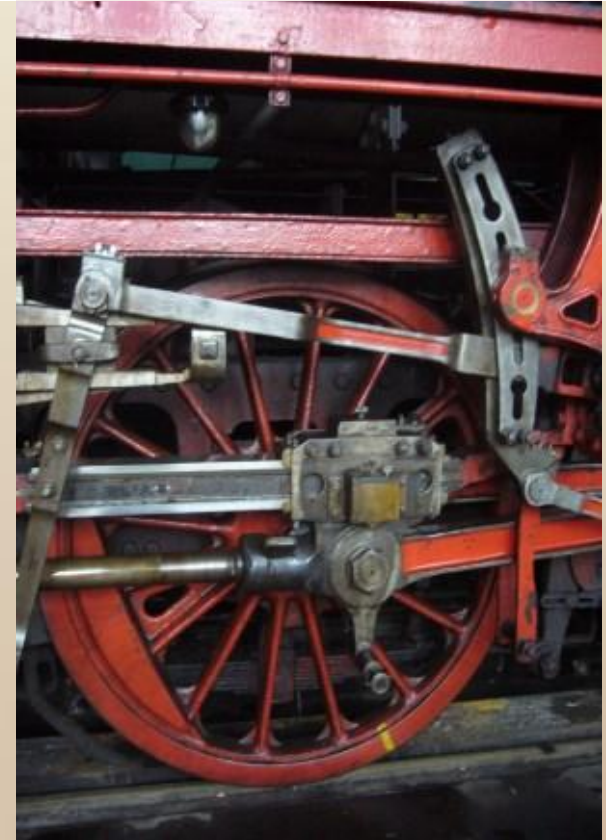


RAILWORLD THEMENPARK GELSENKIRCHEN

This summary provides you with important details on the project of creating a railway theme park in Gelsenkirchen.

The strong political support of the city of Gelsenkirchen as well as the ideal location for the project are perfect prerequisites for a realization. We will gladly provide you with more detailed information against a confidentiality agreement. Meanwhile, enjoy the reading!



BUSINESS SUMMARY

RAILWORLD THEMENPARK GELSENKIRCHEN

The antique railroad center in Gelsenkirchen will become a fascinating theme park for all fans of the railroad, as well as for families and children in the whole of Europe interested in sharing time in a historical setting with fun attractions.

There is hardly a topic which reflects at the same time the glories of past , present and future technologies as the railway. Railway is at the same time fantasy and reality and counts enthusiastic supporters worldwide. The passion that surrounds this topic will be centered in Gelsenkirchen. At the historical railway compound Bismarck..... Railworld will create an absolutely authentic railway-experience. Here passionate railway supporters will find a communication platform where they can exchange ideas and model trains, where they can experience the maintenance works for locomotives in a see through train-workshop. Children will find topic related playgrounds, they will be able to ride a hand operated railroad car, they will observe how a steam locomotive gets loaded for the next ride. **The Railworld Theme Park offers a unique blend of edutainment, entertainment and infotainment.**



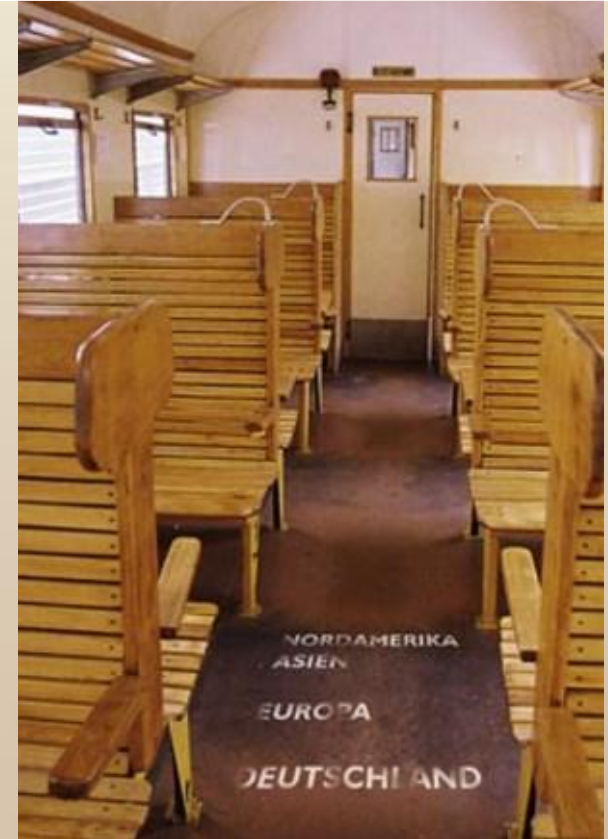
INTRODUCTION

RAILWORLD THEMENPARK GELSENKIRCHEN

Travelling by train in the 20s and 30s.

