



The magazine on the FrankfurtRhineMain metropolitan region

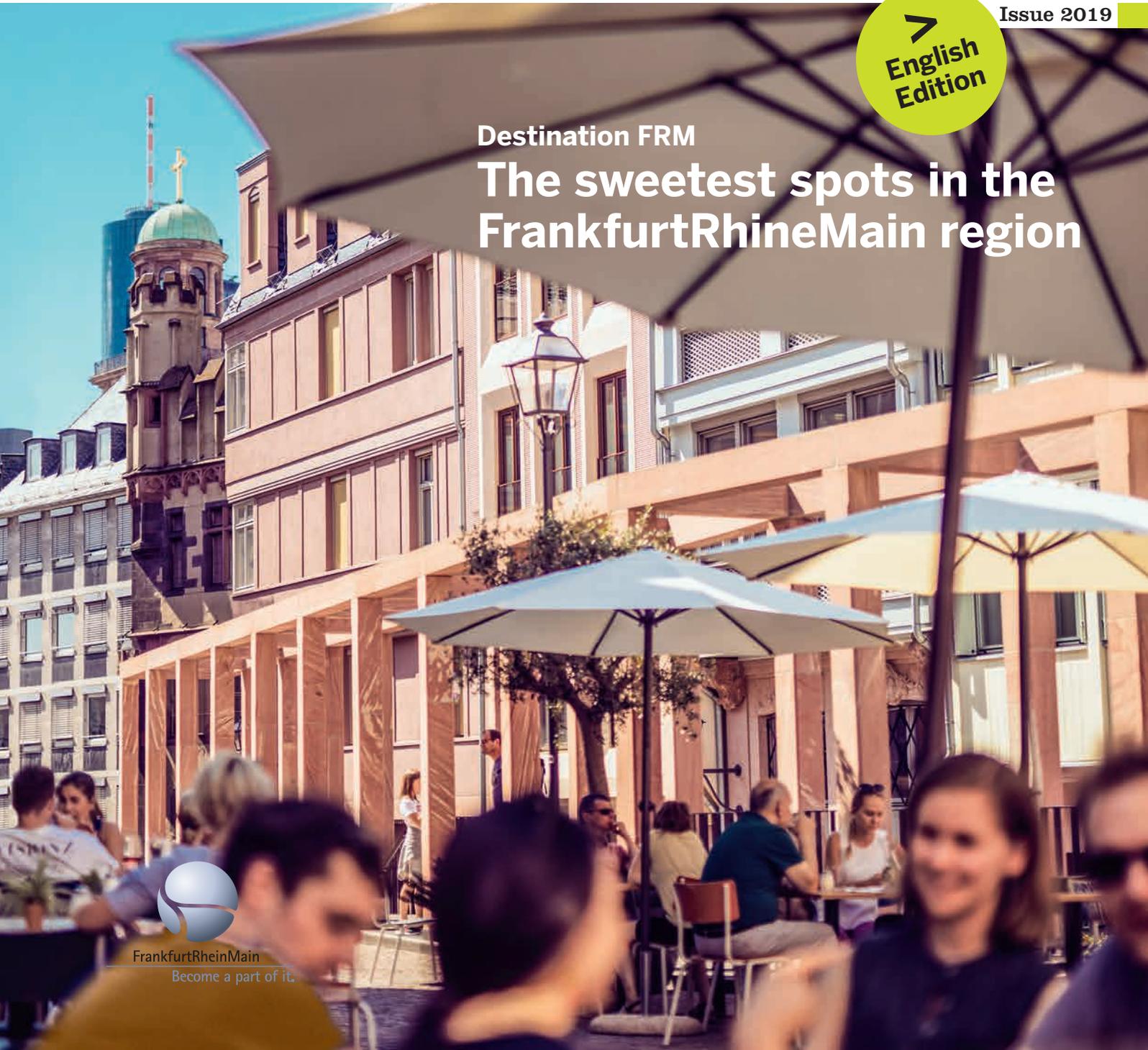


Locals The faces from the FrankfurtRhineMain region that you need to know — **Lifestyle** What's shaping the culinary image of this metropolitan region — **Souvenirs** What you should take home from the FrankfurtRhineMain region
Content How the Frankfurt Book Fair became the biggest marketplace for intellectual property — **Streaming** Why Frankfurt is playing the starring role in a new series — **Mobility** Which future concepts in FRM will soon become reality



Issue 2019

Destination FRM The sweetest spots in the FrankfurtRhineMain region



FrankfurtRhineMain
Become a part of it.

The whole world
in one region.



FrankfurtRheinMain GmbH | International Marketing of the Region

FrankfurtRheinMain
Become a part of it.

FrankfurtRheinMain attracts people from across the world as an enjoyable, globally connected place for living and working. Its central location, outstanding infrastructure and excellent quality of life make the region an ideal location for your business.

The FrankfurtRheinMain GmbH International Marketing of the Region is the key contact for international companies looking to establish a presence in the FrankfurtRheinMain region.

For more information go to www.frm-united.com

Editorial



THE IMAGE OF FRANKFURT IS CHANGING

People have varying perceptions of Frankfurt/Main: as a financial metropolis, a trade fair city or a transport hub – notions that are interwoven with images of the skyline and the airport. As always though, where one aspect overrides everything else, the image becomes distorted. Yet this image is now being readjusted, and more and more people are discovering Frankfurt as a destination for tourism. In 2018 the city recorded over 10 million overnight stays for the first time ever – meaning the figure has almost doubled within the last ten years and lengths of stay are increasing.

The people who come here are now also taking the time to discover a different side to Frankfurt: its attractive museum district, its cosy apple-wine pubs south of the river, and the city centre with the Römer City Hall, the Paulskirche and the “new old town”. That’s something we’re particularly proud of – after all, the reconstruction of the old town has given the city back its historic centre. The project is now seeing international recognition: At the world’s leading real-estate fair in Cannes, the new old town was presented with the Mipim Award 2019 in the category “Urban Regeneration”.

Soon, the eyes of the world’s public will be on Frankfurt once again. Netflix has decided to make Frankfurt the stage for its new series “Skylines”, a story of hip hop and rappers, money and power. From 27 September 2019 the 148 million members of the streaming service will be able to get to know Frankfurt once again from an entirely different angle: as the real backdrop for a fictional tale.

All these aspects are addressed in the current edition of the FRM magazine. Why not take a look? Or even better: Visit the region and see for yourself!

Regards,

Peter Feldmann
Mayor of Frankfurt am Main



PLENTY TO DISCOVER IN THE REGION

The first FRM magazine appeared in 2009. That’s now ten years ago. In the meantime, we have told more and more stories about people and ideas, companies and projects, all of which stem from our region of FrankfurtRheinMain but were often little known even by those who call this place home. The same applies to certain tourist destinations. We have therefore travelled the length and breadth of the region to find the most magnificent views and the most hidden gems between Giessen and Heppenheim, Mainz and Aschaffenburg.

More than virtually any other region, FrankfurtRheinMain is characterised by short distances and rapid connections. Journeys of just minutes separate skyscrapers from idyllic apple-wine taverns, and business meetings from outdoor leisure. That makes for a great quality of life. To ensure it stays that way, or indeed gets even better, various institutions are working on new mobility concepts. The airport is planning air taxis, the regional association is considering cable cars, and the municipalities are already building fast bike lanes.

FrankfurtRheinMain has always been a place of new ideas and new minds. Ernst May, for example, was already building in the Bauhaus style while Walter Gropius and his colleagues were still refining their theory. Another example is DJ Sven Väth, who was already being called “the Godfather of Techno” when Germany was still singing along to the hits of Dieter Bohlen. Thus, in this edition too, we once again present people who are ahead of their time, but whom you wouldn’t necessarily connect with the FrankfurtRheinMain region.

I hope you enjoy reading the new edition of FRM – it may even hold a surprise or two!

Regards,

Eric Menges
President and CEO of FrankfurtRheinMain GmbH
International Marketing of the Region

DIE PARTNER
DIESER FRM-AUSGABE

GOLD

FrankfurtRheinMain
Die Wirtschaftsinitiative

SILBER

FrankfurtRheinMain
Become a part of it.

