

FRM

The magazine on the FrankfurtRhineMain metropolitan region

Lifestyle What you can enjoy outdoors in FRM — **Excellence** What the German Meteorological Service says about FRM — **Discoveries** Which crafts workshops offer top-quality products in FRM — **Excursions** Where to go best in European Cultural Heritage Year — **Info** What the new www.find-it-in-frm.de online portal has to offer — **Facts** What makes FRM knowledge region so strong — **Media** How the international press views FRM

Issue 2018

>
English
Edition

Start-ups in FRM

Strong ideas
for tomorrow's
world



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



A BLEND OF DYNAMISM AND QUALITY OF LIFE

FrankfurtRheinMain is increasingly taking the limelight in the international start-up scene. Because the region possesses decisive advantages for founding new companies. Young entrepreneurs from the ICT, life science, e-commerce and financial technologies sectors thus praise its dynamic climate, digital infrastructure, access to financial resources, and the networking opportunities. Another benefit: the corporate structure. As the “big ships” consisting of the financial services sector, industry and the service sector have all discerned the significance of the small “start-up boats” for their own businesses. Offering both sides opportunities for dynamic partnerships.

The region’s ideal transportation links including Germany’s largest airport and its open, international climate support that momentum. Then there’s the diversified tertiary education scene, which stands for well-trained staff and vibrant interaction between business and research.

FrankfurtRheinMain offers a great quality of life. The Taunus hills near-by offer countless outdoor pursuits. Such as cycling, mountain-biking or hiking. And then there are the water-lovers, who so like the Rhine, the Main and the lakes.

The region possesses a rich cultural scene. Theatres, concert halls, cinemas and much more besides all beckon. This tradition is reflected in countless historical gems, a history that is still lived, as the many projects for the European Cultural Heritage Year show.

FrankfurtRheinMain is a blend of dynamism and quality of life – of tradition, present and future!

Peter Feldmann
Mayor of Frankfurt am Main



A PLACE FOR FLYING HIGH AND RELAXING

“Frankfurt start-ups have entered the ranks of the Top 10 in the Global Start-Up Ecosystem Report 2018” raved TechQuartier Frankfurt in April 2018. Together with Silicon Valley’s Startup Genome, the start-up centre for the first time rated the scene in Frankfurt-RheinMain. And the results were astonishing. For example, the region has one of the most experienced pools of founders in the world and the best-educated talents anywhere. In this issue we shed light on the vital, international, and strongly growing start-up scene in FrankfurtRheinMain and present people who will soon be the talk of the town.

Since the modern world of work also includes striking the right work-life balance we’ve also looked around the region and identified outstanding sports and leisure-time opportunities – from cliff-climbing at the Eschbacher Klippen to swimming in Riedsee, from downhill biking in the Taunus hills to outdoor kart driving at Reiskirchener Dreieck. The German Meteorological Service in Offenbach has, after all, forecast a great summer ahead.

Along with digitisation comes the wish for handmade products. “Made in Germany” in many cases actually should read “Made in FrankfurtRheinMain”! Three exclusive workshops, from a long-standing instrument maker to a specialty watch maker and a craft beer brewery – all told us their stories. And last but not least a series of photos takes you to five magical places in Frankfurt-RheinMain in European Cultural Heritage Year. The images speak of art movements and industrialisation, of the ancient Romans and the region’s former powerhouse and intellectual and cultural centre.

But check it out for yourself! Wishing you lots of fun browsing through the new issue of FRM.

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

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FrankfurtRheinMain

FrankfurtRheinMain
Verein zur Förderung der Standortentwicklung e.V.

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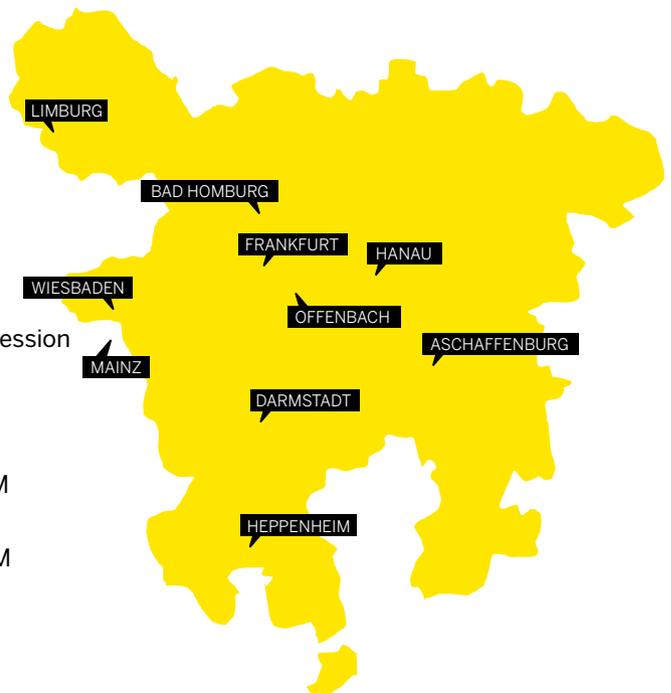
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IMPRINT

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 7501-0, 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.

Editorial Office Editor-in-Chief: Peter Hintereder, Martin Orth (Managing Editor) tel. +49 69 7501 4352, fax +49 69 7501 4361

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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

13,000

new jobs
in 2017



FRANKFURT

WIRTSCHAFTSFÖRDERUNG FRANKFURT
- FRANKFURT ECONOMIC DEVELOPMENT - GMBH

www.frankfurt-business.net

688,600

people working
in the city



741,093

people living
in Frankfurt



€181,600

gross value added by each
working individual makes
Frankfurt the most productive
industrial location in Germany



10.5

million m² of office space make
Frankfurt the fourth biggest
office market in Germany

FRANKFURT. FIRST CHOICE.



71,000

people working in
manufacturing



1

economic development
which is there for everyone



Start-ups in FRM Digital, networked, international, technology-driven, growing fast – here the team at Acomodeo



GOOD CLIMATE FOR HIGH-FLYERS

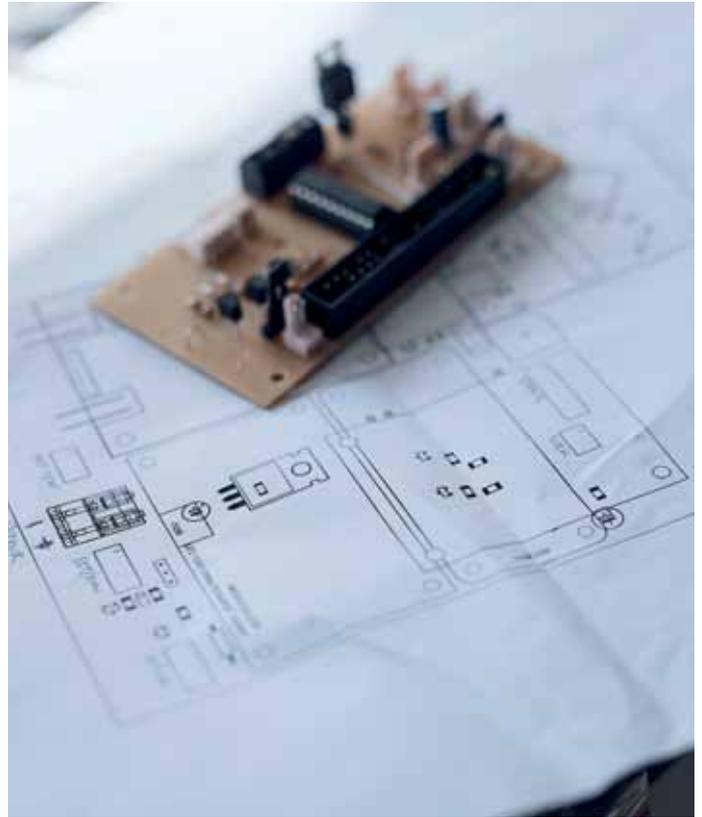
Co-Working Spaces, Investors, Accelerators – FrankfurtRhineMain is the hot spot of a vibrant international start-up scene. A story about people, ideas, and successes

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

Acomodeo Eric Krausch and David Wohde needed only two years to turn the platform-based agency for serviced apartments into a world leader



Tec4Med The founding team led by Martin Voigt (on the r.) believes there's a huge market for its smart cooler – in the life sciences





Eric Krausch has just arrived from Shanghai. He was negotiating there with possible partners for the Chinese market. Because Acomodeo, his start-up, is growing fast. Eric Krausch and his co-founder David Wohde founded the platform that arranges serviced apartments for business travelers in 2015 in Frankfurt. Today, they are agents for more than 220,000 professionally managed apartments in 106 countries world-wide, with 40,000 units under exclusive contract – meaning they already cover one quarter of the world market. Permanent customers include four DAX-listed corporations and over 300 small and medium-sized enterprises (SMEs). For them, serviced apartments are more cost effective than hotels for stays of longer than seven nights – and using Acomodeo the billing is easier than with private accommodation. The young start-up is thus fast becoming Germany's AirBnB for serviced apartments.