Just imagine you can relive the feeling of the first big travel era. The Railway compound Bismarck was founded 1928. Today, it still stands in its original form. The Railworld Theme Park breathes the air of its past history. Nearly 100 years are gone by, but we still experience the "old times", we assist to a "Bahnwerk-Bismarck-Musical" with the music and fashion of the founding years. We stroll through the halls of the old station at original sounds of the past.

The storybook leads you through the adventure of railway travelling in the late 20s. **The fascination of illusion.**



A TRAIN-TRIP BACK TIME

RAILWORLD THEMENPARK GELSENKIRCHEN

The Building complex of 1928 as starting point for staging the scene

Every detail is perfectly authentic. The culture, the everyday experience, the cheeky fashion of the time. Everything will be staged as it was: The uniforms, the lighting, the advertising posters, even the coffee-cups will be found again. **A perfect "retro" atmosphere.**

The visitor will find ever changing theme events, musicals, theater, movies. In the historical halls events can be individually catered for. There is room for exhibitions and congresses. In the typical round hanger for the parking and repairing of trains you will be able to admire typical train wagons and steam locomotives of the time



A TRAIN-TRIP BACK TIME

RAILWORLD THEMENPARK GELSENKIRCHEN

The location – demographic facts

82,5 Million people live in Germany

18 Million thereof live in Northrhine-Westfalia

15 Million thereof live within a radius of 90 minutes distance of Gelsenkirchen

5,4 Million thereof live in the „Ruhrgebiet“

7% of Germany's population live in the „Ruhrgebiet“, the largest urbanised region in Germany, and the third largest after Paris and London within the European Union.

40% of the EU Population, or approximately

190 Million people live in a radius of approx. 500 km around the „Ruhrgebiet“.



CONURBATION RUHRGEBIET - LOCATION

RAILWORLD THEMENPARK GELSENKIRCHEN

The authenticity of the location

You will not find anywhere in Europe so much interest and such a genuine cultural background related to the railway-theme as in the Ruhrgebiet. The old industrial and railway-center Gelsenkirchen with the Bismarck compound is the ideal cradle for this project.

The opening of the first sectors of the Railworld Theme Park in 2010 would coincide with the designation of Essen as Europe's Cultural Capital (RUHR2010). Essen is one of the cities lying in close neighborhood with Gelsenkirchen within the Ruhrgebiet.



INDUSTRY PARK RUHRGEBIET

RAILWORLD THEMENPARK GELSENKIRCHEN

Synergies in the location:

Just opposite the Railworld Theme Park lies one of the most successful zoological gardens in Germany, the ZOOM park, counting approx. one Million visitors yearly. With a cross marketing promotional campaign both attractions will supplement each other. Whilst the zoo attracts more visitors by good weather as an outdoor attraction, Railworld will be successful attracting visitors even by poor weather conditions.

The population living in a 50 km radius of both attractions counts 6.4 Mio people.



ZOOM
ERLEBNISWELT
Gelsenkirchen



EXCELLENT NEIGHBOURS: RAILWORLD AND ZOOM

RAILWORLD THEMENPARK GELSENKIRCHEN

Traffic Accessibility of the location

The Bismarck Compound can be easily reached through highway A42, exit "Bismarck". From there it is just a stone's throw away from the Railworld Theme Park and the ZOOM. A road will lead directly from the highway to the parking areas of both parks.

Train, tram and bus stations are nearby.

Starting from the Railworld Theme Park there will be two historical railcars of the Railworld **RuhrTRAIN**, as well as a steamed harbour train. These routes will visit historical spots pertaining to the Project **RUHR2010**, which has been created with respect to the World's Cultural Capital.

It should be further mentioned, that the Schalke Arena, stadium of the old Soccer-Club Schalke 04 is just 500 meters away.



ACCESSIBILITY

RAILWORLD THEMENPARK GELSENKIRCHEN

So far, there is not a single place where railway fans could focus their interest such as Railworld.

