

Victoria Livinski & Cristina Vagni
CBAD 402
Dr. Damonte

GERMANY: Rheinbach, Remagen, Bonn, Cologne, St. Goar, Mainz, & Munich Briefing Paper

The Federal Republic of Germany



Facts

The Federal Republic of Germany is one of the leading industrialized countries in the world, having the fifth largest economy in the world. Germany has the largest population in Europe with 82 million people. It is a democratic parliamentary federal republic with 16 states with the capital Berlin. Germany's neighboring countries are Denmark, Netherlands, Belgium, Luxembourg, France, Switzerland, Austria, Czech Republic, and Poland.

History

In the year of 800 AD the numerous Germanic tribes such as the Franks, Saxons, Thuringians, Franconians, and Bavarians came together under the rule of the Holy Roman Emperor Charlemagne. In the 1400's the Germanic states and Prussia became part of the Napoleon's French Empire. A German Confederation of 35 autonomous states formed an empire under the rule of Otto von Bismarck, the "Iron Chancellor." The empire ended however, with the end of the WWI, in which Germany lost and was humiliated with the Versailles Treaty. Disagreement with the conditions of the WWI, led to the rise of the Nazi party, the imperialistic expansion of Adolf Hitler, and the WWII (Germany History 2002). After its defeat in 1945, Germany was divided into German Federal Republic, with Bonn as capital, and German Democratic Republic, under the Soviet influence. In 1961 the Berlin Wall was built to prevent movement from East to West Germany. In late 1980 the reforms in Poland and in Soviet Union led to the fall of the Berlin Wall. Germany was unified on October 3, 1990 and this day is now a present national holiday (Germany Consulate Brochure 2004).

Geography

Typically, in Germany the further south one goes, the more mountainous the landscape becomes. The northern part is flat and has many lakes. The central and southern Germany has more heavy industry and here are located the major car industry firms such as the Volkswagen, BMW, Porsche, and Daimler Chrysler. The Areas around the Rhine River is perfect for growing grapes and making wines. Farthest

south in Germany is the region of Bavaria, with its many famous castles and the location where the Alps begin (Germany Consulate Brochure 2004).

Lifestyles

The lifestyles of Germans are similar to those of Americans. In Germany one will see more sidewalk cafes, bakeries, parks, and playgrounds. Public drinking fountains are hard to find.

German children have shorter summer vacations - only six weeks, however they also get longer vacations for Easter and for Christmas. The most popular sport in Germany is soccer; American football and baseball are not popular. Germany is a densely populated country with good transportation. The high-speed trains, autobahns, bicycles, and busses are popular. Protestant and Catholic religions are the largest in Germany. Germany has almost three million Muslims and 100,000 Jews (Germany Consulate Brochure 2004).

Economic and Political problems

After the fall of the Berlin wall, the country unified, however the differences between the East and West sides are still stark. The West continues to fund the East and provide as many resources as possible to help the East recover and flourish. As much as 100 billion dollars are provided to the East Germany from the West.

Strict regulations on laying off workers and setting up of wages on a national level could be some problems leading to high unemployment of 9.61%. Also, the top marginal income tax rate is very high - 42% of gross wages, and that is another possible reason of unemployment (Economist Country Briefing).

Fun Facts:

Things in America that came from Germany: Beer, Kindergarten, Snow White fairy tale, Gummy bears, and the customs of the Christmas tree and the Easter bunny (Germany Consulate Brochure 2004).

Latest News:

1. Chancellor Merkel Speaks at 100th Anniversary Celebration of American Jewish Committee - discussion of Commitment to Israel's Right to Exist.
2. Merkel and Bush: International Unity on Iran - Germany and the United States are determined to work together with the rest of the international community to achieve a diplomatic solution to the nuclear dispute with Iran.
3. Release of German Hostages in Iraq on May 2nd - release of two German men who had been held hostage in Iraq since January.
4. Thousands Rally in Potsdam Against Xenophobia - Thousands of people gathered in central Potsdam on April 21 for a rally against xenophobia and in solidarity with the German man of Ethiopian descent who was brutally attacked early Easter morning in what authorities believe was a racially motivated act.
5. Germany Supports Opening Holocaust Archive for Research - Because of its commitment to protecting individual privacy, Germany had so far not supported efforts to allow the use of the archive

for research purposes. But now changes are made to organize an internationally governed data museum of the Holocaust documents (German Embassy Website 2006).

