

A region that comes up trumps!

Bayerischer Unterrhein –
The bavarian part of the
Frankfurt-Rhein-Main-region





Bayerischer Untermain

A region worth putting in the spotlight:

- stable economic development
- excellent quality of life
- beautiful countryside
- a rich and diverse cultural scene
- first-class infrastructure
- a wide range of family and leisure activities
- responsive, citizen-oriented local administration





“A true winner!”

Let's lay the cards on the table. On the following pages, we should like to introduce you to the Bavarian Lower Main region, or “Bayerischer Untermain”. Follow us as we tour a region that holds all the trumps – economically, socially, and in terms of its landscape.

Excellent infrastructure, cultural centre, cradle of innovation, natural paradise, fantastic climate ... no one you ask about the advantages of the Bayerischer Untermain region will have to think for very long. And independent analyses and representative surveys regularly show that these are more than purely subjective assessments.

So our “Bavarian part of Frankfurt-Rhein-Main” or “Bayern in Rhein-Main” holds all the winning cards! Five of seven defined key areas for future development are successfully positioned here. The region's scores for future viability and economic dynamics have catapulted it to top positions in European rankings. For age structure, the proportion of people in education or training, purchasing power, and sheer inventiveness or wealth of ideas, the region quite simply holds the winning hand!

*Economics and ecology,
technology and tradition,
infrastructure and
communication
– here we've got it all!*

One reason for this success is the close cooperation, based on mutual trust, between people in responsible positions in commerce, science, society, politics and government. The city of Aschaffenburg and the Aschaffenburg and Miltenberg regional councils thus have all sorts of cards up their sleeves – with the result that both families and firms win!

A map of the Bayerischer Untermain region in Germany, centered on Aschaffenburg. The map shows the River Main flowing through the region, with Frankfurt to the northwest. Major roads like the A3, A66, A661, and A5 are marked. Other towns shown include Alzenau, Schölkrippen, Großostheim, and Miltenberg. A circular line highlights the central area around Aschaffenburg.

“Right in the middle of Europe!”

What gives a location its strength? Excellent transport links? Broadband? Or is it tradition and culture? “Doesn’t matter – we’ve got it all anyway!”, locals would probably answer. And so the region takes the trick! The Bayerischer Untermain region is quite simply a prime location.

Its position is enviable. The climate is mild, and the banks of the River Main and riverside vineyards are never far away. The hills of the Spessart and Odenwald forests make up large swathes of the region, while the landscape opens towards the west – even offering a distant view of Frankfurt. Very picturesque, rural in places, urban in others, sometimes typically Bavarian, sometimes more typical of the Hessen region to the north – but always right in the middle of Europe!

“Right in the middle of Europe”? No one is bluffing here – the Bayerischer Untermain region is in fact within spitting distance of Frankfurt Airport, the biggest airport in continental Europe. The airport itself is a model example of the area’s first-class infrastructure. Whether you come via the A3 autobahn, by high-speed ICE train or by boat – there are convenient ways to reach Aschaffenburg from all over the world.

Central position, excellent infrastructure – and an idyllic landscape on the doorstep. No wonder the Bayerischer Untermain region attracts companies from all over the world! It has long since emerged clearly as a centre for important innovative sectors. Here you will find well-known companies, a wealth of craftsmanship both modern and rich in tradition, and promising start-ups – strong brands for a strong location.

*Winning the game:
the Bavarian part of
the Rhine-Main region*





Bayerischer Untermain



A region intertwined with Europe:

- direct link to A3 and A45 motorways
- near Frankfurt Airport
- access to ICE, EC and IC trains in Aschaffenburg
- commercial airports in Grossostheim & Mainbullau
- trimodal transportation interface at inland harbour
- freightliner connection to the North Sea
- dense and powerful regional broadband network



Bayerischer Untermain



A region that operates successfully:

- regional networks of expertise
- ZENTEC Center for technology and enterpreneship
- locally-based research facilities
- business-friendly local administration
- diverse possibilities for business establishment
- active network to boost business development
- Rhein-Main region as local market





“Actively developed and produced!”

