



Our region introduces itself

West Palatinate

Openness | Progress | Internationality | Creativity
... are in our nature



ZukunftsRegion
Westpfalz

West Palatinate

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Introduction

Nature characterises how we perceive ourselves, it defines our temperament and character. Whoever has been lucky enough to have seen our forests and open cultivated landscapes, the impressive rock formations and soft rolling hills of where we call home, will immediately comprehend us citizens of West Palatinate.

The wonderful nature all around us gives us the tranquillity and energy to be able to perform even better in everything we do – whether that be in sport or in our working lives. It gives us inner balance as well as energy to embrace challenges with heart and soul. Over the course of the last number of decades, men and women from all corners of the globe have come to West Palatinate, they feel at home here and are an integral part of our region's community. Their presence in our community enriches all our lives. Western Palatinates are open to new ideas as well as to those that are different and a little out of the ordinary. We place our emphasis on development – with the knowledge that nature will be the one constant that will remain when everything else changes around us. Openness, progress, internationality and creativity – these characteristics are in our nature.

Those of us native to West Palatinate, as well as those who have recently made the region their home, live in a region with a high quality of life, with open and friendly people, innovative companies and renowned research institutions. It is now time to make even more intensive use of the vast potential and make it more prominent in the consciousness of everyone both within and beyond the region.

By founding the ZukunftsRegion Westpfalz [West Palatinate Regional Association] – a wide variety of companies, institutions, local authorities and active citizens – we have given the decisive impulse to join forces and shape the future of our region together. Instead of erecting new borders, we are open for all partners, neighbours and anyone else who would like to pull with us in the same direction – true to our motto: We are stronger together! On the road to a shared future it is important to trust in our own strengths – a healthy sense of confidence in ourselves, based on the knowledge that we live in a very special area.

Irrespective of whether you already know the West Palatinate region or if you are reading about us for the very first time: This brochure will hopefully make you curious to find out (even) more about our region!

Dr. Ludger Müller

Chairman of the executive board of
ZukunftsRegion Westpfalz



Our West Palatinate

Just seven kilometres north of the French border, the Drachenfels has peered down from the hill above for over 700 years. The castle that now stands in ruins was originally built using massive sandstone blocks and has shone in all the spectacular red-orange nuances that West Palatinate has to offer ever since. This is because the rich green colour of the forest all around, explodes into a red and gold kaleidoscope of colour in the autumn. Those lucky enough to call West Palatinate home never take the region's breathtaking beauty for granted, they are incredibly proud of where they are from and want to invite everyone to come and experience this unique region for themselves. The West Palatinate native is a hedonist: sociability and hospitality are in his nature. We can be really passionate when it comes to talk about football in the famous Betzenberg stadium in Kaiserslautern. We never give up. It's just part of our nature.

We are: Nature, landscape, passion, family and open for friends from across the globe.

During the Triassic period, when all the land masses of the earth were still connected together forming the super continent of Pangaea, the red sandstone that is still characteristic for wide stretches of West Palatinate up to today formed around 250 million years ago. The high percentage of feldspar gives it its characteristic various shades of red, which is typical for the landscape in West Palatinate with its bizarre rock formations as well as for the traditional houses and castles in our region.

This colouring and composition indicate that they were created on the mainland and in a dry

climate. The soils that formed from this continue to determine the vegetation and the possibilities for agricultural use up to the present day. The ground is characterised by sand and fissured rock and provided only limited possibilities for lakes to form in our region. Our climate is good to us, it is relatively warm, dry and gives us many hours of sunshine – but compared with the Rhine Valley, it is also sometimes somewhat harsh.



The natural conditions in our region have shaped the characters and lives of those who call West Palatinate their home. Nothing falls into your lap, that we have to do something in order to secure our family's existences. We work hard, but we also know that friendship and the help from neighbours are absolutely essential. We know exactly how to make the best out of what nature and life offer us. In West Palatinate you will meet uncomplicated and open people who tackle everything they do with a passion.

A breed of people that has been influenced by waves of immigration and emigration – and not only because of the modern border to France. Considering this history, it is little wonder that open-mindedness and internationality have become distinctive features, as have creativity and the strength to be able to deal with every situation and to open the door to future. This applies in particular to the numerous traditional companies that have become so successful in the meantime that they have been taken over by global multinationals. The strong export orientation of many companies as well as the renowned research institutions based in the region strengthen its strategic international market orientation and ensure it remains competitive on the global market.

You haven't got to know West Palatinate and its people yet? Then we would kindly like to invite you on a trip to our region. Come and get to know the very special landscapes and wonderful people of West Palatinate for yourself! We look forward to welcoming you!



