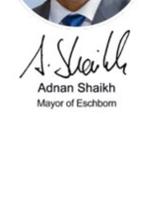


## Dear Sirs and Madames,



*Adnan Shaikh*  
Adnan Shaikh  
Mayor of Eschborn

as a City, it was impressive and inspiring for us to see the creativity, confidence and energy with which our local businesses tackled the challenges brought about by Covid-19 as best they could. One thing these extraordinary times have shown us, once again, is how important it is to be willing to learn and change. They have shown us how flexibility can help us move forward, even if it is hard at times. The City of Eschborn is also adopting new approaches to become smarter and more digital. This newsletter is one small, but important step in that direction. From now on, you will receive the Economic Development Department's magazine in a digital form, sent to you at regular intervals upon request: Welcome to the first digital edition of "EschBORN for Business" which will keep you updated on important developments at our business location and attractive offers in our town.

I hope you enjoy today's first edition of the newsletter.

With kind regards,

Adnan Shaikh  
Mayor of Eschborn



*Dong-Mi Park-Shin*  
Dong-Mi Park-Shin  
Director of Economic Development

## Dear reader,

we proudly present our new biannual digital newsletter "EschBORN for Business" to you today. For 12 years, we put our hearts into the production of our magazine, which we provided to readers as a print product. But times are changing, and we need to embrace change – as we are doing with our DigitalisierungsOffensive strategy for digitisation.

One thing that will not change, however, is the focus of our work as your Economic Development Department: We will continue to drive matters that will help you grow your business or your company. So, what are we currently working on? Our quick poll during the first Covid-19 lockdown phase clearly showed what local businesses are interested in. One of the outcomes of this was the DigitalisierungsOffensive 2020, an initiative that we developed particularly in support of our local small and medium-sized businesses, which were especially hard-hit by Covid-19. This first edition of our new digital newsletter will also report on an exciting new "neighbour" at Commercial Park South, will keep you posted on important infrastructure projects, tell you about cultural offers in our town, explain the benefits of membership in the Frankfurt Main Finance initiative, and ... but maybe you'd rather read for yourself?

Stay safe!

Warmest regards

Dong-Mi Park-Shin  
Director of Economic Development

## TOP THEME



### Businesses adapt with impressive flexibility

"A man's gotta do what a man's gotta do." Homespun words of wisdom – and an attitude that many a business in Eschborn adopted when it came to managing the **Coronavirus crisis**. An exercise that some even excelled at. The Economic Development Department has been deeply impressed with the huge flexibility companies have shown and their determination to do things not just differently, but better ...

[more on page 2](#)

## MOBILITY



### "Developing mobility responsibly and sustainably"

Committed mobility management – particularly in Eschborn – needs to be institutionally anchored in the administration, including personnel resources. That is why the City has had a Local Mobility Officer since the beginning of 2021. The role of **Andreas Gilbert** is to promote the networking of various forms of mobility. Excitingly, there is even talk of self-driving electric buses ...

[more on page 3](#)

### On the finish line: A66 exit to be opened in June

As of June this year, commuters and visitors will be able to get to Eschborn's largest business park more quickly and easily. For everyone else, this means that their routes to Eschborn will also see less traffic. The new **A66 exit** to Düsseldorf Strasse is scheduled to open early in the summer and will benefit the location in many ways – including improvements for cyclists ...

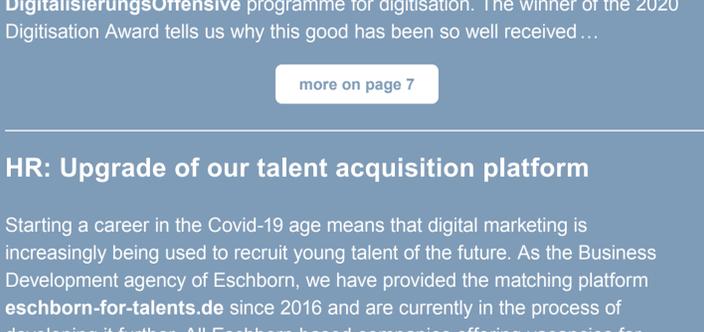
[more on page 4](#)

### Regionaltangente West: Plans for the new regional train connection

Works on the **Regionaltangente West (RTW)** public transport project have been continuing uninterrupted, with the approval process for the northern section currently underway. The City of Eschborn handed in its commentary on the revised plans for this phase of the project at the end of January. The makers are pleased with the good progress the large-scale project has made over the last two years ...