The year is 1980. Companies from Aschaffenburg develop and present a world first – the steering wheel with an integrated airbag. Success! And with it come other suppliers to the automotive industry, which remains a significant sector here to this day. But it is by no means the only one.

In the Bayerischer Untermain region, products are actively being developed and produced. And gone are the days when this meant only well-known industrial products such as fork-lift trucks, steering wheels or measuring instruments. Various medium-sized to large companies are becoming established in the field of renewable energy, for example, or as pioneers in optics and medical technology. This is expertise that is in demand world-wide.

*The facts show that
this region is a true
economic wonder.*

The automotive industry, logistics, information technology, mechatronics and automation, production and precision technology, or paper manufacturing – whatever the sector, flexibility, training and inter-disciplinary cooperation all play a key role. It is the farsighted business development policy carefully fostered by the district, town and community administrations that is to thank for this.

This policy is also decisive in promoting the development of lively, specialised focus groups and networks – the ideal breeding ground for further innovations. So we can expect more great things, from the newly created project group of the Fraunhofer application-oriented research organisation, IWKS, for example, which is to focus on recycling and resource strategy, and from the Aschaffenburg University of Applied Sciences' "ZeWiS", a "centre for scientific services and transfer". Whether we are talking about superconductivity, nano-technology or resource substitution – here, we see challenges as opportunities.



“The family concept”

“Family-friendly” is a coveted designation. In the Bayerischer Untermain region, too, it is one that everyone – local councils, clubs and associations, and also companies – will do their best to acquire. Their commitment involves far more than just providing playgrounds and nursery facilities, however. Here they take a very close look at what can be achieved!

In a region's hand, young families are the real trump cards. So in the Bayerischer Untermain region, no expense or effort is therefore spared as far as nursery facilities, playgrounds, family education programmes, youth centres and leisure facilities are concerned. Similarly, the highest possible standards are met in terms of public safety and the provision of medical care.

Several local interest groups have, however, recognised the fact that the concept of “family” does in fact go much further than that. Bearing in mind the need to promote and support families in the region, they link the instruments of politics, business, administration and social involvement. The success is obvious: advisory services, information days, family days – there are more and more events and programmes on offer each year!

From new-born baby to senior citizen: no one is forgotten here.

However, family policy in the region can only really be balanced if we take senior citizens and so-called “third agers” into account. A comprehensive concept reflects the fact that Germany is steadily getting older. The focus is on providing professional advice and comprehensive care. Left feeling old and unwanted? Not here!





Bayerischer Untermain



A region that lives for its families:

- wide range of nurseries and schools
- diverse care and advisory services
- high level of voluntary involvement
- playgrounds, leisure facilities, sports programmes
- lively clubs and associations
- comprehensive care services
- active family organisations





Bayerischer Untermain


- A region that stands up for education:
- diverse range of educational opportunities
- Aschaffenburg University of Applied Sciences
- promotion of young talent at all levels
- "Jugend forscht" stronghold (youth research competition)
- "engineering academy" involving schools and university
- universities of the Rhein-Main region on the doorstep
- diverse opportunities for continuing education



“Spoilt for quality choices”

Business leaders, politicians and the media all demand the effective promotion of young talent. After all, we want Germany to remain a nation of science and technology. Together with its schools, the Aschaffenburg University of Applied Sciences, and committed businesses, the Bayerischer Untermain region takes its responsibility very seriously!


Are you looking for a vibrant school landscape? Then here you are: the sheer number of different types of educational establishment in the Bayerischer Untermain region means that here you are spoilt for quality choices. Bavaria's results in the IGLU and PISA international surveys of educational standards, and annual prizes in competitions such as “Jugend forscht” (a national youth research competition) show that committed young talent certainly has excellent cards here.



