

FRM

The magazine on the FrankfurtRhineMain metropolitan region

INVESTMENT Why Snoop Dogg is investing in FRM — **LOCALS** Which faces you need to know
INTERVIEW How Eintracht Frankfurt won over countless hearts and minds — **EXCELLENCE** What responses FrankfurtRhineMain has to the global megatrends — **NETWORK** How FrankfurtRhineMain is competing to be the World Design Capital 2026 — **DISCOVERIES** What's new in the region and awaiting discovery

Issue 2022

>
English
Edition

FrankfurtRhineMain

The international business communities



Frankfurt
RheinMain

Become a part of it



**Frankfurt
RheinMain**

Become a part of it

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Pulsating, vibrant cities with the beauty of pristine nature at your doorstep. A highly qualified English-speaking workforce ready to move forward with you. And our unwavering commitment.

As a government agency, we provide support to international companies across a range of major industry clusters, throughout the entire process of setting up shop here. It's your choice: Prefer a bustling metropolis or a dynamic smaller city? Either way, we will help you hit the ground running.

Where? Frankfurt RheinMain, naturally.

FrankfurtRheinMain GmbH International Marketing of the Region is the official point of contact for companies moving to the area from outside Germany.

→ frm-united.com



LIVED COSMOPOLITANISM

FrankfurtRhineMain is one of the most international metropolitan regions in the world. International business communities in particular hold the transportation, research, commercial, and financial hub in high regard. No fewer than 20,000 Americans live in the region, along with about 12,000 French, 11,000 British, 10,000 Chinese, 7,000 Korean, 6,000 Indian, and 4,000 Japanese expats.

So much for the facts and figures. We took a look at what it was that really attracted people to come here, what they do, where they meet up, and what links them with the region. Frequently, their initial contact with Germany was at school, and they love Frankfurt-RhineMain in particular for its sports opportunities and cosmopolitan flair. Find out more by turning to our cover story on page 6.

International business people are of course not the only ones who help make up the region's international nature. All in all, people from 200 different countries live harmoniously together in FrankfurtRhineMain. In Frankfurt they actually account for almost one third of the population. Some came here looking for work, others as emigrants, and they all made a life for themselves here.

Hassan Annouri is one of them. Born in Langen to Moroccan immigrant parents, he grew up in Griesheim, a former social flash-point in Frankfurt. It was there that he first encountered rap as a teenager. Today, he's a musician and restauranter, and has released a new Frankfurt anthem which now swings along softly in the background in all the in haunts. That again is a great piece of internationalism – for the details turn to page 42.

Most cordially yours

Peter Feldmann
Lord Mayor of the City of Frankfurt



SHAPING THE FUTURE

The pandemic definitely boosted people's thirst to get outside and discover things. Which prompts the question: Where to go? What's new and what is still undiscovered in the region? Have you heard of a pyramid in FrankfurtRhineMain, for example? Or of a subterranean cathedral with glittering walls of crystal? We've compiled a list of unique locations with Insta-potential for you – from page 20 onwards. And you can reward yourself for your efforts at one of the four places that offer culinary delights: with the world's best pizza from Ingelheim, award-winning pralines from Frankfurt's Westend, extraordinary ice-cream flavors from Seligenstadt, or a snack from Germany's most beautiful restaurant in Darmstadt.

We're also casting a glance into the future. What will work and mobility look like tomorrow? How safe will our data be going forwards? And what responses does FrankfurtRhineMain have to the global megatrends of New Work, New Mobility, and Cyber Security? Turn to page 34 to find out more. Design Network FrankfurtRhineMain also aims to stimulate smart solutions to the issues of tomorrow. The cluster is applying to have the city designated World Design Capital 2026 and can field a powerful story and many strong players in the process. See page 40 onwards. At the end of the day, it is always people who shape the future with their ideas. Only recently, for example, a researcher in Hessen developed an artificial form of photosynthesis that removes CO₂ from the ambient air and enables it to be used sustainably as a material. For this and other stories about tomorrow's people, turn to page 42.

Enjoy reading this issue of FRM!

Yours

Eric Menges
Managing Director of FrankfurtRheinMain GmbH
International Marketing of the Region

THE PARTNERS OF THIS FRM ISSUE

GOLD



BRONZE



SILVER



SUPPORTERS



06



LOCATION

How international business communities shape the region

34



EXCELLENCE

What responses FRM offers to the global megatrends

03 Editorial

04 Contents/Imprint

06 Location

> How international business communities shape the region

16 Best Practice

> How an Indian corporation put down roots in FRM

18 Investment

> Why US rapper Snoop Dogg is investing in FrankfurtRhineMain

20 Discoveries

> What's new and waiting to be discovered in the region

30 Interview

> How Eintracht Frankfurt won the Europa League and many hearts and minds along the way

34 Excellence

> What responses FRM offers to the global megatrends

40 Network

> How FrankfurtRhineMain is competing to be the World Design Capital 2026

42 Locals

> Which faces and stories you have to know

50 Special

> What's on show at the first museum of electronic music

20



DISCOVERIES

What's new and waiting to be discovered in FrankfurtRhineMain

42



LOCALS

Which faces and stories you have to know



International Business Communities

French lawyer

Nathalie Maier-Bridou is head of Club des Affaires de la Hesse.

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WHERE are you creative?

SEVING YERLI

Lives and works
in Frankfurt.



INTERNATIONAL BUSINESS COMMUNITIES

It is, more than anything else, its large communities of French, American, Chinese, Korean and Indian nationals that characterize FrankfurtRhineMain and make this metropolitan region one of the most international of its kind globally. What do they do here, and what do they have in common?

A little round-the-world trip in FrankfurtRhineMain.

BY MARTIN ORTH (TEXT) AND JONAS RATERMANN (PHOTOS)

> **Nathalie Maier-Bridou rolls up to** Thurn-und-Taxis-Platz in the heart of Frankfurt on her bright red scooter and talks about how she came to be in Frankfurt. She explains how, while she was teaching at a secondary school in Nantes, she became fascinated by the German language. Then came student exchanges, after which she embarked on a German language course at the interpreters' institute in Saarbrücken because she very much wanted to become a German teacher.

Then, however, she embarked on an entirely different course: She started studying for the bar in Saarbrücken, after which she went to the Sorbonne in Paris – where she met her future husband. “A tall blonde German who spoke atrocious French and worked in an English-speaking law office,” she recounts with a smile. She now works for a legal practice in the Nextower on Hauptwache where she advises French companies on German law in French. At the beginning of the 1990s, her husband

wanted to move back to Germany. She has been living in Frankfurt since 1992 because of its international flair, its compact size, and its French community.

For the past 30 years Maier-Bridou has also played an active role in the Club des Affaires de la Hesse. She has been its chair since 2016. The club's declared aim: To lend the French community here greater visibility. There are around 12,000 French residents in the region and more than 1,000 children attend the Lycée Français Victor Hugo in Frankfurt's Rödelheim district. French pharmaceuticals giant Sanofi and motor corporation Stellantis (Opel) operate large factories here, and all the reputed French banks, Air France and Club Med have representative offices in downtown Frankfurt. In her spare time Maier-Bridou goes into schools, hoping to stimulate interest in French language and culture; she even helps out with presidential elections at the French school. She is also to be found zipping around the



French lawyer Nathalie Maier-Bridou enjoys travelling to work on her scooter. She is also CEO of the Club des Affaires de la Hesse.



