

A large, faint world map is centered in the background of the dark blue section, rendered in a lighter shade of blue with a fine grid pattern.

# Discover bw-i.

Creating Opportunities for Business, Science,  
Research and the Arts.

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# Introduction

Baden-Württemberg International:  
A modern provider of services for economic  
development and international cooperation

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The State of Baden-Württemberg, located in the southwest of Germany, is one of the most attractive business locations worldwide. It enjoys close international ties to a large number of companies and organizations in many industries. Business, science, research, and the arts – these are just some of the areas in which Baden-Württemberg can look back on a long track record of cooperation with foreign partners. And in many of these fields, we are European and world leaders. Against this background, Baden-Württemberg International (bw-i) is tasked with fostering international cooperation in business, education, and research – and strengthening the state's competitiveness.

bw-i's activities include initiating cooperation between local and foreign companies through programs aimed at penetrating key markets across the globe. We also promote Baden-Württemberg as a center of business, education, and research – both at home and abroad. In addition, we offer advice and assistance for foreign companies looking to invest in the area, and we organize projects in selected countries. Moreover, Baden-Württemberg International is a central point of contact for enterprises and institutions in Germany and beyond for inquiries of all kinds.

We work hand in hand with Baden-Württemberg's business organizations, regions, local authorities, universities, and research institutions. What's more, we maintain close links to partners in countries around the world. Drawing on our extensive experience in our chosen areas of specialization, we deliver expert services and advice to clients at home and abroad, and act as an engine of synergy.

In addition to expertise in economic development, bw-i provides easy access to the skills of industry associations, research players, and universities. The result is a highly effective, modern service portfolio, designed to strengthen Baden-Württemberg as a location for business, science, education, and research – and to enhance the state's international contacts.

# Baden-Württemberg International: The Company at a Glance.

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## **Company name**

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Agency for International Economic and Scientific Cooperation

## **Company headquarters**

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Haus der Wirtschaft  
Willi-Bleicher-Str. 19  
70174 Stuttgart  
Germany

## **Legal form**

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Limited liability company

## **Shareholders**

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State of Baden-Württemberg

L-Bank, Landeskreditbank of Baden-Württemberg

Association of Chambers of Commerce and Industry of Baden-Württemberg

Federation of Industry of the State of Baden-Württemberg Inc.

Association of Chambers of Crafts of Baden-Württemberg

## **Managing Directors**

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Dr. Michael Hagemeyer  
(Chief Executive Officer)

Dr. Herbert Neuland  
(Managing Director)

Herbert Bossinger

Ulrich Mack

## **Supervisory board**

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Ernst Pfister, MP (Chairman)  
Minister of Economic Affairs

Dr. Dietrich Birk (Deputy Chairman),  
Parliamentary Secretary in the  
Ministry of Science, Research  
and the Arts Baden - Württemberg

## **Advisory boards**

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Business

Dr. Siegfried Jaschinski (Chairman),  
Chairman of the Board of Managing  
Directors of the Landesbank Baden-  
Württemberg (LBBW)

Science, Research and the Arts

Prof. Dr.-Ing. Dieter Fritsch (Chairman)  
University of Stuttgart

## **Employees**

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At headquarters and abroad: 55

## **Global partner network**

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Partners in more than 50 states

## **Annual revenues**

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Approx. 15 million euros

## **Founded in**

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1984

# Company History

## **1984 Established as “Baden-Württemberg export foundation” (Exportstiftung Baden-Württemberg)**

Supported small and medium-size enterprises (SMEs) in penetrating foreign markets.

## **1987 Renamed as “Baden-Württemberg international trade foundation” (Stiftung Außenwirtschaft Baden-Württemberg)**

Expanded activities beyond promoting exports to include inward investment promotion as well as encouraging companies to relocate to the region.

## **1990 Establishment of “Agency for International Economic Cooperation” (Gesellschaft für internationale wirtschaftliche Zusammenarbeit Baden-Württemberg mbH)**

Changed name and legal form, becoming a limited liability company. Expanded its existing activities to include international projects. This dedicated unit focuses on training, economic development and vocational training.

## **2004 “Agency for International Economic and Scientific Cooperation” (Baden-Württemberg International – Gesellschaft für internationale wirtschaftliche und wissenschaftliche Zusammenarbeit mbH)**

In addition to handling international business contacts, international projects, marketing the region as a business hub, and encouraging companies to locate to the area, bw-i broadened its focus to include science, research and the arts. Change in company name to Baden-Württemberg International.



# Foreign Trade: Opening Doors to International Markets.

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Our mission is to support individual companies and entire industries in Baden-Württemberg in their efforts to penetrate foreign markets. We provide consulting services, information, and broker business contacts in key international markets.