The region plays an exemplary role in the promotion of young talent.

In this region, all the doors of the Bavarian school system are wide open. There are primary schools, secondary schools (“Hauptschulen” leading to a basic school leaving certificate after Year 9, and “Realschulen” leading to a leaving qualification after 10 years), grammar schools, special needs schools, technical and vocational colleges and vocational schools. There are also various adult education centres, many providers of continuing education and, in many places, music schools offering a wide range of courses. Aschaffenburg is even home to the oldest music school in Germany.

Aschaffenburg's award-winning University of Applied Sciences opened in 1995 and has performed extremely well in university rankings for years. The reasons for this are the excellent range of courses in economics, business administration and engineering on offer, and the close links between the university and local industry. The valuable practical experience gained by graduates on both Bachelor and Masters courses is a trump card when it comes to them stepping on to the career ladder!



“The cultural yardstick”

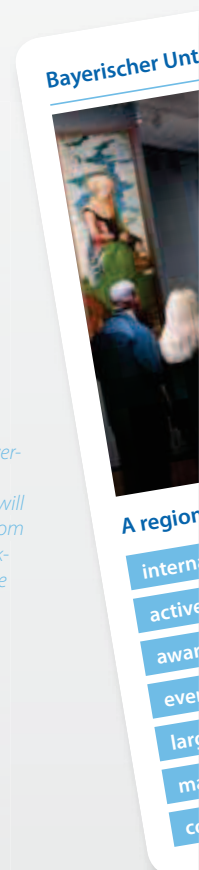
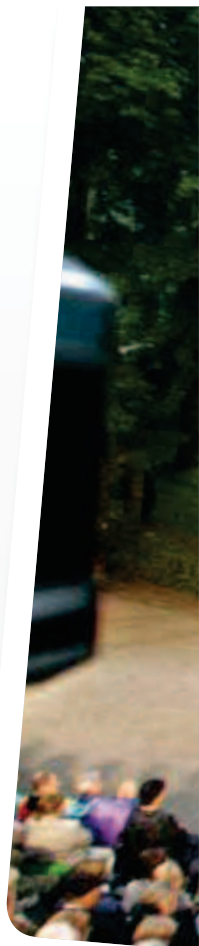
Aschaffenburg, the largest city in the Bayerischer Untermain region, is known as a “city of culture” with good reason. The city will delight you with its castle, parks, exhibitions, museums, concerts, and theatre. But the best thing is that this “city of culture” is by no means our only cultural centre.

True, with events such as the “cultural days”, the “museums’ night”, or the largest city festival in the region, Aschaffenburg does set a cultural yardstick that is hard to beat. On the other hand, the surrounding area has just as much to offer! There is the theatre festival in the castle in Alzenau, the open-air theatre at Clingenburg Castle, the cabaret festival in Kleinheubach, or the puppet theatre in Mainaschaff.

At the same time, the Bayerischer Untermain region is a paradise for music lovers. From classical to modern music, from open-air events to chamber music. Whether it’s a concert in the Colos-Saal venue in Aschaffenburg or on the famous Stumm organ in Amorbach Abbey church, the “Bach Days” in Aschaffenburg or the “Franconian music days” – there is an extremely active music scene here.

In a nutshell, any art or culture enthusiast will love the Bayerischer Untermain region. The sheer range of activities on offer is simply overwhelming, the level consistently high. And it goes without saying, of course, that there is something to appeal to all age groups: museums, theatres, concerts, art cinemas, cabaret and studio theatres, festivals, clubs ...

Culture in the Bayerischer Untermain region? Here you will find everything from commercial blockbusters to genuine insider tips!