Do's and Taboos in Germany.

Excerpts from "Do's and Taboos Around the World" by Roger E. Axtell.

Names/Greetings

Handshakes all around are customary on meeting and leaving. . Respect titles (Doktor) and never jump to a first name basis until invited. Conversation among strangers usually employs Sie. The use of the more intimate du together with the first name must be mutually agreed upon.

Appointments/Punctuality

Appointments must be made well in advance and punctuality is essential.

Hospitality/Gift Giving

Invitations to German homes are a special privilege. A man should bring flowers, which he will unwrap in the entrance hall and present to the hostess upon greeting her. Avoid red roses, as they have romantic implications, and never give thirteen or an even number of flowers. A thank-you note should be sent within a few days for any hospitality.

Business gift giving is fairly restrained in Germany, but businesses will pass out gift products for purposes of advertising, promotion, incentives, and employee recognition. Also, at Christmas, some retail stores might give special calendars or diaries to their regular customers.

Social gifts giving do's and don'ts:

- Modest gifts might be given as tokens of friendship. For example, in Germany you can purchase miniature boxes containing one chocolate with a miniature gift card attached.
- When visiting a German home, gifts that reflect your home country are popular, and you might want to bring small gifts for the children or the family you are visiting.
- Gifts are customarily wrapped and many Germans spend considerable time designing elegant wrappings.
- Flowers are often taken to a hostess: no red roses, no even number of flowers, no 13 flowers, and always unwrap the flowers before presenting them.

Conversation

Avoid references to baseball, basketball, or American football. Instead, talk about the German countryside, hobbies, and such sports as soccer.

Remagen

Remagen is the most northern town on the Rhine to be part of the Rhineland-Palatinate area. Remagen is south of Bonn, an hour away from Cologne. It used to be the capital of West-Germany. During the summer, there is a ferry crossing the Rhine River ever ten to fifteen minutes. North of the city center is the Apolloneriskirche which has an observation deck which is only open to parishioners on Sundays.

The famous bridge in Remagen was designed by Karl Wiener, an architect from Mannheim. It was three hundred and twenty-five meters long and the highest point was 29.25 meters above normal water level. Considered one of the finest steel bridges over the Rhine, it had a pedestrian walkway and carried two rail lines. The capture of the Ludendorff Bridge by allied forces on March 7, 1945 was considered to be the “Miracle of Remagen”. Many desperate attempts were made to destroy this bridge but all failed. It was not until exactly ten days later that the bridge actually collapsed for no known reason, killing twenty-eight American soldiers. The American film “The Bridge at Remagen”, produced in 1968 by David L. Wolper, depicted accurate historical background but lacked detail. The rest of the film was purely fictional.



The gothic chapel, built in the fifteenth century, is now a Roman Museum in the center of town. Nearby the museum is the parsonage with the fountain of the Virgin Mary. If you walk through the preserved walls, you can see the mysterious Romanesque parish gate, from the twelfth century, portraying the eight capital sins. The architects were outstandingly successful in integrating the old house of God (in 1264) in the reconstruction of the Parish Church of Saint Peter and Saint Paul. The late Gothic tabernacle dates back to 1500 as does the choir vault. In addition, the excellent Gothic paintings are part of the main attractions. Near Remagen, an incredible silhouette of the Apollinaris church can be seen from a hilltop. The remains of the saint and martyr Apollinaris were brought to the church in 1530.

Rheinbach

I am sorry to report that I was not able to find any information on Rheinbach. No information was available in any travel books, and the only website I was able to find was in German. Since you're getting these briefing papers late however, I will tell you a little that I've learned since we've arrived.

The town of Rheinbach is not very large. From the center of town, the radius of Rheinbach is about ten minutes on bicycle, every direction. There are a couple of main roads through Rheinbach. Jessica and I were rather surprised at how easy it is to get lost in such a small town. Most everyone rides bicycles around town, and to and from school. Rheinbach also has a train station, near the Fachhochschule Bonn-Rhein-Sieg.

The nightlife in Rheinbach is fairly limited. There is one main pub, the largest from what I've heard, and a few other bars. Everyone I've talked to has said that most students commute to Bonn or Cologne to go out. The benefit of such a small town is that nothing is very far. All the shopping you need is nearby. If you're a professional shopper like Jen however, you may want to try Bonn or Cologne. I've heard Rheinbach is more expensive than either of those towns, when it comes to shopping.

