



Rheinland-Pfalz

# WELCOME TO RHEINLAND-PFALZ

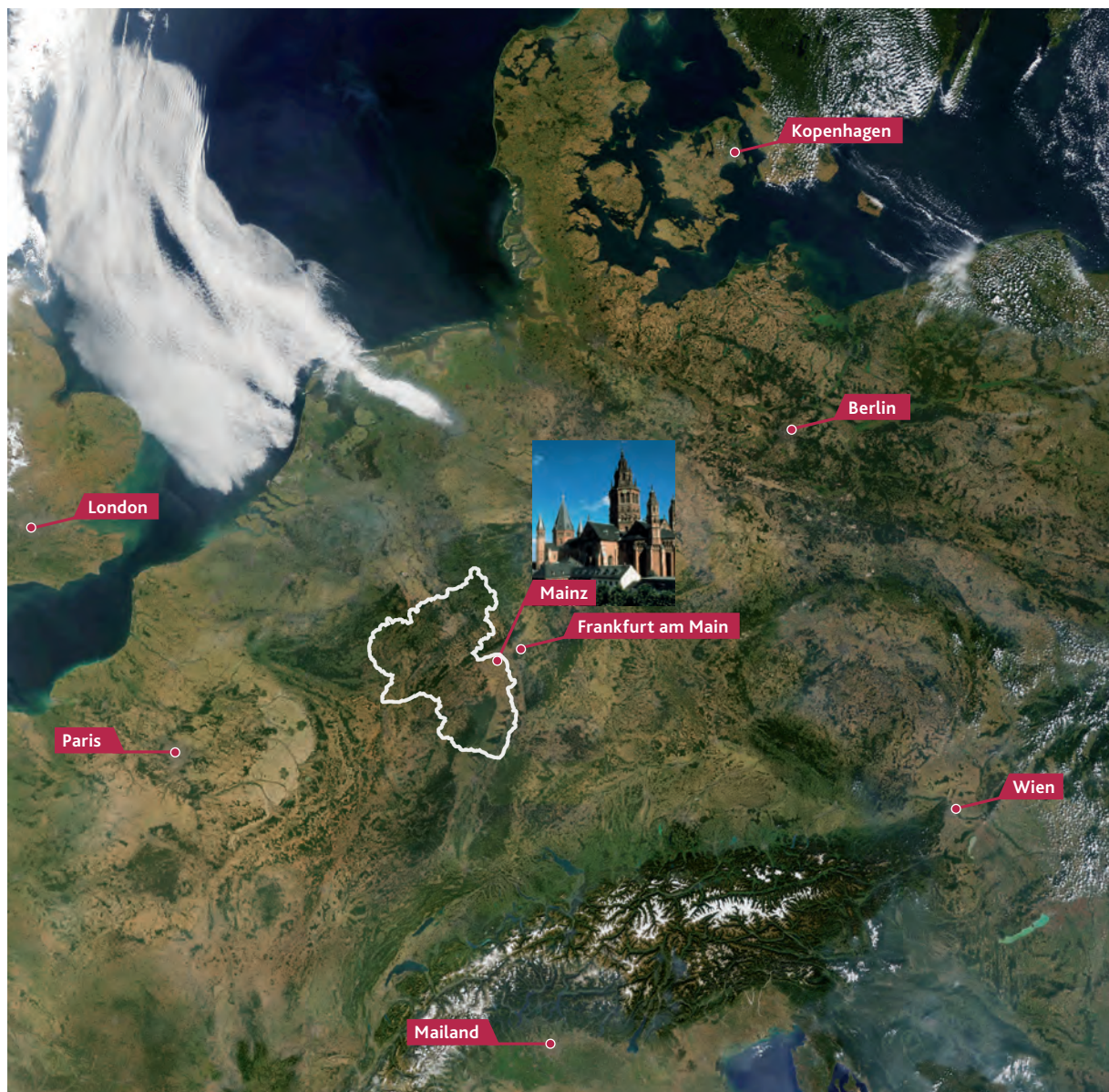




# EVERYTHING IS CLOSE AT HAND

The Rhine and Moselle rivers put the state of Rhineland-Palatinate at the geographic center of Europe. Rivers, like arteries, are vital to human existence and to business, essential to transportation and trade. From an economic standpoint no other European river is more important than the Rhine. Like a string of pearls it threads its way through major business centers, from Rotterdam through the Ruhr basin onto Basel. At the river's center lies Rhineland-Palatinate and its state capital, Mainz.

Rivers link Europe's cultures and endow people living along their banks with distinctive traits. No surprise then that the people of Rhineland-Palatinate are open-minded, outgoing and communicative world citizens.



# WELCOME!

Being in the heart of Europe and surrounded by the neighbouring countries of France, Luxembourg and Belgium, the State of Rhineland-Palatinate has established itself as an internationally successful, future-oriented business location. The dense network of roads and the excellent connections to the Frankfurt airport guarantee fast transportation in any direction. Moreover, Rhineland-Palatinate economy assumes a leading position in Germany with an export rate of 55,9 percent and one of the lowest unemployment rates.

Rhineland-Palatinate is the home of innovative SMEs. Many innovations in, for example mechanical engineering, healthcare industry, metal industry or the food industry come from family owned businesses that form the backbone of the economy of Rhineland-Palatinate. They guarantee the quality of dual training, which enjoys internationally an excellent reputation.

In addition to leading companies in the SME sector, global companies - such as the chemical company BASF in Ludwigshafen, the pharmaceutical manufacturer Boehringer Ingelheim, Mercedes Benz with the world's largest commercial vehicle plant in Wörth or the special glass manufacturer SCHOTT AG in Mainz - provide a healthy mix of industries, quality jobs and high added value. Every seventh employee in the state works in a high technology field. Thus, Rhineland-Palatinate is one of the top 20 regions in Europe when it comes to innovation potential.

