



Gold
**Rheinland-
Pfalz**

**Welcome
to the land
of golden
opportunities**



**Dear readers,
A warm welcome!**

Rheinland-Pfalz is a place that is shaped by its people: Every day, they work with energy, creativity, and a sense of responsibility to build our shared future. As a native of Mainz and a proud resident of Rheinland-Pfalz, it fills me with pride to be able to promote our state as a business location.

History shows just how much innovative power Rheinland-Pfalz has to offer. From the printing press and the folding ruler to groundbreaking mRNA technology, these ideas were born here, and they have changed the world. Today, we are continuing this success story – with artificial intelligence, hydrogen technology, sustainable mobility, and many other future-oriented industries. Rheinland-Pfalz is actively shaping economic transformation with an enormously inventive spirit.

The world is constantly changing: Geopolitical tensions, economic uncertainties, and technological upheavals present major challenges for companies and society alike. In times like these, trust, reliability, and stability are crucial factors for a business location. And Rheinland-Pfalz offers exactly that: a strong and diverse economic foundation, superbly trained skilled workers, excellent universities and research institutions, and a government that sets great store by close dialogue with businesses, the scientific community, and society. Together, we are creating an environment where ideas can grow and investments can be successfully realized.

With its location in the heart of Europe, Rheinland-Pfalz is excellently connected and an attractive starting point for reaching both national and international markets. Our diverse regions, our culture, our hospitality, and our world-renowned wines make Rheinland-Pfalz a place where people love to live, work, and build their future. I cordially invite you to discover Rheinland-Pfalz and to get to know the opportunities our state has to offer.

Michael Ebling

A handwritten signature in black ink, appearing to read 'ME', written in a stylized, cursive script.

Minister of Economic Affairs, Tourism, Energy and Climate of the State of Rheinland-Pfalz

We'd be glad to have you join us!

Six world-class wine-growing regions, a leading center of biotechnology, and a location in the heart of Europe: we in Rheinland-Pfalz know that our home is a truly great place to live. We also know that a good life is the key to better work. A zest for life leads to peak performance.

And because it is in our nature to share, we've decided that the whole world ought to hear about it. Join us on a journey through the land of zest for life.

Joie de vivre is our driving force

Here you can learn more about the secret formula of Rheinland-Pfalz: zest for life plus openness equals innovation.



Page 6



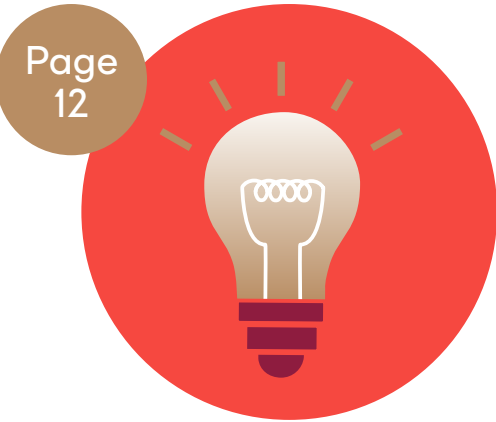
Page 8

Entrepreneurial diversity strengthens our economy

Rheinland-Pfalz offers the best conditions for economic success – for the global players and for all those who would like to become one.

The perfect place for golden ideas

From letterpress printing to the folding rule to the coronavirus vaccine: find out why there is a tradition of innovation here.



