



CITY OF
ASCHAFFENBURG

Business Hub

Aschaffenburg



Bavaria in the Rhine/Main Region

Central location
with optimal transport
connections



2

- **Frankfurt Airport** (40 km)
- **Commercial airport**
Aschaffenburg / Großostheim (10 km)
- **Motorways** A3 and A45
- **Main roads** B8, B26 and B469
- **ICE train station**, Rhineland – Frankfurt – Aschaffenburg – Munich line
- **Federal waterway Main River**
- **Aschaffenburg Port**
 - Tri-modal container terminal
 - Regular shipping to the ports of Antwerp, Rotterdam, Amsterdam, Zeebrugge





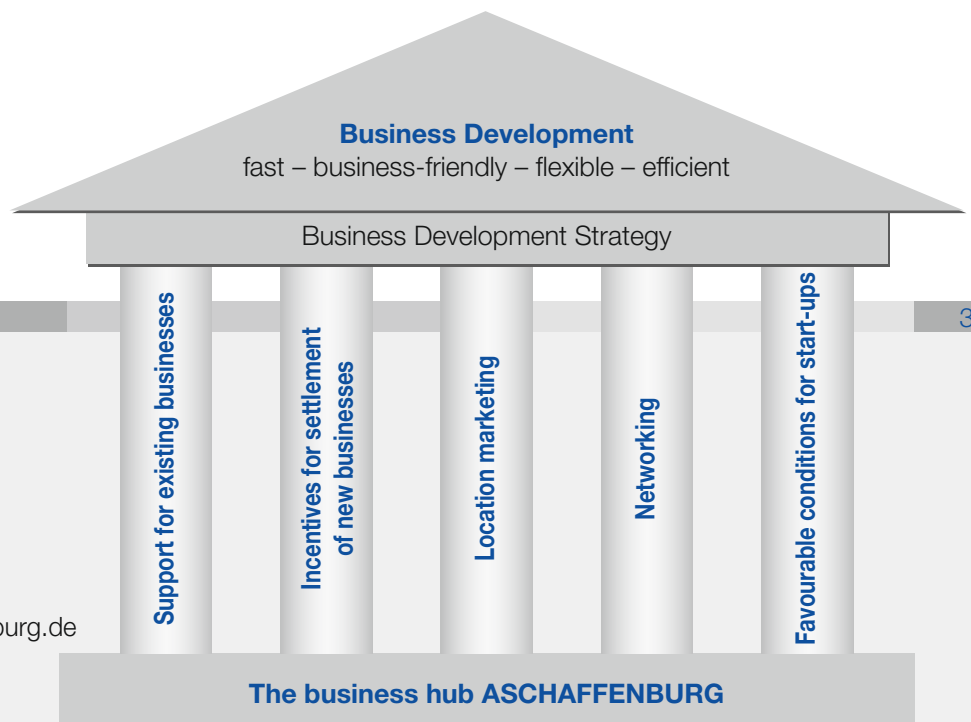
Bavaria in the Rhine/Main Region

The City of Aschaffenburg (approx. 68,000 inhabitants), along with the Bavarian Lower Main Region, belongs to the Bavarian part of the Frankfurt Rhine/Main Metropolitan Region and therefore to one of Europe's major economic areas. About 5.5 million people live here today, and that number is likely to increase.

**Our position is clear:
We are the Bavarians
in the Rhine/Main Region!**

The business hub Aschaffenburg – a smart choice

- + over 6,500 businesses
- + high employment rate with approx. 62,000 people gainfully employed
- + central location in Germany and Europe
- + excellent transport connections by air, train, car and ship
- + low taxes
- + great workforce potential at stable population level
- + Bavarian education centre: Aschaffenburg University of Applied Sciences with over 3,000 students
- + low unemployment rate
- + high rate of investment by local businesses
- + central shopping and recreational area
- + location of various European head offices



Contact:

Stadt Aschaffenburg
Büro des Oberbürgermeisters
Wirtschaftsförderung
Dalbergstraße 15, 63739 Aschaffenburg
Phone 06021/330-1739
Fax 06021/330-380
E-mail: wirtschaftsfoerderung@aschaffenburg.de
Internet: www.aschaffenburg.de
Facebook: www.facebook.com/wirtschaftsfoerderung.aschaffenburg

