



Rheinland-Pfalz

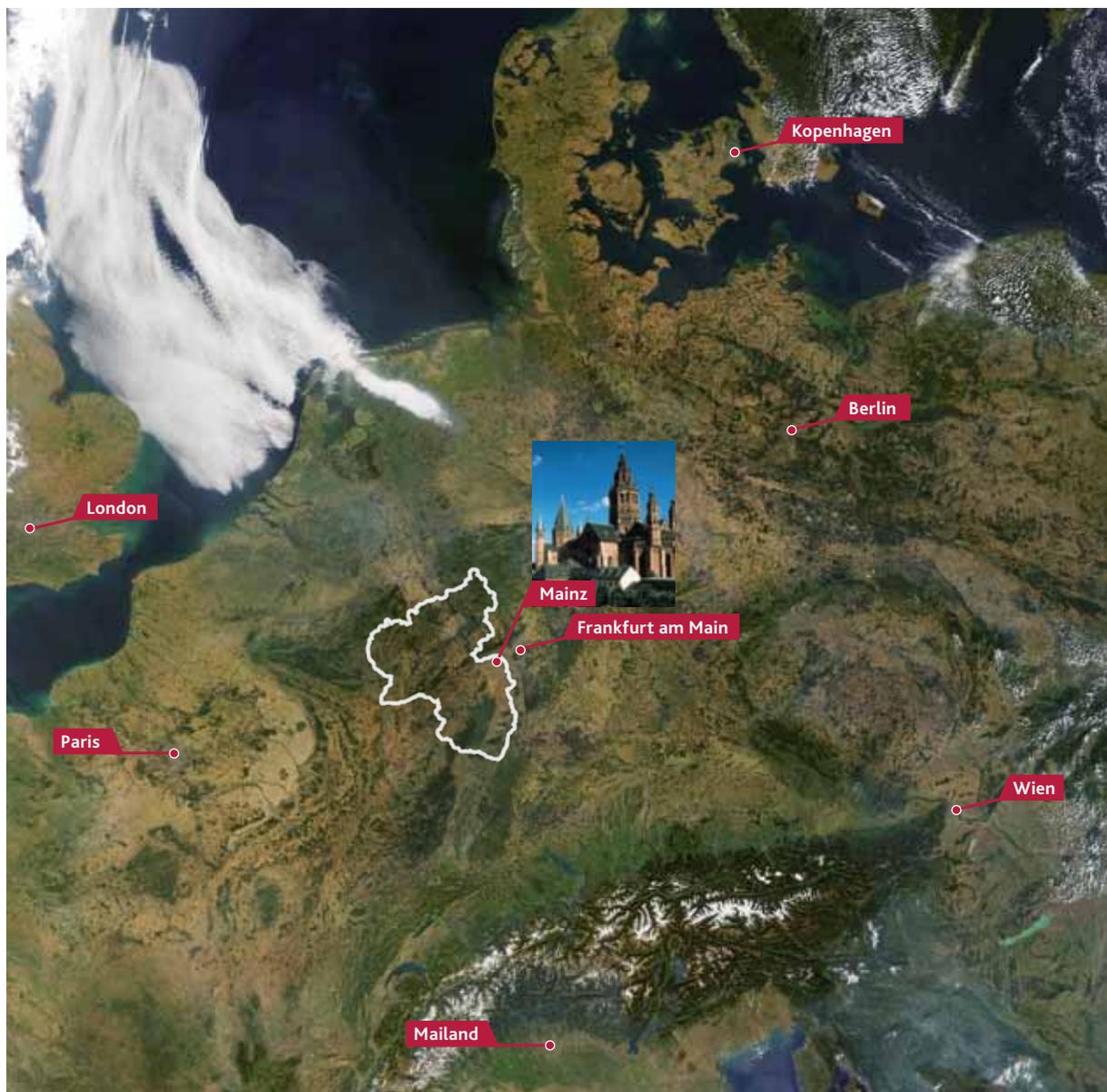
Welcome to Rheinland-Pfalz



EVERYTHING IS CLOSE AT HAND

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

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





**Interview with Eveline Lemke,
Minister of Economic Affairs, Climate
Protection, Energy and Regional Planning
of Rheinland-Pfalz**

What are the strengths of the state of Rheinland-Pfalz?