American manager David Krower has his "residence" in the Opernplatz. In his spare time, he plays an active role in the Frankfurt Galaxy American football team.

Taunus on her Harley-Davidson. “The scooter is more for the city” she comments, laughing.

David Knower is sitting in his office on the 20th floor of the Eurotheum, not far from the Alte Oper. In it, people are quick to notice the photos of American football team Frankfurt Galaxy, framed American football shirts and a shelf full of souvenir photos of David with George Bush Sr. and George Bush Jr., with Helmut Kohl, and with Angela Merkel. These are good indications of Knower’s interests and hobbies. In his professional life, the American is CEO of Cerberus Deutschland, a leading American holding company. Knower, who was born near Boston, also came to Germany on a student exchange programme, arriving in Neustadt an der Weinstrasse in 1978. Then, from 1981-2 he studied in Freiburg, and in 1986 was offered a position with Procter & Gamble in Germany. There he worked in Finance and Controlling before going on to manage an international consulting company. In 2002, he moved into the field of private equity.

Knower is a great networker, something that benefits him, but not only in his professional life. The fact has also been instrumental in bringing the National Football League to Germany. On November 13, 2022, in the first regular match of the season, the Tampa Bay Buccaneers will be meeting the Seattle Seahawks at Munich’s Allianz Arena. The run on tickets was overwhelming. The NFL is scheduled to come to Frankfurt in 2023. On top of this, Knower is a shareholder in the Frankfurt Galaxy Team, which plays in the European League established in 2021, won the European league cup last year, and is managed by his son Christopher. In addition to all these activities, he holds numerous honorary positions, such as being a member of the American Chamber of Commerce in Germany, the American German Business Club, and the English Theatre in Frankfurt. “I am up for anything to do with the United States,” says Knower, who has hopes, not unjustifiably, of one day becoming the American Ambassador to Germany. In fact, he was on the shortlist as long ago as 2016. “That would give me the opportunity to bring the two countries I love even closer together.”

There are 20,000 American citizens living in FrankfurtRhineMain and the US General Consulate in Frankfurt is the largest in the world. More than 700 American companies have based their German or European operations in FrankfurtRhineMain, including

I am up for anything to do with the United States.



David Knower, American manager

Procter & Gamble, chemicals giant Dow, not to mention the big players in the banking and financial services sectors. These companies have payrolls of around 150,000 – amongst them the US Army, whose European HQ is located in Wiesbaden. However, the French and Americans are only two amongst many other communities in FrankfurtRhineMain. The British expats number some 11,000 persons. The latter have shrunk since Brexit because a number of them have now assumed German citizenship. The Chinese community has now grown to 10,000, the Korean one to 7,000, the Indians number 6,000, and the Japanese 4,000, with the latter minority displaying a sharp upward trend. All these boast their own networks, preferred haunts such as schools, churches, sports clubs and restaurants, places that connect them with the region and make FrankfurtRhineMain one of the world’s most international metropolitan regions.

The Korean community’s business hub is in Eschborn, in the Main-Taunus area. This is partly explained by the town’s comparatively low trade tax rates and its good infrastructure. However, the main reason is the municipality’s exceedingly active business community networker Dong-Mi Park-Shin. Dong-Mi has been in charge of business development here since 2006. She came to Germany at the age of ten after her parents had arranged for her to join them. After completing secondary school, she studied Architecture in Cologne and, following a stint with



Xiguo Hong from China, who works in trade promotion, spends his lunch breaks at Campus Westend, unless he happens to be advising companies.

Korean Dong-Mi Park-Shin, who works as economic development agent, has brought more than 10,000 jobs to Eschborn. For her personal life she prefers the Taunus.



Indian researcher Anuradha
Doddaballapur is now
captain of the German national
cricket team.



“In India, cricket is as popular as football is in Germany.” //

Anuradha Doddaballapur, Indian researcher

the “Lokalbaukommission”, a building authority in Munich, she moved to Eschborn. According to the then Lord Mayor she not only boasted all the necessary qualifications but also and especially had an understanding of the Asian mentality. The result: Today a great many Asian companies are based in Eschborn, including all the well-known Korean firms, which range from LG to component suppliers Mobis and Glovis, and their numbers even include Posco from the steel industry. Samsung will be relocating from Schwalbach to Eschborn to join them in 2024. The town, with its population of 21,600, now has more than 40,000 people working in it, on balance a figure more than 10,000 higher than before she arrived. Park-Shin lives in Kronberg, as do a large number of other Korean professionals. However, unlike many of her compatriots she plays tennis rather than golf. The younger ones prefer the restaurants and karaoke bars in the Main-Taunus area and in Frankfurt – or they go to the K-Pop-Festival that was launched in Frankfurt in 2022 and immediately attracted 70,000 fans.

Of course, Xiguo Hong is familiar with the lower taxes in Eschborn. Hong is representative-in-chief of the China Council for the Promotion of International Trade (CCPIT) which is based in the Fürstenberger Strasse, opposite the Westend Campus of Frankfurt’s Goethe-Universität. Initially, the CCPIT was mainly responsible for helping out when Chinese companies required a presence at a trade fair. Nowadays however, it advises Chinese companies about opening subsidiaries in Germany, along with German firms that are targeting the Chinese market – most recently

Chinese server manufacturer Inspur about establishing its European HQ in Stuttgart. Just under 1,000 Chinese corporations are located in the FrankfurtRhineMain region and it is worth mentioning that unlike the Koreans they do not have a preferred location. Probably China’s best-known investment is that of Geely in Raunheim, where it is the car manufacturer’s objective to continue to develop its racing car

brand Lotus. Hong first came into contact with the German language at school in Beijing. His uncle advised him to do so, he had studied in Aachen. When Hong is not relaxing on the Uni Campus he likes to go for a spicy lunch at “Hunan”, a Chinese restaurant not far from Frankfurt’s main train station. In his little free time he goes jogging – 14 kilometres in the Rebstockpark which is close to his rented flat.

Sport, or to be more precise cricket, plays an important part in the life of Anuradha Doddaballapur. “In India, it’s as popular as football is in Germany,” explains Doddaballapur, who was born in India. She came to Frankfurt via Great Britain to do a doctorate



French teacher Raphaëlle Blomberg teaches at the Lycée Français Victor Hugo. In her leisure time she organizes evening salons.

in Biomedical Sciences. FrankfurtRhineMain is considered the cardiology centre of Germany. Her most recent research was as a postdoc at the Max Planck Institute for Heart and Lung Research in Bad Nauheim. However, she has always had a real passion for cricket, right from her childhood days in Bangalore. She first played in Frankfurt at the Bockenheimer sport centre, together with the men. The women's team that she established just became German champion for the second time in a row with her as player, coach, and manager. She is captain of the national German team and even holds a world record. She was the first woman bowler in international cricket to succeed in taking four wickets in a row. Since the games involve a great deal of travel, she now knows Germany like the back of her hand – and has even come up with her own recipe for integration – with her team boasting players from India, Pakistan, the Philippines, Thailand, New Zealand, Portugal and Germany.

