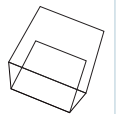
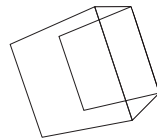


business NEWS

FROM THE CITY'S ECONOMIC DEVELOPMENT DEPARTMENT



businessTALK

trained@ruesselsheim

An essential prerequisite for starting a professional career is a sound education, from school to the conclusion of a vocational training or university study course. To discuss exactly what opportunities and perspectives Rüsselsheim has to offer in this respect, Lord Mayor Stefan Gielowski invited a number of personages, all of whom had completed their training within the region, to attend a round table at the town hall early in September. The panel included Mr. Hans H. Demant, Chairman of the Board of Adam Opel AG; Mr. Martin Best, Manager and Signing Clerk of the local EDAG AG branch; and Prof. Dr. Clemens Klockner, President of the FH Wiesbaden (University of Applied Sciences).

Under the motto "trained@ruesselsheim" Stefan Gielowski and his guests discussed the requirements of contemporary education and career building as well as the specific situation prevailing in Rüsselsheim. Detailing their own experience, Hans H. Demant and Martin Best reported how they managed the transition to regular employment and began building their professional careers after graduating from the Rüsselsheim branch of the University of Applied Sciences.

It was said that while it was more difficult for today's graduates to start a career, the virtues required had remained practically the same. Thus, Hans H. Demant recommended that young people should be very clear about what profession they wanted, as not everybody was suited for every job.



Discussing career opportunities in Rüsselsheim: Mr. Best, EDAG Signing Clerk; Mr. Demant, Opel CEO; Mr. Gielowski, Lord Mayor; Prof. Dr. Klockner, FH President

Another point was that, even after completing a training course of the best possible quality, one should never lose sight of the fact that lifelong learning is indispensable to cope successfully with the continuously changing duties of professional life. Martin Best emphasized that students should make contact with business corporations even before their graduation. It was absolutely essential to be geographically flexible and to know foreign languages: "English is a must, and another foreign language an asset." Clemens Klockner underlined that the University of Applied Sciences was adapting to changing labor market conditions, having added internationally-recognized bachelor and masters courses to its range in recent years. He also reported that the demand for engineering studies had revived greatly, adding that 104 young people had enrolled for mechanical engineering in the upcoming semester. Moreover, students

from all over Germany were being attracted to Rüsselsheim by the University's young department for media information technology.

The discussion was followed by an audience of 30 including school directors, FH teachers, and representatives from business and politics. In the general debate on detailed issues that followed, members of the audience demonstrated that Mr. Gielowski's idea is successful: Rüsselsheim is growing more attractive as a business location because of the fact that reputable businessmen who are successful in their respective enterprises have completed either their entire training or parts of it in Rüsselsheim. Another "trained@ruesselsheim" event will probably follow in the fall.

Microsystems Engineering Network Founded



Fachhochschule Wiesbaden
University of Applied Sciences

Continued on Page 3

TIGZ Expands into Rüsselsheim



Technologie- Innovations- und
GründerInnen-Zentrum GmbH

Continued on Page 4

Exhibition at the Opel Villas

opel villen

r ü s s e l s h e i m

Continued on Page 4

Rüsselsheim Meets India

On the fringes of the automechanika fair 2004, a delegation from the Indo-German Chamber of Commerce (IGCC) met representatives of the Rüsselsheim and Frankfurt economic development organizations in mid-September. Representing 20 business enterprises, the Indian delegation was given detailed information about the Frankfurt Rhein-Main business region as well as the economic framework conditions obtaining in the south of Hesse, the objective being to establish contacts and identify options to cooperate with German automakers and automotive suppliers.

As an entrepreneur in the automotive sector and a member of the Automotive Cluster Süd Hessen, Mr. Alfred Keschtges, Managing Partner of invenio GmbH Engineering Services of Rüsselsheim, informed delegates about the

opportunities and risks inherent in the automotive business as global competition intensifies at a growing pace. National and international cooperation, Mr. Keschtges said, offered good opportunities for development, in which the Automotive Cluster Süd Hessen played a particularly important role as it enabled automotive corporations to cooperate in partnership. In this field, international cooperation did make a great deal of sense.



Lord Mayor Gieltowski and Martin Proba.