[more on page 5](#)

## ECONOMY



### Samsung confirms Eschborn as business location of the future

A change that will benefit Eschborn and the entire region: the Korean growing global corporation **Samsung Electronics Holding GmbH** is moving back to Eschborn after years in the neighbouring municipality of Schwalbach, which means it is staying in the FrankfurtRhineMain area. Do you know where its impressive new German headquarters will be located?

[more on page 6](#)

### Eschborn Digitisation Award 2021 – our offensive continues

Our flash poll among companies in the middle of the first Covid-19 lockdown yielded a clear result: support for digitisation is what is needed most. And we responded to that. A mere four months later, we launched our **DigitalisierungsOffensive** programme for digitisation. The winner of the 2020 Digitisation Award tells us why this good has been so well received ...

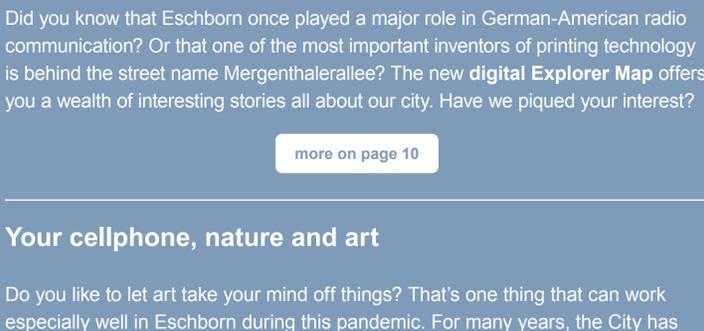
[more on page 7](#)

### HR: Upgrade of our talent acquisition platform

Starting a career in the Covid-19 age means that digital marketing is increasingly being used to recruit young talent of the future. As the Business Development agency of Eschborn, we have provided the matching platform **eschborn-for-talents.de** since 2016 and are currently in the process of developing it further. All Eschborn based companies offering vacancies for apprenticeships, dual study programmes and internships can use this additional service to acquire new talent – free of charge ...

[more on page 8](#)

## NETWORKING

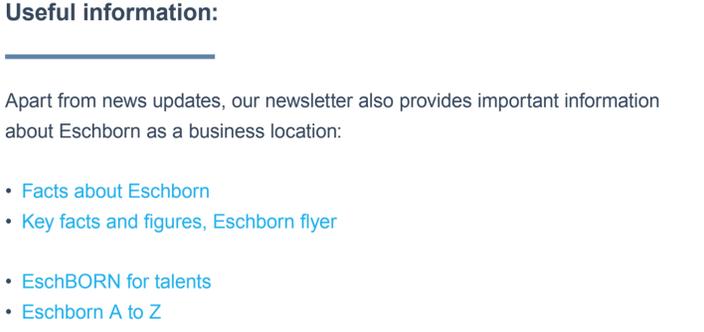


### Networking for a competitive edge

About two thirds of the companies in Eschborn are, in one way or another, part of the finance world. That is why the Economic Development Department has made sector-specific networking a priority, for instance through its membership in the non-profit organisation **Frankfurt Main Finance e.V.**. The new president of this finance sector initiative, Gerhard Wiesheu, explains how our membership in the network benefits companies in Eschborn ...

[more on page 9](#)

## BALANCE



### Discover Eschborn digitally

Did you know that Eschborn once played a major role in German-American radio communication? Or that one of the most important inventors of printing technology is behind the street name Mergenthalerallee? The new **digital Explorer Map** offers you a wealth of interesting stories all about our city. Have we piqued your interest?

[more on page 10](#)

### Your cellphone, nature and art

Do you like to let art take your mind off things? That's one thing that can work especially well in Eschborn during this pandemic. For many years, the City has been expanding its "Axis of Sculptures", which has gained fame far beyond the region. With a practical **Audio Guide**, you can create your own personal "art walk". All you need is a smartphone ...

[more on page 11](#)

### The international elite of cycling in Eschborn

Organisers, international cycling pros and thousands of fans alike have their fingers crossed for the **Eschborn-Frankfurt cycling classic** to be held as a live event again in 2021, after it had to be arranged as a virtual event last year due to Covid-19. Preparations for the big sporting event are going on at full speed. But you don't need a big event to pedal away at your own speed in and around Eschborn. We have put together some tips for great cycling tours for everyone ...

