

INVESTMENT GUIDE

Baden-Württemberg





48° 32' 15.9" N 09° 02' 28.21" E



Baden-Württemberg

FACTS AND FIGURES

35.747 km² land area

10% of Germany

11 million inhabitants

13% of the population of Germany

Largest cities:

Stuttgart / Karlsruhe

Mannheim

Freiburg / Heidelberg

Ulm / Heilbronn

Pforzheim / Reutlingen

EUR 524 billion Gross Domestic Product

15% of Germany's GDP

EUR 47,290 per inhabitant

EUR 205 billion export volume

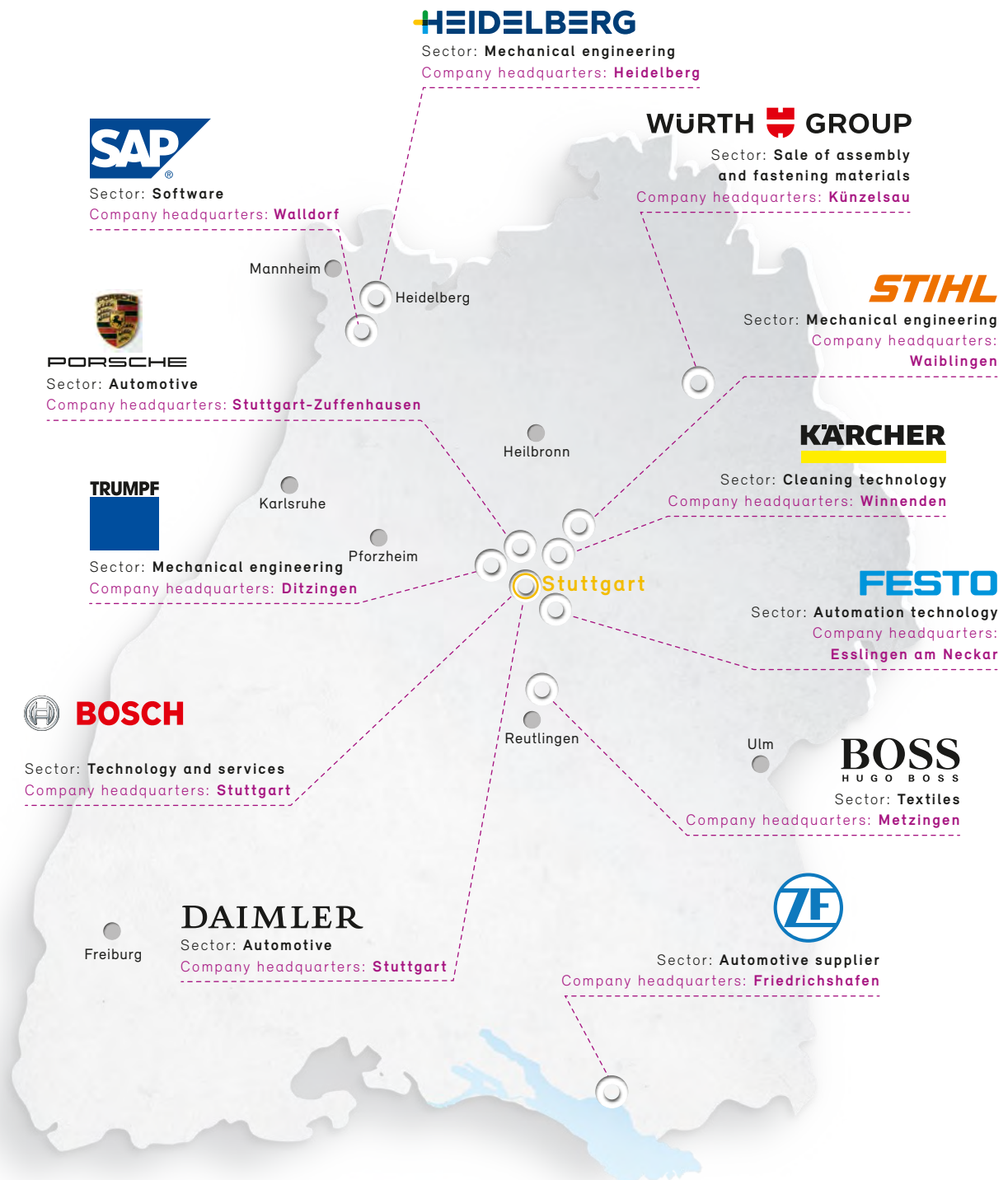
EUR 28 billion for research and development

within Baden-Württemberg

Figures valid for: 2019

Source: State office of statistics Baden-Württemberg

Selected
global players
from Baden-Württemberg



Selected
international companies
located in Baden-Württemberg



Sector: **Information technology**
 Company headquarters: **USA**

Location in BW: **Ehningen**



Sector: **Automotive supplier**
 Company headquarters: **Canada**

Location in BW: **Heilbronn**



Sector: **Information technology**
 Company headquarters: **USA**

Location in BW: **Böblingen**



Sector: **Tyres**
 Company headquarters: **France**

Location in BW: **Karlsruhe**



Sector: **Energy and automation technology**
 Company headquarters: **Switzerland**

Location in BW: **Mannheim**



Sector: **Conglomerate**
 Company headquarters: **South Korea**

Location in BW: **Stuttgart**



Sector: **Pharmaceutical industry**
 Company headquarters: **Switzerland**

Location in BW: **Mannheim, Grenzach,
 Waiblingen**



Sector: **Consumer goods production**
 Company headquarters: **USA**

Location in BW: **Crailsheim**



Sector: **Automotive supplier**
 Company headquarters: **India**

Location in BW: **Bötzingen**



Sector: **Electronics manufacturing**
 Company headquarters: **Japan**

Location in BW: **Neuhausen auf den Fildern**



Sector: **Drive and energy solutions**
 Company headquarters: **United Kingdom**

Location in BW: **Friedrichshafen**

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Innovation made in Baden-Württemberg

THIS ROBOT GIVES *manual work* A NEW MEANING.

Cyber Valley

Artificial intelligence has found a centre. Partners from the worlds of science and industry are researching and developing intelligent systems.

THE STATE OF INVENTORS AND THINKERS

The people of Baden-Württemberg have always known how to make a virtue of necessity. A state with few natural resources needs people with good ideas.

Numerous inventions from Baden-Württemberg have changed the world. First and foremost the automobile, which was invented in 1886, but also everyday things such as document files, matches, wall plugs, the electric drill – and even the permanent wave.

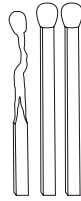
The number of Nobel laureates hailing from the region shows that Baden-Württemberg is not only a state of inventors, but of thinkers, too. The state has also produced some of the most famous philosophers, poets and writers.



Artur Fischer, a real inventor

Born in Tumlingen in 1919

Artur Fischer ranks among the most successful inventors worldwide. In addition to the Fischer wall plug, the Baden-Württemberger registered more than 5,000 industrial property rights. The story of his success is a good example of the state's inventive spirit. Today, the company Fischer sells 15.5 million fixing and fastening products daily and is still family-owned.



1832

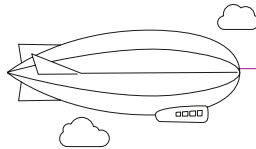
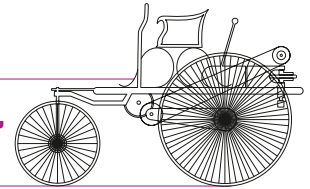
The match,

invented by **Jakob F. Kammerer**

1886

Tricycle with petrol engine,

invented by **Carl Benz**



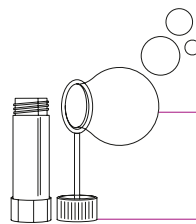
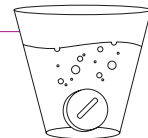
1895

Zeppelin, invented by
Count Ferdinand von Zeppelin

1897

Aspirin,

invented by **Felix Hoffmann**



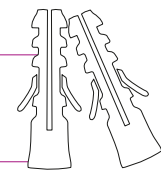
1948

"Pustefix" soap bubbles,
invented by **Rolf Hein**

1958

Fischer wall plugs,

invented by **Artur Fischer**



1972

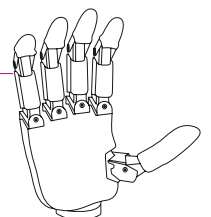
SAP software, invented by

**Claus Wellenreuther, Hans-Werner Hector,
Klaus Tschira, Dietmar Hopp and Hasso Plattner**

2016

Smallest multi-articulating hand prosthesis,

invented by **vincentssystems**



Poets and thinkers

born in Baden-Württemberg

Johannes Kepler

Born in Weil der Stadt in 1571

Natural philosopher,
mathematician, astronomer,
astrologer, optician and theologian