Rhineland-Palatinate also looks to entrepreneurs. They will find here attractive funding opportunities, and the right conditions for steady growth. As successful SMEs of tomorrow, this is how entrepreneurs develop new ideas and ensure dynamism and competitive edge in their future-oriented business models. In particular, the

start-up landscape is expanding continuously and is assuming increasingly larger space among the foundations.

Digitisation processes are increasingly integrated to keep our businesses worldwide competitive in the future. Industry 4.0 describes the structural change, which digitisation means to our economy. We in Rhineland-Palatinate, focus on the close integration of business, science and research.

Networks and cooperation constitute the strength of our economy on the whole. We attach great importance to the optimal interaction between production and suppliers, international corporations and high-performance SMEs, economy and science. We specifically support this interaction by offering exceptional industry networks and clusters. Be it in the commercial vehicle industry, the metal-ceramic plastics industry with innovative materials technology or environmental technology. Together, all of us are stronger, even in the world markets.

My goal as the Minister of Economic Affairs of the State of Rhineland-Palatinate is to create the best conditions for entrepreneurs - family businesses, international corporations and start-ups. It is the mix of tradition and modern times that makes our state so unique and so successful. It is worth investing in Rhineland-Palatinate.



**Daniela Schmitt,**  
**Minister of Economic Affairs, Transport,**  
**Agriculture and Viniculture**





FROM RHINELAND-PALATINATE  
INTO THE WORLD





# TEN GOOD REASONS TO CHOOSE RHINELAND-PALATINATE

## 1. Europe's top location

Rhineland-Palatinate, part of dynamic southwest Germany, is a region with high employment and an attractive investment climate. Next-door to France, Belgium, and Luxembourg and part of the Rhine-Main and Rhine-Neckar business hubs, Rhineland-Palatinate is outstandingly located for those poised to conquer markets.

## 2. Strong industries

Rhineland-Palatinate is a flourishing corporate neighborhood. Companies are either components of a strong industrial business and science environment, as is the case for the commercial vehicles industry, the metal, ceramic and plastic sector, and the chemical and pharmaceutical industries; or they work side by side with internationally successful, mostly mid-sized enterprises, in particular those in specialized environmental technologies. Companies are always rooted in the right environment.

## 3. First-rate company manpower

Qualified employees are more important than ever. For this reason Rhineland-Palatinate pays special attention to professional training. More than 20 universities and research organizations continuously train new generations of workers. None of them charge tuition fees for undergraduate studies. Graduates of engineering schools and the dual-training system (combined schooling and on-the-job training designed to deliver skills and master craftsmen for the workforce) enjoy an enviable reputation throughout the world.

## 4. Innovation through cooperation

Research institutions and universities spark innovations. Technology centers provide an ideal platform for launching new companies. To consolidate the innovative resources in the state, business and science work closely together and continually surpass one another to achieve top performance. The shortest-path principle applies in earnest.

## 5. Broadband service everywhere

Rhineland-Palatinate backs broadband, right across the state. Already a disproportionately high number of Rhineland-Palatinate residents use a broadband connection to access the Internet; broadband is already available to around 98 percent of the population. To benefit from all growth and innovation stimuli connected with the availability of faster broadband connections, the expansion of the high-speed broadband networks will be continued in the coming years.

## 6. Excellent operating base with growth perspectives

A successful mix of large and medium-sized companies from across the business spectrum make Rhineland-Palatinate an above-average performer among European regions. This is complemented by the professional support for entrepreneurs and start-ups through attractive funding opportunities and good conditions. The quality of life also speaks for Rhineland-Palatinate: Here, investors and their families find everything they need for success at work and a family-friendly life.





Rhineland-Palatinate provides everything that investors and families need for successful work and family-friendly living.

## 7. Solutions for everything

A mere knock on the door is the fastest and easiest way to make progress for Rhineland-Palatinate entrepreneurs and investors. There is nothing to stop you from sitting down with mayors, district administrators, or ministers for a personal discussion. People know and support each other, and join in to find solutions. It is not surprising that Rhineland-Palatinate can make the impossible possible.

## 8. International transport connections

Air, rail, road, and waterways serve world markets. Thanks to an excellent highway system, fast access to airports (Frankfurt, Frankfurt-Hahn, Koeln/Bonn and Saarbruecken) as well as ultra-fast trains destined for German and European metropolitan areas and business hubs, Rhineland-Palatinate is truly well connected. And then there's the Rhine, of course — Europe's most important waterway.

## 9. Quality of life in enthralling surroundings

Rhineland-Palatinate accents the joys of life — in every respect. Wines from Germany's No. 1 wine-producing state enjoy international critical acclaim from juries and, above all, consumers. Culture is ingrained in the scenery. Visiting any of the state's four UNESCO World Heritage Sites makes for an unforgettable experience. It is no wonder that Rhineland-Palatinate ranks among the most popular vacation destinations in Germany. It is truly a wonderful place to live and work.

## 10. Welcome home

In Rhineland-Palatinate we think and act as Europeans — no wonder considering our location. Elementary schools teach the languages of adjacent countries. We are open to the world and fascinated in people of different national backgrounds. Corporate managers can feel assured that their employees' families in Rhineland-Palatinate will have at their disposal outstanding childcare services and all-day schooling.



# AT HOME IN RHINELAND-PALATINATE: GLOBAL PLAYERS UND HIDDEN CHAMPIONS



In the heart of Europe, in Rhineland-Palatinate, they make their home: powerfully active, world-renowned companies on the one hand, and traditional, medium-sized firms on the other — the Hidden Champions. Globally active businesses with their headquarters in Rhineland-Palatinate include BASF in Ludwigshafen, Boehringer Ingelheim on the Rhine, and Schott in Mainz. But other firms operating on a global scale also feel at home here in Rhineland-Palatinate: for example Mercedes-Benz with its commercial vehicle plant in Wörth and Abbott Laboratories in Ludwigshafen.

