

CULTURAL VARIETY AND BUSINESS IN THE HEART OF GERMANY



WELCOME TO THE LAND OF FAIRY TALES, LEGENDS AND PALACES

kassel
tourist



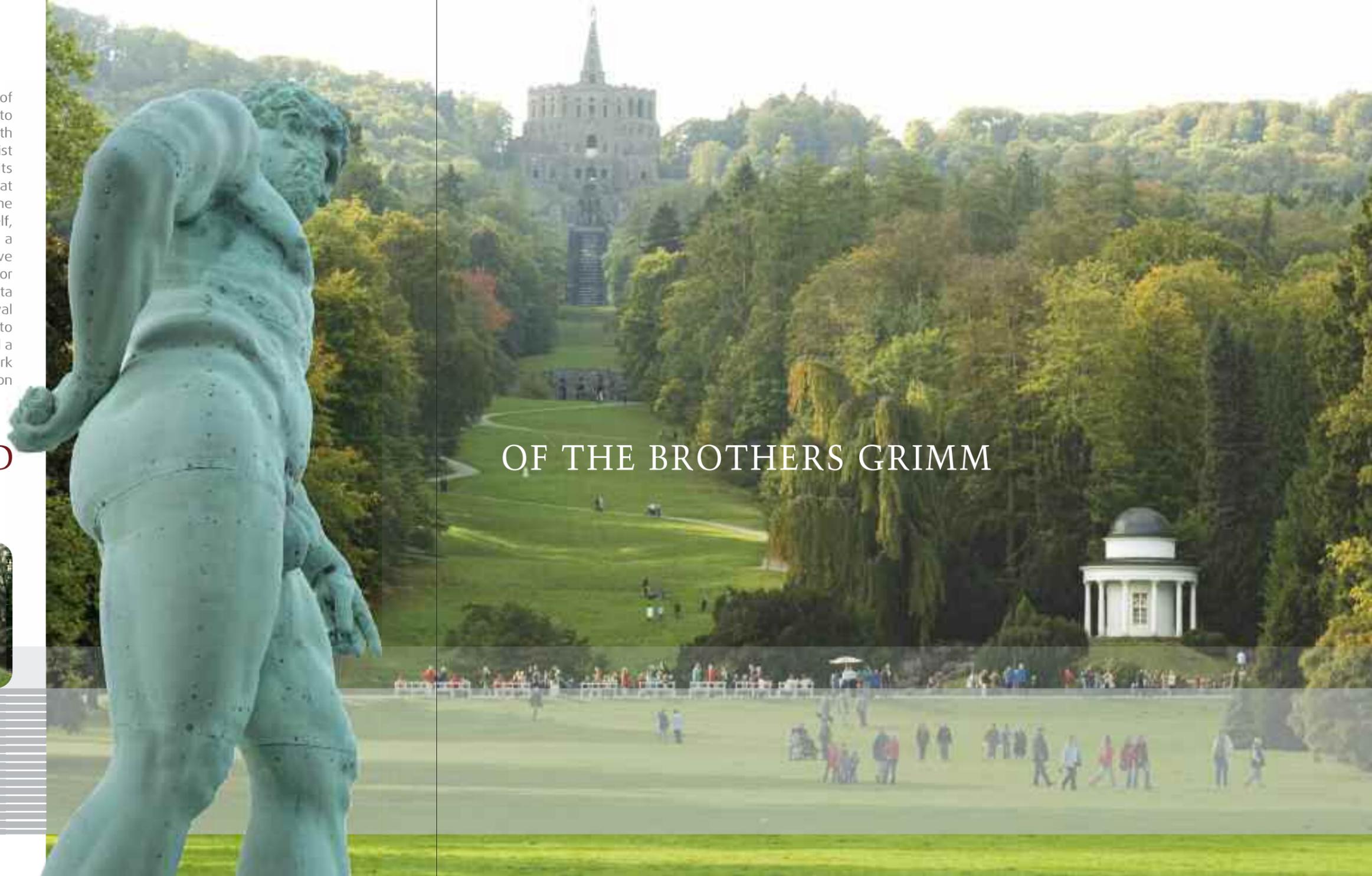
Region Kassel-Land e.V.
Touristik und
Regionalentwicklung

EXPERIENCE AT FIRST HAND THE CITY AND REGION OF KASSEL

Already from afar, the Hercules statue, the landmark of Kassel on the skyline of the town's hill-park attracts curiosity and attention to the promise the city has to hold. From this vantage point, the view stretches out over the countryside, with its fairytale castles and palaces and the many magical, cultural and special tourist attractions. This is the place to go – to the North Hesse metropolis and its surrounding region, with its tempting variety of things to see and experience at first hand. This is a decision that really pays off. History and modernity all in one enchanting region. A business location of superior distinction. Like the city itself, the surroundings are rich in beauty spots, attractions and possibilities. There is a multitude of places and locations that are enticing sheerly for their distinctive individuality. Fulda-Auen and Bergwälder offer a luring temptation to the visitor to take a trip into the countryside, after a conference or a visit to the documenta exhibition of modern and contemporary art. The oak trees in the primeval Reinhardswald forest near the Sleeping Beauty palace of Sababurg are up to 600 years old. And there is always the opportunity for shopping, wellness and a cosy meal or a drink, a pleasant circumstance also for those who live and work here, where others come to spend their holidays. Nearby: Kassel and the Region of Kassel – in the heart of Germany.

CITY OF CULTURE IN THE FAIRYLAND

The Orangery in the Karlsaue meadow, close to the city centre of the former princes' residence Kassel, and many attractive objects in the Bergpark Wilhelmshöhe bear witness to the heyday of the Hessian landgraves.



OF THE BROTHERS GRIMM

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HISTORY AND MODERNITY

One of the ten twin-towns of Kassel is Florence. Florence, rich in historic buildings and artistic monuments – Kassel the treasure chamber of North Hesse. A city full of art and culture. Classical rarities by Rembrandt, Rubens, Tizian and Dürer in competition with the Mecca of modernity at the most important contemporary art exhibition in the world – the documenta, which takes place every five years. Founded in 1955 by the Kassel art professor Arnold Bode, this exhibition gives the North Hesse metropolis its worldwide reputation as a city of art. On each occasion, for 100 days, the exhibition receives a flood of international visitors. And it is always spectacular and challenging. The documenta has become a symbol for modern art. Bode was inspired by the urge to create a world stage for contemporary art, to enable artists and their works to become known, to prove their validity.

ART, PALACES, MYTHICAL HEROES AND



Kassel is the city of the documenta, the world's most important exhibition of contemporary art. Opposites: classicism and modernity; Kassel is to be envied for its treasures.



RARE TREASURES





Wintershall is active internationally: natural gas production in Yuzhno Russkoye in Siberia, natural gas storage facility in Rehden, crude oil production in Libya and the company's main headquarters in Kassel.



SHAPING THE FUTURE.

Wintershall is a wholly owned subsidiary of BASF and has been active in the exploration and production of oil and gas for more than 75 years. Wintershall focuses on selected core regions where the company has built up a high level of regional and technological expertise. These are Europe, North Africa, South America, as well as Russia and the Caspian Sea region. In addition, these operations are complemented by the company's growing exploration activities in the Arabian Gulf. Today, the company is Germany's largest crude oil and natural gas producer and with its subsidiary, WINGAS, it is also an important gas supplier on the German and European market. Wintershall employs more than 2,000 staff from over 30 countries.

The company is actively pursuing a policy of ongoing investment in the development of new deposits and the expansion of existing fields. While doing so, Wintershall attaches the same importance to the stringent environmental protection and work safety requirements as it does to its economic targets.

www.wintershall.com



DESTINATION FOR ART PILGRIMS, AND CULTURE SEEKERS

The Kassel documenta assumes a global role – for art and for the world. Kassel's love of art and the urge to bring it to the attention of the public are a tradition. The Fridericianum, founded as an art gallery in 1779 – and today the focal point of the documenta – at one time also housed the baronial library. It was the first public museum on the European continent. In the age of enlightenment, the landgrave had it built in classicistic style – instead of a residential palace. And there, not only antiquities were exhibited, but even at that time already there was a "gallery of modern statues". And there is so much more in the cultural area of the city and region of Kassel: the Marble Baths, a unique rarity from the late Baroque period, situated next to the Orangery Palace in the Kassel Karlsaue. Or the astronomical-physical cabinet with planetarium. An address for individualists is the Gallery of Comical Art Caricatures. An absolute must is the Brothers Grimm Museum. Historians and aesthetics are drawn to the Huguenot churches surrounding the parish of Hofgeismar, with its timbered houses. The steel giant of the Sensenstein (scythe stone) in Nieste is an introduction into the realms of fantasy. The Baroque town of Bad Karlshafen, founded by the Huguenots, and the German Huguenots Museum make the history of the Huguenots known to the public. This can only be a small selection of all the examples that could be given. And everywhere, throughout the area, one is tempted to view the timbered houses and other interesting sights.

The Fridericianum art gallery, focal point of the documenta, held every five years for 100 days.