A place promising quality of life and good business



Aschaffenburg – Top business hub offering quality of life

Survey of economic strength

Ranked No. 13
(by GDP per inhabitant 2010)

Cologne Institute for Economic Research, 2013

„Great prospects for the future“

Overall ranking: No. 46 of 402 surveyed rural and urban districts

“Zukunftsatlas” (projected development atlas) of Prognos AG, 2013

„Shopping City of 2013.“

No. 1 of 106 (cities with fewer than 100,000 inhabitants)

Gesellschaft für Marketing und Absatzforschung (GMA) (Association for Marketing and Market Research) City Ranking, 2013

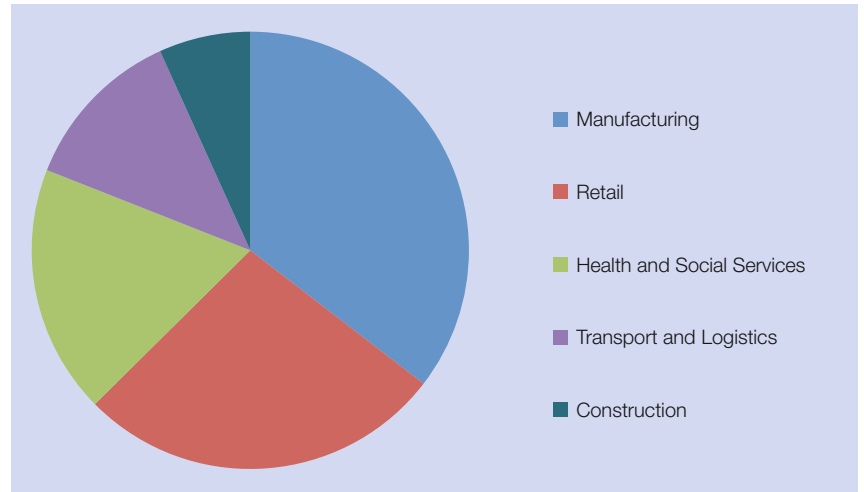
„Business-friendly

City Council“

Bavarian Quality Award

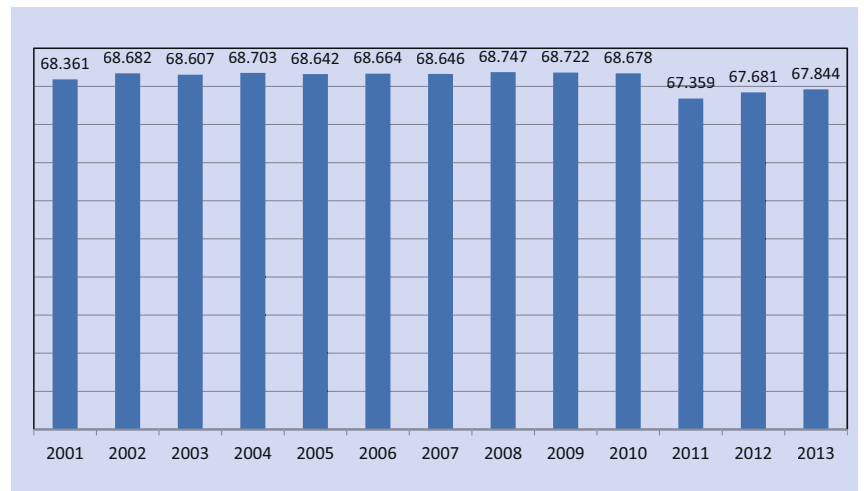
Bavarian Ministry of State, 2010

Main industries at the business hub Aschaffenburg



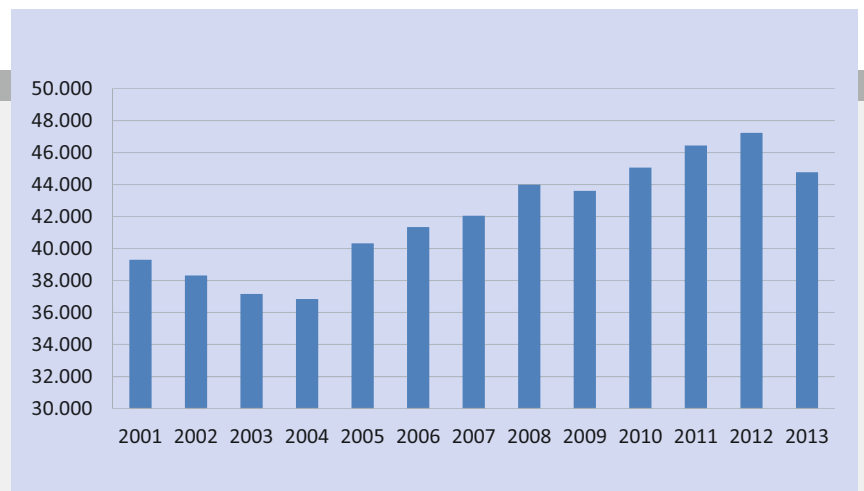
Source: Bundesagentur für Arbeit

Population development



Source: Statistisches Landesamt für Statistik und Datenverarbeitung

Development of jobs subject to social security contributions



Source: Bundesagentur für Arbeit

The decrease in jobs in the city of Aschaffenburg that are subject to social security contributions in 2013 does not mean an overall loss of jobs. Rather, an Aschaffenburg logistics company had in the past registered its entire workforce nationwide under the company number of the Aschaffenburg establishment. This has been corrected.



The business hub Aschaffenburg – dynamic, competitive, innovative

Aschaffenburg is an innovative high-tech service and consulting location which functions as a logistics hub.