Hidden Champions such as Wirtgen, a manufacturer of road construction machinery, are also based in Rhineland-Palatinate, as are the high-tech bicycle manufacturer Canyon; the wine-logistics company Hillebrand, which is recording dream growth rates with the export boom in German wines; the family company Schiffer, with the well-known Dr. Best toothbrushes; or the brand Griesson - de Beukelaer.

This mix of companies is the key to the state's success. With an export ratio of 55,9 percent, the Rhineland-Palatinate economy traditionally occupies a leading position in Germany. Not least



The Koblenz-based firm Canyon Bicycles produces top-quality racing bikes, mountain bikes and triathlon bikes

to thank for this are the state's small and medium-sized companies, which operate successfully on the worldwide markets. The radius of action of the Rhineland-Palatinate economy of course includes neighboring European countries such as France, as well as the United States. In recent years, trade has rapidly developed with South and East Asia in the form of India and China.

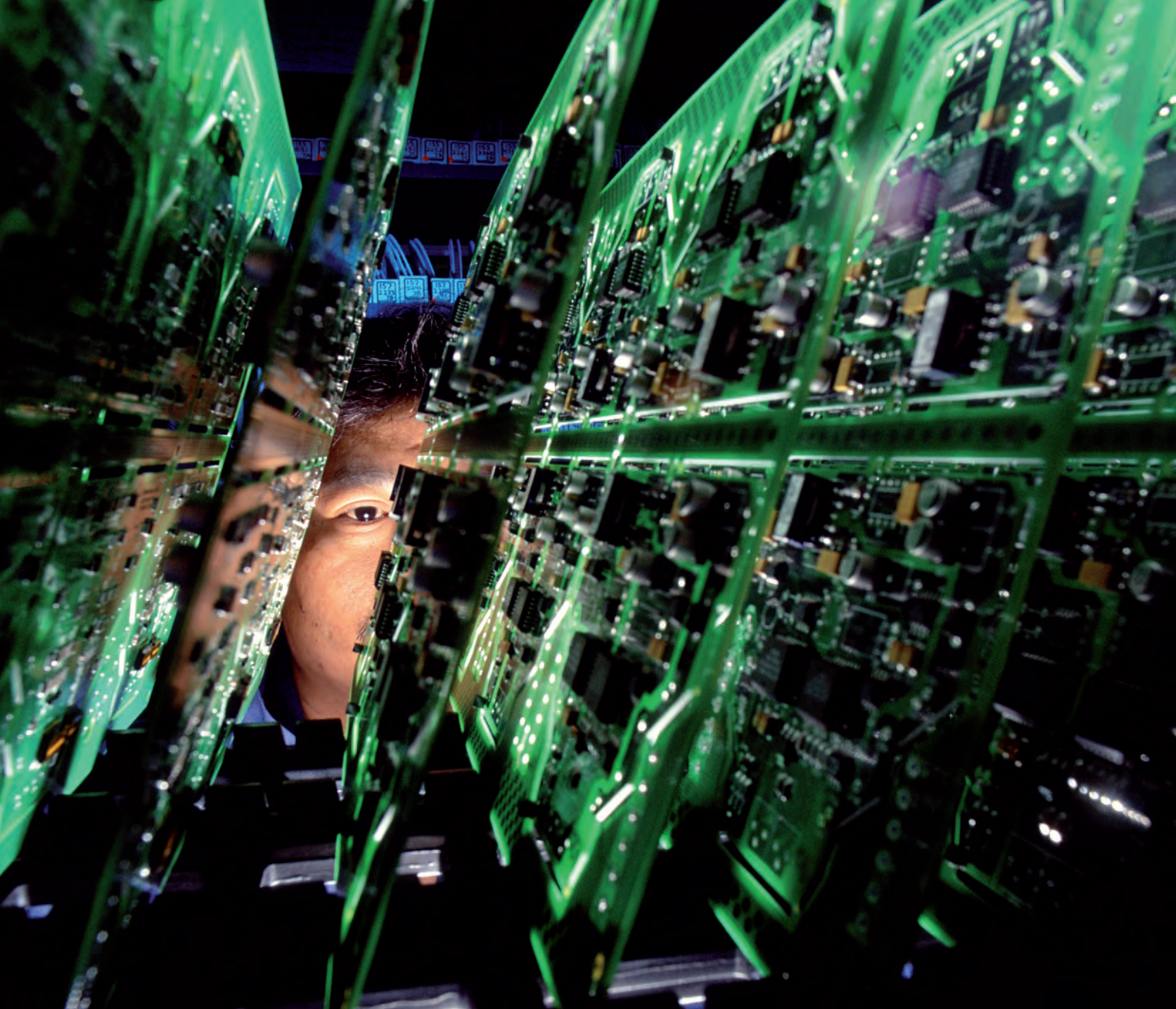


Satellite earth station. MT Mechatronics GmbH. The firm is headquartered in the Rhineland-Palatinate capital, Mainz.



KSB AG, headquartered in Frankenthal, is one of the world's leading suppliers of pumps, valves and associated systems.





STRONG FROM THE START:  
A TRADITION OF EDUCATION  
AND INNOVATION



Education, training, and research, as well as innovation, have been among the outstanding achievements of the people of this region since at least the development of printing with movable letters by Johannes Gutenberg around 600 years ago. This tradition brings with it an obligation. The best educational opportunities for children, right from the start — this has therefore become the motto in Rhineland-Palatinate.