Our history

The West Palatinate region forms the west part of the Palatinate. The region stretches across large parts of the Palatinate Forest, North Palatine Uplands, the West Palatine Moorniederung and the Westricher Plateau. The description Palatinate [German: Pfalz] can be traced back to the term “Palatine” or “Palatium”, one of the seven hills in Rome on which the Emperor’s Palace stood. A “Palatinate” in the Middle Ages was a temporary administrative centre at which the Emperor stopped as he travelled through lands over which he ruled. The guest was certainly King in every sense of the word in this case. And this has remained the very same up to today.

*Guests have been feeling welcome –
for almost 4,000 years.*

We are the descendants of the Celts, Romans, Teutons and today, much more besides. A folk of diverse people with never-say-die attitude.

Almost 3,800 years ago very early Celtic tribes settled here during the bronze age. Roughly 1,000 years later at the beginning of the iron age, the Celts built massive fortifications – like the Celtic Wall on the Donnersberg mountain. Later on the region was part of the Roman Empire. Many of the roads built by the Romans last until today, like the remains of settlements such as those found in Eisenberg. In the year 742, a monk called Pirminius came to our region and founded the Hornbach Monastery in Zweibrücken.



He initiated the Christianization in this region and is regarded as the founder of the town of Pirmasens. The Staufer left behind numerous castles in the Palatinate, such as the Imperial Palace [Kaiserpfalz], which the Emperor Frederick Barbarossa had set up in Kaiserslautern in 1158. Our region was the scene of many battles during the Thirty Years’ War: Large areas of the land, lots of towns and villages as well as many castles were destroyed. Destruction returned to many parts of the entire Palatinate region 40 years later during the Nine Years’ War. In order to escape the misery and hunger, the first people from the region emigrated to America in 1709. Otherwise people from France, Switzerland and other countries and regions were moving into the region.

In the second half of the 18th century, the industrialisation slowly started to develop: whether it be the extraction of clay in the Eisenberg basin or the mining and processing of iron ore. At the end of the 18th and at the outset of the 19th century, the area that today makes up the West Palatinate region was under French control, from 1816, the region was part of Bavaria for 130 years. In 1849, the very first rail-road line in the Palatinate (Ludwigshafen-Neustadt-Kaiserslautern-Homburg) was opened and this meant a significant push for the region’s growth. The emerging middle classes were able to celebrate the opening of the Pfalztheater theatre in Kaiserslautern in 1862 and the Rose Garden in Zweibrücken in 1914. This positive development was stagnated by the outbreak of the First World War. Air attacks resulted in the deaths of countless people.

The first autobahn was built in 1937 connecting Wattenheim and Kaiserslautern-East (today: Kaiserslautern-Centrum). But the World War II hit the region very hard. Initially the many villages along the border to France were evacuated, before many of the towns and cities in the region, such as Pirmasens and Kaiserslautern, were significantly destroyed during air-raids. The period following the World War II was notably influenced by the strong presence of the US military as well as the military personnel of the other allies and the upheaval experienced in many of the traditional economical sectors such as shoemaking, metal working and the textile industry.

Following the profound economic changes experienced by the region in the 1980s and 1990s, things have been noticeably improving since then. The location of high-tech companies and research institutions, have meant positive economic impulses that have radiated across the entire region. Winning the league titles by 1. FC Kaiserslautern in 1991 and 1998, spread a new sense of self-confidence, while hosting the national horticultural show (2000) as well as the 2006 World Cup ensured high spirits across the region.



Four values that distinguish us

Times of upheaval are when traditional ways of thinking are questioned. Such times of upheaval force us into new ways of thinking and acting. These are also times, however, in which people also close ranks and pull together. The Zukunfts-Region Westpfalz is a statement of intent by the people who want to live and work here with respect to what direction the region should take. We have a clear view of what our goals are and we will achieve them together. And in doing so, our strengths particularly come to the fore.

Openness | **Progress** | **Internationality** | **Creativity**

... are in our nature

Openness

In the West Palatinate, strangers quickly become friends. Our friendliness and warmth are our trademarks. We live tolerance, we accept people exactly as they are and we like to incorporate them into our community. We are open to new ideas, to different ways of looking at things and to different cultural influences because they broaden out horizons and enrich our lives.

Progress

Prosperity in the West Palatinate region is not due to natural resources, but it is instead the result of hard work and creative ideas. The turmoil of war and economic upheavals have repeatedly forced the people here to start again from scratch. History has shown us that nothing lasts forever. Only courage and innovation bring us progress. And that remains a fact up to today.

Internationality

People from across the globe come to our region. Some just stop by to visit, many come and stay forever. Whoever comes here, they feel welcomed immediately. People from 140 different countries live here – the largest English-speaking community in Germany. This means that the average West Palatinate citizen, whether well-travelled or not, is increasingly also becoming a global citizen.

Creativity

Necessity is the mother of invention! But not only that, the openness for extraordinary, sometimes crazy ideas, the interaction with other cultures and a multi-faceted interest are typical for us. We share the common conviction that every person has many talents. Talents that should be recognised and promoted, irrespective of age, sex or background. Creativity is the key to our innovative ability.