Page 12



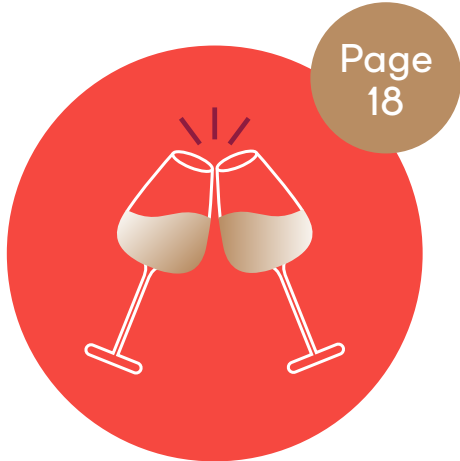
Page 16

In the heart of Europe

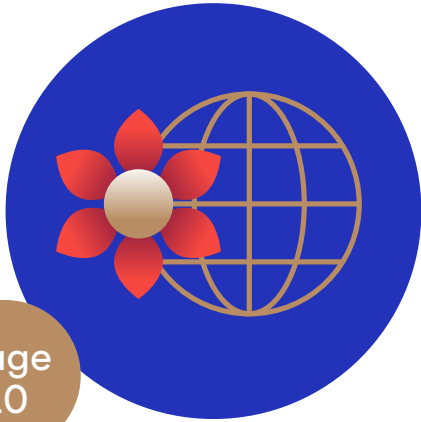
From Rheinland-Pfalz to the wider world and back again? No problem! We're ready to help with just the right networks – on the ground, in the air, and on the water.

There's always something to toast here

Live and enjoy life surrounded by vineyards: discover everything the world of wine has to offer in our six wine-growing areas.



Page 18



Page 20

The whole world likes to be our guest

Nature, culture, and sheer variety: visitors will always find the right vacation activity here.

Zest for life

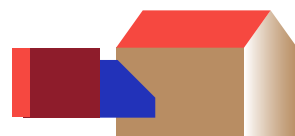
Joie de vivre is our driving force

The people of Rheinland-Pfalz are warm and welcoming in a way you'd be hard-pressed to find elsewhere.

We're different in a positive sense. We're full of life. Is it because of the incredibly scenic landscape of vineyards, volcanic peaks, and dense forests? The excellent wines, the festivals, and the award-winning cuisine? Or the option to ride along the most scenic of bike paths to the next technology location? We don't know for sure – but one thing is certain: this zest for life coupled with our openness is the secret to innovative work.

Studies show that the brain is 31 percent more productive in a happy and relaxed state and that positive emotions inspire people to come up with innovative ideas. Zest for life brings out the best in people, and in Rheinland-Pfalz,

63%



of people employed in Rheinland-Pfalz would recommend moving here to others.

everything you need to make this a reality is in place – because enjoying life and being productive go hand in hand here. These supposedly soft factors like openness and a zest for life are therefore highly relevant for a successful and crisis-proof business location.

The question of optimal work-life balance is also becoming increasingly crucial in the competition for skilled workers. In the future, locations offering a combination of work and leisure in one place will attract more and more people from all over the world. We in Rheinland-Pfalz are looking forward to it.

49%

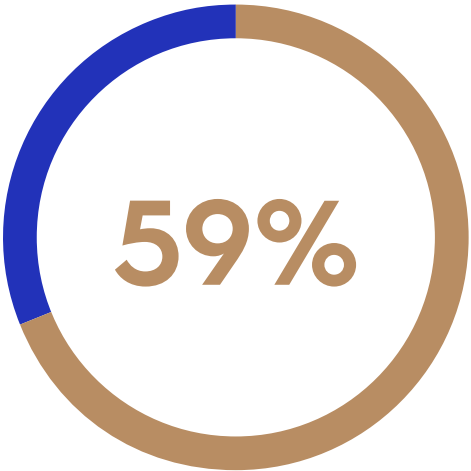
Almost every second respondent from Rheinland-Pfalz says that people in their region know how to enjoy life – the national average is just 37%.