And we start early. Rhineland-Palatinate was the first federal state in Germany to introduce free attendance at a kindergarten before enrollment in elementary school. The number of kindergarten places is also excellent. Similarly, the state is considered exemplary in terms of schools: All across the state, children and families benefit from access to 623 all-day schools.

Educational provision in the state promotes openness and exchange — and corresponds to the people of the region's lifestyles. English and French are already taught in many elementary schools. International schools, as well as many English-speaking masters programs at further-education institutions, offer first-rate opportunities for cosmopolitan individuals.

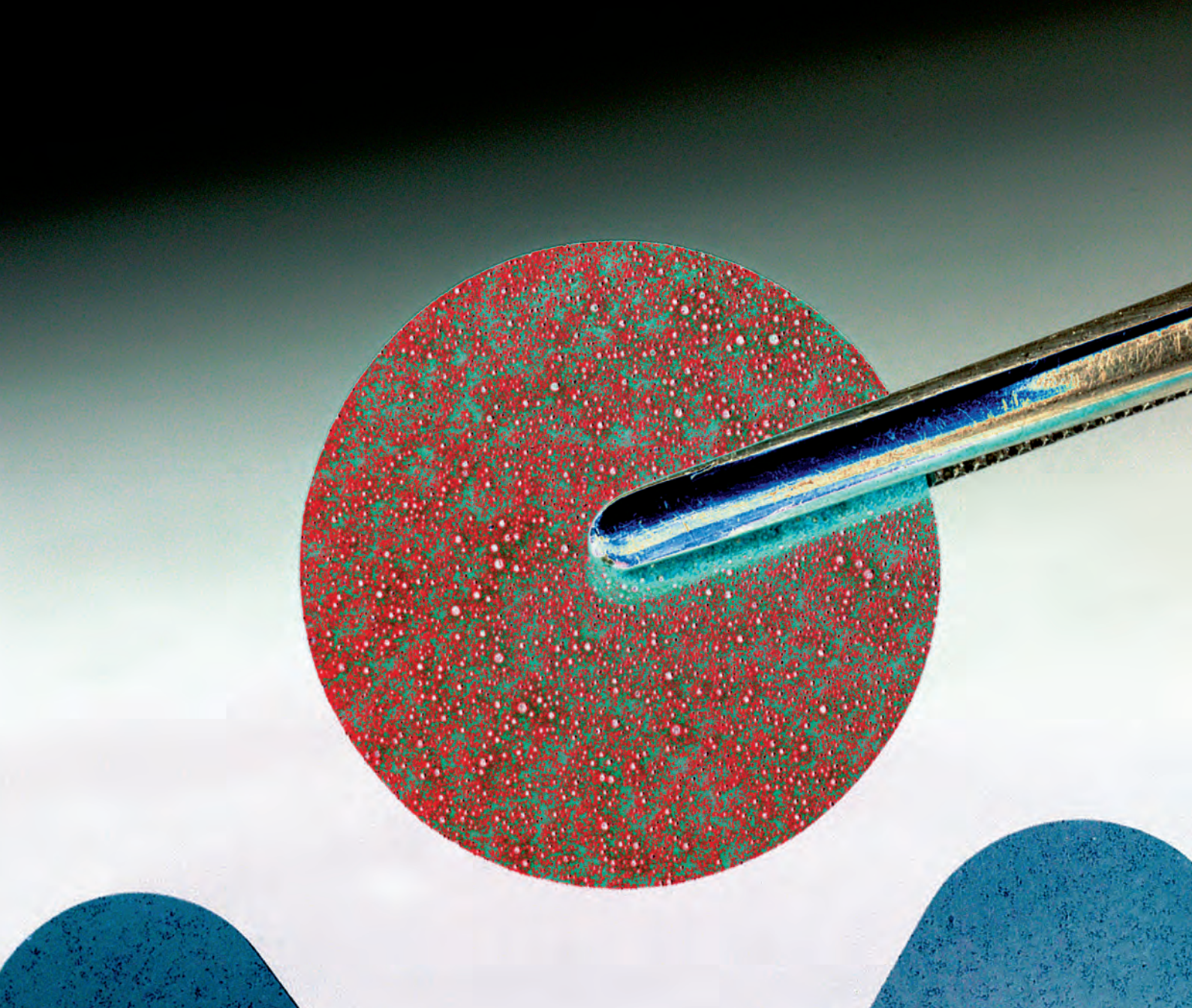
The dual education system in Germany is world-renowned, and rightly so. It is practiced and constantly developed in Rhineland-Palatinate. Training in a practical company setting and the close connection to the needs of businesses ensure not only that the economy has access to highly qualified young talent, but also that graduates have access to excellent career opportunities. In trades, for example, many achieve a promotion to master craftsman after a successful apprenticeship. In this respect, the workshops of Rhineland-Palatinate are true mastermakers!

First-rate employment-market opportunities are also available to those students able to choose between the more practically oriented technical colleges and the research-oriented universities. From medicine to science, and technically oriented engineering subjects to linguistic or humanities subjects, everything is possible in Rhineland-Palatinate. Applied research institutes, a broad network of technology and start-up centers, and targeted support programs encourage fast knowledge transfer into new products and processes and provide an excellent start-up environment. The people of Rhineland-Palatinate are enterprising in every respect.



Intensive support provides children in Rhineland-Palatinate with the best preparation for future training.





# RESEARCH AND INNOVATION WRIT LARGE: CHEMICAL AND PHARMACEUTICAL INDUSTRY



Modern plastics and pesticides from BASF, drugs for respiratory and metabolic diseases from Boehringer Ingelheim — these are just two examples from an impressive portfolio of the two worldwide companies with their headquarters in Rhineland-Palatinate. The chemical and pharmaceutical industry looks back on a successful tradition spanning more than a century.

Here, chemistry adds up! Compared to the German chemical industry, the chemical industry in Rhineland-Palatinate has an above-average headcount per company and excellent turnover. Thus, the sales of € 7,250 per capita was generated in 2017, a total of over €29,5 billion.