Johann Christoph Friedrich von Schiller

Born in Marbach a. Neckar in 1759

Poet, philosopher and historian



Georg Wilhelm Friedrich Hegel

Born in Stuttgart in 1770

Philosopher and most important
representative of German idealism



Hermann Hesse

Born in Calw in 1877

Writer, poet and painter
and Nobel Prize Laureate
in Literature 1946
for his complete works



Nobel laureates

from Baden-Württemberg

Albert Einstein

Born in Ulm in 1879

Nobel Prize in Physics 1921

Field of research:

Explanation of the photoelectric
effect – to substantiate quantum
theory



Otto Warburg

Born in Freiburg i. Breisgau in 1883

Nobel Prize in Medicine 1931

Field of research:

Discovery of the mechanism of
cellular respiration



Christiane Nüsslein-Volhard

Born in Marburg in 1942

Nobel Prize in Medicine 1995

Field of research:

Genetic control of early embryonic
development



Gerhard Ertl

Born in Stuttgart in 1936

Nobel Prize in Chemistry 2007

Field of research:

Development of a method of
extremely accurate measurement
by means of lasers



BUSINESS LOCATION BADEN-WÜRTTEMBERG: DIVERSE AND WELL CONNECTED

Baden-Württemberg has around 110 clusters and cluster initiatives from 30 different sectors from aluminium processing to packaging design. This sectoral diversity reflects the multiplicity of Baden-Württemberg's economy. Moreover, looking at the regional cluster map, the clusters are distributed across the entire state, thus demonstrating its economic strength in both urban and rural areas.



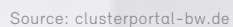
*An overview of the state's clusters
and cluster initiatives is available at:*

Cluster Agentur Baden-Württemberg












clusterportal-bw.de

Cluster initiatives help companies to boost their productivity, increase their innovative ability and encourage competitiveness. Foreign investors also benefit from existing regional networks, as they provide them with the opportunity to quickly establish contact with all the relevant players in their sector or technological field.

With its cluster policy, the state of Baden-Württemberg aims to drive the establishment of sustainable and long-term self-sustaining structures and support each cluster's players with needs-oriented assistance in the ongoing process of development and professionalisation. A concrete instrument for achieving these goals is Baden-Württemberg's cluster agency, a service provider for cluster initiatives, statewide networks and cluster policy within the state that acts as a partner of cluster management and cluster initiatives and helps them in their efforts to continually improve.












Heilbronn-Franconia

-  Automotive
-  Plastics technology and plastics processing
-  Laboratory glass
-  Medical technology
-  Metalworking
-  Assembly and fastening technology
-  Paper processing
-  Environmental technology
-  Valve, measurement and control technology
-  Fan and ventilation technology
-  Packaging technology










Stuttgart

-  Automotive
-  Biotechnology
-  Financial sector
-  Healthcare
-  Information technology, corporate software
-  Creative industries
-  Logistics (including intralogistics)
-  Aerospace
-  Production technology Mechanical and plant engineering, tool making
-  Environmental technology
-  Packaging technology


Rhine-Neckar

-  Automotive
-  Biotechnology
-  Information technology, business software
-  Creative industries
-  Foodstuffs
-  Medical technology
-  Organic electronics
-  Production technology Mechanical and plant engineering, tool making
-  Storage systems and smart grids
-  Environmental technology









**South
Upper Rhine**

-  Automotive
-  Biotechnology
-  Forestry and wood
-  Healthcare
-  Information technology, corporate software
-  Creative industries
-  Medical technology
-  Microsystems technology
-  Environmental technology







East Württemberg

-  Automotive
-  Energy
-  Forestry and wood
-  Creative industries
-  Logistics (including intralogistics)
-  Surface technology
-  Photonics
-  Production technology Mechanical and plant engineering, tool making

High Rhine-Lake Constance

-  Aluminium processing
-  Automotive
-  Biotechnology
-  Chemicals
-  Energy
-  Information technology, corporate software
-  Nanotechnology
-  Packaging technology






North Black Forest

-  Precision mechanics, precision engineering, etc.
-  Forestry and wood
-  Healthcare
-  Information technology, business software
-  Creative industries
-  Plastics technology and plastics processing

**Black Forest-Baar-
Heuberg**

-  Automotive
-  Precision mechanics, precision engineering, etc.
-  Healthcare
-  Plastics technology and plastics processing
-  Medical technology
-  Production technology Mechanical and plant engineering, tool making





**Lake Constance-
Upper Swabia**

-  Automotive
-  Forestry and wood
-  Healthcare
-  Aerospace
-  Production technology Mechanical and plant engineering, tool making




Middle Upper Rhine

-  Automotive
-  Energy
-  Information technology, corporate software
-  Creative industries
-  Nanotechnology

Neckar-Alb

-  Automotive
-  Information technology, corporate software
-  Medical technology
-  Textiles and clothing

Donau-Iller

-  Automotive
-  Biotechnology
-  Logistics (including intralogistics)

BADEN-WÜRTTEMBERG: INNOVATION REGION NUMBER 1

Baden-Württemberg is the foremost innovation region in both Germany and Europe. A global comparison also shows the state's unique innovative strength.

In a comparison of German federal states, Baden-Württemberg ranks first by far with approximately EUR 28 billion in internal expenditure on research and development. Furthermore, at around 5.6%, the ratio of research and development expenditure to the gross domestic product (GDP) is significantly higher than in Germany's other federal states.

Baden-Württemberg is also a leader in the number of patent applications, further evidence of its innovative strength. No other state in Germany

registers as many patents per capita as Baden-Württemberg: with 131 patent applications per 100,000 inhabitants in 2019, the state was well above the average of 56 patent applications reported by the other German federal states. In 2019 alone, the Stuttgart-based company Robert Bosch GmbH applied for over 4,202 patents, more than any other company in Germany. With Daimler and ZF Friedrichshafen, two other companies from the state are among the top 7.

These figures confirm that Baden-Württemberg is still a state of inventors today, just as it was then.

Even outside the EU, Baden-Württemberg's innovative strength is a major competitive advantage for the location. In an international comparison with the world's most innovative countries, Baden-Württemberg occupies pole position and has also been the undisputed leader when compared with other European regions for many years.

Innovation index¹

EU COUNTRY or REGION – TOP 10	Value from 0–100	POSITION
Baden-Württemberg	82.4	1
Bavaria	64.9	2
Île de France	64.4	3
Berlin	62.4	4
Sweden	61.4	5
Denmark	58.1	6
Hesse	56.6	7
Finland	56.6	8
South Netherlands	55.2	9
Luxembourg	48.4	10
European Union (28 countries)	37.3	



Version dated 2018

Source: statistik-bw.de 1 The innovation index consists of the following innovation-related indicators: Expenditure on research and development (R&D), R&D personnel, employees paying social insurance contributions in high-tech industrial sectors, socially insured employees in knowledge-intensive service sectors, business start-ups in high-tech sectors and the number of patent applications from the worlds of commerce and science.

Comparison of federal states

R&D expenditure and patent applications

in Germany

EXPENDITURE
FOR
R&D

28 billion

EUROS



FEDERAL STATE	Internal expenditure for research and development annually, in EUR millions	R&D expenditure as a proportion of GDP in %	Patent applications per 100,000 inhabitants
Baden-Württemberg	27,910	5.6	131
Bavaria	18,704	3.1	114
Berlin	4,758	3.4	20
Brandenburg	1,195	1.7	12
Bremen	909	2.8	20
Hamburg	2,500	2.1	47
Hesse	8,182	2.9	26
Mecklenburg-Western Pomerania	785	1.8	9
Lower Saxony	8,928	3.1	45
North Rhine-Westphalia	14,336	2.1	38
Rhineland-Palatinate	3,498	2.4	22
Saarland	619	1.7	18
Saxony	3,400	2.8	15
Saxony-Anhalt	919	1.5	9
Schleswig-Holstein	1,448	1.5	16
Thuringia	1,362	2.2	25

Version dated: 2017/2018/2019

Sources: statistik-bw.de, dpma.de/DPMA annual report 2018, European patent applications



Worldwide comparison of R&D expenditure

Top 10 most innovative countries

COUNTRY	R&D expenditure as a proportion of GDP in %
Baden-Württemberg	5.60
South Korea	4.55
Israel	4.55
Sweden	3.40
Switzerland	3.37
Taiwan	3.30
Japan	3.21
Austria	3.16
Denmark	3.05
Germany	3.04
USA	2.79
OECD average	2.37



**"ICHIGO, ICHIE –
ONE TIME,
ONE MEETING."**

Company profile (1/5)

OSG GmbH

The distance between Aichi and Baden-Württemberg is more than 9,000 kilometres as the crow flies. With his company OSG, Yasushi Suzuki moves between these two worlds and cultures – and has found that they have far more common ground than differences. The Japanese prefecture of Aichi is also a strong economic centre for the automotive industry as well as the major machinery manufacturers. "This means Aichi and Baden-Württemberg have a similar structure," he says. The OSG Corporation is the world's largest manufacturer of round cutting tools. With 29 locations, 5 production plants and over 6,000 employees – 105 of them in Göppingen. "When I was looking for the best location for OSG in Germany in 2002, we wanted to be close to our customers." Customers who often come from the automotive and supplier industries.