The attractive mix of industry, medium-sized businesses, trades, commerce, services, and magnificent cultural and natural landscapes makes the state a top-notch place to live in and to do business. The strong foundation of medium-sized businesses and industry, the high capacity for innovation, and the close ties between business, on the one hand, and science and research, on the other, guarantee outstanding competitiveness on an international level.

What priorities have you set in the area of business development for small and medium-sized enterprises? Can you give an example of this?

The promotion of the medium-sized business economy is very important to us. In this regard, we focus in particular on portfolio development. It is important to connect the medium-sized participants with one another, so that they can profit from one another. We pay special attention to the topic of skills shortage and how to jointly overcome it. An example I can give is the guideline for life-phase oriented personnel policy, which

aims to provide the best possible promotion and support for qualified workers on the labor market and in companies themselves so that they can actually survive on the labor market and can return to work as flexibly as possible after breaks in employment.

Are there specific branches of industry that find these beneficial location factors and the economic culture we talked about particularly attractive?

Three exceptional industry clusters shape the economic structure of our state: the commercial-vehicle industry, the metals, ceramics and plastics industry, with its innovative tool and surface technology, and the chemical and pharmaceutical industry. The state government supports the further development of these clusters because this is another area in which our particular strengths can be fully realized: direct dialog between science and business, optimum cooperation between production and suppliers and between international corporations and highly efficient medium-sized businesses, and, of course, a trusting network of important players in all areas of the economy and society.

If you had one wish for Rheinland-Pfalz as a business location, what would it be?

Economic policy has to consider everyone's interests; no one can be left out. Therefore, as Minister of Economic Affairs, I want to strengthen all of the region's unused potential. It is my intention also to exploit the potential of environmental and energy-sector technologies, the healthcare industry, and the service sector more strongly than until now. And, if I had another wish, I would wish for the state of Rheinland-Pfalz to retain its modernity, but also to continue to stay true to its traditions. This mix makes our state attractive, pleasant to live in and endearing, and definitely a place that's worth investing in!



FROM RHEINLAND-PFALZ
INTO THE WORLD



TEN GOOD REASONS TO CHOOSE RHEINLAND-PFALZ

1. Europe's top location

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

2. Strong industries

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

3. First-rate company manpower

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

4. Innovation through cooperation

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

5. Broadband service everywhere

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

6. Excellent operating base with growth perspectives

A successful mix of large and medium-sized companies from across the business spectrum make Rheinland-Pfalz an above-average performer among European regions. But a good operating base has to offer even more — and Rheinland-Pfalz does exactly that. Here, investors and their families find everything they need for success at work and a family-friendly life.



Rheinland-Pfalz provides everything that investors and families need for successful work and family-friendly living.

7. Solutions for everything

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

8. International transport connections

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

9. Quality of life in enthralling surroundings

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

10. Welcome home

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



AT HOME IN RHEINLAND-PFALZ:
GLOBAL PLAYERS UND
HIDDEN CHAMPIONS

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

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

This mix of companies is the key to the state's success. With an export ratio of almost 53 percent, the Rheinland-Pfalz economy traditionally occupies a leading position in Germany. Not least