In Ludwigshafen, BASF operates one of the world's largest contiguous chemicals sites. The pharmaceutical industry in Rhineland-Palatinate is flourishing. After all, Boehringer Ingelheim is the largest German research-based pharmaceutical company. And Abbott in Ludwigshafen underlines the quality of this industry in the business location that is Rhineland-Palatinate.



The chemistry is right at the Institute for Polymer Research in Mainz.

The future industry of biotechnology, closely linked to chemistry and pharmaceuticals, is undergoing rapid development in the state. In the Mainz area in particular, young, innovative biotech companies and spin-offs from Mainz University are benefiting from the infrastructure of technology centers and the excellent scientific environment as a source of ideas and a catalyst for progress.

However, it is not only the large “model companies” in the chemical industry that embody the spirit of research and innovation in the state. Many small and medium-sized enterprises ensure that an export ratio of 69 percent is achieved in this industry with 47,000 employees.

Particularly worthy of mention is the Rhineland-Palatinate Cluster for Individualized Immunointervention (CI3). This network pools the state's outstanding expertise in the areas of pharmaceuticals, therapeutic approaches and diagnosis within the field of individualized immune intervention with the goal of becoming an international leader in this sector.



A good mix: Academic and industrial research make Rhineland-Palatinate a great location for chemistry.



EFFICIENT AND RENEWABLE:  
ENERGY WITH A FUTURE



Renewable energies and energy efficiency are growing in significance. Expertise of this kind is at home in Rhineland-Palatinate, where environmental technologies are playing an ever-greater role. The spectrum of companies that compete in domestic and international markets is as wide as it is innovative. Their business is built on waste management and recycling, remediation, emission controls, energy generation and management, product-integrated environmental technology, and water and effluent treatment.

Rhineland-Palatinate is committed to intelligent, resource-conserving material-flow recycling, energy efficiency, and renewable energies. Technical environmental projects are conducted in close cooperation with IfaS, the Institute for applied material-flow management on the Birkenfeld Campus of Trier University of Applied Science — a site unlike any other operated by a German university. Students are enrolled in an interdisciplinary curriculum at this unique “Zero Emission University” — a name reflecting the ecological building layout, a CO<sub>2</sub>-neutral supply of heat and energy, and modern building and systems engineering.

Speaking of zero emissions: Weilerbach, located in the Pfalz region, is known as zero-emission village. The community has been successful in supplying virtually CO<sub>2</sub>-neutral renewable energy to its 14,700 residents. Morbach, another town, has been no less innovative in securing its energy



The new administration building of the Mainz-based family company Werner & Mertz (famous for the Frosch and Erdal brands). Special feature: Thanks to photovoltaics, the building produces more energy than it uses.

requirements, by linking wind turbines, biogas, and photovoltaic installations with regional agriculture and forestry resources as well as industry. You're welcome to visit and see how.

Recycling seeks to recover used materials. Companies highly specialized in glass, plastic, and metal recycling have been part of the Rhineland-Palatinate establishment for years. Theo Steil GmbH, for instance, operates one of Germany's most modern steel and metal recycling plants in the harbor of Trier.



In Rhineland-Palatinate, environmentally friendly energy generation is not just the subject of research — it is also used on an international level.

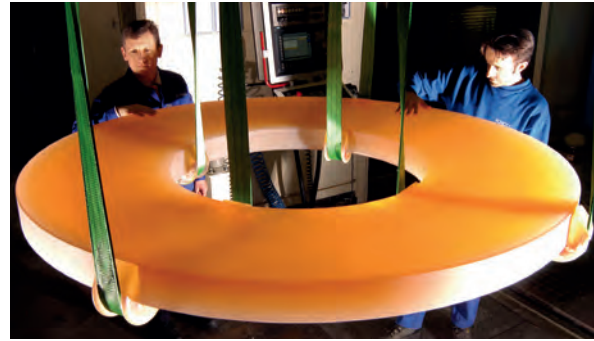


# HOT AND PRECIOUS: MATERIALS AND SURFACE TECHNOLOGY



In the northern area of Rhineland-Palatinate, metals, ceramics and plastics are the stuff the future is made of. This area is developing into the leading innovation region in these industry branches. In particular the refractory industry, in the field of ceramics, offers huge development potential and plays a central role in, for example, steel production, the cement industry, the glass industry, and waste incineration.

In Höhr-Grenzhausen, there is located the European Center for Refractories. Together with the Research Institute of Inorganic Materials – Glass / Ceramics and the University of Applied Sciences Koblenz, field of study: Materials Technology – Glass and Ceramics, they all build a forward-looking competence center in the northern part of the State. Today, Rhineland-Palatinate presents itself as an innovative location of modern materials and surface technology.



Looking into space: Manufacturing a mirror substrate for a telescope at Schott AG

With the Ceran® glass-ceramic cooktop panels developed by Schott, cooking was revolutionized across the globe, and glass-ceramic materials were applied to an entirely new use. At Schott in Mainz, glass-ceramics are also produced for many other promising areas of application that are interesting from a technical viewpoint, such as for mirror carriers in astronomy. The main mirrors for the Very Large Telescope in Chile are made of Zerodur® glass-ceramics. With a diameter of 8.2 m and weighing 23 metric tons, these are the largest glass-ceramic monoliths ever produced.