Sporting activities and school connections are recurrent themes in the above biographies. French teacher Raphaëlle Blomberg

comes to the Lycée Français Victor Hugo in Frankfurt's Rödelheim district on her bicycle. "Over here, many places can be reached by bike and that's a real luxury," she comments. Eight years ago, the French educational authorities were offering job opportunities abroad. When she visited Frankfurt, the French school happened to have a teaching vacancy. On the spur of the moment, Blomberg applied, was accepted and moved from Bordeaux to Frankfurt practically overnight. Since then, she has been enjoying life in the region, likes making the odd visit to the French bookshop "La Pause Française" or the "Fromagerie" in Frankfurt run by an ex-pupil from Bordeaux. Added to which she regularly plans cultural projects. As chair of the "Cercle Condorcet de Francfort", she organizes cultural evenings in Frankfurt with aperitifs, discussions and music. On the subject of sport, she also has an anecdote to tell: "My very first visit here coincided with the Frankfurt City Triathlon," recalls Blomberg, with a twinkle in her eyes. "I, however was not aware of the event and thought to myself: 'Oh là là, the people here are very sporty indeed. I'm staying!'"



living here

»living here« is the current focal theme of Kulturfonds Frankfurt RheinMain.

It focuses on the perspectives for living together:

How are global crises (climate change, pandemic, war) changing our society?

Given the heterogeneous nature of the world, how can we rethink our 'habitats' and redefine the region?

What opportunities and possibilities does the RhineMain region offer in this respect?

Against the backdrop of the major tasks facing society, culture makes a significant contribution to finding answers to such existential questions, for example through democratic discourse and by coping with existential crises.



KULTURFONDS
Frankfurt RheinMain

The non-profit fund is supported by the State of Hessen, the City of Frankfurt, the Hochtaunus and Main-Taunus local authorities, the cities of Darmstadt, Wiesbaden, Hanau, Bad Vilbel, Offenbach/Main, Oestrich-Winkel, as well as by the Rheingau-Taunus and Offenbach local authorities.

To find out about other outstanding Kunstfonds cultural projects simply click www.kulturfonds-frm.de / Facebook / Instagram / Newsletter

SPACE FOR OUR OWN CULTURE

It is now 20 years since a couple of Indian IT specialists arrived in Germany for Hindustan Computers Limited. Today, HCL Technologies based in Eschborn is a major player in Germany. HCL Manager **Dr. Frank Fehler** knows the reasons for its success.

BY DARIA DIETZ (INTERVIEW) AND JENS BRAUNE (PHOTO)



First of all: Can you give us an overview of HCL Technologies in Hessen?

The story of HCL in Germany started 20 years ago. With just a few IT specialists, each of them a suitcase in their hands. And with a lot of hope. Today, we are around 1,800 people in three offices and ten delivery centers in Germany – and we are planning to strengthen our presence all over the country. However, our heart remains in Hessen. Our headquarters are located in the city of Eschborn, near Frankfurt. Here, we focus on financial services and the automotive sector. For example, we provide software for modern electric vehicles. Besides our office, we are also operating an innovation center in Eschborn. By the way, this was the first innovation center of an Indian origin company in Hessen,

maybe even in Germany. In this center, we are working on IT and business transformation solutions for our customers by combining the global know-how of our entire group of more than 211,000 employees with the local business know-how of our colleagues in Germany. This combination turned our hope into a longstanding success story. And it was made possible through the support of Hessen Trade & Invest and the local economic development agency of Eschborn.

What is one of the main topics you work on nowadays?

We work on various technological solutions, for example on the blockchain technology. In this topic, we work with an end-to-end logistics provider. The company is collecting vegetables from the field, sorts them, cleans them and brings them to a factory, where they are processed and afterwards delivered to a fast-food restaurant. At the end of the day, the company will be able to seamlessly explain the entire supply chain backwards. So, if you eat burger and fries in the restaurant, you will know that the cow's name was Elsa and that the potatoes come from a field close to a small village in the north-east of Hessen. This is traceability and the best way to achieve this is blockchain. While some of my friends think about strange people doing business with bitcoins when they hear the word „blockchain“, we use blockchain for transparency and sustainability and making the world a little better.

That's impressive. I guess sustainability is a growing business field for you?

Definitely. For instance, we use digital twins to reduce the energy consumption in factories. The automotive industry is another area for our services. One of the biggest car manufacturers in Germany for example pays three billion dollars per year for energy, which means electricity and gas. Can you imagine? We currently plan to help them reducing the electricity bill by two percent. Two percent of three billion. This is 60 million euros. And it is not only about the money. The question also is what it means for the environment, considering that the industry sector is one of the largest contributors to energy consumption in Germany. And we can help our industrial companies to meet their own sustainability goals. Becoming carbon-neutral as soon as possible is our collective mission.

Why did you choose Eschborn for your regional German headquarters?

One of the advantages Hessen offers us is talent – the most important asset in our industry. In Hessen, we found and still find the best talents. This is certainly due to the high education standard in the entire state. Moreover, it is easy to find suitable office space in Hessen, also in Eschborn. Just recently, we were happy



Dr Frank Fehler is Senior Vice President & Country Head Germany at HCL Technologies.

to find new office space, also for our innovation center. Now, we are investing in our Hessen location with a new roof terrace and by rebuilding and renovating our offices. This is why we recently extended the rental contract with our landlord. We also benefit from the great infrastructure. You can get anywhere in the

Frankfurt and Eschborn offer ideal growth conditions for innovative companies in the heart of Europe. //

country, even in the world, very quickly. Having a home in Frankfurt and in Berlin, I can speak from personal experience. Let's just say I have two extremes in my life and I highly appreciate the mobility in Frankfurt. Another great advantage is the openness of the region, especially for us as an international company. Frankfurt as a city and the whole region has such an international atmosphere that my colleagues from all over the world feel very much at home here. The region also offers space to maintain the own culture.

Can you give us an example?

Of course. My colleagues founded their own cricket team. And now they are pushing me to join them for a cricket match. Well, I promised them to do so next year. I think it is great to see how happy they are here. This is possible because Hessen and the people in Hessen give room to establish new things and hereby create a very unique culture. We appreciate that and we see that more and more people like to come. Many of my international colleagues came to work and now also plan to stay in the region. They buy houses or apartments because they feel comfortable and picture their future here. They don't stay in Berlin, they don't stay in Munich. They stay in Frankfurt. Especially families are very, very happy to move into the Taunus, to the countryside. They come from huge cities like Mumbai, Chennai and Delhi and like to have both, the city and the countryside. It is ten minutes by car from a small village to one of the most attractive cities of the country. This is the great thing about Frankfurt and Hessen: That you have both worlds so close. Where else can you have that? //

Harald Schmauder



Jakob Sons and Benedikt Sons, founders and managing directors of Cansativa

THE CANNABIS DEAL

How a **start-up** in Mörfelden-Walldorf managed to on-board US rapper Snoop Dogg as an investor.

> **Cansativa, a cannabis start-up** from Mörfelden-Walldorf, has landed a really big deal: During its last financing round it managed to sign up Casa Verde Capital, the largest US investor to focus on cannabis companies. It's a fund that was co-founded in 2015 by Snoop Dogg. The US rapper, who makes no disguise of his love of cannabis and employs a staff member specially to roll his joints, hopes that Germany will soon legalize cannabis. Because then Cansativa could emerge as the "Amazon for cannabis products".

