

**Where  
business  
works!**



**Düsseldorf**  
**Live close Feel free**

Airport with over  
**240**  
global destinations



**A short distance**  
to Europe's  
most important cities



Among the

**6**

cities with the highest  
**quality of life** in the world



Every **6<sup>th</sup>** company is foreign

Companies from

**139**

**countries**  
invest in  
Düsseldorf



**13.5** million residents and

**557,000**

companies in a 50 km radius –  
**Germany's largest economic area**

**115.8**

purchasing power  
index



**about 50 private and public  
universities**



**Largest hub for  
Japanese businesses**  
in continental Europe

Germany's most dynamic location  
for Chinese companies



**540,000 jobs**  
in the city

**22**

**leading international  
trade shows**



# Home of innovation – from tradition



→ **MedienHafen** | A former commercial port became an exclusive office location



→ **Fashion** | Highest sales in Germany



→ **Königsallee** | One of Europe's most exclusive shopping streets

**Live close Feel free.** People from Düsseldorf love to connect with each other and the rest of the world. The city of short distances is home to residents from over 180 countries – a place that brings people from around the world together. Marking the meeting point of the Düssel and Rhine Rivers, Düsseldorf is a cosmopolitan, urban place unlike any other.

**Innovation from tradition.** Where else can a steel corporation be transformed into a telecommunications giant? Or a laundry detergent producer into the world's largest glue manufacturer? Here, startups emerge to become major global enterprises – and the long-time “office of the industrial Ruhr” is quickly becoming the “lab of the future”. Düsseldorf has always understood the need for structural change, and has driven this transformation over the past several decades. The region's long-standing industry and production players work closely with the city's extensive service sector, which thrives from its proximity to so many customers. In turn, industry benefits from the valuable momentum that comes from the area's many innovative and tech-oriented providers. In Düsseldorf, research, innovation and creativity are the keys to the evolution of this competitive international hub – and its future success.

→ **Henkel** | Düsseldorf company with a long tradition, yet still drives innovation



# Why Düsseldorf ...



**01** Incubator for innovation  
Pages 08–13

# 02

Urban lifestyle  
Pages 14–17



## Business starts in Düsseldorf

### In the same league as London, Paris and Munich.

More affordable than London, more multilingual than Paris, with a larger market environment than Munich: it's obvious why Düsseldorf attracts investors from the entire world. With the strongest buying power of any region in Europe and conveniently linked to the entire world by air, water, rail and road, the city is an ideal place to sell goods and services.

The city is home to around 5,000 international companies, all of whom enjoy what makes this such an ideal place to do business. One major factor is Düsseldorf's location, right in the heart of one of Europe's largest economic regions. Around 557,000 companies and 13.5 million people live in a 50 kilometer radius, creating an enormous market with great potential for attracting customers.

Young professionals, well-educated specialists and international talents alike move to Düsseldorf to work for companies large and small. Many of them come from the nearly 50 public and private universities in the region.

From startups to global players, Düsseldorf is a place in which companies can thrive at every point in their development. The city is home to a broad range of different sectors, including retail, industry, energy, information and communication technology, creative industries, fashion and beauty, legal and corporate consulting, and personnel services. This gives companies local access to every kind of service they may need, creates synergies, and makes this city a strong, economically stable site for business success.