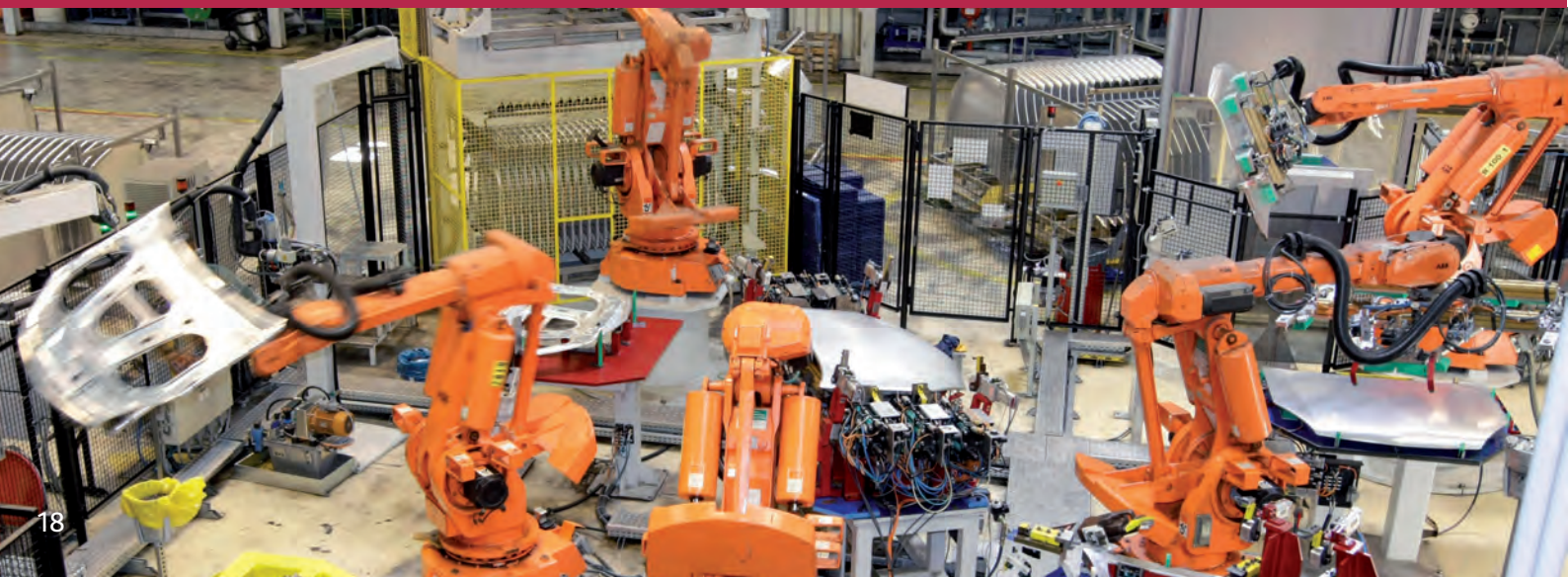
At the world-renowned precious-stones site “World Center of Coloured Stones” at Idar-Oberstein, raw products from South America, Africa, Asia, and Australia are processed. Idar-Oberstein is the only center in the world in which all types of precious stones are polished and treated. The location stands out with its high level of technical and scientific knowhow, supported by businesses, world-leading research institutes, technical colleges, associations, and, last but not least, the German Precious Stone Museum. The German Diamond and Gemstone Laboratories at Idar-Oberstein (DEL) produce expert reports for customers across the globe.



When it comes to processing gemstones, Idar-Oberstein, on the river Nahe, is the world's number one.



ALL A QUESTION OF  
MOBILITY:  
VEHICLE PRODUCTION,  
“MADE IN RHINELAND-PALATINATE”





The cockpit from Wörth, the seats from Rockenhausen, and the catalytic converter from Edenkoben: This is vehicle production, Rhineland-Palatinate style. More than 100 companies develop, optimize, and manufacture components ranging from brake pads to hydraulic shock absorbers and engine parts to sheet metal. From Rhineland-Palatinate, these products are shipped to locations across the globe.

Over the last few decades, the automobile and commercial-vehicles industry has shaped the state's economic development like almost no other sector. After the chemicals industry, it is the most important industrial sector in Rhineland-Palatinate.

To apply and develop our innovative expertise in all areas of commercial-vehicle production to an even higher level: That is the task of the Commercial Vehicle Cluster (CVC). There are now 85 partner organizations from the fields of economics, science, and management engaged in the CVC. A great deal of this involves the University of Kaiserslautern. The initiative's goal is clearly formulated: to gain a European pole position for Southwest Germany's commercial-vehicle industry — for the good of all and for the optimum development of, in particular, medium-sized supply businesses in Rhineland-Palatinate.

This goal is supported by the key topic "Digital Commercial-Vehicle Technology Innovation Cluster", which the two Rhineland-Palatinate Fraunhofer Institutes are cultivating in cooperation with companies from the region. The goal of the Fraunhofer Innovation Cluster "Digital Commercial-Vehicle Technology (DNT)" is to reinforce research and development expertise for the use of information technology in the commercial-vehicles sector.

In Wörth am Rhein, Daimler AG, Mercedes-Benz Werk Wörth operates Europe's largest truck-assembly plant.