Founded in 2017, the Cansativa start-up is the market leader in the medical cannabis market and sees itself as the driving force in the German cannabis industry. Since getting the green light from BfArM, the Federal Institute for Drugs and Medical Devices,

in August 2020 Cansativa was the only company with legal approval to sell medical cannabis grown in Germany. In the forthcoming legalization of cannabis, Cansativa believes it is the trailblazer for the democratization of the cannabis market. The current coalition in government in Berlin has included the legalization of cannabis among the goals in its coalition treaty.

"The entry of Casa Verde Capital was a major milestone for us," comments Benedikt Sons, founder, managing director and CEO of the Cansativa Group. "We want to pave the way for legalization and provide the operational backbone for the future licensed issuing outlets and the cannabis industry as a whole. Our role will be to enable simple and safe access to cannabis for everyone, as legalization must not become an elitist project," Sons continues.





“Cansativa is superbly positioned strategically to become one of the leading platforms for cannabis in Europe,” says Casa Verde partner Yoni Meyer. “The corporation combines decisive sector expertise with an ambitious vision and a fast-growing success story. We are firmly convinced that Cansativa will play a central role in the expected legalization in Germany and have a decisive influence on the European market, which promises potential in excess of 3 billion Euros by 2025.”

Cansativa will be using the resources from the financing round to further expand its own cannabis platform. Alongside its integrated product and service portfolio relating to medical cannabis, the group intends to also establish a broad footing in leisure cannabis and expects to see strong growth in its own B2B cannabis marketplace. In particular, it views the major platforms as its role model. “Cansativa wants to apply its flexible solutions to ensure the product is available everywhere. In some respects, we are the Amazon for cannabis products,” suggests Jakob Sons, founder and managing director of the Cansativa Group. ****

picturealliance / newscom



Snoop Dogg, US rapper and cannabis investor

Find Your Future in FrankfurtRheinMain!

People from almost **200 nations** call Frankfurt-RheinMain their home, and everyone who would like to be part of our **community** is welcome. With its strong economy, great quality of life and cultural diversity, **FrankfurtRheinMain** is one of the best places to live in Germany. If you would like to discover the region, we are more than happy to help!



Germany's best place

find it in FrankfurtRheinMain

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Find everything you need to know about living and working in FrankfurtRheinMain



The FrankfurtRheinMain International Office gives you advice by email, phone or in person



For news, events and tips, have a look at our social media channels



www.find-it-in-frm.de

1

The **pyramid of rods** in Dreieich is a popular photo theme, complete with Frankfurt's skyline in the background. "Gut Neuhof" is very close by, serving good farmer's food.





Adobe Stock / helmetvogler

THE NEW OUT- DOORS

The pandemic significantly boosted people's desire to get out and discover things.

17 great locations and a cool route.

BY MARTIN ORTH (TEXT)



Tourist numbers are on the rise and FrankfurtRhineMain inhabitants are also being attracted back outdoors. By May 2022, the City of Frankfurt had recorded three times as many visitors as one year earlier and in June Frankfurt Airport recorded its highest monthly passenger figures since the pandemic began. Which all prompts the question: Where to head for? What's new, what's still undiscovered in the region, and what's all the rage? We have drawn up a list of 17 locations that have great Insta-potential and will help keep you fit. You can reward yourself at four of them that offer culinary delights.





Adobe Stock/Stephan Dinges

SMALL
RETREATS

2

“Mainzer Sand” located between Mombach and Gonsenheim tempts you to enjoy a Mediterranean daytrip, complete with chirping crickets, high grass and plants from the steppes.



picture-alliance/blickwinkel/MGPHOTOVA... Pulvey

3

The **Kubach Crystal Cave** in Weilburg was not discovered until 1974 and then only by chance. The crystal glory on the walls is to be found nowhere else in Germany.



picture-alliance/blickwinkel/MGPHOTOVA... Pulvey

4

Dietesheim's stone quarries constitute a stunning part of the countryside with high cliffs and deep blue lakes – with basalt mining having long since been a piece of the past.

5

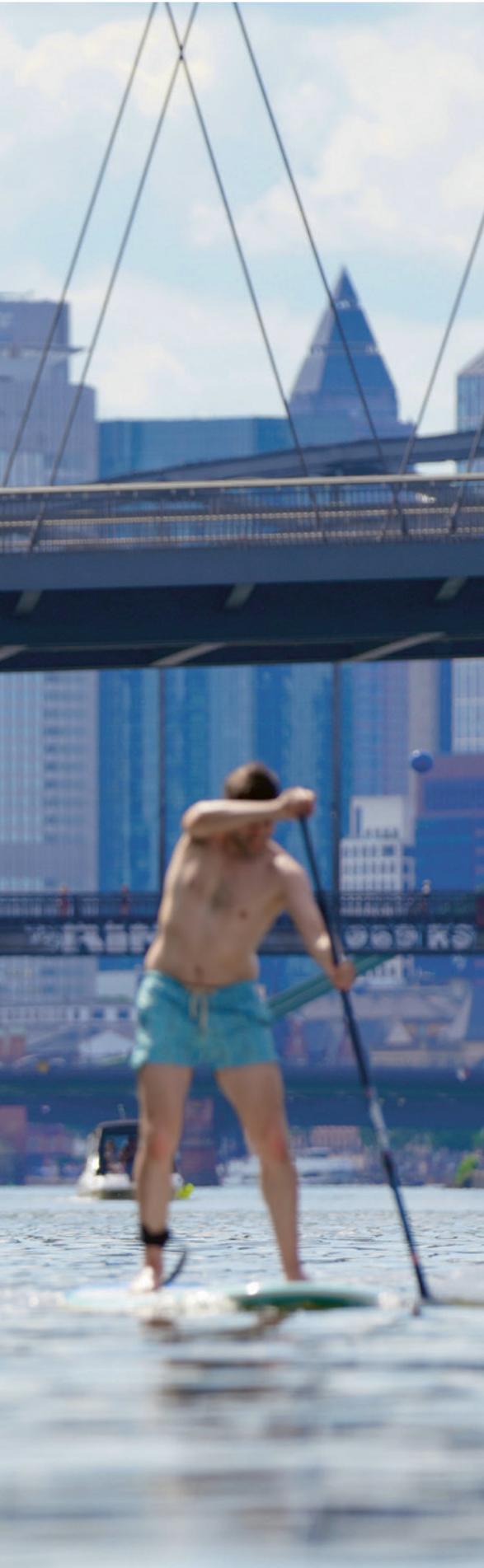
The **Rüdesheim cable car** invites you to float over the vineyards. First up to the Niederwald Germania Monument and then back down to the little town of Assmanshausen, famed for its red wines.





6

Stand-up paddling with MAIN-SUP in Frankfurt is both a sport and sight-seeing. To the one side the skyline, to the other the south bank museums.



main-supple



Cornelia Sick

7

The Grosser Feldberg **Bike Park** is a paradise for experienced downhill riders. The trail in the Taunus is a good 1.5 kilometres long.