◀ The people of the West Palatinate region are very open. The cultural heritage is important to us, but we are also open to new and exciting encounters between old and new, which open up extraordinary perspectives.



We here in the West Palatinate region face up to our past. And we are open for the future – a future that is based on being honest to ourselves and being fair to third parties.



We also like to enjoy the pleasures that life has to offer. Because the Work-Life-Balance is important for us. We listen to what our bodies tell us and what our souls whisper. We are just simply open to life.



Loving to party, happiness and fun – that is what the citizens of West Palatinate are famous for. This is also very true for all those communities of people who have made the West Palatinate region their home.

Openness

is in our nature

Openness is the best form of self-confidence: not arrogant, instead open and accepting of others. Without having any fears about one's own identity.

Fluid transitions to the neighbours – without natural borders – are further properties of the West Palatinate region. A place with people as open as its landscape. Each and every citizen of West Palatinate always keeps a place in their heart free for someone new to fill. Whoever wants to be, is quickly among friends here with us. And we don't differentiate in

any way. Whether famous or not, rich or just scraping by – we here in the West Palatinate region treat everyone the same. People from different backgrounds, different cultures, of the opposite sex or also people of different ages. Everyone gets the same chance here to be accepted – especially if they are as unbiased as the people here in the West Palatinate region. To approach people without any bias or prejudice is the purest form of openness.

As diverse as people are, their needs, hopes, views and abilities are equally as diverse. And it is exactly these differences which make us here in West Palatinate what we are. Thanks to our openness, we can

use this diversity and the many different talents as well as combining them with one another. This gives rise to good neighbours, collegial cooperation and close friendships. Admittedly: The art of diplomatic encounters is not one of our strengths. We much prefer to be open, direct and honest. And we are more than willing to admit it! Whoever is at peace with themselves, does not need to fear what is new. In the Western Palatinate region we take life as it comes and make the very best of it. Our natural talent for improvisation is very helpful along the way.

Whether that be at rock castles or lookout towers: The people of the West Palatinate region like

solid ground under their feet and a wide, open horizon before them. Our cities, towns and villages have maintained their human scale, making them easy to experience, also on foot. This also leads to encounters, whether planned or simply by chance. Anonymity can be found elsewhere. People run into one another while out for a relaxing stroll, at the bakers or at the weekly farmer's market and like to take the time for a short chat. People are close. This fosters tolerance and by the way: With each chat you hear or learn about something new, and in this way, a random encounter can become an acquaintance and sometimes even a friend.



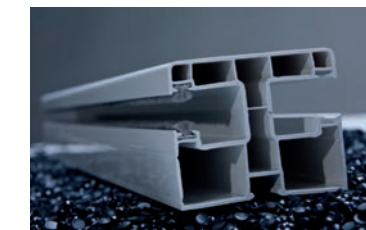
◀ Under the key phrases “SmartFactory” or “Industry 4.0”, the West Palatinate region is also among the forerunners when it comes to the computerisation of the classic industrial sector, the production sector. This makes it possible to increase the use of our IT skills for the production sector present in the West Palatinate region.



The emphasis placed on IT at the University of Kaiserslautern and the other institutions to which they have given rise, is to be thanked for the unique density of IT companies and IT specialists present in the region.



The combination of high-end technologies and excellent constructional engineering expertise has helped make many companies from the region to global leaders in their respective sectors. Many of them are so-called hidden champions.



The plastics sector which is located in the south-west of the Palatine region is a convincing example of the permanent adaptability of our companies to the constantly changing framework conditions.

Progress is in our nature

Social and technological progress – both are based on education and training. That was the case 1,000 years ago and that is the case now.

Especially in these times of demographic change and fall in population it is increasingly important that all talents are mobilised. The West Palatinate region for that reason consistently opts to use new possibilities and technologies in order to ensure sustainable development by including all those people within society who can be made enthusiastic.

There have been many men and women who have worked in the West Palatinate region who were well ahead of their time. In the Middle Ages it was almost exclusively monasteries that offered an academic education to a very limited number of people. The technological intelligence matured in the tradesmen's guilds, which constructed feats of technical genius. Today's highly advanced technologies are created using the knowledge that has been created in our companies and universities. With a significant difference: The University of Kaiserslautern (TU) and the University of Applied Sciences Kaiserslautern with its locations in Kaiserslautern, Pirmasens and

Zweibrücken offer education for a wide section of the population.

A dense network of top-class institutions ensures that the research and development work being carried out is as close as possible to practical condition, while the transfer offices forward the results into the business area. Many start-ups are founded directly out of this research environment. Small and medium-sized companies (SME) have strong partners in universities, universities of applied sciences and institutes and therefore are supported with added value. Established companies often dispose their own research and development sector. The

*Information – the raw material
we use to make progress.*

proximity to the metropolitan region Rhine-Neckar and the close cooperation with it increase the possibilities for our economic power significantly. This allows companies to be able to successfully compete on the global market.