The Hercules statue, landmark of Kassel Sculpture from the antiques collection of the Wilhelmshöhe palace.



FABULOUS, WORTH SEEING – UNIQUE THROUGHOUT EUROPE

In the beautiful region with its former princely centre point Kassel, they really do exist – those palaces, castles and princely gardens that are so often only found in fairytales. From the age of affluence and good taste, during which Kassel was the residence of princes, originates the Weißensteinflügel, the south wing of the Wilhelmshöhe palace. Period furniture from important epochs, from Louis XVI to antique English furniture up to the time of the restoration after 1815 has been remarkably well preserved – a collection of the works of famous artists and artisans. The sumptuous furnishings of the imposing palace include the ancient treasures of famous painters and sculptors, collections of glass, porcelain and earthenware. These are associated with great names in the field of art, including the Kassel court painter Heinrich Tischbein senior and the Kassel sculptor Werner Henschel. The palace is a rare jewel in the midst of the splendid Wilhelmshöhe Bergpark.



BAROQUE MONUMENTS IN A RURAL PARADISE

The splendid Wilhelmshöhe Bergpark in a romantic, evening ambience. This is also the time when, in the summer months, the water cascading into the depths below the waterfalls is illuminated by coloured floodlights.



The late Baroque Marble Baths next to the Orangery Palace in the Kassel Karlsaue meadow.



The Palace of Wilhelmsthal in Calden, the most beautiful palace north of the river Main.



In the Bergpark Wilhelmshöhe park, one cannot but gaze and relax in admiration of the delightful surroundings.



The Wilhelmshöhe is Kassel's great attraction, quintessence and splendid testimony of the city's history.

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K+S processes valuable potash and rock salts – extracted from depths up to 1,500 metres, to produce a broad range of products for customers in agriculture and industry.



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The K+S Group belongs to the leading group of suppliers for special and standard fertilizers, plant care and salt products. With its products and brands, tailored to customers' needs, K+S offers its customers a range of products and services that create the basis for growth in nearly all areas of every-day life.

K+S extracts valuable raw potash salts from local deposits and processes them to high-quality fertilizers for agriculture and products for numerous industrial applications. As one of the leading producers of salt, with factories in Europe and abroad, K+S has a broad production base, enabling the company to supply the markets with a comprehensive range of salt products, including industrial salt, table salt, commercial salts and extending to high-purity salts for the pharmaceutical industry. A plus point for growth, quality of life and health.

The company, quoted on the DAX, employs more than 12,000 people worldwide.

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STATELY AND ENCHANTED

An artistic testimony to the Baroque period is the Orangery in the Kassel Karlsau meadow and a Rococo jewel of the late Baroque period, the Wilhelmsthal Jagdschloss, summer palace and hunting lodge near Calden, with its park, grotto, canal and watchtower. The view of the Löwenburg perfectly represents the idea of a romantic knight's castle. It is situated in the Bergpark Wilhelmshöhe, with its spectacular, colourfully illuminated waterfalls below the Hercules statue. The Reinhardswald forest, with the restored ruins of the Krukenburg castle, the Sleeping Beauty palace of Sababurg and the Trendelburg castle, is a popular destination for family outings. The Krukenburg, as the oldest, is a historical building of particular interest: it was built around a hill church; its keep offers a panoramic view of the distant countryside.

Baroque garden festival in Wilhelmsthal.



Was it from the Trendelburg in the Reinhardswald forest that Rapunzel lowered her locks? And who lived in the Krukenburg?



Again and again one is fascinated by the layout of the Bergpark Wilhelmshöhe with its many motifs – a counterpart to the unspoiled, equally photogenic, primeval Reinhardswald forest surrounding Sababurg.



... AND SO THEY STILL LIVE TODAY ...

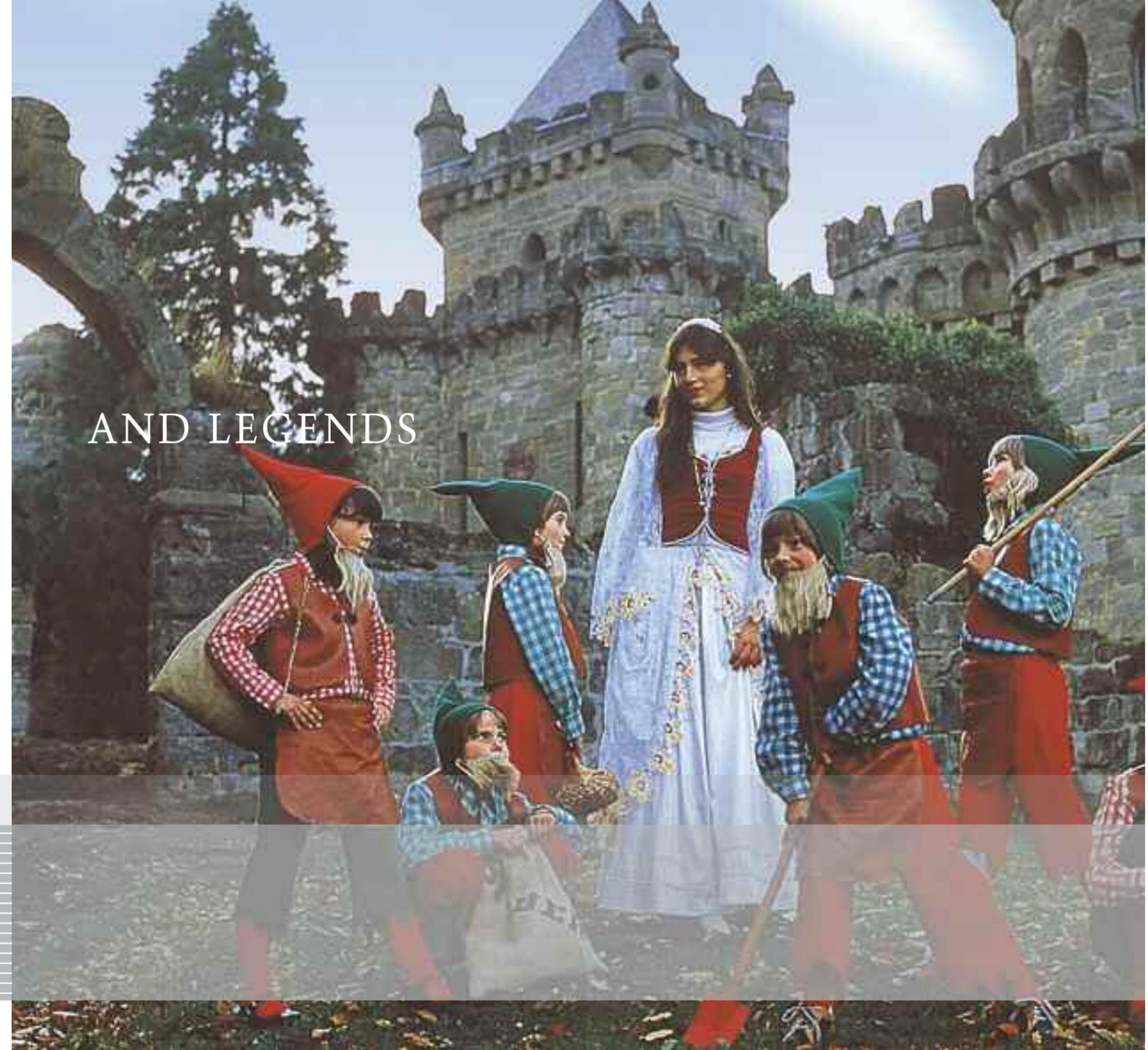
Can fairytale characters ever die? No! They were born in our imagination and that's where they will live forever. In reality, however, there exist palaces and castles that may have played a role in the fairytales! Was it from the Trendelburg in the Reinhardswald forest that Rapunzel lowered her locks? Did the cook in the Sleeping Beauty palace of Sababurg really fall into a deep sleep just as he was about to give the kitchen boy a good slap? Did everyone in the palace wake up when Sleeping Beauty was awakened by a kiss from a handsome prince? It can only have happened like that. Don't you think? The brothers Grimm collected fairytales and in the region of Kassel they discovered a great many. They spent more than 30 years of their lives in Kassel; their history is related by the Brothers Grimm Museum, where one can learn everything about the lives and works of these famous scholars. They are the founding fathers of German philology and the authors of the multi-volume German dictionary "the Grimm".