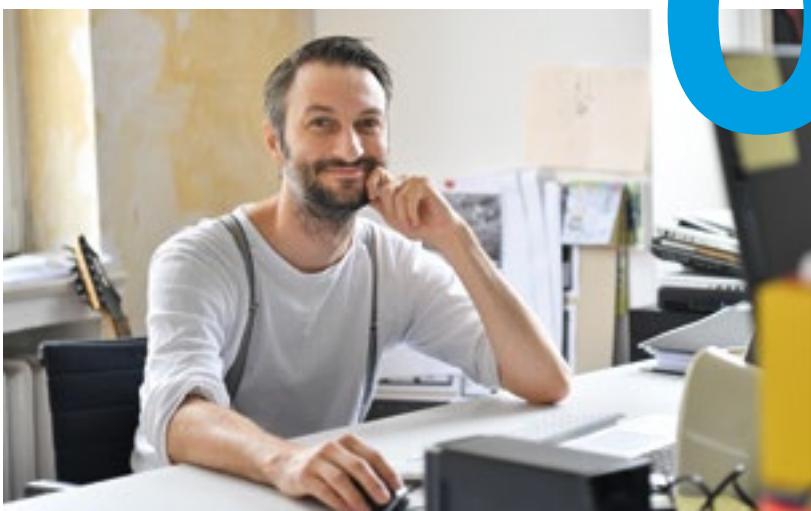
# 04

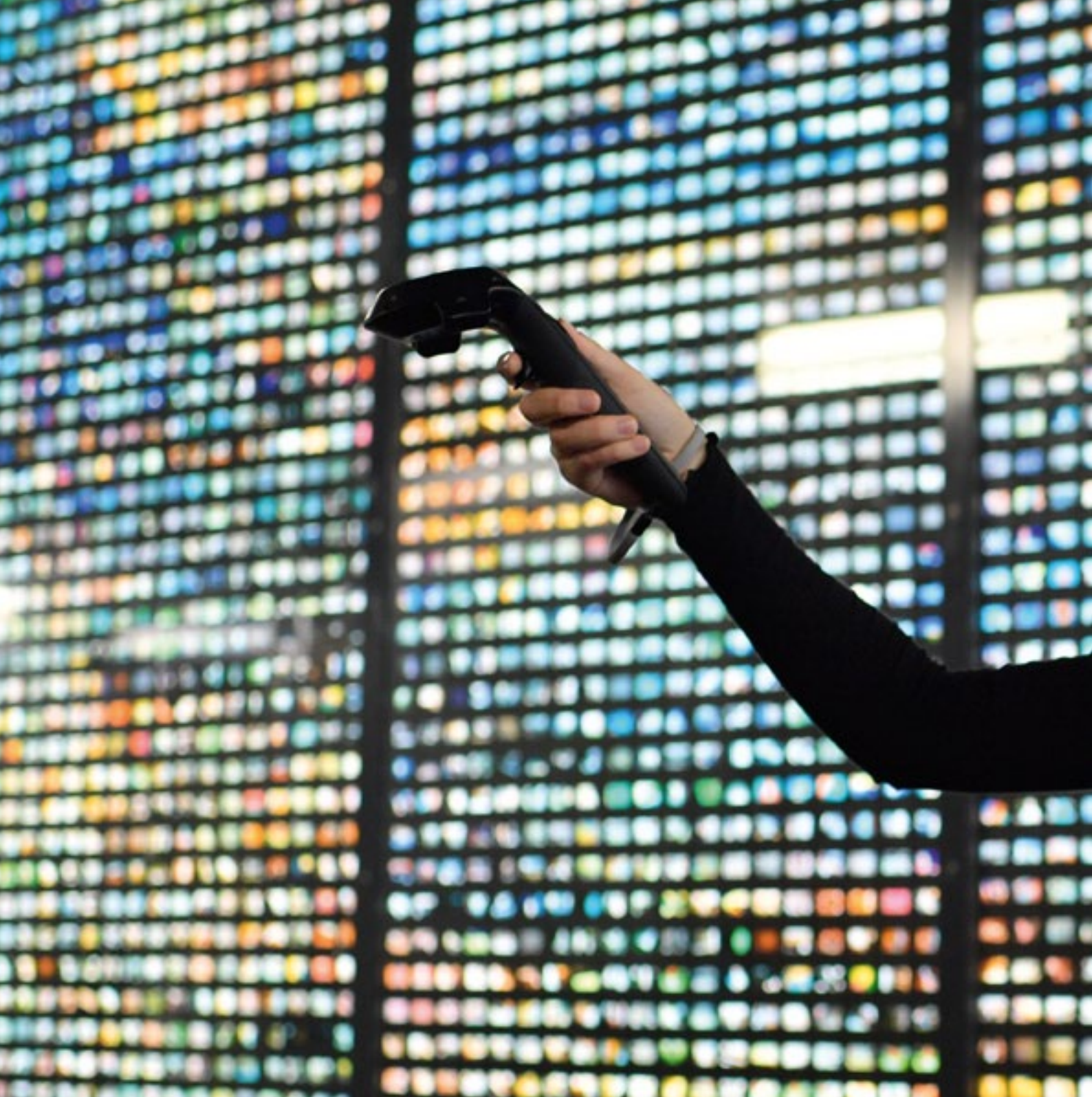
**Plug & play**  
Pages 24–29

**Contact details** | Page 31

# 03

**Talents & locations**  
Pages 18–23



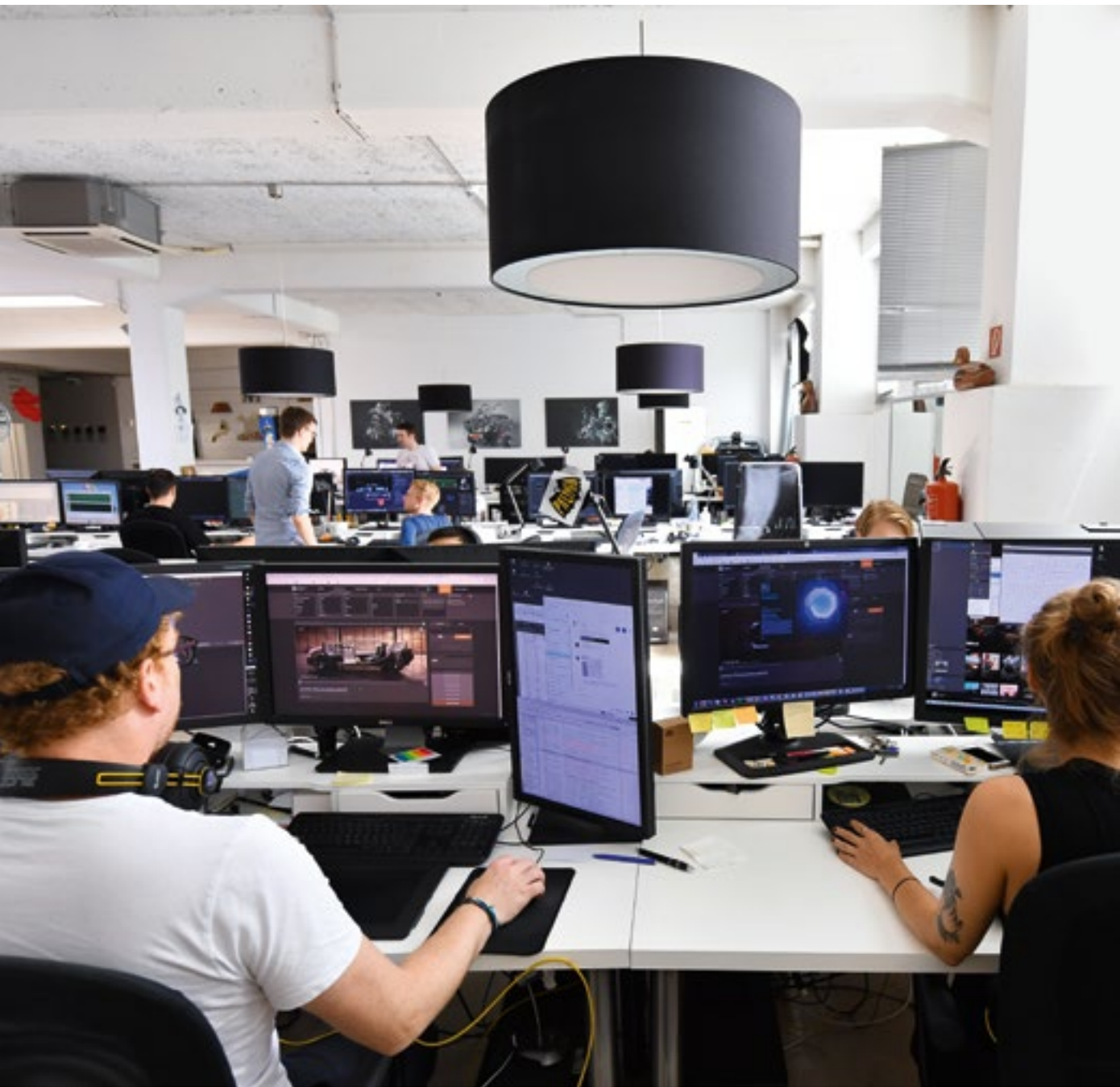


# 01 Incubate innovation





or for



→ **Innovation hub** | Universities and companies collaborate on digital innovations

**Düsseldorf's strength is its ability to embrace change early on – and put it to good use. Progress, innovation and sustainability are integral parts of this city.**



→ **Creative scene** | Düsseldorf is home to a vibrant startup ecosystem

# A new way of thinking

**Live close Feel free – bringing creatives and entrepreneurs together.** Major innovative companies, like BASF, Ergo, Henkel, Metro and Vodafone, all operate in Düsseldorf and are open to partnerships and collaborations. Vodafone has its Vodafone Innovation Park in Düsseldorf, while Vallourec, Voestalpine, Renesas and NEC have located their research and development facilities to the city. The 3 largest mobile telecommunications providers – Vodafone, Telekom and Telefónica – are all represented here, along with the most important network equipment makers, like Ericsson, Huawei, ZTE, Nokia and Oracle. Large companies like Deloitte Digital, SMS digital and Grohe established their digital units in Düsseldorf for good reason.

