



# Rheinland-Pfalz Gold

**Golden support for your successful journey abroad.**

**Off to new markets!**

Learn more about business opportunities in Rhineland-Palatinate.

## Interested?



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**Published by:**

Ministry of Economic Affairs,  
Transport, Agriculture and Viniculture  
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Fotos: MWVLW, Depositphotos



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# Rhineland-Palatinate Gold: A Hub of Opportunities and Excellence

Rhineland-Palatinate (RLP) shines as a premier location for business, research, education, and tourism. With its thriving economy, rich cultural heritage, stunning landscapes, and exceptional quality of life, it sets the „gold standard“ for living and working both in Germany and around the world.

## Strategic Location in the Heart of Europe

- Seamless Global Connectivity: The state capital, Mainz, is just 30 minutes from Frankfurt Airport, providing rapid access to international markets.
- Prime Trade Routes: The Rhine River, a vital artery for European trade, flows through the state, allowing for cost-effective and fast transport of bulk materials.

## Diverse Industries Driving Innovation

- Chemicals, rubber and plastics: Employing over 70,000 people in the sector, RLP also hosts BASF's global headquarters in Ludwigshafen.
- Pharma and Biotech Leadership: A burgeoning life sciences hub, where BioNTech pioneered the world's first approved mRNA vaccine.
- Wine Capital of Germany: Leading in grape cultivation and exports, with Germany ranking 10th largest wine-producing country in the world. We can do more than Riesling!
- World renowned beer: Rhineland-Palatinate is also home to Germany's top-selling draught beer Bitburger.
- Engineering and Manufacturing: Daimler Trucks operates the world's largest truck plant in Wörth am Rhein.
- High-Tech and IT Innovation: The region is a hotbed for AI, sensors, and microsystems.
- Cultural Industries: With our very own Johannes Gutenberg inventing the printing press, we have been at the forefront of creative industries for centuries, now also in modern arts, broadcasting, fashion and gaming.
- Jewelry and Gemstone Expertise: A legacy of craftsmanship with 350 companies employing over 1,500 skilled artisans. We "rock".

## Economic Powerhouse with Global Impact

- Top Exporter: With over \$61 billion in exports, Rhineland-Palatinate ranks as Germany's 6th largest exporting region.
- Industry Leaders: Home to giants like BASF, BioNTech, Daimler Trucks, SCHOTT, and Boehringer-Ingelheim, as well as a dynamic network of SMEs and hidden champions.

## World-Class Education and Skilled Workforce

- Top Research Institutions: Over 20 universities and institutes, including the prestigious Johannes Gutenberg University, the German Center for AI, and the Fraunhofer Institute for Industrial Mathematics.
- Highly Skilled Workforce: One in seven employees works in high-tech sectors, driving innovation and progress.

## Innovation at the Core

- Startup Ecosystem: Ranked 2nd in German startup activity, with innovation hubs in Kaiserslautern, Koblenz, Ludwigshafen, Mainz, and Trier.
- Technology Centers: Incubators and research parks foster groundbreaking tech and entrepreneurial ventures.

## Tourism Magnet

- Natural Wonders: Over 40% of the state is forested, ideal for outdoor adventures and eco-tourism.
- Cultural Riches: A treasure trove of 500 castles, palaces, and UNESCO sites like Loreley Rock and Porta Nigra attract 8 million visitors annually.

Rhineland-Palatinate isn't just a place to visit – it's a place to thrive. With its golden opportunities, it's the perfect destination for businesses, innovators, and explorers alike.



More information about  
Rhineland-Palatinate  
can be found here.

RLP exports 2023 over

**\$61 billion**

**2<sup>nd</sup>**

in German startup rankings

**No 1**

Germany's

in wine making

every

**7<sup>th</sup>**

resident of RLP works  
in the high-tech sector

**1<sup>st</sup>**

Home to  
the world's

approved mRNA vaccine