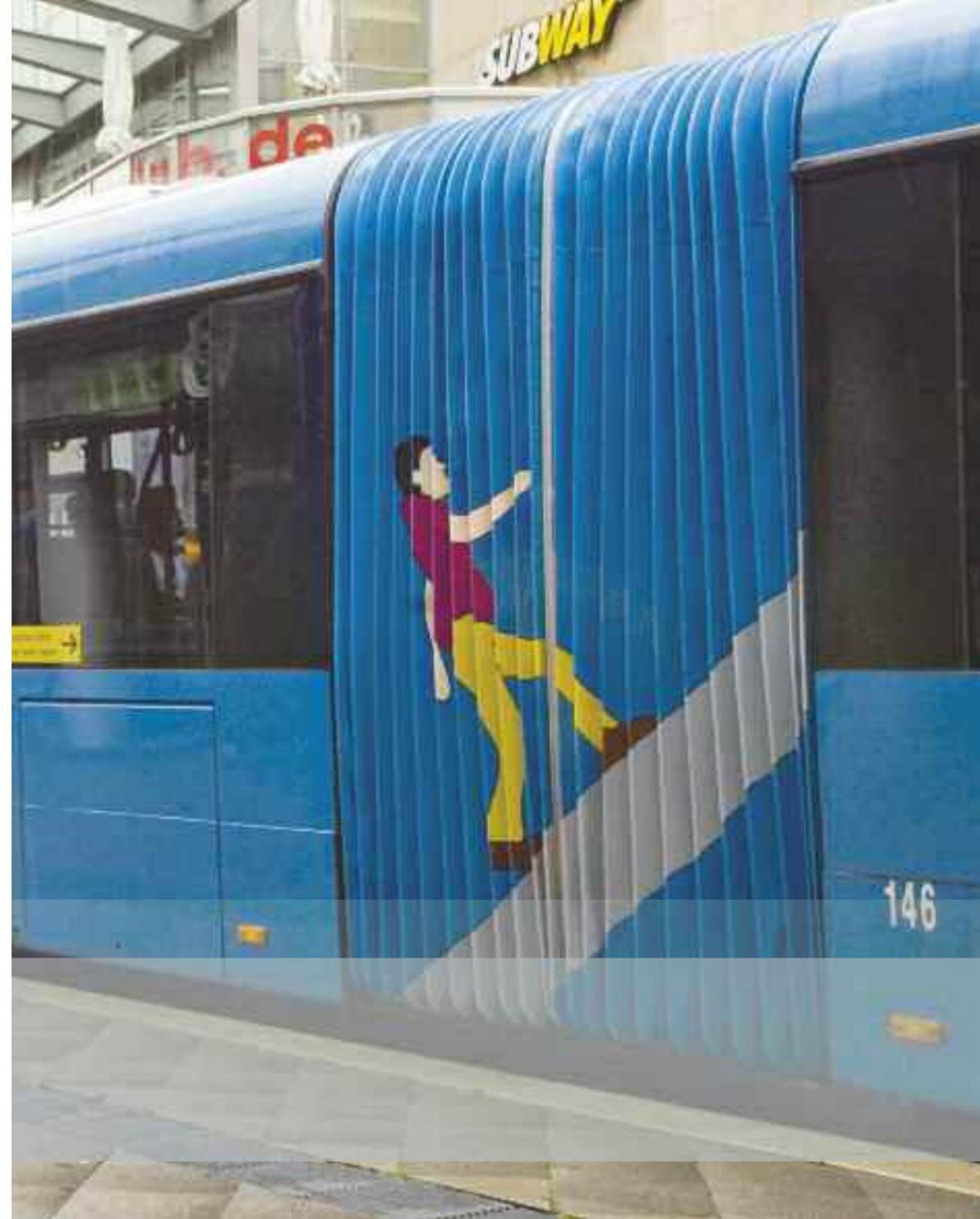
ENCHANTED PLACES; FAIRYTALES; FOLKLORE

Fairytales live in our imagination. We try to envisage the places where they took place. When we come upon the castles, palaces, beautiful gardens and dark forests in the region of Kassel, they are suddenly right there in front of us. And theatrical performances staged along the fairyland path breathe life into them.



AND LEGENDS





Among other things, the HÜBNER Group manufactures folding bellows and articulation systems for articulated buses and railway vehicles.



THE HÜBNER GROUP

Today, the HÜBNER Group predominantly manufactures technical products for the transport industry, for example for railway vehicles, buses, airport technology, automotive and utility vehicles. The best known of these are folding bellows, articulation and gangway systems, those elements that connect the front and rear section of the vehicle, in the case of the articulated bus, or that connect the individual railway carriages in the case of railway vehicles. In addition, entrance systems for buses and trains, window systems, PUR molded foam parts as well as rubber and plastic injection-molded products are developed and produced.

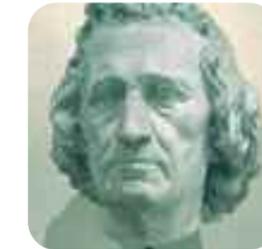
Today, the family enterprise, with a company history going back more than 60 years, employs far in excess of 1,700 highly-qualified workers worldwide. In addition to the largest production site in Kassel, the HÜBNER Group has further subsidiaries in Brazil, China, France, Italy, Russia, Sweden, Hungary and the USA.

www.hubner-germany.com



THE BROTHERS GRIMM

Grimm's Fairytales, one of the most read books in the world, has been translated into more than 160 languages. This precious collection belongs to the UNESCO World Document Heritage. The region of Kassel, through which the fairytale path passes from Hanau – the birthplace of Wilhelm and Jacob Grimm – to Bremen, is the German land of fairytales and legends par excellence. Many an enchanted place whispers its secrets. Fairies and Rumpelstiltskin must be hiding somewhere around here! On your search, you don't have to suffer from thirst or hunger: wherever you go, you will find a richly decked table in a cosy hostelry – just like in the fairytales.



For 30 years, the home of the brothers Grimm was in Kassel. Their history and their world-famous collection of fairy tales, which was illustrated by their brother Ludwig Emil, can be found in a museum, which also contains information about their notable work as important scholars.



If one sets out on the road through the fairytale land of the brothers Grimm, one can sense their presence, even discovering the enchanted characters themselves.

As romantic as the region of Kassel are also the many pretty towns and villages.



IMMIGRANTS FROM FRANCE WITH A THIRST FOR INSTRUCTION

Far too little is known about the benefits brought to Germany by the Huguenots. Their influence was of particular importance in the development of the crafts, the hospital and cooperative systems. They came from France – expelled or as emigrants – because they had been denied their right to freedom in practicing their religion. Persecuted Christians in the middle of Europe, Calvinists. For the cultural environment of North Hesse they were an enrichment. Their most notable settlement is the Baroque city of Karlshafen, which they founded in 1699 (with its home for invalids – back then already!); Huguenot churches adorn many local parishes. Other examples are the Kassel Huguenot quarter of Oberneustadt and the Baroque buildings designed by du Ry, who had advanced to the position of court architect, to which also belongs the Palace of Bellevue, now home to the Brothers Grimm Museum, or the reconstructed Karlskirche. Flight and expulsion mobilized beneficial forces in their new homeland.

HUGUENOTS, TIMBERED BUILDINGS & TRADITIONS

The towns and villages in the Region of Kassel exude the breath of ancient history. To remind us of the Huguenots, who formerly came into the country from France, there is a museum in the Baroque town of Bad Karlshafen, which they founded.



The Church of St. Karl in Kassel. The marketplace in Hofgeismar.





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THE HUGUENOTS – AN ENRICHMENT FOR NORTH HESSE

Among those 3,800 Huguenot and Waldensian immigrants who came in the late 17th Century from the strictly Catholic France to the tolerant region of Hesse were not only farmers, merchants and artisans. There were also persons of high intellectual standing, from whom the Landgrave expected new impulses, such as the already mentioned architect du Ry, the physicist Papin, the printer Estienne and the theologian Gautier, who were to achieve high esteem in the region. The influence of the Huguenots can be felt to this very day. Their history is related by the German Huguenots Museum in Bad Karlshafen, the Municipal Museum in Hofgeismar and by the traces of their settlements, mostly to be found in the area surrounding Kassel. On the portals of their churches, mostly plain, hall-like, half-timbered buildings, one can still read French and Latin inscriptions ("Lux lucet in tenebris"). Beauty spots can be found in and around Hofgeismar, with its timbered houses, in St. Ottilien near Helsa. The parishes of Gewissenruh and Gottstreu are called the Waldensian settlements; the local museum there reveals their history.

At Bad Karlshafen is the confluence of the rivers Diemel and Weser, which is fed in Hannoversch Münden by its tributaries, the rivers Werra and Fulda – a paradise

for water sports enthusiasts, leisure-time skippers and day-trippers aboard the attractive passenger boats, on which it is also allowed to take bicycles.



The romantic timbered houses of the villages and towns already beckon from afar. The market place of Wolfhagen with its fountain depicting the fairytale wolf and seven little kids.

It would not be the Region of Kassel without traditional costumes and ancient customs, such as the annual, traditional Huguenot Festival Mayence in Kelze. In all of the villages and towns, the festivals, with their parades and ancient rituals, preserving the local culture, are the highlights of the year.



JET ENGINES TO GIVE THE THRUST FOR AN ATTRACTIVE REGION

Glide in and "take off" – in both meanings of the words. In 2012, things should be ready for take off. North Hesse will have a regional airport with connections to the European airline network – jet engines to boost business and tourism. Kassel has already had an airport since 1924 – first in Waldau, then, since 1971, in Calden. Here, northwest of Kassel, the airport company Flughafen GmbH Kassel, together with its co-partners the State of Hesse, the Municipal and Regional Districts of Kassel and the Borough of Calden, is investing in the construction and realisation of the project. The dream of being able to fly shall be fulfilled – for business travellers, private passengers, holiday makers, international visitors to the documenta and for speedy air freight. Kassel-Calden is already well-known for busy its private charter activities (base for Businesswings), for aviation sports, flight training, helicopter and transportation flights.

