

# business NEWS

BUSINESS DEVELOPMENT NEWS FROM RÜSSELHEIM

## businessTALK

### Making a new start at Rüsselsheim train station



*City development in constant development: Rüsselsheim is characterized by a combination of tradition, mobility and modernity. The new station is a great new addition.*

Rüsselsheim's new train station, along with the station square, the Cityforum Eichsfeld located opposite, and the historic Opel complex stand for dynamism, renewal, mobility and regeneration in Rüsselsheim.

Following extensive redevelopment work, the station building looks like new with its large glass facade and modern architecture. The opening ceremony for the new station square was held just in time for the start of the World Cup, making it the perfect venue for crowds of excited soccer fans to watch the World Cup matches on a big screen erected there for the "Heimspiel Arena" event during the

World Cup. The varied program of events there during the World Cup also demonstrated clearly how this attractive area is the ideal way into the city. The Rüsselsheim Economic and Urban Development Department (Wirtschaftsförderung der Stadt Rüsselsheim), in cooperation with the City Business Development Corporation (Stadtentwicklungsgesellschaft, STEG), plans to open a service center for companies and investors on the second floor of the new station building.

Another key area of development in the city is the old Opel headquarters, with its historic portal. The

historic Opel complex, the "Opel Forum", offers immense potential for development at an ideal location and reflects the dynamic transition the city has seen, changing from an industrial to a service economy.

Directly to the south of the station lies the "Cityforum Eichsfeld", one of the largest office complexes in the city center, where several national and international companies are based. They highly value the location's close proximity to the train station and the city center.

**rüsselsheim real estate report 2006: “one of the most promising towns in Germany.”**

Rüsselsheim city council's Economic and Urban Development Department has published a real estate report that focuses on the topics of the office property market, the Opel Forum, and residential, retail and industrial property and real estate. The market research company ATIS Real Müller Consult performed the analysis and the report is available in English and German.

The rüsselsheim real estate report predicts a bright future for Rüsselsheim. This confirms the findings of a study published by the Prognos Institute, in which the Groß-Gerau district, which includes Rüsselsheim, came 15th. This rating puts Rüsselsheim near the top of the list of Germany's most sustainable cities. With its close proximity to the airport, good road connections, and its central location in the Rhein-Main region, Rüsselsheim is a high-mobility city. Its excellent connections to the regional, national and international transport network make it an ideal location for reaching business partners quickly and easily.

The analysis of the office real estate market highlights the fact that, with the market being located not only in the city center, but also other parts of the city such as “Hasengrund”, “Blauer See” and elsewhere, the office space available caters well for the needs of the market, with plenty of attractive



M3234 in Marktstrasse

property in abundant supply. The “Blauer See” industrial park also has the advantage that it is a greenfield site ready for development. It is suitable for use by all kinds of business, from industrial and R&D companies to the service industry, seeking an attractive location with an excellent transport infrastructure. The Opel Forum provides up to 97,000 m<sup>2</sup> of mixed-use space. A “town within a town” is planned here, a self-sufficient neighborhood with a high quality living and working environment. The new station is expected to enhance the quality of this microlocation.



Stefan Gietowski, mayor

*Excellent prospects for the future of Rüsselsheim*

*The new train station and station square have given Rüsselsheim a new architectural highlight. Additionally, the newly redeveloped area is part of the city's development policy, which combines living, working, mobility, cultural and business development into a single strategy. This led us to the decision to locate the Rüsselsheim Economic and Urban Development Department and STEG together in the station building so as to integrate our contact point for businessmen in the much improved city center, because Rüsselsheim has great potential for development. This is confirmed by the real estate report 2006, which looks at the sustainability of the city. Our study shows that Rüsselsheim has a lot to offer and is a great environment for companies and investors. The excellent transport infrastructure coupled with the wide range of high quality industrial real estate are prime advantages of Rüsselsheim as a location to do business, making it well equipped for the future.*

Looking at the residential property situation, Rüsselsheim proves that living centrally is not contradictory to living in pleasant surroundings with plenty of green. Rüsselsheim has succeeded in combining work, shopping and living in harmony. As far as retail trade is concerned, the demand and price situation is governed by the strong competition with other regions. Rüsselsheim plays an important role as a central hub in the Groß-Gerau district. Although purchasing power in Rüsselsheim is consistently above average, the absorption of surplus purchasing power is inadequate.

Service industry and light manufacturing predominate in Rüsselsheim's commercial real estate market. Most of the commercial land available for building is in the “Hasengrund” and “Blauer See” industrial parks. Even though both of these parks are close to the city center, they also have connections to the local highways A60, A67 and A3.

The last point covered by the real estate report is headed “Nursery schools, schools and youth clubs”, which outlined Rüsselsheim's excellent daycare, education and leisure facilities.

The rüsselsheim real estate report 2006 was published with the kind support of a large number of companies.