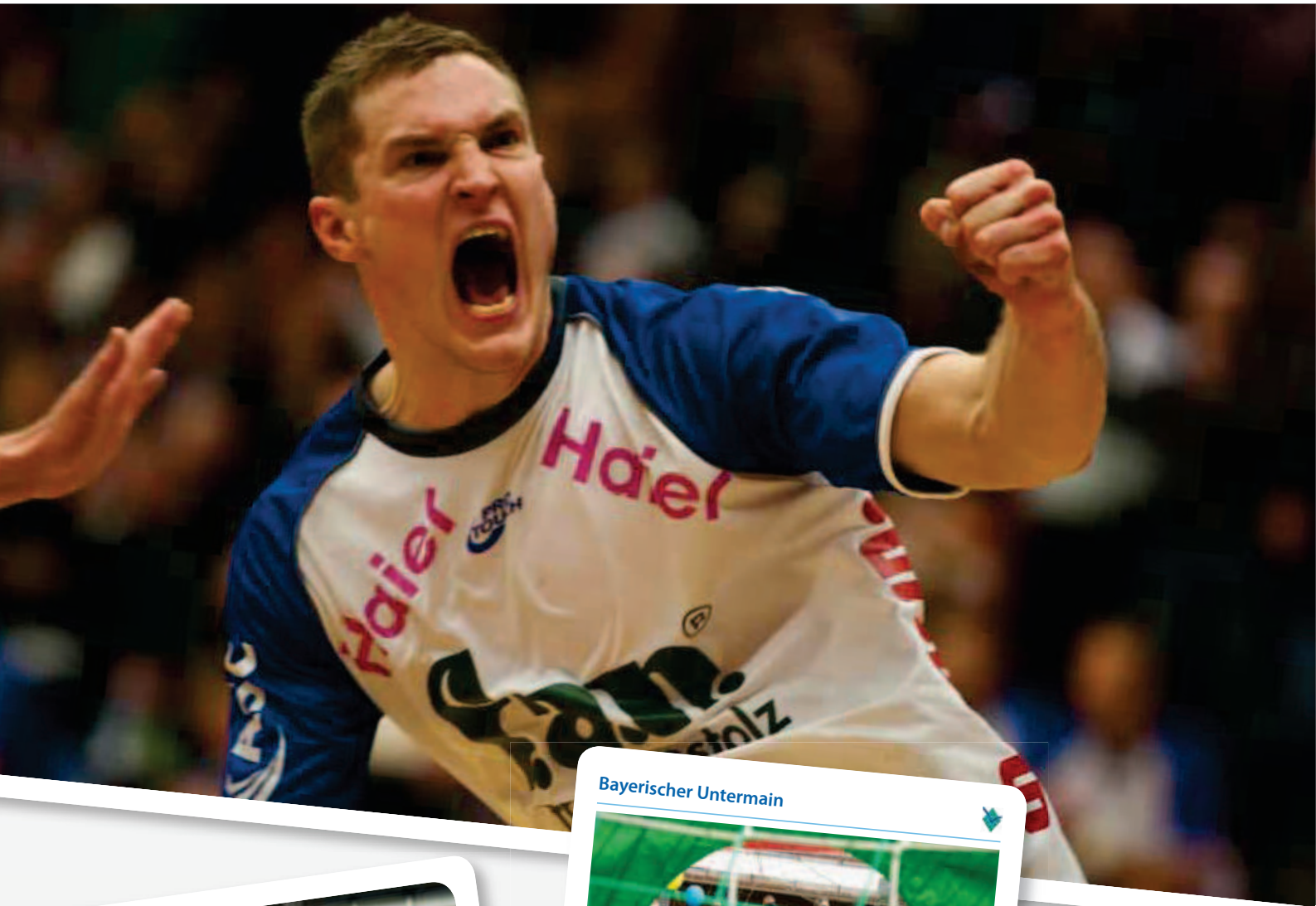


erman

that loves art and culture:

- ational theatre ensembles
- e studio theatre and cabaret scene
- d-winning art cinemas
- nts for everyone and all ages
- ge forum for (up-and-coming young) musicians
- any cultural paths and architectural monuments
- ountless museums and exhibitions



