

Factsheet

ICT-Location Hessen – Customers, Diversity, Culture

Hessen is not only the location for high-tech research, leading enterprises and world-class infrastructure. It is also the place

- to develop and sell your products,
- to meet European partners in an easy-for-all setting,
- to accommodate and integrate your family in an educated and culturally rich environment as well as the place
- for you to enjoy your precious leisure time.

Customers

General

- After UK Germany is the other most significant European Investment location (Oxford Intelligence, 2007)
- Germany is the most attractive HQ location in Europe (Ernst&Young, 2006)
- Hessen, to be exact the little town of Gelnhausen next to Frankfurt, is the geographic center of the European Union (EU-27).
- About one quarter of all direct foreign investments to Germany go to Hessen.

Economic sectors

- Frankfurt in Hessen is Germany's financial center and the most important financial center on the continent (European Central Bank, Germany's top Stock Exchange, EUREX, over 300 banks.
- In addition, further important service industries are insurances, transport and communication as well as business service industries (consulting, advertising).
- Major manufacturing industries in Hessen are: chemicals and pharmaceuticals, motor vehicles, electrical engineering, machinery.
- 10% of German goods are produced in FrankfurtRhineMain.
- Hessen as one of Europe's high-tech regions. Research institutions: roughly 30 universities, 5 Max Planck Institutes, 32 Technology and Start-up Centers, >100 scientific research institutions
- Hessen is a location for trade and expos with a long tradition. With more than 53 trade fairs and up to 2.5 million visitors each year, Messe Frankfurt is both the oldest and the largest trade fair center on the continent.

Consumers

- In a radius of 150 miles around Frankfurt you can reach 45 million consumers.
- Hessen is no 1 of the German non-city states – with a GDP per employee of 67,000 € Hessen ranked top in Germany in 2006. Only Hamburg has a higher productivity.
- Purchasing power in the FrankfurtRhineMain Region: 18% above German average with a GDP per capita in 2006 of more than 33,000 EUR

International community

- People from 195 different countries feel at home in Hessen
- Roughly 100 Consulates in FrankfurtRhineMain
- 180 foreign business- and culture-clubs
- Cosmopolitan atmosphere with centuries-long tradition
- 11 international schools and more than 20 international kindergartens.
- Wide variety of international service providers (lawyers, tax consultants, doctors, ...) with excellent language skills
- International theatres and cinemas
- Internationally recognized medical centers
- Welcome festivals for foreign guests

Hessen – there's no way around us.

Culture

Discover the home to

Johann Wolfgang von Goethe (born 1710), Matthias Claudius (1740), Georg Christoph Lichtenberg (1742), Adolf Freiherr von Knigge (1752), Friedrich Hölderlin (1770), Clemens Brentano (1778), Bettina von Arnim (1785), the brothers Grimm (1785, 1786), Arthur Schopenhauer (1788), Heinrich Hoffmann (1809), Fjodor Dostojewski (1821), Johann Philipp Reis (1834), Ernst Leitz (1843), Karl Ferdinand Braun (1850), Emil von Behring (1854), Paul Ehrlich (1854), Rainer Maria Rilke (1875), Otto Hahn (1879), Paul Hindemith (1895), Ludwig Erhard (1897), Theodor W. Adorno (1903), Oskar Schindler (1908), Alexander (1908) und Margarete Mitscherlich (1917), Konrad Zuse (1910), Elvis Presley (1935), Volker Schlöndorff (1939), Joschka Fischer (1948), Hartmut Michel (1948), Horst Ludwig Störmer (1949), John McEnroe (1959), Timo Boll (1981), Nico Rosberg (1985) and so many other writers and composers, athletes and actors, artists and directors, philosophers and politicians, entrepreneurs and scientists that were born or lived in Hessen.

Relax

... by exercising or watching sports

- 37% forest in FrankfurtRhineMain
- Outdoor-Sports: canoeing, trekking, biking,...
- More than 40 golf clubs, 6 water parks and a variety of spas and wellness-centers
- Premier league teams e.g. in soccer, handball, basketball, volleyball, american football, hockey, ice hockey
- Sports events like the Iron Man Germany, Frankfurt Marathon, World Cup Ski Jumping Tournament in Willingen, the horse-riding tournament "Pfungstreitturnier" in Wiesbaden

...by visiting museums, operas and theatres

- Science museums like Liebig-Museum (Chemistry) and Mathematikum in Gießen, Explora museum, Museum of communication and Senckenberg Museum in Frankfurt or Cybernarium in Darmstadt
- Art museums like Museum for Applied Arts, Museum of Modern Art, Städel Art Museum, Schirn Art Hall in Frankfurt, Museum Mathildenhöhe in Darmstadt,
- Cultural museums like Brothers-Grimm-Museum and Lions Castle in Kassel, Saalburg Roman fort (The limes) close to Bad Homburg, Jewish Museum, Museum of World Cultures, Goethemuseum, German Architectural Museum, Porcelain Museum and German Film Museum in Frankfurt
- Operas and theatres like the state theatres in Darmstadt, Kassel and Wiesbaden, the Opera Frankfurt or the opera festival in Bad Hersfeld as well as the English theatre and the Forsythe Company in the Alte Oper Frankfurt

Enjoy

- Drinks like the world-famous Rheingau Riesling wine or the wide-spread regional specialty Applewoi (apple wine) as well as various regional liquor specialties
- Food like cutlet with sauerkraut and mashed potatoes ("Rippsche mit Kraut"), sausages like Frankfurter or "Ahle Wurst", "Green sauce" – or of course top-level international cuisine
- Cultural events like Documenta (Modern art, Kassel), Night of the Museums (Frankfurt/Offenbach), Luminale (Lighting event throughout RhineMain), Rheingau Music Festival or so many other wine and folk festivals
- International Film Festivals like goEast (East European films), Africa Alive (Pan-African Festival), Nippon Connection (Japanese films), Verso Sud (Italian films), Turkish Filmfestival Frankfurt, Festival del Cine Cubano, Festival de Cine Venezolano, Cinelatino (Latinamerican films)



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