The location could not be more favourable – in the centre of Europe with links to all transport and carrier infrastructure in all directions! Hence, it was an obvious decision to exploit the optimal prerequisites created by the construction of the airport by planning a project for the simultaneous construction of a modern business estate. It may be predicted that the new business location will have a great future. The site is an attractive development area for business settlement, especially for those branches with an affinity towards air transportation. Today, respective enterprises that have already settled there employ about 600 workers.

KASSEL-CALDEN AIRPORT – READY FOR TAKE



For Kassel and the Region of Kassel, the expansion of the airport Kassel-Calden, its connection with the European airline network and the creation of a modern business estate, which today already employs 600 workers, are projects of major importance.



OFF INTO THE FUTURE





FS108 Main Gearbox of EC135 Helicopter during Final Assembly.



Image (top): Dynamic System of CH-53G Helicopter with Individual Blade Control System installed.

Image (center): Multi-Purpose Test Stand for Helicopter Main Gearboxes.

Image (bottom): Wind Tunnel Testing of an Individual Blade Control System fitted to a Full-scale Helicopter Rotor.



The company ZF Luftfahrttechnik, with about 370 employees and 20 trainees, is the international leader in the development, production and overhaul of dynamic components for helicopters. These include, in particular, gearboxes, transmissions and drive train elements, rotor hubs and control system components.

New technologies, such as the Integrated Dynamic System (IDS), Individual Blade Control (IBC) or the purely electric Blade Root Control are developed in cooperation with mostly international partners. The company's well-established competence in drive train and control system technology for helicopters is applied worldwide within successful development and series production programmes. The Corporate Research and Development Center of ZF located in Friedrichshafen employs more than 600 coworkers and supports the in-house, application-oriented development capacities in the field of basic materials and gear meshing research.

Moreover, for many years, ZF Luftfahrttechnik has set the international standard in the area of gearbox and rotor blade test stands. The multi-purpose gearbox test stands, featuring the patented closed-loop torque-loading shaft technology, are seen as particularly successful new developments.

In addition to support services for its own products, ZF Luftfahrttechnik also provides Repair & Overhaul for the gearboxes of nearly all important helicopter manufacturers throughout the world. With this portfolio, ZF Luftfahrttechnik is also the long-standing service partner of the German Armed Forces by supporting the dynamic components of their helicopter fleets.

www.zf.com/luftfahrt



REGIONAL AIRPORT IN THE EUROPEAN NETWORK

Central Location. More than one million people within the catchment area. The favourable locations makes the necessity of an appropriate connection to the general air traffic network an obvious course of action. The approval of funds and backing from the European Union means wind in the sails of the airport expansion project. The sensible realisation of this concept will involve initiating many other plans, in addition to the airport, for the benefit of the entire region. An all-round vitalization programme to enhance the business location qualifications of Kassel with its interesting environment, improved mobility and job creation. Information about the airport Kassel-Calden project as well as other business and industrial locations can be obtained from Wirtschaftsförderung Region Kassel (WFG) Business Promotion Agency for the Region of Kassel.



Although airline planes will soon be landing and taking off in Kassel-Calden, the amateur flying sport, flight training and private charter activities as well as ballooning and parachute jumping will continue.



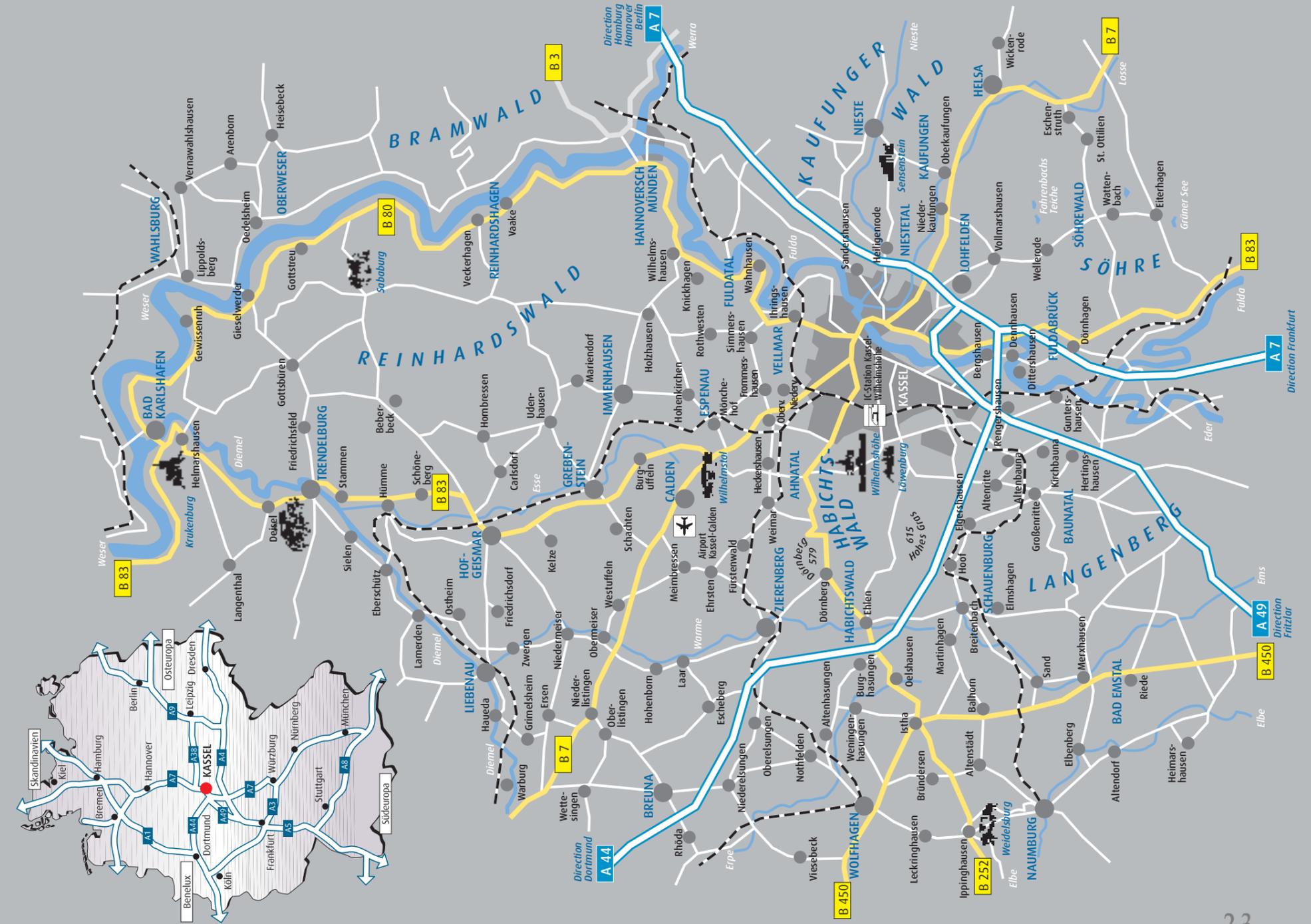
"I've just landed. You've got a really cool new airport here – small, but boy it's great. Dead right! They've thought of everything here. See you soon. I'm off now."



A BUSINESS LOCATION WITH PROSPECTS FOR GERMAN AND EUROPEAN MARKETS

Prospects mean future. In the competition among the business locations, Kassel and the Region have an excellent hand of cards: central position with connections to all transport infrastructure in and from all directions, at the junction of the motorways A7, A44, A49, Freight Village and Container Terminal, qualified labour potential, specialised workforce, successful companies, world-renowned for their innovative tradition, international business relations, scientific training and business-related research on location, education, further qualification training and – last but not least – above average quality of life and leisure. From 2012, the potential of the infrastructure for a promising future will be rounded off by the completion of a regional airport in the European airline network in Kassel-Calden, which will make the City and the Region of Kassel a top address – in terms of quality a Category A business location.

A BUSINESS REGION – SO CENTRAL – IS A BRILLIANT CONCEPT



A REGION FULL OF OPPORTUNITY AND DEVELOPMENT POTENTIAL

The business region of Kassel scores points by being exactly in the centre of Germany and hence in the centre of Europe. Kassel is a centre, but not a centre of congestion with the latter's known disadvantages. Prospects, however, derive not only from financial investments; here one is able to enjoy what life has to offer, with the chance to be creative, realise one's visions, invest in the future and be successful. The versatility of this business region comprises the rare compatibility of a modern industrial location – focused on world-leading automotive, transportation and energy technology – with an important tourist industry centered on conferences, art, culture, leisure and health.

