

Rhine-Neckar – progressive, committed and livable

The Rhine-Neckar metropolitan region with its 2.4 million inhabitants is one of Germany's most vital locations for business. The region ranks highly with its innovative spirit, reputation for academic excellence, a lively cultural scene, attractive options for living and shopping, striking and unspoiled natural resources and the can-do attitude of its local citizens. A GDP of some €39,000 per capita, gross value added of €86 billion, more than 60% of goods exported from the region and €196 billion market capitalisation are all figures that show the enormous economic potential of the Rhine-Neckar region. It is home to global businesses such as BASF, SAP and Bilfinger, along with SMEs and start-ups. In fact, the Rhine-Neckar triangle is a hot spot for business incubators; there are 15 such centres in the greater Heidelberg, Mannheim and Ludwigshafen areas alone. The core areas of industry for the region include biotech, IT, chemicals, automotive, mechanical engineering and systems engineering, plus a vital cultural and creative economy. The unemployment rate in the Rhine-Neckar region has been falling for years, and is now as low as 4.3%. An excellent local infrastructure combined with its location at the heart of Europe ensure the region enjoys optimum connections to networks of all kinds. Its huge capacity for innovation is built on a high level of education; Rhine-Neckar is among the top locations when it comes to highly qualified workers, and 16.7% of employees work in high-tech industries. The 22 universities and some 30 internationally renowned research institutes in the region maintain close contact with industry and thereby ensure broad transfer of knowledge.

[1743 characters]