LEISURE TIME



picture alliance/dpa

8

The **Opelbad** swimming pool lies high up above downtown Wiesbaden and offers swimmers a unique FRM panorama.

hansemag.de



11

The **old Schiffsmeldestelle**, now a mixture of beach bar and beer garden, once served to record all shipping passing by on the river.

Hilma Ruuck



13

Uferbar in the Okrifteler Wäldchen woods is not just a riverside bar but in summer thanks to its size an outdoor movie theatre and concert venue.

Uferbar

13

Ferry over the Main in Höchst

Schiffsmeldestelle 11

0.3 km

4.9 km

12 Kelsterbar

12

The **Kelsterbar** in the curve of the Main River in Kelsterbach is a popular stop for cyclists – not only because of the charging point for e-bikes.

LRT Eddersheim S

Eddersheim weir

Main

2.9 km

5.5 km



Hilma Ruuck



Ferry over the Main in Höchst

Helena Rudek

LRT  Frankfurt Central Station

Orange Beach

9 Lilo Frankfurt Niederrad

7.1 km

2 km

COOL ROUTE

Frankfurt is rediscovering the Main River – partly thanks to its great water quality. This can be seen from the eye-catching beach bars that have popped up in recent years. The FRM Bike Tour takes you down the river from Frankfurt to Eddersheim, across a bridge over the Main, by ferry to the other side, and back again using a weir. Best to take the LRT for the return leg.



9

The **Licht- und Luftbad (LiLu)** at the riverside is an urban oasis located on an artificial island in the river, and even boasts a café.

Helena Rudek

10

The **Orange Beach**, a long-standing former kiosk underneath the Niederrad railway bridge, is ideal for those bridging days.



Carsten Beckermann

14

Seligenstadt is the ice-cream capital of FrankfurtRhineMain. Eiscafé "Zum Maintor" offers unusual flavours, from sorbets through to ice-cream with 45% fruit content.



Martin Grub

CULINARY DELIGHTS

15

Francesco Ialazzo is the current Pizza World Champion. A native of Mainz but with Italian roots, he serves superb Neapolitan pizzas in his pizzeria "Capri" in Ingelheim am Rhein.



picture alliance/ Eibner Pressefoto

16

According to "Feinschmecker" magazine, **Anna Reckmann** is Hessen's best confectioner. She conjures up macaroons, pralines and petits fours in her boutique on Frankfurt's Reuterweg.



F.A.Z. Foto/Wolfgang Ellmes



17

A jury of experts voted "Shokudo" at Darmstadt's Main Station Germany's most beautiful restaurant. The Asian takeaway also offers many a culinary highlight.

AT THE HEART OF EUROPE

Eintracht Frankfurt wins the Europa League and gains many new friends worldwide. Chairman of the Supervisory Board **Philip Holzer** relates what the final was like for him, what the victory means for the region and what he's looking forward to.



Mr. Holzer, Eintracht Frankfurt has won the Europa League – that's something that is still topping the news charts in the region. How did you find the event?

Slow-going at first: On the actual day, time passes so slowly until the kick-off – it seems to stretch out endlessly like chewing gum. During the game itself you lose all sense of time. When it came to the penalty shootout, I couldn't help thinking of the defeat in Chelsea 2019. Back then I couldn't bear to watch. So, this time I did. And the penalty shots I saw were converted so confidently, as perhaps never again five penalties will be converted for Eintracht Frankfurt. After that I was simply overjoyed. Hundreds of congratulations messages poured in on my mobile. I have rarely received so many messages from all over the world. Incidentally, the first well-wisher was Phil Murphy, once the U.S. ambassador to Berlin, and now governor of New Jersey. The title has a very positive national and international impact on the region.

You were at Goldman Sachs for a long time. Does success in soccer translate into gains for Frankfurt as a financial centre?

Yes, I would say so. With its 240 banks Frankfurt is a financial centre with a global reputation. That said, the region has a lot more to offer. For example, it played a central role worldwide in the fight against the



Jens Rasmussen



Covid-19 pandemic. Biontech in Mainz developed an innovative vaccine, Merck in Darmstadt supplied lipids for production, Schott in Mainz supplied the special vaccine vials, bottling is done in Marburg and at Sanofi in Industriepark Höchst, while Infracore provides the cooling systems for the equipment. Today, our region is one of the strongest locations for pharmaceuticals in the world. In fact, the region is also strong in the field of science. We are an outstanding research and university hub. The universities in Frankfurt, Mainz, Marburg, the Technical University of Darmstadt, the Frankfurt University of Applied Sciences, and the House of Finance – they are all institutions with an excellent reputation. Or take all the medical expertise offered by the university teaching hospitals in Frankfurt, Marburg and Mainz.

Is the Covid-19 vaccine the region's new brand ambassador?

It certainly has the potential to be that. So far, the region has had four major brand ambassadors: The airport, the Frankfurt trade fair, the Frankfurt stock exchange, and Eintracht Frankfurt. The airport definitely plays a key role. Logistically speaking, it is by far the best airport I know of in the world. Such short distances to anywhere in the region, so close to the cities – that is simply an incredible advantage. For our club, too, by the way. Because of the proximity to the airport many international scouts come here to watch the Bundesliga. It is not for nothing that we describe the Eintracht as being “at the heart of Europe”. This is precisely the strength of this region and of the Eintracht, which has always been considered hugely important for Frankfurt's image. Now, by winning the Europa League the club has also helped get this message out to the world even more emphatically.

What accounts for the region's international flair?

For anyone who doesn't speak German FrankfurtRhineMain is a region where you can find your way around so very easily. I had a colleague from London in my company who lived here for four years but didn't speak three sentences of German. Though that's a shame she got along very well. That is proof of the region's international nature. And another thing: When I transferred people to Frankfurt there were tears at the beginning and tears at the end. At the beginning because they had to go to Frankfurt and at the end because they didn't want to leave.

Does that also apply to football?

We hire many players from abroad and bring them to a foreign city, if you will and they almost always have a very, very good



Philip Holzer,

Born 1966, graduated in Business Administration at Johann Wolfgang Goethe University in Frankfurt. From 1992 to 2014, he worked for Goldman Sachs as an investment banker in New York, London, and Frankfurt. He held various management positions most recently as a partner and board member responsible for the business in Germany, Austria and Switzerland. Since 2014 he has been active as an entrepreneur, primarily in investment management. He has been on the Supervisory Board of Eintracht Frankfurt football club since 2010. The former goalkeeper is interested in art and actively committed to social issues has been Chairman of the Supervisory Board since 2021. Since 2021 the club has also had a new headquarters in Frankfurt: The address is “Im Herzen von Europa 1” or “At the Heart of Europe 1”.

Now comes the moment when we get to hear the Champions League anthem in our stadium for the first time. //

Philip Holzer, Chairman of the Supervisory Board of Eintracht Frankfurt football club



Jonas Ratermann (3)

time here. And when they eventually move to another club, to Madrid, to London or Milan, they rave about the fantastic time they had at the Eintracht. Incidentally, they also tell other players who we are trying to recruit that their families quickly made friends in the region and felt at home. Like most people who are newcomers here. And as we have 200 different nationalities living in the region it's far easier for foreigners to settle down here. It is very important that there are large communities here that speak English or French or Korean, or Japanese.



So, the club also helps FrankfurtRhineMain?

