Thanks to its central location in the heart of Europe and the proximity of the neighboring countries France, Luxembourg and Belgium, Rheinland-Pfalz has become established as an internationally successful, future-oriented business location.

Besides hidden champions such as Wirtgen GmbH, the world’s market leader for road construction machines and systems, global players – for example BASF in Ludwigshafen or Mercedes-Benz, with the world’s largest commercial vehicle plant in Wörth – provide for a healthy range of industries, jobs and a high added value.
The innovative, predominantly medium-sized business character and the close cooperation of business and research are guarantees for Rheinland-Pfalz’s international competitiveness. Five industries characterize the Rheinland-Pfalz business landscape: the chemical, pharmaceutical, automotive, metal, machinery and equipment, and the food industries.

Rheinland-Pfalz benefits from excellent connections to Frankfurt Airport, which is located 30 minutes from Mainz, the state capital. The high-speed rail network and the Rhine - Europe’s most important waterway - provide rapid and economical transportation options.

A diverse cultural landscape, with four UNESCO world heritage sites in Rheinland-Pfalz alone, further enhances an already attractive living area. Furthermore, Rheinland-Pfalz is Germany’s foremost wine region and, with more than 60 springs, the origin of many important mineral waters. A vibrant culture and openness characterize the way of life of the people in this diverse federal state, with its idyllic landscape.