

Wiesbaden is transforming itself. Today, it offers a special business location as a part of the Rhine Main Region, home to more than four million people.

On the one hand, the Hessian capital profits from the many on-site service facilities in the vicinity of the airport, while, on the other hand, it does not suffer the disadvantages to which large metropolises are subjected. Wiesbaden's "metropolis effect" compares quite favorably.

The business presence certifies that the city has a high level of economic strength and great potential for development on a regular basis.

Just like it did in the past, Wiesbaden continues to win people over with class instead of with mass. The following are the principal statements made by entrepreneurs show that Wiesbaden can look to the future with selfconfidence.

For Wiesbaden companies, however, this is no reason to lean back and relax. Business leaders and experts, too, recognize their city's positive image as an obligation and incentive to continue improving it little by little as a business location. We do our best to always take the right steps forward together with you.

**WIESBADEN**  
City  
of  
Future



Amt für Wirtschaft  
und Liegenschaften





Detlev Bendel  
City Council Member for Business,  
Personnel and Clinics

Wiesbaden is transforming.

Today, the former spa town presents itself as a special business location in the Rhine Main Region, which is home to more than four million people. On the one hand, the Hessian capital profits from the many on-site service companies in the direct vicinity of the airport. On the other hand, it does not suffer the disadvantages of large metropolises. This "small metropolis effect" is quite favorable. The business press praises the city for having great economic strength and potential for development on a regular basis.

Just like it did in the past, Wiesbaden continues to win people over with class instead of with mass. The following rankings, prizes and statements made by entrepreneurs show that Wiesbaden can look to the future with self-confidence. For Wiesbaden companies, however, this is no reason to lean back and relax. Business development experts, too, recognize their city's positive image as being an obligation and incentive to continue improving it as a business location little by little. We do our best to always be moving forward with you.

A handwritten signature in black ink, appearing to read "Detlev Bendel". The signature is fluid and cursive, with a long horizontal stroke at the end.

Yours Detlev Bendel



Sven Clasen  
Director of the Agency for Business  
and Property Belonging to the  
Hessian Capital Wiesbaden

## Wiesbaden – A Business Location with a Future!

*"As far as the future is concerned, it is not our duty to foresee it, but to enable it."*

(Antoine de Saint-Exupéry)

The current rankings and ratings from these past years have attested to Wiesbaden's well earned place in the top rankings among German municipalities over a broad range of categories, from sustainability and prospects to its placement in real estate and retail business rankings. Various analyses carried out by independent institutions have provided clear evidence that Wiesbaden, as a business location, is particularly well equipped for the future. This excellent performance is no coincidence. It is the result of the successful, proactive business policies over the past years. This includes, for example, recognizing and initiating innovative topics and developing them, then ultimately implementing them to the city's benefit: Here are two current projects that have made Wiesbaden one of the trailblazers: Logistik Rhein Main – The Knowledge Initiative, and the Health Management Competence Center.

Logistik Rhein Main is a dynamic cluster initiative that distinguishes the Rhine Main Region as an area of global importance by developing it into the premiere location for logistics. The initiative focuses on linking business with science and developing innovative logistics expertise. Wiesbaden recognized its future

perspectives at an early stage and, in collaboration with the European Business School, is leading the cluster initiative. Wiesbaden also has an excellent starting position with the recently launched project 'Health Management Competence Center.' Goals include distinguishing the city as the premiere location to find health management experts, attracting secure jobs in the health management sector and promoting network structures.

A handwritten signature in black ink, appearing to read 'Sven Clasen', written in a cursive style.

Yours Sven Clasen

*"Anyone can learn from the past. These days it is more essential to learn from the future."*

Hermann Kahn (1922–83),  
American Cyberneticist and Futurologist

*"The future is a serious business and if customers reach the future before you do, they'll leave you behind."*

Faith Popcorn,  
American Trend Researcher

# Ratings, Rankings and the Business Questionnaire – A Selection

# 1

“Living and Working with a Future” – Wiesbaden took 8<sup>th</sup> place among 50 German cities assessed by a 2008 academic ranking by the Initiative Neue Soziale Marktwirtschaft (Initiative for a New Social Free Market Economy – INSM) in cooperation with the business magazine *Wirtschafts Woche*.