Cologne

Cologne is the fourth largest city in Germany. First is Munich, then Hamburg, then Berlin. Cologne is also a city along the Rhine River. The Cologne Cathedral is famous all over the world. It is as important to the country as their specially brewed beer. One of Europe's oldest universities is Cologne University, located in Cologne obviously. They are known internationally for their economics department. Cologne has a "vibrant and thriving art scene." Over thirty museums and hundreds of galleries are located in Cologne. The Cologne Carnival and the Cologne Gay Pride celebrations are well known. "In 2005 Cologne hosted the twentieth and one of the largest-ever meetings of the Catholic World Youth Day with Pope Benedict XVI and over a million participants." Cologne is approximately one-hundred and fifty-six square miles.



Cologne was a Roman city in 50 A.D. During the Holy Roman Empire, the Archbishop of Cologne was one of the seven Electors and one of the three ecclesiastical electors. He was defeated in 1288 in the Battle of Worringen and forced to move to Bonn. In 1801, all the territories of the Holy Roman Empire on the left bank of the Rhine were officially incorporated into the French Republic according to the Peace Treaty of Lunéville. The French Republic already had occupied Cologne in 1798. Later, this area became part of Napoleon's Empire. At the Congress of Vienna, Cologne was made part of the kingdom of Prussia in 1815. Throughout history, there have been permanent tensions between catholic Rhineland and the protestant Prussian state. After a dispute over the legal status of marriages between Protestants and Catholics, the archbishop of Cologne Clemens August Droste zu Vischering was arrested and imprisoned for two years in 1837. Also in 1874, archbishop cardinal Paul Melchers was arrested and imprisoned, after which he fled to the Netherlands. Because of these conflicts the catholic population was alienated from Berlin and they contributed to a deep resentment still significant after World War II. At that time, Konrad Adenauer became the first West German chancellor. He had been the former mayor of Cologne.

A German national monument celebrating the newly founded German empire and the continuity of the German nation since the middle ages, the cathedral was not just a religious building. It was begun in 1248, abandoned, and not completely finished until 1880. Unfortunately, many buildings were broken down or replaced by more contemporary buildings forcing the town to give up some of their historical heritage for urban growth. With two fortified belts surrounding the town, on one side this city was turned into an armed fortress; which can still be seen today. This area is very dense and very built-up because of the military demands of Cologne. It turned out to be Germany's largest fortress. These military demands meant a huge obstacle for urban development.

British Forces occupied Cologne under the armistice and the Versailles Peace Treaty after World War I. This lasted until 1926. The Weimar Republic era was very prolific for Cologne. Many government, social, planning and housing affairs were made under the mayor Konrad Adenauer. A modern stadium was constructed in Mungerdorf as Cologne competed for hosting the Olympics. During World War II, there were twenty thousand civilian casualties as Cologne endured two-hundred and sixty-two air raids by the Western Allies. In 2005, the German-born Pope Benedict XVI was the second pope to ever visit a synagogue, this was a major historical event.

Cologne was chosen as the political capital of the Federal State Nordrhein-Westfalen. It is an ideal location because they are right between two important political centers of former West Germany. The country reunified in 1990. Now, the new federal capital is the city of Berlin.

The city of Cologne is headed by a lord mayor and two mayors. Cologne is the only town in Germany with an explicit tax on prostitution. This also, explains the city's open-mindedness towards sex businesses.

Cologne is also famous for its Eau de Cologne. In the eighteenth century, expatriate Johann Maria Farina created a fragrance and named it Cologne, after his hometown. This fragrance became extremely popular. This is basically where we got our word "cologne".

During World War II, the center of Cologne was completely destroyed. Today, the city is simple and modest with few interspersed buildings which were reconstructed due to historical importance.

Bonn

Bonn is the nineteenth largest city in Germany. It is located about twenty kilometers south of Cologne, also on the Rheine River. From 1949-1990, Bonn was the capital of West Germany. Their history also dates back to the Roman times, as we've discovered is true with most of Europe. In 1597, Bonn became the capital of the principality of Cologne. Ludwig van Beethoven was born in Bonn in 1770. In 1794, it was seized by French troops and became part of the Napoleonic Empire. In 1815 it was taken by Prussia and remained a Prussian city until 1945.



