

DIE REGIERUNG VON UNTERFRANKEN



TEILT MIT

- Es gilt das gesprochene Wort -

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Vorstellung des Regierungsbezirks Unterfranken für Generalkonsuln aus der ganzen Welt durch Regierungspräsident Dr. Paul Beinhofer am 19.03.2010 im Schloss Löwenstein in Kleinheubach

Ladies and gentlemen,

Lower Franconia is the north-western part of Bavaria with about 1,3 million inhabitants and 8.500 square kilometres. In the mostly rural region there are no global cities, but dynamic cities offering a high quality of life. Lower Franconia is situated in the very middle of Germany and Europe, surrounded by Thüringen in the North, Hesse in the West and Baden-Württemberg in the South. It is – one could say – Germanys Bavarian heart.

What comes to ones mind, if you hear Lower Franconia? I'll give you some keywords: Charming landscapes, cultural highlights, creative artists of immortal world fame like Tilman Riemenschneider, the most important German sculptor of Late Gothic, whose works you can admire in the Metropolitan Museum of Art in New York as well as in the Louvre Museum in Paris or Matthias Grünewald, the famous painter of the Isenheim Altar in Colmar. Think of sacred buildings and palaces, wine as a world-renowned product, cycling on the cycling path in the Valley of the river Main, hiking in the mountain ranges of Rhön and Spessart.

Apart from the wine and cultural highlights, Lower Franconia is a dynamically growing high tech region which is one of the ten leading high-tech regions in Europe, as the

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figures of the Bureau of Statistics of the European Union show. The industrial profile of Lower Franconia is built on its key competences: Automotive, logistics, health care, IT and the cross section technology new materials. Due to local research and development centres and a high qualified work force, the district offers enterprises a high-class surrounding.

Lower Franconia is very well located, not only geographically, it is also situated right in the center of the German and European motorway network. The great motorway from Hamburg to Munich – from the Northern Europe to Italy – and the motorway west-east from the Netherlands to Vienna and the Balkans cross near Würzburg in our region. Besides for travelling between German metropolitan centres the railway has undoubtedly gained in attractiveness in a central position like ours. Especially through the InterCity railway junction of Würzburg, which makes the city a popular convention city combining easy accessibility and wine tastings for the evenings. And nearby Aschaffenburg is also an InterCity stopping point. The location between the agglomerations of the Rhine-Main region to the west, Nuremberg to the east and Stuttgart to the south also makes it possible to reach the airports in these regions quickly and easily. For a business location the infrastructure for heavy freight transportation is definitely another important indicator. With the completion of the Main-Danube-Canal in the Nineteen Eighties the Lower Franconian harbours now are linked to one of the most important inland shipping routes in Europe, from the North Sea to the Black Sea, from Rotterdam to Constanca.

Lower Franconia enjoys a high reputation in academic circles. We have got one of the oldest and nevertheless modern universities in Germany, the Julius-Maximilians-University of Würzburg, where no less than 14 Nobel Prize winners worked – Wilhelm Conrad Röntgen detected the X-Rays in Würzburg. And we have two Universities of Applied Sciences in Aschaffenburg and Würzburg-Schweinfurt, too. A wide range of research and development is covered by internationally recognised research institutes such as the Fraunhofer Institute for Silicate Research, the Centre for Applied Energy Research, the Research Center for Magnetic Resonance Bavaria and the Center for Telematics. These institutes provide on-site know-how and form important location

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factors for business in the region. An outstanding example is the cooperation of University, research institutes, enterprises of medical technologies and excellent facilities in the Bavarian Rhön Spa Region for prevention and wellbeing as well as therapies, cures and rehabs. They all work together in the so-called health region Würzburg - Spa Region Bavarian Rhön creating an innovative milieu in which they all can profit from one another.

Last but not least Lower Franconia benefits from the neighbouring major centres like Frankfurt/Rhein-Main. Lower Franconia does not have their disadvantages in terms of traffic jams, pollution, criminality or crowded areas; it rather has an independent profile which makes it attractive. Between the Bavarian Lower Main region here in Lower Franconia and the major center Frankfurt/Rhein-Main there are joined cooperation projects in some fields. I'd like to mention one of the important industrial sector of the Bavarian Lower Main region: car safety, where partners from Lower Franconia and Hesse are working together successfully.

Lower Franconia also remains attractive because we pursue a regional development strategy in which the decision makers in local business and the public administration are linked unbureaucratically. They work together effectively, for example, as part of successful regional marketing initiatives. Lower Franconia is looking forward to accept the challenges of the future.

Of course I could report on much more about the region. There are cultural events, which are well-known far beyond our state borders. The Mozart Festival and the African Festival in Würzburg, the Kissingen Summer or the atmospheric wine festivals around Würzburg, in the "Wine District" of Kitzingen and of course right here along the Lower Main, for example at this beautiful location of vineyard Löwenstein. In Lower Franconia there is the largest single forest in Germany, the Spessart, but we also have the rough Rhön or the unspoilt Hassberge hills. They do not only guarantee a healthy climate, they also offer perfect opportunities for relaxing and feeling good. With regard to wellness and the new perception of health it should not be forgotten that there are world

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famous spas like Bad Kissingen. In pleasant and at the same time active spa vacations you can recharge your personal battery in order to meet the challenges of today's world.

Well, this is why people like to live in our region, why people like to live in Lower Franconia.

Ladies and gentleman,

I would be most delighted if my introduction had made you curious to get to know more about Lower Franconia, to visit the region, to appreciate it and, maybe, even to love it.

Thank you very much!

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