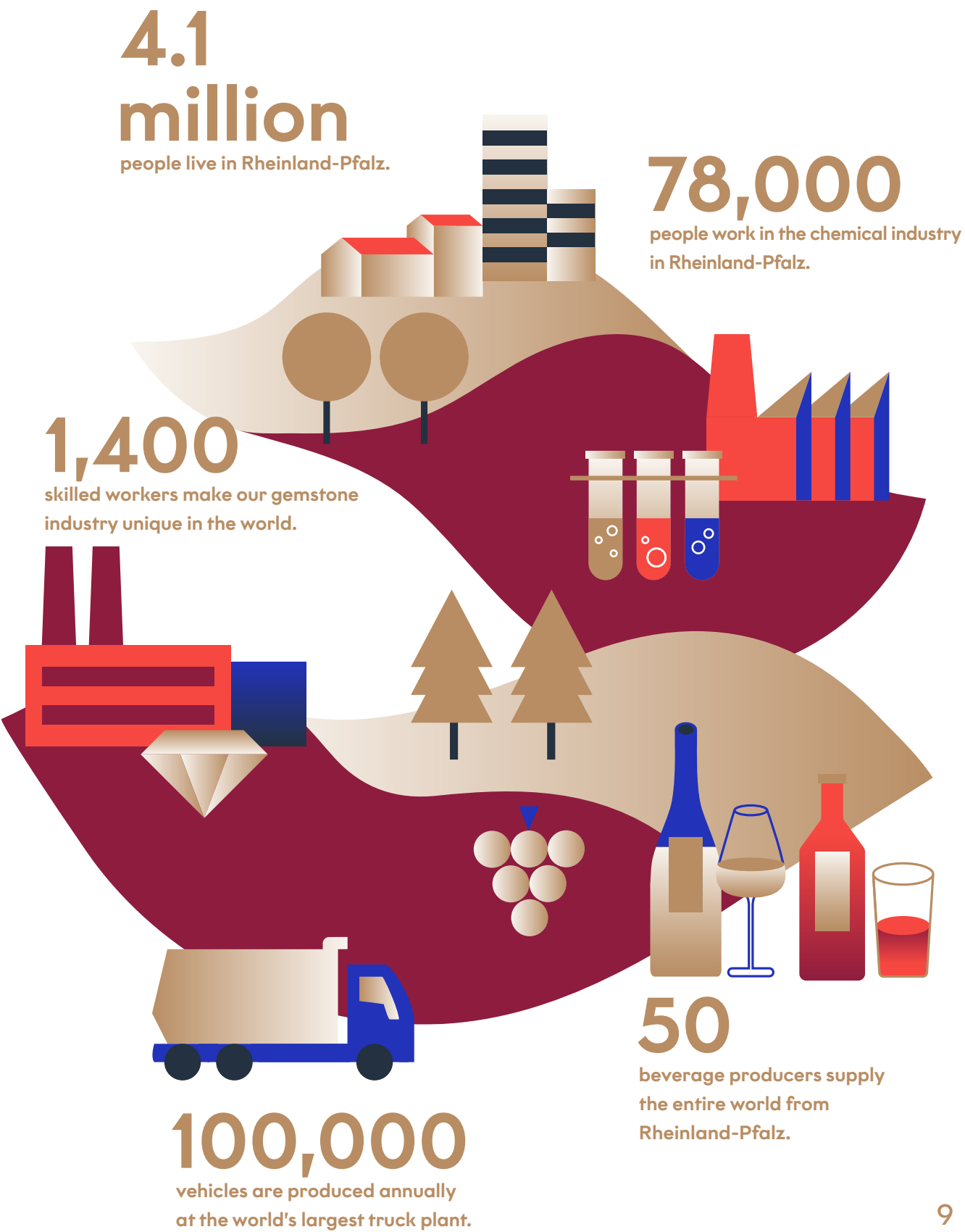
Entrepreneurial diversity strengthens our economy

Scale up? Yes, we can! Custom-make products? No problem, that can be done too: Rheinland-Pfalz is home to global players like BASF, Boehringer Ingelheim, and BioNTech as well as a large number of innovative microenterprises and specialized small and medium-sized companies that are held in high esteem in their field throughout the world.

What's more, our chemistry is right: the roughly 78,000 employees in the chemical industry ensure an export quota of 70 percent and, with their work, are responsible for more than a quarter of all industrial production. But we also supply top products to the pharmaceutical, mechanical engineering, and metal industries all over the world.



of the exports of Rheinland-Pfalz enterprises went to other European countries in 2021.



And we keep the global economy running. You don't believe that claim? Then come visit us in Wörth am Rhein. Here, our truck-building pros manufacture around 100,000 vehicles for construction and transportation needs each year at the largest plant of its kind in the world. However, we don't just shine in high-tech: Idar-Oberstein, the center of Rheinland-Pfalz jewelry and gemstone industry, is a household name far beyond the borders of our region – and also a true jewel of a town.

It's this mix of global players and hidden champions that makes Rheinland-Pfalz so attractive. We work together! You can see this in the countless joint ventures between industry and our universities. Networking between industries as well as between players large and small is the engine for innovation that drives the success stories of enterprises in Rheinland-Pfalz.



GDP in 2025 was
185.3
billion euros,
representing an increase of 36.9% since 2015.

