FRANKFURT
A CITY FOR ENTREPRENEURS AT THE HEART OF EUROPE

An invitation to international firms, investors and start-up companies looking for new opportunities in Germany
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Discover Frankfurt:
International, liberal, and dynamic
As Lord Mayor of Frankfurt, one of my most important objectives is to stimulate interest in this city in companies and entrepreneurs from all over the world. For many centuries Frankfurt has thrived – formerly as a free imperial city – as a transport hub and centre of trade in Europe, and it has witnessed the lively interactions of people with very diverse values and ideas. Frankfurt’s almost proverbial liberalism is rooted in this city and has produced an innovative and cosmopolitan environment, attracting more and more people of all cultures and nationalities. Those who come to Frankfurt want to make their mark here. The city offers enormous potential, particularly for international-oriented entrepreneurs, and not just because of its exceptionally well-qualified workforce, unique infrastructure and access to major world markets. Located in one of Germany’s most attractive regions, it also offers a high standard of living, a safe urban environment, an exemplary cultural and social life, and a cosmopolitan spirit.

With a total of some 65,000 students – and 10,000 students graduating annually – our outstanding universities and colleges teach a multi-lingual future workforce who have already learned how to travel the world. As graduates of Goethe University, the University of Applied Sciences, Frankfurt School of Finance and Management, the Städelschule as well as the Frankfurt University of Music and Performing Arts (HIMDK), this young generation epitomises a cosmopolitan outlook and the ability to operate in many cultural contexts. The presence of these individuals is a huge asset to any business seeking to compete in the global market, using Frankfurt as a base. This potential sets Frankfurt apart from other German cities.

I am confident that you and your business ideas will be well received in Frankfurt and I promise we will not disappoint you. I will personally see to that! At the end of this brochure you will find a list of professional advisors who can assist you further and help you make a smooth start. Please feel free to contact us!

With best regards,
Peter Feldmann
Lord Mayor of Frankfurt
Communicative and international:
Students in Frankfurt
NOT BUREAUCRATS, BUT INDIVIDUALS

by Prof. Dr. Werner Müller-Esterl,
President of Goethe University Frankfurt am Main

According to a report in the New York Times at the end of 2012, when top companies operating worldwide are hiring staff, they seek out graduates from Goethe University, as one of ten worldwide universities, because they are considered particularly desirable as employees. This is also a compliment to the city of Frankfurt, since its international flair reflects the diversity of the students, and the city is unique in Germany in terms of the number of top quality jobs on offer.

Goethe University trains its students to the very highest level so that after completing their studies they are in a position to start their careers in international companies.

It no longer seems that employers are looking just at professional qualifications. Today, more than ever, not only are companies looking for employees with the ability to solve problems and demonstrate methodological and strategic thinking skills; they must also be prepared to take on responsibility. In short, companies are looking for those particular skills that the research-oriented teaching at Goethe University focusses on.

These days, those with inquiring minds are not just at home in a university environment. There is great demand for such people in companies looking at and analysing the bigger picture, and they are also sought-after employees for businesses developing sustainable concepts, or products geared to the global market.

In this sense, businesses in Frankfurt and the Rhine-Main area stand to benefit greatly from the fact that Goethe University and other Frankfurt universities train individuals rather than bureaucrats. This is particularly true for foreign investors wishing to set up a new company in Frankfurt.

With kind regards,
Werner Müller-Esterl
President of Goethe University Frankfurt
Open and transparent:
The historical entrance hall to the cafeteria on the Westend Campus
WHY THIS BROCHURE?

According to the current Globalization and World Cities Research Network, Frankfurt ranks as one of the 27 most important cities in the world and as Germany’s only Alpha World City (source: Globalization and World Cities Research Network). In the World City Survey it even achieves 14th place. The Economist’s ‘Global City Competitiveness Index 2012’ considers Frankfurt to be one of the most competitive cities in the world and it has recently increased its standing to 11th place. The Hamburg Institute of International Economics confirmed that, for the third time in a row, of all cities in Germany, the Main metropolis offers the best development opportunities. Frankfurt is at the top – both in Germany and worldwide – and so are its universities and colleges. Personnel and managers of companies operating worldwide rate the employability of Goethe University’s business-oriented graduates in 10th place, among the world’s best universities and colleges. For the first time in 2011 the renowned Shanghai Ranking ranked the university – with its campuses located in Frankfurt’s Westend, Riedberg and Niederrad districts – one of the best 100 universities worldwide, and among the 6 best in Germany. The University for Applied Sciences (Fachhochschule Frankfurt) also has an excellent reputation for applied research and produces highly qualified graduates, as does the Frankfurt School of Finance and Management, with an emphasis on finance and economics.

