

Düsseldorf

Düsseldorf, the capital of the federal state North Rhine Westphalia, is a town for **business, leisure and shopping activities**, located in the Rhine area. The new modern highlight is the **Media Harbor** with its contemporary architecture which was shaped by many internally renowned architects like Frank Gehry or Helmut Jahn.

The city is easily to reach via its **international airport** north of the city center which the 3rd largest in Germany, via the **central train station** and via the closely-woven **autobahn network** of North Rhine Westphalia.

Düsseldorf has a high significance as a **destination for trade fairs** because many internationally important trade fairs take place here throughout the year. Examples are: The „**boot**“ (for boating and water sports) or the „**Drupa**“ (for print media, publishing & converting).

One cannot visit Düsseldorf without having seen the internationally well-know shopping boulevard **Königsallee** (which the locals just call "Kö"). Many **exclusive shops** and passages can be found here as can most of the known goldsmiths, clothing brands and galleries.

A short walk through the famous "**Altstadt**" (Old Town), which is a pedestrian area, is also obligatory for visitors - Düsseldorf's old city centre is also called "the world's longest bar" with more than 260 pubs and restaurants. Here it is possible to taste "**Altbier**" in one of the many brewery restaurants. This is a special kind of beer which is typical for the city.

The modern Düsseldorf can be experienced in the **Media Harbour** where many companies from the media and advertising business have their offices and a collection of restaurants, bars, discotheques and clubs provide for an active nightlife.

Alongside the "Altbier", one can taste typically Rhenish specialties like "**Halve Hahn**" which is a very mature cheese with bread or "**Röggelchen mit Flöns**", a rye bread with blood pudding.

The Düsseldorf carnival is **part of the traditional carnival festivities in the Rhineland** and is celebrated with a huge parade on "Rosenmontag" (Rose Monday). Other major places at which the Rhineland carnival is celebrated are neighboring Cologne and Mainz (close to Frankfurt).



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