# AN IMPORTANT ENGINE OF GROWTH AND EMPLOYMENT: THE HEALTHCARE INDUSTRY IN RHINELAND-PALATINATE

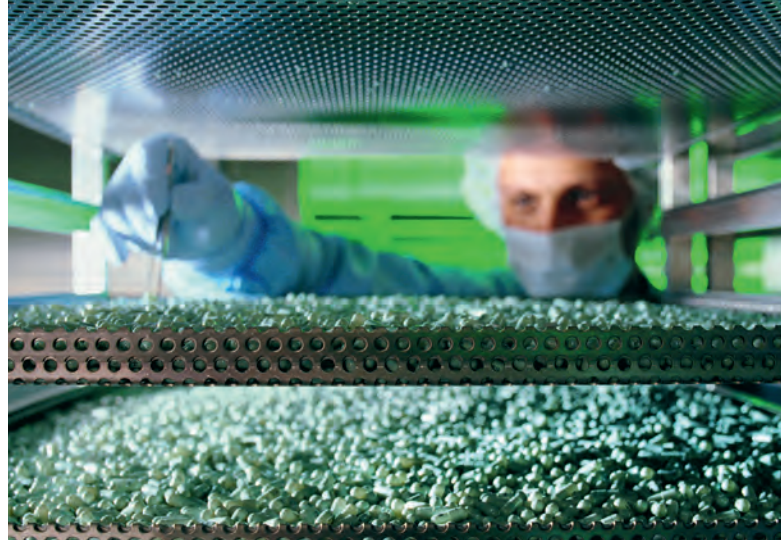


The healthcare industry is one of the most important sectors of our economy and will be one of the essential drivers of growth for the future. Three sources of impetus — advances in medical technology, increased health awareness, and increased life expectancy — have established new values and priorities that translate into considerable potential for new offers, products, and services in the healthcare industry.

With the opening up of new healthcare markets and the development of new products, services, and technical innovations, the healthcare industry provides an important contribution to the modernization and renewal of the economic structure of the state of Rhineland-Palatinate. The health of the state's citizens is increasingly becoming a beneficial factor of this location. Investments in the preservation and promotion of good health secure not only the economic productivity but also the social welfare of our state.



Ludwigshafen is one of AbbVie's most important research facilities worldwide and is a state-of-the-art location for pharmaceutical production and a center of expertise for the patented extrusion technology. Drugs are produced here for use across the globe.



Among the globally active healthcare companies with their headquarters in Rhineland-Palatinate is the pharmaceutical manufacturer Boehringer Ingelheim.

The healthcare industry forms the backbone of today's strength and the future development of Rhineland-Palatinate. Every eighth euro is earned in this sector and one in seven persons employed in this state works in this sector. The gross value added of the healthcare industry amounted to a total of € 14.1 billion in 2015. Thus, in Rhineland-Palatinate this sector occupies the seventh place among all Federal States with a share of total value added of 12 percent.

The promotion of cross-sector and cross-industry cooperation and networking of cooperation partners is intended to bring about the development of new products and innovative services that contribute to strengthening value added and employment, as well as ensuring that the high level of medical care is maintained. The signs continue to point to growth: An increase by a further 12.1 percent is expected in gross value added and by 18.8 percent in employment by 2020.

Overall these are excellent conditions for the successful promotion of the future healthcare-industry market, with its huge potential for innovation, growth and employment in Rhineland-Palatinate.



SERVICE PROVIDERS  
AT YOUR BECK AND CALL,  
EVERYWHERE YOU TURN



Working together with flexible service providers that operate almost everywhere in the state allows participants in the Rhineland-Palatinate economy to concentrate on their core business. Selling special software in Europe, dealing in raw materials for the chemical industry or holding a micro-systems technology patent — it is easy to locate the exact partner to help a thriving business develop successfully, be it a service that calls for installing IT infrastructure, shipping a product to customers, supplying materials on time, supplying power to production, optimizing a tax return, or keeping offices clean.



Medium-sized companies are the backbone of the Rhineland-Palatinate economy.



Laser welding in the manufacture of energy-technology components — the Institut für Mikrotechnik Mainz GmbH acts a partner for companies in the state.

Some 159,000 mid-sized enterprises of all types, including manual craft shops ranging from mechatronics engineers to roofers and professionals ranging from architects to tax consultants, are at your beck and call in Rhineland-Palatinate, eager to support their customers from the outset. These enterprises employ 691,000 people paying social insurance contributions, train qualified workers, and make flexibility and innovation possible. What they do helps to keep Rhineland-Palatinate competitive throughout the world.

The quality and reliability of these small and medium-sized operations are supported by traditional business organizations, Chambers of Industry and Commerce, Manual Crafts Chambers, and associations of free professionals. Mid-sized service businesses and unbureaucratic government offices are key to the success of investors in Rhineland-Palatinate.







EXCELLENT CONNECTIONS



A quick meeting in London, a trade fair in Hannover, Paris at the weekend — all of this is easily achieved from Rhineland-Palatinate. Most European capitals are within two hours by air. A densely packed network of transport routes ensures that people and products can quickly get to where the action is happening. The efficient transport infrastructure connects the economic regions of Rhine-Main, Rhine-Neckar, and Rhine-Ruhr. It means that France, Luxembourg, and Belgium are neighbors that can be visited quickly and often.

Frankfurt Airport, one of the world's most significant air traffic hubs, is just minutes by car or train from Rhineland-Palatinate's state capital, Mainz.

Rhineland-Palatinate also offers ideal conditions for transporting goods on waterways: The state has over 605 kilometers of waterways and 14 efficient inland ports.

For those less reliant on speedy transport or those transporting heavy loads, the state also has access to Europe's busiest waterway, one of the most important waterways in the world: the Rhine. With its tributaries, the Rhine is responsible for around 70 percent of the entire freight traffic on Germany's waters. A total of 605 kilometers of waterways and 14 efficient inland ports are available on the rivers Rhine, Moselle, Saar, and Lahn for inland navigation.

The rail network, too, provides exemplary local transport, along with reliable ICE and IC routes with excellent connections to the international high-speed rail network, allowing people and products to get where they need to be — fast. Last but not least, Rhineland-Palatinate has an excellent road network. And since all of these modes of transport are highly integrated, all journeys here are short and fast.





# LIVING, WHERE OTHERS GO ON VACATION





Enchanting landscapes, romantic towns, sophisticated cuisine, an unparalleled cultural scene, wine, water, and wellbeing — what sounds like a vacation to most of us is just everyday life in Rhineland-Palatinate. The rivers Rhine, Moselle, Saar, Ahr, Lahn, and Nahe are on your doorstep, and you can rest and relax in the state's many vacation spots.