Are you the one looking for personal change? Then you've come to the right place here. After all, Rheinland-Pfalz not only offers unmatched conditions for companies that are looking for well-trained specialists and want to grow through cooperative ventures. The variety of industries and the diverse structure of the labor market is also something that skilled workers themselves appreciate. And because the unemployment rate is well below the national average, you have every chance of finding fulfilling work and earning an above-average income here. Sounds good? Of course! And we haven't even talked about the other great pleasures of life you can find in Rheinland-Pfalz.



99.7%
of all companies in
Rheinland-Pfalz belong
to the SME sector.



20

universities, colleges,
and research institutions
drive innovation and,
with their entrepreneur-
ial training, provide
for the next generation
and skilled workers.

Innovation

The perfect place for golden ideas

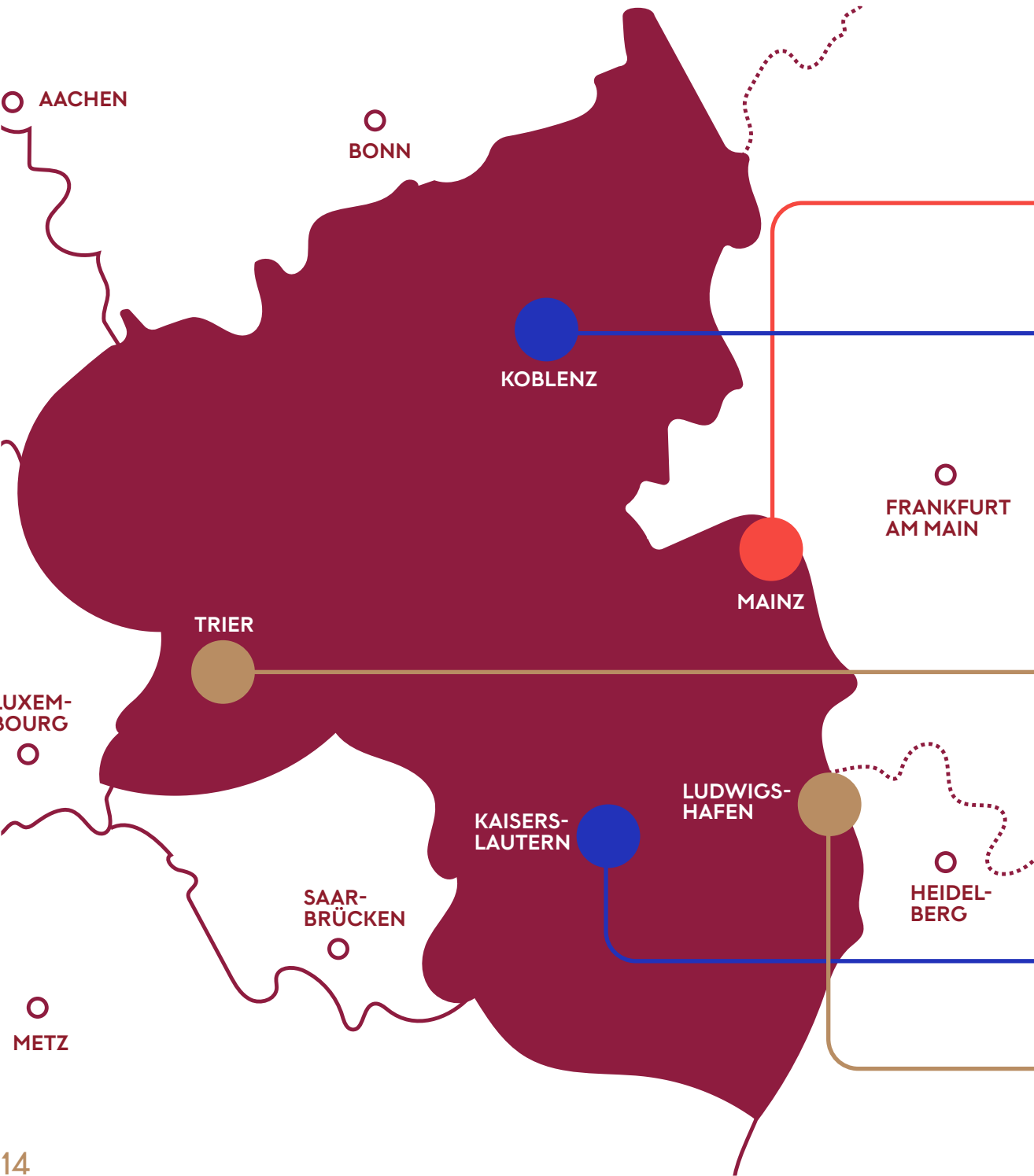
Today an innovative idea, tomorrow a real economic power: success stories like that of the Mainz-based pharmaceutical company BioNTech show how well innovations can develop in Rheinland-Pfalz. The beauty of this story is that the development of a vaccine in record time is not simply a special case, but a symbol of the potential that Rheinland-Pfalz has to offer across all industries.