So when did they get the idea? Eric Krausch and David Wohde are standing in the loft of their Frankfurt head office close to Goetheplatz and tell their story – not in biz-speak, but more like buddies. While studying business administration, David worked for an agency that provided serviced apartments. That was in 2012. His job: to accommodate TV crews during the Olympic Games in London. One week before the Games opened, the agency went belly up. David was stuck in London with no money in his pocket, and the TV crews without apartments. What to do? The clients paid him direct and he found lodgings for all of them. That was the initial spark. David founded an agency and continued the business – for the World Cup in Brazil in 2014 and the 2014 Winter Olympics in Sochi. In 2015, his friend Eric, who was busy helping develop a digital market place for vintage cars, came into the picture. Together from 2015 onwards they set up the Acomodeo platform that made the process of finding accommodation considerably easier. After a few attempts to secure financing came to nothing, in early 2016 an investor based in Singapore came on board. And things started really rolling. Acomodeo is currently growing by 5,000 units a month – with 100 % client satisfaction in February 2018. Which translates into: world market leader within only two years. “We’re sitting in a rocket,” Eric quips, “which wobbled a bit on blast-off but is now really hurtling along!”

Change of scene: In an industrial park on the outskirts of Darmstadt Martin Voigt and Julian Poths of Tec4Med are tinkering away at their invention, a smart cooler box for applications in the life science. Martin had the idea in 2014 when helping out at the World Cup in Brazil to transport samples for doping checks. Not a simple task using conventional means, above all given Brazil's climate and infrastructure. On the flight back from São Paulo to Zurich he came up with a concept. He then made the first prototype in his

We're sitting in a rocket that is now really hurtling along!

 **Eric Krausch**
Co-founder of Acomodeo

parent's garage. Despite being a mechanical engineering graduate, he couldn't realise the project on his own, so got Nico Höler on board as an expert for finances and marketing. Julian Poths is in charge of project development. All three study at TU Darmstadt. In 2017 they together founded Tec4Med Life Science GmbH, and two investors put up a seven-digit figure. The box is scheduled to go into mass production this year, and the team now boasts 10 full-timers.

The trick with the cool box: It can do quite a few novel things. The “Nelumbo” (from lat. nelumbo = lotus blossom, a plant that can actively regulate its temperature) actively cools in various areas, with the cool-chain data being monitored via the cloud. Moreover, it is grid-independent and easy to carry. Meaning the smart cool box is destined for use in the growing market for domestic clinical studies carried out with patients at home. Moreover, it can be used to transport organs, for pharma logistics or for vaccination campaigns in the Global South. Tec4Med intends to develop a smaller model for diabetes patients soon. Can the swift development and growing responsibility also be a burden? “Nah, I've always dreamed of being self-employed,” Martin Voigt says. “And the market for logistics for clinical studies alone is worth 2.5 billion bucks.” Which gives a strong and safe base.

René Klein, himself a founder of the now leading and largest platform fuer-gruender.de based in Frankfurt, has been closely following the start-up founder scene with a knowledgeable eye since 2010. In early 2018, on the basis of 176 founder competitions and 752 winners in Germany, he identified the “Top Start-Ups 2017”. He discerns a noticeable upturn in FrankfurtRhineMain. “In Frankfurt, the FinTechs predominate as it is a financial centre, in Darmstadt the start-ups tend to be more techy owing to the Technical Uni there,” he says. However, he distinguishes between founders and start-ups. As a rule, founders are individuals who finance their small companies the classical way, work hard, but do not promise any great growth potential. Start-ups, by contrast, are primarily founded by teams with scalable business models that grow through technology. They rely on venture capital and fail more frequently. Not all of the estimated 500-600 start-ups in FrankfurtRhineMain are as successful as local hero



TechQuartier Managing Director
Sebastian Schäfer wants to
establish the start-up ecosystem
FrankfurtRhineMain in the top
international league



Carlo Kölzer, who three years ago sold his start-up 360T, a forex trading platform, to Deutsche Börse for 725 million euros. Statistically speaking, for every 100 new foundations of greater business significance, there are 83 companies abandoned, so the German Federal Statistical Office says.

Sebastian Schäfer sits in the front window at Frankfurt's TechQuartier. He studied in Tübingen and Tokyo and while doing his Ph.D. at Goethe University headed the "Unibator", the uni's business incubator. Since the foundation phase in 2016 he has been Managing Director of the TechQuartier, which regards itself as a "community to trade ideas". Across the two spacious floors of a high-rise at Frankfurt's trade fair grounds, 100 start-ups, 30 corporate partners and five universities collaborate. All close at hand, swift decisions, countless support formats – co-working at its best. Sebastian views the development with satisfaction, although sometimes things are not going fast enough for his taste. "We want to become even larger, grow faster, and be more successful, not physically but as a network," he says.

The Hessen State government initiated a masterplan in February 2018 – to transform the FrankfurtRhineMain region into an

**We want to
grow faster, not
physically but
as a network.**

 **Sebastian Schäfer**
Managing Director of TechQuartier

internationally recognised tech region and the leading FinTech hub on the continent within the space of five years. Sebastian is the mind behind the masterplan and has already laid out the basic strategy. The TechQuartier cooperated with Plug and Play, the world's largest start-up accelerator based in Silicon Valley. With this strong partner behind it, the idea is to create Europe's largest multi-corporate innovation platform. And in June, Sebastian launched a central online platform to improve networking: techobserver.org. All of this should help to strengthen start-up ecosystem FrankfurtRhineMain and give it a higher profile.



Accelerator Frankfurt Finn Maria Pennanen and Israeli Ram Shoham found what they were looking for in FrankfurtRhineMain: talent and money

People speak of a functioning start-up ecosystem if certain preconditions prevail at a particular location. That includes not just start-ups, but co-working spaces, incubators, accelerators, investors, companies, colleges and service providers. 32 founder centres and 18 co-working spaces have emerged in FrankfurtRhineMain in recent years. Universities and companies are championing the masterplan. “Frankfurt-RhineMain is Germany’s most important transportation hub, the most important financial centre on the continent, and the largest Internet node in the world,” commented Hessen’s Minister of Economic Affairs Tarek Al-Wazir when presenting the masterplan at the TechQuartier. We thus have everything in place a good start-up ecosystem needs.” In the Global Start-up Ecosystem Report 2018 Frankfurt already scored high as a FinTech cluster and is mentioned as the “future hub of the new tech era”.

The Accelerator Frankfurt has been based in TechQuartier since 2017. Maria Pennanen and Ram Shoham build bridges between start-ups and investors to enable the former to get on the market, or rather, they accelerate the process. To date, they have supported 26 start-ups – with the emphasis on FinTech, blockchain and cyber security. In the current portfolio there

are five start-ups: two from Israel, two from Germany and one from Singapore. Their latest success story: Secured Touch, a start-up from Israel in which leading global financial service provider Arvato Financial Solutions has a stake. Secured Touch enables a smartphone to recognise its user without a password being required.

Like almost no others Maria and Ram are in an ideal position to make international comparisons. The Finn and the Israeli got to know each other in 2010 in Shanghai. She was B2B Vice President Sales for a Finnish corporation, he was an investment banker active in corporate finance. They swiftly recognised that their strengths went well together and founded a consultancy in Hong Kong. Via Tel Aviv they returned to Europe after the financial crisis, worked in Helsinki, Amsterdam, Berlin, Tallinn, Stockholm and London – and in this way closely familiarised themselves with a wide variety of start-up ecosystems before coming to Frankfurt. They were searching for a “blue ocean”, a market where there is no competition, and they found it in Frankfurt. Their Accelerator was the first and only one in Frankfurt. “A mass of talent, a lot of money, favourable prices and a perfect transportation infrastructure,” says Ram. “Now that’s FrankfurtRhineMain.”



YOUR FUTURE IN FRANKFURT-RHINEMAIN

A new online portal supports international experts starting out in a new life



FrankfurtRhineMain International Office

> Business in FrankfurtRhineMain is booming, companies are looking for new staff and offer good prospects. Never before were the opportunities better for foreign experts to find a job in Germany's most international region. To make arrival and orientation easier, the Frankfurt-RhineMain regional association has now launched the www.find-it-in-frm.de portal. It offers international experts and people interested in studying detailed info relating to living and working in the FrankfurtRhineMain metropolitan region.

The topics range from immigration regulations via job searches and the education

system to learning German. International students can find out all about the diverse range of tertiary education institutions and the conditions you need to fulfil to study in the region. And there's info on everyday matters, such as hunting for a flat, childcare and leisure-time fun. The online offerings are rounded out by a consultancy office: the FrankfurtRhineMain International Office. The team not only runs the portal, but is also at hand in person by phone, email, the social media or in one-on-ones to provide support and advice.



www.find-it-in-frm.de/en

ANKOMMEN

BAHN

HOES

VIERTEL

NACHT

16.8.18

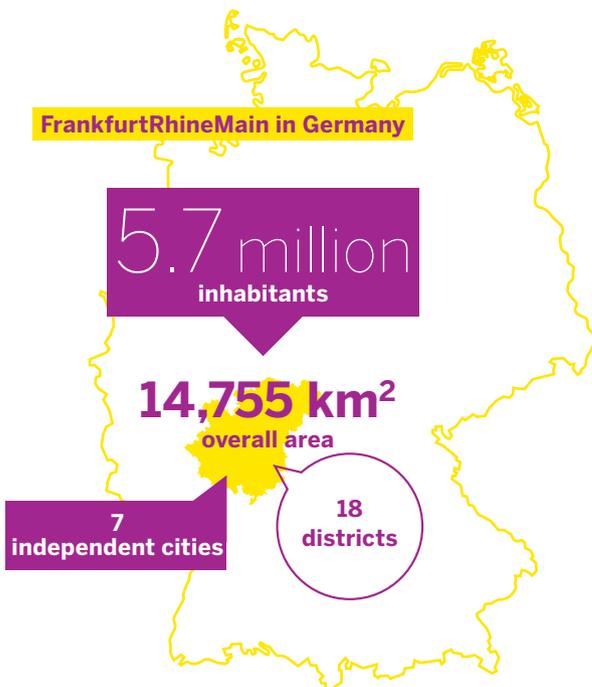
GESTALTUNG: BUERO SCHEINER

STRONG KNOWLEDGE REGION

FrankfurtRhineMain is a leading international centre for business.