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

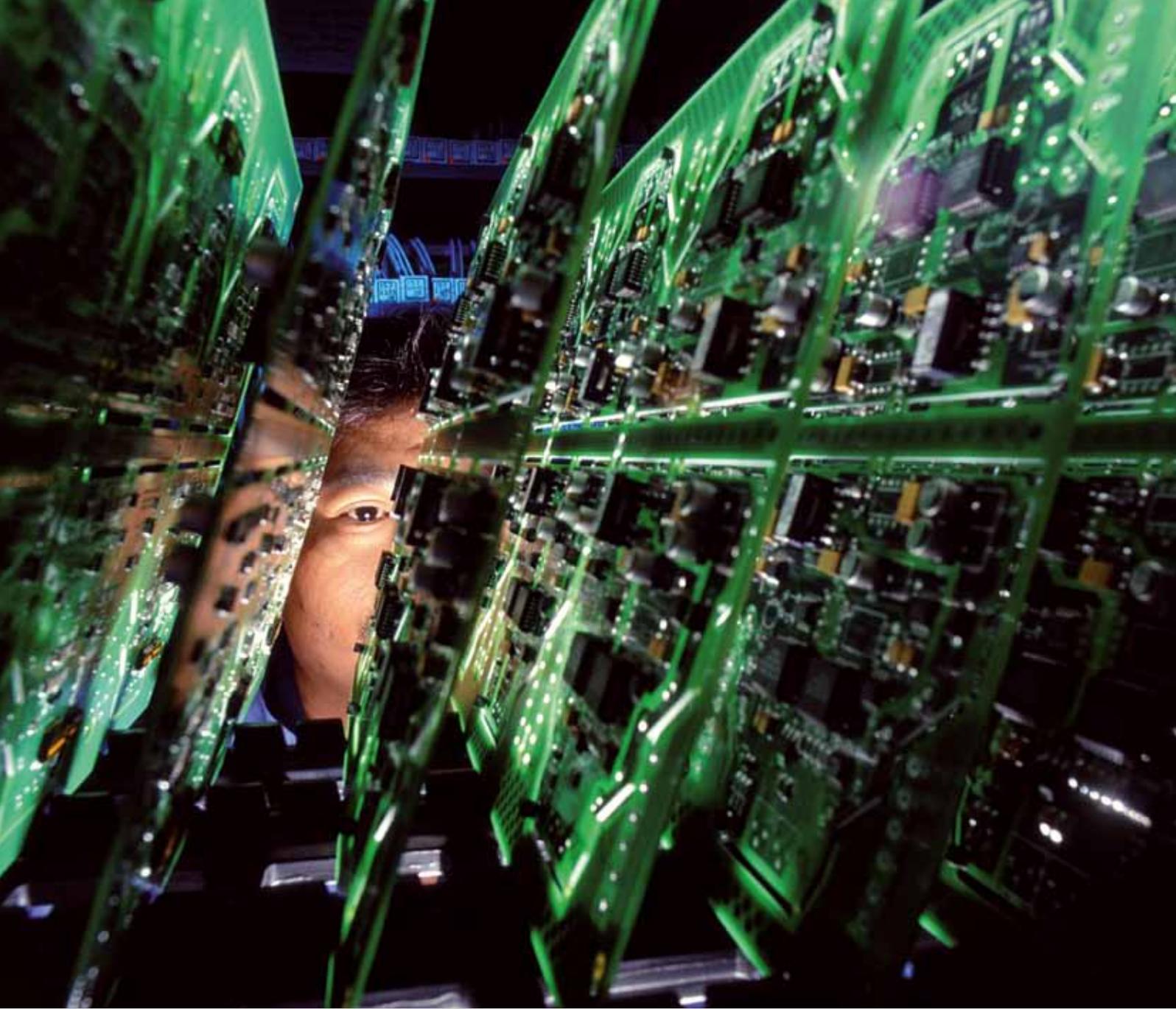
to thank for this are the state's small and medium-sized companies, which operate successfully on the worldwide markets. The radius of action of the Rheinland-Pfalz economy of course includes neighboring European countries such as France, as well as the United States. In recent years, trade has rapidly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



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



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



STRONG FROM THE START:
A TRADITION OF EDUCATION
AND INNOVATION

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

And we start early. Rheinland-Pfalz was the first federal state in Germany to introduce free attendance at a kindergarten before enrollment in elementary school. The number of kindergarten places is also excellent. Similarly, the state is considered exemplary in terms of schools: All across the state, children and families benefit from access to almost 500 all-day schools.