The automotive supply industry, which is focused on vehicle safety, is just as much at home in Aschaffenburg as is one of the world's leading manufacturers of forklifts and warehouse equipment, which at the same time is one of the most important producers of hydrostatic drives is.

For example, the majority of steering wheels installed in Germany come from the Bavarian Lower Main Region. The two industry sectors produced

- 750,000 forklifts and over
- 75 million airbags.

In addition to major international corporations, it is the SMEs that are the backbone of the Aschaffenburg corporate landscape.

The trades and the local retail business are still very important for the economic development of the City of Aschaffenburg.

- industrial core
- share of third-sector industries: 73%
- over 900 independent skilled trades businesses
- high local investment

Use our cost advantages

The City of Aschaffenburg has been committed to low taxes and fees for years. The business tax rate is one of the lowest of the main centres in the Frankfurt Rhine/Main Region.

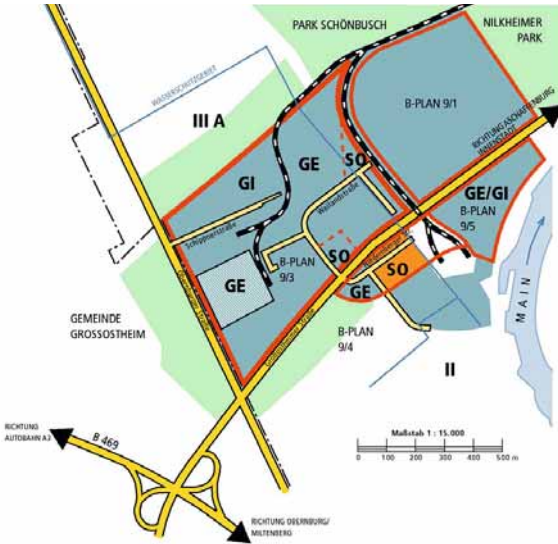
- Business tax rate 400
- Property tax A 200
- Property tax B 400

Some of the companies with head office or main subsidiary in Aschaffenburg

- **DPD Dynamic Parcel Distribution GmbH & Co. KG**
- **DSV Road GmbH**
- **004 Beratungs- und Dienstleistungs GmbH**
- **impress surfaces GmbH**
- **Kaup GmbH & Co. KG**
- **Linde Material Handling**
- **Logwin Group**
- **PASS Consulting Group**
- **Pollmeier Aschaffenburg GmbH & Co. KG**
- **PSI AG**
- **DS Smith Paper Deutschland GmbH**
- **Suffel Fördertechnik**
- **Takata AG**
- **Redcoon GmbH**
- **vtours GmbH**