BRONZE

FRANKFURT
International Marketing of the Region

HESSEN
TRADE & INVEST

Taunus Sparkasse

UNTERSTÜTZER

Regionalverband
FrankfurtRheinMain

FrankfurtRheinMain
Verband zur Förderung der Standortentwicklung e. V.



DISCOVERIES >
DESTINATION FRM

What's hiding behind the towers of Frankfurt's skyline?



PEOPLE >
FRM LOCALS

The faces from the region that you need to know

- 03 Editorial**
- 04 Contents/Imprint**
- 06 Discoveries**
 - > What's hiding behind the towers of Frankfurt's skyline?
- 18 Lifestyle**
 - > What's shaping the culinary image of the FrankfurtRhineMain region
- 22 Lifestyle**
 - > What to take home from FrankfurtRhineMain
- 24 Excellence**
 - > What makes the Frankfurt Book Fair a global meeting place
- 28 Excellence**
 - > Why Frankfurt is playing the starring role in a Netflix series
- 30 People**
 - > The faces from FrankfurtRhineMain that you need to know
- 40 Interview**
 - > How the region is developing as a business location
- 42 Interview**
 - > How to generate attractive returns for benefactors
- 44 Ideas**
 - > What the future holds for mobility in FrankfurtRhineMain
- 50 Looking back**
 - > Who offers an overview of the start-up scene in FRM

IMPRINT

Publisher FRM – The magazine on the FrankfurtRhineMain metropolitan region is published by FrankfurtRheinMain GmbH International Marketing of the Region in cooperation with FAZIT Communication GmbH, Frankfurt am Main. For FrankfurtRheinMain GmbH: Eric Menges, President and CEO
Publishing house FAZIT Communication GmbH, tel. +49 69 75 91-3101, Managing Directors: Peter Hintereder, Hannes Ludwig
Address of publisher and Editorial Office Frankenallee 71–81, 60327 Frankfurt/Main. This is also the service address for all responsible parties and authorised persons mentioned in the imprint.



LIFESTYLE >
FRM FOOD

What's shaping the culinary image of the region



IDEAS >
FRM MOBILITY

What the future holds for mobility in FrankfurtRhineMain



Editorial Office Editor-in-Chief: Peter Hintereder, Martin Orth (Managing Editor) tel. +49 69 75 91 30 10, fax +49 69 75 01 43 61
Art Direction Martin Gorka
Production Kerim Demir
Distribution Jadwiga Jaenicke, tel. +49 69 75 91-30 11, fax +49 69 75 01-43 61
Notes Articles by named contributors do not necessarily reflect the opinions of the editorial desk. Reprints only with the publisher's authorisation. Printed in Germany. Copyright © by FAZIT Communication GmbH 2018. The magazine's paper is eco-friendly. It has been produced with chlorine-free bleached pulp.
Cover illustration Jonas Ratermann



Heart of the metropolitan region
with a population of 5.8 million in Frankfurt Rhine-Main



Top 50 start-up location worldwide
leading Fintec Hub



Leading industrial center
with three industrial parks

Leading european financial center
Home of ECB and EIOPA



**FRANKFURT.
GATEWAY TO EUROPE.**

Biggest exhibition company
with its own premises



Popular tourist destination
10 million overnight stays in 2018



Largest internet node worldwide
with 6.8 terabytes per second



Largest German airport
with approximate 70-million passengers per year



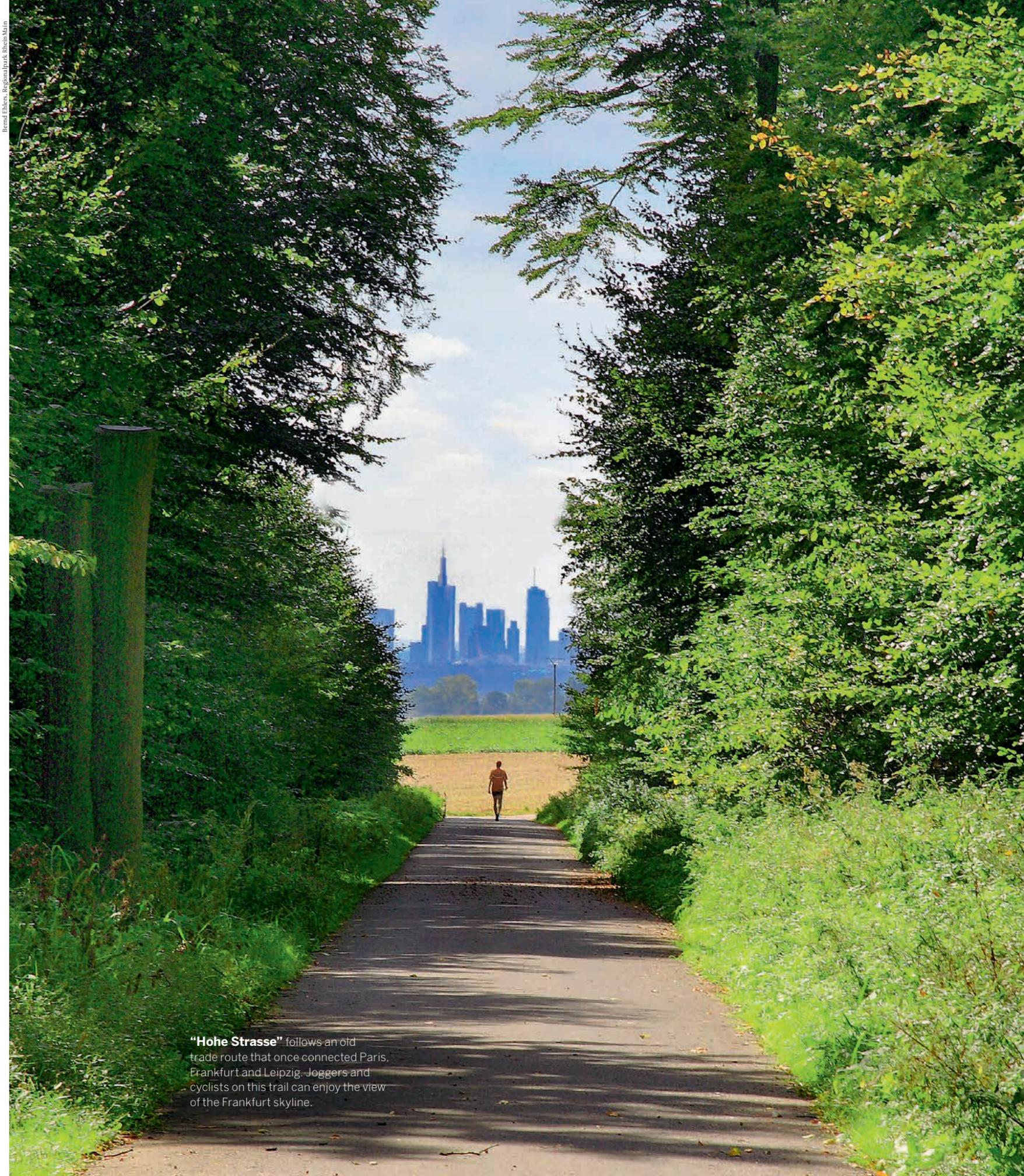
THE SUBTLE CHARM OF THE REGION

What's hiding behind the towers of Frankfurt's skyline? **Impressive landmarks and hidden gems** wherever you look. A journey in pictures.