The changes in society and technology are motors for innovation. Innovation requires numerous manual and technical skills that can be learned in the many professional vocational schools in the West Palatinate region in cooperation with the local companies. This contributes in particular to teaching specific profession-related skills, without which the many ideas could not be implemented.



◀ The relations with numerous friendly countries and partner cities have left their marks on the West Palatinate region and have enriched the culture of our region no end. This is exactly how the Japanese gardens in Kaiserslautern came into existence, the largest of their type in Europe. It is not just a garden, but it is also a centre for Japanese culture with readings, traditional tea ceremonies and much more besides.



50,000 US soldiers and their families, as well as many other members of NATO forces have been living in and around the Kaiserslautern / Ramstein region for decades. They are also magnets attracting US companies into the region.



Many who came to the West Palatinate region as guest workers or immigrants long since refer to themselves as locals. With their particularities, traditions and culinary specialities, they enrich the West Palatinate region.



When the world is to visit, like it was the case during the 2006 World Cup, everyone in the West Palatinate region is in their element: a non-stop party. And people from around the world join the party, even kangaroos!

Internationality

is in our nature

Our guests become friends and neighbours.

Export orientated companies and a welcoming culture belong together. Open-mindedness is our trademark.

Our openness and hospitality means that some guests stay here a lifetime. But for those who only make a fleeting visit, the West Palatinate region leaves behind an impression that stays forever. These bonds remain either through personal friendships or more formal ties such as the many cities with which Kaiserslautern is twinned or the many FCK fan clubs around the world. People from roughly 140 different

countries have found a new home in the West Palatinate region. The wider Kaiserslautern metropolitan area in turn is also home to the largest American community outside of the United States.

The presence of international military in the region for many decades means that dealing with people from abroad has become an everyday occurrence. For the West Palatinate locals it is a matter of course to be addressed in English. The US citizens and military personnel living here have in particular been the decisive reason why the region has the highest level of English-language proficiency of anywhere in Germany. This also makes it easier for many

non-American companies and their employees to settle here. English has quite a strong presence in the region. Lectures are offered in English by the universities and it also has become the main working language within many companies, for example in the IT sector.

This is also the case in many other successful medium-sized companies in all industrial sectors, who today are part of international groups of companies. For these companies and workers it is especially important that they assert themselves within an international environment of a company as well as in dealings with suppliers as well as customers.

At the University of Kaiserslautern, over 2,000 foreign students benefit from our language abilities. This combined with our open-mindedness makes it easier for them to stay and offer foreign qualified professionals excellent starting conditions.

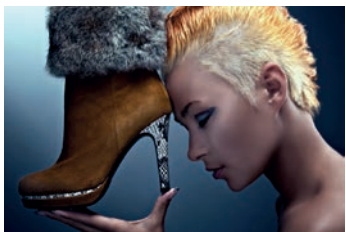
Our region is influenced by its international flair, whether it be in culture, food or sport. Multi-lingual apps provide information on recreation and leisure activities, while the increasingly comprehensive Wi-Fi coverage in the city and town centres across the region makes it easier for both our guests and citizens of the region to access the internet and stay in contact with friends and family.



◀ Art needs places in which it can be suitably presented, places like the Pfalztheater theatre (Image on the left). When such places were not planned as museums from the very beginning, like the Museum Pfalzgalerie Kaiserslautern, then existing historical buildings, architectural jewels or some old factories can be brought back to live as places of art and culture. Excellent examples of this are to be found in Pirmasens with the old post building (Alte Post) or the Unicorn Art Lounge (Rizzi-Galerie).



While in numerous museums a red rope signals “Do NOT TOUCH!”, the interactive museum Dynamikum invites guests to experiment and to embark on a journey of discovery through the fascinating phenomena of physics.



Creativity is not just when a new industrial product range is born, it is also when something unique and customised is created. New ideas and the fulfilling of individual wishes and needs are the strengths of our creativity.



Music, whether classical, jazz, folk music or rock: Our region is musical and not only in “Kuseler Musikantenland”. Besides many bands, the “Festival Euroclassic” has long been well-known within the region and beyond.

Creativity

is in our nature

Everyone can do something. If we are successful in developing these talents, we will all win.

Real self-confidence develops with life experience, but more than anything else, through a raising of one’s consciousness for one’s own abilities. It is often natural talents that are to be discovered and then developed into vocations, professions and hobbies through education and training.

We foster talents because we know that they are present in each of us, because we want to awaken

the creativity that slumbers in each and everyone of us. Talent and ingenuity have helped those who call the West Palatinate region home, to overcome many a challenge.