This fact – and the energetic support provided by the state of Baden-Württemberg – were the decisive points for him. "From the state we have received

a great deal of help and good recommendations." Including those that helped him swiftly build up a network. "I have met many, many people here – lawyers, tax consultants, other entrepreneurs and it was these personal relationships that have made us successful here in Baden-Württemberg." Yasushi Suzuki pauses, ponders, searches for the right words – and finds them in a Japanese saying: "Ichigo, ichie – one time, one meeting". It means that every moment of life is both unique and unrepeatable and that every opportunity comes but once. Yasushi Suzuki and his company OSG have certainly made the most of it.

Managing director:

Yasushi Suzuki

Sector:

High-performance tools

Company headquarters:

Göppingen



Company website:

de.osgeurope.com

Infrastructure in Baden-Württemberg

**BADEN-
WÜRTTEMBERG**

moves.

**ON THE GROUND
AND IN THE AIR.**

STUTT GART 48° 41' 15.4" N 09° 12' 20.0" E

A NICE ROCK-SOLID BASIS FOR SUCCESSFUL, SUSTAINABLE BUSINESS OPPORTUNITIES

Transport infrastructure

Its central location and excellent infrastructure make Baden-Württemberg one of the largest and most important transport hubs in both Germany and Europe. It is therefore very important for both the federal government and the country's states to maintain and continually develop their infrastructure.

Baden-Württemberg has a highly efficient infrastructure for all modes of transport, whether by road or rail, on water or in the air. The various transport options available in Baden-Württemberg are optimally used by linking a variety of routes in so-called intermodal transport.

Mode of transport

Road

With over 27,000 km of roads, Baden-Württemberg provides an outstanding basis for efficient transportation that ensures excellent contact to European economic centres as well as fast, straightforward connections to each of the federal state's individual cities, towns and regions.

Mode of transport

Rail

Baden-Württemberg's 4,000 km railway network is of great importance for both international and domestic rail traffic, a great benefit for both passenger and freight transportation. "Stuttgart 21", one of the most modern railway junctions in Germany, is currently being built in the centre of the state capital, thereby transforming the city's main railway station from a terminus into a through station. The new main railway station has been intelligently planned in line with state-of-the-art standards and links long-distance and regional transport as well as suburban and city lines within short, barrier-free distances.

Mode of transport

Water

Baden-Württemberg also boasts a well-developed, 550-kilometre-long network of connected waterways that are ideal for commercial inland navigation on the Rhine, Neckar and Main rivers. The ports of Mannheim, Karlsruhe, Kehl, Breisach and Weil am Rhein in Baden-Württemberg are all located on Germany's largest national waterway – the Rhine. In a nationwide comparison of federal states, the ten ports in Baden-Württemberg handle the second-largest total volume of goods in inland waterway transportation. The state also has three of the ten largest river ports in the whole of Germany.

Mode of transport

Air

Practically all European major cities and industrial centres can be reached quickly and conveniently from the three airports located in Baden-Württemberg, i.e. Stuttgart, Karlsruhe/Baden-Baden and Friedrichshafen.

Energy and communications infrastructure

Electricity grids

Particularly for an industrialised state such as Baden-Württemberg, a secure supply of electricity is an indispensable factor. In this age of renewable energy, not only conventional power plants and storage facilities are required to guarantee supply reliability, but new, smart power grids as well. Baden-Württemberg is committed to ensuring that grid operators guarantee a secure, stable power supply, making it particularly important to expand and continually develop the electricity grids throughout the state.

Charging infrastructure for e-mobility

The homeland of the automobile is focusing on sustainable, innovative mobility. The state government of Baden-Württemberg is therefore not only looking to become the leading market for electric mobility, but also the foremost provider of alternative drive systems, innovative utilisation concepts and connected, resource-friendly mobility, which in turn calls for a needs-based, barrier-free charging infrastructure. A comprehensive, safe charging network for electric vehicles will be designed to ensure that charging facilities are available throughout the state in the foreseeable future. With the successful implementation of the state programme "SAFE" (a comprehensive, safe charging network for electric vehicles), Baden-Württemberg will be the first federal state to operate a comprehensive charging network for electric vehicles in a 10-kilometre grid. The SAFE charging network consists of more than 450 charging stations. In addition, a fast-charging network with an output of at least 50 kilowatts in a 20 x 20 km grid is scheduled to be integrated in the basic charging network, effectively setting the course for the future of mobility today.

Source: newsroom.porsche.com



An eye on e-mobility – kick-off for the
World Congress on electric mobility:
Porsche takes part in the
30th Electric Vehicle Symposium.

Broadband connections

The comprehensive expansion of sustainable broadband networks is one of the most important tasks of our time. High-speed internet is meanwhile a necessity for both companies and private individuals in Baden-Württemberg in order to participate in global and market events. In keeping with its role as an outstanding business location, most of Baden-Württemberg has well-developed broadband coverage.

A 'broadband atlas' issued by the Federal Ministry of Transport and Digital Infrastructure (BMVI) provides a good overview of broadband availability across Germany.



Links on the topic of broadband expansion and the broadband atlas:

bmvi.de

Ministry of the Interior, Digitalisation
and Migration

im.baden-wuerttemberg.de

Electric mobility:

State Agency for New Mobility Solutions
and Automotive Baden-Württemberg

e-mobilbw.de

Transport infrastructure:

Ministry of Transport Baden-Württemberg

vm.baden-wuerttemberg.de

Electricity grids and energy industry:

Ministry of the Environment, Climate Protection and the
Energy Sector Baden-Württemberg

um.baden-wuerttemberg.de

Trade fair marketplace

Located in the heart of Europe, Baden-Württemberg is the central hub for ideas, innovations and contacts, where world market leaders from every industry and region meet small and medium-sized hidden champions and exciting start-ups. This is the place to get to know both current and future business partners and customers, where contacts are made across borders and continents and where the door opens to a network of industry, government, business development, research and science that is unique in its intensity and efficiency.

Trade fairs are marketplaces, meeting places, shop windows, information hubs, industrial and economic barometers all in one. Baden-Württemberg has a network of nine trade fair venues which, due to their size and facilities, meet even the most diverse of customer requirements, from regional consumer fairs to international high-tech trade shows. It is precisely this diversity that contributes to making Baden-Württemberg attractive for trade fairs and thus also as an industrial and commercial location, as an efficient trade fair system is a crucial component of the economic infrastructure.



Trade fair **Freiburg**

With its state-of-the-art infrastructure, functional facilities and appealing atmosphere, the Freiburg trade fair is an ideal venue for holding trade fairs and congresses, exhibitions, concerts, TV shows, sporting events and major events in general.

On 21,500 m² of floor space with ten conference rooms and 81,000 m² of outdoor area, around 35 events with a total of over 500,000 visitors take place here each year. The Freiburg trade fair offers many advantages of a modern venue, combined with the charm of a lively university town whose unique attitude to life is proverbial.



**Freiburg Wirtschaft Touristik und Messe
GmbH & Co. KG**
messe.freiburg.de



Trade fair **Friedrichshafen**

Count Zeppelin had his world-famous airships built here and Dornier its unique aircraft. This development also saw the forming of globally renowned corporations such as ZF or Maybach (MTU), which still characterise the high-tech region of Lake Constance today.