The location at a glance



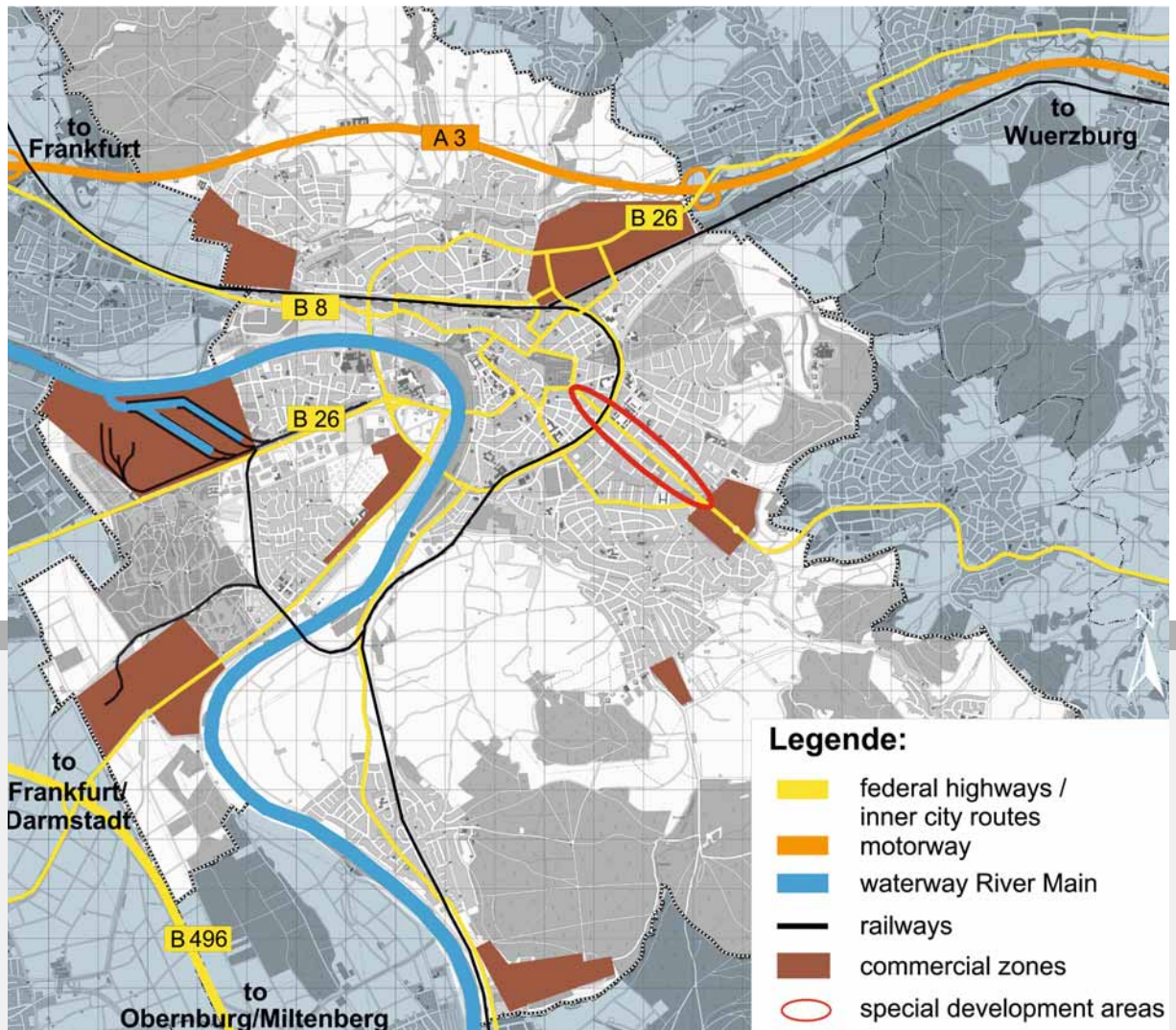
Information on industrial areas

Aschaffenburg is well aware of its tradition as an efficient and innovative business location. We are systematically looking for and exploiting synergies that are generated by our central geographic location and the fact that we belong to the Bavarian part of the Frankfurt Rhine/Main Metropolitan Region.

The City of Aschaffenburg has highly productive commercial and industrial areas with an excellent transport infrastructure that provides access by road, rail and waterway.