Creativity is a necessary quality because history has constantly presented us here in the West Palatinate region with new challenges for us to overcome. Today it is part of our nature. The creativity which we possess has often helped us to pursue new paths, it has spawned many talents in the most varied of disciplines – whether it be painter Heinrich Bürkel, singer Fritz Wunderlich, Dadaist and author Hugo Ball, singer Joy Fleming, sculptor Gernot Rumpf or

scientist Georg von Neumayer, just to name a few of the many personalities to originate from our region. Institutions such as the Children and Youth Cultural Workshop (JuKuWe) in Pirmasens help children and young people to discover their talents and to foster them accordingly. The Artothek in Landstuhl, in which works of art can be borrowed, just like books in a library, demonstrates that art and creativity are for everyone.

Creativity is also something that doesn’t just take place in the mind, but it is also an aspect of the performing arts. Whether it is theatre, singing or the cat walk, our region is also represented here. The

Discover what you’re made of!

Pfalztheater theatre in Kaiserslautern attracts theatre fans, while the city is also home to the winner of “Germany’s Next Topmodel” Stefanie Giesinger.

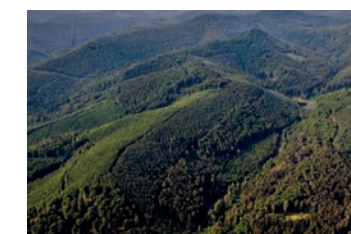
This is why art and creativity are not mere decorative accessories of a global society or just a necessary counterbalance for the right work-life balance. They are the prerequisites for a society, whose strengths depend on knowledge, ideas, solutions and thus better products. Many creative people are at the same time preservers of the skills of manual trades, as well as being entrepreneurs. This has seen one idea or another become a start-up, and in time, an established success.



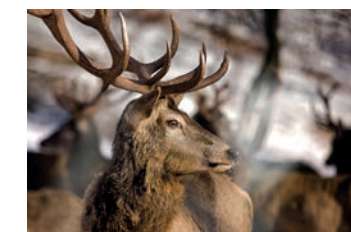
◀ The West palatinate region is also an El Dorado for early risers with stunningly beautiful sun rises making early morning walks something unique and unforgettable. But not only that, the West Palatinate also has many other ports of call for the rest of the day as well, whether it be to relax or to burn off some excess energy.



We love our forest, no matter what the season. Whether taking a time-out in the tranquillity of nature, hiking, or collecting chestnuts and mushrooms. Here you can find peace and take a break for the daily grind.



The Palatinate Forest does not just provide a habitat for red deer. In addition to wild boar, squirrels and bats, the rare lynx also lives here in its natural habitat.



In the West Palatinate region, the villages have not completely shaped the landscape. Instead they are a harmonious, organic part of it. Green vegetation stretches right into the middle of the village, guaranteeing a high quality of life.

It's all ... in our nature

*Out of the daily grind,
and into nature!*

When the landscape is mirrored in the character of the people, then you are in West Palatinate..

“Living where others go on holiday” – but for whom is this frequently quoted slogan actually true? Come and visit West Palatinate and you'll understand why those locals love their landscape as much as they do. It is the number one identification characteristic: romantic lakes, wild canyons and rock formations, imposing castles and mountains that reign high above the cities, towns and villages. An exciting mix of

natural and agricultural landscapes that are the perfect invitation to take a hike, go horse-riding, biking or simply just to enjoy. Guests who have discovered the West Palatinate will come back time and time again. All of us here love to go out and spend time in nature. And the fact that we as urban dwellers can be surrounded by nature in just a few minutes is something that we greatly appreciate.

At earlier times in history, the centre of power in Germany and Europe was in the Palatinate Forest, in Wasgau to be more precise: In the Trifels Castle the imperial insignia, the regalia of power of the Holy Roman Empire of the German Nation were stored

and Richard I the Lionheart was held prisoner. The West Palatinate region is a land of castles, the defiant landmarks of a bye-gone world. During the era of the Staufer dynasty, Wasgau had the highest density of castles to be found anywhere.

The castles are today beloved destinations for day trips and are impressive sights. Our varied landscape is also full of attractions, whether it be the famous “Teufelstisch” [Devil's Table], tranquil lakes or romantic restaurants. The West Palatinate region is also a perfect place for sports enthusiasts with rowing, climbing, mountain biking, hiking and horse riding on offer just to name a few examples. It

is a recreational area for people, but it is also a nature reserve for rare plants and animals, even the lynx is at home here in the cross-border biosphere reserve Palatinate Forest-North Vosges Biosphere Reserve. The landscape's diversity is practically unmatched: from the soft hills near Kusel through to Zellertal, the largest wine-producing area in West Palatinate. Many characteristics are in our nature, and we live right in the middle of it. This does not just apply for the 300 villages, but also for the larger towns and cities. From Kaiserslautern city centre, you can be in vast forest in just five minutes. What other big city can claim this?