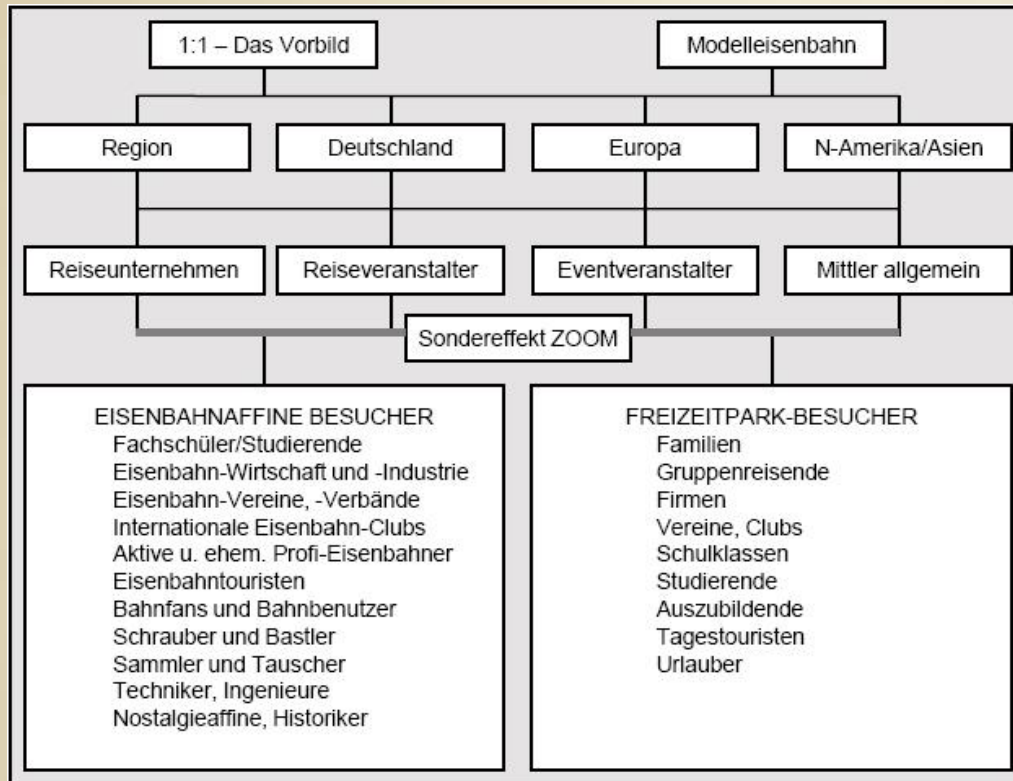
Here they will find the perfect symbiosis between model trains and the “real thing”, and a unique blend between topic and history. Moreover, the Railworld park appeals to active and retired railway professionals, railway associations and the bulk of interested population. Fathers and sons who ache to see a functioning steam locomotive, families wanting to spend a day in an interesting environment catering to the needs of all age and gender groups.

In addition, the park targets to the growing group of theme park tourists. The Ruhrgebiet region with its dense population and the neighborhood of Benelux countries will provide a huge market basis for the Railworld park in historical setting. This has been attested by the feasibility study of the well known marketing research institute Wenzel Consulting AG, which is documented in our website www.railworld-themenpark.de/downloads



TARGET GROUPS

RAILWORLD THEMENPARK GELSENKIRCHEN

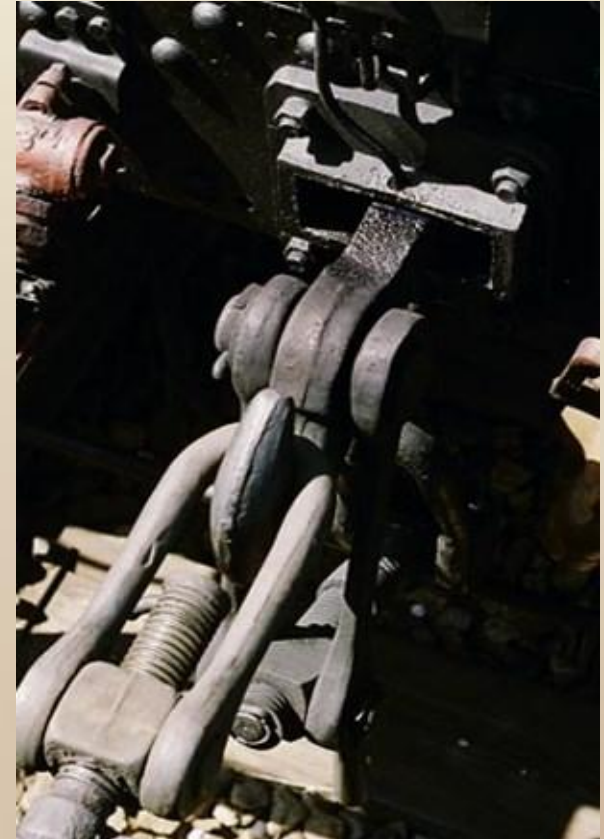


THE TARGET GROUP (TO BE TRANSLATED)

RAILWORLD THEMENPARK GELSENKIRCHEN

The Railworld Theme Park will be lead by different competence centers.