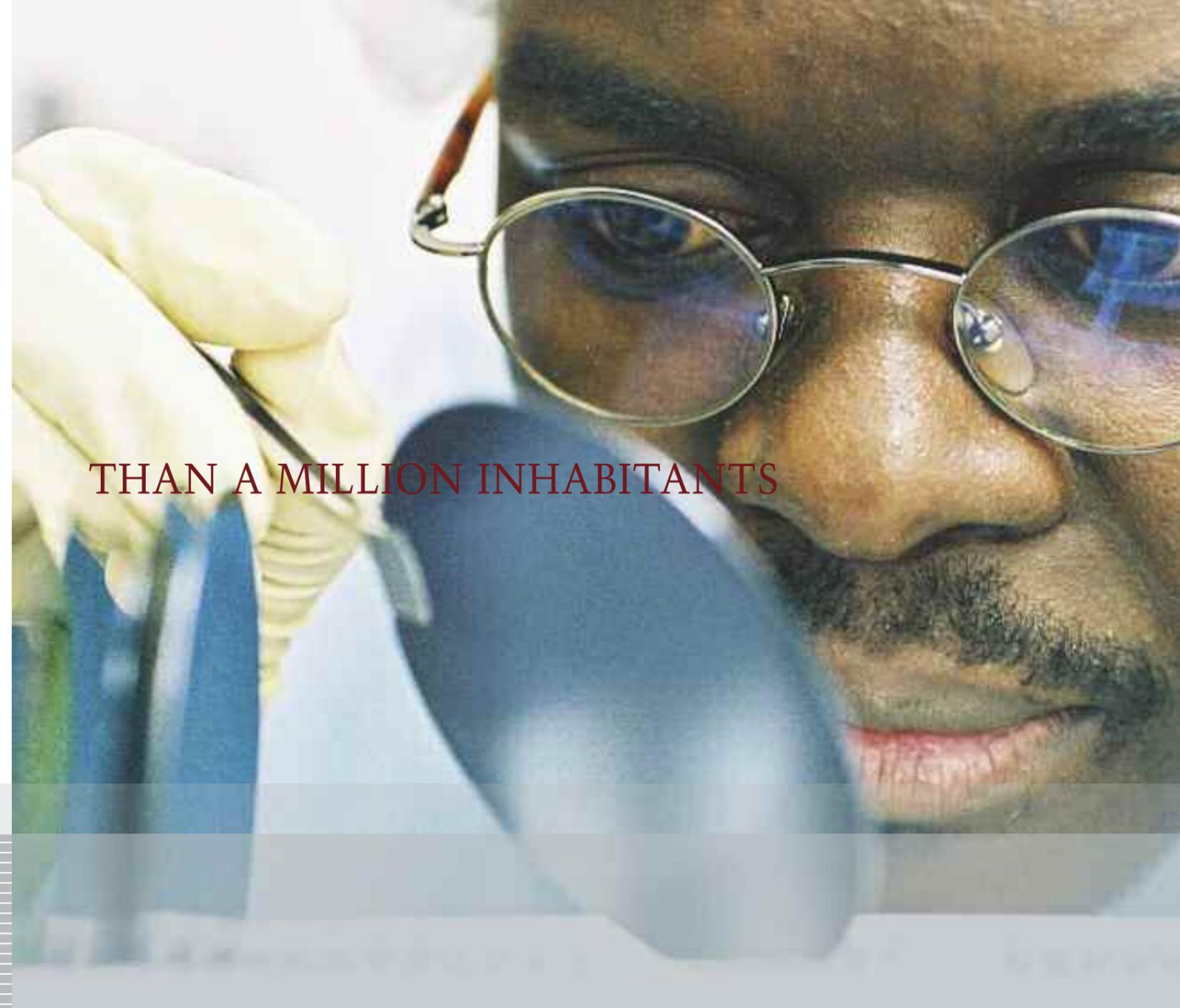


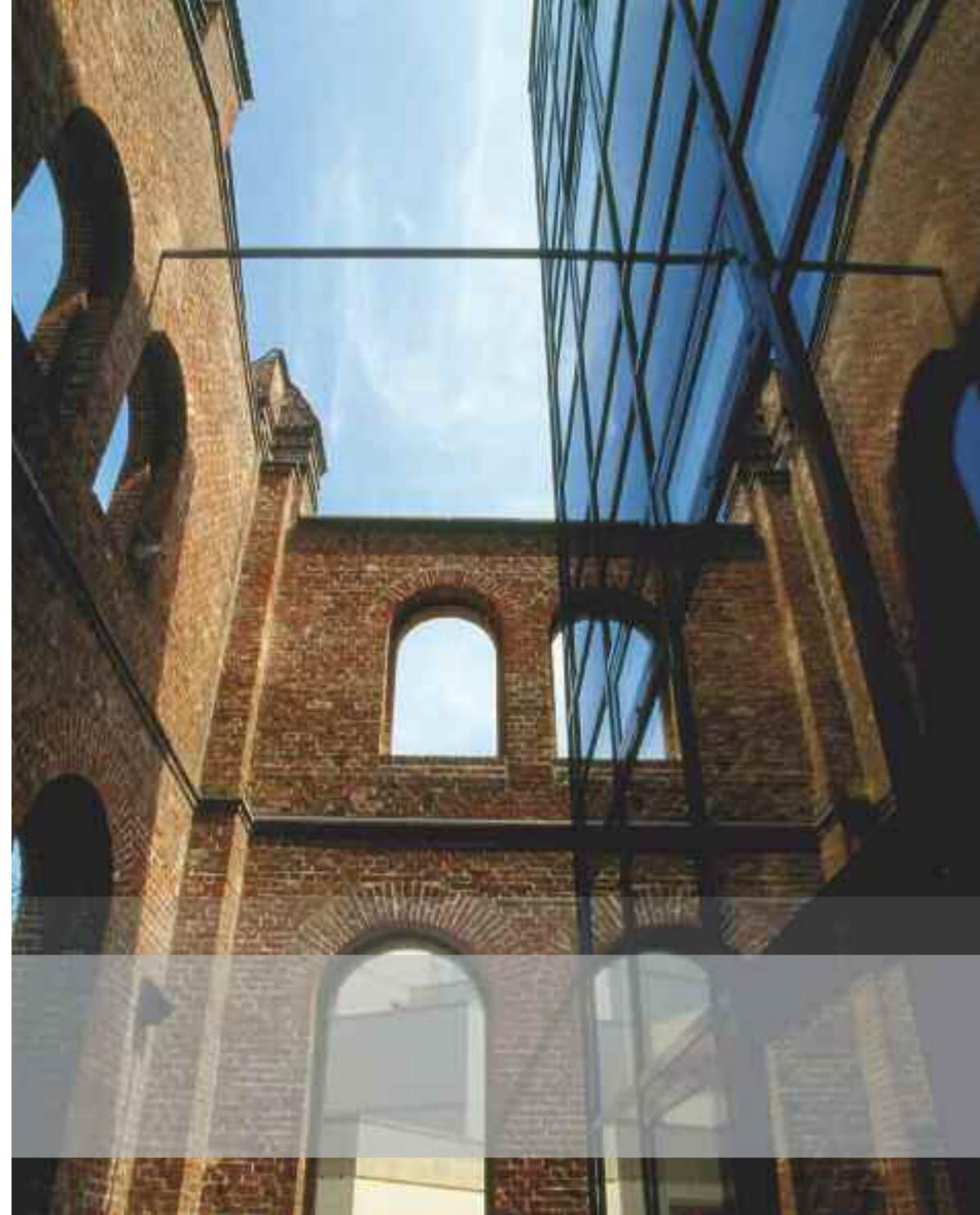
THE LEADING CENTRE OF A REGION WITH MORE

Typical Kassel! Everything on location and available in the City and the Region. Instruction (above the University of Kassel), research, development, qualification, competence network, production, perfect infrastructure ...



THAN A MILLION INHABITANTS





Openness and tolerance: international and German students, staff members and scientists alike appreciate the personal, family atmosphere of Kassel University.



UNIVERSITY OF KASSEL: INTERNATIONALLY ACTIVE AND REGIONALLY BASED

Art, education and research have a long tradition in Kassel: the globetrotter and natural scientist Georg Forster taught in Kassel, the German scholars Jacob and Wilhelm Grimm founded the German dictionary, the chemists Bunsen and Wöhler conducted research in Kassel and the Kassel art professor Arnold Bode founded the modern and contemporary art exhibition "documenta". The University of Kassel has pursued this tradition with its teaching and research facilities in Kassel and Witzenhausen. Nature, technology, culture, society – these are the subjects of focus in the research and teaching of the 13 faculties, among which is the Kassel Art University, founded in 1777. The only agricultural science department in the world exclusively oriented to ecology belongs to the University of Kassel in Witzenhausen.