After World War II, Bonn was in the British zone of occupation. In 1949, it became the provisional capital of West Germany. It was decided for Bonn to be the capital mostly because of Konrad Adenauer who was a former mayor of Cologne after World War II; he was from Bonn. When Germany was reunified in 1990 Berlin became its capital. Bonn still remained an unofficial capital, while only the top officials were in Berlin. There were no plans to move these departments, so Bonn became known as the "Federal City". The move wasn't completed until 1999.

Bonn is connected by three autobahns and two railway lines. Buses are also frequent and there is a Cologne Bonn International Airport with connections to many European cities as well as Newark, New Jersey. Bonn's university has about thirty thousand students which is the reason why Bonn has about five-hundred and fifty pubs and bars. Bonn also has one opera, twelve theaters, and twenty cinemas.

Companies

Boehringer Ingelheim



Boehringer Ingelheim headquartered in Ingelheim, Germany, currently has almost 37,500 employees and 143 affiliated companies spread around the globe.

A research-driven group of companies dedicated to researching, developing, manufacturing and marketing pharmaceuticals that improve health and quality of life.

Their business consists of Prescription Medicines, Consumer Health Care and Animal Health. Activities grouped under Industrial Customer, include Fine Chemicals and Biopharmaceuticals.

Corporate vision – value through Innovation.

Boehringer Ingelheim was founded in Ingelheim am Rhein (Germany) in 1885, where the corporate headquarters are still located today. In 1895, Boehringer achieved a breakthrough discovery, that he could use bacteria to produce lactic acid in commercial quantities - becoming a pioneer of large-scale "biotech" production. The company became the leading manufacturer of this agent, using it for leather, textile, dyeing and drinks/foodstuffs industries.

International Exposure: For the managers and professionals one of the most powerful experiences in shaping their perspectives and capabilities are the expatriation, a short-term international assignment, and an international project work (Boehringer Ingelheim Website 2006).

Financial Highlights 2005

Boehringer Ingelheim group of companies

	2005	2004	Change
Amounts in millions of EUR, unless otherwise indicated			
Net sales	9,535	8,157	17%
<i>Net sales by region:</i>			
Europe	33%	32%	
Americas	48%	48%	
Asia, Australasia, Africa	19%	20%	
<i>Net sales by business area:</i>			
Human Pharmaceuticals	96%	96%	
Animal Health	4%	4%	
Research and Development	1,360	1,232	10%
Personnel costs	2,671	2,443	9%
Average number of employees*	37,406	35,529	5%
Operating income	1,923	1,372	40%
Operating income as % of sales	20.2%	16.8%	
Income after taxes	1,514	908	67%
Income after taxes as % of sales	15.9%	11.1%	
Shareholders' equity	4,609	4,363	6%
Return on shareholders' equity	34.2%	23.1%	
Cash Flow	2,069	1,430	45%
Investments in tangible assets	532	427	25%
Depreciation of tangible assets	439	377	16%

*including the total number of employees in joint ventures included in the consolidation

(Boehringer Ingelheim Website 2006).

Munich (München)

Munich is the third largest city in Germany and is the capital of the state of Bavaria (South of Germany). Munich is the location of the Bavarian Parliament and the State Chancellery and is divided in 24 districts. The city located on the river Isar north of the Bavarian Alps and has a population of 1.3 million people. In the area of Munich the crime is very low and that is one of the reasons why the city was ranked in 2005 as having the 5th in the list of cities with the highest quality of life in the world. (Wikipedia: Munich 2006).

Munich settlement dates back to the Roman Empire period. The symbol of the city is a Coat-of-Arms figure: a monk wearing black and gold, the colors of the Roman Empire. Munich was the “capital of the Nazi movement” during the World War II era. The National Socialist German Workers Party’s (Nazi Party) headquarters were located in this city and many Fuhrer Buildings were built within the city and some still remain today. In 1938 the Munich Agreement was signed here. That was the treaty of appeasement to Hitler proposed by Neville Chamberlain and signed by Germany, France, Britain, and Italy. In 1940’s the White Rose movement took place in Munich. Young students from the Munich University started this movement against the Nazi Party. The leaders of this opposition were executed. Another important event in Munich’s history was the 1972 Olympics games tragedy – Israeli athletes were assassinated by the Palestinian Terrorists “Black September” (Wikipedia: Munich 2006).

Munich has strict height restrictions; therefore it does not build skyscrapers or any other very massive modern buildings.