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

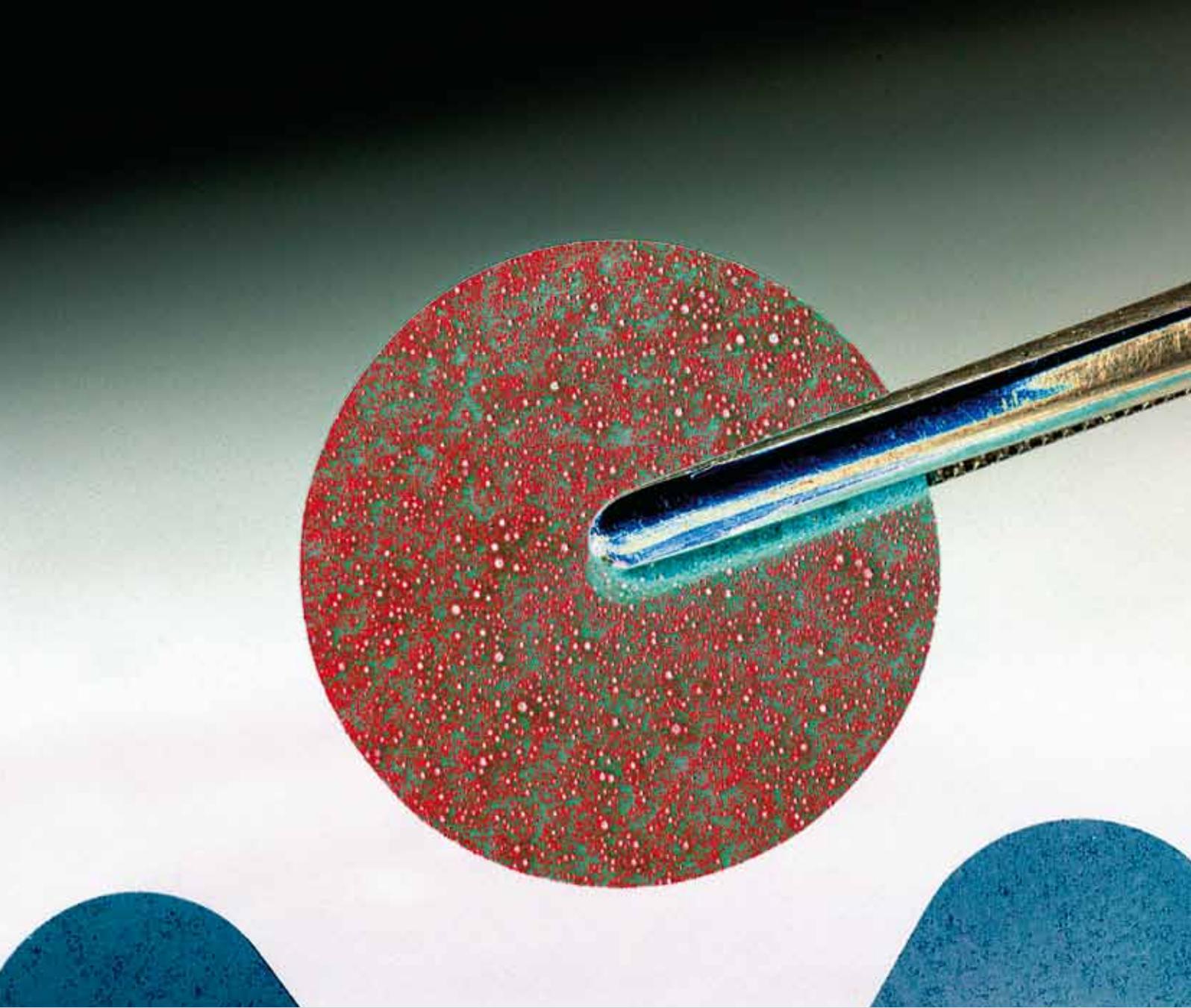


Intensive support provides children in Rheinland-Pfalz with the best preparation for future training.

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

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





RESEARCH AND
INNOVATION WRIT LARGE:
CHEMICAL AND
PHARMACEUTICAL INDUSTRY

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

Here, chemistry adds up! Compared to the German chemical industry, the chemical industry in Rheinland-Pfalz has an above-average number of employees per company, around 10 percent more turnover per employee, significantly more turnover per company and a similarly high salary and wage ratio. As a result, the chemical and pharmaceutical industries achieved a turnover of 7,740 EUR per capita in 2011 - more than in any other German state.

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

However, it is not only the large "model companies" in the chemical and pharmaceutical industry that embody the spirit of research and innovation in the state. Employing almost 56,000 people a great number of small and medium-sized enterprises ensure an export ratio of more than 68 percent in this industry.