For more information on the city's priority development projects and industrial areas, please visit our homepage www.aschaffenburg.de and click on Business.

Commercial and industrial areas in Aschaffenburg at a glance





Education Centre Aschaffenburg

In Aschaffenburg, you can experience the qualities of the Bavarian education system: in addition to institutions providing primary and continuing education and training, Aschaffenburg has an independent University of Applied Sciences.

- Communication and Documentation
- Mechatronics
- Industrial Engineering
- Business Administration
- Business Administration and Law

University of Aschaffenburg

The University of Applied Sciences in Aschaffenburg was founded in 1995 and has since become an integral part of the educational services in the city of Aschaffenburg and the entire Bavarian Lower Main Region. Today, more than 3,000 students are already enrolled at the family-friendly certified university. And there are likely to be more.

The university offers 10 Bachelor and 4 Master programmes, also including work-study programmes and correspondence courses. Other programmes such as Industrial Engineering/Materials Technology are being planned.

Knowledge transfer in the region

The University of Applied Sciences not only contributes to the education of the students but, needless to say, also to the image of the regional competences. With establishment of the University, the knowledge transfer between industry and science in the Bavarian Lower Main region could be boosted significantly. For solutions to economic and technical problems, the „regional think tank“ cooperates with local companies. The companies can additionally benefit from their project-related involvement in current research projects.

Programmes of the University of Aschaffenburg

- Electrical Engineering
- Electrical Engineering and Information Technology
- (International) Real Estate Management
- Economics and Law
- Renewable Energies and Energy Management
- International Technical Sales Management

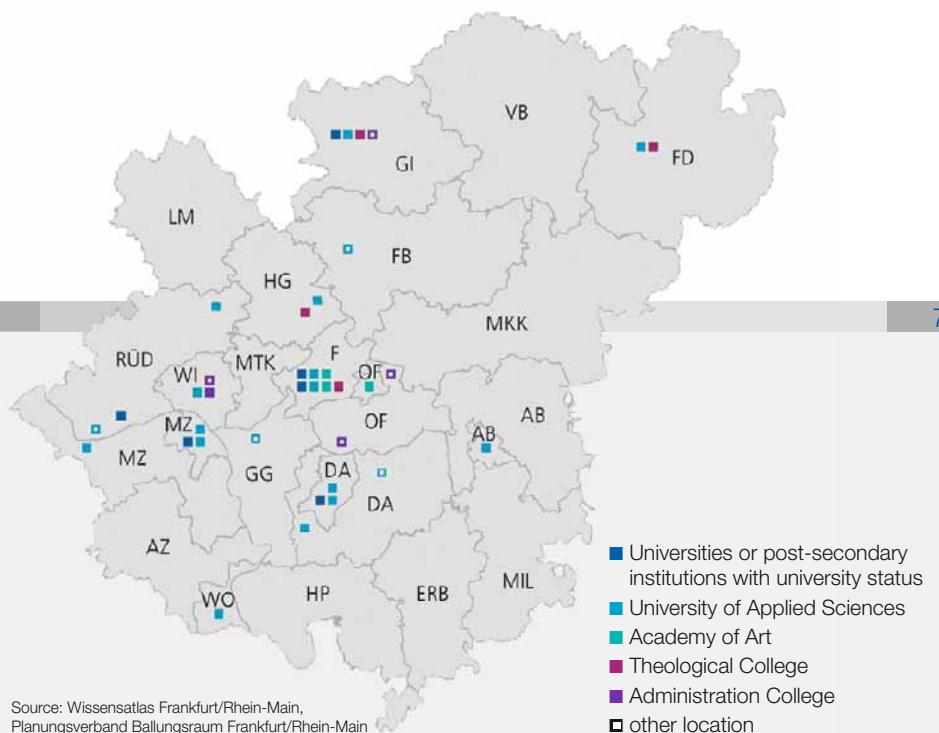
University rankings –

The University of Aschaffenburg is always among the best

The university repeatedly took first place in the overall ranking of the online portal „meinProf.de“.

The **Electrical Engineering and Information Technology programme** was ranked **No. 1** and the **Mechatronics programme No. 3** in the **CHE – Ranking**.

