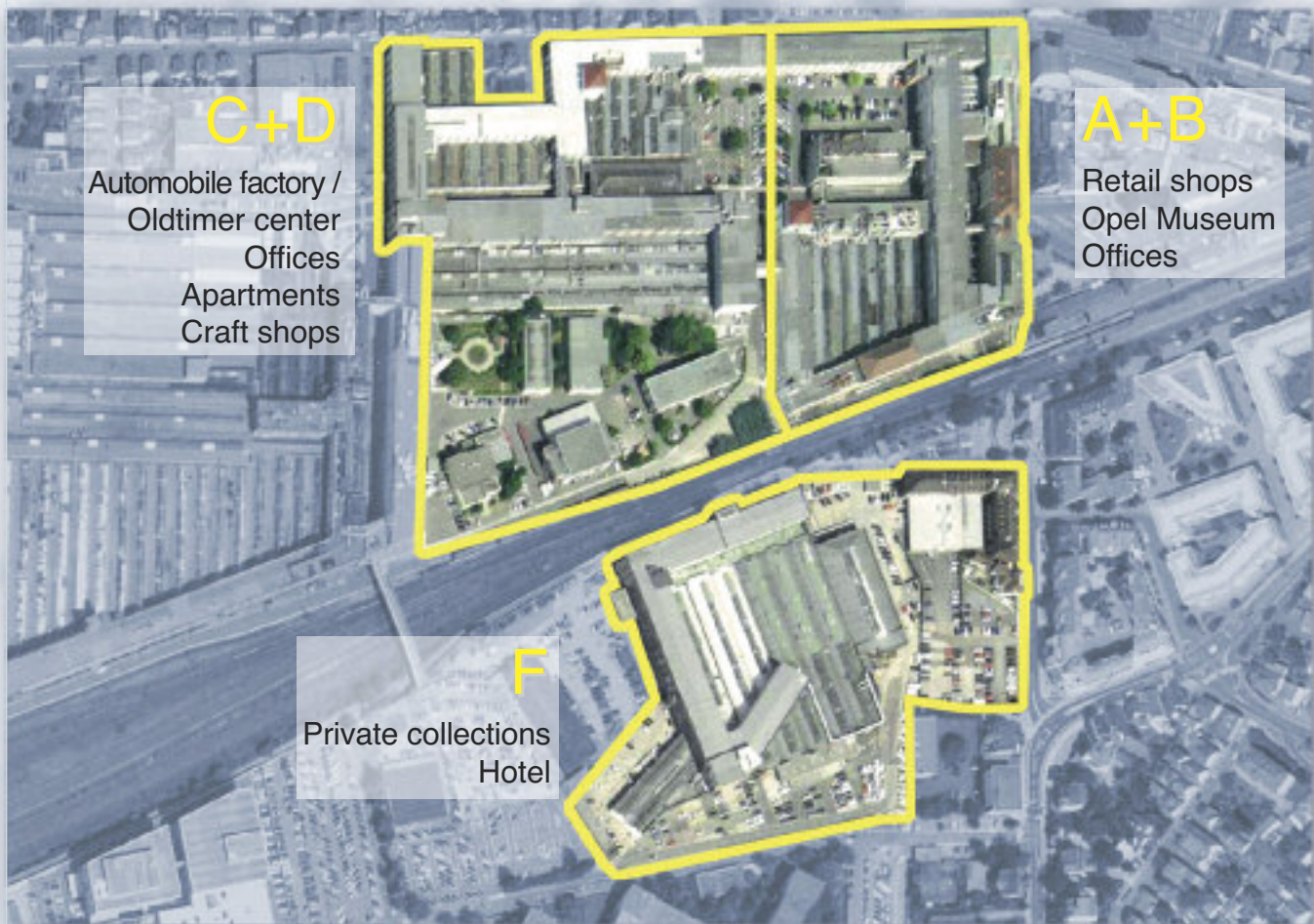
# The New Opel Forum

## A unique world of automotive experience

With its diversity of choice and its focus on the subject of automobiles, the new Opel Forum embodies the values that characterize Rüsselsheim: Tradition and future in the spirit of Adam Opel.