This brochure is directed at you as a potential investor or start-up company, and aims to

- **offer help** while you are still deciding about committing yourself to Frankfurt,
- **support you** with additional information about Frankfurt and how to get in touch with decision-makers,
- **familiarise you** with people who have come to Frankfurt to successfully realise their plans, businesses and ideas,
- **stimulate your curiosity** about the particular attractions Frankfurt has to offer as the “world’s smallest metropolis”, and encourage you to discover its charming surroundings.

There are only a few places in the world where businesses will find so many internationally competent and highly trained graduates. We hope these ideal conditions will encourage you to seriously consider becoming involved in Germany’s leading business metropolis!
The Rhine-Main area is a globally oriented region and a very successful one! This is plainly evident in the international focus of the companies already located here. Industrial concerns enjoy an average export quota of some 50 per cent – 5 per cent higher than the national average. Industries such as chemicals, pharmaceuticals, machine and tool manufacturing, the electronic and banking sectors are all found here in high concentration. In addition, there is Frankfurt’s trade fair, the airport, and accountants and business consultants who operate internationally. Many concerns undertake a large proportion of their foreign trade within the area covered by our Frankfurt Chamber of Commerce and Industry, and such companies rely on a constant stream of suitably qualified young staff. So Frankfurt is also a sought-after location due to the exceptional specialist and leadership talent emanating from the universities and colleges here. The international atmosphere of the city, plus the high proportion of foreign students make these people ideally suited to be players in the global economy. And the internationally renowned research taking place at Frankfurt’s Goethe University contributes to this climate of innovation. This interplay between cutting-edge research and entrepreneurial practice makes the Rhine-Main area one of the most powerful metropolitan areas in Europe.

MATHIAS MÜLLER,
PRESIDENT,
FRANKFURT AM MAIN
CHAMBER OF COMMERCE
AND INDUSTRY:
»WE LINK UP
INTERNATIONAL
COMPANIES!«

The Rhine-Main area is a globally oriented region and a very successful one! This is plainly evident in the international focus of the companies already located here. Industrial concerns enjoy an average export quota of some 50 per cent – 5 per cent higher than the national average. Industries such as chemicals, pharmaceuticals, machine and tool manufacturing, the electronic and banking sectors are all found here in high concentration. In addition, there is Frankfurt’s trade fair, the airport, and accountants and business consultants who operate internationally. Many concerns undertake a large proportion of their foreign trade within the area covered by our Frankfurt Chamber of Commerce and Industry, and such companies rely on a constant stream of suitably qualified young staff. So Frankfurt is also a sought-after location due to the exceptional specialist and leadership talent emanating from the universities and colleges here. The international atmosphere of the city, plus the high proportion of foreign students make these people ideally suited to be players in the global economy. And the internationally renowned research taking place at Frankfurt’s Goethe University contributes to this climate of innovation. This interplay between cutting-edge research and entrepreneurial practice makes the Rhine-Main area one of the most powerful metropolitan areas in Europe.
Why are there so many international companies in Frankfurt?

International business has already firmly established itself in Frankfurt.

Most of the world’s major financial institutions are here, represented with large offices.

The presence of the European Central Bank makes Frankfurt the centre of finance in continental Europe.

Frankfurt is home to Goethe University’s House of Finance (HoF), the leading centre for financial market research and regulatory issues in Germany. Academics from HoF act as policy advisors on national and international panels.

Alongside the financial sector, logistics and pharmaceutical companies, the creative industries and information technology are also happy to be based in Frankfurt.