We differentiate mainly between the sectors park management and the gastronomy and event management. The park will provide a fixed income per capita visitor: The entrance fee. Included in the entrance fee for the park are e.g. the No-seum, the seven railway wonders (models 1/10 and multimedia), the children station and play grounds, the underground digging train, the exhibition steam and coal, and the cinema. Shops and merchandising will also be attributed to a profit center or will be managed externally. In any case all activities will be coordinated by a management, marketing and sales organization and will be committed to the central ideas of the theme park.



THE PARK MANAGEMENT CONCEPT

RAILWORLD THEMENPARK GELSENKIRCHEN

The quality of the attractions determines the success of a theme park.

The Railworld Concept is based on:

- ✓ Unique Selling point
- ✓ Surprise factor
- ✓ A reference to reality
- ✓ It offers more than one expects
- ✓ Sympathy and joy.

Railworld offers a series of attractions that are unique in their abundance. We visualize the history of railway in a gripping , interactive technical trip to adventure. The concept will be followed by the restaurants and by the event philosophy. According to modern conceptions of the leisure sector, infotainment, edutainment and entertainment will be the pillars of the railway experience. They are the base and mission of the project.

The attractions are all planned down to the last detail. Further information is available upon submission of a confidentiality statement.



THE ATTRACTIONS

RAILWORLD THEMENPARK GELSENKIRCHEN

- 01 THE EVENTSTATION
- 02 THE EATING STATION
- 03 THE NO-SEUM
- 04 THE TRANSPARENT WORKSHOP
- 05 THE 7 WORLD WONDERS OF THE RAILWAY
- 06 THE CHILDREN STATION
- 07 INDUSTRY CULTURE RUHR: STEAM&COAL
- 08 THE UNDERGROUND DIGGING TRAIN
- 09 THE RUHR-TRAIN
- 10 THE HARBOUR TRAIN ROUTE
- 11 THE SHOPS
- 12 THE COLLECTORS EXCHANGE MARKET
- 13 THE CLUBLOUNGE
- 14 THE CULTURE STATION
- 15 THE TV - STATION

