

FrankfurtRheinMain GmbH

International Marketing of the Region

Dr. Kasturi Dadhe
Director India & United Kingdom
Dublin, 26th November 2019



FrankfurtRheinMain
Become a part of it.

FrankfurtRheinMain

➤ 30 minutes around the city of Frankfurt and rivers Rhine and Main



~6 million population

GDP of 215 billion Euro (comparable to Ireland and 20% above German average)

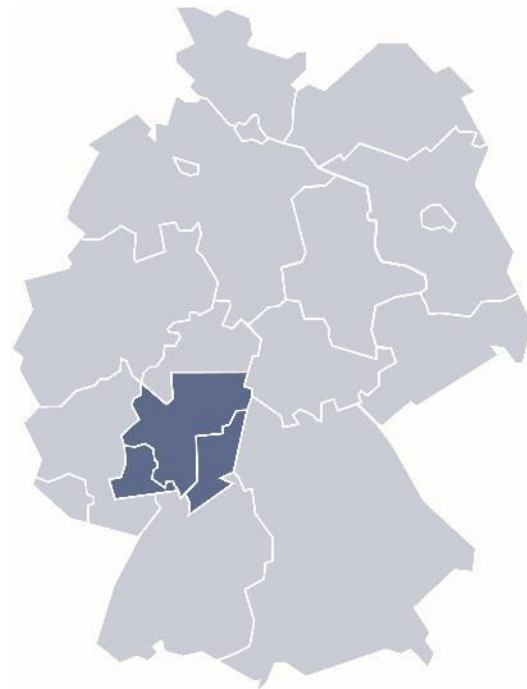


47 million customers in a 200 km radius
unique catchment area



As simple as it sounds, but...

- Germany a decentralized country
- „many capitals“
- FRM a decentralized region
- We operate across 3 different federal states & 26 counties and cities
- Success drivers:
 - Cooperation and competition
 - Efficient agency
 - Highly focused



..and is a great place to live!

Mercer Cost of Living Survey 2019 Worldwide Ranking, (most expensive), Rank

1	Hongkong
2	Tokyo, Japan
3	Singapore
4	Seoul, South Korea
5	Zurich, Switzerland
9	New York, United States
23	London, United Kingdom
47	Paris, France
67	Munich, Germany
74	Frankfurt

*Costs for
housing,
food, taxes
and
healthcare

Office space

Most expensive locations (EUR/sqm/month)