Frankfurt is, in several senses, Europe’s ‘traffic hub’. It houses the world’s major telecommunications node, Europe’s third largest airport, and one of the most important trade fairs worldwide.

Businesses and entrepreneurs appreciate the various facets of the city: its internationally connected networks, an inspiring working climate, the excellent and reliable infrastructure it offers, a tightly interwoven academic landscape, a safe urban environment and last, but not least, Frankfurt’s high standard of living. Some 20 years ago, a career move from London or Paris might have been regarded as problematic, but nowadays the city has significantly increased its appeal, with its highly professional environment, its historic and modern architecture, a rich cultural life and above all, its humanity: all values that have gained in importance when it comes to recruiting top personnel.
Help people to help themselves and give support where needed: that’s what Goethe Unibator does. Professors at Goethe University created it to help improve the entrepreneurial climate and culture for students, staff and alumni. Acting as a bridge between science and industry and with its practical slant, the Unibator helps people transform scientific knowledge and ideas into marketable products and services. To aid this process, start-ups are given a comprehensive package of services such as office space, on-site start-up advice as well as start-up relevant events, anchored in university curricula. In addition, professors from various faculties, accompanied by experts from the region lend their support to projects supervised by the Goethe Unibator. Currently, more than 30 projects are funded, with a total of 25 mentors from 10 departments. Projects reflect both the diversity and potential of Goethe University, thereby making an important contribution to innovation in the region – and of course they also provide an impulse for foreign companies wishing to establish themselves in Frankfurt.

For further information:
www.goetheunibator.de
WHAT ATTRACTS INTERNATIONAL FIRMS AND MANAGERS TO FRANKFURT?

Frankfurt has changed enormously over the last 20 years – what used to be just a “normal” city has become a veritable magnet:

The city’s river location with a skyline that is unique in Europe, and the legendary Museum Embankment offer outstanding recreational opportunities.

No other city in Germany provides more per capita subvention for culture.

No other city can boast such a tightly woven network of foundations.

As a consequence, this manageable-sized city offers a huge number of museums, concert halls and universities of national and international standing: the Städel Museum, the Schirn, the Liebieghaus, the Deutsches Architekturmuseum (DAM), Senckenberg Museum and the Museum for Communication, plus Frankfurt’s trade fair are only some of the reasons why annually, more than 7 million people from all over the world visit Frankfurt.

Frankfurt draws more people to it than many other cities in Germany and currently welcomes some 10,000 new inhabitants per year.

By comparison with other world-ranking cities, Frankfurt is a city of short distances with an excellent infrastructure – for cyclists too, serves both as Europe’s main transport hub and its central telecommunications node.

is a city where any place within the city can be easily reached within 30 minutes on public transport,

inhabitants enjoy relaxing in its many sizeable parks as well as its attractive bars and restaurants, for example those near the Alte Oper.

In brief: Frankfurt is a city of short distances: a “little metropolis” with a lot to offer – including delightful surroundings for sport, leisure and relaxation.
From the very first day I arrived, I was excited by the special atmosphere here – the freedom I was given to pursue exciting projects and the fruitful work that stemmed from collaborations within the university and in the Rhine-Main area. This allowed me to combine molecular and clinical medicine in an ideal manner and to transform my ideas into action. Thanks to an enormous amount of investment, I was able to attract excellent young group leaders to come to my institute, and they brought with them important know-how and new technologies. In brief: Frankfurt, as a setting suits me down to the ground. Here, in this excellent environment, you can make things happen, and that not only makes the location attractive but also internationally competitive and highly visible. In my private life too, I’ve put down my roots here. Two of my children are born and bred in Frankfurt. We all love the urbanity here: the sense that we live in a pulsating, yet extremely family-friendly metropolis at the heart of Europe. Of course for me personally, the city’s close proximity to the airport and the excellent connections it offers are also important factors, since I have to travel very often. Frankfurt manages to combine the advantages of a mega-city with those of a small town. The schools are good, and the cultural, social and sporting scene is fantastic. And we’ve found friends here too. In short: As a Croatian, I now feel completely at home in the Main metropolis.
WHAT ARE THE HIGHLIGHTS OF THE UNIVERSITY AND ACADEMIC LANDSCAPE?