Friedrichshafen is also a centre for mobility in the Lake Constance region. Whether airport or ferry terminal – this is where large streams of traffic meet.

And, last but not least, Friedrichshafen is an important centre for the Lake Constance holiday region. There is hardly a trade fair location capable of offering its customers such a wide range of possibilities – before, during and after the fair.



Messe Friedrichshafen
messe-friedrichshafen.de



Trade fair **Karlsruhe**

Innovation, leading-edge technology and a zest for life – these are the things that Karlsruhe, the region and its people are known for. But the capital of Baden has a lot more to offer, as it is also the home of art and culture, business and research – and, of course, of law – as the residence of Germany's Federal Supreme Court.

And right in the middle of it all, as player and ambassador of this lively technology region, is the city's trade fair centre – Karlsruher Messe- und Kongress GmbH – a congress venue rich in tradition, a compelling state-of-the-art trade fair centre and an international market and trading hub that meets every requirement. In a nutshell, it is the showcase of an exceptionally dynamic, open, hospitable region.



Karlsruher Messe- und Kongress GmbH
messe-karlsruhe.de



Source: gettyimages

Trade fair **Mannheim**

This event area in the Rhine-Neckar metropolitan region is highly versatile and can be used to host an array of events ranging from small to XXL. Each year, around 800,000 visitors come to happenings such as the Maimarkt Mannheim, Veterama, Jobs for Future, Time Warp, ReiseMarkt, Maifeld Derby, "Verstehen Sie Spaß?" (a television broadcast), open air events, large gatherings, concerts and company events.

The Maimarkt site in Mannheim has a total area of 225,000 m². Its permanent buildings include the Maimarkthalle (8,100 m²), the related Maimarktlub (1,300 m²), the Gläserne Studio (glass studio: 400 m²), the Deutsche Fertighauscenter (German prefabricated house centre) as a permanent exhibition with show homes, an office and conference building, and the MVV-Reitstadion (horse-riding stadium) with a grandstand and a judges' tower.



MAHAB Mannheimer Hallenbetriebs-GmbH
maimarkt.de



Trade fair **Offenburg**

Due to its central location in the tri-national Upper Rhine metropolitan region, the city of Offenburg on the edge of the Black Forest has an economically strong population in the direct vicinity of Germany's south-west, north-western Switzerland and Alsace.

Messe Offenburg-Ortenau GmbH is known for its European flair, its regional grounding and its good transport connections. The trade fair grounds provide 22,500 m² of floor space, 14,000 m² of which are under one roof with the architecturally sophisticated axis featuring the "Oberrheinhalle", the "Ortenauhalle" and the "Baden-Arena". A special feature is the spacious outdoor area of 52,400 m².



Messe Offenburg-Ortenau GmbH
messe-offenburg.de



Trade fair **Stuttgart**

The Stuttgart Trade Fair Centre is one of the largest and most contemporary event buildings in Europe. Equipped with a new, modern trade fair and congress centre with multiple award-winning architecture, the Stuttgart Trade Fair Centre provides an outstanding platform for trade fairs, congresses, events, exhibitions, symposia and company presentations.

In 2019, almost 22,091 exhibitors recorded more than 1,167,000 visitors on a total of 120,000 m² of floor space, which is divided into seven halls each 10,500 m² in size, a multifunctional exhibition and event hall with 26,800 m², the new hall 10 with 14,600 m² and a hall in the ICS International Congress Center Stuttgart with 4,900 m².

Moreover, ideal connections to the airport, motorways and railway network ensure a fast and at the same time relaxed journey to the venue.



Landesmesse Stuttgart GmbH
messe-stuttgart.de



Source: gettyimages

Trade fair **Ulm**

Its extremely convenient central location, modern infrastructure, innovative environment and varied trade fair and event programme are all factors that bolster Ulm's image as a genuine event metropolis.

With 22,000 m² of interior space in seven halls and 15,000 m² of outdoor area, the state-of-the-art trade fair venue provides sufficient space to hold the type of modern trade fairs and exhibitions that attract large numbers of visitors. There is also a trade fair foyer and various conference rooms so that events can be flexibly designed.

The Ulm festival grounds also provide an additional spacious outdoor area for holding open-air concerts and other major events – with good transport connections and sufficient parking spaces available. The Ausee lake is located next to the outdoor area and is an ideal place to relax, just like the nearby Danube.



Ulm-Messe GmbH
ulm-messe.de

Source: gettyimages



Trade fair **Villingen-Schwenningen**

Villingen-Schwenningen is an important and highly attractive trade fair venue in the south-west. Exhibitors, organisers and companies from all over Germany as well as from neighbouring countries use it as a platform and centre for contacting customers and suppliers. Each year some 200,000 visitors come to around 30 events held at the location.

With interior floor space totalling around 5,500 m², the Villingen-Schwenningen trade fair grounds efficiently bring supply and demand together at a range of events from trade fairs to consumer fairs that generate plenty of contacts and foster successful business transactions. Most visitors to the Villingen-Schwenningen trade fair grounds come from Baden-Württemberg, Bavaria, Switzerland and Alsace.

**SMA****Südwest Messe- und Ausstellungs-GmbH****messe-vs.de**

Company profile (2/5)

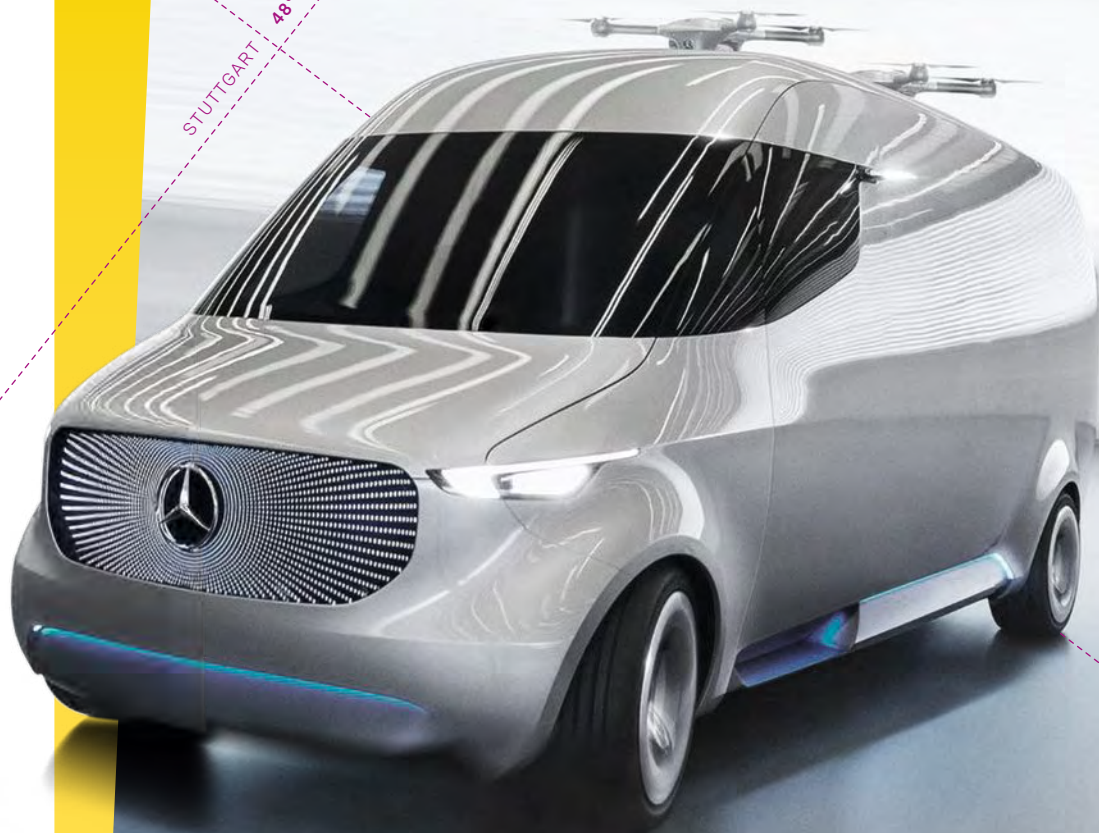
Ziehl-Abegg SE

"We directly export the majority of our goods, currently more than 75% of what we produce," reports Peter Finkl, CEO of Ziehl-Abegg. In terms of crowds of visitors, it means that although a lot of the company's customers are not from here, a great many of them come to the company location in Künzelsau at some stage. When customers come to visit, Peter Finkl often hears the same reaction: "You've got it so good, living and working in a place where other people go on holiday." The high-tech company is among the leading international manufacturers of technology for ventilation, control and drive systems. Ziehl-Abegg builds gigantic fans as well as drive motors for elevators. Most of the products are developed in Baden-Württemberg: "Our technical centre is here – and our brain pool is based here, too," explains CEO Peter Finkl.