[more on page 12](#)

## Useful information:

Apart from news updates, our newsletter also provides important information about Eschborn as a business location:

- [Facts about Eschborn](#)
- [Key facts and figures, Eschborn flyer](#)

- [EschBORN for talents](#)
- [Eschborn A to Z](#)
- [Business start-ups](#)

- [Updates on construction sites](#)
- [Information about new exit A66](#)

More information about City of Eschborn Economic Development:

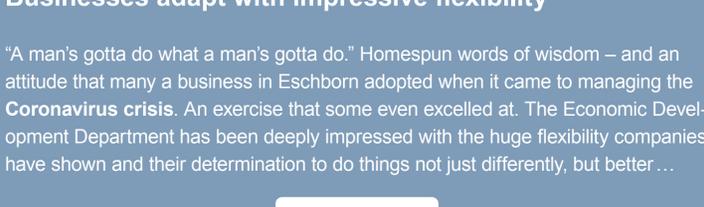
[www.eschborn.de/wirtschaft](http://www.eschborn.de/wirtschaft)

Was this newsletter forwarded to you? For your personal subscription, [click here](#).

Please add the email address [wirtschaft@eschborn.de](mailto:wirtschaft@eschborn.de) to your address book or safe senders list to ensure the newsletter continues to reach you in future.

Our newsletter is designed for portable devices with screen sizes of 6.1 inch and larger.

Further information: [www.eschborn.de](http://www.eschborn.de)





## Covid-19: Businesses adapt with impressive flexibility



“A man’s gotta do what a man’s gotta do.” Home-spun words of wisdom – and an attitude that many a business in Eschborn adopted when it came to managing the Coronavirus crisis. An exercise that some even excelled at. The Economic Development Department has been deeply impressed with the huge flexibility companies have shown and their determination to do things not just differently, but better.

The topic of change has been omnipresent in society and businesses for some time now. We are seeing transformations happen at every level. The Covid-19 pandemic has only accelerated the change. “I am amazed at the agility with which the majority of businesses have reacted to the challenges,” Dong-Mi Park-Shin, Head of Economic Development, says.

### Opportunities and solutions

“It became clear early on that most companies and their employees were actively seeking opportunities and looking for solutions, and they came up with some great approaches,” Park-Shin continues. The retail and catering sectors, which were particularly hard-hit by the restrictions, depended on their ability to react flexibly. It did not take long for good ideas to be born, such as the new website [www.bleib-in-eschborn.de](http://www.bleib-in-eschborn.de), which was initiated during the first lockdown, or the “Drive-thru Christmas Market”.

### New Covid-19 test centre

The Economic Development Department of the City of Eschborn is ensuring that up-to-date informa-

tion is available and supporting helpful networking efforts. At the beginning of this year, the City supported the launch of the new [Covid-19 test centre](#) at Camp Phoenix Park in Eschborn, which makes it convenient to get tested, e. g., before or after a business trip.

### New formats and ideas to make planning possible

Since the onset of the pandemic, the Economic Development Department has constantly adapted its familiar networking, training and information services.

For instance, instead of face-to-face networking events such as the annual “KMU-Abend” for small to medium-sized enterprises, the City launched a new digitisation initiative, the [DigitalisierungsOffensive](#), which specifically supports local small and medium-sized businesses. “We need to ensure that businesses can plan ahead by means of hybrid or digital approaches wherever possible,” says Dong-Mi Park-Shin. “By taking matters into our hands, coming up with new, forward-looking ideas and making them happen, we regain control and can shape our own future.” Accordingly, the Economic Development Department’s outlook is encouraging: “Local businesses and we are much more capable than we had thought. That’s reassuring to know.”



## “Developing mobility responsibly and sustainably”

Committed mobility management – particularly in Eschborn – needs to be institutionally anchored in the administration, including personnel resources. That is why the City has had a Local Mobility Officer since the beginning of 2021. The role of Andreas Gilbert is to promote the networking of various forms of mobility. Excitingly, there is even talk of self-driving electric buses.

Optimise traffic flows, improve connections to the workplace, combine the various forms of mobility better – all while doing so sustainably. This is how Andreas Gilbert describes the most essential points of his remit as the new Local Mobility Officer in Eschborn. “As a dynamic business location, we benefit greatly from having attractive commercial parks. At the same time, commuters, suppliers, customers and visitors alike all generate volumes of traffic. Managing this goes hand in hand with a great deal of responsibility.”