Some time ago Handelsblatt, Germany’s leading business journal, dubbed Frankfurt “the magnet on the Main”. This is certainly no exaggeration. In some departments of Germany’s third largest university, already over thirty per cent of the professors and lecturers are non-German, and one in four students comes from a migrant background. Over the past decade Goethe University has focussed on international recruitment, and has transformed itself into a foundation. Top academics are now being attracted to the university from Harvard, the London School of Economics and the University of California, and have made Frankfurt their permanent home.

Here, on the new Westend campus they encounter unique working conditions and a very open-minded atmosphere, in an historic building ensemble designed by the architect Hans Poelzig, as well as numerous new buildings.

Both the experimental sciences on the Riedberg campus and University Hospital located on the Niederrad campus exert a strong pull, attracting leading scientists from more than fifty nations.

Goethe University takes its motto: “Science for Society” seriously. Here, research focuses on major socio-political challenges of our time, such as coping with the global financial crisis, the fight against endemic diseases and a better understanding of climate change and loss of biodiversity.
SIGENG HAN, ENTREPRENEUR:

»WITHEROUT THE INNOVATIVE CLIMATE OF GOETHE UNIVERSITY, MY START-UP COMPANY WOULD NEVER HAVE GOT WHERE IT IS TODAY.«

I studied chemistry at Goethe University and did my PhD there. In 2013, I founded MolFolding GmbH, based on my own patent. It is the first company in the world to specialise in the characterisation of protein folding. With support from Professor J.W. Engels, BMWi’s EXIST Programme and start-up funding from the city of Frankfurt, it was possible to establish MolFolding GmbH as a Goethe University start-up company. Without the international, innovative and entrepreneurial spirit at Goethe University, as well as their established platforms and networks, my start-up company would never have got where it is today. And I’ll never forget this. The platforms and networks at Goethe University encompass, for example: a professorship and lectures for students interested in establishing start-up companies; the firm Innovectis, which offers support in patenting innovations; and the Unibator, helping the entrepreneur with concept development. Frankfurt’s internationally active platforms and its networks include for instance, Science4life and Best Excellence, offering entrepreneurs support through regular seminars and events. My university courses, and the collaborative research work with our professors and their assistants was carried out in a very open and fruitful atmosphere. I am very grateful for this experience which, no matter what language you spoke or where you came from, also opened many doors for foreign students.
Frankfurt is confident but not complacent, inviting rather than ingratiating. It is both diverse, and globally oriented. The city enjoys all the advantages of a metropolis but suffers hardly any of the typical drawbacks of global megacities, such as pollution, social divide and insecurity, crime and urban sprawl. The city on the River Main has, for many centuries, accommodated commerce and people from different cultures and has welcomed them with open arms, connected them to each other and provided the best possible circumstances under which they can operate in an international context. And almost nowhere else, can businesses find such well-qualified staff. Join us, and be part of the Frankfurt Spirit! Here, the local and the global are closely and sympathetically intertwined. So why not enrich the city with your entrepreneurial ideas? You will find yourself on fertile soil here, with all the pre-requisites for both national and international success.
Innovation means transforming knowledge into marketable products and business models for the global market. Here – apart from specialised knowledge – interdisciplinary, intellectual, as well as communicative skills are needed. The FIZ Frankfurt Biotechnology Innovation Center, located at the Science City in Riedberg, actively promotes innovation, since here, life science companies find not only a customized laboratory infrastructure, but also access to networks – across disciplines, sectors and national boundaries. What characterises FIZ is not only the dynamic interplay of small and medium-sized enterprises, but also its individuals and experts, who operate in various sectors of the healthcare market. Innovative companies need specialists and managers who can meet the demands of the market today and tomorrow. And to be in a position to apply knowledge in new contexts, these people need both technical and personal skills. Frankfurt’s universities, as well as the neighbouring Goethe University, make a decisive contribution to this by systematically promoting these skills.
Frankfurt – A city for entrepreneurs at the heart of Europe

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Why is Frankfurt today Germany’s most international city?