Incorporating many of the recommendations made in the Rüsselsheim 2020 study, this landmark project is a milestone in the process of revamping the city center. The property is subdivided into three independent units which form part of a logical concept. Some of the plans pursued by the investors are these:

- In the front area that is closest to the city, a theme shopping center and leisure facilities such as fitness studios will be created together with modern offices, conference rooms and food outlets (sector A/B).
- Another development in the front sector (A/B) will be the Opel Brand and Classic World, where the hearts of all auto enthusiasts will jump at the sight of a large collection of historical Opel vehicles including production and racing cars as well as motorcycles from the model year 1899 to the present.
- Car fans will also get their money's worth at the automobile factory, where specialist car and craft shops are shown together with an oldtimer center. In addition, restaurants and upmarket apartments are to be found in this part of the area (sector C/D).
- On the other side of the railway line, there will be further attractions for fans and families, namely an exhibition of automobiles and motorbikes that will incorporate two of Germany's largest private collections. A hotel located in the same area will offer overnight accommodation (Sector F).





**Facing the inner city and open to all: The new Opel Forum combines shopping experiences with industrial culture, modernity with history, and leisure activities with economic performance and business opportunities.**



**Distinguished**

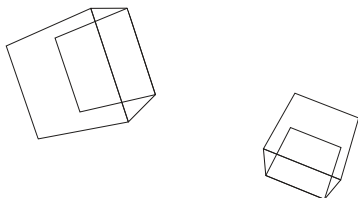
**“Excellence in Teaching”  
for three Rüsselsheim  
professors**

Congratulations: In the first-ever ‘Excellence in Teaching’ contest, three Rüsselsheim professors were awarded the third prize, which is endowed with 40,000 Euros.



Presentation of the award on June 22 in Wiesbaden (from left): Dipl.-Ing. Peter Fröhlich, Dr. Ing. Karl Heinrich Hofmann and Dipl.-Ing. Bernd Steffens. Far right: Science Minister Udo Corts, Hessenagentur

Ten out of 47 projects submitted were honored by the Hessian Ministry for Science and the Arts. Entitled ‘Management Games as Entry-level Scenarios for Students’, the Rüsselsheim project helps students to successfully enter the technical degree courses offered by the Rüsselsheim Department of Engineering Sciences.



**“Success in Rüsselsheim”  
Theme evenings at the  
Opel Forum**



The Department of Economic Development is launching a series of events dealing with business issues of current interest, to be held at the Opel Forum. Invitees include enterprises, caterers, retailers, freelancers and company founders.

The schedule:

- 18 August – Restaurants: Succeeding with good taste
- 25 September – Moments of glory for enterprises

To obtain more information, or to register, contact by fax: +49 6142 83 2116 or by email: [hans.majer@ruesselsheim.de](mailto:hans.majer@ruesselsheim.de)

**Innovation offensive of the business  
community  
Young people think  
the future**

At the core of this nationwide initiative lies an innovation game in which young people work on new products and services, furnishing ideas for innovation as well as for the selection of suitable trainees to economic, political and societal institutions as well as business companies. The game not only promotes enthusiasm for innovations, it also involves intense training in presentation, communication and creativity methodology which prepares young people for their professional education.

In Hessen, institutions supporting the initiative include the Ministry of Culture as well as the Chambers of



Commerce in Frankfurt and Darmstadt. In Rüsselsheim, the local IT company EDS shows exemplary commitment by enabling ten to twelve trainees to participate in the innovation dialogue.

In addition, students of the Max Planck School at Rüsselsheim have joined in the project with the support of the city of Rüsselsheim.