"Our products are always hidden, as our philosophy is: build in and forget." Once it has been installed, you will never again have to worry about it not working, whether in the Allianz Arena in Munich or the La Sagrada Família in Barcelona. His gaze wanders towards nature and sees the rural region on his doorstep as a clear local advantage: "In the past, many people worked at Ziehl-Abegg during the day and ran their farm in the evening; people who were used to rolling up their sleeves. This cultural heritage has definitely taken root here in the company," he says. In his view, this is also a major reason for the success of many companies here in the area: "Because people here are used to putting in a hard day's work."

*CEO:***Peter Finkl***Sector:***Ventilation, control and drive technology***Company headquarters:***Künzelsau***Company website***ziehl-abegg.com**

**"LOCAL
ADVANTAGE:
hard-working
mentality."**



Economic strength through sectoral diversity

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With the Vision Van, Mercedes-Benz Vans presents a revolutionary commercial van study for urban application.

The vehicle is a complete system that integrates a large number of innovative technologies for last-mile delivery.

The cornerstones of Baden-Württemberg's economy are based on a stable foundation of quality, experience and innovation.

Federal state rankings published by independent institutions always place Baden-Württemberg among the top positions. Comparative studies conducted by the Bertelsmann Foundation confirm that Baden-Württemberg is one of Germany's most active and successful federal states. It has first-class results in several performance indicators, including low unemployment, a high level of social security and strong economic growth. "Germany's Top Regions", an atlas of the future compiled by the economic research institute Prognos, identifies Baden-Württemberg as Germany's powerhouse. Of the 25 leading regions in Germany with promising industries, eight of these are located in Baden-Württemberg.

In 2019/20, economic activity (gross domestic product, GDP) rose by a price-adjusted 0.1% year-on-year, compared with GDP growth of 0.6% for Germany as a whole. The state's economic output – the nominal gross domestic product – amounted to EUR 524 billion in 2019, equivalent to EUR 47,290 per inhabitant and EUR 81,984 per employed person.

Labour productivity in the Baden-Württemberg economy, i.e. the gross domestic product per hour worked, amounted to EUR 59.02 in 2018. The national average figure is only EUR 55.42.

Baden-Württemberg exports more than any other German federal state. In 2019, Baden-Württemberg exported goods to the value of EUR 18,483 per inhabitant worldwide (Germany-wide per inhabitant: EUR 15,965). At 39.1%, the export rate, i.e. the proportion of export volume in the gross domestic product, clearly shows the high intensity of exports in Baden-Württemberg (the average across all German states is 29.4%).

Baden-Württemberg's economy is characterised by **five leading industries**: Mechanical engineering, mobility, healthcare, information and communication technology, and environmental technologies.

MECHANICAL ENGINEERING

Baden-Württemberg is a global centre for mechanical and plant engineering and an internationally leading location for process technology that has a great deal of potential for the future. Well-known traditional companies such as FESTO, Heidelberger Druckmaschinen and TRUMPF are all based in Baden-Württemberg. Close integration and the active transfer of technology between the worlds of science and industry ensure the potential of innovations in products and processes, making Baden-Württemberg an attractive location for industrial process technology.

No other federal state in Germany focuses more expertise in leading-edge technology for industrial production than Baden-Württemberg: over 40% of German machine tool and precision tool manufacturers are located here.

Facts and figures Mechanical engineering



6,793
companies

329,011
employees

EUR 99.75 billion
sales

Source: State office of statistics BW 2018

Further focal points are in the fields of air technology, materials handling equipment, drive technology, food and packaging machinery, agricultural technology and valves.

Small and medium-sized enterprises are the backbone of the mechanical engineering industry in Baden-Württemberg, where 50% of those employed work in companies with fewer than 500 people and 80% of companies employ fewer than 250 people.

Baden-Württemberg: Pioneer in Industry 4.0

The term "Industry 4.0" stands for the in-depth integration of mechanical and electrical engineering with information technology to form intelligently connected methods of production in the factories of the future. This also involves intelligent cooperation between various industries with the aim of optimising value chains and industrial processes. Central topics in this process are new working environments, safety, standardisation and the development of new business models. The state government is looking to establish Baden-Württemberg as a leading location for Industry 4.0 and, with this aim in mind, the "Allianz Industrie 4.0 Baden-Württemberg" was founded in 2015, bringing together all the major players in the state. First and foremost, the partners in the alliance provide small and medium-sized enterprises with orientation on their way to implementing Industry 4.0 and help employees to prepare for a changing range of tasks.



i40-bw.de

Lighthouse project

Innovative solutions for SME's

The "Application Center Industrie 4.0" at the Fraunhofer Institute for Manufacturing Engineering and Automation (IPA)

The Ministry of Economic Affairs, Labour and Housing in Baden-Württemberg supports the business-oriented research infrastructure as an important bridge between the worlds of science and commerce. In this context, it also promotes the "Application Center Industrie 4.0" at the Fraunhofer Institute for Manufacturing Engineering and Automation with a total of EUR 3.5 million.

The "Application Center Industrie 4.0" is an innovative environment with the goal of developing requirements-based Industry 4.0 solutions and swiftly transferring them to industry.

The centre's researchers support companies, especially SMEs, in their efforts to identify suitable solutions and implement them step by step. Using concrete examples, they show companies how cyberphysical systems can already be used in today's production scenarios. A variety of showcases enable them to specifically respond to the respective needs of each company.

People as conductors of production

The aim of the showcase is to enable people to work ergonomically and efficiently with cloud-based processes and to perform complex tasks in the process, making rigid cycle times in manual assembly a thing of the past. One of the applications in this showcase is a workstation that ideally adjusts itself to the worker's body measurements and the current task.

A 3D sensor system records and calculates the anthropometric data for this purpose. The worker is provided with tools and materials by means of "move-to-pick" and "pick-by-light" technology, depending on the situation. This procedure supports him in his work and enables him to reliably carry out previously unknown tasks.



A workstation that
adapts to the employee's
ergonomics

Source: University of Stuttgart IFF/Fraunhofer IPA

MOBILITY SECTOR

Mobility is the hallmark of Baden-Württemberg in the form of companies such as Daimler, Porsche and Audi. The state has become a key centre not only for the automotive sector, but also for the aerospace industry, covering the entire mobility value chain, including an innovative research and development landscape, a strong supply industry and competitive production capacities. Baden-Württemberg is the most important location in Germany for manufacturing motor vehicles and their components. Every fourth job in the automotive industry is located here and over one fifth of the sector's sales revenue is generated within the state.

A total of 15,000 people are employed in member organisations of the Forum Aerospace Baden-Württemberg e.V. with annual sales at around the EUR 4.8 billion mark – and the figure is continually rising. The strength of Baden-Württemberg's aerospace industry lies in its integrated value chain – from the screw to the research satellite. Aerospace companies based in Baden-Württemberg invest an average of 17.5% of their sales revenue in research and development.

Facts and figures Mobility

17,219
companies

406,571
employees

EUR 211.07 billion
sales

Source: State office of statistics BW 2018

Strategic dialogue for the automotive sector

Baden-Württemberg is home to a number of globally renowned vehicle manufacturers and over 1,000 suppliers, making it one of the largest and most complete automotive clusters worldwide.

The mega trends of electrification, digitalisation, autonomous driving and car sharing models are posing enormous challenges for this highly evolved automotive (eco)system, which need to be mastered. For this reason, in summer 2017 the state government initiated the **strategic dialogue for the automotive sector** under the leadership of State Premier Winfried Kretschmann with the aim of developing compelling strategies and measures for the location Baden-Württemberg together with all its participants. Around 150 representatives from the Council of Ministers, the top management teams of various companies, and leading figures from the worlds of science and civil society are involved in this process. At working level, the strategic dialogue for the automotive sector in Baden-Württemberg is organised in six strategic subject fields and one cross-disciplinary field, each jointly headed by one specialist ministry and one company. The dialogue process is planned for a period of at least seven years. An interim conference is due to be held in 2020. e-mobil BW, the "State Agency for New Mobility Solutions and Automotive Baden-Württemberg" is focusing the various activities in this process.