### Making street spaces more attractive

The 30-year-old Master of Engineering, who majored in infrastructure management, knows both the technical solutions and strategies and, as a Niederhöchstadt resident, the particular sticking points when it comes to traffic in Eschborn. Sustainable mobility development means there have to be various attractive options for easily and independently reaching the desired destination in a climate-friendly way. To achieve this, the appropriate infrastructure must first be developed. The new exit from the A66 is intended to bring noticeable relief for car traffic. Upgrading the road space is meant to encourage the expansion of pedestrian and bicycle traffic volumes, he says. “Walking or cycling to work,” says Gilbert, “has to be convenient and safe.”

### Communication is key

Just as important as expanding the infrastructure, he says, is getting people excited about change, and that means demonstrating the benefits. “Working

closely with the Economic Development Department, I will approach companies and inform them in person about funding opportunities and measures such as “job tickets” for public transport, the Bike+Business project and service e-bikes,” Andreas Gilbert states. Other crucial measures include constantly increasing awareness for sustainable mobility, for example through campaign days, and setting a good example as a municipality.

### Self-driving electric buses?

Such an offer of a highly innovative nature could be interesting, says the Local Mobility Officer, particularly for the commercial parks. He reports that Eschborn’s parliament has decided to examine the possibilities of self-driving e-buses. On the initiative of Mayor Adnan Shaikh, the City will also cooperate more closely with regional stakeholders. The aim is to speed up planned projects such as the western regional bypass and the “FRM5 Vordertaunus-Eschborn-Frankfurt” high-speed cycle route. Want to get in touch with the Local Mobility Officer? Andreas Gilbert would be happy to talk to you.

### Contact:

Andreas Gilbert

Local Mobility Officer of the City of Eschborn

E-Mail: [mobilitaet@eschborn.de](mailto:mobilitaet@eschborn.de)

Tel: +49 (0)6196 490 323





## On the finish line: A66 exit to be opened in June



As of June this year, commuters and visitors will be able to get to Eschborn's largest business park more quickly and easily. For everyone else, this means that their routes to Eschborn will also see less traffic. The new A66 exit to Düsseldorfer Strasse is scheduled to open early in the summer and will benefit the location in many ways – including improvements for cyclists.

A milestone in the infrastructure development of Eschborn as a business location is now within reach. "We expect the new autobahn exit to be opened in June," says Dieter Gick, Head of the Planning and Construction Department of the City of Eschborn. Work on the major project has been going on at full speed for a good four years. Most recently, the new foundation of Autobahn GmbH, the company responsible for the project, meant that some processes had to be reorganised before completion of the construction project could go ahead.

### Easier to get to work

The new direct link from the A66 autobahn to Commercial Park South is intended to make it easier for employees of companies in the Commercial Park South to get to work. This will noticeably reduce

the volume of traffic at the central intersection of Sossenheimer Strasse, Frankfurter Strasse and Elly-Beinhorn-Strasse. Parallel to the construction of the new exit, further infrastructural improvements were carried out in the Commercial Park: Düsseldorfer Strasse was widened and Rahmannstrasse and Mannheimer Strasse in Eschborn South repaired.

### Bike path improved

"I'm pleased that, after overcoming many challenges, we can finally improve the transport infrastructure of our city with this important measure," Mayor Adnan Shaikh says. The administrative authority Hessen Mobil has decided to renew the entire autobahn bridge to build the new junction. The advantage of this is that the cycle path between Sossenheim and Eschborn can be widened and that its route changed. This means that cyclists coming from the direction of Sossenheim now also have a direct connection to Düsseldorfer Strasse.

Information about the new autobahn exit can be found here:

[www.neue-abfahrt.eschborn.de](http://www.neue-abfahrt.eschborn.de)



## Regionaltangente West: Plans for the new regional train connection

Works on the [Regionaltangente West \(RTW\)](#) public transport project have been continuing uninterrupted, with the approval process for the northern section currently underway. The City of Eschborn handed in its commentary on the revised plans for this phase of the project at the end of January. The makers are pleased with the good progress the large-scale project has made over the last two years.

Following a public consultation process, Regionaltangente West GmbH as the project development company revised its plans for the northern leg of the planned rail project. The City of Eschborn recently adopted a position paper on the changes; one of the things the City has requested in this paper is that the bridge structure near Düsseldorfer Strasse be taken into consideration. Construction works on the new exit from the A66 motorway and the RTW express train need to be coordinated at this point. The planned bicycle expressway from Wiesbaden to Frankfurt also needs to be considered to ensure best-possible integration.