1. The Marienplatz – large square in the center of the city with a Marian Column and the Old and New Town Hall in its center. The column has a clock with life-sized figures moving to produce a medieval play.
2. Church Peterskirche, Frauenkirche Cathedral of Our Lady, Church Michaelskirche, Church Theatinerkirche Churches.
3. Castle Alte Hof – medieval castle that used to be the residence of Munich Dukes.
4. Palace Schloss Nymphenburg - Nymphenburg Palace, located at 6km north west of the city centre, is surrounded by an impressive park and is considered to be one of Europe's most beautiful royal residences (Wikipedia: Munich 2006).
5. Royal avenues of the 19th century: Briener Strasse, The Ludwigstrasse, Prinzregentenstrasse, and Maximilianstrasse In the western portion of Maximilianstrasse one can find designer shops, luxury boutiques, jewelry stores, and one of Munich's five-star hotels, the Hotel Vier Jahreszeiten (Four Seasons).
6. The Deutsches Museum, located on an island on the River Isar, is one of the oldest and largest science museums in the world.
7. Olympic Park – build for the 1972 Olympics games feature impressive modern buildings the Olympic Stadium and the Olympic Tower, from which one can enjoy the panorama of the city and the Alps.
8. Parks Englischer Garten (3.7 km²) - one of the world's largest urban public parks, and contains a nudist area, jogging tracks and bridle paths.
9. Hofbräuhaus am Platzl – famous beer hall in the center of the city and it is also the location of the second largest tent during the Oktoberfest.
10. Oktoberfest (held in September) – two weeks of fun on roller coasters and beer drinking.

Mainz

Mainz is the capital of Rhineland-Palatinate state and is located on the left bank of river Rhine. After World War I, Mainz was occupied by the French between 1919 and 1930. During World War II, more than 30 air raids and bomb attacks destroyed about 80% of the inner city of Mainz, including most of the historic buildings. Johann Gutenberg, credited with the invention of the modern printing press with movable type, was born here and died here. Mainz is famous for its Carnival, the Mainz Fassenacht, which has developed since the early 19th century. Carnival in Mainz has its roots in the criticism of social and political injustices. Today, the uniforms of many traditional Carnival clubs still imitate and caricature the uniforms of the French and Prussian troops of the past. The Carnival takes place in November (Wikipedia: Mainz 2006).

The main sights of Mainz include the Mainz Cathedral of St. Martin (Mainzer Dom), which is over 1,000 years old; the Iron Tower (Eisenturm, tower at the former iron market) – a tower from the 13th century; the Gutenberg Museum, which exhibits an original Gutenberg Bible amongst many other printed books from the 15th century and later; and the Mainz Old Town, or what's left of it, the quarter south of the cathedral survived World War II (Wikipedia: Mainz 2006).

St. Goar

St. Goar is part of Rhineland-Palatinate state and is also located on the Rhein river. This town was also established during Roman Empire times. St. Goar is famous for its Lorelei legend: Lorelei is a massive rock in the narrowest part of the Rhine River with a very strong current, which caused accidents in the past. Lorelei is an important part of the German folk tales culture; a lot of actions in their fairy tales take place around the Loreley rock. St. Goar is also famous for its Schloss Rheinfels castle, a perfect feudal castle that was the property of the King of Prussia. Additionally, the castle Rhine rock is the largest and one of the greatest castle ruins on the Rhine (St. Goar Official Website 2006).

Bacharach

The town of Bacharach is famous for its wines and its name comes from the god of wine called Bacchus. The town was founded in the pre-Roman times and is now one of the chief markets of the Reinish wine trade. Some of the important sights include the Bacharach basilica, dating from the beginning of the 13th century; the ruins of a Gothic church of the 13th and 15th centuries (Wikipedia: Bacharach 2006). Bacharach Market Place is another main attraction of Bacharach. It has timber houses, the Market Tower, and the Kurpfalzische Munze – where gold and silver money were made in the Middle Ages (Bacharach Website 2002).

Works Cited:

Axtell, Roger E. "Do's and Taboos Around the World." 3rd edition. John Wiley & Sons, Inc. 1993. pp. 60, 135.

Bacharach Website. "Bacharach on the Rhine River in Germany." [Bacharach-Germany.net](http://www.bacharach-germany.net). December 30, 2002 May 8, 2006.
<<http://www.bacharach-germany.net/>>.