For more than 30 years, we in Rheinland-Pfalz have been working on artificial intelligence and its application in industry. Universities, research institutions, and companies are naturally on the road to the future together. And in Mainz, the BioTechHub is a future-oriented project that will make the city one of the most important locations for biotechnology.

Innovative impulses are constantly emanating from the more than 20 universities, colleges, and research institutions, and the technology centers and our state-owned Innovations-agentur offer ideal platforms for innovative startups. Business, science, and politics work closely together. We offer startups the best conditions, support, and networking – so that they can grow at the right pace.

Targeted innovation also needs a clear location policy. We attach particular importance to this here in Rheinland-Pfalz. Investors from outside the region often do not have an easy time when it comes to location analysis, so we ensure that they know what they need to know. Our Investitions- und Strukturbank Rheinland-Pfalz (ISB) provides the most important information, prepares location offers, deals with funding and incentive questions, and, when it comes to specific projects, helps guide investors to the right property when possible. We give innovations a home!

The future is here



IT competence

Rheinland-Pfalz is a preferred location for information technology and multimedia. Around 60 companies are active in the IT location of Koblenz, in addition to a great deal of scientific know-how.

Pharmaceutical stronghold

Whether companies such as Boehringer Ingelheim or BioNTech or research institutions such as TRON or Johannes Gutenberg University Mainz: Rheinland-Pfalz plays a key role in the pharmaceutical industry throughout Europe.

Food hub

From bread and beer to organic milk: Rheinland-Pfalz produces food for the whole world. Fresh or frozen – companies such as Arla, Bitburger, and Dr. Oetker produce in the greater Trier area.

AI center

Applied AI is being actively promoted in Rheinland-Pfalz – for example by BASF, John Deere, and Boehringer Ingelheim. Medium-sized companies are also using and developing AI methods.

Chemistry hotspot

The chemical, rubber, and plastics industry is the largest manufacturing sector in Rheinland-Pfalz. The BASF Group is based here, as are small and medium-sized companies.

In the heart of Europe



We in Rheinland-Pfalz live and work in the heart of Europe. France, Belgium, and Luxembourg are as close to us as the quickly accessible large German cities. Location is important for good wine but also crucial for a livable home and an internationally successful business location.

The residents of Rheinland-Pfalz are extremely well connected. This is true for the innovative companies in the dynamic southwestern part of the region as well as for research, tourism, and top-class wine-growing. From Rheinland-Pfalz to the wider world and back again? No problem! The road network here is one of the densest in Germany. In addition, several airports form the gateway to the world – and

The network of cycle routes in Rheinland-Pfalz is more than

16,000
kilometers long.

the international hub of Frankfurt really isn't far away. On the ground, trains travel quickly from more than 400 stations to all major German and European cities and business centers. This applies to both people and products, which are transported from here to the wider world – also on our waterways that are the Rhine, Moselle, Saar, and Lahn.



The network of waterways is more than

605
kilometers

with 14 highly efficient inland ports, allowing inland shipping to flourish on the Rhine, Moselle, Saar, and Lahn. On this basis, people and goods reach Rheinland-Pfalz quickly and conveniently by water.

Would you like to experience the unique landscape with its excellent wineries and historic towns in a manner that is even more impressive? Then head off to discover Rheinland-Pfalz up close and personal on our dense network of biking and hiking trails. This includes the major long-distance cycle routes as well as short detours, such as the volcano tour – found on the cycle path along the largest volcanic region in Central Europe, which is centered around the Vogelsberg area.