The University of Kassel is an attractive place to study for about 18,000 students, of whom more than 14% are international students from more than 110 countries. About 2400 university staff members, 50.000 graduates, as well as approximately 200 spin-offs in the field of knowledge-intensive services bear witness to the dynamic innovation potential of the young university, founded in 1971. The university, with its numerous contacts beyond local borders and its international links, is explicitly committed to its locally focused role as cooperation partner for the region of North Hesse in matters of research and development.

www.uni-kassel.de

U N I K A S S E L

PRODUCTS OF WORLD IMPORTANCE MADE IN KASSEL

Kassel's worldwide reputation as a modern industrial location was founded on mechanical engineering with its main focus on the transportation sector. Locomotives and wagons bearing the Henschel trademark became an international concept; today, the company Bombardier is continuing in the footsteps of this important Kassel tradition. Many well-known names are associated with this entrepreneurial environment: Bode, Credé, Daimler, Hübner, K+S (Potash and Salt), KraussMaffei Wegmann, SMA Technology, Thyssenkrupp Transrapid, Volkswagen, Wintershall, Wingas... . Of outstanding importance for modern business economy constitute the sectors of mobility, solar technology, energy efficiency, environment, inspection systems, fertilizers and basic materials for the chemical and pharmaceutical industry – to mention just a few. Among the new business sectors belong the information technologies. And hardly anyone knows that Kassel is also the service location for a number of highly reputed communication enterprises: Lufthansa, the mail order company Otto and the teleshopping enterprise QVC, and a number of others, serve their customers from here on the telephone. Plans are in the pipeline for important project developments for the expansion of the infrastructure, the University, technoparks and inter-communal business and industrial estates. Kassel's industrial park is the largest, connected industrial zone between Hanover and Frankfurt, with a modern inter-com network linking the companies domiciled there! German and international business companies representing many sectors present themselves at the Kassel Trade and Industrial Exhibition. Among the numerous, well-organised events, there is one outstanding date, an exhibition for education, training and university studies – the so-called Trainees' and Students' Fair.



Short communication paths between theory and practice. It all depends on efficient, interactive cooperation if further development and quality optimisation are to ensure market leadership.



POTENTIAL RENEWABLE ENERGIES

Solar energy from Africa? Unthinkable 30 years ago. Today on the threshold of reality. Initially, nobody was confident that the development of renewable energies would reach the level now achieved and for which, today, they receive applause and interested popularity. In Germany, the "we can't ..." attitude is no longer an impediment to progress, but rather work is continuing with success under the motto "Yes, we can ...!". Elsewhere, unfortunately, this is far less often the case. Intensive efforts in the field of research and development, entrepreneurial courage and backing from the State have created a beneficial, technological lead for Germany throughout the world. This also applies to further technologies of the future, such as waste water and solid waste management. Gains in scientific knowledge and modern techniques are making giant steps forward, and also investors are increasingly calculating their potentials – in all fields of renewable energy. In the exploitation of solar energy, cost savings through thin-film photovoltaic modules are on the doorstep and interesting new technologies for the transportation of electricity over long distances are attracting investment activities. The potential that could be derived from solar energy alone makes it clear that every day the sun transmits more energy to the planet earth than the whole of humanity could ever use. A "free supply" of huge amounts of energy and that for billions of years to come. The challenge, and this is the business potential, is to harness it. This is the major subject of importance in the Region of Kassel, a centre for the research and application of renewable energies and energy efficiency.

THE SUN TRANSMITS 3000 TIMES MORE ENERGY THAN

HUMANITY NEEDS

Kassel, as regards the future-oriented sector of renewable energies, is Germany's absolute number one address. Here, with an ideal inter-communication network, theory and practice are concentrated on all core and peripheral subject fields.





Efficiency on 18,000 square meters: SMA has built the worldwide largest inverter plant.



The company employs more than 3,000 workers.

SMA power inverter: the heart of every solar power installation.

WITH SOLAR POWER ON COURSE INTO THE FUTURE

The company SMA Solar Technology AG develops, produces and distributes solar-power inverters and monitoring solutions for worldwide use in photovoltaic installations. This internationally active company with its headquarters in Niestetal has been firmly rooted in the region since its foundation in 1981.

Also with the inauguration of the world's largest CO₂-neutral power inverter factory in July 2009 SMA reasserts its clear commitment to the business location of North Hesse. SMA also works for the good of the region, for example in the competence network deENet. The aim: to promote the further development of renewable energies in North Hesse and to create further jobs in this future-oriented branch of industry.

As a worldwide leading manufacturer of solar power inverters, SMA supplies appliances for all performance categories and modules. The power inverter is the heart of every solar power plant, converting the direct current produced by photovoltaic modules into the alternating current normally use in the electricity grid. The grand vision of the company is to see a growing supply of renewable energies for the people throughout the world. Electric energy produced by decentralized photovoltaic systems shall be just one of the essential components of this undertaking.

More information under www.SMA.de



THE REGION OF KASSEL – DRIVING FORCE IN A MARKET OF THE FUTURE

Climate problems have elevated the procurement and utilisation of energy to position of existential priority. Assuming this responsibility means, at the same time, the creation of economic opportunities. The Region of Kassel is a driving force behind this development in an enormous market of the future. All efforts are being made to be the pioneer for research, development, production and application of decentralised energy technology and energy efficiency. This young branch of industry is the motor of this model region; it is growing to become a further solid business pillar alongside transportation technology. The core competencies are in the production of key components for the utilisation of solar, wind, water, biomass and geothermal energy, combined heat and power generation, energy efficiency and integrated supply systems. Innovation impulses come from ISET, the Institute for Solar Energy Supply Technology at the University of Kassel. This institute counts among the world's leading research establishments for systems technology in the utilisation of renewable energies and decentralised energy supply. An important, practical facility, the deENet, has been established as a cooperation project for business and research. This network sensibly bundles and communicates the various skills and current knowledge in the fields of research, development, production and planning. The defined task fields are: decentralised energy plants, their integration into existing supply systems, environment-compatible construction, the rational use of energy, efficient and climate-compatible processes. deENet, with more than 100 partner companies and research establishments, has set its sights, through technological progress and sustained regional development, on creating about 20,000 new jobs in North Hesse by the year 2020. Equally enterprising is the energy agency "Energy 2000" of the Kassel regional government.



MODERN ELECTRIC LOCOMOTIVES COME FROM KASSEL

There are some ideas that are far in advance of their times. Leibniz, 300 years ago, already knew how to make calculations using only 0 and 1. Today the binary system is the basis for computer technology, with speeds, dimensions and possibilities that are no longer imaginable. The inexpensive and environment-friendly technology of the Transrapid must fear no comparison – an equally ingenious achievement of German engineering. With production facilities in Kassel! Is there any better system than to glide over a track without touching it – but safely connected with it – instead of moving along rails? A gradual, joint cooperation between traditional and future-oriented technology is worth a try, for it is unimaginable that the Transrapid, gliding almost noiselessly into the city centre at a speed of more than 155 m.p.h., is not the future. Until then, we shall continue on the familiar track with high demands in respect of the further development of this technology and with regard to increasing performance capacity, while reducing the burden on the environment. Kassel is a pioneer location for rail transportation and a benchmark for the mobility industry. For a long time, Henschel was the top address, now it is Bombardier. In the past, trains were driven by steam and diesel locomotives; today this is the job of the high-tech electric locomotive. It comes from Kassel. Likewise, automotive components for the modern car making industry come from this business zone, for example from Daimler and Volkswagen. The company Volkswagen AG not only operates its second largest production site here, but also, with its Volkswagen Genuine Parts, Europe's largest replacement parts centre. Progress in the field of mobility has its home right here, in the Region of Kassel.

WILL THE TRAIN OF THE FUTURE STILL HAVE WHEELS?

Not only high-tech electric locomotives or modules for the car industry come from the region in which the focus is on the mobility industry. Kassel is also the production site for the future-oriented technology of non-contact transportation systems.





Parade of locomotives at night in front of the factory in Kassel.

From Kassel all over the world: locomotives from Kassel from windy heights and at full steam ahead.



BOMBARDIER TRANSPORTATION – PRODUCTION SITE KASSEL

Bombardier Transportation has its worldwide headquarters in Berlin and is represented in more than 60 countries. More than 100,000 rail vehicles built by Bombardier are in use around the globe. As the world market leader in rail transport technology, Bombardier Transportation has the widest product portfolio in this branch.

The factory in Kassel can look back on a long tradition and is the company's oldest production site. In the year 2010 the factory will be 200 years old; railway locomotives have been manufactured here since 1848.

Today Bombardier supplies locomotives of the successful BOMBARDIER* TRAXX*-locomotive family from North Hesse. These include four types of locomotive, which are available with electric (alternating current, direct current and multi-system) as well as with diesel engines. More than 1400 TRAXX-locomotives have been sold so far, and more than 850 locomotives are in use in Europe.

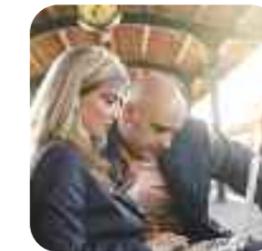
In addition to the TRAXX vehicles, the rail vehicle manufacturer's product portfolio also includes the IORE locomotives for the transportation of ore in Sweden, electric locomotives for passenger transportation in America, as well as the power head for the Spanish high-speed train AVE.

www.transportation.bombardier.com

BOMBARDIER

VEHICLE TECHNOLOGY PERFECTED BY THE SUB-SUPPLIERS

Sub-suppliers not only supply products but also ingenious ideas that are incorporated into their reliable products. For this, Germany has a worldwide reputation. Sub-suppliers are the "salt of the earth". Their expenditure in terms of research and development is enormous. In most cases, this is performed by the small and medium-sized enterprises with their flexibility and easily managed production, which is focused on specialisation. This relates to vehicle articulation and axle systems, folding bellows and entrance systems, door and window technology, catalysts, and many others. The production of such components and modules requires constant qualification upgrades, investment in high-performance processes and knowledge of materials in the development and processing of steel, metals, plastic and rubber materials or electronics. The business zone of Kassel is a centre of the mobility industry with highly-reputed enterprises and business contacts throughout the world.