"Bacharach". [Wikipedia, The Free Encyclopedia](http://en.wikipedia.org/wiki/Bacharach). The Free Encyclopedia. May 2006.
<<http://en.wikipedia.org/wiki/Bacharach>>.

Boehringer Ingelheim Official Website. Boehringer Ingelheim Worldwide. May 2006.
< <http://www.boehringer-ingelheim.com/corporate/home/home.asp>>.

"Bonn." [Wikipedia, The Free Encyclopedia](http://en.wikipedia.org/w/index.php?title=Bonn&oldid=52271473). 9 May 2006, 06:18 UTC. 17 May 2006, 12:20
<<http://en.wikipedia.org/w/index.php?title=Bonn&oldid=52271473>>.

"Cologne." [Wikipedia, The Free Encyclopedia](http://en.wikipedia.org/w/index.php?title=Cologne&oldid=53178922). 14 May 2006, 18:04 UTC. 17 May 2006, 12:22
<<http://en.wikipedia.org/w/index.php?title=Cologne&oldid=53178922>>.

German Consulate Brochure. "Do You Know Germany?" German Information Center. Pp 3-20. 2004.

German Embassy Washington D.C. News Archives. May 2006.
<<http://www.germany.info/relaunch/politics/new/archives.html>>.

"Germany." [Wikipedia, The Free Encyclopedia](http://en.wikipedia.org/wiki/Germany). May 2006.
<<http://en.wikipedia.org/wiki/Germany>>.

Germany History. "A Brief History of Germany." Bethesda Travel Center. May 2006.
< <http://www.travelfavorites.com/GE/GEhist.asp#top>>

Kootz, Wolfgang. [Rhine-Guide: from Mainz to Cologne](#). Kunstverlag Edm. Von König, Heidelberg/Dielheim, 1995.

"Mainz." [Wikipedia, The Free Encyclopedia](http://en.wikipedia.org/wiki/Mainz). May 2006.
<<http://en.wikipedia.org/wiki/Mainz>>.

"Munich." [Wikipedia, The Free Encyclopedia](http://en.wikipedia.org/wiki/Munich). May 2006.
<<http://en.wikipedia.org/wiki/Munich>>.

Munich Official Website. May 2006.
< <http://www.muenchen.de/>>.

"Remagen." [Wikipedia, The Free Encyclopedia](http://en.wikipedia.org/w/index.php?title=Remagen&oldid=53269526). 15 May 2006, 05:33 UTC. 17 May 2006, 12:21
<<http://en.wikipedia.org/w/index.php?title=Remagen&oldid=53269526>>.

St. Goar Official Website. Willkommen in St. Goar.
<<http://www.st-goar.de/>>.

The Economist Country Briefing. "Germany." The Economist. April 2006.
<<http://www.economist.com/countries/Germany/index.cfm>>.

Recent News Headlines:

The Week in Germany: Business and Technology

April 28, 2006

Green technology provides business boost

Environmental technology promotes growth and innovation in Germany, helping to safeguard jobs and strengthening the country's position on export markets, a study commissioned by the German Environment Ministry has found.

Environmental technology currently accounts for 5.1% of overall industrial production in Germany and provides 1.5 million high-skills jobs, according to research carried out by some of the country's leading economic institutes.

Germany manufacturers produced environmental products to the tune of 55bn Eur (\$69bn) in 2004, the last year for which figures were available, the researchers found. A year earlier, Germany led the world in the export of environmental technology — chalking up sales of 31bn Eur (\$39bn).

"Environmental policy is a driving force for innovation in Germany, and our environmental technology sector has assumed a leading position on international markets," said Environment Minister Sigmar Gabriel in unveiling the study.

Germany leads the pack as an innovator in environmental technology, he said, devoting 3.3% of total research and development spending to environmental products — far above OECD and EU averages.

Germany also ranks first in the number of European patent applications in the environmental technology sector.

Still, Gabriel warned the industry against resting on its laurels. "Those who want to corner tomorrow's markets needs to act today," he said. "An environmental policy based on quality and predictability is designed to help promote this effort."

The study was carried out by the German Institute for Economic Research (DIW), the Lower Saxony Institute for Economic Research (NIW) and the Fraunhofer Institute for Systems and Innovation Research (ISI).

It examined the economic potentials, employment effects, innovativeness and competitiveness of the environmental technology sector.