Facts & Figures

12

members make up the Science Alliance Kaiserslautern, an amalgamation of renowned international study and research institutions, among them two Fraunhofer Institutes, a Max Planck Institute and the German Research Centre for Artificial Intelligence (DFKI).

140

different countries are represented in West Palatinate and have found their second home here.

150

minutes is how long the ICE/TGV high-speed train needs to cover the distance from K-Town to Paris.

50.000

Americans live in and around Kaiserslautern, the largest US military base outside of the USA.

100

kilometres is the distance from the West Palatinate city of Kaiserslautern to Germany's largest airport Frankfurt Airport, the third largest commercial airport in Europe.

1969

Ralph Henry Baer, who was born in Rodalben in 1922, developed the world's very first games console that was designed to be played at home called "Odyssey".

60.000

rose bushes from 2,000 different types are to be found in Europe's largest rose garden in Zweibrücken with an area of 50,000 square metres.

247

is the shoe size of the largest pair of shoes in the world on display in the German shoe museum in Hauenstein.

14.184

students were registered in more than 65 study courses (winter semester 2013/14) at the University of Kaiserslautern (TU) which was founded in 1970, with 2,000 of these students being from abroad.

316

cities, towns, villages and parishes make up the West Palatinate region.

1.170

square kilometres is the area covered by the Palatinate Forest, with the largest part being located in West Palatinate. The Palatinate Forest is the largest uninterrupted area of forest in Germany and Europe's very first cross-border biosphere reserve.

1838

was the year in which the oldest shoe factory in Europe (Peter Kaiser) was founded in Pirmasens.

95,3

percent of the entire area of the Waldleiningen parish is covered with forest.

7

is the number of hills the town of Pirmasens is built on – just like ancient Rome.

13.500

square metres is the surface area of the Japanese Gardens in Kaiserslautern, making it the largest uninterrupted Japanese garden in Europe.

3

West Palatine urban centres are served by long-distance bus services: Kaiserslautern, Pirmasens and Zweibrücken.

3.300.000

visitors were welcomed to the 120 shops that make up Germany's largest Style Outlet in Zweibrücken in 2013.

1790

the Rodalben born Dr. med. Dr. phil. Johann Peter Frank laid the foundation stone for the public health-care system in Europe, when he denounced poverty as the cause of illnesses among the population.

1592

saw the Duchy of Palatinate-Zweibrücken introduce the world's first compulsory schooling law (for both boys and girls).

Location of our region

The West Palatinate comprises the three independent cities of Kaiserslautern, Pirmasens and Zweibrücken as well as the four districts Kusel, Donnersbergkreis, Kaiserslautern and Südwestpfalz. These districts are made up of 23 multi-parish districts with a total of 313 local parishes.

Federal State: Rhineland-Palatinate

Population: 518,350 (status as of 12/2013)

Surface Area: 3,085 km², of which roughly 47% is covered in forest

Highest Point: Donnersberg (687m a.s.l.)

Deepest Point: Alsenztal (141m a.s.l.)

Part of the cross-border cooperation areas:

Large region (Luxembourg, Lorraine, Saarland, Rhineland-Palatinate, Wallonia, German- and French-speaking community in Belgium); partially also the Upper Rhine and Eurodistrict Regio Pamina



... in Europe

We are an extremity in Germany, but by contrast, we are at the heart of a united Europe. This means that there is nothing standing in the way of a family breakfast or supper in West Palatinate and a shopping trip to Paris in the afternoon. Thanks to the many motorway, train, air and long-distance bus connections, we can get to any location – we could reach the entire world if we wanted. And we give a very warm welcome to all our visitors from around the world.





ZukunftsRegion Westpfalz

Our goal: To bring together people, companies and organisations from all parts of the region, in order to promote and foster the strengths of the West Palatinate region.

The association ZukunftsRegion Westpfalz (ZRW) [Western Palatinate Regional Association] provides a platform, in order to bundle all the region's strengths. The goal is to face our region's challenges in a cooperative way and to employ a common synergy in how we act. The ZRW currently has around 210 members (status as of 06/2015), among them

companies, associations, chambers of commerce, regional authorities, scientific and research institutions as well as private individuals. A collaborative commitment that receives the recognition and support of the Federal State of Rhineland-Palatinate and the Palatinate's Chamber of Industry and Commerce, as well as receiving financial support from several large regional authorities. A pan-regional cooperation has been in place with the association Zukunft Metropolregion Rhein-Neckar (ZMRN) since 2013. Due to the geographical proximity and the comparable goals, the joint projects are an important integral element of this tight-knit partnership.