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

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

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

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



EFFICIENT AND RENEWABLE:
ENERGY WITH A FUTURE

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

Rheinland-Pfalz is committed to intelligent, resource-conserving material-flow recycling, energy efficiency, and renewable energies. Technical environmental projects are conducted in close cooperation with IfaS, the Institute for applied material-flow management on the Birkenfeld Campus of Trier University of Applied Science — a site unlike any other operated by a German university. Students are enrolled in an interdisciplinary curriculum at this unique “Zero Emission University” — a name reflecting the ecological building layout, a CO₂-neutral supply of heat and energy, and modern building and systems engineering.

Speaking of zero emissions: Weilerbach, located in the Pfalz region, is known as zero-emission village. The community has been successful in supplying virtually CO₂-neutral renewable energy to its 14,700 residents. Morbach, another town, has been no less innovative in securing its energy



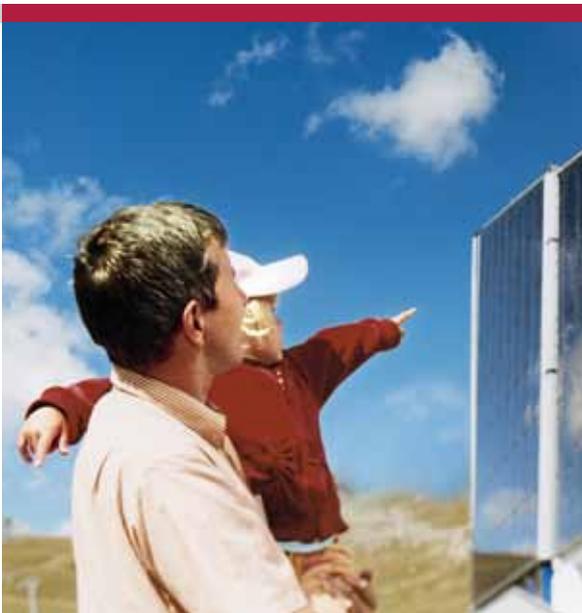
The new administration building of the Mainz-based family company Werner & Mertz (famous for the Frosch and Erdal brands). Special feature: Thanks to photovoltaics, the building produces more energy than it uses.

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

Schott is showing the way to the future in the use of solar energy. The group is the global market and technology leader for the newest generation of receivers for concentrated solar-power plants. The Juwi Group is a leader in project development and power generation by means of solar panels, biomass, and wind turbines. Rheinland-Pfalz is also at the forefront of geothermal power. In anticipation of a full-scale power plant, a testing facility for geothermal energy generation is being launched close to the city of Landau.

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

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





HOT AND PRECIOUS: MATERIALS AND SURFACE TECHNOLOGY

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

Towards the end of 2012, the operation of the European Center for Refractories will start in Höhr-Grenzhausen. In the northern Rheinland-Pfalz area a trend-setting competence center is being established as a joint project of the Research Institute of Inorganic Materials - Glass / Ceramics and the University of Applied Sciences Koblenz, field of study: Materials Technology - Glass and Ceramics. The Innovation Cluster Metal-Ceramic-Plastic takes charge of the consolidation of the individual industries and of the initiation of the new development of hybrid materials. Today, Rheinland-Pfalz presents itself as an innovative location of modern materials and surface technology.



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

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

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



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



ALL A QUESTION OF
MOBILITY:
VEHICLE PRODUCTION,
“MADE IN RHEINLAND-PFALZ”





A solar filling station on the premises of the firm Juwi. Active worldwide and headquartered in Wörrstadt, the company develops and realizes projects in the field of renewable energies.

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

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

To apply and develop our innovative expertise in all areas of commercial-vehicle production to an even higher level: That is the task of the Commercial Vehicle Cluster (CVC). There are now 77 partner organizations from the fields of economics, science, and management engaged in the CVC. A

great deal of this involves the University of Kaiserslautern. The initiative's goal is clearly formulated: to gain a European pole position for Southwest Germany's commercial-vehicle industry — for the good of all and for the optimum development of, in particular, medium-sized supply businesses in Rheinland-Pfalz.