The "automotive industry transformation council", chaired by economics and labour minister Dr. Nicole Hoffmeister-Kraut, has recommended initial measures designed to help the automotive industry in the south-west strategically realign and additionally develop itself to meet the challenges of the future. These recommendations will be included in the state government's strategic dialogue and followed up on.



Link to the state agency e-mobil BW GmbH:
e-mobilbw.de



Source: e-mobil BW/KD Busch

Dialogue between the worlds of politics, business and research on the future of mobility

In this process, the transformation council's specific recommendations are aimed at the key economic fields of "research and development, production and suppliers" and "sales and aftersales". They were drawn up under the leadership of the co-chairmen, Daimler head of human resources Wilfried Porth and Porsche board member for sales Detlev von Platen.

Development of a "technology calendar" for SMEs

In a first step, three recommendations put forward by the working groups of the transformation council have already been taken up by the ministry of economic affairs, including a technology calendar ("roadmap") for small and medium-sized enterprises (SMEs). This should provide an up-to-date, transparent overview of the estimated course and extent of technological transformation, which is driven by electrification, automation and connectivity.

Development of a "learning workshop 4.0" for vehicle repair workshops

The second project involves establishing a pilot learning workshop (Lernwerkstatt 4.0) as well as deriving and developing future qualification measures for vehicle repair workshops and dealerships. The "learning workshop 4.0" is based on "learning factories 4.0" (Lernfabrik 4.0), which are already operating successfully and supported by the Ministry of Economic Affairs throughout the state. They promote vocational and further training in the digital aspects of industry and the skilled trades. The "learning workshop 4.0" – geared to current challenges such as smart data or connectivity both within and between vehicles – creates a space in which to inform both decision-makers and employees of vehicle repair workshops about future technologies, business models and services and the opportunity to experience them live in a real workshop environment.

"Automotive state" Baden-Württemberg*How the future is driving***401,541****employees**in the
automotive
industry**EUR 209 billion****annual sales**in the
automotive
industry**1 million****vehicles
produced**in Baden-
Württemberg**71.4%****export rate**Proportion of
foreign sales in
total sales**17,793****trainees**in the
automotive
industry**EUR 9 billion****R&D
expenditure**in the
automotive
industry**Over 1,000****suppliers**in the
automotive
industry**25% of****automotive
production in
Germany**takes place in
Baden-Württemberg

Support for factory equipment suppliers

The aim of the third project ("the promotion of pre-competitive research and development work for SMEs – the transformation of factory equipment suppliers") is to establish a demonstration project ("transformation hub") on electric mobility for the state of Baden-Württemberg. It is scheduled to become a focal point to promote strategic reorientation towards the new range of electric mobility products, particularly for small and medium-sized enterprises (SMEs). As part of this project, a "Fit4E" guide will be developed that enables companies to compare their own existing strengths with the new, innovative process chains, thus making it simpler to enter them. The strategy is intended to significantly break down the psychological barrier to switching to the products needed for electric mobility. At the same time, equipment suppliers will be made aware of the necessary lead times. Moreover, two lighthouse projects for the production of electric motors and batteries will be implemented within the same framework.

Two battery lighthouse projects

Batteries are a key technology of the future and play a decisive role not only technologically but also economically, providing outstanding opportunities for a state such as Baden-Württemberg that is so geared towards the automotive industry. In order to supply the automotive value chain of the future in both Germany and Europe, in the medium term it is important that battery cells are manufactured here. With this point in mind, the state's ministry of economic affairs intends to promote two projects related to batteries. In collaboration with the federal government, "Digitalised battery cell production 4.0" is to be implemented within the state and a "European testing and competence centre for batteries and energy storage systems" is to be brought to Baden-Württemberg. The state plans to invest EUR 20 million in the project.

Background information



At working level, the state government's strategic dialogue for the automotive sector is organised in six strategic subject fields. The first of these covers research and development, production and suppliers. Subject field 2 deals with sales and aftersales. The first two subject fields are dealt with under the responsibility of the "automotive industry transformation council Baden-Württemberg" and directed by the state Ministry of Economic Affairs, Labour and Housing.

Within these two subject fields, the four working groups "technology, innovation and value creation", "skilled employees and qualification", "trade and workshops" and "new mobility: business models and value creation" have been established.

In order to provide operational support and assist the work of the transformation council, an accompanying research project has been initiated at the Fraunhofer Institute for Industrial Engineering (IAO), which provides data input, scenarios, etc. as a basis for discussion and, in collaboration with all those involved, develops recommendations for action as well as proposed measures for the two subject fields.

HEALTHCARE INDUSTRY

The healthcare industry is the economic sector that employs by far the largest number of people in Baden-Württemberg. According to the Baden-Württemberg state office of statistics, around one in eight socially insured people in the state work in the healthcare industry¹, which includes all sectors that deal with the topic of health. The core fields of classical health services, i.e. inpatient and outpatient healthcare, are accompanied by other aspects of the industry as well as health-related sectors such as health tourism, sport and nutrition.²

Together with its branches of medical technology, biotechnology and the pharmaceutical industry, the healthcare industry is the innovative growth driver in the field of health management. The south-west is the most important location for the healthcare industry in Germany. According to a study conducted by the Federal Ministry for Economic Affairs and Energy, Baden-Württemberg ranks first in Germany in terms of the number of people in employment, gross value added and export volume.³ Moreover, the state has the largest number of companies in the fields of bio- and medical technology nationwide and employs more people in the pharmaceutical industry than any other federal state in Germany.^{4,5,6} Baden-Württemberg is also home to 1,078* companies that research, develop and/or manufacture in the healthcare industry. In 2017, with a total

of 90,587 employees, these enterprises generated taxable sales revenue of EUR 24.8 billion.^{7**} Numerous suppliers, service providers and sales companies also perform work related to these three sectors. Overall, Baden-Württemberg's companies in the healthcare industry cover a broad variety of products and services that include herbal medicines, biopharmaceuticals, generics, in-vitro diagnostics, biotech services and therapeutic drug development as well as the complete range of conventional medical technology products such as surgical instruments, implants, endoscopes, dental products,

Facts and figures Biotechnology



173
companies

19,470
employees

EUR 4.17 billion
sales

Facts and figures Medical technology



838
companies

50,430
employees

EUR 13.54 billion
sales

e-health and patient diagnostics. Good communication between (technology) providers, users, suppliers and sales people within the state facilitates the optimal use of all resources along the value chain. In addition, the existing regional clustering of companies in the healthcare industry has a positive impact on the innovation climate. Tuttlingen, for example, has attained worldwide recognition as a result of its unique regional concentration of medical technology companies.

Biotechnology is a highly research-intensive industry. Pharmaceutical companies invest an average of 14%⁸ of sales in research and development and medical technology companies around 9% nationwide.⁹ Here, locally based companies benefit from a highly efficient research landscape. Apart from the five university clinics and over 200 hospitals, 21 research institutions are located in Baden-

Württemberg – including renowned establishments such as the German Cancer Research Center, the NMI Natural and Medical Sciences Institute at the University of Tübingen, and numerous institutes connected to the Max Planck Society and the Fraunhofer-Gesellschaft. One of the key focuses of research is in the field of personalised medicine. Many existing and newly created institutes are active in this field. The “Mannheim Molecular Intervention Environment (M²OLIE)” research campus in the centre of the medical technology cluster of Mannheim is a lighthouse project funded by the Federal Ministry of Education and Research. Within the framework of three lead projects, innovative methods, processes and technologies for optimising personalised cancer therapy procedures are being developed here in a closed-loop process.

The high intensity of innovation in the healthcare industry is also reflected in the number of new companies being founded. Between 2015 and 2018, 67 new companies registered⁷ and the high number of biotech start-ups puts Baden-Württemberg

in second place in Germany, alongside Berlin.¹⁰ In recent years, the state government has focused more than ever on the subject of founding new companies, with the aim of making Baden-Württemberg one of the most start-up-friendly regions in Europe. For example, the “Start-up BW initiative”, accelerator programmes, the venture capital fund “LEA venturepartner” and the “Start-up BW Pre-Seed” programme have all been initiated.

A great many lucrative opportunities exist for investors to participate in projects within the state. The range of potential investment options includes supporting early scientific-technological ideas, seed financing, investments in start-up companies and expansion financing for small and medium-sized enterprises to enable them to enter new markets. The large number of cooperation agreements with milestone payments and takeovers entered into in recent years are proof of the attractiveness of Baden-Württemberg-based companies and point to lucrative yield and exit scenarios for investors.