The vibrant startup environment is an important part of Düsseldorf's culture of innovation. Companies especially benefit from this creative, innovative scene when using their agile methods to develop new products. Startups have the experts who offer quick access to technological innovations – and the doers who transform new ideas into reality. Companies like IOX LAB, Aconno and the EOS Innovation Center offer everything you need to bring your ideas to life – from rapid prototyping and small-batch production to industrial 3-D manufacturing. Another important pillar of Düsseldorf is its collection of highly specialized small and medium-sized enterprises, all ready to implement tailor-made solutions quickly and effectively. Companies can also find all the advisory services needed for success here – including financing partners, management consultants and advertising agencies.



→ **Fashion** | Düsseldorf fashion schools train new creative talents





→ IOX LAB | The first humanoid robot completely made by 3-D printer

**We make it happen ...** Many application-based collaborations are only possible in Düsseldorf – like Europe’s first 5G campus at University Hospital. Patient data is transmitted in real time, and 3D simulations support surgeons as they perform life-saving procedures.

Fusion Campus brings players in the gaming industry together with other business leaders to form strong networks and leverage synergies.

EUREF Campus Düsseldorf is an international showcase for the energy transition. Around 3,500 employees from established companies, startups, academia and research work closely together on the critical forward-looking topics of energy, mobility and sustainability in an inspiring location.

Unterbilk | Friedrichstadt – a neighborhood of the future – is playing a major role in helping Düsseldorf become a climate-neutral city by 2035. Stadtwerke Düsseldorf AG is testing the smart technologies of the future here in a pilot project.

# Evolve further



→ **Material research** | Visionary technologies made in Düsseldorf

The idea behind “Kompetenz-region Wasserstoff Düssel.Rhein.Wupper” is to bundle and network the area’s expertise in the future of hydrogen mobility while expanding this further with new partners and creative solutions.