Knowledge is becoming an ever more important resource here. The 2018 Knowledge Atlas provides the facts and figures

BY MARTIN ORTH (TEXT) AND MARTIN GORKA (ILLUSTRATION)



> **Did you know that in FrankfurtRhineMain** labour productivity is well above the average for German metropolitan regions? Did you know that almost 20 percent of the workforce in FrankfurtRhineMain are university graduates? The 2018 Knowledge Atlas proves this and shows: FrankfurtRhineMain is a global financial centre, a leading logistics hub, and the most international region in Germany. And in FRM people are studying and doing research, advising and manufacturing, developing and creating. The knowledge region, an initiative by the Frankfurt Chamber of Commerce and Industry, the Regionalverband FrankfurtRheinMain and Wirtschaftsinitiative FrankfurtRheinMain, has compiled the Knowledge Atlas. It is intended to show how strong the region is, and give an idea of how the region could be strengthened still further. The picture that emerges: a region with innovative corporations, a multi-faceted economy, well-

2
European
schools

9
international
schools

The knowledge region

30
tertiary education
institutions



232,884
students

22
institutions run by major
research associations

64
cluster &
network initiatives

85
endowed professorships

The economic region

1.1 million
employees in industry

193,000
employees in
high-tech fields

18
co-working
spaces

37,000
employees in R&D



2.3 million
employees



32
start-up centres

420,000
corporations

EUR 5.5 billion
for R&D

EUR 242 billion
gross domestic product



11
technology &
industry parks



35
international
trade fairs

Tertiary education institutes in FrankfurtRhineMain and student numbers



■ Universities and tertiary education institutes with the status of an university
■ University of applied sciences
■ Art academies

Excl. Public administration colleges and Theological Colleges



229,840
students at
25 tertiary education
institutes in
FrankfurtRhineMain

trained inhabitants, front-line universities, important research establishments, strong international appeal, and not least an outstanding infrastructure. Because FrankfurtRhineMain is definitely in the top league of European economic hubs. But in order to continue to play that role you have to know what your strengths and weaknesses are.

Well-educated people are a region's greatest capital resource as regards its international competitiveness and strong future prospects. Given the dearth of skilled labour elsewhere, FrankfurtRhineMain scores heavily with two real assets: Young people from abroad can choose from nine international and two European schools, where they can gain an international high-school leaving certificate in the form of an International Baccalaureate (IB, see: Box). Moreover, there are countless bilingual schools in the region. The sheer spectrum of languages taught is amazing – alongside English there is French, Spanish, Russian, Chinese and Korean.

Moreover, FrankfurtRhineMain is home to outstanding and wide-ranging institutes of higher education. The region boasts six universities, 16 universities of applied sciences, and three art and music academies. Together, they cover the entire gamut of subjects, from Archaeology to Zoology, from Computer Science to Engineering, from Economics to Oenology. 

For more, click:

www.wissensportal-frankfurtrheinmain.de/Wissensatlas

**SCHOOLS,
THAT OFFER THE
INTERNATIONAL
BACCALAUREATE**

FIS International School e.V.

Oberursel
www.fis.edu

ISF Internationale Schule

Frankfurt
www.isf-sabis.net

FIS International School

Wiesbaden
www.fis.edu

Goethe Gymnasium

Frankfurt
www.gg-ffm.de

**Strothoff International
School**

Dreieich
www.strothoff-internationalschool.de

**Metropolitan School Frankfurt
gGmbH**

Frankfurt
www.m-school.de

Lycée Français Victor Hugo

Frankfurt
www.lfvh.net

State International School

Seeheim-Jugenheim
www.schuldorf.de

accadis International School

Bad Homburg
www.accadis-isb.de

**Metropolitan International
School**

Viernheim
www.metroschool.de

Herderschule

Gießen
www.herderschule-giessen.de

SAVING RESOURCES THANKS TO DIGITISATION

How can companies use resources more efficiently, and what role is digitisation playing? **A report following the Hessen Resource Efficiency Congress 2018**



How do companies increase their resource efficiency?

What role does digitisation play in the responsible use of commodities? And what is industry in Hessen doing to drive the transformation to a sustainable economy? Questions such as these were discussed by the 300 or so delegates attending the second Hessen Resource Efficiency Congress on 12 April 2018 in Kap Europa in Frankfurt/Main. The event was organised by Hessen Trade & Invest GmbH on behalf of the Hessen Ministry of Economic Affairs.

“Digitisation represents a great opportunity for resource-saving production,” Hessen’s Minister of Economic Affairs Tarek Al-Wazir emphasised at the opening of the Hessen Resource Efficiency Congress. “If we use digital technologies properly they will not only increase the dynamism of our economy, but also decrease our consumption of resources,” the minister said, advocating the effective use of available potential.

In the summer of 2015 in Frankfurt/Main, for the first time, more electricity was consumed than in winter, because the many computer centres based in the city are pushing up energy requirements, Tarek Al-Wazir explained in his opening address to the Hessen Resource Efficiency Congress 2018. Digitisation and the consumption of energy and commodities ought not to be considered separately, the Hessen Minister of Economic Affairs reasoned, and had a positive example to hand: According to the “Monitoring-Report Wirtschaft DIGITAL: Hessen” 34 percent of companies are already reducing their consumption of resources by using digital technologies.

The fact that global challenges require international collaboration was a point made clear following the opening address by Dr. Janez Potočnik, a former EU Commissioner and current Co-Chair of the International Resource Panel of the United Nations Environment Programme. Due to an accident he had to cancel

Dr. Martin Vogt from VDI ZRE and Minister of State Tarek Al-Wazir on stage at the Hessen Resource Efficiency Congress



We can be rightly proud of having created an intelligent combination of various funding programmes which make it easy for companies to produce more efficiently.

Tarek Al-Wazir
Hessen Minister of Economic Affairs, Energy, Transport, and Regional Planning

Hessen supports SMEs in manufacturing, commerce and the service sector with production-integrated environmental protection (PIUS) by means of inter-linked funding programmes, thereby helping them to reduce CO₂ emissions. Specific PIUS consultations present concrete efficiency measures, whose implementation the State subsidises by up to 30 percent. The remaining investment costs can be financed by the Innovationskredit Hessen. For further information please visit: www.technologieland-hessen.de/hessen-pius

You will find impressions and the complete report of the conference at www.technologieland-hessen.de/Hessischer_Ressourceneffizienz_Kongress_2018.



The contents of the lectures from five parallel forums were presented on screens

his attendance at short notice but sent a video message to the congress delegates instead. In it he called for a fundamental change – away from an economic system that fails to honour human sufficiently and does not honour at all the capital that nature is, to a recycling economy, that keeps resources in the production and consumption cycle for as long as possible and to their greatest value.

At the congress numerous practical examples demonstrated how resources can be saved in production processes by using digital technologies. Roland Mandler from OptoTech, the company voted “Hessen Champion” in 2017, explained how in the production of spectacle lenses digital solutions mean workpiece carriers can be done without, thereby saving several steps in the

process. Dr. Hugo Trappmann and Annika Trappmann from Blechwarenfabrik Limburg presented their vision of the “zero energy factory”.

Not least of all, Matthias Wesslowski, probably Germany’s most intellectual magician and fire-eater, added to the enjoyment of the congress. At the end of his show, which livened things up immediately after the lunch break, he conjured up a cake and handed it to the audience: “Everyone can take a piece, but not a big one, so that there is enough for everyone.” And lo and behold: When the Gugelhupf – or Googlehupf – had been passed round, there was actually some left over. The message is clear: Henceforth we need to be just as modest in our treatment of the Earth’s resources.

FINDING THE BEST SOLUTION TOGETHER

When it comes to company successors, **Taunus Sparkasse** is the right partner. **Karl Specht** is in charge of the new section. We spoke with him about the topic, which hinges on trust, personal relationships and emotions

> It's not like corporate succession is a new topic at Taunus Sparkasse. So why have you now created a dedicated section for it?

True! I have assisted companies from all manner of sectors during succession transitions – including cosmetics companies, mechanical engineering firms, facilities management operations, logistics and commercial corporations. They were all exciting projects, but all simply individual projects. In the future, in the case of succession transitions, at Taunus Sparkasse there will be a clear strategic process ranging from an analysis of what the requirements are, to realisation. And, or so we believe, you need the right expertise at our end and above all plenty of time. Time to address the subject over and above all the everyday business.

Essentially, it's about finding a suitable successor, so what then is the challenge?

Many successful SMEs currently face a twofold challenge: On the one hand the companies and the owners will have to address the question of succession at the helm in the next two to three years. In the past, there was a kind of family automatism

involved, with the children continuing what the parents had established. But those days are over. Because ever more frequently the children do not want to take over the successful family business, because they perhaps prioritise a better work-life balance, because they do not want to endanger their “inherited” living standard, or because they want to build up something of their own. Then there's the impact of demographic change. Or because sometimes there were simply no kids. On the other hand, entrepreneurs often haven't had the topic of “succession” on their agendas. They still feel fit or do not want to address the fact that they will need to let go of their life's work. Which leads to them tackling the topic too late.

And what role do you play here?

All that's needed is someone who can address an unpleasant issue such as this in a sensitive way. As head of our corporate accounts section I have supported countless companies for many years now – and pure business relationships have grown into partnerships. Mutual trust creates a good basis for a person to be able to talk about the end of his or her career.