In addition to Aschaffenburg, there are numerous universities with over 195,000 students in the Frankfurt Rhine/Main Metropolitan region.



hochschule aschaffenburg
university of applied sciences



Public and communal partners – working together for the region

Traditionally, the communities, chambers, public partners and enterprises of the Bavarian Lower Main region have been working closely together. One is acutely aware of the prominent role of regional cooperation in a Europe of regions, and such cooperation has been practised successfully for many years.



Initiative Bayerischer Untermain

Association for regional marketing and regional management: location marketing, image promotion, coordination and organization of regional cooperation.



Zentec – Zentrum für

Technologie, Existenzgründung und Cooperation GmbH Intermediary between business, science and politics, with the aim of strengthening the competitiveness of local companies and encouraging innovators to start up a business.



Chamber of Trades and Crafts Lower Franconia

Aschaffenburg branch with educational centre. Represents the interests of skilled trades and crafts businesses at the regional level.



Aschaffenburg Chamber of Commerce

Self-governing institution of all businesses in the Aschaffenburg region except pure skilled trades and agricultural businesses.



Invest in Bavaria

The business promotion agency of the State of Bavaria focuses on settlement policy and location marketing on behalf of the Bavarian Ministry for Business and Media, Energy and Technology.



FrankfurtRheinMain
Become a part of it.

Frankfurt RheinMain, International Marketing of the Region

Coordination and implementation of international location marketing and promotion of the strong Frankfurt/Rhine-Main brand.



Wirtschaftsförderung
Region Frankfurt RheinMain

Wirtschaftsförderung Region Frankfurt RheinMain

Coordination and implementation of domestic location marketing and promotion of the strong Frankfurt/Rhine-Main brand.



Business Networks



Business Networks

The culture of cooperation in the Bavarian Lower Main region is also reflected in strategic business alliances.

The public partners systematically promote a networked economy. Based on the existing strengths of the economic structure, the businesses in the region today mainly represent six specialized sectors:

- **Logistics**
- **Automotive**
- **Automation and Mechatronics**
- **Information Technology**
- **Electric Mobility**
- **Forestry and Wood**

The goals are to preserve and create new jobs, increase business innovation, generate synergies and promote the businesses, and as such the region, on the basis of specialized topics.

www.logistik-netz.de
www.kooperationsverbund.de
www.automation-untermain.de
www.it-untermain.de
www.elektromobilitaet-untermain.de
www.forstundholz-ufr.de



LogistikNetz (Logistics Network)

Association of logistics experts, among others with the goal of improving the framework conditions for the logistics industry.



Mechatronik & Automation (Mechatronic & Automation)

Cooperative platform for companies working in the fields of automation, instrumentation and control.



KompetenzNetz Elektromobilität (Mechatronic & Automation)

Corporate network to initiate cooperative projects in the area of electric mobility and pool the expertise in the region. Among numerous companies from the Bavarian Lower Main region, the University of Aschaffenburg is also one of the partners.



AutomotiveNetz (Competence Network Electromobility)

Important network for cooperation in the automotive sector comprising numerous automotive suppliers.



Informationstechnologie

Network for cooperation and the exchange of ideas in the IT sector.



Netzwerk Forst und Holz (Network Forest and Wood)

Network of companies in the forestry and wood processing industry. One of the goals is to promote inter-company research projects.



A City for Shopping and Culture



Aschaffenburg – „The Bavarian Nice“

The Bavarian King Ludwig I loved and praised the mild climate and many hours of sunshine the city of Aschaffenburg had to offer. Therefore, he is said to have given the city of Aschaffenburg its second name: The Bavarian Nice.

www.info-aschaffenburg.de

A City for Shopping with Flair

More than 700 retail stores with over 236,000 m² of retail space provide the basis for Aschaffenburg's attractiveness as a shopping location. Shops are mainly located in the pedestrian zone, where overall retail space totals approximately 50,000 m². A special magnet for shoppers is the City Gallery, the largest inner-city shopping centre in northern Bavaria, which also features more than 50,000 m² of retail space.

- purchasing power index: 107.90 (national average 100)
- purchasing power: EUR 22,861 per inhabitant
- retail space: 3.5 m² per inhabitant

In addition to the nearly 68,000 residents of the city, the regional centre Aschaffenburg supplies another 400,000 people in the catchment area of the south-eastern Rhine-Main region with goods for their short-, medium- and long-term needs.