The Town Hall – A Successful Contact Exchange

“Today's event marks another step forward on the way towards giving the Automotive Cluster its proper profile and position.” These were the words with which

Lord Mayor Stefan Gieltowski opened the first matching event of the Automotive Cluster Süd Hessen. Held at the town hall of Rüsselsheim, this contact exchange was organized by Cluster partners including the IHK (Chamber of Industry and Commerce) South Hesse, the district of Groß-Gerau, and the city of Rüsselsheim.

Following the invitation, 20 companies from the automotive industry presented their portfolios. There was no lack of diversity, for exhibitors included providers of goods and services from vehicle development, CAD engineering, handling technology, logistics, plastics engineering, metrology and diagnostics, industrial building architecture, and others. In numerous conversations, participants made contact with other suppliers and exchanged views about specific local requirements. “For us, this great resonance marks a genuine achievement” says Martin Proba, Head of Department at the IHK (Chamber of Industry and Commerce) Darmstadt. “It demonstrates the vibrancy of the network that we launched last year. You will rarely find an offering quite as compact as this.” The next Automotive Cluster forum will take place on November 18, 2004, on the premises of the EDAG corporation in Rüsselsheim.

For more information about the Cluster and its activities as well as about the company database, visit <http://www.automotive-cluster.org>



Learning, Working and Living

Rüsselsheim is an attractive location; witness the presence of a number of well-known corporations as well as small and medium-sized enterprises. But what is it that makes Rüsselsheim so interesting? Next to certain classical attributes, such as a good business climate and an ideal infrastructure, the city offers a “value-added chain” that incorporates many activities to promote training for young people, working in innovative and powerful enterprises, and comfortable living. Let us take training, for example. At the town hall, successful managers like Opel's CEO, Mr. Hans H. Demant, EDAG's Signing Clerk, Mr. Martin Best, and the President of FH Wiesbaden (University of Applied Sciences), Prof. Dr. Clemens Klockner, discussed the requirements of contemporary education with an audience

of school directors, university teachers, and political and business representatives. Those who wish to set out on a self-employed career straight away will find an ideal platform in Rüsselsheim's new Technology, Innovation and Promotion Center (TIGZ). Moreover, contacts with business enterprises may be made by undergraduates, too: The Automotive Cluster Süd Hessen is currently cooperating with the FH course of international industrial engineering studies to have the development potential of the Cluster investigated by scientific experts. Success comes only to those who are active, a maxim that naturally applies to invenio GmbH, a company that was awarded the TOP 100 quality prize for the fifth time running. Needless to say, living and domestic culture receive their share of attention in Rüsselsheim as well: The inner city will be rehabilitated very soon, and an exhibition that has no equal in all of Germany is about to begin at the Opel Villas.

Stefan Gieltowski
Lord Mayor

FH Wiesbaden Diploma Papers Support the Automotive Cluster Süd Hessen

To obtain scientific support for its activities, the steering committee of the Automotive Cluster Süd Hessen appealed to the Rüsselsheim campus of the FH Wiesbaden (University of Applied Sciences) for professional assistance. Two diploma papers on related subjects are currently being prepared by international industrial engineering students under the direction of Prof. Dr. Egbert Hayessen.

The output chain of the Cluster is being analysed by Mr. Robert Bopp, primarily by comparing the Cluster to the supply sector of the automotive industry in

the south of Hesse with the aid of a comprehensive survey. This analysis will be used to draw attention to gaps in the output chain and demonstrate the potential of the Cluster, the general objective being to enhance the range of options for cooperation among members. Marco Ziegler's work deals with Cluster success factors, for which he analyses instances of success and failure at the European level, including those from clusters in other industries. A benchmarking process will be used to show up problems within the Automotive Cluster Südhessen so as to ensure its long-term success. To provide adequate support to the Automotive Cluster Südhessen in the future, further diploma and study papers are planned for the next few semesters.

citySPOTLIGHT

Boosting the City Center

At last! After the usual phase of intense preparatory activity, the rehabilitation of Rüsselsheim's inner city is about to begin. Its goals are many and varied, including revitalising the inner city, increasing its attractiveness, strengthening the importance of Rüsselsheim as a service and commercial location, and improving the residential situation. As early as 2002, the municipal parliament had decided to have an urban rehabilitation program prepared for the inner city. Relevant statutes were finally adopted in the summer of 2004 and are now about to be published. Once the statutes have been posted, implementation will begin. Investments, including those required from individual owners, will be supported by public funds under certain conditions. Subsidization funds are being held in radians by the Land government and the municipality of Rüsselsheim.