The northern section of Regionaltangente West is about 16 kilometres long and runs from Bad Homburg or the Praunheim Commercial Park to Eschborn, and currently ends near the Sossenheimer Strasse overpass in Sulzbach, including ramp structures.

### Three new RTW stops with service every 15 minutes

Plans envisage a total of three RTW stops in Eschborn near the A66 motorway. The existing Eschborn Süd station can be used for the Regionaltangente West train lines, and two new stops will be added: Eschborn Ost station (Helfmann Park) and Düsseldorfer Strasse/Carl-Sonnenschein-Siedlung. The trains of the two RTW lines will serve all three stops every 15 minutes. The RTW planning company had estimated in 2011 that about 8,500 passengers would be using the stops in Eschborn every day. But meanwhile, that number is likely to be much higher in view of the dynamic development the region has undergone in recent years.

As the largest public transport and traffic project in the FrankfurtRhineMain region, the Regionaltangente West line will convince more people to use trains instead of their cars, reducing pollution and noise, and will improve the quality of life for those who live in the area. RTW GmbH still expects the new regional train line to be ready for service 2026/2027.

More information:

[www.rtw-hessen.de](http://www.rtw-hessen.de)



## Samsung confirms Eschborn as business location of the future



A change that will benefit Eschborn and the entire region: the Korean growing global corporation Samsung Electronics Holding GmbH is moving back to Eschborn after years in the neighbouring municipality of Schwalbach, which means it is staying in the FrankfurtRhineMain area. Do you know where its impressive new German headquarters will be located?

In the right place at the right time: global player Samsung Electronics Holding GmbH was looking for an attractive, future-oriented site for its new German headquarters and found what it was looking for in the Commercial Park South of Eschborn. The approximately 30,000 m<sup>2</sup> site opposite the SAP building is currently being redeveloped.

### Neighbourhood plaza with a pleasant ambience

By 2024, a 16-storey high-rise building and another with six floors will be built around a spacious neighbourhood plaza where people will like to gather. The

German headquarters of the Korean group Samsung Electronics Holding alone will occupy more than 17,000 m<sup>2</sup> of the total of roughly 50,000 m<sup>2</sup> of high-quality office space on a long-term basis. Two experienced partners of our business location are carrying out the large-scale project “Eschborn Gate”: [OFB Projektentwicklung](#) and [Art-Invest Real Estate](#). Both are proud of the “top office location at the gates of Frankfurt”. Samsung President Man-Young Kim himself points out that the new “German headquarters will do justice to Samsung, both in terms of architecture and technology.”

### Significance for Eschborn and the region

Construction work on the new building on a former DIY store site in Commercial Park South will start in 2022 at the latest. By 2024, the over 800 Samsung employees should be able to move from Schwalbach to Eschborn Süd. “We very much appreciate that we can welcome Samsung back in Eschborn after over 50 years,” Mayor Adnan Shaikh says. He is particularly pleased that this project in Eschborn Süd is aiming for LEED Platinum certification, the highest certification in the US green building classification programme.

### Good transport links

The “Eschborn Gate” project benefits greatly from the good transport connections of our location. Many ways lead to Eschborn: the motorways A5, A66 and A648, local public transport routes including bus and suburban train (S-Bahn) lines, and – prospectively – the planned bicycle expressway and the Regionaltangente West regional train, which will serve three stops in Eschborn. Not forgetting, of course, the international Frankfurt Airport, which is just a ten-minute drive away.



## Eschborn Digitisation Award 2021 – our offensive continues

Our flash poll among companies in the middle of the first Covid-19 lockdown yielded a clear result: support for digitisation is what is needed most. And we responded to that. A mere four months later, we launched our DigitalisierungsOffensive programme for digitisation. The winner of the 2020 Digitisation Award tells us why this good has been so well received.

“We thought it was great that we won straight off. It was also very exciting for us to find out what others are doing digitally,” says Isabella Rau, Managing Director of the Eschborn-based travel agency Kopp. “We have been investing in our social media work for some time now as a means of giving users an incentive to book. Clients and potential clients get an impression of our travel agency and see that it offers both a great online booking portal as well as bricks-and-mortar expertise.”

### It is worth taking part

The first Eschborn Digitisation Award was presented by us as Economic Development Department in autumn 2020. In addition to Reisebüro Kopp, who won first place, we awarded second place to Alexandra’s Haarstudio and third place to the Heidi & Paul burger bar. In total, the Economic Development Department was able to award the winners with prize money amounting to 10,000 euros. “After such a positive response, we will offer the award again this year. We will keep the group of participants and criteria flexible,” Dong-Mi Park-Shin, Head of Economic Development announces, “so that we can address different industries and target groups.”