For more information, visit [www.jugend-denkt-zukunft.de](http://www.jugend-denkt-zukunft.de)

**Satirical short films**

**14th Rüsselsheim Film  
Festival**

The Rüsselsheim Film Festival is held annually by Cinema Concetta Filmförderung. On June 1 and 2, the organizers showed 18 satirical short films, among which members of the audience could chose three favorites. Around 1,100 film enthusiasts visited the theatre to enjoy the program and cast their vote afterwards. The members of the club presented a program of about three hours for which they had selected the best of 110 films originally entered. Pointed humor was one of the most important selection criteria. Endowed with 5,000 Euros, the first prize of this year was awarded to Frank Wegerhof for his film ‘Achterbahn’ (rollercoaster). Internet: [www.cinema-concetta.de](http://www.cinema-concetta.de)



From left: Philipp Engel, moderator; Kurt Linnert, regional director of the Groß-Gerau district savings bank; Daniel Faigle; Frank Wegerhoff; Till Penzek; Michael Kirchberger, president of the Cinema Concetta Filmförderung foundation

## Newcomers to Rüsselsheim

### Chevrolet's German Headquarters

**Chevrolet relocates its German headquarters from Bremen to Rüsselsheim.**



Next to Opel and Saab, a third GM subsidiary has now chosen Rüsselsheim. On July 17, Chevrolet's CEO, Peter Sommer, followed an invitation to the town hall. He knows Rüsselsheim very well indeed, having worked for Opel's sales and marketing division for 15 years.

"Rüsselsheim is one of the top addresses in the automotive industry. Our city is distinguished by the diversity of its brands and the excellent qualification of its engineering service providers", said Lord Mayor Stefan Gietowski. In the future, five automakers, namely Opel, Saab, Chevrolet, Hyundai and Kia, will be developing models for Europe and/or the world in Rüsselsheim.

### Chevrolet – Facts and figures

The third biggest automaker in the world, Chevrolet is the only brand of the General Motors Group that is sold worldwide.

Founded in 1911, the company has been part of General Motors since 1918. Chevrolet concentrates on attractively-priced subcompact and compact cars, selling 4 million vehicles worldwide each year. Its most prominent model is the Corvette, which has been offered under its own name in Europe since 2005.

The demand for Chevrolet cars is particularly great in Eastern Europe. By mid-2007, sales had increased by more than one third.

## Quick service

### Burger King in the Alzeier Strasse

American flair in the Alzeier Strasse: Construction work on the Burger King Restaurant has already begun. Soon, whoppers and many other specialties will be sold across the counter of Rüsselsheim's new quick service restaurant.



The opening of Burger King follows an overall urban planning concept. In its immediate vicinity, a large area of retail shops is being developed, including a home-improvement store and a garden center. The project will strengthen Rüsselsheim as a business location.

"Today, Burger King is present all over the world", says the website of the restaurant chain which, now more than 50 years old, opened its first outlet in Miami, Florida. In the near future, the citizens of Rüsselsheim will find a Burger King in the neighborhood.

## Well-conditioned climate in Rüsselsheim

### Kieback&Peter newcomers to the Hasengrund

Kieback&Peter, specialists in climate conditioning, have arrived in Rüsselsheim. Since the beginning of this year, the Eisenstrasse branch of the Berlin company has been employing around 40 persons.

Its new Rhine-Main branch in Rüsselsheim was formed by merging the Frankfurt branch with the technical office in Wiesbaden.

### Competence center for building service engineering

Besides creating a first-rate working climate, the equipment installed in the offices is used as a demonstration technology for customers. Its combination of employee knowhow and a live experience of its technology make the new branch a competence center for modern building automation.

### Kieback&Peter at a glance

Kieback&Peter is a leading supplier of heating, ventilation and air conditioning equipment and systems as well as building management services.

Founded in Berlin in 1927, the company today employs a staff of more than 800 in Germany, Austria, France, the Netherlands, Switzerland, and China. There are plans to establish further branches abroad.



Newcomers to the Hasengrund: Kieback&Peter

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

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

The English version is available for downloading at <http://www.stadt-ruesselsheim.de/rd/867.htm> Alternatively, we would be happy to send you a copy by email.

Published by:

Magistrat der Stadt Rüsselsheim  
Wirtschaftsförderung & Stadtentwicklung  
Bahnhofplatz 2  
D-65428 Rüsselsheim

Phone: +49 (0)6142 83 2041  
Fax: +49 (0)6142 83 2116

[wirtschaftsfoerderung@ruesselsheim.de](mailto:wirtschaftsfoerderung@ruesselsheim.de)  
[www.stadt-ruesselsheim.de](http://www.stadt-ruesselsheim.de)

Edited & layout designed by:  
PSM&W Kommunikation GmbH