123.5 EUR



New York

83.3 EUR



London

60.1 EUR



Paris

51.6 EUR



Dublin

39.5 EUR



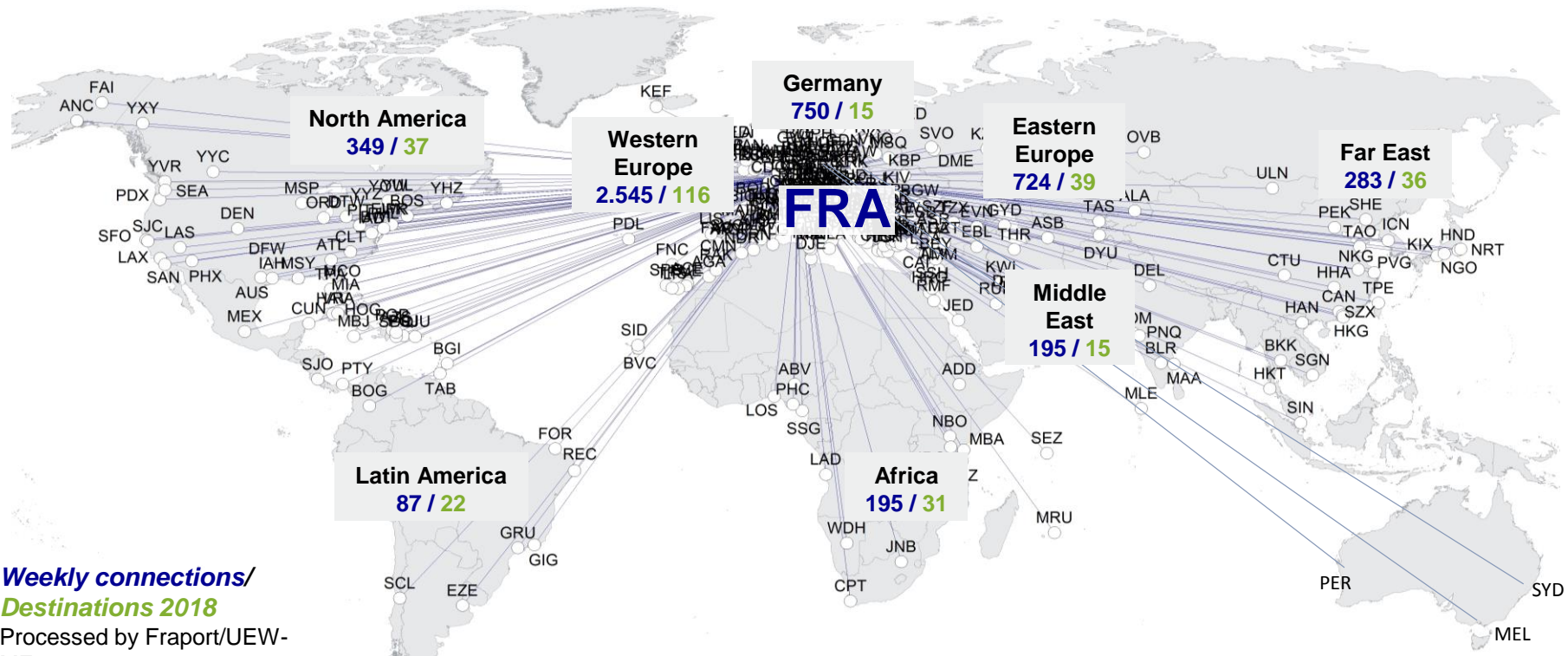
Frankfurt

750,000 m²
A-Grade
now available

Source: Institut der deutschen Wirtschaft Köln (CBRE/Knight Frank) 2017.

Pictures: Microsoft-Office picture gallery; WikipediaCommons.

Connectivity Hub



Weekly connections/ Destinations 2018

Processed by Fraport/UEW-MF

Airport, and?

COMMERZBANK 



 DZ BANK


EUROPEAN CENTRAL BANK
EUROSYSTEM

 DEUTSCHE
BUNDESBANK
EUROSYSTEM

 BaFin

 DEUTSCHE BÖRSE
GROUP

KFW


EIOPA
EUROPEAN INSURANCE
AND OCCUPATIONAL PENSIONS AUTHORITY

Financial Center - „The Fourth European Capital“!

Greater London: 360.000*

FrankfurtRheinMain: 120.000*

- 50 confirmed Brexit relocations
- Financial ecosystem



*Source: Helaba Research 09/2017
Picture: gedichtaktuell.de

Airport, Banks & Automotive



GEELY



Airport, Banks, Automotive & Life Sciences



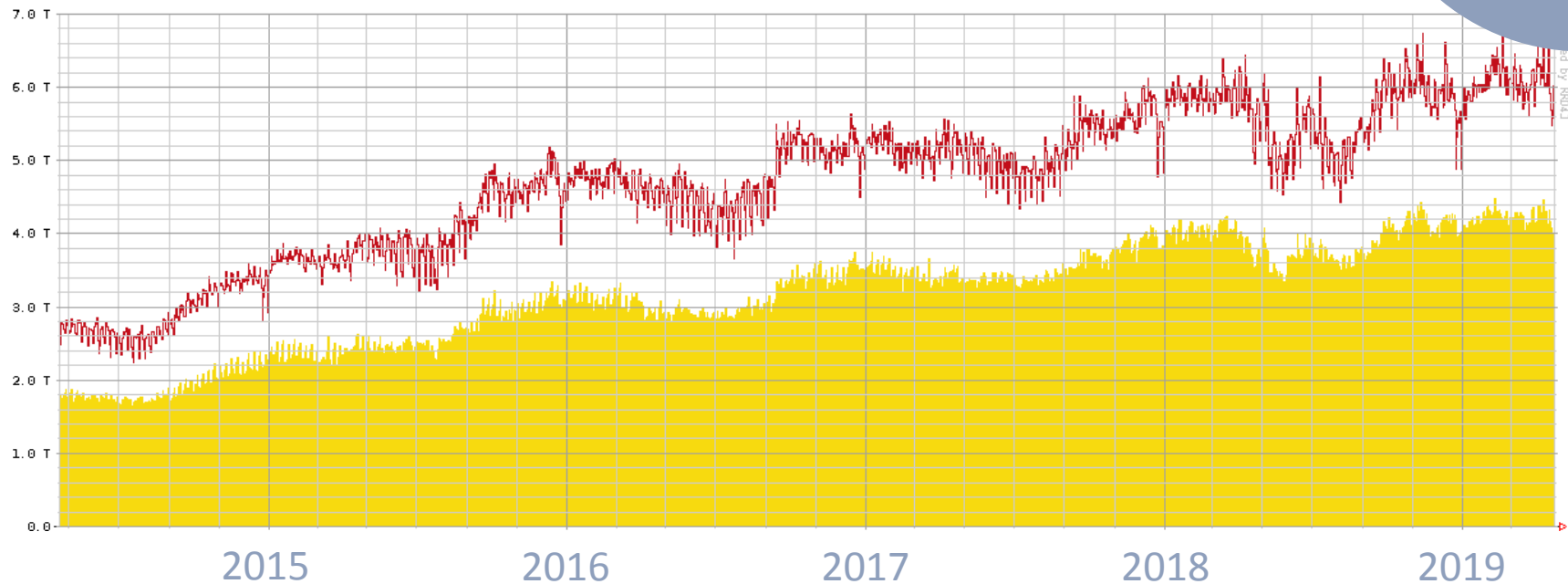
Airport, Banks, Automotive,
Life Sciences & IT