### Promoting digitisation

The coronavirus pandemic has shown that we can benefit from digitisation on a very individual basis,



even beyond these extraordinarily challenging times. “With our digitisation offensive, including the award ceremony, we are taking the first step towards recognising and making visible the measures taken by our small and medium-sized companies,” Mayor Adnan Shaikh says. “By doing this, we want to motivate them and others to dare to take new digital routes.”

### Other components of the Eschborn digitisation offensive:

- Digitisation consulting day in cooperation with RKW Hessen
- Online guides/tutorials in cooperation with BIEG Hessen
- Exhibition of the vehicle “Digitalmobil” in cooperation with Mittelstand 4.0 – Kompetenzzentrum Handel. A new date is being planned here for the second half of 2021.

### More link tips:

- [Bleib-in-eschborn.de](https://bleib-in-eschborn.de)
- [DigitalisierungsOffensive](#)
- [DigitalisierungsPreis](#)
- [Digitalisierungsberatung RKW Hessen – Tipps für Förderprogramme](#)



1<sup>st</sup> Place: Reisebüro Kopp



2<sup>nd</sup> Place: Alexandra's Haarstudio



3<sup>rd</sup> Place: Heidi & Paul



## HR: Upgrade of our talent acquisition platform



Starting a career in the Covid-19 age means that digital marketing is increasingly being used to recruit young talent of the future. As the Business Development agency of Eschborn, we have provided the matching platform [eschborn-for-talents.de](https://www.eschborn-for-talents.de) since 2016 and are currently in the process of developing it further. All Eschborn based companies offering vacancies for apprenticeships, dual study programmes and internships can use this additional service to acquire new talent – free of charge. The new vocational training year starts in August. Regardless of Covid-19, the search for suitable junior staff is now starting and this is precisely where we, the City's Economic Development Department, can support interested companies and businesses in Eschborn. Our focus in 2021 is on bringing supply and demand together digitally.

### Increase your visibility

Our online platform [eschborn-for-talents.de](https://www.eschborn-for-talents.de) is a virtual space where companies that offer training and young potential talents can meet. As a company, you can post your offer for an internship, apprenticeship or dual study programme in just a few easy steps. Young people can then find out more and contact companies directly. We as operators of the platform check all job offers and are in charge of the maintenance and marketing of the online service. To increase our reach and matching success, we have been working intensively on updating the platform and expanding existing offers for several weeks now.

More attractive. More interactive.  
Better service.

Our goal is to make our platform even more attractive. Visiting it should not only be efficient and

successful, but also fun – particularly for the young target group. We have, for example, improved the user interface to make it even easier for training companies to enter job vacancies. We will continuously promote our online platform in the future, both in digital and analogue form, so that we can maintain the quality of what is offered there. But one thing is certain not to change: use of the platform is absolutely free of charge for all young people and Eschborn-based companies.

### azubion Tour postponed

After numerous discussions with companies and partners, we decided not to hold the azubion Tour 2021 either in a face-to-face format or as a digital version. Previous experience has shown that the response of the young target group to comparable virtual events is very low. Covid-19 is teaching us to make the best of the current situation. And we make a point of doing things digitally – precisely where it makes sense to do so.

EschBORN  
for talents



Experience our platform here:  
[www.eschborn-for-talents.de](https://www.eschborn-for-talents.de)

At the [RKW Kompetenzzentrum Eschborn](https://www.rkw-kompetenzzentrum-eschborn.de), you will receive further practical support for your trainee marketing.



## Networking for a competitive edge



About two thirds of the companies in Eschborn are, in one way or another, part of the finance world. That is why the Economic Development Department has made sector-specific networking a priority, for instance through its membership in the non-profit organisation [Frankfurt Main Finance e.V.](#) The new president of this finance sector initiative, Gerhard Wiesheu, explains how our membership in the network benefits companies in Eschborn.

**EDD Eschborn:** Mr Wiesheu, since the end of 2020 you have been the new President of Frankfurt Main Finance e.V. Its over 60 members include the State of Hesse, companies in the finance sector and their service providers, private and public universities, and the two cities of Frankfurt and Eschborn. What does that mean for Eschborn as a business location?