Not all services and qualities offered by a city can be measured using naked economic figures. Still today, there is no objective standard available for measuring a city's cultural wealth, quality of life or the image. However, based on its overall performance, Wiesbaden indeed appears to be making an excellent impression: With 115.3 points, Wiesbaden earned 8<sup>th</sup> place among a total of 50 large German cities. The INSM study took into account numerous economic and structural indicators, such as earned income, gross domestic product and investments. The overall assessment was based on current data (rankings) and the changes from 2002 through 2007 (dynamism rankings). Wiesbaden, with 61.6 points, even managed to land 6<sup>th</sup> place in the economic rankings.

“Taking 8<sup>th</sup> place among the 50 largest German cities is an excellent result. This shows that our laborious efforts – particularly as far as the job market is concerned – are paying off, as the number of people who are without work is significantly lower than in most other cities. Advancing two places in the overall assessment illustrates how attractive the Hessian capital is to investors. Here, they can find personnel with particularly good vocational training as well as university and college degrees”, commented

Lord Mayor Dr. Helmut Müller.

## “Top Future Prospects”

# 2

Prognos *Zukunftsatlas*, March 2007

A Test of all 439 German Cities and Regions

“Top future prospects!” This was confirmed by the new economic potential and sustainability study *Zukunftsatlas*, published by the Swiss company Prognos in collaboration with the business newspaper *Handelsblatt*. The future potential of all regions and independent cities in Germany was analyzed. The Hessian capital Wiesbaden achieved 16<sup>th</sup> place among 439 independent cities and regions, thereby landing in the category of the regions with “excellent future prospects.” It also placed second among the “Top Future Prospects”, which was issued to southern German cities only. This means that Wiesbaden is among the business locations with excellent future prospects. It also offers an advantage that is found in many metropolises, but has been previously underestimated. The American social scientist and economist Richard Florida calls it the “Third T”. In addition to the business location factors of technology and talent, it’s also important to have tolerance.

“Creative people expect openness to diversity and alternative life styles”, states Florida. This means that it isn’t enough for ambitious cities to invest in infrastructure and start-up centers. “Rather, people have to have the feeling that they can be whomever they want to be, that they will be able to exploit their own potential and be successful.” Wiesbaden makes this possible.





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### "The Future Needs Young People"

"Top future prospects!" This was confirmed by the new economic potential and sustainability study *Zukunftsatlas*, published by the Swiss company Prognos in collaboration with the business newspaper *Handelsblatt*. The future potential of all regions and independent cities in Germany was analyzed. The Hessian capital Wiesbaden achieved 16th place among 439 independent cities and regions, thereby landing in the category of the regions with "excellent future prospects." It also placed second among the "Top Future Prospects", which was issued to southern German cities only.

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## “Commitment to the Cluster Network“

# 3

### Award for Innovative Business Development March 2006

The business development initiatives for the Hessian capital Wiesbaden, represented by the head of the Finance Department and former head of the Economy Department, Dr. Helmut Mueller and Werner Backes, respectively, received the third place award for dedication to setting up a cluster network of consultants in the local business region. In a ceremony celebrated 2 March 2006 in Biebricher Palace, Dr. Alois Rhiel, Hesse's Economic Minister, and Christian Kirk, of the publisher Europäischer Wirtschaftsverlag, honored the awardees for generating innovative business development in the State of Hesse during 2006. Aside from economic infrastructure and company information, the organization of business development efforts was also evaluated in a countrywide competition with regard to innovative programs and projects.



**Professor Dr. Christopher Jahns**  
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### "Knowledge is Capital"

There can be no advancement without excellent managers who generate, seize and implement the latest knowledge. "We develop leaders" – that is the core motto of our educational program. In order to do so, we need to have the right environment. To do so, we have created the ideal conditions at both of our locations in the Rhine Region and Wiesbaden. The Schloss Reichartshausen campus offers a one of a kind ambiance. In Wiesbaden, our institution profits from the city's urban environment, economic power, network and cultural wealth. The service metropolis also distinguishes itself as a top address for knowledge-based activities and projects.

For "knowledge" is both capital and an investment in the future. To this end, Wiesbaden is focusing on logistics expertise in order to lead this cluster into its promising future. This is also the objective of the Logistik Rhein-Main initiative, a joint project between the Hessian capital, the European Business School (EBS) and the Technical University of Darmstadt. This synergy between the city and the academic institutions is moving us forward together, both nationally and internationally

## “Best Growth Perspectives”

# 4

June 2008 Future Rankings in Manager Magazin:  
Wiesbaden places 4<sup>th</sup>

Manager Magazin and the Hamburgisches WeltWirtschaftsinstitut (HWWI) took a look at the 30 largest cities in Germany and assessed them with regard to their sustainability.

