



## Central location

The district of Fulda is situated in a corner of three states, Hesse, Bavaria and Thuringia and particularly benefits from its closeness to the Rhine-Main area. On the A 66 motorway, or by ICE high-speed train, it is just about an hour to the Rhine-Main airport. Since the reunification of the two Germans, Fulda has functioned as a traffic node as well, a bridge from the new Federal states towards the Rhine-Main area, and is simultaneously very well connected with a close-knit series of exits to the main north-south A7 axis. One important trump card is the status of Fulda as an ICE node. Berlin, Hamburg, Munich, Stuttgart or Cologne can be reached in just 3 hours of travel time by ICE high-speed rail. And about its central position: the city of Fulda is the administrative and trade centre for an urban catchment area of no less than 400,000 inhabitants.

## Living and working

The district of Fulda comprises 23 towns and communities with nearly 220,000 inhabitants. These towns and villages can offer their citizens something special. The inhabitants of the Fulda region live and work in a place where others come to holiday; they enjoy the big-city trade, culture and service offerings of the city of Fulda and its central location with the outstanding rail and road connectivity. The quality of life is most agreeable here. The crime rate is low, the comfort factor, especially for families, is high. And so it is hardly a wonder that the audience of the Hessischer Rundfunk (Radio Hesse) chose the city of Fulda in the year 2012 as the „most beautiful city in Hesse“ and the Rhone as the „most beautiful landscape in Hesse“. It is worthwhile living and working here.

## The regional metropolis Fulda

The heart of the Fulda region is the baroque city of Fulda, with a population of just about 65,000 (Greater Fulda, 110,000). The regional metropolis Fulda is the administrative and trade centre for a surrounding circle of 50 km radius. This seat of the bishopry was founded as early as 774 AD and in its landmark, the cathedral, it houses the tomb of the Holy Boniface, the Apostle of the Germans. The inner city of Fulda is characterised by the baroque quarter, one of the biggest of its kind in Germany; it has become a popular destination in national and international tourism. The density of the taverns is also legendary. This is a matter of joy, particularly for the no less than 7,000 students at the Hochschule (University of) Fulda. Since the opening of the congress centre with its capacity of up to 5,000 visitors, Fulda is developing more and more into an efficient conferencing location. Medical facilities are first-class as well. The Fulda Clinic, in terms of its equipment and size, is ranked number five among the university clinics of Hesse.

## Nature and culture

It is just a half-hour by car from Fulda to the beginning of the Rhone region, the land of open vistas and distant horizons, which was honoured by UNESCO by declaring it a biosphere reserve. The Wasserkuppe, 950 metres tall and the highest mountain in Hesse, is considered the cradle of gliding. In fact, the entire region stands out for its very high recreational and cultural value. There are prizewinning trekking and cycling tracks here for the sports-minded, with the Milseburg tunnel, the longest bicycle tunnel in Germany, or the Kegelspielradweg, which is a bicycling trail through the „Skittles“ range of mountains in Hesse, starting from Huenfeld, the town on the Haune river, into the neighbouring Federal State of Thuringia. Apart from the proverbial fresh air in the region, there is also the healthy food, which is enjoyed equally by the locals and the tourists. The high level of the quality of life is also responsible for the fact that the Fulda region is overcoming the demographic transition well. The population figures are mostly stable and the prognoses for the future are also positive.



### Büchel at a glance

- Founded in 1920
- Family owned Business in the second generation
- One of the biggest European bicycle parts refiner
- Worldwide 850 employees at eight locations
- Executive partner since 1976: Erhard Büchel