BY MARTIN ORTH (TEXT)

> **There are many images of FrankfurtRhine-Main**, most of which show the Frankfurt skyline. Yet drive away from the metropolis for just a matter of minutes and the impressions you get are entirely different – fairytale-like in Spessart, sublime in the Odenwald, romantic in the Rheingau and lofty from the Feldberg in the Taunus, the area's highest elevation. The contrast between the two rivers that give the region its name and the adjoining Mittelgebirge hills is what defines this region's charm. Here, the impregnable knights'

strongholds – there, the idyllic villages of half-timbered houses; here, the vine-covered Riesling slopes – there, the orchards for apple wine. The student town of Giessen to the north, the science hub Darmstadt and the Bergstrasse to the south, the state capitals of Mainz and Wiesbaden to the west, and the north Bavarian town of Aschaffenburg together delineate an area that throughout history has never formed one territorial unit. And that's what makes the region so diverse – and the Frankfurt skyscrapers just one part of the picture puzzle. ▮



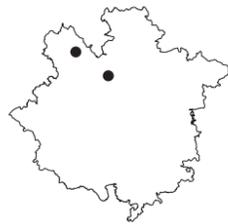
"Hohe Strasse" follows an old trade route that once connected Paris, Frankfurt and Leipzig. Joggers and cyclists on this trail can enjoy the view of the Frankfurt skyline.



pure-life-pictures - stock.adobe.com



Frankfurter Allgemeine Zeitung



In the north of FRM

Spielbank Bad Homburg close to the Kaiser Wilhelms Bad is supposed to have inspired the Russian writer Fyodor Dostoevsky to write his novel "The Gambler".

Did you know:

that the Spielbank Bad Homburg is also known as the "mother of Monte Carlo"? French twins François and Louis Blanc founded the casino in the Taunus in 1841 before hitting it big in Monaco in 1863. > www.spielbank-bad-homburg.de



picture alliance/epa

The **Weilburg shipping tunnel** goes under the Mühlberg, on which the town of Weilburg lies. It is the oldest and longest shipping tunnel still in use in Germany today.



Kultur in Hessen - Hessisches Ministerium für Wissenschaft und Kunst

Schloss Weilburg lies at the summit of the hill, with the River Lahn flowing beneath. With its adjoining Schlossgarten, it takes up almost half of the old town.

Burg Ronneburg stands atop a cone of basalt that is visible from far and wide. That makes it a picturesque backdrop for markets and jousting tournaments.



Daniel Memmertch / flickr

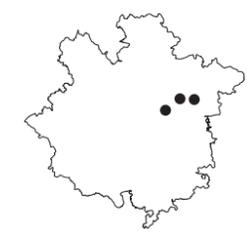


The **graduation works at Kurpark Bad Orb** is one of the biggest open-air inhalation facilities in Germany, measuring 155 metres long and 18 metres high. Also in Bad Orb: one of the country's narrowest half-timbered houses.



picture alliance / Arcovimages

pure life pictures - stock.adobe.com



In the east of FRM

Did you know: that Hanau is a goldsmithing centre? The Staatliche Zeichenakademie is one of the oldest goldsmith schools in Europe, and the Deutsches Goldschmiedehaus, housed in the former town hall, has a permanent exhibition of historical and modern jewellery items.
> www.goldschmiedehaus.com



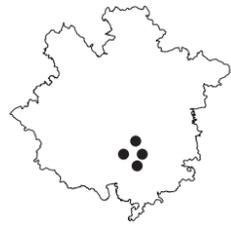
At the **jousting tournaments held on the Ronneburg** knights and horses put their courage to the test. A colourful medieval market surrounds the jousting ground with armourers and spinners plying their trades.



Tobacco has been cultivated in **Lorsch** for 300 years. A citizens' project keeps this tradition alive, with a tobacco festival every September where the new "Lorsa Brasil" cigar is launched on the market.

Did you know:

that Erbach is the capital of ivory carving? Count Franz I of Erbach-Erbach brought the "white gold" to the Odenwald back in the 18th century, and in 1892 a specialist school was founded for ivory carvers. The German Ivory Museum recalls this history. www.elfenbeinmuseum.de



In the south of FRM

The old town hall in Michelstadt

dates back to the year 1484. Many American tourists can barely believe that it was built eight years before their continent was even discovered.



Actress Jessica Schwarz ("Romy") and her sister Sandra have realized their dream of opening a small designer hotel in a restored half-timbered building in Michelstadt.



Schloss Auerbach with its two tall towers offers an impressive all-round view across the Odenwald and the Rhine plain. The castle restaurant serves hearty meals fit for medieval knights.



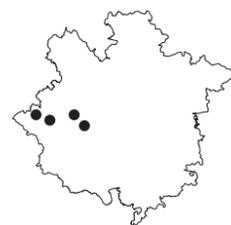
Branko Strot - stock.adobe.com



max life pictures - stock.adobe.com

The **Neroberg** offers a magnificent view over Wiesbaden. You can reach the top using the Nerobergbahn funicular, the oldest cable railway powered by water ballast in Germany.

Did you know: that Geisenheim is home to one of the best-known universities of wine? The university, with its almost 150 years of history, is a global leader in viticulture and horticulture, as well as landscape architecture and beverage technology. www.hs-geisenheim.de



In the west of FRM



Michael Arnold

The **Ginsheim ship mill** is the last of the Rhine's ship mills still functioning. There were previously more than 20 mills processing grain here using the power of the current.



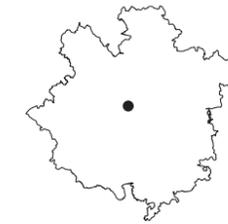
Michael Lenzel

The **Niederwalddenkmal** above the town of Rüdesheim is a monument commemorating the unification of Germany in 1871. The view from the site takes in the River Rhine and the vineyards of the Rüdesheim hills.



Frankfurt's old town is the youngest in the world. It was reconstructed between 2012 and 2018 between the cathedral (left) and the Römer City Hall (below), and in 2019 it received the coveted Mipim Award in Cannes in the category "Urban Regeneration".

Did you know: that Haus Wertheim is the only one of the originally more than 1,200 half-timbered buildings in Frankfurt's old town to be preserved in its original state? It was built around 1600 at the gateway between the Römerberg plaza and what was then the port.
> www.frankfurt.de



At the centre of FRM

Haus Wertheim stands at the edge of the Römerberg plaza, opposite the Historical Museum. The ground floor houses the oldest restaurant in Frankfurt.





Jonas Katermann

BIG APPLE

Apple wine dominates the culinary image of FrankfurtRhineMain. Yet there's plenty more to discover.

BY CONSTANZE KLEIS (TEXT)

Apple wine: fresh from the jug to the tumbler



> You simply haven't experienced this region until you've tried it. After all, Apfelwein – apple wine, also known as Stöffche, Äppler and Ebbelwoi – is something of a “national drink” for FrankfurtRhineMain. Sure, there are more refined beverages, and you might even describe it as sour, but we'll get to that. In fact, it is precisely the charming tartness and the uncomplicated character that gives apple wine its cult status. At the same time, it takes multiple different forms: pressed from small apples, it is initially served as non-alcoholic, sweet Apfelmost, then later semi-fermented as Rauscher, and finally as Apfelwein. The low alcohol content of 5.5 to 6 percent allows the

drinker to keep a clear head, but also helps them to stay slim, since 0.3 litres contains just 100 calories.

You can compensate for this, however, by indulging in the typical dishes that accompany the wine. The highlights of the region's cuisine include the legendary Grüne Sosse or green sauce, made from the seven herbs borage, chervil, garden cress, parsley, salad burnet, sorrel and chives. It must contain these precisely – no more and no less, and under no circumstances should you add dill. In these parts, that would result in as much consternation as attempting to blend it with ready-made mayonnaise. Quark, yo-

Handkäs mit Musik: sour-milk cheese with a special secret

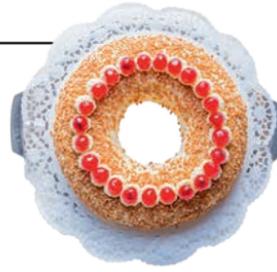


Grüne Sosse: made from seven different herbs – no more, no less



stockphoto-graf - stock.adobe.com / Xavier - stock.adobe.com / kaprin - stock.adobe.com / picture-alliance / Jan Haas / picture-alliance

Frankfurter Kranz:
a cake shaped like
the Kaiser's crown



ghurt, buttermilk or sour cream – those are the options. Nor should the herbs be simply tossed into the mixer for the sake of convenience: They are far too delicate for that and will lose their look and flavour as a result. The recipe is only truly authentic if you've spent hours at the kitchen counter. It is usually served with boiled eggs and potatoes still in their skins.