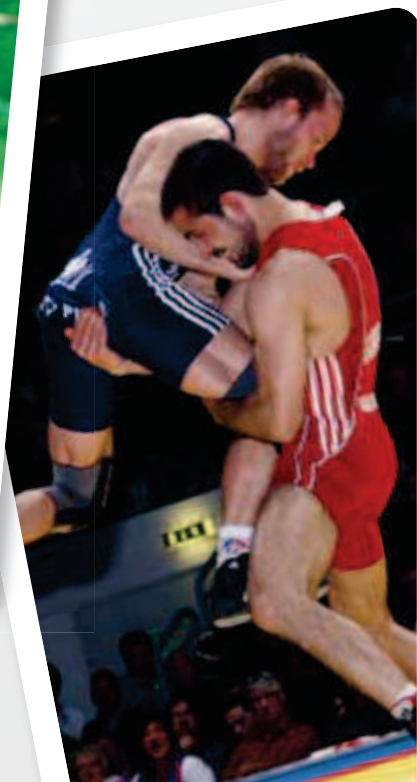


Bayerischer Untermain



A region that stays on the ball:

- diverse sports activities for all levels
- broad spectrum of clubs and associations
- great enthusiasm for sport among young and old
- networks of cycle and hiking tracks
- many sports events
- lakes and swimming pools
- intensive promotion of sport





“Flexing their muscles”

The Bayerischer Untermain region is on the ball! Whether that’s a handball, a football or a golfball, the region is a veritable sports stronghold: competitive sportspeople appreciate the club scene and the many events on offer; amateur enthusiasts are drawn out into the countryside or to the fitness centre. Let’s go!

So now we turn to sport. Year in, year out, the sports association TV Grosswallstadt successfully defends the handballing honour of Bavaria. This seven times German and twice European Cup champion thus continues a tradition of success going back more than 100 years – and remains the only Bavarian handball team in the national league. The Bayerischer Untermain region are proud of “their” team!

There are successes in other departments, too, including the coaching centre for wrestling in Aschaffenburg, the trick cyclists, and the regional motocross faction. This is all impressive evidence showing the international quality of competitive sport here! But even when it comes to amateur sport, the Bayerischer Untermain region has every right to flex its muscles.

Sport is healthy, and keeps people fit well into old age – a believe that many here share.

Football clubs, golf courses, “dragon boat” races, public running events, mountain bike tours, several indoor and outdoor swimming pools, fitness studios, hiking trails, rollerblading events, pitches for boules, glider schools, sports stadiums, jogging routes along the River Main and in parks, ski slopes... Or in a nutshell: “Sport?” “You name it, we’ve got it!”

“Served all over the world.”

What we have said so far could be summed up with a “Well-roared, [Bavarian] Lion!” But what if the Bavarian lion gets hungry? That’s an easy question to answer: he simply enjoys the regional and international specialities that are here to entice you all over the region.

Let’s begin with beer, brewed according to the strict Bavarian purity law governing beer production. This fragrant juice of the barley is an excellent accompaniment to a hearty snack consisting of locally produced cheeses, breads, pastries, meats and sausages, as well as locally grown fruit and vegetables. It is a matter of honour in the many informal vineyard bars, wine bars and gourmet restaurants to serve local delicacies as far as possible.

Another special culinary phenomenon in this area is that here, traditional Bavarian cooking is cheerfully mixed with specialities from neighbouring Hessen. Traditional Bavarian meatloaf, blood and liver sausage, spare ribs or coarse-grain sausages with sauerkraut, “Handkäs mit Musik” (cheese in a sweet & sour onion sauce) are all to be found on one menu! Often, freshly made “Appelwoi” (apple wine/cider) is also served in a traditional “Bembel” (ceramic jug). Insiders are well aware that it is in fact apples from the Bavarian Kahlgrund valley in the area that are responsible for the lion’s share of Frankfurt’s fame as a producer of traditional apple wine.