The criteria were, among others, accessibility, level of education, internationality, productivity and demographic development. Clearly, the cities that will have advantages in the future are those that are investing not only in strong economic growth, but also in sectors in which the number of highly qualified workers is over proportional. In contrast to large metropolises, which are increasingly suffering the disadvantages of agglomeration, Wiesbaden – at 4<sup>th</sup> place – is cashing in. Wiesbaden's Lord Mayor, Dr. Helmut Mueller, emphasizes that Wiesbaden should not be viewed as being isolated, but rather as a part of the Rhine Main Region, which has more than four million people living in it- and Wiesbaden, "with its historic buildings, is the most beautiful district in the region."



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### "A City with Future: Wiesbaden"

In May 2008, "Manager Magazin" published a study conducted by the Hamburgisches Weltwirtschaftsinstitut (HWWI) on the economic perspectives of the 30 largest cities in Germany through 2020.

Wiesbaden achieved an excellent ranking at 4<sup>th</sup> place, directly behind the cities of Frankfurt, Munich and Stuttgart. The high purchasing power of its residents particularly helped the city. The Hessian capital also profits from its advantageous location in the flourishing economic region of Rhine Main, where over 23,000 companies are located. The extremely well connected and highly developed transportation network offers a high degree of mobility. In particular, the quick connection to Frankfurt's airport provides an unbeatable benefit for business professionals. This turns Wiesbaden into an attractive location for industry and service companies alike, thereby offering well-paid and secure employment for a large number of qualified workers. The abundance of construction cranes across the cityscape confirms that this is an active city that is in high demand. This is then coupled with Wiesbaden's attractiveness for both living and recreation. The city is embedded between the Rhine and Taunus rivers and has climate that is mild and well balanced. The pulsating old town district remained largely untouched by the war and has many historic buildings and art nouveau villas from the days of imperial Germany. The rich and extensive educational, cultural and athletics programs round off what Wiesbaden has to offer as a location with great future perspectives.

## “Well-Balanced Economic and Social Structure”

# 5

### September 2007 City Rankings in the Magazine *Wirtschaftswoche*

Wiesbaden is among the top 10 in the city test (an improvement of two places over the previous ranking). These were the results of an assessment of a total of 104 indicators for the 50 most populated cities in Germany. Wiesbaden is in good company; the first 9 places were taken by Munich, Stuttgart, Karlsruhe, Muenster, Frankfurt, Bonn, Dusseldorf, Dresden and Nuremberg. The direct competition on the other side of the Rhine River scored significantly worse: Mainz took 17<sup>th</sup> place (twelve places lower compared to the previous rankings).

Wiesbaden's 10<sup>th</sup> place was calculated based on the 5<sup>th</sup> place ranking in standard of living (as of 2006) and 24<sup>th</sup> place for the dynamism rating (development from 2001 through 2006). Its particular strengths are purchasing power per resident, productivity, gross domestic product and the employment rate among older persons. The Hessian capital also performed particularly well in dynamism rankings, with a comparatively low increase in the number of recipients of type-II unemployment welfare, a high number of workers with a degree from a university or technical college, and a steady increase in income for those employed in Wiesbaden. Wiesbaden also scored points with its well-balanced economic and social structure, which refers both to the current level as well as to development over previous years.



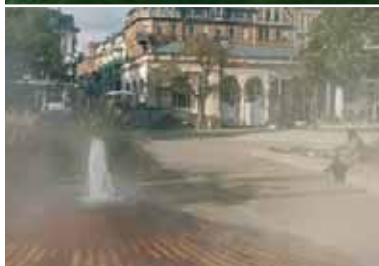
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**“The Nice of the North”**

At a meeting of European jewelers not too long ago, I was asked what it was like living in Wiesbaden and what makes the city special. Without having to give it much consideration, I immediately thought of the spa house with its casino, festive hall and gastronomy. It is the perfect venue for high-class events. The Hessian State Theater in the immediate vicinity is, especially during the May Festival, a meeting place for international ensembles of the finest quality. The spa gardens, right next to the English Garden, are representative of how green and well manicured our city is. The Old and New Town Halls join the Hessian State Parliament to form a market square that is both glamorous and nostalgic.