Gerhard Wiesheu: "Many IT companies, consultancy firms and finance companies, such as Deutsche Börse, EY or Deutsche Bank's IT department, are headquartered in Eschborn. That makes Eschborn – besides, obviously, Frankfurt – one of the "natural" members of the Frankfurt Main Finance initiative. Both of these cities are lively finance hubs, where finance transactions take place on a daily basis. We are pleased to have Eschborn as a member and pleased that we can represent the interests of these organisations."

**What role does Frankfurt Main Finance (FMF) play for our wider metropolitan area?**

Gerhard Wiesheu: "Frankfurt Main Finance is the voice of the finance industry in the region. What we see as particularly important is that we don't just represent the interests of finance institutions, but also of regional consultancy or law firms, tax auditors and academic institutions, who play an extremely important role for the industry as a talent pool and idea generator."

**What are the consequences of Brexit – now that we finally have a deal in place – for the Frankfurt-Rhine-Main area as a finance hub?**

Gerhard Wiesheu: "Around 1 trillion euros of bank balance sheets have already been moved from London to our area. By mid 2020, this had already created over 3,000 new workplaces in the region, and the trend is not slowing down. This clearly makes the Frankfurt-Rhine-Main region one of the winners of Brexit. It means more internationality, a stronger position among competing finance hubs, and an exceptional position in Germany and Europe as a whole."

[🔗 For more information, listen to Gerhard Wiesheu's Podcast.](#)



## Discover Eschborn digitally



Did you know that Eschborn once played a major role in German-American radio communication? Or that one of the most important inventors of printing technology is behind the street name Mergenthalerallee? The new [digital Explorer Map](#) offers you a wealth of interesting stories all about our city. Have we piqued your interest?

A city chronicle? Something only fit for a museum? For its 2150<sup>th</sup> anniversary – which will be celebrated properly this year after being postponed due to the pandemic – thought of something better: an [Explorer Map](#). With its multi-media format, it lets you discover the highlights of Eschborn or refresh your experience of them, be it art, wining and dining, history or the secrets behind street names.

You decide what interests you

The beauty of the digital Explorer Map is that it enables you to have experiences even during this pan-

demie, and it allows everyone to choose for themselves what interests them. The items are divided into seven different categories.

You can discover the exciting works along the “Axis of Sculptures”, learn more about how Eschborn has evolved over the centuries from a simple village to a prosperous business location, get to know traditional inns or listen to some of the people that live in Eschborn telling their own personal accounts of their home town. Let us inspire you!

People love stories

The history of any city – including what makes it special – is at its most exciting when it is actually recounted. You can now find more than 60 interesting items, tips and nuggets of information about our city on our digital Explorer Map. Many of them are told “live” in video clips by people who form part of Eschborn’s society.

Got an idea?

The Eschborn Explorer Map never stops growing. The Department of Culture would welcome your suggestions for new contributions. Just send your idea by e-mail to:

[kultur@eschborn.de](mailto:kultur@eschborn.de)

And you can go straight to the digital Explorer Map here:

[www.eschborn.de/entdeckerkarte](http://www.eschborn.de/entdeckerkarte)



## Your cellphone, nature and art



Do you like to let art take your mind off things? That's one thing that can work especially well in Eschborn during this pandemic. For many years, the City has been expanding its "Axis of Sculptures", which has gained fame far beyond the region. With a practical [Audio Guide](#), you can create your own personal "art walk". All you need is a smartphone.

What do names of artworks like "The Promise", "Standing Man" or "Hua" convey to us? Usually not too much, right? But if we learn a little more about the work, the creators and their environment, the title often does suddenly tell us something. Perhaps this personal lightbulb moment is what makes art such a thrill for you, too?

### Works in public spaces

Here in Eschborn, there are over 20 opportunities for such a lightbulb moment. The City has been developing a steadily growing "[Axis of Sculptures](#)"

for many years now. The aim of this project – "to get art out of the museum and bring it to the people" – has taken on a whole new significance during this pandemic. Come and see for yourself! Some of the works are even made by international artists. All are publicly accessible and distributed all over the city area as well as in the Niederhöchstadt Sculpture Park.

### Digital and personal: our audio guide tour

You are on a leisurely stroll through Eschborn. As soon as you reach a new work of art on the Axis of Sculptures, you use your smartphone to select the appropriate Audio Guide section. The work entitled "Hua" by American artist Peter Lundberg situated at the entrance to the Commercial Park West, for example, is a 20-ton concrete sculpture that was cast in the ground and then erected. The artist named it after "Hua Shan", one of the five sacred Chinese mountains. The audio guide items, which last around two minutes, allow you to immerse yourself briefly in the very unique world of each work.