Another classic from the region's cuisine is Handkäs mit Musik. This sour-milk cheese marinated in vinegar, oil, caraway seeds, salt, pepper and onion is, in its simplicity, the perfect accompaniment to apple wine. There's plenty of speculation about the origin of the term "mit Musik", literally meaning "with music". The most popular version purports that it comes from the noises

**Gourmet tip:
Burg Schwarzenstein**

Two stars in the Michelin Guide, 18 points in the Gault Millau, a rating of five in the Aral Schlemmer Atlas, and the highest praise on social media: The Restaurant Schwarzenstein Nils Henkel is considered the greatest gourmet experience in Frankfurt-RhineMain. Behind heritage-listed walls nestling among the vine-covered slopes of the Rheingau, chef Nils Henkel serves his exceptional menus, in which the region's vegetables and wild herbs frequently play a leading role, with meat and fish their accompaniments.
> www.burg-schwarzenstein.de



Burg Schwarzenstein

wefr - stock.adobe.com

eyetronic - stock.adobe.com



Riesling from
Hochheim:
added prestige
courtesy of
Queen Victoria



sometimes produced during digestion of the onions. Most likely though, it is simply the powerful notes of the ingredients, which come forth like an "accompanying orchestra".

If you're seeking indulgence with no ill effects, then look no further than the Riesling that has been cultivated in Frankfurt-RhineMain for 600 years. In the Rheingau area it is the most widespread variety, accounting for 80 percent of cultivation, and is now one of the world's top wines. The fine tipples from Lohrberger Hang, a vineyard lying within the city limits of Frankfurt, are served at special occasions in Frankfurt's Römer City Hall or gifted to visiting dignitaries. You can also purchase them there if you're looking for a special souvenir to take home.

For the Future of the Region.

Listening and exchanging ideas: This is the foundation of success. We offer financing to people who stimulate development and chart the course, keeping the region attractive and sustainable.





Goethe goes Garten

Nauheim-based artist Ottmar Hörl is happy to create his serial sculptures of local heroes in the public space. Goethe and Gutenberg are now available to grace your garden.

www.ottmar-hoerl.de/shop/de/artikel

Mug to the tablet

Long before Apple started naming its products with an "i", locals in FrankfurtRheinMain were addressing one another with the traditional greeting "Ei gude", which now adorns souvenirs from the region in the form "iGude". The iGude mug is the latest addition.

www.shop.spreadshirt.de/iloveffm



SOUVENIRS

Anyone who has discovered the Frankfurt-RhineMain region for themselves will inevitably want to take **a little piece of it home.**



Child-friendly "horror"

The grisly but beautiful "Struwwelpeter" stories by Heinrich Hoffmann, a doctor from Frankfurt, are available in multiple languages and adaptations.

www.struwwelpeter-museum.de/kiosk



The eagle soars

The footballers of Eintracht Frankfurt are currently flying high. Anyone who wants to join them can sport the eagle on their own chest too – the club's emblem for 120 years.

www.shop.eintracht.de



Cuddly Bembel jug

The Bembel jug is a fundamental element of the apple wine experience. The traditional grey form with the blue pattern is now also available in a cuddly version.

www.frankfurt-tourismus.de/Informieren-Planen/Frankfurt-Souvenirs

© Ottmar Hörl, Foto Simeon Johnke (2) / Daniel Filko / Eintracht Frankfurt Fußball AG / Thienemann-Esslinger Verlag / visitfrankfurt, Holger Ullmann



Identifying Strengths

- FrankfurtRheinMain is an internationally attractive and highly competitive metropolitan region.
- We identify its strengths and show them!

Paving the Way

- Leading decision-makers from economy and politics are united in one institution.
- We discuss targets and strategies together!

Setting a Course

- Specific projects work out the strengths of the FrankfurtRheinMain metropolitan region and develop these further.
- We support these projects!

E-Mail: info@verein-frankfurtrheinmain.de
www.verein-frm.de



Find Your Future in FrankfurtRheinMain!

People from almost **200 nations** call Frankfurt-RheinMain their home, and everyone who wants to be part of our **community** is welcome. With its economic strength, its broad cultural and leisure time offers **FrankfurtRheinMain** is a perfect place to live. If you want to discover the region we are more than happy to assist you.



www.find-it-in-frm.de

All essential information for living and working in FrankfurtRheinMain on www.find-it-in-frm.de

Our FrankfurtRheinMain International Office supports you via email, phone or in person

Find important news, events and more hints on our social media channels

Contact us!

Phone: **+49 (0)69 2577 2577**
 E-Mail: contact@find-it-in-frm.de
www.facebook.com/finditinfrm
www.twitter.com/finditinfrm

Business Hours: **Monday to Friday**
 By phone: **8:00 to 18:00 (CET)**
 Please make an appointment for personal advice.

FRM International Office
 Poststrasse 16
 60329 Frankfurt am Main

Germany's best place

find it in FrankfurtRheinMain

STORIES WANTED

Frankfurt Book Fair director **Juergen Boos** tells us how **the fair turned into the biggest marketplace for intellectual property** and where he sees its main focusses for the future.

INTERVIEW: MARTIN ORTH, PHOTOS: JONAS RATERMANN



Mr. Boos, is a book fair still a topical format in our era of digitisation?

More than ever – just look at how international the Frankfurt Book Fair has become. The proportion of exhibitors and visiting professionals from other countries has risen from 40 to 60 per cent in the last ten years. This shows that even in times of digital interaction, people want to meet in person and build a relationship of trust before beginning to do business together. Entirely new publishing houses are being created in the new growth markets of South East Asia, China and Latin America with their young populations. And those publishing houses need to start off by building their networks.

Is an international focus the secret to success? What else makes up the DNA of the Frankfurt Book Fair?

The Frankfurt Book Fair has been a marketplace for intellectual property for over 500 years. In Gutenberg's time, the publishing trade was founded in nearby Mainz before moving to Frankfurt – this move was due to the Bishop of Mainz beginning to exercise censorship, while Frankfurt was a free Imperial city where it was possible to conduct trade without restrictions. One could say that we've got 500 years' head start.

How does that translate into numbers?

In each of the recent years we have had around 290,000 visitors, 7,500 exhibitors from over 100 countries and around 10,000

journalists in attendance. That said, in terms of content the Frankfurt Book Fair has changed a great deal in past years. It used to be more strongly focussed on European themes, but has now become much more international, as I already mentioned. And business partners from different media spheres have joined in, too. That's why we now describe ourselves as the largest marketplace for intellectual property, which is neutral in terms of media. Alongside translation rights, we also see performance rights, as well as those related to branding, films and soundtracks being negotiated here.

The interaction with other creative industries has also found expression in the Peace Prize of the German Book Trade being awarded to a photographer...

Yes, this year the Peace Prize of the German Book Trade has gone to Brazilian photographer Sebastião Salgado. We might be called Frankfurt Book Fair, but we have long since also emerged as an important event for streaming services such as Netflix, Amazon Prime or Storytel. That's because there is a great demand for content, for stories. And a large part of that content is published in book form first. This was part of the reason why we started a new initiative a few years ago: It's called The Arts+ – Future of Culture Festival and brings together technology and the creative and culture economies. This year the festival has also joined forces with B3, the Biennial of the Moving Image, curated by HfG University of Art and Design Offenbach.





Juergen Boos, director of the Frankfurt Book Fair since 2005, is excited about what's ahead: The next Frankfurt Book Fair will take place from 16 to 20 October 2019

We showcase everything that counts as storytelling at the fair, regardless of the medium used. And at this year's Frankfurt Book Fair the future of culture as a whole will take centre stage in a very special way. This is because together with the United Nations and the German Publishers and Booksellers Association we are launching the campaign "Create Your Revolution – Initiative For The Future Of Culture" in order to honour the power of culture as a motor for innovation and growth and to support the attainment of the goals for sustainable development.

On the guest country: Georgia created a real hype in Germany last year. What can we expect of Norway this year?