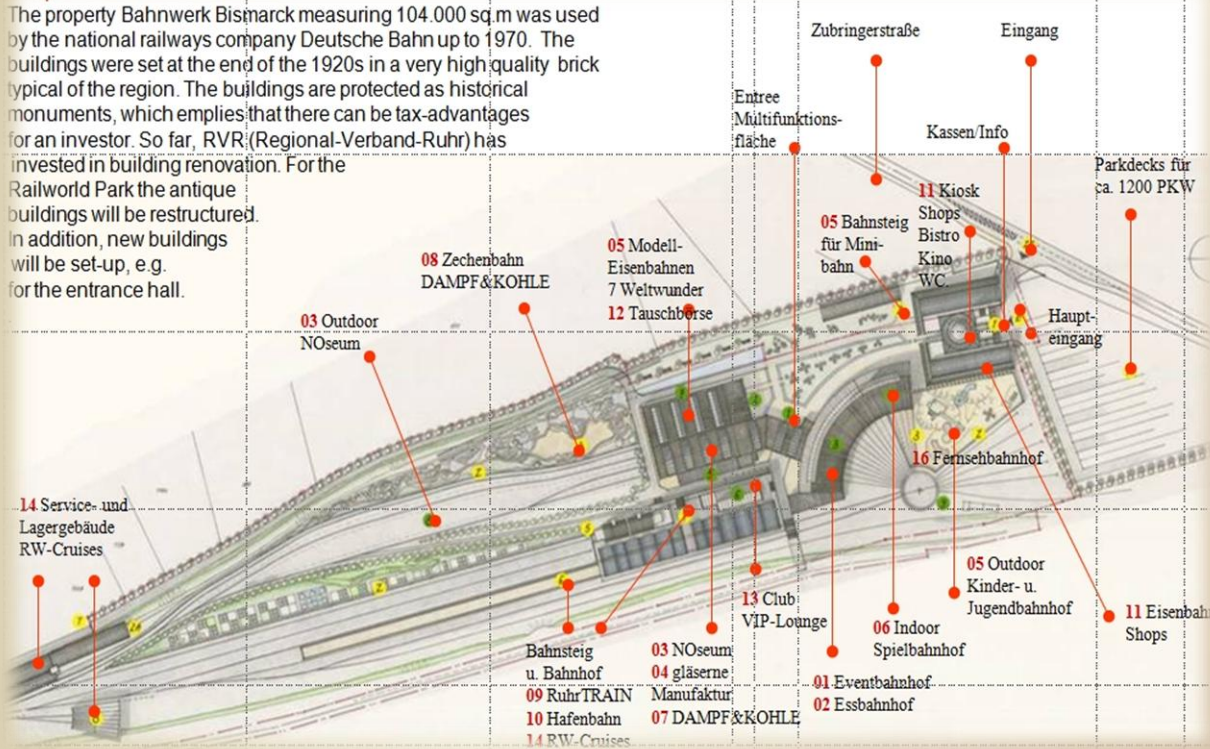


THE ATTRACTIONS

RAILWORLD THEMENPARK GELSENKIRCHEN

The premises and their utilization

The property Bahnwerk Bismarck measuring 104.000 sq.m was used by the national railways company Deutsche Bahn up to 1970. The buildings were set at the end of the 1920s in a very high quality brick typical of the region. The buildings are protected as historical monuments, which implies that there can be tax-advantages for an investor. So far, RVR (Regional-Verband-Ruhr) has invested in building renovation. For the Railworld Park the antique buildings will be restructured. In addition, new buildings will be set-up, e.g. for the entrance hall.



ATTRACTIONS' POSITION WITHIN THE PARK

RAILWORLD THEMENPARK GELSENKIRCHEN

A railway complex of the 20's will be transformed in an event hall, a concert hall, a stage, or a musical arena!

Whatever you want! The retro-buildings of the early train plant with the circular hangar with its rotating platform are ideal settings for small and large dramatic event arrangements. They will also be the perfect setting for exhibitions in the ambit of e.g. the Ruhr2010, the European Railway Meeting and many more.



THE EVENT STATION

RAILWORLD THEMENPARK GELSENKIRCHEN

There were times in which you could eat as a king in European train stations

You could have fun, observe elegant people walking around. There was even very good "fast food", though it was not called so at the time. In addition, you could enjoy really good regional food. This exceptional type of gastronomy will be offered in the theme park Railworld, partly following the authentic style of the 20's.



THE GASTRONOMY STATION

RAILWORLD THEMENPARK GELSENKIRCHEN

The Railworld theme park is not only a reminiscence of steam locomotives!

We also talk of the future of the railway. We talk about adventure and technique, of communication and social aspects, of logistics masterpieces, of design creativity. But we do not want to press all these inspiring themes within the corset of a museum. Our answer: A No-seum, an inspiring adventure path to the international railway culture and their leading figures.

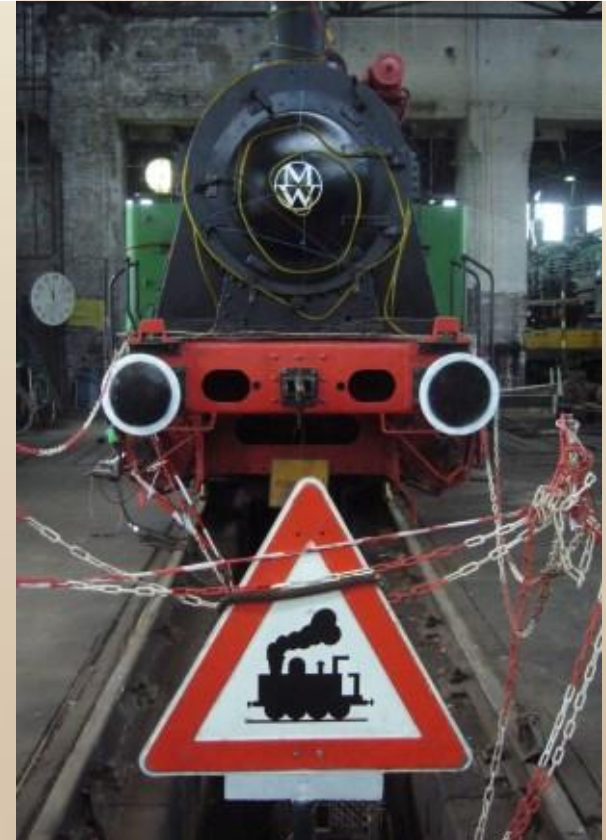


THE NO-SEUM

RAILWORLD THEMENPARK GELSENKIRCHEN

The spirit of the railway

Our adventure path has an important pedagogical function and is ideal for school classes. But we do not teach. The message will be innovative, practically oriented and exciting. In a blend of multimedia, path architecture, modern communication mediums, children and adults will feel the spirit of the railway and retain a vivid picture of the history of the railway. In addition, they will gain insight in the future of the railway sector in our museum of the future, the Futurion.