Grapes for more than 25 white
wines and over 10 red wines
are grown on

64,694
hectares
of vineyards.

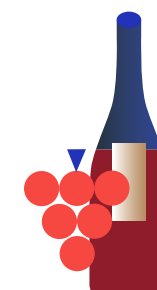
Viticulture

There's always something to toast here

We don't like to brag ... So that's why we let others do it for us: "Rheinland-Pfalz has some of the best locations for wine-growing, not only in Germany but in the whole world." That's what the head sommelier of the New York Michelin-starred restaurant Jungsik, Cameron Dellinger, says. "What we like most is the versatility of Rheinland-Pfalz wines," says sommelier Joan Carles Ibáñez, who is responsible for wine selection at Lasarte, a Barcelona restaurant that has also been

awarded Michelin stars. We can't disagree with these statements. We produce top-quality wines in Rheinland-Pfalz. And not just for gourmet restaurants – about two thirds of German wine is cultivated in the soil of Rheinland-Pfalz. Our six wine-growing regions – Ahr, Mittelrhein, Mosel, Nahe, Pfalz, and Rheinhessen – ensure unique diversity – and our winemakers know how to transform 2,000 years of tradition and innovation into true pleasure. The result is full-bodied Pinot Noirs, mineral and fresh Rieslings, and fresh and fruity white wines from ancient heirloom grapes as well as new climate-adapted varieties.

We're proud of our viticulture, which has shaped the landscape and culture for centuries. Visit us, explore the steepest vineyard in Europe, celebrate at one of our many wine festivals, and enjoy wine as it can only be found in Rheinland-Pfalz. Taste our gold in a glass.



5.1 million
hectoliters of wine are
produced annually.

The whole world likes to be our guest

Rheinland-Pfalz residents are familiar with the challenge: where else can you go on vacation that would top the picturesque landscapes, outstanding food and drink, excellent accommodations, and wide variety of cultural offerings waiting for you at home? No wonder more than 8.9 million visitors spend their vacations with us every year.

The wine alone would be worth any trip, but Rheinland-Pfalz has more to offer than our delicious nectar of the gods. For example, 850,000 hectares of forest and 16,000 kilometers of bike paths invite visitors to take extensive hikes and bike tours – to Andernach on the Rhine, for example, where the highest cold water geyser in the world erupts into the air.

Those who like things a bit quieter can take a journey through time in the impressive cities, including Germany’s oldest cities, founded by the Romans: Trier, Speyer, and Koblenz. There are historic buildings, charming alleyways, and numerous museums to explore. Rheinland-Pfalz is one of the regions in Germany that is able to boast UNESCO World Heritage Sites. There are a total of 15, including Speyer Cathedral, the Porta Nigra in Trier, the ShUM cities of Worms, Speyer, and Mainz, and the Upper Middle Rhine Valley.

All this makes tourism a significant economic factor for the Rheinland-Pfalz region. It is among the region’s most important industries, generating value that exceeds 8 billion euros. 150,000 employees ensure that the plates and glasses are filled, the rooms are clean, and the beds are made. The industry is important to locals and guests alike and elevates the quality of life.

150,000
people are employed in the tourism industry.



8.9 million
visitors account for 21 million overnight stays
each year as they discover the region, its people,
and the Rheinland-Pfalz zest for life.

What brings you to Rheinland-Pfalz?

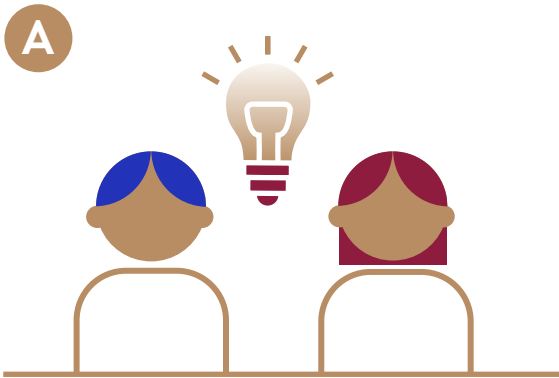


Which of these could you do without:
top-notch infrastructure, global players, agile startups, fascinating culture,
or calming nature?

You want all of
those things? All right,
let's try again.