You may request a copy of the rüsselsheim real estate report 2006 from:

Magistrat der Stadt Rüsselsheim, Wirtschaftsförderung & Stadtentwicklung, Kurt Röder,  
Phone: +49 61 42/83-2040, Fax: +49 61 42/83-2034, email: [wirtschaftsfoerderung@ruesselsheim.de](mailto:wirtschaftsfoerderung@ruesselsheim.de)  
The rüsselsheim real estate report 2006 is also available online at:  
<http://www.stadt-ruesselsheim.de/rd/img/immobilienreport2006E.pdf>

**Temp work as a stepping stone: Randstad celebrates success in Rüsselsheim**

Employing about 30,350 people and with 280 branch offices in 220 cities and an annual turnover of 754 million euros in 2005, Randstad is the market leader in personnel recruitment in Germany. The Rüsselsheim office was opened at the beginning of January 2005, and has since then been helping match people to jobs ever since. The office is located at Marktstraße 32-34.

The team at the office consists of three sales & marketing staff, an office communications trainee and the branch manager, Anke Sternberg. Randstad offers people with all kinds of qualifications seeking work interesting employment opportunities, whether in manual labor such as warehousing, skilled labor, or highly qualified jobs such as a commercial clerk or a comptroller. Randstad also offers local companies from all sectors comprehensive and personalized concepts on how to achieve a more flexible workforce. Call them at +49 61 42/73 87 50.



## University of Applied Sciences introduces “Engineering Sciences”

Wiesbaden University of Applied Sciences, with three campuses located in Wiesbaden, Rüsselsheim and Geisenheim, is one of Germany's largest universities of applied sciences. In September 2006 it introduced a revised range of courses in Rüsselsheim. As part of the restructuring of its Mechanical Engineering department the existing courses, which were previously split into four subjects, and the international mechanical engineering course have been merged, creating a larger, more competitive department with over 2,400 students (in the 2006/2007 winter semester) which also offers interdisciplinary cooperation between the individual courses.

Prof. Monika Greif, Prof. Georg Fries and Prof. Jutta Kerpen have been provisionally appointed to run the newly restructured department until the election of the deanery, which will take place in November. The Mechanical Engineering department has four pillars and is divided into four main areas of study: The Mechanical Engineering section offers courses in mechanical engineering, a vocational study course (Berufsintegriertes Studium, BIS) in mechanical engineering, cooperative systems engineering (Kooperatives Ingenieurstudium Systems Engineering, KIS), international mechanical engineering, and product development and manufacturing. A coordinator is in charge of each of the four areas. Prof. Christian Glockner is responsible for Mechanical Engineering, which also includes the CIM Center, headed by Prof. Gerhard Engelken, and the Center for Vocational Study, headed by Prof. Peter Fröhlich.

Prof. Jürgen Apfelbeck is the coordinator of the Information Technology and Electrical Engineering section, which offers courses in information technology & telecommunications, television technology & electronic media, a vocational study course (BIS) in electrical engineering, cooperative systems engineering as well as media & communications technology. This section also encompasses the Rüsselsheim Multimedia Center, headed by Prof. Bernhard Gross.

The third section is Mathematics, Natural Sciences, Data Processing, Environmental Technology, which is coordinated by Prof. Matthias Götz. This section offers a course in environmental technology and in provision of services for mathematics, computing and control engineering services. This section is open to students on any course and from any department at Wiesbaden University of Applied Sciences. The Institute of Environmental and Process Engineering, headed by



Rüsselsheim as a center of education and research

Prof. Ursula Deister, and the Institute of Automation Computing, headed by Prof. Gerd Küveler, also belong to this section.

Last, but not least, is Engineering Physics, the fourth pillar of the department, which offers courses in engineering physics and applied physics. Prof. Uwe Langbein is the coordinator of this section, which also includes the Institute of Microtechnology, headed by Prof. Friedemann Völklein.

The restructuring in Rüsselsheim has created Wiesbaden University of Applied Sciences' largest department, boosting the Rüsselsheim campus and ensuring it will continue to offer hands-on teaching by highly qualified staff.

## A service for companies and investors

The city's Economic and Urban Development Department and the City Business Development Corporation (STEG) have joined forces to form the “wirtschaftsservice rüsselsheim” (Rüsselsheim business service) to provide a one-stop shop for businesses to get quick and professional advice on business-related issues. There have been “city information offices” (stadtbüros) for some time now to cater for the information needs of the general public, but this new service is specially tailored to meet the needs of companies and investors. The staff will assist companies with getting set up and finding a location and will help advertise and market industrial and com-

mercial real estate, as well as supervising development projects and managing empty properties. Other areas of activity will include city marketing and city center development, with the Rüsselsheim 2020 development project taking particular prominence. The new service point will be open from 8 am - 6 pm Monday - Friday and by arrangement.

Its new address is Bahnhofplatz 2, D-65428 Rüsselsheim, Germany, Phone: +49 61 42 / 83-20 40 or 83-20 50, email: [wirtschaftsservice@ruesselsheim.de](mailto:wirtschaftsservice@ruesselsheim.de)

The actual opening date is yet to be announced.