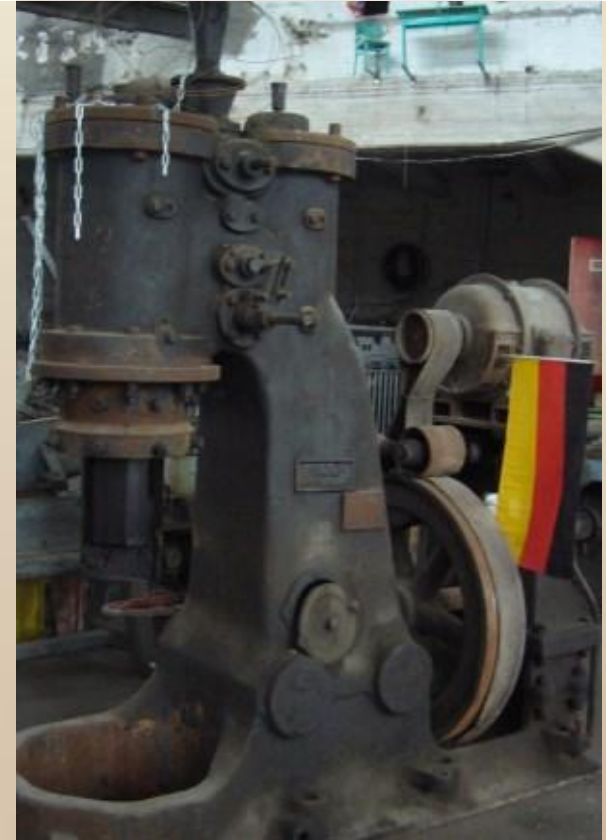


THE NO-SEUM

RAILWORLD THEMENPARK GELSENKIRCHEN

Live from the manufacture behind glass

Visitors will be able to observe the repair and maintenance works for wagons. In a special program named "Men at work" it will be possible to absolve a course of one or more days as a railway mechanic. A real hands on experience!

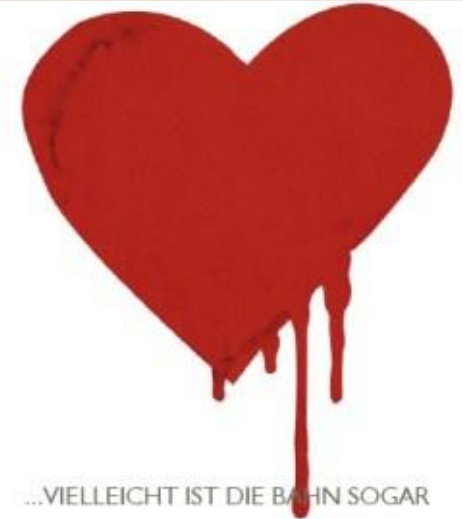


THE MANUFACTURE BEHIND GLASS

RAILWORLD THEMENPARK GELSENKIRCHEN

The Railworld train model

There are many train models around the world. The interest for this sector is extremely large. Yet we will not reproduce what others have done. We will present seven "wonders" of the railway as models and multimedia presentations, in a spectacular staging that will cater for the needs of at approx. 300 visitors simultaneously. Examples of the seven wonders are: Tow trains in the Panama Canal, The train tunnel in the Rocky Mountains, the legendary Orient Express.



...VIELLEICHT IST DIE BAHN SOGAR
MEHR ALS EIN VERKEHRSMITTEL,
EINE INSTITUTION DER KULTUR,
EIN SELBSTVERSTÄNDLICHER TEIL
UNSERER ZIVILISATION GEWORDEN,
EIN GEGENSTAND VON SORGE UND
EIFERSÜCHTIGER LIEBE WIE DER
DEUTSCHE WALD,
DAS FACHWERKHAUS
UND DIE KUNST.

SEVEN WORLD WONDERS

RAILWORLD THEMENPARK GELSENKIRCHEN

Railway play-classics and new interactive play concepts

In this intensely populated region we will create in cooperation with the best toy and playing equipment companies one of Europe's largest railway playground. There will be a "youngsters only" area with a hands on rail experience, as well as e.g. hand care operated competitions and many more attractions.



THE CHILDREN- AND TEENIE'S STATION

RAILWORLD THEMENPARK GELSENKIRCHEN

Special exhibition for the year 2010: Essen will be cultural capital of Europe

The exhibition shows the 150 year long relationship between the steel and coal industry and the development of the railroad network.