Georgia had the advantage of being relatively unknown here, which made it appear exotic. The Norwegians are coming with a strong storytelling tradition and have founded a distinct genre with literary phenomena such as Karl Ove Knausgård. His way of talking about himself for 6,000 pages borders on self-exposure. Knausgård's books have been translated into over 30 languages, with millions of copies sold. We are expecting further great Norwegian narrators in Frankfurt, including the likes of Maja Lunde, Tomas Espedal or Jostein Gaarder, and are looking forward to welcoming many young and lesser-known authors here as well.

Sounds like a fair for the stars!

Yes, and one of the highlights will be the visit of Norwegian Crown Prince Haakon and Princess Mette-Marit. Mette-Marit had a wonderful idea: There is a literature festival in Lilleham-

We want to bring the authors into the city to an even greater extent. //

mer, to which she always travels in a literature train, accompanied by a number of authors. So now Crown Princess Mette-Marit is going to be travelling to the Frankfurt Book Fair by literature train too, a special train put on by Deutsche Bahn. The journey will take her from Berlin to Cologne and from Cologne to Frankfurt. We will then welcome the royal couple and the authors traveling with them at Frankfurt's central railway station, where a red carpet will be laid out.

Are more events being planned in the city?

Yes, we're working on bringing the Frankfurt Book Fair and the international authors into the city to a greater extent. The German-speaking exhibitors in particular would like to be in closer contact with the readers. Over 80 events have also been announced to take place under the Bookfest label, of which 30 will take place in the very heart of Frankfurt, away from the trade fair grounds. These events allow readers to get up close and personal

to very popular authors – as well as successful chefs or the forest ranger advocating economically sustainable forest management. We don't just want to bring these authors to the cultural institutions, but to the pub on the corner, too.

When it comes to the German book market: What is the industry concentrating on, which trends are we currently looking at?

We are addressing a whole string of themes – ranging from legal framework conditions to the reduced VAT rate for e-books to the new copyright laws. And an especially good piece of news has been that this spring we have seen more books sold than in the reference periods in previous years. This development is very encouraging. The forecast that the e-book format would come to dominate the book market has not materialised whatsoever. The e-book is an additional format that can be very practical depending on the occasion. When I travel I read on my tablet PC. Otherwise I buy printed books. The horror scenarios have not occurred. On the contrary: The book market may well be the most stable market there is.

And what's on your mind as the director of the Book Fair, in particular with a view to the buzzword "Trade Fair without Booths"?

That's a unique feature of the Frankfurt Book Fair. Normally a trade visitor goes to a fair, visits a booth, and places an order. In our case it has always been the way that the exhibitors made deals with each other. What is happening now? Take for example

the visiting professional from Malaysia who wants to start off by making contacts. He doesn't need a 200-square-metre fair stand in order to do so. For his requirements we have been offering formats such as the Business Club for the last couple of years: a working environment and an infrastructure. Or take our legal centre, the Literary Agents & Scouts Centre: The "engine room" of the Frankfurt Book Fair is the largest business area of this kind world-wide and is located in a hall that remains closed to the general public. This work centre features over 500 tables where literary agents and scouts can meet their business partners. They have an appointment every half an hour, for five days in a row.

What are you looking forward to the most this year?

Firstly to the opening ceremony of the Frankfurt Book Fair. And then to meeting Karl Ove Knausgård in person. I will be moderating the conversation with him on the Wednesday of the fair week in the guest country pavilion, and that really is something very special to me. //

The engine room of the Frankfurt Book Fair is the legal centre. //



Christian Ladake

Nik Komietzky



In Frankfurt, the different worlds come together more dramatically than anywhere else in Germany. //



“Frankfurt actually plays the starring role,” says Dennis Schanz, show runner and principal writer of the new Netflix series “Skylines”. For the man who came up with the screenplay for the series and is responsible for its production process, the metropolis on the Main forms the perfect stage for his crime drama. “Frankfurt is a global city within a small area, where it feels like everything revolves around business. Whether it’s up in the bank towers or down on the street, here, the different worlds come together more dramatically than anywhere else in Germany: rich and poor, civility and criminality, metropolis and provincial life. Frankfurt is a city of contrasts, the perfect stage for human dramas about money, power, love and music.”

“Skylines” tells the story of talented Frankfurt hip hop producer Jinn, who sees the opportunity of a lifetime when the legendary label Skyline Records makes him an offer. Yet when the brother of Kalifa, the label’s boss and a major rap star, surfaces and demands his share, the tide turns and the worlds of music, finance and organised crime clash with dramatic consequences. “We were able to bring on board a lot of well-known artists from the region for this project, and that ensures authenticity,” says Schanz. Azzi Memo, Booz, Nimo and Darmstadt-based rapper Olexesh play fictional characters, while Azad, MC Bogz and Nura appear as themselves. The six-part series launches worldwide on 27 September 2019 on streaming service Netflix. Some 148 million members in more than 190 countries will have access to it. //

SETTING THE SCENE

Why Frankfurt/Main is playing the principal role in the new **Netflix series “Skylines”**.

BY MARTIN ORTH (TEXT)



Rap star and label boss: Murathan Muslu plays Kalifa

Christian Ladake

LOCALS

Nine out of 5.8 million: Anyone who's familiar with these **faces and stories** knows what makes FrankfurtRhineMain tick.

BY PETER LÜCKEMEIER (TEXT)

> FrankfurtRhineMain has always been a place of new ideas and new minds, ahead of their time and with resonance far beyond the region. The anniversary of the Bauhaus reminds us of Ernst May, who was building modern, functional, affordable buildings when Walter Gropius and his colleagues in Dessau were still refining their theories. Meanwhile, it was only on the 90th birthday of philosopher Jürgen Habermas that it really became clear just how much the Frankfurt School influenced the student movement, and just how much Haber-

mas, probably Germany's most prominent philosopher, influenced modern society. And as we celebrate the 20th birthday of Offenbach techno club "Robert Johnson", we are reminded of DJ Sven Väth, who was already being called "the Godfather of Techno" when Germany was still singing along to hits by Dieter Bohlen. Three examples from the past. Today, too, though there are people whose ideas and projects impact far beyond the region and are typical of FrankfurtRhineMain. After all, they are also the product of diversity, openness and tolerance. **∞**

picturealliance.dpa



Namika

Singer

Namika's real name is Hanan Hamdi. Her grandparents on her mother's side came to Germany from Morocco in the early 1970s. She was born in Frankfurt in 1991, grew up in the district of Goldstein, and was inspired by music from an early age. Aged nine she began to rap, scoring her first hit with "Lieblingsmensch" in 2015, and her tour in the autumn of that year sold out immediately. The next hit came in 2018. Once heard, never forgotten: "Je ne parle pas français" – "hört sich irgendwie nice an".



Sebastian Vettel

Racing driver

Sebastian Vettel can do a good parody of celebrities like Franz Beckenbauer or Boris Becker, yet he's a star in his own right: the youngest ever Grand Prix World Champion in 2010 and World Champion three more times after that. In 2015 came the move to Ferrari. Since then he has been somewhat short on luck, but he can take comfort in the successes of Eintracht Frankfurt football club, of which he is a huge fan. Or he can come home every now and again. Few will forget his "home run" of 2010, when he sped through his home town of Herten in his 750-HP race car in front of 120,000 fans.



Anja Gockel

Fashion designer

Anja Gockel makes fashion colourful and fun. The Designer of the Year 2017 applies her style to women like Queen Silvia of Sweden, Marietta Slomka and Barbara Schöneberger. She comes from Mainz and still lives in the city, where she has her studio, although she shows her collection at the Hotel Adlon in Berlin every year, too. With her fashion, this cheerful perfectionist aims to make women visible. Incidentally the entrepreneur, who founded her label in London, is married and a mother to four children.