The business unit "Foreign Trade" offers a variety of services designed to help small and medium-sized enterprises (SMEs) in Baden-Württemberg expand into foreign markets. Companies can attend a wide range of measures, selected and staged in close collaboration with business organizations and bw-i shareholders. A new program designed each year, takes into account current economic developments and political background.

## Tools and methodologies

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- Matchmaking events
- Conferences/symposia on specific technology issues
- Presentation of companies and product lines
- Joint presentation of companies at international trade shows
- Presentation of companies by means of catalogues and brochures
- Fact-finding missions
- Seminars on export-related topics

- Services for project identification, development and guidance for implementation of new projects

## Services

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- Comprehensive organization of measures and events including planning, implementation and coordination
- On-site presentations
- Identification of suitable business contacts
- Travel management and interpreting services
- Information and background on politics, the economy (including market profiles, country-specific facts and figures, as well as market trends) and industries, socio-economy, legal and financial framework conditions

## Partner networks

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- Global network of partners
- Close collaboration with bw-i shareholders and business organizations

## Our track record

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Over the last ten years, 2,500 enterprises from Baden-Württemberg and 30,000 foreign companies have participated in events staged worldwide.

*We can offer you successful project management services of the highest international standard. Our professional and inter-personal skills and our expert knowledge of specific industries and sectors in different countries and regions helps companies to strengthen their international competitiveness.*

[www.bw-global.de](http://www.bw-global.de)



# International Projects: Sustainable Development – Economic Perspectives.

Our mission is to support a sustainable improvement of the social and economic situation in states and regions that are possibly of interest to the economy in Baden-Württemberg.

The “International Projects” unit focuses on enhancing the operational and technical skills as well as the organizational expertise of our foreign partners. The regional focus currently lies in Central and Eastern Europe, Asia and Latin America. All projects are entirely funded by national and international organizations.

## Tools and methodologies

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- Industry-specific seminars
- Training for managers, and the establishment of training centers
- Design and implementation of measures in business promotion strategies
- Expert consulting services on specific topics

## Services

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- Planning, development and management of projects
- Advisory services and assistance on economic development for government agencies

- Brokerage of internships and enabling business contacts between managers
- Project evaluation and monitoring
- Comprehensive expertise in the field of finances, HRD and technology transfer
- Creation of customer-specific solutions

## Partner networks

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- EU, federal and state ministries in Germany
- Leading international consulting companies
- German and international donor and development organizations
- Independent consultants

## Our track record since 1990

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- Training for skilled employees and senior managers  
*600 days of training annually*
- Organization of industry-specific seminars  
*500 days of training annually*
- Provision of expert consulting services worldwide  
*750 man-days annually*
- Design and implementation of loan systems for SMEs  
*Total volume: approx. 24 million euros*
- Establishment of training centres  
*Total volume: approx. 15 million euros*

[www.bw-ipro.de](http://www.bw-ipro.de)

*We are about to expand our target region to Mediterranean countries and North Africa, and to strengthen our partnerships with leading consulting companies all over the world.*

# Inward Investment Promotion as a Base for Business: Exploring your Potential.

8 Our mission is to effectively position Baden-Württemberg as a leading center for business. We are committed to enhancing Baden-Württemberg's economy by attracting foreign investment and new companies to the region, and encouraging inter-enterprise collaboration and joint ventures.

We are the first point of contact for companies looking to invest in Baden-Württemberg or to collaborate with local companies. We provide information on the local economy and on establishing business operations in the region, including expert advice on strategic issues, and support throughout the investment process. These services are delivered in close cooperation with industry associations and other relevant organizations, enabling us to leverage their skills and resources.

## Tools and methodologies

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- Identification of suitable target markets by analyzing regions and industries
- Identification of and contact with potential investors and multipliers
- Presentations on the strengths of industry sectors in Baden-Württemberg
- Development of individual programs for potential investors, tailored to specific target groups

## Services

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- End-to-end investor support service for companies interested in locating to the region
- Promotion of international business cooperation and joint ventures
- Arrangement of visits for investors to meet with selected companies and industry organizations
- Program enabling companies in Baden-Württemberg to take part in industry-specific presentations and exhibition stands at international trade shows
- Support and services for local authorities and regions

## Partner networks

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- Regional and industry-specific networks, including corresponding private and public sector organizations
- Established contacts with large numbers of opinion leaders
- Economic development agencies in Germany and abroad
- Government authorities

## Our track record since 1990

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- Development of a global network of partners and contacts
- Processing of 7,000 inquiries from companies interested in locating to the region or interested in collaborating with local businesses
- Support for 250 companies that want to move to the area
- Creation and safeguarding of over 8,000 jobs

*By expanding our promotion activities, and promoting the opportunities offered by the region in specific industries, we aim to secure Baden-Württemberg's long-term reputation as one of the world's leading business bases.*

[www.bw-standort.de](http://www.bw-standort.de)  
[www.bw-kommune.de](http://www.bw-kommune.de)



# Science, Research and the Arts: Excellence in Baden-Württemberg.

Our mission is to raise Baden-Württemberg's profile as a center of excellence for higher education and research in order to enhance the region's international competitiveness.