INDUSTRY CULTURE RUHR: STEAM&COAL

RAILWORLD THEMENPARK GELSENKIRCHEN

The underground network was a fundamental factor in the industrial development of the Ruhrgebiet.

The transport of materials and manpower was effected through a system of underground tunnels similar to today's subway systems. They were large and well lit underground ways with stations and tunnels. Visitors of the Railworld theme park will be able to ride an underground train in a short rebuilt portion of such a tunnel, and will be surprised by the challenges that had to be tackled in order to construct these underground passages.



THE UNDERGROUND DIGGING STATION

RAILWORLD THEMENPARK GELSENKIRCHEN

The industrial development of the Ruhrgebiet would not have been possible without the railway.

In order to show how important this relationship was, we will establish a train line between the theme park and the most important historical industrial centers of the Ruhrgebiet. This way the Ruhrgebiet can be seen from the perspective of the railcars of earlier times.



THE RUHR-TRAIN

RAILWORLD THEMENPARK GELSENKIRCHEN

The old factory rail line

which used to connect the Grimberg harbor to the smelting works Schalker Verein and Bochumer Verein on the Rhine-Herne-canal is an important historical time-stamp. A historical steam locomotive of the Railworld Cruises will journey along this route. After approaching the harbor, passengers will be offered the unique opportunity to sail on a steam ship along the canal to later be picked up by the steam train.



THE HARBOR TRAIN ROUTE

RAILWORLD THEMENPARK GELSENKIRCHEN

Specialty shops at Railworld

A variety of products can be offered around the topic of trains and railways. Model trains, games, books, movies, merchandising articles, toys, souvenirs. In addition, the philosophy of the park will enhance the offer of accessories like suitcases, hats, sunglasses etc.



THE SHOPS

RAILWORLD THEMENPARK GELSENKIRCHEN

Buy and sell everything related to trains and railway

The Railworld-Online platform will be connected on terminals throughout the park. Visitors will be able to exchange interests and goods and meet other interested people at meeting points within the Railworld park. Also, visitors will find the possibility to let experts appraise their collected items or items which they wish to purchase. In addition, they will find repair centers for their models railways.



THE MARKET PLACE FOR COLLECTORS

RAILWORLD THEMENPARK GELSENKIRCHEN

The club lounge is the communication center

It will be the home of Railway enthusiasts, a cozy meeting place furnished in the style of the 20's. Railworld-Online as well a comprehensive library will be offered. What a wonderful way to start new friendships around one of the most fascinating topics worldwide!



THE CLUB-LOUNGE

RAILWORLD THEMENPARK GELSENKIRCHEN

Fascination of travelling by train.

Railworld will not only offer within the idea of RUHR2010 the Ruhrtrain, touring the main historical industry sights in the region. It will also cater for the needs of the Railworld Cruises. The Railworld Cruises will be lead as a traveling center for all train- travel attractions, e.g. a train expedition through the Andes or through Australia. Also, it will manage the trips of its own train cruises across Europe.



RAILWORLD CRUISES

RAILWORLD THEMENPARK GELSENKIRCHEN

The Railworld Project seems to be predestinated for the expression of art

There is hardly a better way for managers and investors to differentiate themselves as through arts. One of the ways to apply this principle to the Railworld topic would be as in this example of decorating a typical water tower (Water Tower Gera, by Fischer Art in Leipzig). There is a huge potential for artistic expression at Railworld-Gelsenkirchen, which can be successfully related to profitable activities in product merchandising.