Selected ZRW Projects

Westpfalz Wireless

With the installation of region-wide, free Wi-Fi access in the centres of many towns and cities, West Palatinate is one of the pioneering regions when it comes to "digital infrastructure". West Palatinate demonstrates that it is a progressive and technology-orientated region, while at the same time providing a practical service for its citizens and visitors. In 2014, Kaiserslautern and Pirmasens were the very first cities to be equipped with freely accessible Wi-Fi hotspots. (www.westpfalz-wireless.de)

Recreation Portal CityKit

CityKit is a pan-regional portal that provides both citizens and visitors of the West Palatinate region with a simple and up-to-date overview of what recreational, cultural and tourist possibilities are on offer at any given time. The information can be accessed using various methods: download our app or visit us on www.citykit.de.



Career portal for the West-Palatinate region

The permanent securing of sufficient numbers of suitably trained and qualified workers for the economy in the West Palatinate region is a central issue of the ZRW. This also involves making even greater use of the potential of the workers already in the region, as well as bringing companies and qualified employees together in a better way. An important milestone on this path is the "career portal for the West Palatinate" which has been created. Employers from the West Palatinate region have the opportunity to present themselves online, as well as to publish current job openings. The career portal should in future be the first port of call for third-level students, apprentices and those who have just qualified in their chosen profession, but also those with professional experience, career-changers and other job-seekers by offering uncomplicated initial contact to attractive employers from the region. (www.westpfalz.alphajump.de)

Mobility Portal West Palatinate

The mobility portal openly presents the wide variety of mobility offers available in the West Palatinate region. One thing in focus is the possibility for workers to build car-pooling groups to the work place – this is particularly for apprentices and low-wage workers a good alternative way of getting to work. (www.zukunftsregion-westpfalz.de/mobilitaet)

West Palatinate: CREATIVE

The cultural and creative economy of the West Palatinate region is consolidated in the branch initiative "CREATIVE West Palatinate". The initiative involves freelance artists and musicians, but also architects, designers, editors, dancers, software developers as well as many further players networking among each other, but also with potential employers. (www.westpfalz-kreativ.de)

Contact

Would you like to find out more about ZRW, its projects or about becoming a member? We look forward to hearing from you!

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Gender-Note

For the purposes of better legibility, the female variant of person-related primary words has been foregone in the texts. This does not imply any discrimination whatsoever against the respective other gender. Men and women are addressed to the same and equal extent.



Picture evidence

Front Page: Harald Kröher: Wasgau, Südwestpfalz. **Back Page:** Harald Kröher: Kaiserslautern / Alte Post, Pirmasens / Style Outlets, Zweibrücken. **Page 6:** Harald Kröher: Drachenfels, Südwestpfalz. **Page 7:** Harald Kröher: Altschlossfelsen near Eppenbrunn, Südwestpfalz. **Page 8:** Harald Kröher: Wegelnburg, Südwestpfalz. **Page 9:** Private: 10-DM commemorative coin "Barbarossa" (1990). **Page 10/11:** Harald Kröher: "Together we are strong" / "Time travel" / "From abroad" / "Two faces". **Page 12:** Harald Kröher: Alte Post, Pirmasens. **Page 13:** Hans-Günther Clev: Commemoration arched gateway Synagoge, Kaiserslautern. **Page 14:** Lapp Gruppe/Maiwolf: SmartFactoryKL in DFKI. **Page 15:** Thomas Koziel: Lecture in Audimax, University of Applied Sciences Kaiserslautern. **Page 16:** Tea house. **Page 17:** Hans-Günther Clev: Fish sculpture in front of German-American citizens office, Kaiserslautern. **Page 18:** Harald Kröher: Pfalztheater theatre, Kaiserslautern. **Page 19:** Harald Kröher: Dynamikum, Pirmasens by night / "Homogeneity". **Page 20:** Harald Kröher: Burg Lichtenberg, Kusel. **Page 21:** Hans-Günther Clev: Zellertal. **Page 22:** Harald Kröher: Braunsberg, Wasgau / Wildlife park, Silz (Wasgau). **Page 23:** Harald Kröher: Pirmasens. **Page 24/25:** ZukunftsRegion Westpfalz based on the source data of the Planungsgemeinschaft [Planning consortium] Westpfalz: Lageplan Westpfalz / Lageplan Europa. **Page 26:** iStock.com/DNY59: "Closeup of compass with shallow depth of field". **Page 27:** Harald Kröher: Schloss, Zweibrücken. **Page 28:** Harald Kröher: "Closeness".

profile. **Page 16:** Japanischer Garten Kaiserslautern e.V.: Tea house. Hans-Günther Clev: Fish sculpture in front of German-American citizens office, Kaiserslautern. iStock.com/fotografiche: "Fried anchovies". view – die agentur: Atmosphere at 2006 World Cup. **Page 18:** Harald Kröher: Pfalztheater theatre, Kaiserslautern. **Page 19:** Harald Kröher: Dynamikum, Pirmasens by night / "Homogeneity". Sébastien Renard: Euroclassic. **Page 20:** Harald Kröher: Burg Lichtenberg, Kusel. **Page 21:** Hans-Günther Clev: Zellertal. **Page 22:** Harald Kröher: Braunsberg, Wasgau / Wildlife park, Silz (Wasgau). **Page 23:** Harald Kröher: Pirmasens. **Page 24/25:** ZukunftsRegion Westpfalz based on the source data of the Planungsgemeinschaft [Planning consortium] Westpfalz: Lageplan Westpfalz / Lageplan Europa. **Page 26:** iStock.com/DNY59: "Closeup of compass with shallow depth of field". **Page 28:** Harald Kröher: Schloss, Zweibrücken. **Page 29:** Harald Kröher: "Closeness".