Your main bank must also be able to accept new ideas and personalities. //

Karl Specht has been the manager responsible for corporate successions at Taunus Sparkasse since 1 July 2018

That sounds as though handing over the helm is a protracted process?

Ideally, yes, it is. That's where we come in. In the final instance, the entrepreneur must ask whether he or she is really prepared to pass on what is a life's work to a third party, perhaps a complete stranger. Of course emotions and fears come into play here, in a situation in which one thing is especially important – a healthy feel for reality. Because the objective is to find someone who has the right profile, who fits the company, who is willing to pay a fair price for it, and indeed is able to do so. And that's when the actual transition process starts. The seller has to be prepared to let go and pass on internal company knowledge. The successor often steps into big shoes, has to be able to accept the corporate culture, while at the same time bringing his or her own management style to bear. The company's main bank also has to be able to accept new ideas and personalities. And it helps if you have already got to know each other during the transition process.

What value added do you offer compared with any number of consultancies active in the field?

It's simple: I don't just sign on with the company for the "succession" project, and then leave again afterwards. I live here, I meet my clients everywhere – in restaurants, when shopping, when doing sport. Then it's quite simply a good feeling if I can look them in the eye and know that we are searching for the best solution together – or have already found it. And I can rely on the various specialists in our "Entrepreneurs & Companies" teams and put together the particular team I need – that way we secure

the core factor for success here, namely that the "main bank" transitions too.

But are lots of companies not too large for Taunus Sparkasse to be able to support the succession?

We as Taunus Sparkasse can already achieve quite a lot on our own. Why should a succession issue be anything unlike classical corporate accounts business? And if the project should become too large, we have the strength of the entire Sparkassen Financial Group behind us. Just think, for example, of WI-Bank as a support bank, DA Leasing, Helaba and the other partners for syndicated financing.

Let me close by asking if corporate succession is not a bit a thing of the past. Start-ups are popping up everywhere, shouldn't you be riding the wave?

You're quite right. The willingness to found a start-up seems almost to be greater than that to take over an established company. Surprising really, as with a start-up you initially have no cash flow, but all the risk. Have you opted for the right innovation, does the market need your product, your idea? That is something founders of new companies discover after some time. As a successor you are booking sales from day one. In this regard, we have lots of companies with incredible expertise whose products and services no one wants to get by without – just as no one wants to forgo the taxes and salaries they pay. If I can help those companies continue to exist then I think that is a very strong future focus.

OUTDOOR SEASON

Climb or descend, accelerate or slow down: FrankfurtRhineMain offers countless **extraordinary leisure-time outdoor pursuits**

BY MAXIMILIAN MOHR (TEXT)



SunnySmileStock.adobe.com

1

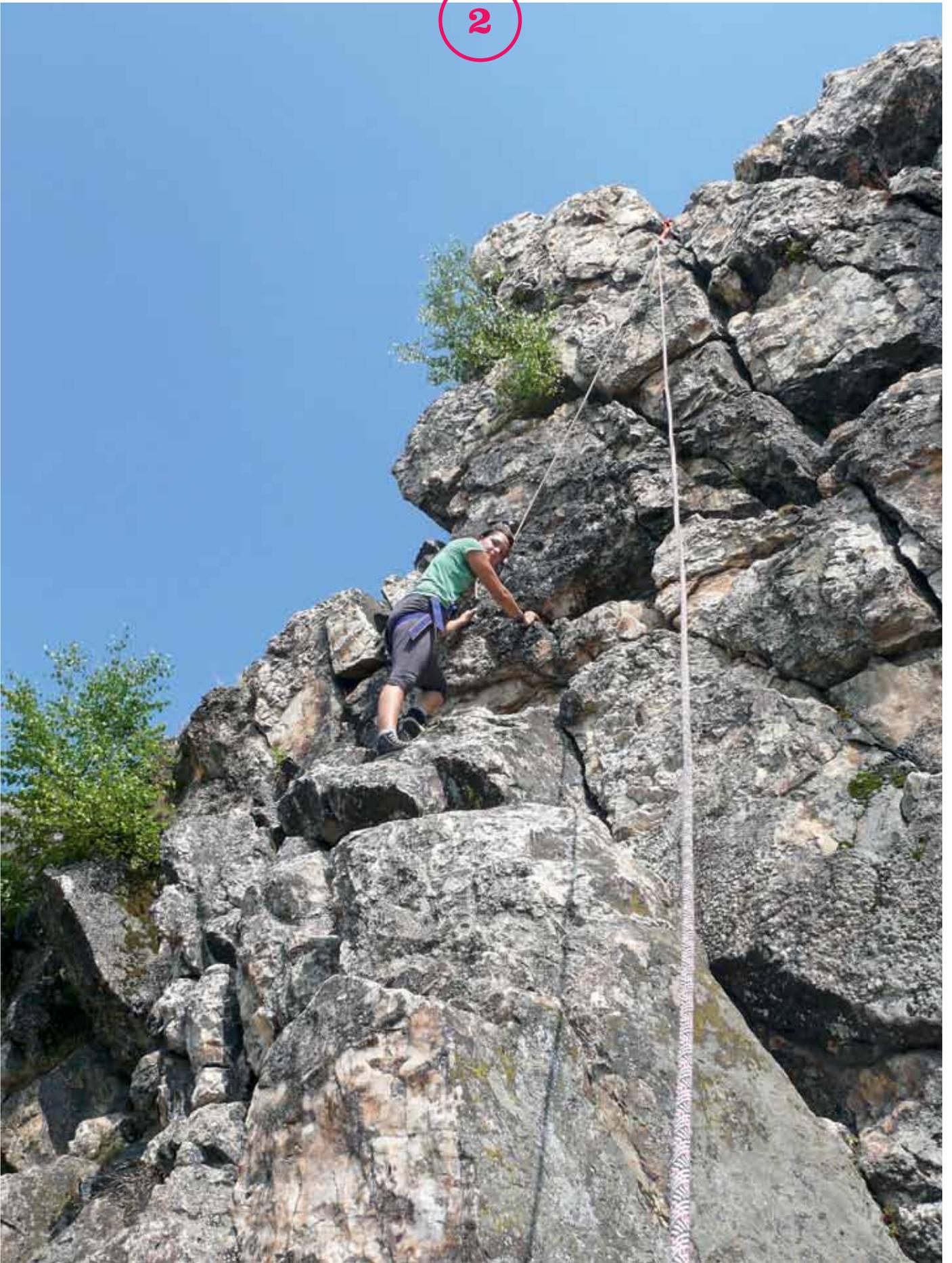
Sports & Leisure

1 Riedsee The region's nicest lake for swimming is in its southwest. Sunny beaches, green meadows and trees affording shade provide for unadulterated relaxation across a full 24 hectares. Ideal for the kids, too: the lakeshore is shallow, the sandbanks reach out several metres out into the lake. The islands are easy to reach and inflatables are allowed. Countless playing fields and sports facilities round things out. Campers should reserve in advance.
› www.riedsee.de