The neogothic Market Church on “Schloßplatz” rounds off the impression given here with its characteristic red brickwork. This is also where we can hear organist Hans-Uwe Hielscher play, who is renowned far beyond our state’s borders. As far as local recreation goes, Neroberg is the perfect starting point to enter into the Rhine Region, which is internationally recognized for its top quality wines. At Neroberg, you’ll find the Neroberg rail, the Russian Chapel, the Opel Bad public swimming pool, and the Biebricher Palace on the bank of the Rhine. Not to mention Wiesbaden’s mild climate – it used to be known as the Nice of the North – and the international connections offered by the Rhine Main Airport. In short – the conversation reminded me how appealing it is to live in our beautiful home, Wiesbaden.







## “High Level of Satisfaction with Wiesbaden as a Business Location”

# 6

### Business Questionnaires Regarding Business Development January 2006

The former spa town of the 20<sup>th</sup> Century is transforming into the place for services and logistics in the 21<sup>st</sup> Century. Wiesbaden is retaining all of the charm from its past while gaining new impulses. This was evidenced by a study made in January 2006. The 90 companies that were questioned represent around 4650 employees in the city. They responded with an overall high level of satisfaction with their city, which was visited and praised by Heinrich Heine and poets: Today, around 20 percent of the entrepreneurs questioned are “extremely satisfied”, while 71 percent are “satisfied” with Wiesbaden as their business location. This is underlined by responses regarding future changes in their companies: For the near future, 64 percent of the companies are planning to increase capacity, while 60 percent require more employees. Wiesbaden's economy is growing in leaps and bounds!



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### "For Wiesbaden, with Elegance and Luxury"

"For Wiesbaden, with Elegance and Luxury" Where do I begin when illustrating the benefits that the City of Wiesbaden has to offer? From an entrepreneurial point of view, its connections are unbeatable – the connection to the dynamic hub that is Frankfurt's airport is simply superb for us as well as for our customers and business partners, who consist of internationally renowned companies. This accessibility guarantees efficiency and flexibility. The benefits of the nearby global trading center of Frankfurt combined with Wiesbaden's pleasant and charming flair are significant factors for our employees as well, some of whom are from this region, while others come from completely different places in Germany. These factors guarantee that there is a positive social atmosphere and a plethora of professional opportunities.

Our many international business partners consider Wiesbaden's special flair to be particularly charming. Where else can one find a city with such a high level of culture – in the middle of an exciting region with these kinds of diverse recreational activities? This multifaceted city offers a standard of living of extremely high quality, which we have the opportunity to enjoy on a daily basis at our new offices on Schiersteiner Hafen. We – Nobilis Fragrances – are very proud of being a part of Wiesbaden for nearly 15 years now and pampering the city with elegance and luxury as a distributor of exquisite perfumes and top quality beauty products.



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### "Service, Diversity and Inspiration"

Wiesbaden brings big city service, diversity and inspiration together with intimacy and the quality of life of small, straightforward urban structures. We at circ profit from these unique qualities in several ways.

For example, it is our partners here in Wiesbaden, and not in Hamburg, Munich, or Berlin, whom we have to thank for the fact that we are leading in all of the significant creativity rankings for live communications. Many of them, by the way, are graduates of the University of Applied Sciences. And it is not only circ as a successful company for creative communication, design and consulting that, as an employer, "attracts" creative, service-oriented and ambitious people, but rather Wiesbaden itself as a place to live.

Last but not least, our customers from international companies such as BASF, E.ON or Adidas value Wiesbaden's special atmosphere. Where else can one find a view into the intense green of a centuries-old forest like the one at our "Unter den Eichen" offices?

## “High Purchasing Power”

# 7

Cash Magazine Real Estate Location,  
February 2007\*

As the new top city in the Cash Real Estate Rankings, done annually in collaboration with the Hamburger Gewos Institute, Wiesbaden bumped Karlsruhe down to second place. The high purchasing power of the population has been of particular value to the city. The Rhine Main Region is a flourishing economic area, and the Hessian capital profits from this economic prosperity. More than 23,000 companies have settled in the region.