<http://www.germany.info/relaunch/info/publications/week/2006/060428/economy2.html>



Germany leads the pack as an innovator in environmental technology. BMU photo

Talkmaster Biolek Takes on AIDS Awareness



Alfred Biolek
DPA photo

Alfred Biolek knows how to talk. In Germany, he pioneered the television talk show format and had an undeniable hit with the weekly "Boulevard Bio" from 1991 to 2003. Biolek has interviewed everyone from Holocaust survivors, to the Dalai Lama, to Siegfried and Roy, and

later became known as a celebrity chef. Seemingly no topic is outside his comfort zone.

So it really shouldn't surprise anyone that Biolek has thrown himself into the role of spokesperson. His cause? Getting people to talk about AIDS. More specifically, encouraging young people in Africa to talk to their peers about ways to prevent the spread of AIDS, a scourge which is devastating an entire generation in some African countries. Preventing unplanned pregnancies is also a focus.

"In Africa by tradition, grown-ups don't talk about sexual things," Biolek said recently during a presentation at the German Embassy in Washington. "Young people are not taught about these things by their parents or teachers."

Since 2001, Alfred Biolek has served as a Goodwill Ambassador for the United Nations Population Fund (UNFPA), working hand in hand with the German Foundation for World Population (DSW). In 2005, Biolek set up the Alfred Biolek Foundation to take advantage of his name recognition in fundraising. Funds from the foundation support DSW programs in schools, orphanages and hospitals, primarily in Africa.

- Youth to Youth clubs in Kenya train young people as peer educators. They use theater, dance, beauty pageants, even soccer matches to get peers' attention and then talk to them about AIDS prevention. "It doesn't matter what we use to get young people together as long as we get to talk to them," Biolek said.
- Traveling "Youth Mobile" in Uganda takes message on the road. Equipped with a mobile cinema, this van can beam a message on AIDS education to as many 2,000 people in remote areas. Trained educators on board who speak various dialects further help to get the message across.
- Peer education teaches mine workers in Tanzania about AIDS prevention.
- Project H.O.P.E. in South Africa provides medical care for HIV-infected children and AIDS prevention for young people.

The World Bank is a significant supporter of DSW projects, but the Bank's overall work on reducing poverty worldwide is just as important to reducing the spread of AIDS, Biolek said.

"Both things are very, very important in Africa – to try to fight poverty, to offer people a perspective for the future, but also to stop this incredible epidemic of AIDS," Biolek said. "It doesn't mean anything for a young person to care about getting infected if they have no expectation of a life worth living."

May 12, 2006

http://www.germany.info/relaunch/politics/new/pol_biolek_05_2006.html

The Week in Germany: Sports

April 21, 2006

World Cup: Bookings boom as tournament looms

With the countdown to kick-off winding down, hotel rooms across Germany are filling up, say organizers of this summer's soccer World Cup.

Visitors from 72 countries have already booked over a million overnight stays for the June 9-July 9 tournament, with booking procedures "working exceptionally well," according to organizing committee vice-president Horst R. Schmidt.

All told, upwards of three million fans are expected to attend at least one of the 64 World Cup matches being held in 12 cities, including Munich, Hamburg and Berlin. About one-third of them will come from abroad.

The tournament's accommodation service has currently allocated more than half of the rooms set aside by 600 partner hotels in cities across the country.

Yet even amid increasing demand, room prices have remained at an average of 190 Eur per room — in line with tournament projections.

Rooms are still available for all match days in all 12 cities hosting the games — and there are even some bargains to be had.

"We continue to show availability in all categories, for example in Gelsenkirchen from 52 Eur upwards," said Michaela Radmann, the tournament's accommodation and tourism chief.

Longer stays are proving popular with a wide variety of fan groups intending to travel from a temporary base to watch their teams in action.

Current figures show some 6,000 Brazilians making an extended stay in Cologne, 4,000 Argentines in Frankfurt, 5,000 Mexicans in Dusseldorf, and some 2,000 fans from Angola in Hanover.

Interestingly, demand from abroad is not only focused on matchdays, according to logistics experts at the OC.

Hotels in World Cup host cities such as Munich, Cologne, Hanover and Frankfurt are showing consistent 60% occupancy throughout the tournament, with up to 100% expected on matchdays.

<http://www.germany.info/relaunch/info/publications/week/2006/060428/sports1.html>