A City of Culture between Tradition and the Modern Era

The landmark of the City Aschaffenburg is Johannisburg Castle, one of the most important Renaissance castles of the western world, which was built by the archbishops of Mainz as a second residence. The Pompejanum, which Bavarian King Ludwig I had built in the mid-19th century as his summer residence and modelled after plans provided by an archaeological dig of a Pompeian villa, is another fascinating building.

196 hectares of inner-city parks offer numerous opportunities for recreation and relaxation: the parks and green belts invite you to linger. The banks of the Main River below the beautiful backdrop of Johannisburg Castle is an ideal place for recreation with expansive meadows, playgrounds and beer gardens, especially in the summer months. The Spessart region adjoining Aschaffenburg is the largest contiguous forest in Germany and stands for tranquillity and idyllic rural life. At the same time, the proximity to Frankfurt/ Rhine-Main promises a metropolitan flair and urban leisure activities.

In addition, Aschaffenburg itself offers a great variety of theatre, cabaret and cultural events and has an above-average number of pubs per inhabitant.

There is also a lot on offer for the younger generation with a lively nightlife, discos, clubs and concerts of various genres.



Facts and Figures



Tourism

Arriving guests,	71,077
of these from abroad	12,699
Overnight stays	130,292
Average stay	1.8 days
Open accommodation businesses	13
Available beds	779

Source: Bayerisches Landesamt für Statistik und Datenverarbeitung
(Bavarian Office for Statistics and Data Processing)

Family, Recreation and Youth

Day care centres	40
Playgrounds and football grounds	79
Youth Centre	174 events
Cinemas	2
Books and media in City Library:	85,157
Books and media taken out annually:	449,896

Conferences and Trade Fairs

Civic Centre at the Castle	Large hall: 1,170 seats
Hotels with conference facilities	3 (with conference halls), 8 (with conference rooms)
Ridingersaal in Johannisburg Castle	for up to 220 persons (seated) (300 persons standing)
Martinushaus	for up to 350 persons

Education

University of Applied Sciences	
54 schools with approx. 20,000 students	
Primary schools	13
Middle schools	6
Secondary schools	4
Grammar schools	4
Specialized and general vocational schools	22
Special needs schools	5
Adult education centres	1
Music schools	1
Technical schools	1

Healthcare

Hospitals	4
Nursing homes	7
Retirement homes	14
Assisted living facilities	3
Doctors	274

Sports Facilities

Sports fields	38
Sports halls	37
Stadium am Schönbusch	up to 12,000 persons
f.a.n frankenstolz arena	6,000 seats
Indoor and outdoor pool	
Skating rink	

As of: 2013

Internet Addresses

www.aschaffenburg.de
www.facebook.com/wirtschaftsfoerderung.aschaffenburg
www.info-aschaffenburg.de



IMPRINT

Publisher:

Stadt Aschaffenburg, Wirtschaftsförderung
Dalbergstraße 15, 63739 Aschaffenburg
Phone 06021/330-1739, Fax 06021/330-380
E-mail: wirtschaftsfoerderung@aschaffenburg.de
www.aschaffenburg.de

Editors:

Marsha Hölzl, Anja Michel, Dieter Schwab

Sources:

Bayerisches Landesamt für Statistik und
Datenverarbeitung
Bundesagentur für Arbeit
Handwerkskammer Aschaffenburg
Industrie- und Handelskammer Aschaffenburg
Planungsverband Ballungsraum Frankfurt/
Rhein-Main: Wissensatlas Frankfurt/Rhein-Main

Picture credits:

DS Smith Paper Deutschland GmbH,
PSI AG, Linde Material Handling GmbH,
DB Mobility Logistics AG, Fraport AG,
Invest in Bavaria, Initiative Bayerischer
Unterrain, Bayernhafen Aschaffenburg,
Förderverein Stadtmarketing Aschaffenburg e.V.,
Till Benzin, Alexander Heinrichs, Takata AG,
Hochschule Aschaffenburg

Design, printing and processing:
Druckhaus Main Echo, Aschaffenburg

As of: 03/2015