At 116.1 index points, it is the third highest in the overall ranking. This level of solvency drives real estate prices. “The enormous number of historic buildings and art nouveau villas found in the Rhine Main Region on quiet, green side streets within the direct vicinity of the city center is unique” reported Nicole Schmitt, a Hypo Vereinsbank real estate expert for Wiesbaden. At 4.7 percent, the rental yield for good locations is in the middle of the rankings. Furthermore, Wiesbaden especially scores points with its economic data: They are extraordinarily good in all categories. Among the 40 cities that were assessed, Wiesbaden placed fifth for new start-ups. It is also among the top ten in daycare availability and green spaces according to the results of the analysis.

\*The years 2008: 2<sup>nd</sup> place & 2006: 2<sup>nd</sup> place also underline the notable continuity of this success



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### "Wiesbaden Wins People over with Sovereignty of its Citizens"

As a new Wiesbadener, it is a special honor for me to be contributing here. Allow me to return this honor by congratulating the City of Wiesbaden on its newest success in being selected for 1<sup>st</sup> place in the Cash Real Estate Rankings.

For me, it is easy to understand how this placement was achieved in the ranking. For what is it that makes the image of a city? To me, it is above all the people and the architecture that form the basis for everything else, be it activities, green spaces or recreational areas, order and cleanliness, infrastructure with traffic routing, etc.

It is my impression that Wiesbaden wins people over with the sovereignty of its citizens, who present themselves with a healthy level of self-confidence. They are the ones who create the atmosphere in this city. Equally sovereign, and glamorous, are the city's historic buildings and the city's center. This definition used here for city center includes the streets Wilhelmstrasse and Taunusstrasse. The contrast between the flair of the Rhine and the Taunus rivers is an additional draw for me. A city's geographical location, by the way, is also a trait that contributes to a city's empathy. And water, for me, has the same drawing power as mountains and forests. Maybe now you'll understand why I like Wiesbaden so much... and apparently I am not alone.



## “Investment Risk Well Below Average: B+”

# 8

### ■ Feri Real Estate Market Rating, June 2008

Wiesbaden is among the business locations of the future. That was the prognosis made based on an individual econometrics model by Feri Ratings, created using a time frame of 10 years. Using this model, regional prognoses were made for economy, employment, income and demographics, which, in the end, are all decisive factors in future value development of local real estate markets. The corresponding supply and demand indicators of the individual real estate types were analyzed, forecasted and packed into a score.

With the score of B+, Wiesbaden is among the top addresses in Germany. The Feri Real Estate Market Rating assists investors in making investment decisions on issues such as location, real estate type or real estate portfolio. They have indicated that the Hessian capital has a multitude of aspects that are all equally attractive: Above average monthly income, above average sales potential for stores, offices, and a high level of potential in residential real estate, with Wiesbaden placing 3<sup>rd</sup> among German cities for this segment.





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### "Wiesbaden – High Quality Living"

While some may personally prefer other locations in Germany – my more than 40 years of experience in the local real estate market and as a recognized villa specialist have shown me that Wiesbaden is one of the most desirable residential locations in Germany, and not only for emotional reasons, but based on facts as well: Whichever rankings you compare, Wiesbaden is always labeled as a "top address." The benefits of being centrally located in the Rhine Main Region and being surrounded by one of the most beautiful landscapes in Germany come together with the city's great economic and cultural importance to form a symbiosis that is seldom seen. Aside from the classic villas from Sonnenberg to Neroberg, a large number of new homes are being constructed with interesting architecture. The real estate sales market is led by the sale of freehold apartments. Freestanding single-family homes have an average price of approximately 650,000 euros, and are available for under 500,000 euros with minimum furnishings or in less advantageous locations. Villas in good locations cost between 1.0 and 1.5 million, with top locations costing 3 to 5 million. In the past ten years, prices in Wiesbaden have not moved much – which has also been the general trend in Germany. In the freehold apartment sector, we have even seen a drop of approximately 10 to 15 percent.

This means that perspectives will continue to be positive for Wiesbaden and is why it continues to be a joy to consult our clients with fairness and competence!

## “Business Development on Course for Success”

# 9

### ■ 2007 Artus Award for Debureaucratization

It happens every year! The 2007 Artus Award was presented to the best government offices across Germany. In order to give an additional bump for economic-friendly dismantling of bureaucracy, a special state-level prize was awarded for the first time – and this year, it was Hesse.