Our unit "Science, Research and the Arts" runs a variety of campaigns designed to promote Baden-Württemberg's universities and research centers throughout the world. Furthermore, we support our partners in the development and implementation of internationalization and marketing strategies. Moreover, we foster collaboration between the higher education and research sector and industry. We also manage the Baden-Württemberg-STIPENDIUM for students (Baden-Württemberg Scholarship) on behalf of the Baden-Württemberg Foundation (Landesstiftung Baden-Württemberg), which supports outgoing and incoming students in studying abroad.

## Tools and methodologies

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- Participation in international fairs for higher education and industries
- Participation in scientific conferences
- Fact-finding missions
- Presentations and promotional tours focusing on Baden-Württemberg

- Press and public relations
- Brokering of partnerships and cooperation
- Careers service
- Bespoke marketing activities

## Services

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- Participation in joint exhibition stands at international fairs and events designed to provide information on and promote the state's higher education and research landscape
- Organization of trips abroad and visits by incoming delegations
- Marketing of study programs
- Publication of information material
- Development of searchable online databases
- Matchmaking between institutions interested in cooperation from Baden-Württemberg and abroad

## Partner networks

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- Universities and research centers
- Educational, research and business organizations
- Associations and foundations
- Government authorities
- German-speaking educational institutions abroad

## Our track record

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Involvement in numerous events in Germany and abroad (organization and/or participation); establishment of a worldwide partner network; wide-ranging public-relations activities.

*We expect additional opportunities to arise by fostering a closer collaboration between universities, research centers and businesses in Baden-Württemberg.*

[www.bw-wfk.de](http://www.bw-wfk.de)



# Expert Advice and Competence.

Two factors are essential for the international success of Baden-Württemberg, for its enterprises, universities, and research institutions, and for their competitiveness in global markets: On the one hand, effective positioning and marketing of the state as a center for business, research and development, and education; and on the other, penetration of foreign markets.

By combining these key activities within a single organization, bw-i provides tangible benefits for enterprises, universities, and R&D facilities – enabling highly efficient marketing of Baden-Württemberg’s many strengths. What’s more, because bw-i is owned and operated by all the key private- and public-sector organizations, it provides a single point of contact for across-the-board expert advice and competence.

Baden-Württemberg International is also the first port of call for foreign enterprises, research establishments, and institutions of higher education – whether they are interested in setting up business operations in the area, collaborating with local players, or transferring knowledge.

bw-i is a pioneer in regional and economic development in Germany as a whole. And in recent years, we have established a reputation as an expert service provider with a firm focus on solving real-world challenges both at home and abroad.

Baden-Württemberg International: We represent the interests of Baden-Württemberg’s businesses, research and development establishments, and educational institutions worldwide.

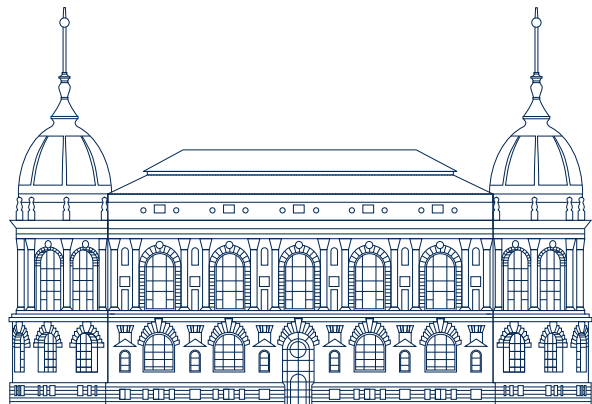
[www.bw-i.de](http://www.bw-i.de)

Foreign Trade

International Projects

Inward Investment Promotion

Science, Research and the Arts



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Baden-Württemberg International  *bw-i*

Agency for International Economic and  
Scientific Cooperation

Haus der Wirtschaft  
Willi-Bleicher-Straße 19  
70174 Stuttgart  
Germany

Phone: +49(0)711.22787 - 0  
Fax: +49(0)711.22787 - 22

E-Mail: [info@bw-i.de](mailto:info@bw-i.de)  
Website: [www.bw-i.de](http://www.bw-i.de)