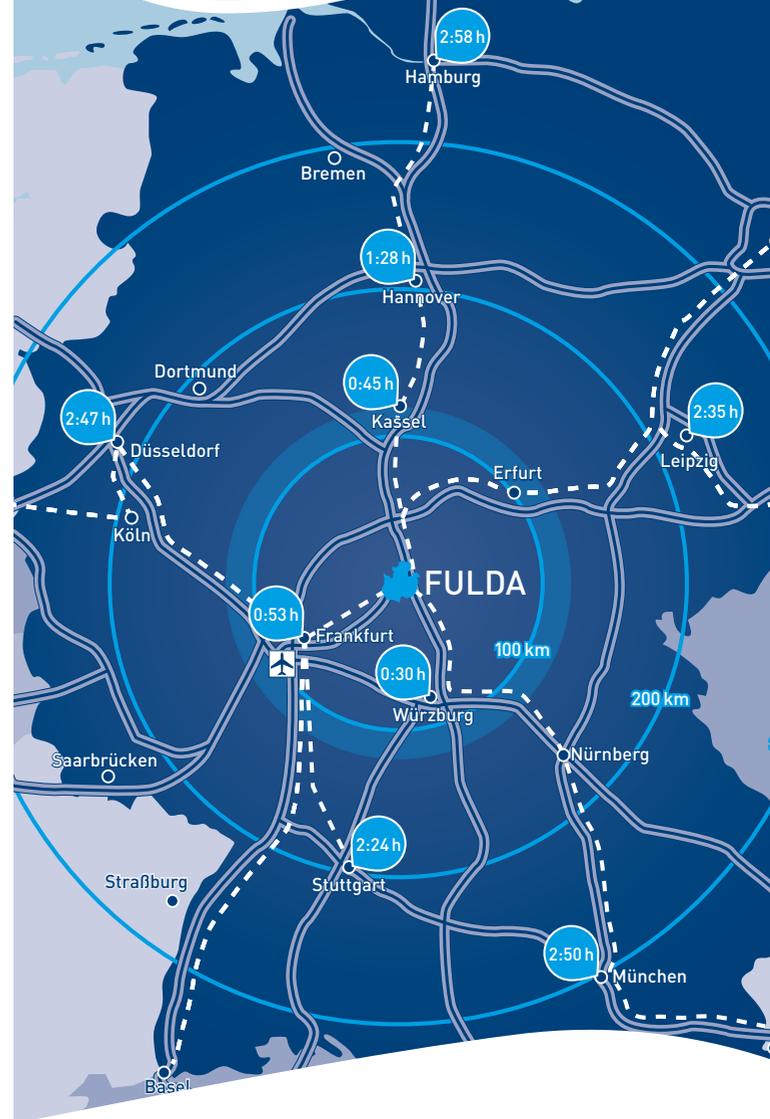
### Relevance for the region

The topic Education has always been of importance for Büchel. Since over 90 years the bicycle parts specialist invests in young talents. After a successful graduation the young professionals have the chance to climb the career ladder within the company. Furthermore Büchel offers a dual degree course "Logistic Management" in cooperation with the University of Applied Science in Fulda and works together with the private vocational academy. The facilitation of young talents within the company ensures the future and helps to create a new and secure working environment in the region.

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the fulda region,  
in the middle of germany  
is making its  
presence felt in  
the media



For further information: [www.region-fulda.de](http://www.region-fulda.de);  
[www.fulda.de](http://www.fulda.de); [www.landkreis-fulda.de](http://www.landkreis-fulda.de); [www.rhoen.de](http://www.rhoen.de)

Büchel – we make the  
difference

provides technology  
for the bicycle



### Introducing BÜCHEL

Lighting sets, Luggage carriers or rims – since 95 years Büchel has been focusing on "technology around the bicycle". The Consortium belongs to the biggest European manufacturers of components for the bicycle industry and has been rated A as supplier for the car industry. The Administrative Center located in Fulda has 25 employees. Five locations in Germany have 225 employees that produce Rims, Luggage carriers as well as spokes, nipples and components of plastic. The three Chinese productions have 625 employees that manufacture lighting sets, reflectors, bells, locks and other equipment required for the bicycle.

### Production at the highest standard

Through Innovation always a step ahead of competitors: The implementation of new products is handled by the companies own constructors, developers and designers with newest techniques. Punch-, Bend- and Injection tools as well as specialized tools are produced within the own company. Security relevant bicycle parts such as front- or backlights are developed and tested in collaboration with TÜV-Product service Munich. Optimized production lines are refined particularly with the University of Chemnitz. The high quality of the versatile products is secured by constant quality surveillance in the company owned testing laboratory.



a great place to work.

[www.region-fulda.de](http://www.region-fulda.de) an initiative from the town, county and IHK of Fulda



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