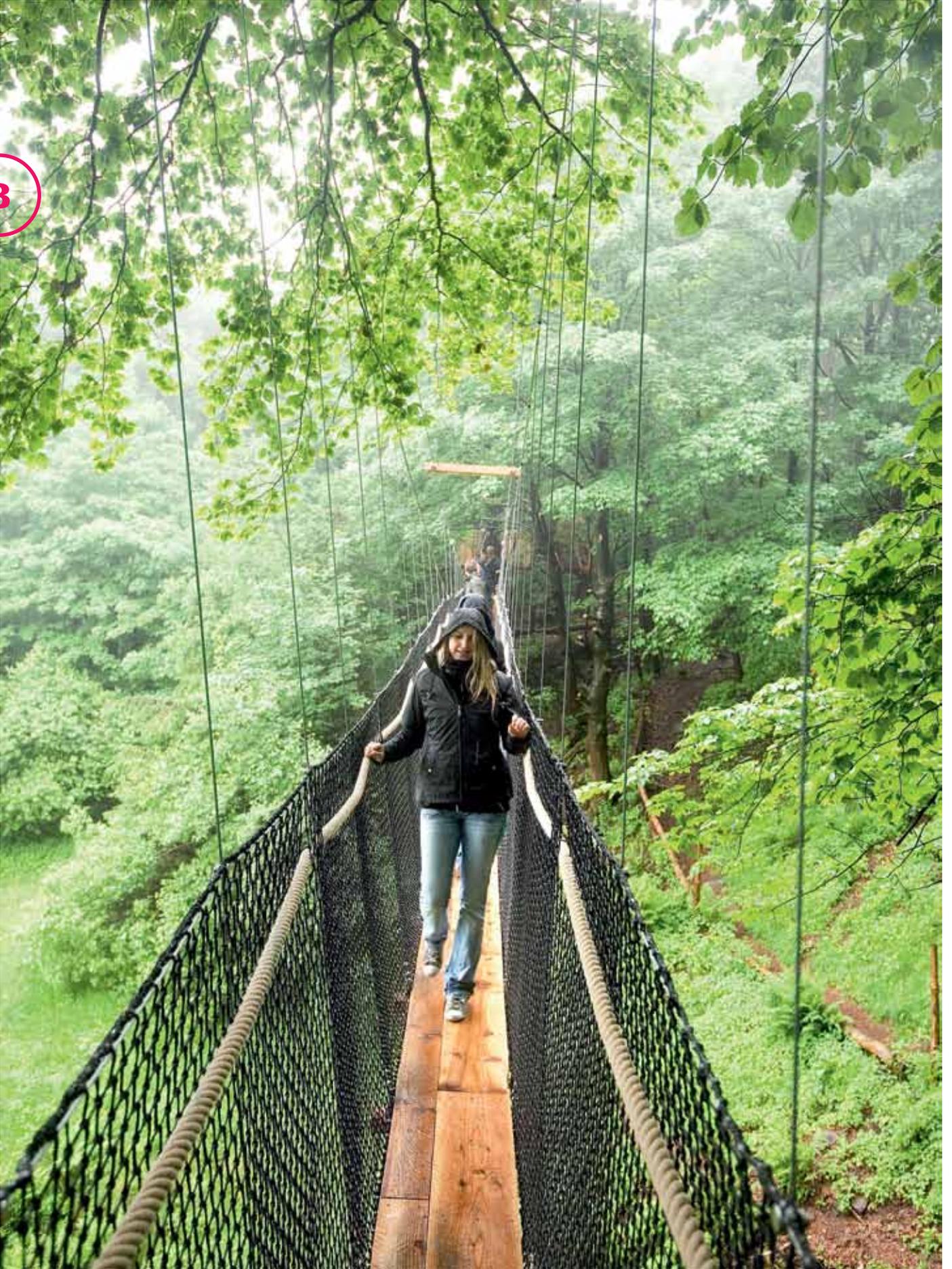


Riedsee.de

2 Eschbacher Klippen These bizarre, sheer rock cliffs rising up to a height of 12 metres in Usinger Land are a paradise for novice climbers and freeclimbers alike. There are up to 30 different routes up the cliffs – of different degrees of difficulty. The spacious meadows at the foot are popular with hikers and picnickers alike, and the cliff concerts each summer a real highlight.
› www.taunus.info



3



Reiner Wohlfahrt



4

3 Canopy trail In the Vogelsberg you can look birds in the eye. Europe's first canopy trail of its kind opened in 2012 at Hoherodskopf. Suspended bridges of 20-50 metres in length run from tree top to tree top at a height of up to 15 metres. You mustn't be afraid of heights, but in return you get breathtaking views and any amount of information at the stops along the route.

› www.baumkronenpfad.de

4 Rugby The annual Frankfurt Rugby Youth Festival hosted by SC Frankfurt 1880 has emerged as the country's largest rugby event for kids. But not only children are flocking to take part in what is an ever more popular sport in Frankfurt, as the SC 80's men's side competes successfully in the German National Rugby League. Simply drop by Dornbusch and watch – or better still take part.

› www.sc1880.de

5 Kart The outdoor kart track at Reiskirchener Dreieck is over one kilometre long and six metres wide – and a tough racing track into the bargain. Meeting international standards, it is one of the few in Germany to have been approved by the German Motor Racing Association. When there are no official races on, you can rent a powerful kart and go for a spin.

› www.kv-oppenrod.de

6 Downhill biking The bike park on Grosser Feldberg in the Taunus hills is where the downhill bikers meet. There are two trails, each 1.7 kilometres long and boasting jumps, turns and obstacles to test your skills. And the inexperienced can also enjoy the thrill of downhill – flags of different colours tell you how tough the section of trail ahead will be. Enjoy, free of charge.

› www.woffm.de

7 Adventure golf The mixture of golf and mini-golf in Gross-Zimmern near Darmstadt is quite unique. Designed by landscape architects there are 18 holes with bridges, caves and a waterfall to get round. Tricky, but a lot of fun, and great natural surroundings. And if you've had your fill, recharge your batteries with a cool drink at the Golf Bar.

› www.fahrwerk.de/golf

8 Hot-air balloon rides Rendezvous with the wind – that's how Klaus Werth describes his passion. With over 1,200 hot-air balloon trips in 30 years, he's head of the oldest passenger hot-air balloon company in Hessen. From the Vogelsberg and Wetterau to as far away as the Taunus or the Rhön – a trip with "Balloon Klaus" promises to be a great moment. True to the motto: Take off and switch off.

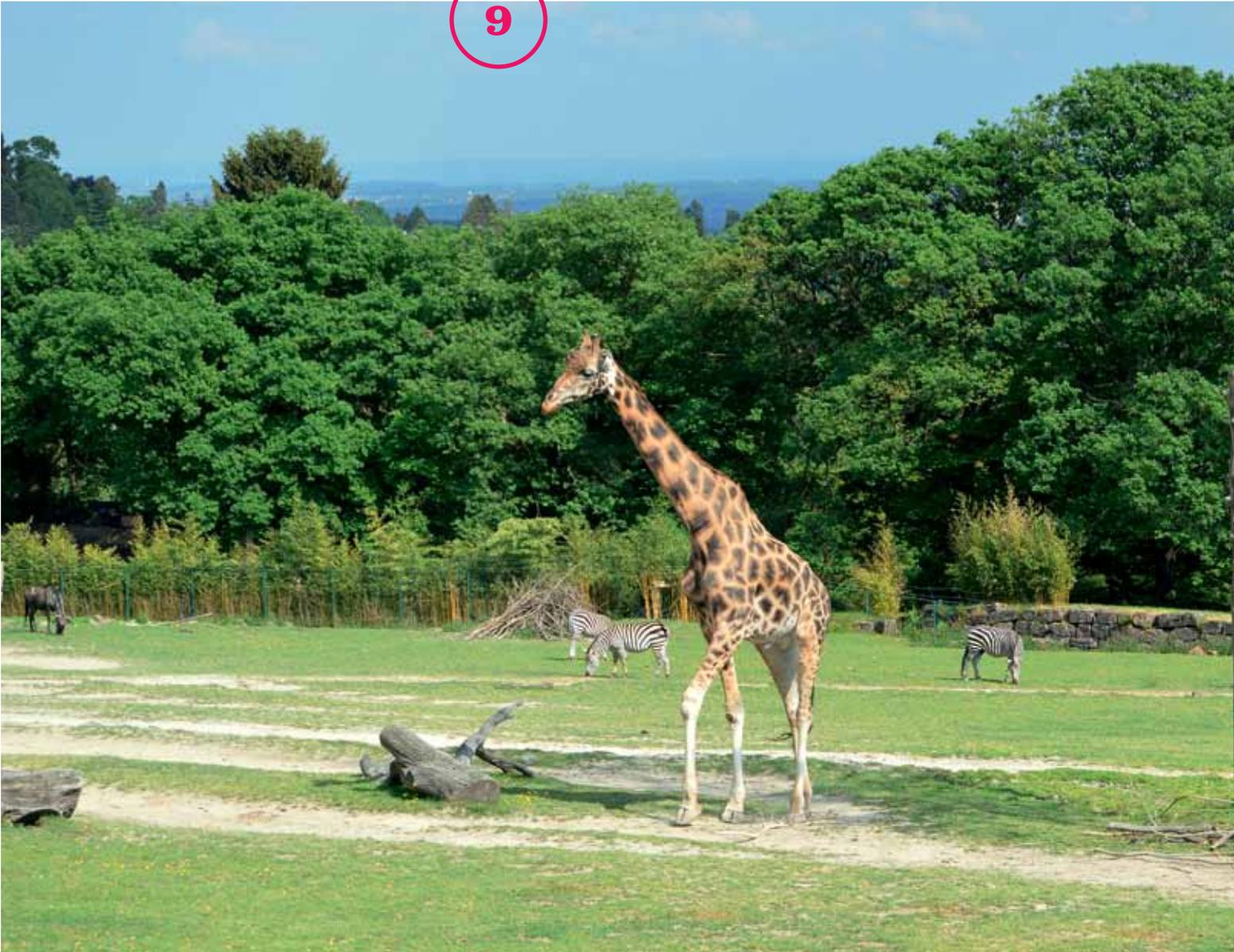
› www.ballon-klaus.de

Fun & Action

5



9



10



Maximilian Mohr (2)



Sascha Erdmann



Kids & Family

9 Opel Zoo One of the most popular leisure destinations in FrankfurtRhineMain nestles in the Taunus foothills. The Opel Zoo spreads across 27 hectares and is home to more than 1,600 animals. The attractions include the giraffe and elephant house. There's a new pool for the jackass penguins, where from behind the glass you can watch them swim and dive. Some of the animals you can even feed.
 › www.opel-zoo.de

10 Football golf It is not only football lovers who can test their skills in a new sport: football golf. And it's not just the goals that count, but the kicks. In football golf you have to score with as few touches of the ball as possible. And there are superb conditions for this at the course in Karben near Bad Homburg. Two trails with a total of 36 holes for pure fun sports.
 › www.fussballgolf-karben.de

11 Hessenpark The open-air museum at the Hessenpark in Neu-Anspach in the Taunus hills offers a great idea of 400 years of life in Hessen – from historical buildings to traditional crafts techniques. On the market square you can buy bread, cheese or even brushes in ancient shops. The regular plant, cheese and farmers' markets are very well frequented, as is the annual Christmas market.
 › www.hessenpark.de

12 Falknerei Ronneburg On the walls of the Ronneburg in the Wetterau you can watch birds of prey and owls close up and learn a lot about hunting wild quarry and nature conservation. During the season from March to October the falconry offers flight displays every day apart from Mondays. And it has a special bird shelter, where sick or injured birds of prey can be cared for before being returned to the wild.
 › www.falknerei-ronneburg.de

13 Alte Fasanerie In the wild park in Hanau you can watch indigenous species of animal such as stags, deer and wild boar close-up, as well as wolves, lynxes and elks. One of the most popular events: the birds-of-prey display. The wild park's best-known inhabitant: Attila the golden eagle, mascot of the Eintracht Frankfurt football team.
 › www.hessen-forst.de