Sebastian Herkner

Designer

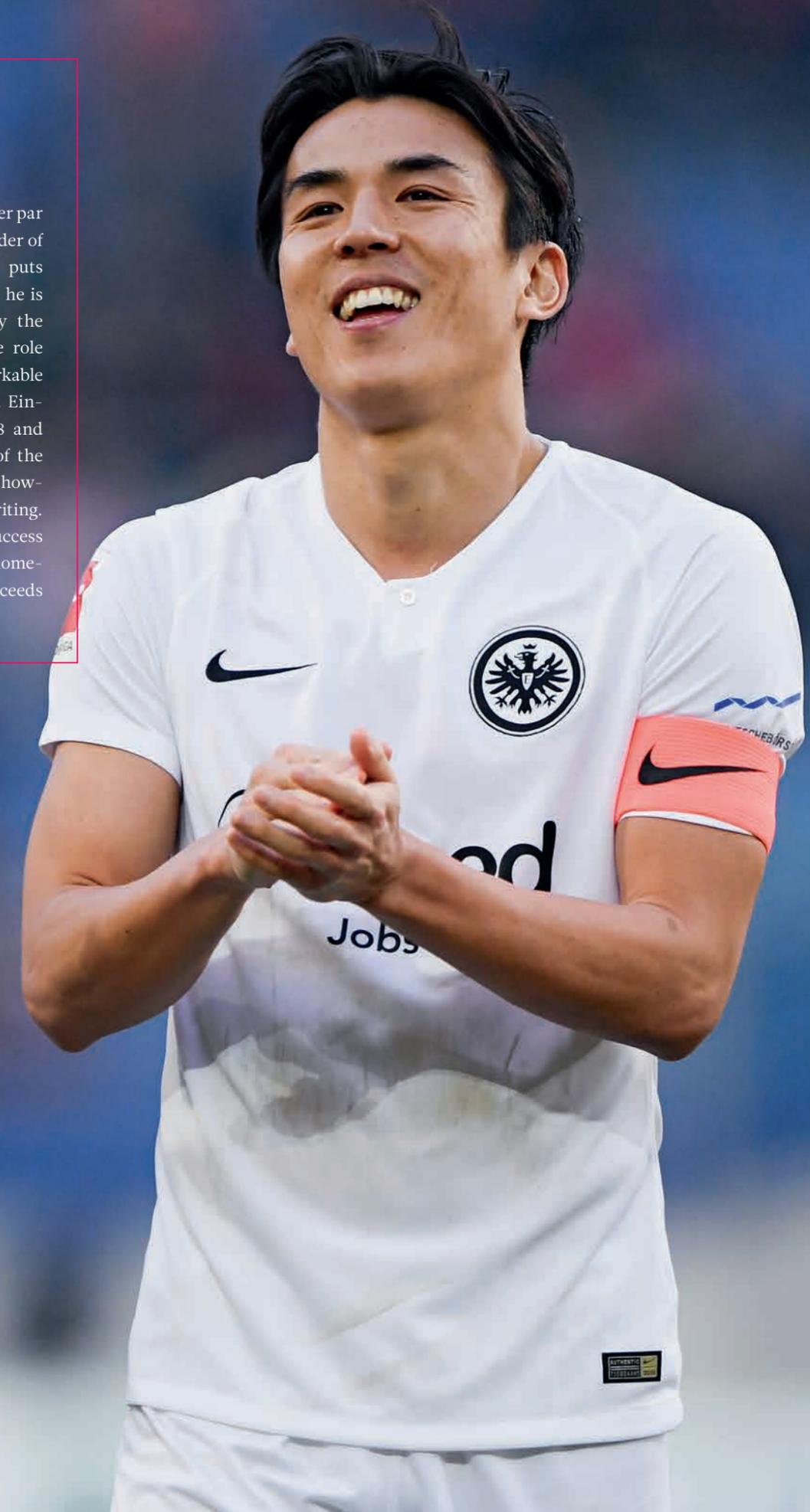
Sebastian Herkner is the star among German product designers. He was recently voted Designer of the Year 2019 at the industry's trade fair in Paris, Maison & Objet. Yet although he feels at home in cities the world over, he has remained true to his chosen home of Offenbach. It was there that he studied at the HfG University of Art and Design and he still has his studio there today. His latest work is a reinterpretation of the "Frankfurt Chair" for Thonet. "It should really be called the 'Offenbach Chair'", he says with a wink.

Ingram Korch

Makoto Hasebe

Footballer

Makoto Hasebe is a team player par excellence. The central defender of Eintracht Frankfurt never puts himself in the spotlight, but he is every bit the star. The way the 35-year-old reinterprets the role of the "libero" is utterly remarkable – not to mention successful. Eintracht won the Cup in 2018 and made it to the semi-finals of the Europa League 2019. Hasebe, however, prefers meditating, or writing. His book about 56 rules for success became a bestseller in his homeland, and he donated the proceeds to the victims of Fukushima.



picture alliance/angelblick/CEB

Senna Gammour

Author

Senna Gammour doesn't mince her words. That's clear from the title of her latest book, "Liebeskummer ist ein Arschloch" – "Heartbreak is an asshole". The daughter of Moroccan immigrants, she grew up in the northwest of Frankfurt and initially made a living as a waitress. As part of girl band "Monrose", she notched up numerous top-ten hits. When the band dissolved, she built a career as a comedian and social media star. Her forte? "Talking rubbish and giving advice." The relationship guide went straight to number one in the paperback rankings.



picture alliance / Eventpress



picture alliance / dpa

Ata Macias

DJ

Ata Macias changed the nightlife of FrankfurtRhineMain. A born-and-bred Frankfurter with Greek origins, he founded the "Robert Johnson" techno club in Offenbach 20 years ago when other nightclubs were still playing hits by Dieter Bohlen. Even now, the club consistently ranks among the world's best. DJ Ata, however, likes things a little quieter these days – he sets up bars and restaurants instead. Two of his establishments, "Plank" and "Club Michel", set the trend in Frankfurt's train station district.

Joybrato Mukherjee

Professor

Joybrato Mukherjee was always one step ahead. A professor of English language and literature at 29, president of Giessen's Justus Liebig University at 36, the youngest in Germany at the time, and now designated president of the German Academic Exchange Service (DAAD). The son of Indian immigrants, he was born in the Rhineland and has lived in Giessen since 2004. Nevertheless, the world is his stage. The University of Giessen is extremely well connected, and the DAAD is the world's largest organisation for academic exchange.



Jonas Katermann

Nele Neuhaus

Writer

Nele Neuhaus's career reads like a fairytale: When she began writing in 2005 no publishing houses were interested in her manuscript. She therefore had 1,000 copies of her novel printed at her own cost and promoted them at readings that were sometimes attended by just a handful of people. Then this young woman from Schwalbach am Taunus caught the attention of publishing house Ullstein Verlag. Now, each one of her new crime novels immediately becomes a bestseller – with plenty of local colour surrounding the Taunus investigator duo of Oliver von Bodenstein and Pia Kirchoff.

Galby Genser/lalif

ACTING WITH FORESIGHT

How Dr Rainer Waldschmidt and Dr David Eckensberger from Hessen Trade & Invest are aiming to advance the region as **a business location in a tumultuous global environment.**

> We often hear about punitive tariffs, looming trade wars, and Brexit, but what implications do these issues have as pertains to world trade?

RW: These turbulent times are the hallmark of today's global economy. This can be seen in the considerably increased mutual tariffs imposed between the United States and China and threats of even further increases. A sharper tone has also been adopted in discussions between the United States and the European Union, particularly regarding EU automobile and steel exports to the United States. The primary focal point within the EU is undoubtedly Brexit, a topic that has been plagued with a plethora of unresolved regulatory issues. This has in turn served to further amplify the already high level of uncertainty.

What impact has the aforementioned unrest had on Hessen's ability to effectively conduct foreign trade?

RW: Hessen's foreign trade endeavors have proven to be quite robust on the whole, however we must understand that perseverance will be essential to ensuring continued success. Although Hessen's 2018 exports exceeded the 2017 figure by 1.6%, it should be noted that the rate of growth has shown signs of slowing. This clearly demonstrates the importance of closely monitoring the current developments particularly in light of the fact that the United States, China, and the United Kingdom constitute Hessen's foremost trade partners.

Looking specifically at Hessen, how would you assess the situation regarding international companies pursuing operations in Hessen?