Sophisticated connoisseurs know that the real truth is only to be found in wine. And it is another truth that the mild climate here – Aschaffenburg is not known as the “Bavarian Nice” for nothing, but because of its many sunny days – makes it possible to produce exquisite red and white wines on the banks of the River Main. These are served at gourmet tables all over the world.

For those who speak German, the region offers a feast for the ears: here on the banks of the Main, “Fraenkisch” and “Hessisch” are the dialects of choice.





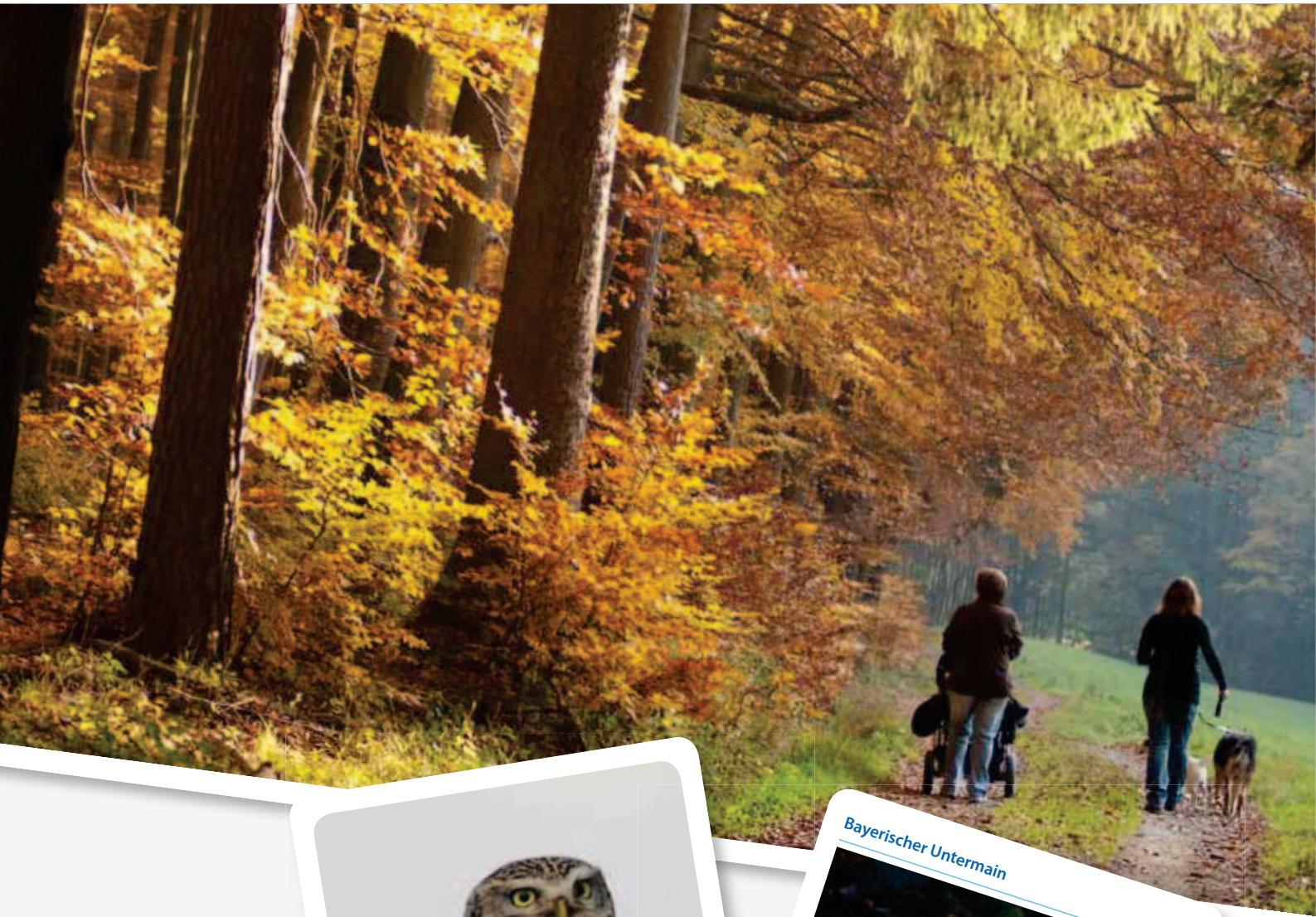
Bayerischer Untermain



A region with fine tastes:

- landscapes characterised by orchards
- internationally renowned wines
- traditional Schnaps distilleries and breweries
- locally produced game and sausage specialities
- weekly markets and farmyard shops
- cosy pubs, wine bars, beer gardens
- Franconian, Bavarian and Hessian specialities





Bayerischer Untermain

A region surrounded by green countryside:

- unspoilt natural forests
- idyllic river and valley landscapes
- gently rolling hills
- the Main valley and vineyards
- large landscaped parks and wildlife parks
- mediaeval villages and old town centres
- romantic castles





“A valuable retreat”

Everyone knows it is difficult to build on sandy ground. On sandstone, however, conditions are excellent, as the Bayerischer Untermain area shows. Castles, churches and houses built in red sandstone from the Spessart forest adorn almost every village here, because Mother Nature has been very generous with this particular building material. And she is more than generous with other attractions, too!

It was the “Specht” (woodpecker) that gave the “Spechtshardt” its name. Although no longer known as “Spechtshardt”, the Spessart Natural Park still has its greater spotted woodpeckers (*Dendrocopos major*). The oak-, beech-, pine- and spruce-lined hills of the Spessart are a valuable sanctuary for the fauna of the region. There is an old German idiom that describes rural areas as “where fox and hare wish each other goodnight”. Here it is not just fox and hare, but roe deer, red deer and wild boar who wish each other good night!