Frankfurt’s legendary liberalism stems from its history. As a free imperial city of international significance since the Middle Ages, it has enjoyed the greatest possible degree of freedom over many centuries. Confident and financially successful citizens knew how to use this freedom to their advantage – but not in the sense of feudal power. Germany’s first democratic parliament was elected in 1848 at St. Paul’s Church in Frankfurt and the Frankfurt Constitution proved influential, spreading to other federal states. And there is something else that characterises Frankfurt. Where funds are lacking in the public sector, private initiatives have come to the rescue in many communal projects. Museums, hospitals and Goethe University too were all established with the help of generous civic financial support in the past. This ‘entrepreneurial spirit’ is preserved in Frankfurt’s population today. And this is what makes the city so attractive for entrepreneurs from all over the world, who likewise want to set up in Frankfurt and become part of its great civic community: people who don’t always wait for the state to realise important projects, but who get on and do it themselves!
I’m standing in front of Goethe Uni with a microphone in my hand. There’s an ice-cold wind blowing. In spite of this, everyone is here: hundreds of fellow students from all over the world, Frankfurt citizens, the dean, several professors, the press, television. Even the doorman has come. My university and my city are right behind me. And that is what’s special. That’s what keeps me here. My university fought on my behalf, and successfully so, when my family and I were about to be deported from Germany. A professor wrote two legal opinions about our case, and the President of the university stood up for us in the state parliament, so that we achieved “the prospect of a permanent future in Germany”. Everyone said: “You belong here!” And what’s more, they said it in public! They gave interviews to the press and on television. That’s why I really enjoy studying in Frankfurt – because of the people, their commitment on behalf of others, and their tenaciousness. That’s why I love Goethe University. And why I love Frankfurt. When I’ve finished my studies, I want to become a lawyer. Frankfurt is a great place for that. Here there are lots of possibilities. This diversity enriches my life. Here you can live your dreams. This is my place in the world. And I never want to leave again.

HASSAN KHATEEB, A LAW STUDENT:
»A GROWING AFFECTION: MY GOETHE UNIVERSITY AND MY FRANKFURT.«
Cradle of German democracy: St. Paul's Church in Frankfurt
Frankfurt does not merely offer itself as a place to locate your company based on economic grounds alone. You will not only be working here, it will also become the focal point of your life.

On the following pages you will find an overview of the most important topics and contacts in Frankfurt and at Goethe University, which we hope will be of help to you, your business and your employees. We aim to make your start in Frankfurt as trouble-free as possible.

Frankfurt in figures
- Total area: 248.3 km²
- Population (2013): 691,518

Who can help you make a success of your business?
- Frankfurt Economic Development GmbH supports the needs of those entrepreneurs who have already chosen Frankfurt as a location, as well as those planning to settle here. It offers a contact point for questions regarding location issues as well as economic development in Frankfurt.

Contact
Tel: +49 (0)69 212 36209
E-Mail: info@frankfurt-business.net

Further information
www.frankfurt-business.net

- The recently opened Federal Employment Agency Welcomecenter offers support and information specially directed at foreign personnel.

Address
Fischerfeldstraße 10-12
60311 Frankfurt am Main

Contact
Tel: 0800 4 5555 00 (for employees)
Tel: 0800 4 5555 20 (for employers)

Further information
www.arbeitsagentur.de

In Frankfurt housing is always a vital and current issue. The city’s attractive location has stimulated a flourishing economy and cultural scene, prompting an additional 10,000 people to move to Frankfurt each year.

- ABG Frankfurt Holding owns a stock of some 50,000 homes. In addition they have commercial property and other space for rent, such as office buildings, retail space, student accommodation and age care facilities, as well as youth facilities.

Contact
ABG FRANKFURT HOLDING
Tel: +49 (0)69 26 08-0

Further information
www.abg-fh.com
Constantly in touch with the world:
Frankfurt is an international city, with two administration departments specially devoted to this area:

- The Office for Multicultural Affairs (AmkA) looks after the needs of Frankfurt’s foreign citizens.

  **Contact**
  Tel: +49 (0)69 212 38765

  **Further information**
  [www.vielfalt-bewegt-frankfurt.de](http://www.vielfalt-bewegt-frankfurt.de/en)

- The Office for International Affairs offers advice and assistance in international and European affairs. It is the coordination and service centre for international companies and associations already established in Frankfurt and is also responsible for Frankfurt’s twin cities programme.