The evaluation



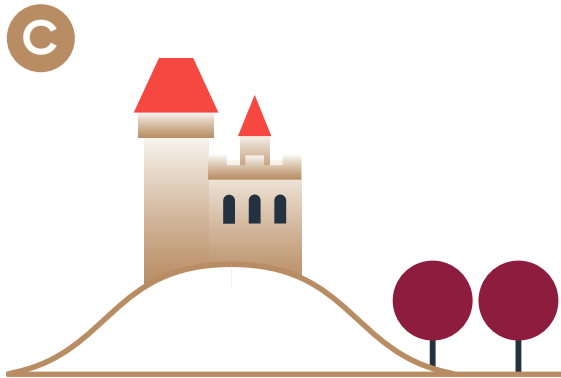
Innovations with substance

You're the type of person who might say "finally a problem again!" You recognize solutions where others still see obstacles. AI is already part of your everyday life and hierarchies are foreign to you. Instead, you make your way through the day in small, agile teams, developing ideas for a better world. But technical and social solutions are not an end in themselves for you. Friendship, reliability, and conversations with substance are as much a part of modern life for you as your morning cappuccino with oat milk. Sounds right? In Rheinland-Pfalz, we offer you innovative conditions and an authentic environment for transforming ideas into real solutions.



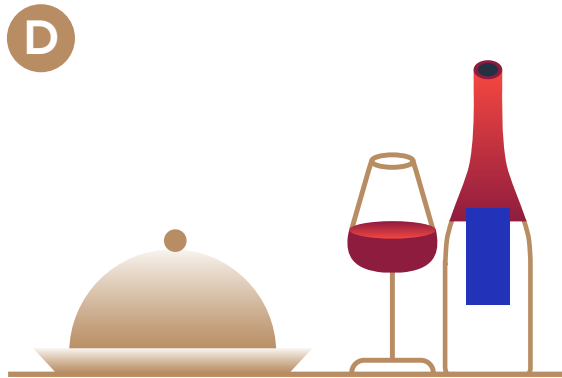
Stocks and hawks

You like to get things done. Your roots are in the stock market rather than the Silicon Valley garage. You make big decisions at work and provide security for your family and surroundings. Business plans and balance sheets are fun because you know that those who lead the way can make a difference. However, the office is just one of your favorite places – and you simply can't do without mountains, rivers, forests, and the opportunity to exercise in nature. Does that sound like you? Then come to Rheinland-Pfalz. Here you will find global players and hidden champions, castles and cold-water geysers – and despite the millions of visitors every year, plenty of room for yourself.



Lots of exercise for body and mind

7 UNESCO World Heritage Sites, 500 castles, 16,000 kilometers of cycling paths – these numbers will make you swoon. You love to take active vacations where nature and culture are very close together – so you have come to the right place. And you will meet many like-minded people here, because hospitality is very important to the people of Rheinland-Pfalz. You'll be right in the heart of Europe – in a place easily accessible by air, rail, water, and road. The only danger is that once you're here, you may not want to ever leave.



Live the good life just across the border from France

Crachoir, sous vide, and terroir are part of your daily vocabulary. You know the daily menus of several Michelin-starred restaurants by heart and also know exactly how many Parker points a wine needs to have to be really, really good. We can only say "cheers" to that. The six wine-growing regions of Rheinland-Pfalz produce not only the most wine, but also the most award-winning wine in Germany. You can talk shop with the winemakers here about the sommelier favorites during the day and visit one of the 27 Michelin-starred restaurants in the evening.

Imprint

Publisher and responsible for the content:
Ministry of Economic Affairs, Tourism, Energy and Climate (MWTEK), Rheinland-Pfalz

Stiftsstraße 9
D-55116 Mainz

Phone: (+49) 6131 16-24 17
E-mail: gold@mwtek.rlp.de

Layout:
Scholz & Friends Family GmbH

Image credits:
Page 3, MdL/Andrea Schombara
Page 7, Getty Images
Page 11, Getty Images
Page 12, Getty Images
Page 18, Getty Images

Print:
Druckteam Medien GmbH
Gustav-Holzmann-Straße 6
10317 Berlin

3rd edition: 500 copies

All rights reserved.

Status: September 2026