Rüsselsheim at the ExpoReal 2004 Real Estate Exposition

Once again, the city of Rüsselsheim will be represented at the Munich ExpoReal 2004 from October 4 to 6, 2004. Together with 15 partners, the city will present itself as belonging to "The Welcome Region Frankfurt Rhein/Main" in hall C1, stand C1.340.

In its presentation, the city will focus on introducing the "Blauer See" (Blue Lake) business park together with Rüsselsheim's development perspectives as an administrative location. On October 6, 2004, Rüsselsheim will be presented as a business location from 12 p.m.

onwards by Mr. Stefan Gielowski, the Lord Mayor, Mr. Bernhard Buckl, Chairman of the Board of HVB Immobilien AG, and Mr. Andreas Völker, Chief Executive Officer of ATIS REAL Müller Consult, Frankfurt. In addition, HVB Immobilien AG will present its new development concept for the "Blauer See" business park. For appointments to talk to people on the exposition team, call the economic development department of the city of Rüsselsheim under +49 - 6142 - 83 2041.

Co-founded by the FH Rüsselsheim: The Rhein-Main Microsystems Engineering Network

A non-profit organization called "Rhein-Main Microsystems Engineering Network" is currently being founded within the IHK (Chamber of Industry and Commerce) Darmstadt. It is intended as a platform for closer cooperation between business and research in the field of microsystems engineering within the Rhein-Main region. The region's goal is to improve its international competitive position in this forward-looking field of technology. The organization's 14 founding members include the FH Wiesbaden (University of Applied Sciences), the Technical University of Darmstadt, the Microengineering Institute of Mainz, and the Hessen Technology Foundation GmbH as well as Sensitec GmbH of Lahnav and arteos GmbH of Seligenstadt.

Applications of microsystems engineering include, for instance, airbags and anti-lock brakes in automotive technology. However, it is also used in communication, consumer goods and environmental and construction technology as well as in medical endoscopy. At present, microsystems engineering is one of the few growth markets, as Prof. Dr. Helmut Schlaak emphasized who will be heading the new network.

At the Engineering Physics department of the Rüsselsheim branch of the FH Wiesbaden, microsystems engineering is a key subject of study. The Institute for Microtechnology, specifically created for the purpose, brings together research and teaching, cooperation with industrial enterprises and networks, and presentations at expositions and schools. The Institute has no equal in the university landscape of Hesse as far as its curriculum, equipment and activities are concerned. Graduates from the Engineering Physics department are very well received by high-tech companies, with many finding their way into the management. All this is reason enough to introduce a postgraduate Bachelor and Master course in the near future.



Fachhochschule Wiesbaden
University of Applied Sciences

Out Now: The 2003 Office Market Report

Prospects on the Rüsselsheim office market are very good indeed; this is the conclusion of the first office market report that appeared just recently,



The 2003 office market report

generated by ATIS REAL Müller Consult of Frankfurt. According to the report, the office portfolio at Rüsselsheim is varied and saleable, and there is a demand of corresponding quality regarding prospective tenants, the quality and size of objects and the range of industries represented. You may request your copy of the 2003 office market report from the Rüsselsheim municipal economic development department or download it from www.stadt-ruesselsheim.de (business section).

CorporateNEWS

Lothar Späth Honors invenio GmbH

For the fifth time running, invenio GmbH engineering services of Rüsselsheim was awarded the TOP 100 quality prize for its outstanding innovative achievements, having finished tenth in the "innovative processes and organization" category. The renowned award was presented by patron Lothar Späth at the summit meeting of top innovators on the Zugspitze.



Patron Lothar Späth presenting the "TOP 100" award to Alfred Keschtges, Managing Partner of invenio.