The past and the present are our means, the future alone our end.

Blaise Pascal



ZukunftsRegion
Westpfalz

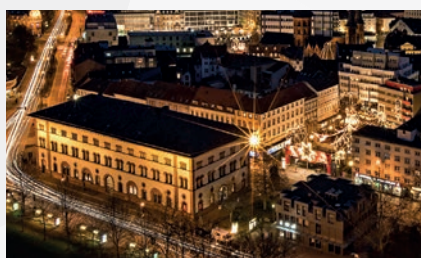
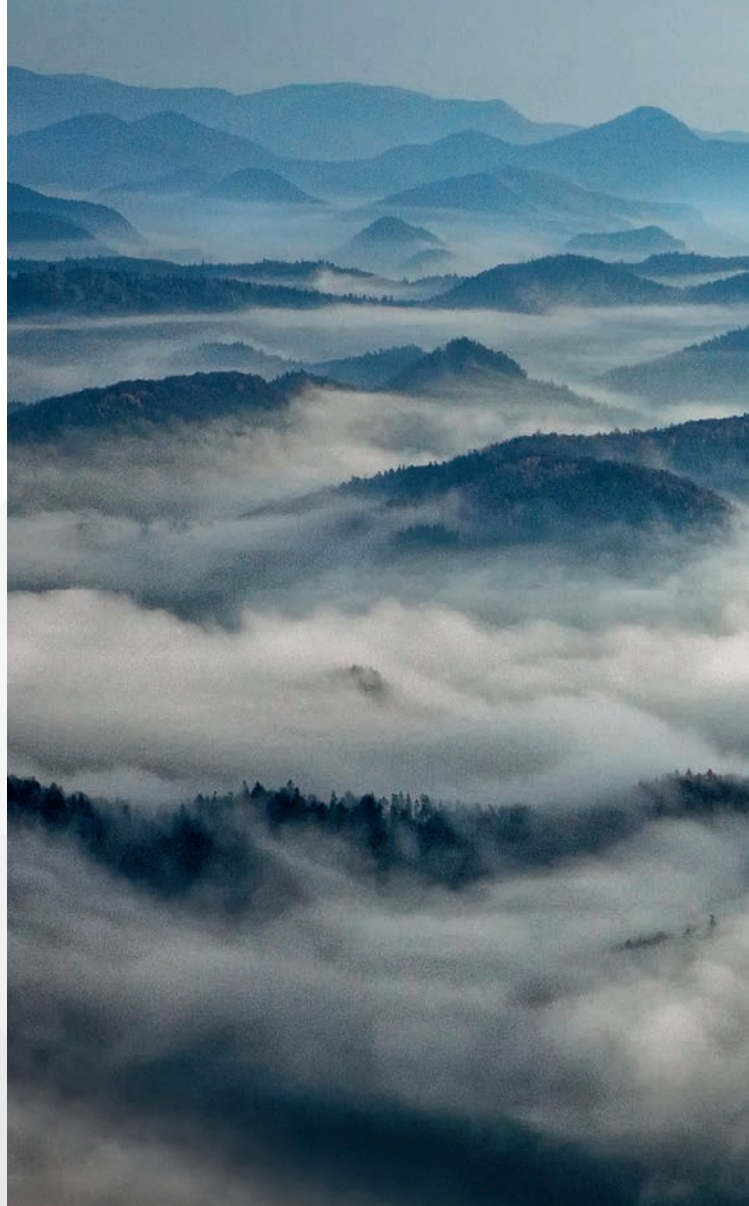
Have we caught your interest?

Further information about the association ZukunftsRegion Westpfalz and you can find out about our many projects at

www.zukunftsregion-westpfalz.de



The West Palatinate region is 3,085 square kilometres in size and has a population of roughly 518,000 people. The agriculture and forestry sectors shape our region. The Palatinate Forest is the largest area of uninterrupted forest in Germany making it a truly unique piece of nature and it is also an outstanding region for tourism. But West Palatinate is far more than just beautiful landscapes. The region's cosmopolitan people, attractive employers as well as an excellently connected research and development sector invite its visitors to put down roots and make West Palatinate their home. But don't just take our word for it, come and find out for yourself!



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