The magazine IMPULSE wrote the following on the matter: “Successful models out of Hesse will have double chances to win this year. They can apply for both the Germany-wide and the Hessian competition..” – And, in fact, Wiesbaden's business development activities were – just like in 2006 – awarded in Berlin on 5 November 2007 for being an economic-friendly government office.

Receiving the ARTUS Special Award from insurance broker group Artus AG and the business magazine Impulse is an indication that the business development office's service considerations and the idea of setting up a central service number, 0611 313131, for the city's businesses was the correct step to take. The positive feedback from small and medium-sized companies and time and cost benefits were key factors for the German Association of Small and Medium-Sized Enterprises nominating Wiesbaden for the award.

As early as 2006, our business development office was ranked among the 20 best agencies in a nationwide comparison. At the time, the business magazine Impulse was carrying out the first business location competition with a 30,000-euro prize in search for Germany's best government offices.



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### **"Good Taste is a Wiesbaden Tradition"**

I see great potential for the future of my company in Wiesbaden. This is why I have decided to make another six-figure investment in setting up a new location in the center of Wiesbaden.

The culinary business that I opened last autumn has been met with large volumes of positive feedback. The new location in the center of town will be our company's headquarters. There, we will manage all local, national and international activities. Wiesbaden stands for high quality of life, which we deliver to clients in their own homes or provide for them at our business locations.

It is undisputed that good taste is a tradition in Wiesbaden. Many years ago, Wiesbaden was already being called the "Nice of the North." This city is happy to serve those who live and visit here with its beauty, green spaces and high quality of life. Not least thanks to having a certain level of quality of life, Wiesbaden has always been a city that set milestones in the world of good taste. Here, we have clients who are cosmopolitan and have an awareness for quality and trends.

## “The Economy is Booming Not Just in Munich”

# 10

### Germany's Strongest Districts / Independent Cities: Focus Money, December 2007

Wiesbaden, 28<sup>th</sup> place out of 429. The rankings are based on seven criteria: unemployment rate, gross domestic product, gross added value, private household income, number of people with employment, manufacturing investments and population changes. Wiesbaden takes 28<sup>th</sup> place out of 429 districts / independent cities.

When reviewing the State of Hesse, Wiesbaden took 2<sup>nd</sup> place, behind the Upper Taunus District and in front of Frankfurt (4<sup>th</sup> place in Hesse, 86<sup>th</sup> place overall) and Darmstadt (5<sup>th</sup> place in Hesse, 94<sup>th</sup> overall).

Even Mainz, in 42<sup>nd</sup> place, was significantly behind the Hessian capital. Wiesbaden scored significantly better than its Rhineland-Palatine sister city with regard to available private household income, development of gross domestic product and gross added value per employed person.

## “Wiesbaden is Blossoming”

### 2008 Rankings by the Real Estate Specialist

Wiesbaden's Kirchgasse trumps even Kurfürstendamm and Alexanderplatz in Berlin and is among the ten most visited shopping zones in Germany.

“The passer-by frequency is a snap-shot that makes a big statement about the quality of the business location”, emphasized Gerhard K. Kemper, Managing Partner of Kemper's Jones Lang LaSalle GmbH, in Düsseldorf. While doing the research for the rankings from real estate specialist Kemper's Jones Lang LaSalle, specialists counted 8550 passer-bys per hour on a Saturday in May, which is nearly 1500 more than the average of the years 2003 through 2007.

This shows that past investments in the city center and construction have paid off. This is a point on which Wiesbaden City Council member Detlev Bendel, the Retailers' Association and the Chamber of Industry and Commerce (IHK) all agree. “Wiesbaden is blossoming”, declared the speaker of the Retailers' Association, Michael Kullmann, who attributed this to increasingly active city planning and the improved interaction between business, administration and politics to market the city. “While sales are what count the most for retailers, these positive results show that Wiesbaden has become more attractive as a place to go shopping”, said Gordon Bonnet, speaker of the Chamber of Industry and Commerce. By the way, you'll also find plenty of good cafés while shopping in Wiesbaden.

Enjoy

## Imprint

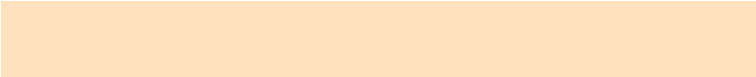
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