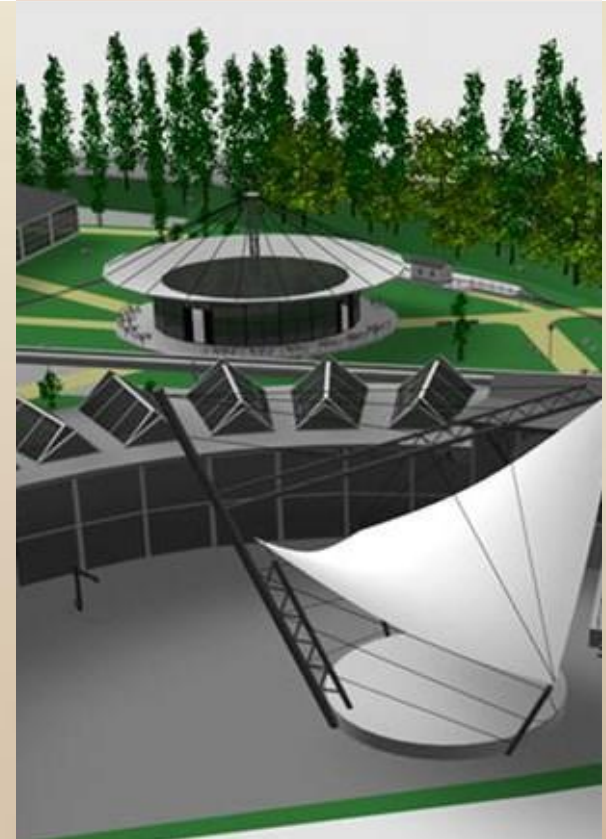


THE CULTURE AND ARTS STATION

RAILWORLD THEMENPARK GELSENKIRCHEN

Live from the rotating platform

Railworld is planning to establish a lasting TV-Studio with news from the world of trains and railways. It will be a mix of entertainment and information. It suffices to notice how many publications and magazines are being published every year just to know how large the public interest for this segment is.



THE TV-STATION

RAILWORLD THEMENPARK GELSENKIRCHEN

THE PROCESS OF TRANSFORMING THE RAILWAY CENTER BISMARCK, GELSENKIRCHEN INTO RAILWORLD ERLEBNISPARK BISMARCK

Impressum:

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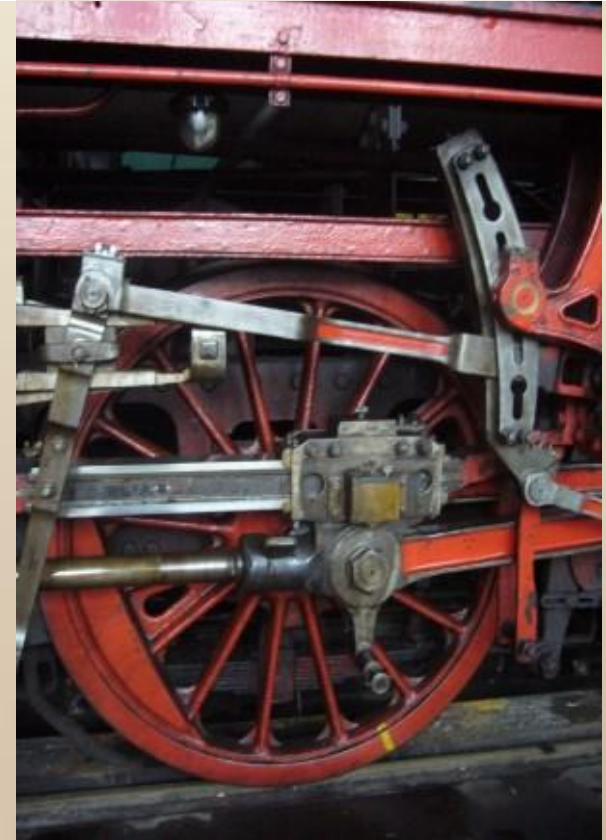
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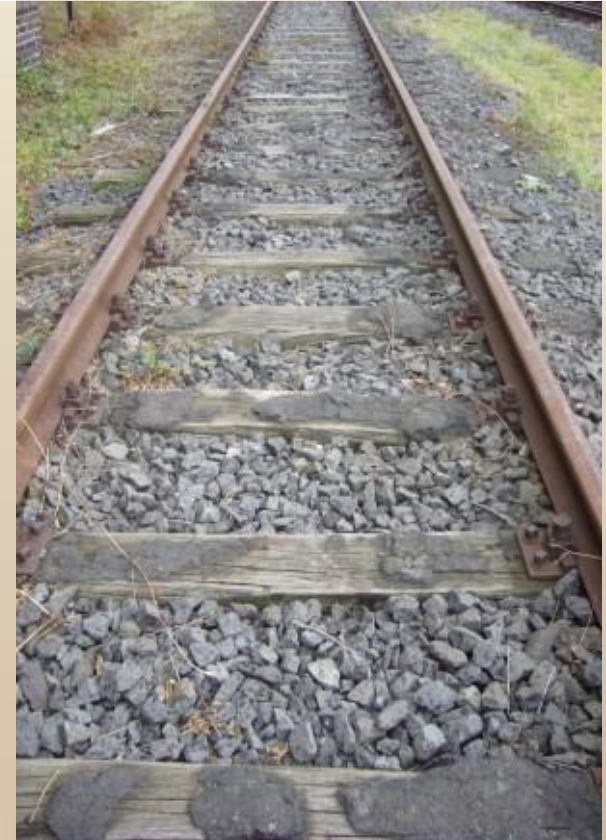


IMPRESSUM

RAILWORLD THEMENPARK GELSENKIRCHEN

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