Further connections to the transportation network from the IC (high-speed) train station of Kassel Wilhelmshöhe.



Futuristic train station in a Baroque environment: the IC train station of Kassel Wilhelmshöhe, the international link on high-speed rail tracks. A high-performance transportation hub with short-interval connections in all directions.

* Brand(s) of Bombardier Inc. or its subsidiaries.

CONFERENCES WITH A SPOIL-YOURSELF PROGRAMME

Central position – without congestion – and extremely easy to reach. These are the ideal prerequisites for conferences and congresses, events and sojourns. It goes without saying that there are first class premises available to accommodate any size of event and every demand in respect of modern congress technology, as well as well-appointed hotels and country inns. Moreover, the City and Region of Kassel offers the appropriate setting for breaks and after the events: art, culture and beautiful countryside. The family can accompany you and enjoy a magical, "fairytale" time. The pleasant thing is that, though the region is a centre, it is not a centre of congestion. It is full – in the pleasant sense of the word – in relation to the unusual multitude of offers and possibilities – extending to relaxation with health treatment, wellness and spoil-yourself programmes. One is spoiled from the beginning by the Congress Full Service provided by kassel tourist, which takes care of everything you need for the event – from the planning and organisation to the execution of the event itself.

A CONGRESS "PEARL" IN EUROPE FOR



The Kongress Palais Kassel counts among the most beautiful conference buildings in Europe and can be recommended for up to 3,000 participants.



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 Friedrich-Ebert-Straße 152
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STYLISH EVENTS



Located in a relaxing setting and boasting exceptional infrastructure, Messe Kassel is the perfect venue for conferences, sport and a wide range of events.



IN THE HEART OF GERMANY

Messe Kassel is the ideal venue for your events. From international specialist and in-house trade fairs to conferences, concerts and exhibitions. A top-rate venue team and unbeatable catering service ensure that your event is perfectly organised and smoothly executed – Messe Kassel has been perfecting its offering since 1961.

Messe Kassel's 14 halls provide ample capacity and can accommodate from 10 to 15,000 people. Despite the sizeable exhibition area of 30,000 m² nothing is ever far away. All the halls can be reached quickly and easily.

Thanks to its outstanding transport connections the site can easily be reached by car, Intercity Express or plane. Situated in the countryside within easy reach of the nearest motorway and offering over 30,000 free on-site parking spaces, Messe Kassel is the perfect venue in the heart of Germany.

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THE MOST MODERN TECHNOLOGY PLUS ALL-ROUND SERVICE

The Kongress Palais Kassel, a congress "pearl" in Europe for events in a stylish, historical ambience, provides that very special setting for conferences – but also for unusual product presentations as well as seminars with a modern flair. Events involving up to 3,000 participants can be held here. The Trade Fair premises with 14 exhibition halls accommodating up to 15,000 people offers the widest choice. The congress and conference centre of Baunatal town hall provides room for 800 people. Rural charm can be appreciated at the Evangelische Akademie Hofgeismar surrounded by a historic park landscape. Readings and concerts are also held here. The Forum Ahlberg offers management and leadership seminars in a half-timbered building on the edge of the forest and provides an ambitious cuisine. Seminar and conference accommodation with adjacent thermal baths, castle atmosphere and other specialities are also an inviting choice. Tourism is international. And if one "happens to be in this country" for a conference, congress or for private reasons, the wide range of competent services available and the vicinity of the relevant addresses makes it possible to arrange interview visits and appointments here or – thanks to the good transport connections also at other places.



The Hofgeismar Akademie in the midst of a historical park landscape.

The Kassel Trade and Industries Fair is something like a warm heart. It is popular and appreciated for its imaginative programme, full of presentations and opportunities. The full calendar of events is a reflection of the entire diversity and dynamism of the Region.



"I am delighted with Kassel and its beautiful surroundings! We had a conference here. First I have to process all of my impressions. One thing is certain; I'll be coming again! Because there is still such a lot that I haven't seen and experienced. In any event, the next documenta followed by a relaxing visit to the Kurhessen Therme is on my agenda."



BIKING, RAMBLING, CANOEING, STEAMBOAT TRIPS AND FAIRYTALE WATCHING

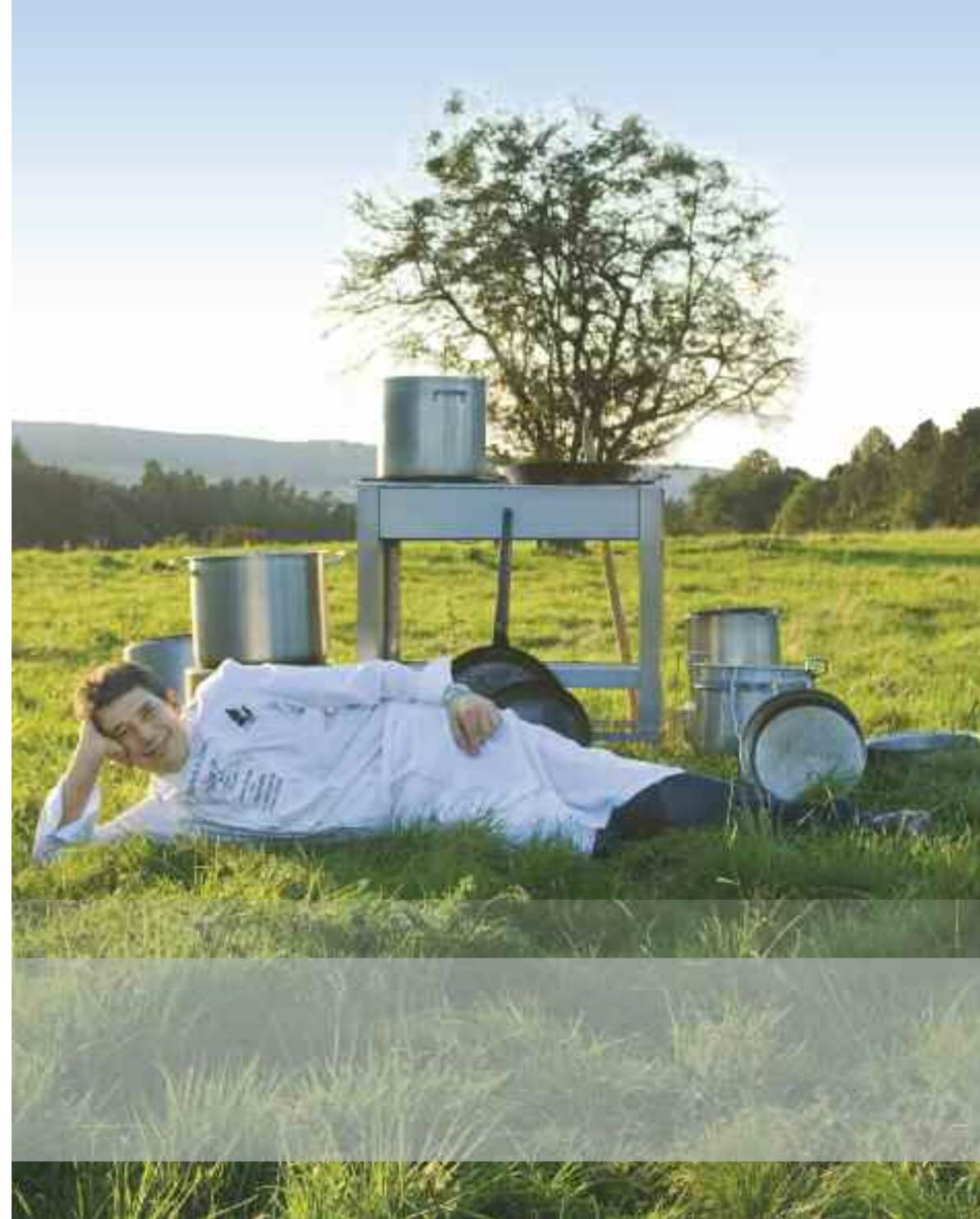
Wherever one settles in this beautiful countryside – whether as holidaymaker in a hotel, in a guesthouse, a comfortable holiday apartment or as a permanent resident, from everywhere there is something to do and everywhere is easy to reach. The choice of possibilities is great. For fitness enthusiasts, hikers, snow freaks or nature lovers – the City and Region of Kassel is a veritable paradise for everyone that enjoys exercise and has the desire to explore and see the beauty spots. There are excursions on horseback or the pleasure of canoeing on the beautiful stretches of the rivers Fulda, Weser and Diemel, signposted mountain bike paths, the Märchenlandweg fairytale trail, the legendary Reinhardswald forest, city and village festivals, the Meißner nature park Kaufunger Wald forest. Greens for potting the ball can be found on the Escheberg and Wilhelmshöhe golf courses. Are you a fan of cross-country and downhill skiing? The place for you is the Habichtswald nature park. Or shall it be something in the lofty and even windier heights? The Kassel-Calden airport makes everything possible: the choice between hot-air ballooning and parachute jumping – or maybe not a choice but both – why not? Maybe just a dive from the springboard at the swimming pool will do. Anyone who is prevented from being so active or just wants to be comfortable, can spend unforgettable hours enjoying the romantic panorama from aboard a pleasure cruiser.