The Spessart region is of course a paradise for hikers, joggers and mountain bikers, too. There are all sorts of trails to discover. Worth a special mention are the ancient “Eselsweg” trade route (the “Donkey’s Way”), the “Franconian red-wine hiking trail” or the many mountain-bike routes, all of course GPS-logged.

*Flora, fauna and fables
– life, living, and the
spice of life*

Incidentally, along with the neighbouring Odenwald forest, the Spessart is one of the most diverse forest areas in Europe! This is a privilege of landscape that the inhabitants of the Bayerischer Untermain region can enjoy free of charge – along with historic half-timbered towns, the English-style landscaped garden of Schönbusch, the moated castle of Mespelbrunn, and all sorts of other attractions.



“Did you know that ...”

... the Expressionist painter **Ernst Ludwig Kirchner** (1880 – 1938) was born in Aschaffenburg?

This is where he once wrote: “Here, I always sat at the window and drew what I saw.”

... the painter **Christian Schad** spent most of his life in Aschaffenburg? He is world famous and considered to be one of the most significant representatives of the “Neue Sachlichkeit” movement (“New Objectivity”).

... there are also several contemporary artists living in Aschaffenburg? The award-winning cartoonists **Achim Greser** and **Heribert Lenz** particularly enjoy the pub culture of their adopted home town.

... the stand-up comedian **Urban Priol**, whose awards include the “Deutscher Fernsehpreis” (German television prize), is from Aschaffenburg? He describes his home town as follows: “There’s something about this place. You just can’t get away from it ... not least because of the A3 autobahn!”