Düsseldorf wants to be climate-neutral by 2035. Led by the Office of Economic Development, our “Düsseldorf Climate Pact” is a local initiative that invites companies to work towards this common goal while offering valuable support.

The Office of Economic Development supports startups every step of the way – from testing initial ideas, financing, finding locations and networking with established companies to entering international markets. At the Innovation Manager Meeting, for example, people can discuss solutions to the issues involved in getting a business running. A mentoring program also brings experienced company representatives and startups together.

**Düsseldorf is where agility, ingenuity and the startup spirit meet market experience, expertise, capital and a strong customer base.**

This is a place where partners meet to achieve shared business success. Düsseldorf’s winning formula is its closeness: newcomers from Germany and abroad are quickly acclimated to their new location, meeting the right partners for their business through extensive local networks.

**Digital Innovation Hub (Digi-hub) Düsseldorf/Rheinland** is a matchmaker for medium-sized companies, startups, universities and corporations, with over 40 partners. It provides access to the world of startups, new trends and fresh ideas – helping established companies develop new digital business models, products and solutions. It promotes the sharing of best practices in digital technologies and transformations, and organizes innovative events on transforming businesses and products for the new digital age.

At **TechHub.K67**, around 20 startups focused on digitalization and industry get a workplace and free access to this outstanding coaching and networking opportunity. The Office of Economic Development launched TechHub together with private business partners in the region.

Universities and companies collaborate on digital innovations at the “**Innovation hub for digital media solutions**” (“Innovationshub für digitale Medienlösungen”) – a framework for generating ideas, developing and implementing concepts, and bringing the resulting innovative solutions to the digital economy. Creative and technological minds meet to explore new, ingenious opportunities for everyone involved. “**Digitale Stadt Düsseldorf e.V.**” is a group of around 300 members that also invites people to join in their regular networking meetings.



→ **Innovation** | The forward-looking topics of energy, mobility and sustainability are the focus at the new EUREF Campus



A blurred background of a busy city street. In the foreground, a person is riding a bicycle, and several pedestrians are walking. The scene is out of focus, emphasizing the overall atmosphere of an urban environment. The text '02 Urban lifestyle' is overlaid on the image.

# 02 Urban lifestyle

# Sushi meets Alt beer



→ **Cuisine** | International top chefs serve their best in Düsseldorf

→ **Flingern** | Shopping beyond the Kö



**Business is boring?  
Not here!**



**Düsseldorf – one of top 6 cities world-wide with the highest quality of life.**

Once you arrive, you'll feel right at home. Newcomers have an easy time getting settled in this welcoming, cosmopolitan city, where they can enjoy short commutes and the finer things in life.

You can feel the creative, international and innovative energy everywhere in Düsseldorf – at the office, the city's many parks, on the banks of the Rhine River. Our city is inspired by high culture and subculture. We meet in little pubs in the city center or in the meeting halls of major hotels. We party at the Apollo Variety Theater under one of the Rhine bridges, at the Rhine Tower, at KIT ("Kunst im Tunnel") and "Jazz in the Park".

Whether you like barbecuing on the beach on the Rhine or eating a Kobe steak at an exclusive restaurant, Düsseldorf has something for everyone to enjoy – with their friends and colleagues. Some say that you should "never mix business and pleasure". That's not Düsseldorf. Here, everyone should enjoy what the city has to offer – whether on or off the job.



→ Jazz rally | Top acts and good times

Düsseldorf – a city on a river, surrounded by forests, punctuated by parks. No other city in Germany offers so many leisure opportunities in such a concentrated area. The view of the MedienHafen isn't just breathtaking for architecture enthusiasts. It's a great place to relax and celebrate the end of a busy workday.

Over 180 countries are represented in Düsseldorf. The city's attractive neighbourhoods are home to many international communities, schools and cultures. The largest Japanese community in continental Europe lives in Düsseldorf. Japanese companies and their employees enjoy the many familiar amenities the city has to offer, including Japanese kindergartens, schools, doctors and stores.