 **software** AG

SAP®

IT

World's largest
internet hub
DE-CIX



Largest Commercial Internet Exchange

- World's leading Internet exchange point with 7 terabits/sec peak traffic (DE-CIX)

1 terabit equals a transfer of 230,000 HD quality videos

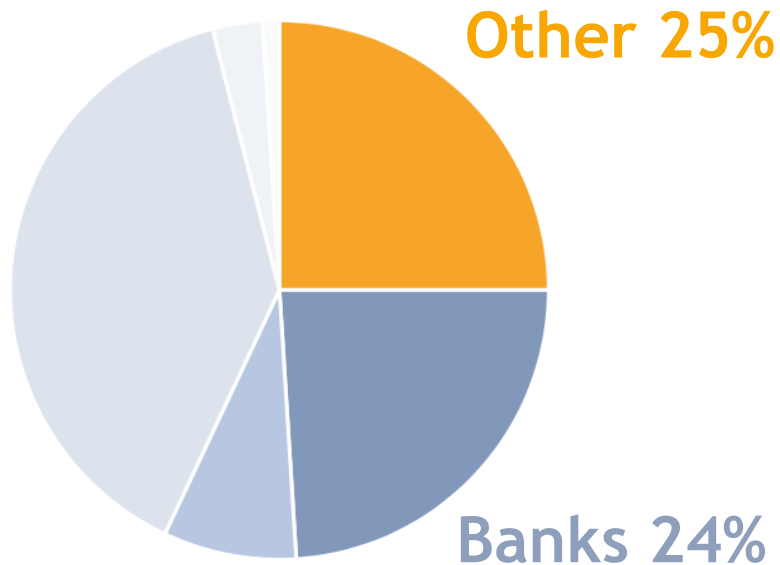
Apple recently updated the operating system via DE-CIX which led to the new peak!

- Measured by data throughout, Frankfurt is the world's leading number one location for Internet Exchange
- Minimum Round Trip Time (RTT) in Europe

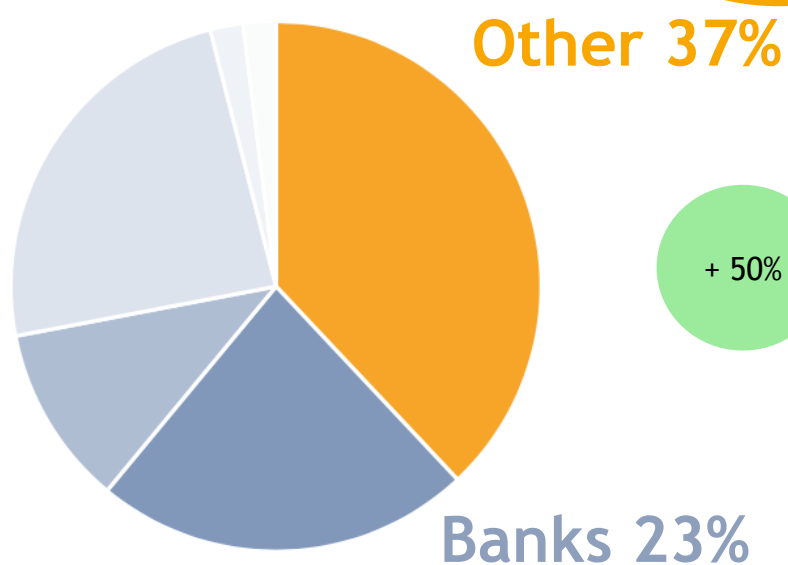


IT

2014



2018



Germany's
Data Center
Capital

+ 50%

Data Center Environment

- Most important location for data centers in Germany
- 6 out of the 10 largest data centers in Germany are located in Frankfurt
- In sum there are about 50 data centers in the region of greater Frankfurt