Facts and figures Pharmaceutical industry



87
companies

20,687
employees

EUR 7.06 billion
sales



**Link to the state agency BIOPRO
Baden-Württemberg GmbH:**
bio-pro.de

The state agency BIOPRO Baden-Württemberg GmbH is the central point of contact for companies, research institutions, networks and investors in both the healthcare industry and the bioeconomy. Furthermore, the healthcare industry boasts more than ten other clusters and networks that are operating in its environment.

* Enterprises engaged in more than one branch of industry were counted only once in the total. ** The key figures for taxable sales and socially insured employees in the healthcare industry in Baden-Württemberg were collected by the state office of statistics, based on the BIOPRO database, to the extent that the companies in question provided their data at the time of the search, and relate to the 2017 reporting year. The Baden-Württemberg state office of statistics calculated the key figures for 143 biotechnology, 797 medical technology and 84 pharmaceutical companies. The analysis does not include suppliers and companies engaged purely in sales. For companies engaged in more than one branch of industry, the key figures (sales and employees) are calculated on a percentage basis per branch. 1 Healthcare industry indicators for Baden-Württemberg 2018; state office of statistics 2 Structure of the healthcare industry; IAT (institute of work and technology) | search 07/2018 3 Healthcare industry, facts and figures, 2018 edition – state-related results of the overall total for the healthcare industry; Federal Ministry for Economic Affairs and Energy (BMWi) 4 The German biotechnology sector 2019 – biotechnologie.de; BIOCOM AG | search 10/19 5 The German medical technology industry, SPECTARIS Yearbook 2018; SPECTARIS – German Industry Association for Optics, Photonics, Analytical and Medical Technology 6 The medicinal products market in Germany, facts and figures 2018; German Medicines Manufacturers' Association 7 Healthcare industry Baden-Württemberg, at a glance; BIOPRO Baden-Württemberg GmbH; URL: <https://www.gesundheitsindustrie-bw.de/standort/fakten> 8 Pharma data 2018; BPI (federal association of the pharmaceutical industry) 9 Sector report on medical technologies 2019; BVMed (federal association of medical technology) 10 German Biotechnology Report, 2019 edition; Ernst & Young GmbH

INFORMATION AND COMMUNICATION TECHNOLOGY AND CREATIVE INDUSTRIES

Baden-Württemberg is one of the world's leading locations for information and communication technology (ICT). From the world market leader for business software to the many specialised small and medium-sized software and service providers to the rapidly growing digital start-up scene – our ICT industry is both diverse and highly efficient. And it is particularly innovative, as Baden-Württemberg ICT companies account for 39% of all investments in research and development in the entire German ICT industry, putting them far ahead of all the other federal states. The ICT sector is one of the drivers of growth and innovation in our economy.

ICT services, which include, for example, software development, IT consulting and cloud services, form the core of the domestic ICT industry. Our companies are particularly strong in the field of business software. However, Baden-Württemberg-based companies are also very successful in the ICT trade and in producing especially high-quality hardware, and are world leaders in many cases, such as in the field of sensors.

Baden-Württemberg is Europe's leading innovation region. The close connection between our strong ICT industry and the many technology-oriented user companies in the industrial and service sectors makes a significant contribution. The state also provides an excellent research landscape and the ideal framework conditions for transferring knowledge and technology.

The cultural and creative sectors, both within the state and globally, are a highly dynamic innovation driver for the knowledge-based information industry – and thus a key counterpart for the ICT sector. The two industries have a great many interfaces, such as in the areas of games, design or virtual and augmented reality. Baden-Württemberg's cultural and creative industries are both diverse and successful.

The "Baden-Württemberg creative industries network" was set up with the aim of connecting players from the cultural, IT and creative industries more closely than ever. Under the leadership of the Baden-Württemberg media and film company, more than 50 partners and over 100 supporters have joined forces in this project, offering an extensive programme of events, ranging from specialised workshops to support for start-ups.



*Link to the
Baden-Württemberg
media and film
company:*
mfg.de

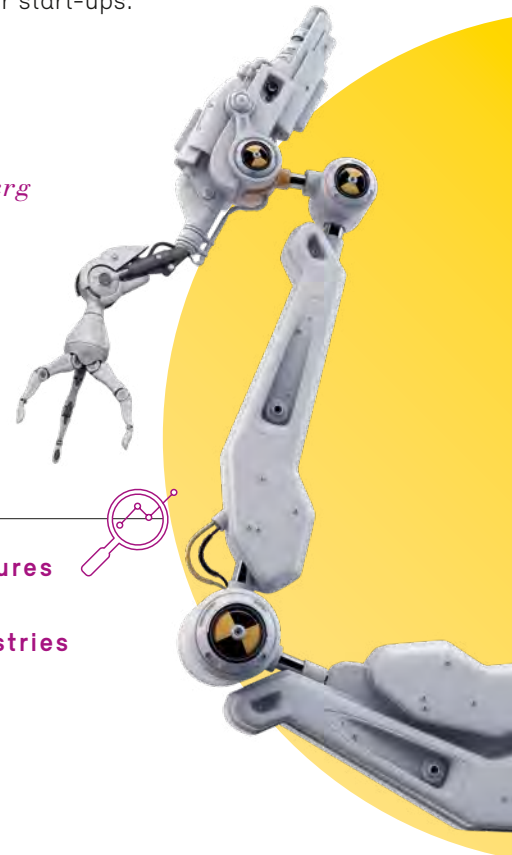
Facts and figures ICT and creative industries

**44,162
companies**

**268,221
employees**

**EUR 67.99 billion
sales**

Source: State office of statistics BW 2018



Lighthouse projects

Artificial intelligence made in Baden-Württemberg

Artificial intelligence (AI) is a key technology for the economy of the future – and it's not science fiction. Quite the contrary, in fact, as AI is already an integral part of our everyday lives. Learning algorithms decide which advertising we see, answer customer inquiries, control logistics processes, make decisions on credit applications and optimise the work of industrial robots. Whether industry, commerce, the skilled trades or the service sector – artificial intelligence systems are having a major influence on which companies have a competitive edge in an increasing number of applications and sectors.

In Baden-Württemberg, this fact was recognised at an early stage. For this reason, the state not only has excellent AI research institutions, but also a highly innovative AI ecosystem that closely links the worlds of industry and science. This fact is particularly visible in the Stuttgart/Tübingen and Karlsruhe regions.

With the **"Cyber Valley innovation campus"** in Baden-Württemberg we have created a research centre for intelligent systems that is unique in Europe and at the same time a hotspot for scientific excellence, which attracts the best minds in the field of artificial intelligence and machine learning worldwide. The Max Planck Institute for Intelligent Systems, the Universities of Tübingen and Stuttgart and various global players from industry, including

Bosch, Daimler and Porsche, have joined forces in the Cyber Valley project to promote basic research, the training of junior staff and the transfer of technology to industry. When it comes to research on machine learning, Cyber Valley ranks among the top 10 research locations worldwide.

The **"Stuttgart Technology and Innovations Campus S-TEC"** of the Fraunhofer-Gesellschaft and the University of Stuttgart is another lighthouse of applied AI research in the region. Among other things, the S-TEC includes the "Mass Personalization" service center and the "Center for Cyber Cognitive Intelligence" (ZCCI), which focus on the use of new technologies in industrial production, especially in the fields of machine learning, robotics and cognitive intelligence with applications for small and medium-sized enterprises (SMEs).

The national **"Digital Hub artificial intelligence"** is located in Karlsruhe as part of the "de:hub" initiative of the Federal Ministry for Economic Affairs and Energy (BMWi). One of the bodies responsible for the initiative is CyberForum, Europe's leading IT company network. The Karlsruhe technology region features a very close network of over 4,400 digital technology companies located there, outstanding research facilities and a highly successful, fast-growing start-up scene in the digital sector. The Karlsruhe Institute of Technology (KIT), the FZI (research centre for computer science) and the Fraunhofer Institute of Optronics, System Technologies and Image Exploitation (IOSB) are strongly involved in both basic research and application-oriented, business-related research and development, for example in the fields of AI, big data and cyber security. The combination makes Karlsruhe one of the most dynamic regions for the development of digital technologies and AI in Europe.



ENVIRONMENTAL TECHNOLOGIES

Baden-Württemberg is a pioneer in the expansion of renewable sources of energy, environmentally friendly production technologies and innovative technologies that promote resource and energy efficiency.