## Marketing commercial property

The City Business Development Corporation (STEG) is responsible for marketing commercial property owned by the city. It is also able to make contact with owners of privately owned commercial property if the property is for sale and the owner is known.

For inquiries contact: Stadtentwicklungsgesellschaft Rüsselsheim mbH & Co. KG  
Michael Frammelsberger  
Phone: +49 61 42 / 83-20 50  
Fax: +49 61 42 / 83-21 16  
email: [michael.frammelsberger@steg-ruesselsheim.de](mailto:michael.frammelsberger@steg-ruesselsheim.de)



Cityforum Eichsfeld

**cityLIGHTS**

**The Vienna  
Coffeehouse:  
Senta Berger reads  
Alfred Polgar**

**Saturday, February 24, 2007, 8 pm,  
Rüsselsheim Theater**

Senta Berger, with her Viennese charm, will read writings by Alfred Polgar in her unmistakably empathetic way. Just using language and subtle gestures she brings characters, situations and dramatic moments to life.

In selecting this text to read, the actress Senta Berger has unearthed a literary treasure trove. The Viennese essayist and critic Alfred Polgar (1873-1955) is noted as a classic representative of graceful irony and a master of brevity. His writings tell of the all-too human gray area between jealousy and love, and between truth and deception.



Senta Berger

Marcel Reich-Ranicki on Alfred Polgar: "You'd have to be able to write like Alfred Polgar to be able to describe how he wrote." Polgar's writings illuminate life and the never-ending male-female relationships in a way that is simultaneously ironic and trenchant, and affectionate. Senta Berger's reading is diverse and interspersed with a rich variety of nuances, combining personal anecdotes with her recital to reflect the depths (and lightheartedness) of the Viennese soul in a highly authentic way.

Tickets cost between 20 and 32 euros.

**Perfume:  
The Story of a  
Murderer read by  
Hannelore Elsner**



Hannelore Elsner

**Monday, April 30, 2007, 8 pm,  
Rüsselsheim Theater**

Patrick Suskind's novel "Perfume: The Story of a Murderer", the film of which is currently filling movie theatres worldwide, has been translated into 33 different languages and has made Suskind one of the most successful authors in contemporary German literature. The gruesome story of Jean-Baptiste Grenouille, a perfumer endowed with an extraordinary sense of smell who becomes obsessed with the urge to find the ultimate fragrance and will kill to find it, has fascinated readers the world over, drawing them into the world of eighteenth-century France. Grenouille has an extraordinary gift: the ability to differentiate scents more precisely than any other human. He becomes obsessed with finding the perfect scent, stopping at nothing in his quest - a murder story with which Suskind also portrays the morals of the age.

The fascination of this story is shared by the German actress Hannelore Elsner, who reads this international bestseller, lending the characters from the story her voice for an evening. The reading will be accompanied by music by contemporary composers and images of Paris and other locations featured in the story, making this audiovisual dramatization a feast for the senses and an event that will capture the audience in its spell right from the start.

Tickets cost between 20 and 32 euros.

Tickets for both evenings available in advance from the theatre box office:

Theater Rüsselsheim  
Theaterkasse, Am Treff 7  
Phone: +49 61 42/83-26 30/31,  
Fax: +49 61 42/83-26 06  
www.theater-ruesselsheim.de  
Mon, Tue, Fri & Sat, 10 am to 12 pm  
Thur 4 to 6 pm, closed Wednesdays

Stadtbüro Dicker Busch  
Dicker Busch II mall, Virchowstr. 5-7  
Phone: +49 61 42/83-29 00,  
Fax: +49 61 42/83-29 29  
Mon & Thur 8 am to 6 pm  
Tue, Wed & Fri 8 am to 1 pm,  
Sat 9 am to 12

Stadtbüro Bauschheim  
Brunnenstr. 37a  
Phone: +49 61 42/83-29 10/11,  
Fax: +49 61 42/83-29 12  
Mon, Thur & Fri 8 am to 12 pm  
Tue 8 am to 12 and 3 pm to 6 pm,  
closed Wednesdays

Stadtbüro Königstädten  
Im Reis 29  
Phone: +49 61 42/83-29 20/21,  
Fax: +49 61 42/83-29 22  
Mon, Wed & Fri 8 am to 12  
Thur 8 am to 12 and 3 pm to 6 pm,  
closed Tuesdays

Additional copies of businessNEWS can be requested by mail from Mr. Hans Majer, Magistrat der Stadt Rüsselsheim, Wirtschaftsförderung & Stadtentwicklung, or by email at: [wirtschaftsfoerderung@ruesselsheim.de](mailto:wirtschaftsfoerderung@ruesselsheim.de)  
The English edition is available for download at: [www.stadt-ruesselsheim.de/rd/pdf/businessnews1006engl.pdf](http://www.stadt-ruesselsheim.de/rd/pdf/businessnews1006engl.pdf) or we would be happy to send it to you by email.

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