A PARADISE FOR FITNESS ENTHUSIASTS



WELLNESS AND NATURE LOVERS





What's on the agenda for today? Off into the countryside, a stroll in the city, culture, leisure, a bit of sport ...? With all this variety one should really be able to do everything together.



ACTIVE WELLBEING; RELAXING DE LUX, CULTURE "TO THE FULL"

Doesn't a stroll through the city, window shopping in the shopping galleries of Kassel's Königstraße also belong to active wellbeing?! What about a brief taste to swage one's appetite in the meantime in the Markthalle indoor market of the old stable Marstall? And ending up by calling in somewhere to "indulge one's vices" with something sweet? Or, maybe better, windsurfing on Kassel's Bugasee lake in the middle of the City? The possibilities are worthy of a great city. Kassel offers a diversity of interesting sights, culture and leisure opportunities, yet at the same time amid tempting green surroundings. A great place to visit is the Bergpark Wilhelmshöhe park on the hill with the Hercules statue, the palace with its art treasures, the Kührhessen Therme thermal baths with its swimming pools, sauna and wellness centre. In Kassel and its colourful Region nobody can get bored. Feeling well, however, does not only mean experiencing a change and new impressions but also that one does something or has something done just for oneself. In Bad Emstal, for example the feeling of wellness and the health factor derive from the healing waters that rise from a depth of more than 2,500 feet. In the neighbouring Kneip spa resort Naumburg one can find what is so rare in everyday life – peace and relaxation. Or shall it be wellness in the hot-water baths in a Baroque setting in the spa town of Bad Karlshafen? Did you know that even the city of Kassel has everything that belongs to a spa resort and wellness paradise? Bad Wilhelmshöhe – the name gives it away – is a spa district with thermal baths, clinics, spa centre, spa gardens and an invigorating climate.



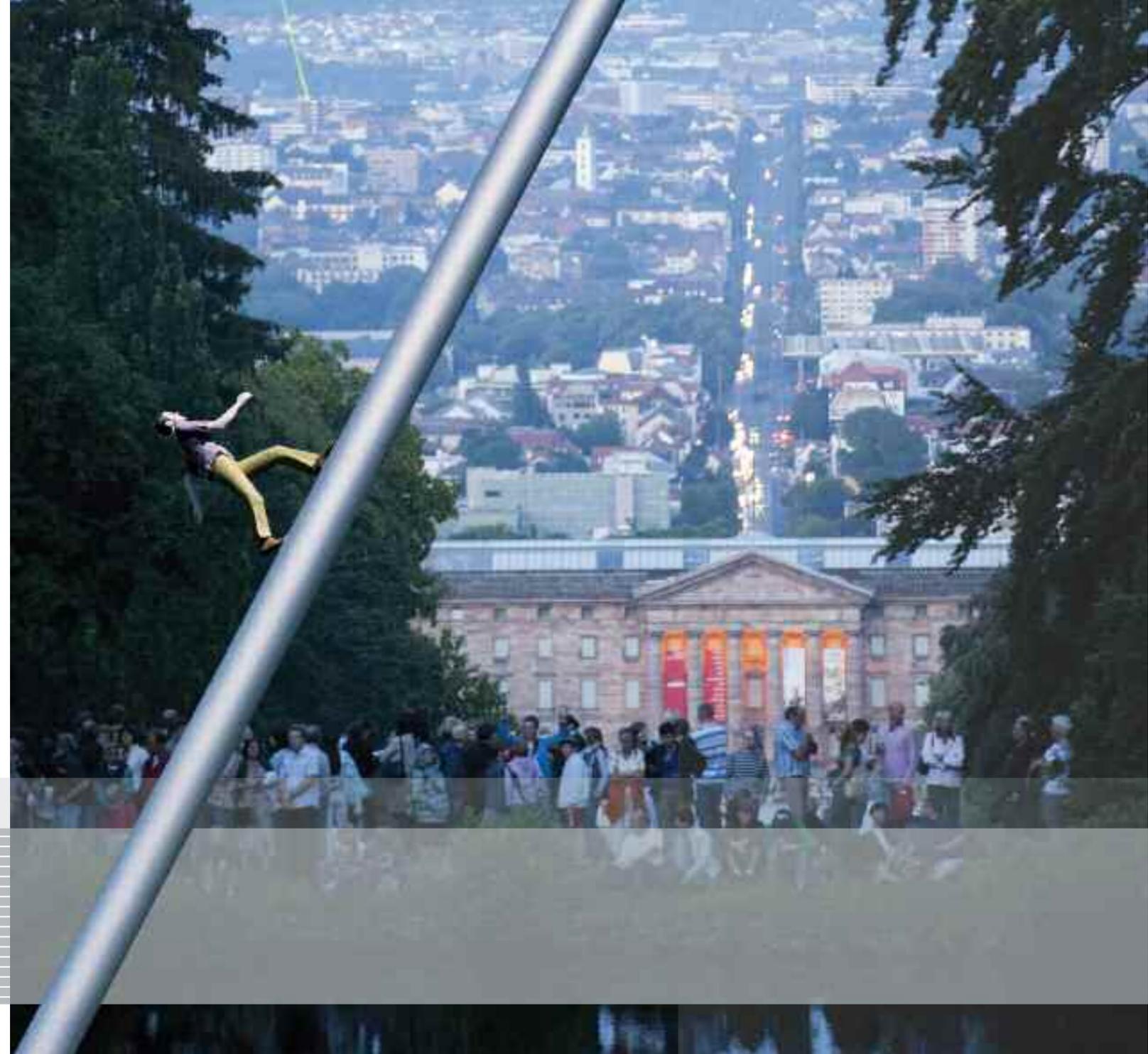
ONE DOESN'T HAVE TO DENY ONESELF ANYTHING

In the Region of Kassel you don't have to do without anything. After all, it's a fairyland, isn't it? In the palaces, castles and in the enchanted primeval forest around the Sleeping Beauty palace of Sababurg is where the famous fairytales written here by the brothers Grimm must taken place. Are the centuries old trees in reality enchanted beings? Everyone who has followed the nature trail near the recreation resort Nieste knows that the mammoth trees along the ancient paths are really enchanted giants. Rarities, veritable treasures! Frau Holle (Grimm's fairytale figure) cast a spell and turned three sisters into streams that flow through the Wiesentälern valleys deep inside the forest. In Nieste, where one can come face to face with a steel giant, there is a school for ramblers, guided walks and unusual, cosy stop-over at a mountain chalet guesthouse. Yes – an "Alm" or mountain chalet, a rustic curiosity in the Region of Kassel! The Königsalm.





Off we go! Kassel and the Region of Kassel has so much to offer that you can choose whatever suits you.



SPEND A LAZY DAY OR GO OUT ON A VENTURE

What shall we do today? With everything that Kassel has to offer, this is not an easy decision to make? The weather has no influence, nor does the time of day. The whole day, the evening and the night are at your disposal! Whether at home or as a guest, the day begins with breakfast. In the hotels and country inns, they know what belongs to a good breakfast buffet: healthy, sweet, savoury meat products from the local country slaughterhouse and a touch of luxury. A day that begins like this awakens the urge to sally forth. The wide diversity of offers can be found on the pages of this brochure. Further information and brochures are available from the tourist information offices. A good tip is to buy the KasselCard see-and-experience ticket.

GOING OUT FOR AN EVENING'S ENTERTAINMENT

An evening's entertainment can be an opera, a play, a ballet at the Staatstheater, a show at the Starclub a cabaret or variety evening, a presentation on local affairs, an event in the Konzertscheune concert hall in Calden In the festival season, there is a particularly broad selection of attractions; Kassel and Shakespeare, this is a never-ending love affair to which many succumb again and again. After an eventful day, however, one's only desire may be to "wind down" in a cosy pub, to get to know the Hessian cuisine in a country inn or to let oneself be spoiled in an exquisite restaurant. And whoever wants to make sure that the children are deep in the land of pleasant dreams has made sure to take them to a theatre performance during the day on a visit to the Märchenlandweg fairytale trail. In the City and Region of Kassel there is always plenty going on, and people are happy always to have something to celebrate. The Region is well-known for its festivals. In the winter season, a popular attraction, unique in Germany, is the "Kasseler Märchenweihnachtsmarkt" (Fairytale Christmas Market) on the Königs- and Friedrichsplatz squares with its stands selling Glühwein (mulled red wine).



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