RW: Hessen has maintained its status as an internationally recognised highly attractive investment location. There has been an

especially large rise in the number of UK based companies establishing a foothold in Hessen. Hessen's Minister of Economics Tarek Al Wazir recently captured the situation in a nutshell by explaining that Hessen benefits from its central location at the very heart of Europe as well as from a robust infrastructure, a unique pool of highly qualified professional specialists, and an excellent network of respected universities. An outstanding quality of life and a vibrant cosmopolitan atmosphere round off the list of merits.

What is the significance of the growing number of international companies electing to establish operations in Hessen? Where are these international companies from?

DE: Our statistics show that Hessen's top investor is undoubtedly the United States (54 companies), followed at some distance by the United Kingdom (29), which surpassed China (22) this year. Furthermore, companies based in Japan, India, and France certainly value the business location of Hessen and its robust companies operating in the financial services, IT, chemical, pharmaceutical, metalworking, and automotive manufacturing sectors. I think we should congratulate Hessen's local and state-wide business development agencies on a job well done.

What types of investments are we talking about here and what services do you offer to prospective investors?

DE: We primarily advise companies seeking to newly establish, relocate, or expand operations in Hessen. The business location of Hessen is precisely our area of expertise and we create custom-made location specific packages for investors. In doing so, we work closely with the regional and local business development agencies, the Infrastructure Bank of Hessen, and the Enterprise



Dr Rainer Waldschmidt is CEO of Hessen Trade & Invest GmbH (HTAI)



Dr David Eckensberger

Efforts must be made to continuously expand our investor relationship management platform in order to secure a high level of direct investments in Hessen.

// **Dr David Eckensberger**
Head of the Department of International Affairs at HTAI

Hessen Trade & Invest GmbH (HTAI) is the business development agency of the State of Hessen. The organization provides services targeting innovation focussed and technology driven companies across Hessen as well as foreign investors and international companies already operating in Hessen. HTAI provides support to foreign companies throughout the entire process of establishing operations in Hessen as well as support to companies from Hessen seeking to gain a foothold in countries outside of Germany.

Europe Network. And we also make a concerted effort to bring the right partners together, for example in the search for innovative technologies.

What developments can you see on the horizon?

DE: Efforts must be made to continuously expand our investor relationship management platform in order to secure a high level of direct investments in Hessen. Expansions constitute a key component of this process.

RW: This means that we must assist investors already established in Hessen in becoming more firmly rooted in their locations. HTAI is ideally suited to provide this support, as the organisation has repeatedly demonstrated its profound expertise in the areas of international positioning and innovation. We are making a noticeable impact among the Hessen wide network of business development agencies and have thereby successfully fostered positive growth throughout the entire state of Hessen.



Christof Harwardt,
Foundation Expert at
Taunus Sparkasse

BENEFACTOR COMMUNITY

Doing good in a world without interest yields: Taunus Sparkasse shows how community-minded investment and professional management make it possible to achieve attractive returns

> For foundations, the enduring period of low interest rates represents a huge challenge. Ever more small and medium-sized foundations, which are not able to fall back on the financial expertise of specialists, are reaching their limits because they cannot achieve the returns necessary for their specific purposes. In one of Germany's most foundation-rich regions, the Stiftergemeinschaft der Taunus Sparkasse, the bank's Benefactor Community, is achieving above-average distribution yields. Christof Harwardt, Head of Private Banking at Taunus

Sparkasse, tells us about their success story, which began ten years ago.

Foundations are becoming ever more important, with the private commitments of foundations replacing or supplementing state services with ever greater frequency. It's a trend you are no doubt familiar with.

Absolutely. More than half of the 23,000 foundations in this country were established after the millennium, i.e. in the last 18

years – with more than 550 set up last year alone. Altogether, these foundations boast estimated assets totalling 100 billion euros. Even if this number is still relatively low compared to other countries, there is likewise a clear development in Germany. In fact, foundations are becoming ever more important for our society, and interest in this topic remains unbroken.

And it's a development that Taunus Sparkasse recognised early on...

Exactly. In 2009 we established our Benefactor Community. It now boasts 66 foundations, of which eight are community foundations. This is the result of ten years of intense work.

How do you manage to get people excited about foundations? Ultimately, setting up a foundation involves a lot of effort and expense.

That's exactly where our Benefactor Community comes in. We make it easy for people – together with our partner, the Deutsche Stiftungstreuhand. The idea is to make it possible to set up a foundation in your own name with your own individual goal even with a relatively low investment sum. On top of this, the Hochtaunus and Main-Taunus districts are among the most affluent in Germany. There is a strong willingness to get involved in foundations as many people want to leave behind something meaningful. We can help them to achieve above-average disbursements.

How does it work in a world without interest returns?

Through communal investment of the foundation assets and professional management under the umbrella of the Benefactor Community. In the ten years since the Benefactor Community was set up, the distribution payout has averaged 3.7 percent per year. That's extraordinary in this market environment and makes us a leader among the benefactor communities of German savings banks. The Benefactor Community distributes the jointly managed foundation assets across various investment classes and has also expanded the equity ratio appropriately. This way, although it may not be able to avoid fluctuations, it can manage them.

And the Taunus Sparkasse itself has set up its own foundation within the Benefactor Community...

"Kinder lachen" – the foundation for child refugees. The aim behind it is to give children, once they have arrived in Germany, an opportunity to become familiar with our culture and to identify

We are able to achieve above-average disbursements.

// **Christof Harwardt**
Head of Private Banking
at Taunus Sparkasse

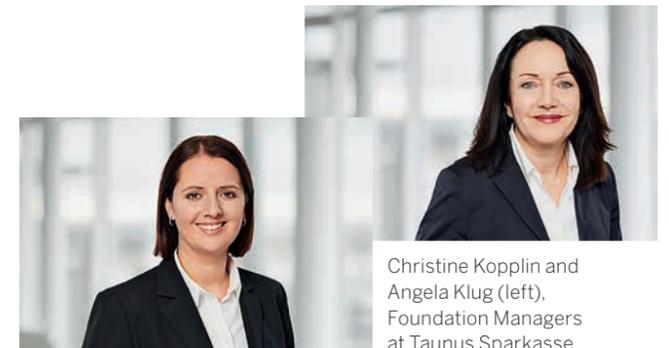
with it. "Kinder lachen" therefore funds initiatives and projects in the areas of language, sport and culture within the Main-Taunus and Hochtaunus districts. We established the foundation with start-up capital of 100,000 euros. Since then, further donations have been added to the foundation's assets. There's one very specific feature of this foundation, however...

And what's that?

"Kinder lachen" is a consumption foundation, whereby the foundation capital can be paid out in full over the years. And that's precisely what we aim to do. As such the money can go to worthy projects and initiatives relatively quickly and directly. This kind of consumption foundation is therefore an attractive model.

One final question: What is the trajectory for the next ten years?

We are in a good position, having intensified and professionalised the support we offer our customers. Within our generational management, Christine Kopplin and Angela Klug, who are both Generation and Foundation Managers, assist foundations with asset matters, but also help customers with succession issues. Of course, we plan to promote our Benefactor Community more intensively. We want to bring on board plenty more people aiming to do good in future too, so that we can continue to write our success story together with them.



Christine Kopplin and
Angela Klug (left),
Foundation Managers
at Taunus Sparkasse

WE HAVE LIFT-OFF

Air taxis, cable cars and e-highways:
What the **future holds for mobility**
in FrankfurtRhineMain.

BY ALEXANDER JÜRGS (TEXT)

> **The machine doesn't require a lot of space**, and certainly no landing strip. It lifts off silently, vertically into the sky, electrically powered by 18 rotors, and is both emission free and autonomously controlled. The air taxi takes its two passengers up over the city's roofs and to the airport, where it lands softly, allowing them to alight – not long before they board a larger flying machine ...

A scene from a science fiction movie? No, airport operator Fraport sees this as soon becoming reality. Frankfurt Airport wants to test the use of the mini-helicopters and has teamed up with Volocopter in order to do so. Based in Bruchsal, just south of Heidelberg, the company has developed and already intensively tested a so-called multicopter. The air taxi had its first outing in Dubai – and was so successful that the emirate now wants to switch a quarter of its public short-distance traffic to autonomous transport by 2030.