  **Contact**
  Tel: +49 (0)69 212 31888

  **Further information**
  [www.internationalesfrankfurt.de](http://www.internationalesfrankfurt.de)

In Frankfurt – the city of short distances – you can find almost everything on your doorstep. Underground or S-Bahn stations are rarely more than 300m away. Information about the public transport system can be found here:

- RMV is responsible for transport within the Rhine-Main area. In Frankfurt it also runs the S-Bahn network as well as regional bus services
  [www.rmv.de](http://www.rmv.de)

- For transport within Frankfurt, please visit traffiQ and VGF
  [www.traffiQ.de](http://www.traffiQ.de), [www.vgf-ffm.de](http://www.vgf-ffm.de)

Good infrastructure needs to be thought through. That is why education and childcare feature high on the city’s list of priorities. After all, the future of our city depends on what we provide for our children.

- Whether you are looking for local childcare facilities or a suitable school

  **Contact**
  Tel: +49 (0)69 212-33891

  **Further information**
  [www.stadtschulamt.stadt-frankfurt.de](http://www.stadtschulamt.stadt-frankfurt.de)

Alongside Goethe University, there are also numerous other colleges of further education in Frankfurt:

- Fachhochschule Frankfurt, University of Applied Sciences
  [www.fh-frankfurt.de](http://www.fh-frankfurt.de)

- Dr. Hoch’s Konservatorium
  [www.dr-hochs.de](http://www.dr-hochs.de)
Many people think of Frankfurt only as a financial centre. But Frankfurt has a lot more to offer than just this:

- Frankfurt is a green city.
- Those who only notice Frankfurt's skyline will be surprised, because there is much more to the city than this. The city actively promotes the well-being of its inhabitants, and Frankfurt's many parks and green spaces help to contribute towards this. The city forest, for example, is one of the largest urban forests in Germany.

Further information
www.gruenflaechenamt.stadt-frankfurt.de
www.umweltamt.stadt-frankfurt.de

There are abundant opportunities for cultural and recreational activities too. Numerous award-winning concert halls and theatres, as well as world-class museums form an integral part of life in Frankfurt.

Further information
www.kultur-frankfurt.de
www.frankfurt.de/freizeit

Tips and information to help you make a successful start in Frankfurt have also been gathered here
www.frankfurt.de/neubuerger

Stadt Frankfurt
Römerberg 23
60311 Frankfurt am Main
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Germany’s most beautiful campus:
Historical and contemporary buildings on the Westend Campus
Goethe University is a university with a strong research focus, located in the European financial metropolis of Frankfurt. It was founded in 1914 by Frankfurt’s citizens and is today one of Germany’s three largest universities, and one of the most successful in acquiring research funding from outside the university.

On 1 January 2008, it regained an exceptional degree of autonomy by returning to its historical roots as a foundation university. Simultaneously, the recent building programme has given the university a totally new appearance. In Frankfurt’s Westend, alongside Poelzig, a campus has now emerged that sets new benchmarks in terms of both aesthetics and function. The “Science City” Riedberg campus encompasses the university’s natural science faculties, in close proximity to two Max Planck Institutes.

Research focus
Research at Goethe University – as well as work carried out in research collaborations with other universities and non-university partners – addresses the critical topics of future national and international interest under the motto: “Science for Society”.

Research topics
- Social justice
- The formation of normative orders
- Cardiovascular medicine
- Cancer research
- Molecular machines
- Empirical education research
- Climate and biodiversity
- Heavy ion research

Contacts at Goethe University
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E-Mail: vonbothmer@em.uni-frankfurt.de
Web: www2.uni-frankfurt.de/45729918/
Welcome

Yvonne Maienschein
Career Centre
Tel: +49 (0)69 7158 57-121
(Contact for entrepreneurs)
E-Mail: cc@uni-frankfurt.campuservice.de
Web: www.careercenter-company.de

Dr. Otmar Schöller, Innovectis GmbH
(Advice for start-up companies in the field of high technology, innovation transfer and patent exploitation)
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