14 Kubacher Kristallhöhle At 30 metres, the highest display cave in Germany lies 50 metres under the ground in Weilburg on the northern edge of the Taunus hills. It dates back to the Ice Age and offers visitors on the guided tours a fascinating view of crystals and rock formations, and you learn a lot about the history of the Earth. And learn even more in the open-air museum next door.
 › www.kubacherkristallhoehle.de

GREAT PROSPECTS

Deutscher Wetterdienst (DWD), the German Meteorological Service, is one of the five most important meteorological services world-wide. The experts in Offenbach also know the FrankfurtRhineMain climate inside-out

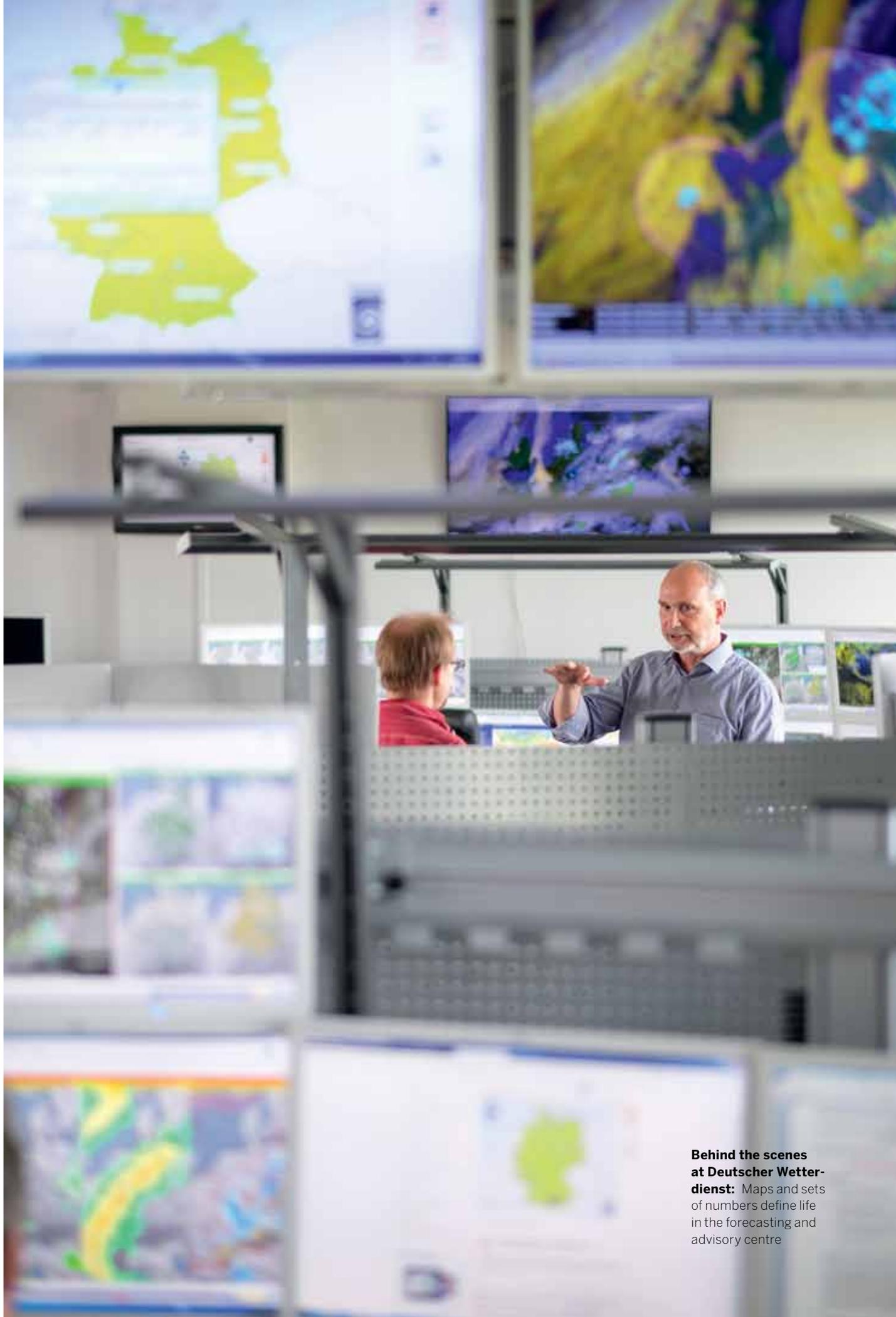
BY ALEXANDER JÜRGS (TEXT) AND TIM WEGNER (PHOTOS)

> **Gerhard Lux is standing in front** of a picture frame with two historical weather maps. The one comes from the British Meteorological Office, the other from the then German Central Meteorological Service. Both show the weather on 6 June 1944, but are fundamentally different. While the Brits forecast a brief high, the Germans did not notice the coming change in weather. Why? Because they lacked data on the weather over the Atlantic at the time.

It was that edge in knowledge that the Allies used to great advantage. When on 6 June 1944, namely D-Day, they landed in Normandy, they took the German Wehrmacht by surprise. “The British and the Americans knew, and the Germans didn’t, that the weather was going to be calm for one or two days, and that the sea swell would ease,” explains graduate meteorologist Gerhard Lux, who is press spokesman at DWD. So the Allies dared attack, and caught the Germans unprepared. Weather forecasts, and they were kept top secret back then, thus influenced one of the key military campaigns of the Second World War. What we can learn from this anecdote still applies: The better and more numerous the weather data available, the more precise the forecasts.

Roughly one million encrypted sets of weather data, information on wind speeds and temperatures, air pressure or rain volume flows into the DWD HQ in Offenbach daily. The data comes from all corners of the earth to FrankfurtRhineMain, where a supercomputer by Cray corporation processes them using models devised by the meteorologists. The huge computer requires more than 500 square metres of space, and each second it can perform over a trillion computation steps. You can’t actually look at it, for security reasons. The forecasts that are created using the Cray can of course be viewed by anyone free of charge: on the DWD website or via the WarnWetter app. The DWD is a federal agency and also provides data to the German armed forces, the emergency services, industry, commerce, transportation and various agencies. And it issues warnings if the weather spells danger.

It’s not just the German weather that gets forecast, so is the weather at around 256 million other places world-wide. One could also say: The global weather is computed on Frankfurter Strasse in Offenbach. German service is one of the world’s top five meteorological services, alongside the services in the United States, Great Britain, France and Japan. The DWD has been



**Behind the scenes
at Deutscher Wetter-
dienst:** Maps and sets
of numbers define life
in the forecasting and
advisory centre



The goal is as accurate a forecast as possible:

Accuracy is now up at 92 percent

Data from all over the world:

In Offenbach they get evaluated using the meteorologists' computer models



Bright and cheerful:

The weather in Frankfurt by annual averages



Hours of sun a day



High for the day



Days with precipitation

Jan	1.3	3.1	10
Feb	2.7	5.2	8
Mar	3.8	9.7	10
Apr	5.4	14.2	10
May	6.7	19	10
Jun	7	22.2	10
Jul	7.2	24.2	9
Aug	6.6	23.9	9
Sep	5.3	20.2	7
Oct	3.3	14.2	8
Nov	1.6	7.6	10
Dec	1.2	4.1	10

Source: Deutscher Wetterdienst

located in Offenbach since as long ago as 1957, and more than 900 people work there, making it one of the major employers in Frankfurt's neighbouring city.

A heavy glass door leads to the heart of DWD, to the forecasting and advisory centre. The staff sit in front of huge screens which display maps or sets of numerical data; they are highly concentrated, the room is hushed, no sense of hustle and bustle. Press spokesman Lux calls the centre the "brain of weather forecasting in Germany". There are round-the-clock shifts, as the DWD cannot stand still.

Rolf Ullrich is a supervisor in the forecasting and advisory centre, the spider at the centre of the web. He is focussing on a report on a warning issued the evening before. The DWD predicted heavy downpours in the foothills of the Alps, but it proved to be a storm in a teacup. "We over-estimated the development in our models," Ullrich says. "That's rare, but it can always happen." The Offenbach experts are busy working to fine-tune their forecasts, tweaking the computational models used. "We are about 92 percent accurate today," Rolf Ullrich says. The DWD is very accurate precisely when it comes to forecasting for the next 36 hours. But there's never 100-percent certainty.

One problem for the weather pundits is for example that a good 70 percent of the world is covered with water and there are therefore no fixed ground stations there. Meaning the meteorologists depend on data from weather buoys, commercial shipping or aircraft; or send up weather balloons to collect data, or simply satellites. On the roof in Offenbach there is a huge parabolic antenna harvesting the data from what are known as polar-orbiting weather satellites that circle the earth about 800 kilometres up. "The volume of satellite data is set to increase further," Gerhard Lux comments.

In Norbert Wetter's office there are a few old measuring devices on the shelves and next to his desk stands a mechanical anemometer in all its glory: it is used to measure wind speed and direction. Norbert Wetter is a member of the DWD Board and is in charge of HR. "We're a preferred employer," he says.

Intensive links to universities and careful recruiting help DWD attract the top experts to Frankfurt/Rhine/Main, Wetter says. Not just "the top meteorological scientists" but also program-



Offenbach is the meteorological city.

Norbert Wetter
Member of the Board of
Deutscher Wetterdienst,
the German Meteorological Service

mers who translate the researchers' "atmospheric models" into computational steps. Wetter feels his agency is well-networked in the region. In fact, DWD does a lot to enhance local awareness of its activities. It regularly hosts art exhibitions, and the canteen and library are open to one and all. On Offenbach's outskirts, together with the City and the Planungsverband Ballungsraum Frankfurt/Rhein-Main, a 'Weather Park' has been created as an exciting teaching and experience trail. "For many people, Offenbach is the weather city," states Wetter with a smile.