The prize is awarded every year on the basis of a nationwide benchmark study. Prof. Dr. Nikolaus Franke of the Vienna University of Economics and Business Administration measures the innovative success of SMEs on the market while evaluating at the same time four areas that underpin the innovative strength of a company in the long run: innovative processes and organization, the innovation climate, innovation marketing and the encouragement of innovation by the top management. The top 100 companies, which includes invenio, may now proudly wear the TOP 100 quality seal for a year. 167 enterprises participated in this year's survey.

cityLIGHTS

TIGZ Expands – Managing the Future in Rüsselsheim

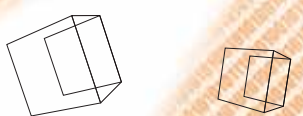
Now that a few young enterprises have been active for some weeks, it's become official: The Technology, Innovation and Promotion Center (TIGZ) has acquired another location after Ginsheim-Gustavsburg.



Inauguration of the TIGZ Rüsselsheim

On around 1,500 square meters of floor space, twenty offices as well as storage facilities and rooms for meetings and conferences were built in the "Hasengrund" business park for newly-founded companies.

Prof. Dr. Clemens Klockner, the chairman of the association promoting the TIGZ, feels certain that the center will continue its success on the new premises: "Since 1998, more than 70 companies have been successfully launched in Gustavsburg, and around 400 jobs have been created." At Rüsselsheim, it was planned to offer opportunities particularly to engineering graduates to found their own enterprises in close cooperation with the University of Applied Sciences. "Technology and incubator centers assist in launching a structural change



towards a knowledge-based society", as Stephan Wildhirt emphasized, who directs the development planning association for the Frankfurt Rhein-Main conurbation. At 10 percent, the rate at which new enterprises are being founded in Germany is markedly lagging behind that of Germany's European neighbors. Incubator centers are particularly rare in the south of Hesse although the provisions they offer for launching an enterprise are excellent indeed. While only 50 percent of newly-founded enterprises manage to live longer than five years on a national average, more than 90 percent of those established in incubator centers do.

On the other hand, economic framework conditions are changing. Those who consider the daring step of becoming self-employed today are often enough constrained by the need to find an alternative to impending joblessness. This was different in the late nineties, when the point mostly was to pick up and exploit market opportunities quickly. For this reason, the agencies funding the TIGZ, which include the district of Groß-Gerau, the city of Rüsselsheim, the municipality of Ginsheim-Gustavsburg, the Groß-Gerau savings bank and the cooperative banks of Rüsselsheim and Mainspitze, believe that the new location is of such great importance. As Lord Mayor Stefan Gietowski emphasized, "The TIGZ helps to secure the future of Rüsselsheim as an asset to the city and a promoter of innovation."

A Unique Exposition at the Opel Villas

For the first time in the history of both America and Germany, an American museum will be showing its collection of paintings from the period between 1935 and the post-war years at a German institute of art. From November 20, 2004, to March 28, 2005, the Opel Villas at Rüsselsheim will be showing more than 30 masterpieces from the Janson collection today owned by the Mildred Lane Kemper Art Museum of St. Louis. Many of the unique exhibits will be returning to Europe for the first time.

We have to thank the German art historian Horst W. Janson for preserving most of these works. Having emigrated from Hamburg to the United States in 1935, he was in charge of purchasing for the Washington University Museum, as it was then called, in St. Louis from 1944 to 1948. Janson focused on paintings that had been declared "degenerate" by the National Socialists, thus saving "free" art from Germany and Europe and establishing it in the United States at the same time.

The collection may be broken down into two sections: The first, which incorporates 14 paintings, shows Janson's extensive interest in cubism, construc-

tivism and expatriate art. In 1945, for instance, Janson purchased an oil painting entitled "Überbrückung" (Stop-gap) that had been painted by Paul Klee when in exile in Switzerland in 1935 and was never shown before Klee's death in 1940. In 1946, another masterpiece of modern painting was added to the collection: "Les Artistes mit Gemüse" (Artists



Max Beckmann, Les Artistes mit Gemüse, 1943, Mildred Lane Kemper Art Museum, Washington University in St. Louis, Copyright: 2004 Artists Rights Society (ARS), New York/IG Bild-Kunst, Bonn

with Vegetables), which had been painted by Max Beckmann in his exile in Amsterdam in 1943. "Das Auge der Stille" (The Eye of Silence), a painting completed by Max Ernst in 1943/44, will be shown as well. Complementing the collection, the second section is formed by important European and American representatives of classical modernity. Next to the work of Germans in exile, original paintings by other Europeans like Picasso, Braque, Matisse and Miro as well as Americans like Hartley, Pollock and Gorky will be shown as well.

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