On the one hand, Eintracht is invaluable for the region, as a brand ambassador and due to its popularity. On the other, the region also has a huge share in our success. Eintracht has over 110,000 members, that places it 7th in Germany and ranks it no less than 14th worldwide. Some 25 percent of our members come from Frankfurt, 58 percent from the region, 16 percent from Germany and one percent from abroad.

To return to the Europa League: What was the biggest moment for you apart from the final?

We witnessed a truly historic game in Barcelona in the quarterfinals. There were 30,000 Eintracht fans in Barcelona. Seeing that white wall of fans in Camp Nou – that was unforgettable. I don't think anything like that will ever happen again in European club football: a game with 30,000 away fans in the stadium. And now comes the moment when we will hear the Champions League anthem in our stadium for the first time. That has always been my dream. I've been on the Supervisory Board for 12 years and now this dream is finally coming true. I'm happy for all of us, the region, the city, and the club. I'm proud of the reliable cooperation amongst members of the Eintracht management. And we can all be proud of how the team has developed in recent years and the successes it has delivered.



MEGA-TRENDS

What answers does FrankfurtRhineMain have to **New Work**, **New Mobility** and **Cyber Security** – the latest global megatrends

BY CARSTEN HAUPTMEIER (TEXT)

New Work

By day the number of people in Frankfurt tops a million when in addition to the 750,000 residents who are already here, around 400,000 people commute to the city to work. In fact, the entire FrankfurtRhineMain metropolitan region is one giant job-creating machine – one reason being that here trends are quickly taken up and advanced. That also goes for the megatrend: New Work.

For example, at the COPETRI Convention 2022, a new event format hosted on the COPETRI community platform, over 2,500 experts discussed how to connect the future topics of people, transformation, and innovation. People in the FrankfurtRhineMain region have been structuring their work flexibly for some time – alternating remote working with time spent in the office. The city will nevertheless continue to act like a magnet – given the ever-new attractions on offer like the Millennium Tower that is to be inaugurated in 2030. At 280 metres in height, the office-and-hotel tower will be the tallest high-rise in the EU.



“Skyhall” with a view of Frankfurt: A public viewing platform is planned for the top of the 280-metre-high Millennium Tower.

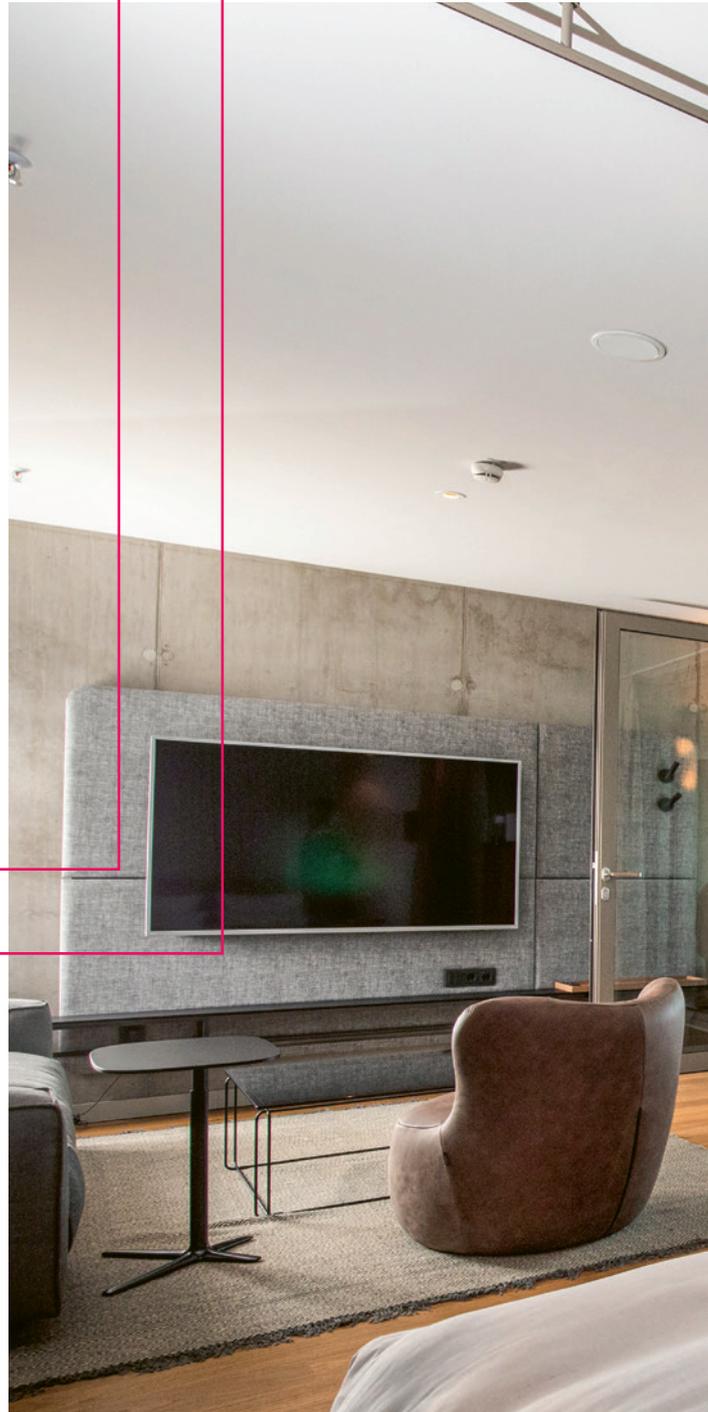


New Mobility

Germany's largest airport, one of the most important rail hubs with over 1,200 trains a day at Frankfurt Central Station, and the major motorway cloverleaves: FrankfurtRhineMain is one of the most important transportation hubs in Europe. The region has long since begun to rethink and plan mobility. Carmaker Opel (Stellantis) is already building e-cars in Rüsselsheim, and by 2024 the company aims to make all its models fully electric versions. At the same time local authorities are continuously expanding the number of charging stations and providing free parking spaces for e-cars.

Rail transport is also in the midst of change: In order to increase capacity, the plan is to build a long-distance railway tunnel under Frankfurt in the near future. And as early as December the world's largest hydrogen-powered train fleet will be operational in the Taunus foothills. For those who prefer cycling the entire region can be negotiated quickly and safely using the cycling expressways. Especially in a metropolitan region, New Mobility requires a wide range of alternatives in order for people to get to their destinations swiftly and sustainably.

Park your e-car in the hotel's car-loft and then switch to a hydrogen-powered train or ride an e-bike on one of the cycle expressways.



The world's largest
hydrogen-powered
train fleet is on track
for December. //





Jonas Reitermann

Frankfurt is home to the world's most important data hub in terms of data throughput. //



Modern-day safes: Data in computer centres are well protected. The Digital Hub Initiative ensures effective cyber security.

Cyber Security

The FrankfurtRhineMain region is not only a hub for classical transportation forms; modern data highways also converge here. Indeed, the world's most important hub in terms of data throughput - DE-CIX - is located in Frankfurt. The region is one of the largest data centre sites in Europe. Which explains why here there is a keen awareness in particular of the need to rethink security in the digital world.