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

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





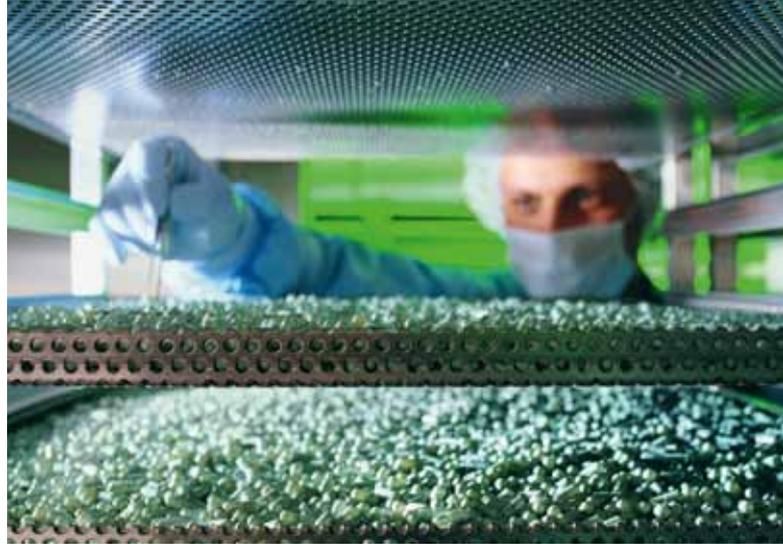
AN IMPORTANT ENGINE
OF GROWTH AND EMPLOYMENT:
THE HEALTHCARE INDUSTRY
IN RHEINLAND-PFALZ

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

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



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



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

Already now, the healthcare industry forms a supporting pillar for Rheinland-Pfalz's current strength and future development. One in seven euros of investment in Rheinland-Pfalz currently goes into this sector, and almost one in seven employed persons in the state now works in this field. The gross value added in 2010 was around 14.7bn EUR, produced by almost 13,000 suppliers from all submarkets of the healthcare industry in Rheinland-Pfalz.

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

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



SERVICE PROVIDERS
AT YOUR BECK AND CALL,
EVERYWHERE YOU TURN

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



Medium-sized companies are the backbone of the Rheinland-Pfalz economy.



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

Some 180,000 mid-sized enterprises of all types, including manual craft shops ranging from mechatronics engineers to roofers and professionals ranging from architects to tax consultants, are at your beck and call in Rheinland-Pfalz, eager to support their customers from the outset. These enterprises employ more than 700,000 people (one third of them in services), train qualified workers, and make flexibility and innovation possible. What they do helps to keep Rheinland-Pfalz competitive throughout the world.

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





EXCELLENT CONNECTIONS

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

Frankfurt's main airport, one of the world's most significant air traffic hubs, is just minutes by car or train from Rheinland-Pfalz's state capital, Mainz. International airlines also run night-time flights from the Frankfurt-Hahn and Zweibrücken airports. This 24-hour service makes the airports of Rheinland-Pfalz attractive for business, freight, and tourism.

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

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

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



Frankfurt-Hahn hosts the fifth-largest freight airport in Germany.





LIVING, WHERE OTHERS GO ON VACATION



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

Here, people live in Germany's number-one wine region. 65 percent of all German wines are grown in Rheinland-Pfalz. In almost 5,000 wine-growing enterprises, vintners produce award-winning, internationally successful wines and sparkling Sekts. Of the around 1.8m hectoliters of German wine exported, Rheinland-Pfalz contributes around 90 percent. Local people live right in the thick of the vintners' work, from the planting of the vines to the many wine festivals that characterize the state.

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

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

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

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





ROMANS, KNIGHTS, AND
ROMANTICS:
EXPERIENCE HISTORY AND CULTURE

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

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



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

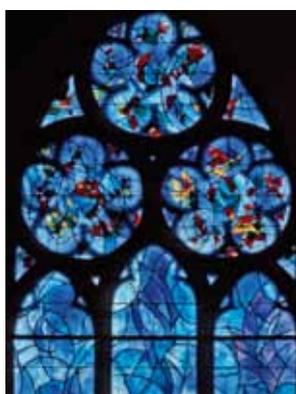
The Moselle valley, too, along with the Hunsrück mountains and the Südpfalz area, are dotted with castles of great historical significance. Hambach Castle near Neustadt an der Weinstraße represents the liberal spirit and is considered to be the cradle of German democracy. 30,000 freedom-loving citizens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



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

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

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



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

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

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