# 03 Talents & locations



3

One of the world's top cities for career opportunities and quality of life, Düsseldorf is always attracting talents from abroad.

# Where ideas come from...

**Companies can always find the experts** and specialists they need in Düsseldorf. After all, the state capital is very popular among talents in the region.

Düsseldorf is located amidst the most universities and research facilities of any region in Germany – guaranteeing a highly qualified workforce and a culture of innovation. About 600,000 students attend around 50 public and private universities in the Rhine-Ruhr region. The fields of computer science, electrical engineering and IT have 50,000 students alone: a huge pool of qualified specialists for innovative companies.

Around 37,000 students study and conduct research at Heinrich Heine University. With over 11,000 students, the University of Applied Sciences Düsseldorf (HSD) is one of the largest universities of applied sciences in North Rhine-Westphalia. Both are important networking partners in the Düsseldorf business community.

The university research landscape also includes a number of institutes and research centers in the region, including 12 Max Planck Institutes, 14 Fraunhofer Institutes, three Helmholtz Association Research Centers and nine Leibniz Association facilities.

→ **O.A.S.E. University of Düsseldorf** | The most widely visible landmark of the University of Düsseldorf



→ **University of Applied Sciences Düsseldorf (HSD)** | Practice-based research and instruction





→ **Vodafone Campus** | Hotspot for collaboration and communication

### **A magnet for successful companies.**

Many successful companies started here, eventually emerging to become major global players. Or they decided to open a location in Düsseldorf to effectively tap into the European market. Tonies started their victory march into kids' bedrooms around the world in Düsseldorf. Cognigy has become one of the leading providers of AI-supported communication, and fintech player Auxmoney has emerged as the largest credit marketplace in continental Europe.

Global cosmetics market leader L'Oréal moved its German headquarters to Düsseldorf in 1991. Completed in 2018, the newly constructed headquarters is a highly visible landmark that exudes transparency, innovation and sustainability.

Around 1,000 employees work at Huawei Technologies' European headquarters, focusing on important research and development projects with the city's network operators. Japanese technology firm Asahi Kasei opened its European headquarters in Düsseldorf in 2015, and founded a research and development center for polymers here in 2021.

# ... and where they become reality

**Strong companies need young talents with a variety of different skills – and they'll find them here.**

→ **Co-working spaces** | Creative work environments for startups



“Our site in Holthausen has a long-standing tradition and is vibrating more than ever – also thanks to its favorable location in the heart of Europe. Düsseldorf’s well developed infrastructure enables us to reach many of our important customers in person within a single day. The steady supply of our RSPO-certified palm kernel oil, facilitated by close proximity to the Rhine River, supports our broader commitment to sustainability.”

Because ...



→ **Michael Stang** | Vice President Personal Care Europe, Site Management Düsseldorf, BASF Personal Care and Nutrition GmbH



→ **Andrea Hendrickx** | Country Head & Regional Delivery Head, Germany, Infosys

“Düsseldorf is a hot-spot for technical innovation and opening our latest Digital Innovation Centre in November 2019 was the right decision, as Düsseldorf is a very attractive business location and we benefit from its geographical location, infrastructure, the highly skilled labour supply, social, legal and regulatory credentials and of course the impressive academic institutions.”

“We are in Düsseldorf, the heart of Europe – where we benefit from a wealth of qualified, specialised candidates. Modern logistics concepts help us market and sell our products, helping our customers provide the best service. We set up shop here in 2006 as a subsidiary of Minmetals Group in Düsseldorf, and we feel right at home!”



→ **Quanliang Zhao** | Managing Director ZCC Cutting Tools Europe GmbH



→ **Mercedes Alonso** | Executive Vice President Renewable Polymers & Chemicals, NESTE Germany GmbH

“Focusing our activities in Düsseldorf gives us the ideal basis for rapid growth. Our goal is to become the world’s leading provider for renewable and recycling solutions. We work with partners in the chemical and polymer sectors to cover the entire value chain. We benefit from our networks in Düsseldorf – from research facilities and processors to customers.”