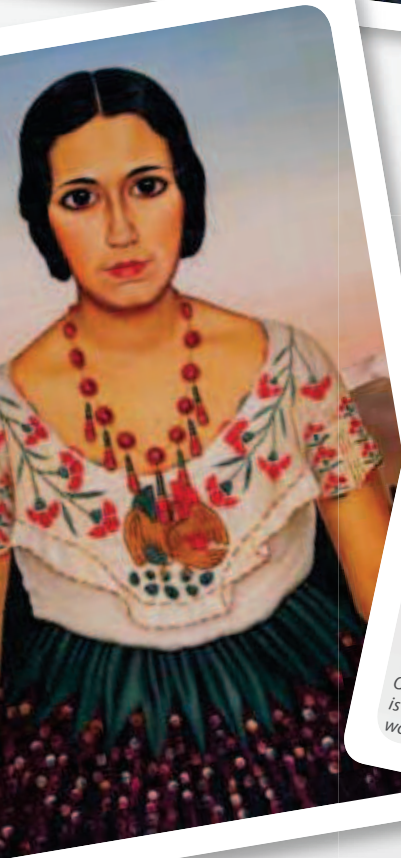
... the doctor **Alois Alzheimer** (1864 –1915) spent his school days at the Königliches Humanistisches Gymnasium (grammar school) in Aschaffenburg?
His family grave is also to be found here.

... there is a **sun dial** on the Theaterplatz square in Aschaffenburg that works at night, too?

... there is a lively **Alpine horn scene** in the Spessart region? The Spessart may be “only” a mid-size range of hills, but here, too, Alpine horns were once used on the pastures.

... the **Spessart village of Dornau** was of such importance for the cattle trade in the 19th century, that it considered itself to be the “centre of the Earth”? This is where the German idiom, “die Weltachse schmieren” originates (“oiling the world’s axis”).





Oh no – Germany
is no longer Export-
world champion!



And it's partly
your fault – you
only drink Pils!



Bayerischer Untermain

A region that comes up trumps on the internet:

www.bayerischer-untermain.de
www.aschaffenburg.de
www.landkreis-aschaffenburg.de
www.landkreis-miltenberg.de
www.info-aschaffenburg.de
www.spessart-touristinfo.de
www.zentec.de

Ankunft / Arrival

Zeit *Time / Temps*

Über *via*

Ziel *Destination*

Now
Now
Now

Excellent transport links
Strong industrial basis
Diverse educational opportunities

Global markets
Viable innovations
Sound skills and expertise

Now
Now
Now

Many activities for families
Varied cultural programme
Many competitive and amateur sports

Perfect climate for quality of
Stimulating entertainment
Physical relaxation

Now
Now

Culinary diversity
Diverse landscapes

A veritable feast for gourmet
High recreational value





“Now it’s your turn to hit the track!”

Come and visit us. We have prepared the ground for you.

In the Bayerischer Untermain region you will find a strong and active business development network. Under the umbrella of the INITIATIVE BAYERISCHER UNTERMAIN (regional network for economic development), industry, politicians and local administrations work together in mutual trust to offer you a wide range of support and advisory services to do with the Bayerischer Untermain region as a business location.

Thanks to close cooperation with partners such as the ZENTEC regional technology agency, the Aschaffenburg Chamber of Commerce (IHK), or the Lower Franconian Chamber of Trades, both companies already based here and companies interested in establishing themselves here can count on the INITIATIVE BAYERISCHER UNTERMAIN as a point of contact and source of stimulus.

The INITIATIVE BAYERISCHER UNTERMAIN is financed and supported by the city and district of Aschaffenburg, the district of Miltenberg, the Aschaffenburg Chamber of Industry and Commerce (IHK), the Lower Franconian Chamber of Trades, and the regional government of Unterfranken/Lower Franconia.

So much for us – now you just need to make your way here! Visit us on our website. We should be delighted to welcome you under www.bayerischer-untermain.de. Come and talk to us!

PICTURE CREDITS:

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The art of adding value

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BAYERISCHER
UNTERMAIN

ALLES WAS
ZUKUNFT
BRAUCHT

FOR FUTURE NEEDS

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