### Your very own art walk

If you fancy an art walk, you can plan yours individually. The new digital Explorer Map of the City of Eschborn tells you where to find all the sculptures. The online items are equally suitable for enjoying a short "art break" in your office. You can access your Audio Guide tour [here](#).

Have fun enjoying the outdoor artworks!



Stephan Guber "Das Versprechen" (2010)



Peter Lundberg "Hua" (2007)



Sean Henry "Standing Man" (2015)



## The international elite of cycling in Eschborn



Organisers, international cycling pros and thousands of fans alike have their fingers crossed for the [Eschborn-Frankfurt cycling classic](#) to be held as a live event again in 2021, after it had to be arranged as a virtual event last year due to Covid-19. Preparations for the big sporting event are going on at full speed. But you don't need a big event to pedal away at your own speed in and around Eschborn. We have put together some tips for great cycling tours for everyone.

It's an anniversary edition: This year will be the 60<sup>th</sup> time that the starting shot is fired for the popular [Eschborn-Frankfurt cycling classic](#), sponsored by the City of Eschborn with an amount of 215,000 euros, an event that sparks interest far beyond the FrankfurtRhineMain region. Needless to say, everyone is working hard to make sure that the annual highlight for cycling fans can be held safely as a real-life event. Claude Rach, Director of the Society for the Promotion of Cycling, explains: "Even if we can't be certain what the safety regulations will be on 1<sup>st</sup> May, the day of the event, we are making sure we can adapt to any changes. This classic cycling race being so varied, that's a complex challenge, but we have reviewed the plans for every single part of the event over the last few weeks. One thing is absolutely certain: We want the anniversary edition of Eschborn-Frankfurt to take place."

### Greater starting distances

The groups of starters will be smaller than usual, time between starts longer. As always, the amateur



cyclists will start first, before the professional participants in the WorldTour race set off on the 190-kilometre route across the Taunus mountain range. The organisers have extended the start time window for amateurs from 30 minutes to 90 minutes for reasons of safety.

The start and finish lines of each race will be in Eschborn and in Frankfurt. For the latest news and information on the 2021 edition of the Eschborn-Frankfurt race, click [HERE](#).

### Tips for cycling fans

There are both beautiful and athletically challenging cycling tours around Eschborn, ideal for hobby cyclists or ambitious amateurs. If you are looking for a route for your next cycling tour, try the [Taunus Touristik Service \(TTS\)](#) website. It offers a range of suggestions, each attractively and conveniently presented along with maps, information and photos.



## Imprint | Newsletter EschBORN for Business

Herausgeber: Magistrat der Stadt Eschborn, Rathausplatz 36, 65760 Eschborn

V.i.S.d.P.: Dong-Mi Park-Shin, Leiterin der Wirtschaftsförderung Eschborn, [eschborn.de](http://eschborn.de)

Email: [wirtschaft@eschborn.de](mailto:wirtschaft@eschborn.de)

Konzeption: Dong-Mi Park-Shin; Bianca Strauss; Redaktion: Bianca Strauss

Übersetzung: Silvia Lass-Adelmann Sprachdienstleistungen, [lass-adelmann.com](http://lass-adelmann.com)

Korrektur: Beate Hampel Sprach- und Projekt-service, [beate-hampel.de](http://beate-hampel.de)

Fotos: Einleitung: Stadt Eschborn; Topthema: Stadt Eschborn; Mobilität: Stadt Eschborn; Mobilität Artikel 1: Stadt Eschborn; Mobilität Artikel 2: Wohlgemuth; Wirtschaft: bloomimages Berlin GmbH, Berlin; Wirtschaft Artikel 1: bloomimages Berlin GmbH, Berlin; Wirtschaft Artikel 2: Stadt Eschborn; Wirtschaft Artikel 3: Fotolia; Netzwerke: Stadt Eschborn; Balance: Stadt Eschborn; Balance Artikel 1: Stadt Eschborn; Balance Artikel 2: Stadt Eschborn; Balance Artikel 3: [eschborn-frankfurt.de](http://eschborn-frankfurt.de)

Hinweise: In dem Newsletter EschBORN for Business verwenden wir bei der Bezeichnung von Personen und Berufen zumeist nur die maskuline Form, um die Texte kürzer zu halten und besser lesbar zu gestalten. Die weibliche Form ist selbstverständlich immer miteingeschlossen.

Im Übrigen gelten die Hinweise des Impressums der Stadt Eschborn.