“Düsseldorf brings local flair to a major international city. There’s nowhere else like it. This helps us attract employees to this location while conducting business abroad at the same time.”



→ **Tim Eschert** | Business Operations Manager EMEA, Fero Labs GmbH



→ **Tetsuya Nakanishi** | Managing Director, Medicaroid Europe GmbH

“Düsseldorf is the perfect place to build new business with innovative medical devices. There are a lot of universities and institutes which are highly aware of technological innovation and many talented experts with huge experience and youngster with enormous potentials. Düsseldorf has the biggest Japanese community in Europe. People understand not only Japanese technologies and their reliability, but also mentality to put importance on building credibility with business partners.”

“

“Mobility, infrastructure, energy transition or medicine: A future without metals is unthinkable. Here at the Max-Planck-Institut für Eisenforschung in Düsseldorf, we are finding solutions to make metal production more sustainable. In doing so, we look at the entire life cycle of metals: Starting with synthesis from ores with hydrogen and sustainable electricity, through the design of recycled alloys with optimized properties, to efficient recycling processes for a circular economy.”



→ **Prof. Dr. Dierk Raabe** | Director of MPI for Iron Research in Düsseldorf.



# 04 Plug & play





Handelsbladet

SO RETTEN VERMÖG

→ Düsseldorf Airport | 160 flight connections in Europe



# Düsseldorf – Where business works

**International companies appreciate how easy it is to arrive and get to work in Düsseldorf.**

Düsseldorf offers proximity and convenience practically unheard of in any other major international city. Just 10 minutes from the airport to the Messe Düsseldorf trade show grounds or city center – business doesn't get any more efficient than that. The main office locations are a stone's throw from each other.

**Easy access.** With around 22.5 million passengers a year, around 70 airlines and over 240 global destinations, Düsseldorf Airport is Germany's fourth-largest airport. Its extensive Rail&Fly system allows for easy connections to the European flight network. You can fly an hour and be in Amsterdam, Brussels, London, Paris and Zurich. Every day, 350 long-distance trains and 50 regional trains stop at the airport train station, ensuring trouble-free rail transport to and from the city.

Düsseldorf is connected to Europe's densest motorway network – just 2 hours by car to Amsterdam or Brussels, and 4 to Paris. Travelers benefit from 190 express connections each day from Düsseldorf main station to destinations in Germany and abroad.

The ports of Neuss-Düsseldorfer Häfen are Germany's third largest inland ports, responsible for 16 million tons of cargo each year. Europe's largest inland port is located just 20 kilometers downstream in Duisburg.

**Market and markets.** All of these factors make Düsseldorf the ideal place to tap into the German and European markets. It's where people create the ideas and products used throughout the world. Its location in the Rhine-Ruhr region is ideal for establishing a strong sales network throughout Europe. It's no surprise that Düsseldorf hosts 22 of the world's leading trade shows – welcoming around 33,000 exhibitors and 2 million visitors from around the globe each year.



→ Messe Düsseldorf | Trendsetter and industry barometer

# A 10 minute city



Flughafen  
Airport



Messe – Trade Show Grounds

Mercedes-Benz Plant



University of  
Applied Sciences  
Düsseldorf



Vodafone Campus



Historic City Center

Königsallee Shopping Street

Industrial Port

MedienHafen



Heinrich Heine University



1 km



→ **GAP 15** | Destination for stars and newcomers

**Düsseldorf has the perfect infrastructure for every type of business** – for startups and established corporate players, newcomers from Germany or investors from abroad, lone wolves and team players – for 1 day, 1 year or longer. The city is home to around 58 business centers and co-working spaces with around 130,000 square meters of flexible space. The Düsseldorf commercial real estate market offers an extensive, highly differentiated range of options in all types of properties.