Here, people live in Germany's number-one wine region. 65 percent of all German wines are grown in Rhineland-Palatinate. In almost 5,000 wine-growing enterprises, vintners produce award-winning, internationally successful wines and sparkling Sekts. Of the around 1.0 m hectoliters of German wine exported, Rhineland-Palatinate contributes around 90 percent. Local people live right in the thick of the vintners' work, from the planting of the vines to the many wine festivals that characterize the state.

As well as wine, Rhineland-Palatinate also produces the mineral water to go with it. With over 60 springs, Rhineland-Palatinate is also a water-producing state with renowned mineral waters such as Apollinaris, Gerolsteiner, Staatlich Fachingen, and many more.

The inhabitants of Rhineland-Palatinate enjoy the finer things in life, and enjoy them best in good company. Culinary delights and regional specialties await the visitor in all corners of the state. Whether you dine courtesy of a star chef or rustic wine tavern — what reaches your table is generally produced right here in the region. Many festivals and events known outside of our borders, such as "Rhein in Flammen" or the "Nibelungenfestspiele" enrich the region's cultural scene. Those who visit our region enthuse about the open, friendly locals, and love to come back time and again. You quickly start to feel at home here.

It is not only for wine lovers that the state has plenty to offer; sport lovers and adventurous family groups will feel especially at ease here. Mountain biking in the Hunsrück or Eifel mountains or in the Pfälzerwald, cycling on one of the seven long-distance cycling and walking routes, canoeing on the river Lahn, or walking on the Rheinsteig, Westerwaldsteig, or Saar-Hunsrück-Steig trails — there's something to suit everyone. And, in case the rain clouds arrive, visitors can enjoy a welcome change of scene at one of the state's many museums or multitude of concerts. The best proof of our appeal are the almost eight million visitors that come to Rhineland-Palatinate every year.

Tens of thousands of rock fans from many different countries yearly flock to Europe's third-largest rock festival "Rock am Ring". Those who prefer the quieter, sensual side of life can spend time in the state's wellness oases. Switch off in one of the famous thermal baths or spoil yourself in one of the high-class hotels. A range of 23 health resorts and therapeutic baths offer pure relaxation. In Rhineland-Palatinate, we mean it when we say: Living, where others go on vacation.





# ROMANS, KNIGHTS, AND ROMANTICS: EXPERIENCE HISTORY AND CULTURE



From early on, the region's central location made it a popular stage for the powerful — and a veritable heartland of Europe. From Caesar to Constantine, the Romans founded the oldest towns in Germany at Trier, Koblenz, Worms, and Speyer, and left their mark over centuries in the region. In the Middle Ages, the state's rivers were important transport and trade routes. Today, more than 500 castles and palaces, along with countless historical finds, bear witness to the state's eventful history.

As a unique cultural landscape, the central Rhine valley enjoys worldwide renown primarily by virtue of the Loreley ballad by Heinrich Heine.



Pfalzgrafenstein Castle, sitting on a rocky island in the middle of the Rhine, or Stolzenfels Castle — these sights represent fairytale castles and Rhine romanticism, and draw visitors from around the globe.

The Moselle valley, too, along with the Hunsrück mountains and the Südpfalz area, are dotted with castles of great historical significance. Hambach Castle near Neustadt an der Weinstraße represents the liberal spirit and is considered to be the cradle of German democracy. 30,000 freedom-loving citizens from all over Germany, France, and Poland celebrated the Hambach Festival there in 1832 and promoted German unity, freedom, and democracy. In Rhineland-Palatinate, history can still be experienced today through sites that bear witness to times past.



Hambach Castle — Scene of the “Hambach Festival” in 1832 and symbol of the pursuit of democracy in Germany.

UNESCO has awarded world-heritage status to four of the state's historical sites. The first to be accepted into the UNESCO world-heritage list was the cathedral in Speyer, the largest remaining roman church in the world; this was followed by the roman town of Trier (Augusta Treverorum) with its Porta Nigra, amphitheater, Imperial Thermal Baths, Basilica of Constantine, cathedral, and Liebfrauenkirche, as well as the cultural landscape of the Upper Middle Rhine Valley between Bingen and Koblenz. The most recent protected heritage site is the northernmost section of the 550-km-long Upper Germanic Rhetian Limes, which span multiple federal states.

Visitors will find world-class contemporary culture at St. Stephen's Church in Mainz as they behold the windows created by the painter Marc Chagall. The “Villa Ludwigshöhe” between Neustadt and Landau tempts visitors with a large collection of works by Max Slevogt. The art of Hans Arp can be found in the museum of the same name in Remagen-Rolandseck.



Marc Chagall designed nine windows for St. Stephen's Church on the Stephansberg in Mainz. Year after year, they attract tourists and art lovers from around the world.

Rhineland-Palatinate is a European business location that's looking to the future. And, as a development institution, the Investment and Economic Development Bank of Rhineland-Palatinate (ISB) is the first port of call for entrepreneurial engagement.

The state-run bank supports the state of Rhineland-Palatinate in its economic and structural policy and is responsible, in particular, for supporting projects to improve and strengthen the state's economic structure within the framework of financial, economic, housing, urban-development, and labor-market policy. The ISB is on board to provide advice and practical assistance. It's as simple as that.



The ISB is a one-stop provider of the full range of business support:

- tailored support programs,
- financing concepts as an integral package,
- optimum terms,
- simplified application processes,
- short processing times,
- efficient foreign trade support
- support in the founding of companies, as well as in settlement and relocation projects.

When it comes to favorable-rate loans, equity capital, subsidies, securities or investments, you can approach the Investment and Economic Development Bank of Rhineland-Palatinate (ISB) at any time:

+49 6131 6172-1202 and

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# RELY ON RHINELAND-PALATINATE



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