Frankfurt Airport and
Volocopter want to
connect traffic nodes
in the cities

Air taxi

The regional association wants to deploy cable cars for the European Football Championships in 2024

Cable cars

sergy - stock.adobe.com



The new flying machines are no longer virgin territory for Fraport.

The use of drones in the operational workflow of a major airport has already been tested with the program “FraDrones”. The Volocopter is to connect hubs in the cities, with a route to the airport being tested as part of this. An efficient connection to the existing transportation infrastructure has priority. “Autonomous flying will fundamentally change aviation,” says Fraport board member Anke Giesen. “We want to be the first airport in Europe to tap into the potential of the electric air taxi together with pioneer Volocopter.”

There won't be a single big solution. It's the right combination that's important. //

FrankfurtRhineMain as an international hub is about to witness a sea-change when it comes to transportation. Alternatives are needed in order to reduce the environmental impact and enhance the quality of life. Those in charge know: There will not be a single big solution. What's more important is the interplay between the projects. In relation to this it pays off to think in all directions – as well as in new dimensions.

When the cable-car idea arose, people first thought it sounded “crazy”. In the meantime however, the number of prominent backers to the idea has grown. “Cable cars have great potential,” Jürgen Follmann, Professor of Civil Engineering at the Darmstadt University of Applied Sciences euphorically explained in an interview recently. According to Follmann, such aerial tramways are an effective device when it comes to combatting traffic jams and overcrowding on trains because they use new routes which furthermore may be approved and built quicker than traditional routes.

The FrankfurtRhineMain regional association supports research into the potential the technology offers. In May it initiated a cable car day. Association director Thomas Horn firmly believes that new aerial cable cars will be employed in the region very soon.



eHighways

Charging up battery-powered trucks is already being tested on the A5 motorway between Langen/Mörfelden and Weiterstadt

E-mobility is a central component in the forthcoming changes in urban transportation. //

Bicycle traffic is another important topic. Frankfurt wants to lead the way with a bike-friendly remodelling of its inner city. 75 kilometres of new bike lanes are to be created in the centre of the metropolis by 2023. Not to forget, there are also commuters who want to cover longer distances by bike. For them, cycle highways are to be built. Their underlying principle: The quality of the paths must be high to allow cyclists to ride fast – a good surface is required and ideally no intersections that would slow things down. This is already making it more attractive to switch to the bike when travelling to work. One of these fast bike tracks already exists – it runs between Darmstadt and Frankfurt. The ground-breaking ceremony was in 2018. The regional association is already planning further routes. //

“I see urban cable cars not as a vision but as a clear goal,” said the politician. “The first gondolas should be floating in our region in time for the European football championship in 2024.” Fans could then for example get to the stadium via cable car – which would take a great deal of strain off the traffic situation around the football arena.

A central building block to the change in urban travel is e-mobility. Electric cars help reduce emissions. This is also important with a view to averting the threat of driving bans. Wiesbaden is leading the way in this respect and has made great progress: Through the acquisition of 56 electric busses the city will shortly be switching a fifth of its fleet of busses to electro-mobility. Buying these busses is not the end of it. The transport company’s depot needs to be converted, charging stations have to be put into operation, a detailed plan according to which rhythm the busses need to be charged is being compiled.

A spectacular pilot project in the realm of e-mobility is in operation on the A5 motorway between Langen/Mörfelden and Weiterstadt: The Hessen state e-highway for motor trucks. The Federal Ministry for the Environment is financing the project, which has cost close to 15 million Euros. On the five-kilometre test stretch, special trucks run on electricity provided by overhead contact wires. These overhead wires have been installed in both directions on this section of the motorway. When the sensors in the roofs of the trucks recognise an overhead wire, they extend a contact wire. The motor of the vehicle is then fed electricity, its battery is charged. Once the vehicle disconnects, it continues to run electrically until the battery is empty, at which point the hybrid engine runs on diesel. Powering up with electricity while driving: The principle has great potential.

Bicycle highways

Cycle routes without intersections that slow down bike traffic will speed up getting from a to b on your bike





NAVIGATING THE JUNGLE

As a new central point of reference, "Station" offers an **overview of the start-up scene** in FrankfurtRhineMain.

At the end of 2018 a new central point of reference was set up for the start-up scene in FrankfurtRhineMain in the form of "Station". The aim is to help people navigate the region's dense start-up jungle, based on the knowledge of four proven start-up experts (photo). Paul Herwarth von Bittenfeld was the initiator and driving force behind Rhein Main Startups, and it is his news portal that is being continued in the form of Station. Daniel Putsche is Managing Director of Candylabs and initiated Startup Safari FrankfurtRheinMain. Carolin Wagner successfully established the format and will continue with it under the umbrella of Station, and Timm Leibfried joined the team later on, taking responsibility for content and news topics.

Together, these four have plenty to offer. Along with current news and stories from the start-up and innovation environment of FrankfurtRhineMain, Station aims to give a comprehensive overview of the ecosystem: from events to jobs to an index of start-ups. The co-initiator of Station was Wirtschaftsinitiative FrankfurtRheinMain, which sees potential primarily in linking up younger founders with more established member companies. The next big Station event is already on the horizon. On 16 and 17 October 2019, the Startup Safari will take place for the third time. Here, more than 100 start-ups, accelerators, incubators, corporate innovation labs and co-working providers will offer current insights into the scene.



In 2018 the start-up scene in FrankfurtRhineMain was the title topic of FRM



TAB Sounds 2018 / FrankfurtRhein Main GmbH/International Marketing of the Region

ACTION FOR MORE ATTENTION

An **art project** in Frankfurt's Bahnhofsviertel neighborhood caused quite a stir.

For years the initiative TAB, Taunusstrasse Arts and Bits, has been busy hosting art actions and rock concerts on behalf of the Frankfurt Bahnhofsviertel district. The association made up of creatives, artists and restaurateurs invites locals and visitors to rediscover the Taunusstrasse, as well as other forgotten corners of the Bahnhofsviertel.

In August 2018 they presented a further highlight: Alongside a concert the initiative implemented a street art project (photo). With a special permit from the city, coloured strips were painted onto the tarmac of Taunusstrasse that stretched across the entire street on a segment spanning about 200 meters. Responsible for the project was music manager Florian Jöckel, who as the president of "Guilty 76" cycling club also left his artistic mark on the Tour de France 2019.

Frankfurt's Head of Economic Development Markus Frank praised the Bahnhofsviertel event: "We think it was a great success and hope to repeat it next year."



Ministry of Economics, Energy, Transport and Housing, State of Hesse



Business & Bembel

Do you know what a Bembel is?

If not, this is not a bad thing. However, what you should be aware of is how we can support your company in Hesse with its future expansion!

We can assist your company with access to the local ecosystem including contacts at all levels and across a broad range of industries. With our support, you will be given access to customized technology and location consulting, European-focused consulting and funding advice.

Join us on the road to success! Our experts are here for you. And we can also explain what a Bembel is ...

Hessen Trade & Invest GmbH
Konradinerallee 9
65189 Wiesbaden, Germany
+49 611 95017 8203
info@htai.de



www.invest-in-hessen.com

FrankfurtRheinMain. Beyond Expectations.

FrankfurtRheinMain is more. Much more than you might expect. It's green and beautiful. Cosmopolitan and dynamic. Lively and very liveable. International and networked. With a population of 6 million from nearly 200 nations, the heart of the region is the booming economy. Goods and digital services from around the globe flow through the region – across fields and forests, rivers and vineyards. Here planes take off for destinations around the world, and innovative start-ups take off for business. Here knowledge and culture flourish, thanks to the diverse landscape of academic institutions and creative industries. Here you will find a metropolitan region with so much more helping you to succeed.

Find out for yourself.
Discover FrankfurtRheinMain!

FrankfurtRheinMain
Die Wirtschaftsinitiative

The network of companies
in FrankfurtRheinMain
www.die-wirtschaftsinitiative.de