So what's it like, meaning the weather in the region? "Frankfurt and the Rhine-Main region are graced by a pleasant climate," says Gerhard Lux. Comparatively little rain, a lot of sun, weakish winds and fewer extremes than in south or north Germany: Most people find this pleasant. What is problematic is air quality in the Rhine-Main basin, "which could be better," Lux says. The DWD also relies on networking here. For many years now it has been advising urban planners on what steps are needed to ensure buildings are more climate-friendly. **W**





FINE ART

How amazingly refined products are hand-crafted.
**Three leading examples of crafts workshops
in FrankfurtRhineMain** tell their story

BY KIM BERG (TEXT) AND JONAS RATERMANN (PHOTOS)



GEBR. ALEXANDER – RHEIN. MUSIKINSTRUMENTENFABRIK Mainz

The horn players at the Berlin Philharmonic rave about the brass instruments made by Gebr. Alexander. They are part of a great lineage. Because back in the mid-19th century no less musician than Richard Wagner turned to the Mainz-based company, founded in 1782, and asked it to build him an instrument for the “Ring of the Nibelungs” with a sound halfway between a French horn and a tuba. The result: the “Wagner tuba”. The big breakthrough came in the early 20th century. In 1909, Gebr. Alexander patented the first fully-detailed dual French horn, the “Modell 103”. By inserting a thumb lever, the horn player could now simply switch from one to the other tone, instead of changing instrument. A minor revolution in the music world.

Today, the 70 employees in Germany’s oldest brass instrument manufactory turn out about 700 instruments a year – mainly French horns. Around 240 steps are involved in turning simple brass tubes into, for example, the Alexander Waldhorn, as Modell 103 is also called. From the mouthpiece to the funnel, all the parts are essentially made in-house by hand. Once they are made, the musicians can test the instruments before purchasing them. “We suggest that if the horn players so desire they can come here and choose the horn they want from among the selection available,” explains Georg Philipp Alexander, at the helm of the company as a member of the founding family’s seventh generation. > www.gebr-alexander.de



Georg Philipp Alexander with a Waldhorn. As MD, he is a member of the seventh generation of the founding family



In-company manufacture of a Waldhorn mainly by hand involves about 240 steps



Master brewer Julian Menner fills the mill with malt. The raw materials for the beer are all regional



GLAABSBRÄU Seligenstadt

Craft beer brewers since 1744. Glaabsbräu in Seligenstadt is a long-standing family-owned company with the spirit of a modern start-up. Now almost 275 years old, the private brewery has always practised the fine art of brewery. And another breath of fresh air was brought by Robert Glaab, who as MD is a member of the ninth generation of the founding family, having in 2015 built a new brewery next to the old one and hiring two new brewing masters. They prioritised a refined, regional and diverse range.

The water used is selected specifically for the beer in question. Malt is procured from a regional farmers cooperative in Frankfurt/Rhine-Main. The hops are likewise predominantly grown regionally. Seven different malts and 14 types of hops lend the beers their unique taste. Unlike any large breweries, Glaabsbräu does not use hop extract but only natural hops. “The hops are the spice that gives the beer its particular taste,” claims Robert Glaab. The different aromas are exclusively produced from the different types of hops, and no artificial flavouring agents are added. Other variations are created by master brewer and beer sommelier Julian Menner. A Bavarian, he occasionally even casts 20 kilos of elderflower into the brew. The upshot is called “Flower Power”. And Frankfurt’s renowned herb mix called “Green Sauce” has also found its way into the beer. At Hessen-Shop the beer sold out in only two days. > www.glaabsbraeu.de



Julian Menner has a fine nose for trends. Below his latest creation “Glaabs Grie Soß”



Watchmaking is at the heart of the company. And it requires the utmost precision





SINN SPEZIALUHREN GMBH Frankfurt

Sinn watches make a statement. Pilots wear them. Or aerospace experts such as Airbus test pilot Klaus-Dietrich Flade. Or stratosphere jumpers like Google manager Alan Eustace. Or explorers like polar researcher Arved Fuchs. Because that is the DNA of Sinn watches. Himself a passionate pilot, Helmut Sinn founded the watchmakers in 1961 in Frankfurt's Rödelheim district and developed functional watches for pilots that boasted countless technical innovations. At the age of 78 he sold the company to Lothar Schmidt. The engineer thereupon expanded the range to a total of 130 models today, from pilots' watches to timepieces for divers or rally drivers. Today, a staff of 110 at the new premises in Frankfurt's Sossenheim district make 14,000 special watches a year.

The constant: a love of innovation. From special waterproofing through to magnetic field protection and tempered surfaces, there are countless special features. Particularly amazing: the technical refinement of the divers' watches. To ensure the non-reflecting legibility of the watch face under water, the watchmaker filled the timepiece with a special oil. It developed the oil itself to ensure the clockwork remains accurate even if temperatures fluctuate between -45°C and $+80^{\circ}\text{C}$. The advantage of the oil is that you can also read the time from a very acute angle, the watch face cannot mist up, and the pressure resistance of the watch is guaranteed for any conceivable diving depth. > www.sinn.de



Sinn procures the clockworks from Switzerland. They are then inspected in Frankfurt under a special microscope (l.)





Mathildenhöhe is a centre of Art Nouveau – and also very popular with boules players

A RICH HERITAGE

FrankfurtRhineMain in the European Year of Cultural Heritage 2018:

A journey in images to five magical places and 12 insider tips

BY CONSTANZE KLEIS (TEXT)

MATHILDENHÖHE DARMSTADT

Darmstadt can also consider itself crowned. In 1908 the 48.5-metre-high “Wedding Tower” was completed at Mathildenhöhe. Its roof took the form of the striking five-spined, sheet copper-coated “crown”. Built in honour of the marriage of Grand Duke Ernst Ludwig to Princess Eleonore zu Solms-Hohensolms-Lich by the Viennese architect Joseph Maria Olbrich. The blue-blooded Hessen Duke and the Austrian master Art Nouveau builder had already been close friends for some time. After all, the Duke had commissioned the architect with an assignment that was as huge as it was unique: the construction of an artists’ colony on Mathildenhöhe. What emerged was a place that lovingly embraces beauty and function, exhilaration and the everyday. The “Acropolis of Art Nouveau” was recently put on Germany’s official proposal list for future UNESCO World Cultural Heritage sites on account of “Outstanding Universal Value”. www.mathildenhoehoe.eu





The Wedding Tower is Darmstadt's landmark. And you can even get married there



SAALBURG BAD HOMBURG VOR DER HÖHE

Ave Antoninus Pius. Anyone wishing to experience history first hand in the world's only completely reconstructed Roman fortress has to pass by the statue of this Roman Emperor. Unique finds document the everyday life of the 600 Romans, foot soldiers and cavalrymen, who in the 2nd century CE guarded a section of the "Limes", the border between Imperium Romanum and Germania magna. They reveal how people lived, were healed, fought, and built back then. How they ate, looked after themselves, and what they believed in. Kaiser Wilhelm II was so taken with it that he made the fortress his favourite project. Between 1897 and 1907 he had the architect Louis Jacobi reconstruct it as a research institute and open-air museum. 100 years later the complex was redesigned as an archaeological park and in 2005 declared a UNESCO World Heritage site. www.saalburgmuseum.de

Tim Wegner (S)





600 soldiers once lived in the Roman Limes fort. Today it is a World Cultural Heritage site