Protection against cyber attacks is just as essential for banks as for start-ups or authorities. Cyber security has long been one of the megatrends of the day - and FrankfurtRhineMain has a first-class reputation in the field. Thus, Frankfurt and Darmstadt are explicitly working together as part of the Digital Hub Initiative, a network of 12 hubs across Germany. In Darmstadt, it involves the National Research Centre for Applied Cybersecurity Athene, which has teamed up with the Fraunhofer Institute for Secure Information Technology, Technical University of Darmstadt, and the Darmstadt University of Applied Sciences.

Prof. Matthias Wagner K, Director of the Museum Angewandte Kunst in Frankfurt/Main, is heading up Frankfurt-RhineMain's bid to be appointed World Design Capital 2026.

THE DESIGN CLUSTER

FrankfurtRhineMain is bidding to be appointed **World Design Capital 2026**. And the region boasts a proud design story as well as strong players.

> FrankfurtRhineMain has often been a prime example of a region for comprehensive social change through design down through the centuries. For example, over 550 years ago Johannes Gutenberg from Mainz invented the moving-type printing press and triggered a media revolution that decisively shaped social developments such as humanism and the Reformation. In 1848, the National Assembly drafted the first democratic constitution for Germany in Frankfurt's Paulskirche. Then there is the Darmstadt Artists' Colony - Germany's response to the Art Nouveau movement, or the emancipatory, design-oriented course set by Deutscher Werkbund founded

in 1907 as an economic and cultural association of artists, architects, entrepreneurs, and experts. Not to forget Frankfurt itself. All of them have on various occasions been centres of modern design. The utopian design concept that went by the name of "New Frankfurt" was not only about the well-known housing programme initiated by Ernst May because from the 1920s onwards it also encompassed universal aspirations in fashion, interior, industrial, product and communication design. This all provides a strong case for the region's bid to become World Design Capital 2026 and it has chosen as its motto "Design for Democracy. Atmospheres for a better life."

German Design Council

The German Design Council, Frankfurt, enjoys a global reputation as a leading centre of expertise for communication and knowledge transfer in the area of design, brands, and innovation. It was founded in 1953 and presents the German Design Award.

Deutscher Designer Club

The Deutsche Designer Club, Frankfurt, is the leading club for designers from across all disciplines in Germany, Austria, and Switzerland. Founded in 1989, every year the club organises the "Good Design" competition.

German Design Museum Foundation

The German Design Museum Foundation seeks to strengthen an awareness of design and awaken creativity. To this end, it has initiated and promoted projects across Germany since 2011. Founded by the German Design Council.

Hessen Design

Hessen Design is the State of Hessen design coordinating agency and promotes networking between designers in all the various segments of the discipline. It organizes the annual Hessen Design Competition for new talent.

Deutscher Werkbund

Deutscher Werkbund, Darmstadt, ranks alongside the Bauhaus as one of the most outstanding design institutions in the first half of the 20th century and laid the foundations of modern design. It provided key stimuli for the culture of design.

Werkbundakademie

Werkbundakademie Darmstadt was founded in 2000 on the initiative of Deutscher Werkbund. It serves to raise awareness for good quality in the design of a worthy human environment. The academy initiated the bid for the region to become World Design Capital.

Frankfurt University of Applied Sciences

Frankfurt University of Applied Sciences was founded in 1971 as a state university in Frankfurt/Main. Research focuses on demographic change, renewable energy, mobility, and logistics – fields that will continue to be of immense importance in the future

hfg Offenbach

The University of Arts and Design (HfG) Offenbach sees itself as a university in the tradition of the Ulm Design College, which set out not only to create attractive design but also to change society for the better. Two faculties offer courses of study: Art and Design.

Dieter Rams is the design icon from the FrankfurtRhineMain region. For over 30 years he was Head of Design at the Braun corporation – famous for its electrical appliances – and as such also inspired Apple.

HDA

Offering 17 different Bachelor's and Master's degree courses relating to architecture, media and design, Darmstadt University of Applied Sciences is a key institution for training young designers.

Every two years the World Design Organization based in Montreal, Canada, confers the title of World Design Capital on a city of its choosing. Valencia, Spain, won the title for 2022, San Diego-Tijuana (United States/Mexico) for 2024.

TU Darmstadt

The Technical University of Darmstadt is one of the most internationally oriented universities in Germany and strives for sustainable progress through great interdisciplinarity and intensive interaction with actors from society, the business world and politics.

TOMORROW'S PEOPLE

Seven out of 5.8 million: Looking at these faces, it's easy to see what makes the metropolitan region of FrankfurtRhineMain so strong.

BY LAURALIE SCHWEIGER AND MARTIN ORTH (TEXTS)

Hassan Annouri

Rapper

Annouri is the composer of Frankfurt's latest anthem. Published in May 2022, his song "Wir sind alles Frankfurter" ("We are all from Frankfurt", YouTube) now swings along softly in the background in all the in haunts. Still, it is not a song to be belted out at football stadiums and more of a ballad in praise of the internationality and feeling of togetherness in the region. This is really important to Annouri, who is also socially very committed. The son of Moroccan immigrants, he grew up in Griesheim, once a deprived area of Frankfurt, and became a rap fan in his teenage years, "Simply because I recognized myself in it, the same way that American rappers hung around in the ghettos." He has brought out several songs since then but none of them has been as successful as this one. "The feedback has been sensational," reports Annouri. He sang at Frankfurt Fashion Week, at the Newcomers' Festival in the Römer, and as a spur-of-the-moment thing in front of his bar "Noah" behind the Alte Oper. "Everybody can identify themselves in the song."





amavine



Domenic Amat Kreft

Winegrower

Germany's "Manager Magazin" described him as a "wine punk" and a "grape rebel". After all, Amat Kreft has his own personal approach to viticulture. With impressive results. The first "amatwine" was a sparkling wine that was as dry as can be. In 2021, it was acclaimed in the periodical "Traum von Schaum" (A Sparkling Dream). Amat Kreft was born in Michigan in the United States and grew up in Ingelheim am Rhein. He honed his craft at Hochschule Geisenheim University and at some of the larger wineries in California. Today he produces small quantities in his grandfather's rear courtyard. The latter, a winemaker himself, always served as a great example to Amat Kreft. "It is hard manual labour and a combination of long hours in the vineyard, passion, and a fresh approach," as he tells us, talking about his business. "Everything goes into small barrels and as a result I am able to present customers with an exceedingly personal wine."

Alexandra W. Busch

Museum Director

In the near future her focus will be temporarily shifting to other activities. In the autumn, Alexandra W. Busch will be responsible for moving the Römisch-Germanisches Zentralmuseum (RGZM), along with its inventory of 220,000 objects, from the Electoral Palace in Mainz to a new building in Mainz's old town. Along with the collection, the archives, the library, the restoration workshops, and the laboratories, the offices of the Leibniz Research Institute for Archaeology will also be moving. The RGZM is a research institute active world-wide in the field of archaeology and has, since 2002, been a member of the Leibniz Association. However, visitors will have to be patient for some time yet: The opening of the redesigned permanent exhibition is not scheduled until 2024.