IT

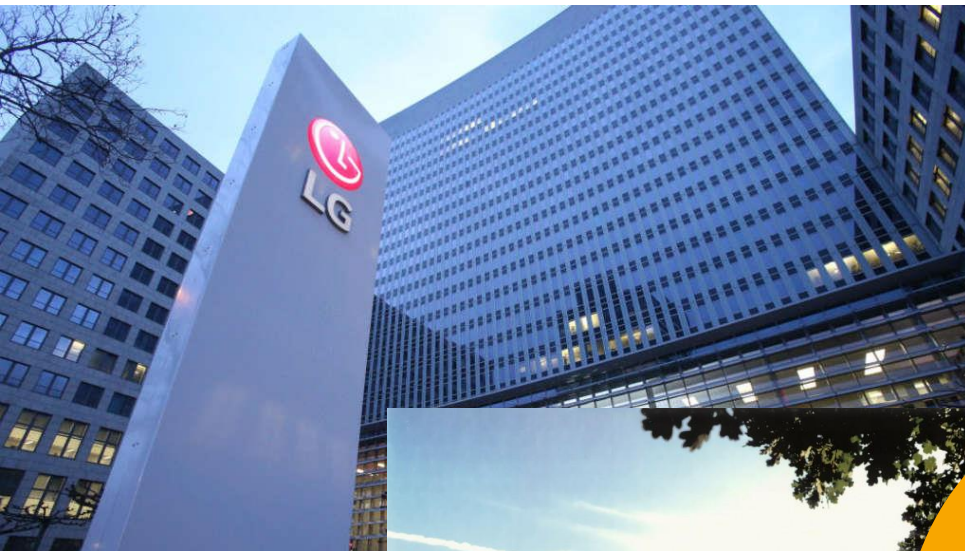
Largest R&D center
for cyber security
in Europe
CRISP



Cyber Security Expertise

- Declared by the German Ministry of Economics, the County of Darmstadt is the national hub for cyber security
- **CRISP** - National Research Institute for Cyber Security which bundles knowledge of more than 500 scientists and highly-skilled talents
- **Digital Hub Cyber Security** - Government funded incubator to support security startups in Germany to commercialize, scale and internationalize their solutions and businesses.
- **Center for Scientific Computing** (CSC) Part of Goethe University with its LOEWE-CSC computer
 - One of the most efficient and energy-efficient supercomputers globally





Germany's
Top Spot for
Regional
Headquarters

ICT-Hub: Major Players



ICT-Hub FrankfurtRheinMain - Talent Pool

- More than 20.000 Students enrolled in electrical engineering and informatics
- Department for Communications Engineering, Technical University of Darmstadt
- Hessian Centre for Telemedia Technology, Darmstadt
- University of Applied Sciences Frankfurt, Information Technology and Communications Technology and Digital transfer mode systems
- University of Applied Sciences Mannheim, Electrical Engineering and Information Technology
- University of Applied Sciences Giessen/Friedberg, Information and Communications Engineering
- Goethe University Frankfurt, Mobile Commerce



Applied R&D

New companies gain access to industry networks and benefit from cost savings and acquire customers

- **Fraunhofer Institute for Computer Graphics (IGD)**
development of product prototypes (hard- and software)
- **Fraunhofer Institute for Secure Information Technology (SIT)**
the leading expert for IT Security and develops solutions for immediate use, tailored to the customer's needs
- **Computer Graphics Centre (ZGDV)**
European platform for significant application-oriented training, research, and development in the field of computer graphic



Zentrum für Foren in der
grafischen Datenverarbeitung e.V.

Clusters & Networks

- **Digital Hub FrankfurtRheinMain**
Strong networking of infrastructure providers and users within FrankfurtRheinMain
- **The Software Cluster** The objective is to support and strengthen cooperation within the cluster. In order to achieve this objective, a whole range of services have been developed, which can be utilized by all of the companies within the Software-Cluster
- **IT for Work** aims at helping members to get in touch with potential partner and trying to strengthen the competencies by each single actor
- **e-Finance Lab Frankfurt am Main e.V.**
industry-academic partnership between Frankfurt & Darmstadt University and partners like Deutsche Bank, Deutsche Börse
- And many more...



An aerial photograph of a suburban neighborhood. A paved road runs diagonally from the bottom left towards the center. To the right of the road, there is a row of houses with green lawns. In the upper left, a utility pole with several cross-arms is visible. The background shows more houses and trees, all in a slightly desaturated, greyish tone.

**Airport, Banks, Automotive, Life
Sciences, IT & Quality of Living?**

Quality of living
Anytime!



Quality of living
Anytime!



Quality of living Anytime!



Our Organisation

- Inward investment promotion agency
- Promote the region internationally
- Attract foreign companies to the region
- Multilingual, internationally experienced team
- Government funded
- Representative offices: India, China, USA, London
- Key role to facilitate foreign investment



Our Services

- A personalized facilitation service
- Arrangement of tailor-made scouting visits
- Access to international tax & labour law experts
- Assistance with work/residence permits
- Site identification across the entire region
- Access to industry and business networks



Global Reach

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FrankfurtRheinMain worldwide: Frankfurt - London - Chicago - Pune - Shanghai - Tokyo



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