Major business districts, like Seestern, Kennedydamm, Derendorf and Medien-Hafen, are close to each other, with office space available in a broad price range. They are home to companies in all types of industries, including ICT, consulting, finance and law.

Düsseldorf is also known for its innovative commercial parks, offering halls and office spaces in a variety of different sizes. Each part of the city offers easily accessible commercial space with state-of-the-art technology – whether in the Hafen, Heerdt, Reisholz or Rath.

# Room for ideas

→ **Düsseldorf real estate market** | Something for practically every need



# Industry isn't everything, but there's nothing without it.

**Düsseldorf is more than just a major service hub.** It's also an important location for the manufacturing sector. Industrial companies are responsible for around 50,000 jobs and nearly 1,500 locations in Düsseldorf, making it the largest segment and an essential mainstay for the capital city's economy. Aware of industry's significance, securing and developing industrial spaces is part of Düsseldorf's strategic planning for the future.

Innovative, sustainable and future-oriented industrial and trade businesses are very welcome in Düsseldorf – and the Office of Economic Development has a wealth of expertise to assist with relocations.



→ Mercedes-Benz eSprinter | Production facility in Düsseldorf

→ Henkel in Düsseldorf | Corporate headquarters and second-largest production site worldwide



**In Düsseldorf, all of the pieces fit together perfectly –  
looking for space, hiring qualified employees,  
joining important business networks**



→ **Office of Economic Development** | The team supports startups, medium-sized companies and international corporations

# Office of Economic Development – your service partner

**There's a good reason why Düsseldorf is such a successful business hub** – we know exactly what companies need to operate successfully. The Office of Economic Development is the first point of contact for newcomers from Germany and abroad, established corporate entities, medium-sized companies and startups alike, supporting successful enterprises in the state capital. We'll help you find the right property, assist with permits and approvals and advise on any residential status issues.

The ME&DUS Expat Service Desk is a valuable resource for international employees, managers, their families and companies in the city of Düsseldorf and district of Mettmann. They provide information on living and working in the region along with helpful advice.

### Contact details

**City of Düsseldorf**  
**Office of Economic Development**  
 Burgplatz 1  
 40213 Düsseldorf  
 Germany  
 +49 211 89-95500  
 business@duesseldorf.de  
 www.duesseldorf.de/business

### Your contacts



**Theresa Winkels**  
 Director  
 Location Marketing (Head of Department)

theresa.winkels@duesseldorf.de  
 +49 211 89-93056



**Annette Klerks**  
 International Business Service  
 Head of Department, Vice Director

annette.klerks@duesseldorf.de  
 +49 211 89-95503



**Eva-Maria Hoppius**  
 Business Area Development and Real Estate Services  
 Head of Department

eva-maria.hoppius@duesseldorf.de  
 +49 211 89-95871



**Katja Riese**  
 Sector Development, Startup Support, Corporate Service  
 Head of Department

katja.riese@duesseldorf.de  
 +49 211 89-97686



### Editing

Martin Beckers  
 City of Düsseldorf Office of  
 Economic Development

### Concept & Design

DMC West Design for Media and  
 Communication GmbH

### Photography

BASF, T. Eschert, P. Esser, EUREF,  
 Henkel, Infosys Germany, M. Lübke,  
 Messe Düsseldorf, T. Nakanishi,  
 NESTE Germany, U. Otte, R. Pulpar, R. Unkel,  
 F. Vinken, Office of Economic Development,  
 ZCC Cutting Tools

September 2022

# Düsseldorf

**Nähe trifft Freiheit**  
Live close Feel free



City of Düsseldorf  
Economic Development

**Published by**

City of Düsseldorf  
Office of Economic Development  
Burgplatz 1, 40213 Düsseldorf, Germany

**Responsible**

Theresa Winkels

IX/22

[www.duesseldorf.de](http://www.duesseldorf.de)