Daniel Anthes & Ralf Wagner

Brewers

The real challenge was coming up with the idea in the first place. Daniel Anthes and Ralf Wagner brew their beer from leftover bread. “After all, we happen to live in the land of beer and bread,” says Anthes (photo left) – and unflinchingly pursued his chosen path. He tested and tasted, received a German national prize, the name of which means “Too good to be thrown away”, and eventually decided, together with digital expert Ralf Wagner, to transform this small local project into a sustainable start-up. They source the surplus bread from one of the region’s organic bakeries and brew the first zero-waste beer from it. Nowadays Frankfurter “Knärzje” (the term comes from Hessen dialect and describes the end of a loaf) is available from shops throughout Germany.



www.knaerzje.de



Laura Mohn & Maria Möller

Start-ups

The TV show “Die Höhle der Löwen” (the equivalent to Dragons’ Den) introduced these two start-up founders to millions of TV viewers. In the show, investors are in search of new business ideas. Admittedly, they did not take up a share in this particular start-up, but they did donate €10,000 each to this good cause. After all, with “talking hands” Mohn and Möller (photo left) have come up with a concept for how to break down communication barriers between children with no hearing problems and children with limited hearing capabilities, using flip books and gestures. The flip books are primarily sent to educational establishments. Mohn herself grew up with signing; the communication designer has a sister with 21 trisomy.



Malte Joehel/Merck

Tobias Erb

Researcher

He appears to have found a solution to one of the greatest problems of the world in which we now live. Professor Tobias Erb has come up with an artificial form of photosynthesis, one with which carbon dioxide can be extracted from the ambient air and utilized as a sustainable resource. He has also demonstrated that carbon dioxide can be directly transformed into pentadecane, one of the main ingredients of diesel, and into polyketide, which serves as a precursor to an antibiotic. For this achievement the Marburg-based researcher at the Max Planck Institute for Terrestrial Microbiology was rewarded with the 2022 Future Insight Prize which comes endowed with one million Euros and is awarded by Darmstadt-based chemicals company Merck.

Lena Grewenig

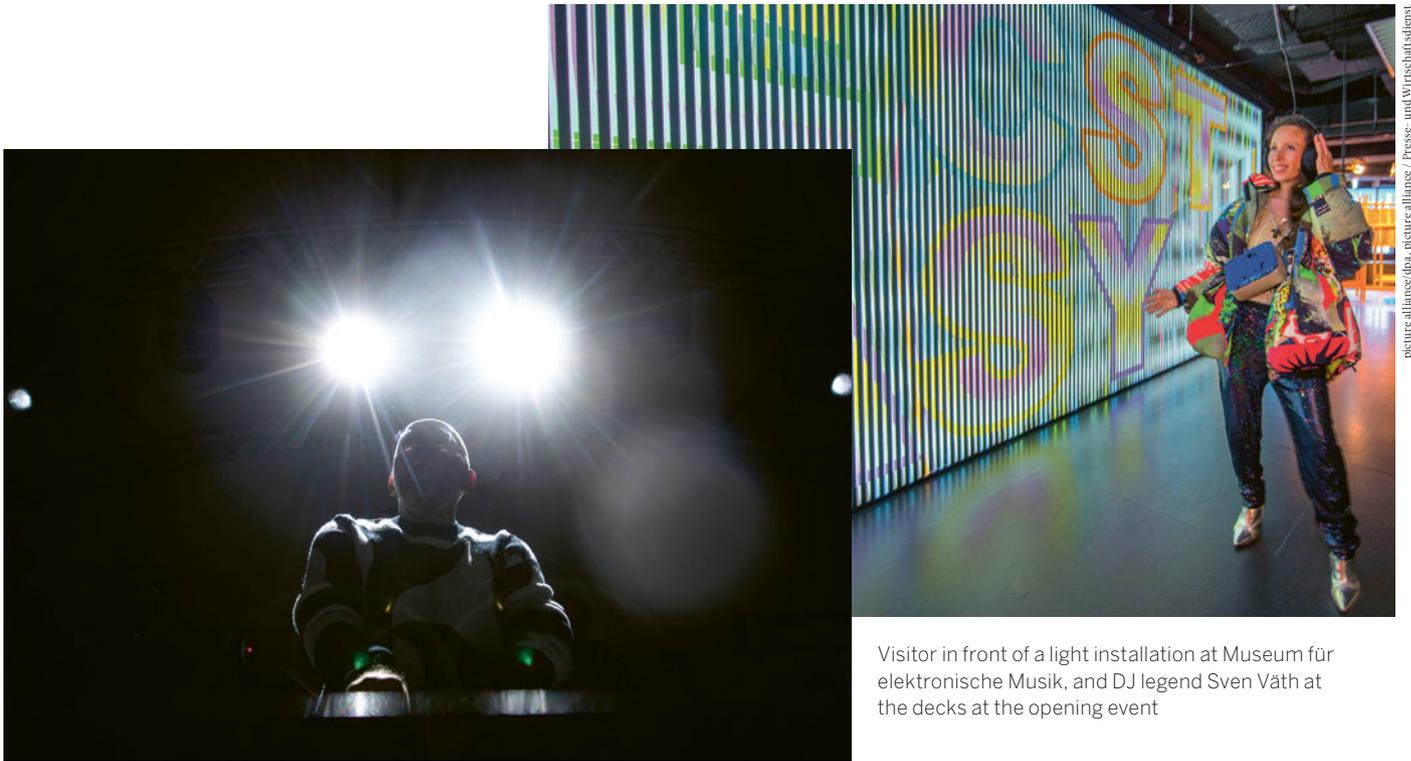
Designer

Lena Grewenig is a jewellery designer and was one of the discoveries at Frankfurt Fashion Week. Interestingly though, Grewenig only arrived at her chosen career in a round-about way. She studied Fine Art at Frankfurt's Städelschule and was a student in Christa Näher's master class before transferring to the Hanau Zeichenakademie to study the art of the goldsmith – as had her grandfather and her mother before her. She now again works with her mother quite frequently – at the Margret Grewenig goldsmith's in Syke, North Germany, her hometown. Only recently she was nominated by Inhorgenta, the jewellery and clock fair in Munich, for their award for the Design Newcomer of the Year 2022.



FIRST MUSEUM FOR ELECTRONIC MUSIC

The new museum on Frankfurt's Hauptwache is meant to commemorate Frankfurt's contribution to the development of Techno and House music.



Visitor in front of a light installation at Museum für elektronische Musik, and DJ legend Sven Väth at the decks at the opening event

April 2022 saw the opening of Germany's very first museum for electronic music – the Momem – on Frankfurt's Hauptwache. The first exhibition is dedicated to legendary Frankfurt DJ Sven Väth ("It's simple to tell what saved us from hell", runs until Oct. 30, 2022). His friend and artist Tobias Rehberger contributed decisively. "If I were still 16, I'd head there immediately. Anyone can host their own little club there or practice running one," comments Rehberger.

Frankfurt is not just the home of Sven Väth, but also of world-famous DJs like Mark Spoon and Talla 2XLC. There was a time when clubs such as Dorian Gray at the airport, the Omen downtown, or most recently the Cocoon in Ostend shaped the music scene here. The 800-square-meter museum with its 500 square meters of exhibition space is destined to commemorate this. And there's a special Live Area where you can put albums on the decks, not to mention a Creator's Stage, where there will be talks, panels, and concerts.



HESSEN



Ministry for Economic Affairs,
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