THREE CASTLES AND PALACES ALSO NOT TO BE MISSED

Schloss Johannisburg, Aschaffenburg

Because it puts a crown on the city.
> www.aschaffenburg.de

Schloss Johannisburg, Geisenheim

Because it is the cradle of Riesling.
> www.schloss-johannisberg.de

Veste Otzberg, Otzberg

Because the castle towers above the Odenwald.
> www.tourismus-odenwald.de



The Saalburg is a former Roman fortress. Students of Latin learning their verbs



THREE CHURCHES AND MONASTERIES ALSO NOT TO BE MISSED

Limburg Cathedral, Limburg

A masterpiece of late Romanesque architecture

> www.dom.bistumlimburg.de

Eberbach Monastery, Eltville

Rheingau Musik Festival venue

> www.kloster-eberbach.de

Seligenstadt Monastery

1200-year-old abbey with a monastery garden

> www.schloesser-hessen.de

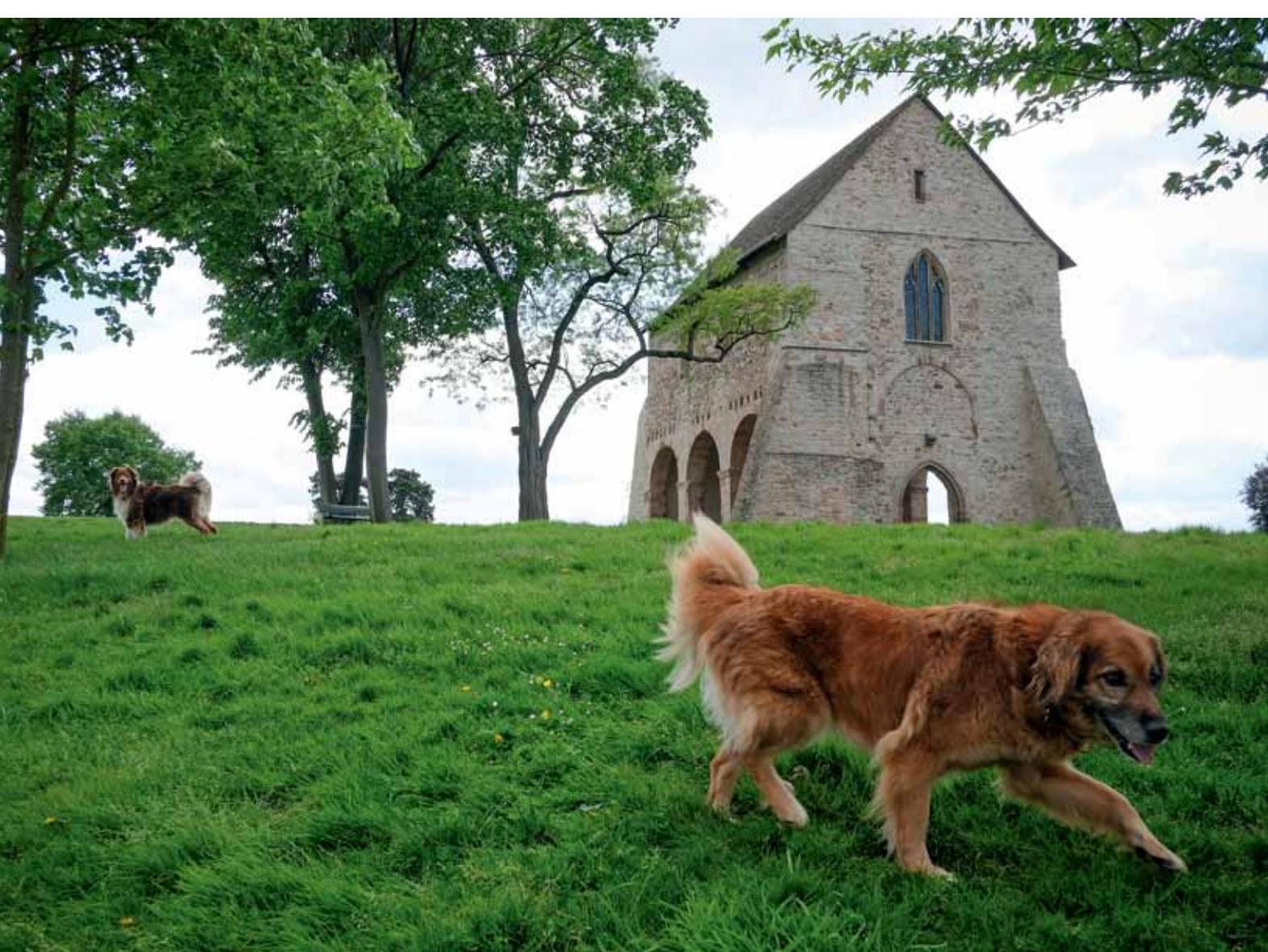


The monastery was a centre of power, study and culture. A family visit is well worthwhile



MONASTERY OF LORSCH

As a visitor to the monastery founded in 764 by the family of the Franconian Count Cancor, you feel as if you are in the very best of company. After all, until 1090 alone around 20 rulers dropped by. Pope Leo IX was here once, to consecrate an altar, and innumerable scholars and humanists came in search of spiritual advancement and classical texts in the picturesque setting of the abbey. Because the monastery was an abbey too, which in 772 went to Charlemagne before in 1232 becoming the possession of the Archbishop of Mainz: It was an early think-tank, famous for its scriptorium and the extensive library. That said, there is also spiritual edification in the splendid complex, which in 1991 was the first place in Hessen to be declared a World Cultural Heritage site. For example, in the Peony Garden, which boasts more than 150 types and species. It was established on account of the significance of the peonies as a medicinal plant, as described in the Lorsch Book of Medications, one of the oldest books about monastery medicine. www.kloster-lorsch.de



Of the complex, the King's Hall, fragments of the basilica and parts of the monastery wall survive





The waterworks in Hattersheim is an engineering marvel. Guided tours provide an insight

THREE INDUSTRIAL MONUMENTS ALSO NOT TO BE MISSED

Peter Behrens Building, Frankfurt

Expressionism in stone
 > www.frankfurt-tourismus.de

Villa Messmer, Alzenau

The tea mogul's castle-like villa
 > www.villa-messmer.de

Ship mill, Ginsheim-Gustavsburg

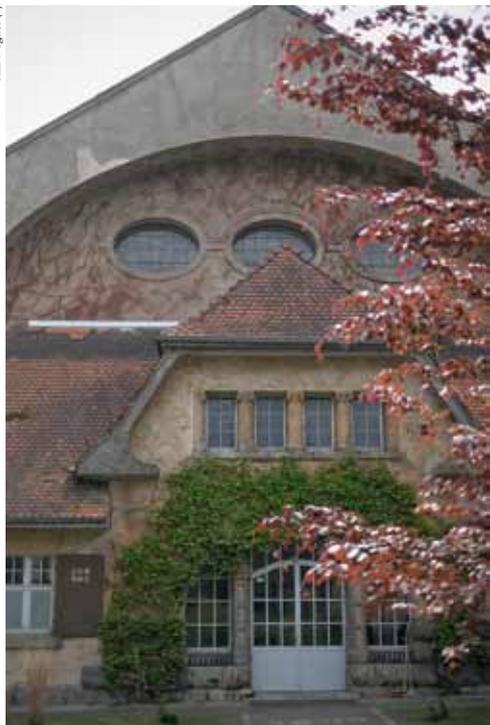
Water mill in the water
 > www.gigu.de



INDUSTRIAL CULTURE DAYS
 From 28 July until 5 August 2018, "Kulturregion FrankfurtRheinMain" invites you to discover the region's industrial culture at over 400 events. For more information please visit www.krfrm.de



The waterworks could help out in emergencies if water supplies get too low



WATERWORKS HATTERSHEIM

Even if you perhaps don't think it possible: This impressive example of beautiful industrial architecture could still be reactivated if ever there is a shortage of water in FrankfurtRhineMain. Like at the time, in the early 20th century, when the construction of the waterworks was intended to satisfy the urgent needs of rapidly growing greater Frankfurt and guarantee the water supply for Hattersheim. The enormous steam engine would still be completely functional, had in the meantime a state-of-the-art centrifugal pump not taken over its work. First and foremost, it is an attraction worth seeing, as several such power units once drove the Titanic. The waterworks has the "home-land protection style" of building, which propagated construction befitting the landscape for its harmonious relationship with the surroundings. www.hessenwasser.de





Beautiful half-timbered houses, small gables and dormers, formidable walls and towers characterise Büdingen's Old Town



Tim Wegner (3), Jonas Ratermann (2)



THREE OLD TOWNS ALSO NOT TO BE MISSED

Michelstadt

Because of the Town Hall dating from 1484

> www.michelstadt.de

Miltenberg

Because of the idyllic setting on the River Main

> www.stadt-miltenberg.de

Frankfurt (photo)

Because it is the world's youngest Old Town

> www.domroemer.de



OLD TOWN BÜDINGEN

Scientists may well insist that it is not possible to travel in time, but then they've never been to Büdingen. With its half-timbered buildings, defence towers, the town gates, and the striking 12th-century castle, which is still inhabited by the Princes zu Ysenburg and Büdingen, the town seems to have survived the last few centuries unscathed. That also applies to the "Beuringer Frääsch", the Büdingen frogs, the town's emblem, which you come across everywhere. They are reminiscent of the rather moist history of the town's founding. Büdingen was built on marshland, the buildings put on oak boards, which in turn rest on beech piles. Wherever there are marshes there are frogs as well, and they were so loud that in 1522 they robbed the newly wed wife of Count Anton zu Ysenburg and Büdingen of her sleep. She gave him an ultimatum: The frogs or me! Just to mention: They both stayed. www.buedingen.info



Büdingen is walk-in history. Frogs were some of the earliest "inhabitants". Nowadays they are celebrated

picturealliance/dpa

“Spending more time here”: a skater in front of the European Central Bank



FRM IN THE MEDIA

The international press discovers the region's many merits

> „Main attraction“. This was the pun that British business magazine “The Economist” used in the spring to explain to its readers how “Frankfurt is wooing London bankers”. The main statement: Frankfurt is the key destination attracting bankers from London, as Frankfurt is quite simply practical. Unlike London, commuters need only a few minutes rather than hours to get to town. Apartments are cheap. And the airport is a mere 15 minutes from downtown. With Brexit looming, the German and international media are increasingly focussing on FrankfurtRhineMain. For example, newspaper “Die Welt” recently described how the “former battlefield of Modernism” turned into a boomtown. And news agency “Bloomberg” even distributed a “Guide to Living in Frankfurt”.

Today, Brexit can already be felt in the numbers: Four of the five major US investment banks have decided to relocate their business to Frankfurt. And four of the five big Japanese banks are now heading for the metropolis on the Main. Then there are another ten banks busy expanding existing capacities in Frankfurt or locating here for the first time. **∞**



“Main attraction”: “The Economist” presents FrankfurtRhineMain as a destination for London bankers



Welcome to **Frankfurt.**

Welcome to Hessen, Germany's **Business State** and **Gateway to Europe.**



© Ivsanmas | shutterstock

10 reasons to choose **Hessen** as a business location

- One of the strongest economies of all German states
- Direct access to the German and European market
- Frankfurt: Germany's number one airport and central hub in Europe
- Leading financial and trading center within the Eurozone
- Strong industries: automotive, electronics and mechanical engineering, pharmaceuticals, chemicals and life sciences
- Europe's leading region for ICT and the world's leading Internet exchange point DE-CIX
- Highly-skilled workforce and top location for research and development
- Available and affordable office spaces and industrial sites
- People from more than 190 countries and 12,500 international companies
- High quality of life



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For more information visit:

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