Environmental technologies can be found as cross-sectoral technologies in many different industries as part of the actual core business. In Baden-Württemberg, many companies are concentrating on energy-efficient processes, but also on saving energy and avoiding emissions through production-integrated or downstream methods.

With innovative products, processes and services, industry, trade and commerce are driving the transformation to a resource-saving and sustainable way of doing business. The development is bolstered by the state government's declared goal of intensifying resource efficiency. In close cooperation with the relevant ministries, Umwelttechnik BW GmbH, the state agency for environmental technology and resource efficiency in Baden-Württemberg is the interface and point of contact between the worlds of industry, science and politics.

The global market volume for environmental technology and resource efficiency is expected to increase from EUR 3,214 billion in 2016 to EUR 5,902 billion by 2025, an average annual growth rate of 6.9%. Overall, German suppliers account for 14% of the world market for environmental technology and resource efficiency.

Facts and figures Environmental technologies



**983
companies**

**35,449
employees**

**EUR 12.5 billion
sales**

Source: statistik-bw.de

In 2016, the fields of environmental technology and resource efficiency accounted for 15% of economic output in Germany. Around 1.5 million people were employed in the six leading greentech markets in Germany in 2016: environmentally friendly generation, storage and distribution of energy, energy efficiency, raw material and material efficiency, sustainable mobility, circular economy and sustainable water management.

Environmental sector sales in Baden-Württemberg amounted to around EUR 12,5 billion in 2017. At just under EUR 7 billion, climate protection accounted for the largest share of this total. The other environmental areas considered are primarily air pollution control, noise reduction and wastewater management, each with sales ranging from EUR 1.4 to 1.9 billion in 2017. Sales were slightly lower in the areas of waste management, species and landscape conservation and the protection and remediation of soil, groundwater and surface water as well as cross-environmental activities. 55% of sales were generated within Germany, 45% abroad.



**Link to
the state agency Umwelttechnik BW GmbH:
umwelttechnik-bw.de**

Lighthouse projects

ULTRAEFFIZIENZ FABRIK

The “ultra-efficient factory” project, funded by the Ministry of the Environment of Baden-Württemberg, aims to combine efficiency and effectiveness. Under the leadership of the Fraunhofer Institute for Manufacturing Engineering and Automation (IPA), with the participation of the Fraunhofer Institute for Interfacial Engineering and Biotechnology (IGB) and the Fraunhofer Institute for Industrial Engineering (IAO), the aim is not only to minimise the negative impacts of production, but also to create an urban environment in which factories make a positive contribution. The three mega trends of resource efficiency, digitalisation and urbanisation will be combined to enable an overall concept for the sustainable industrial production of the future to be created.

The ultra-efficient factory produces at the highest possible technological level. Raw materials are used in their entirety in the production process, without generating waste, emissions or noise. Social factors such as short distances to work, the high flexibility of work and life and an integrative connection between people and their workplaces are also included.

Ultra-efficient factory

in an urban environment
and the industrial
disassembly factory

With the help of so-called “**ultra-f checks**” companies can analyse their degree of maturity with regard to the fields of energy, materials, emissions, people and organisation. Subsequently, concrete recommendations for action can be derived to enable the ultra-efficient design of one’s own company.

The concept of the industrial disassembly factory was developed and tested on the basis of the realisation that economically strategic raw materials, some of which are highly critical, are increasingly being used in detailed material flows. The aim is to economically enrich and recycle these material flows. Various electric drives were investigated and dismantled, partly using rare-earth magnets. Recommendations for industrial disassembly and for product design and labelling requirements were then drawn up.

As part of its digitalisation strategy, the state of Baden-Württemberg is developing the scientific and technical foundations of ultra-efficient production and industrial disassembly.

Continued on page 42 

Lighthouse projects

Centre for ultra-efficient factories

The centre for ultra-efficient factories is intended to illustrate what energy- and resource-efficient production scenarios of the future could look like. Here, companies can test the latest efficiency technologies in connection with digitalisation. A “hybrid” approach is pursued: A part of the production is represented by real machines and their components, while other production processes are simulated by digital models. The digitalisation of production processes over their entire life cycle and the exchange of information between the machines are essential components of the ultra-efficient factory.

The integration of companies in the concept as well as the possibility to digitalise their existing production lines are characteristics of the centre. The aim is to establish technical production innovations and benchmarks for ultra-efficient production.



The “Industrial Resource Strategies” THINK TANK was founded in 2018 as a joint initiative of politics and industry. The initiative advises the worlds of politics and industry on a scientific basis on the key technological and strategic issues of resource efficiency, resource use and resource policy.

The THINK TANK

- is an independent pioneer of important trends and innovations concerning technological and strategic questions regarding resource efficiency, use and policy at both national and international level,
- points to trends on a scientific basis for politics and industry, including structural change and the development of new business models, and
- provides support for politics and commerce in strategic decision-making.



Start-up company

INERATEC

KARLSRUHE

49° 01' 38.799" N 08° 21' 04.182" E

Founded in 2016, the company works in the field of chemical reactor technology. It produces container-based compact systems that make it possible to convert gases into liquid energy sources or valuable chemical products on a decentralised scale. The company applies the following processes:

Gas-to-liquid process: The conversion of fossil accompanying and surplus gases, but also renewable methane-containing gases, into synthetic hydrocarbons and fuels.

Power-to-gas process: The production of synthetic natural gas from renewable hydrogen and carbon dioxide and/or carbon monoxide.

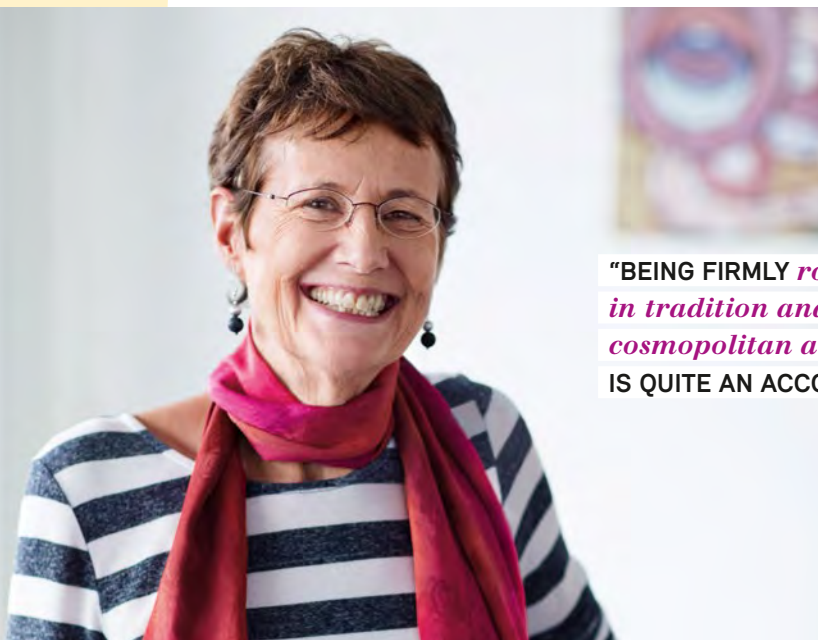
Power-to-liquid process: The conversion of renewably generated electricity and carbon dioxide into liquid, versatile fuels and chemical products.

SUSTAINABLE CONSTRUCTION

Innovative technologies, outstanding planning expertise, international construction projects – Baden-Württemberg is a leading location in the field of urban development.

Whether the roof and the facade of the international airport in Bangkok, the integrated planning of the large mosque Djamaâ El Djazaïr in Algiers or the 100% recyclable active house B10 in Stuttgart – construction experts from Baden-Württemberg carry out innovative projects around the globe and have an outstanding reputation among international clients. With some 26,478 architects and planners and around 153,000 engineers, the topics of urban development and sustainable construction are firmly anchored in the southwest. With their knowledge, internationally operating construction companies and skilled tradespeople contribute towards the high level of planning and construction expertise in the state.

The industry features a wide variety of products and services and has unique know-how and specialised expertise, for example in energy-efficient building design, the recycling of building materials or lightweight construction. Moreover, the experts from Baden-Württemberg also play an important role in the fields of urban mobility and the digitalisation of the industry in terms of "building information modelling" (BIM).



**"BEING FIRMLY rooted
in tradition and
cosmopolitan at the same time
IS QUITE AN ACCOMPLISHMENT."**



Company profile (3/5)

Roche Diagnostics GmbH

"Baden-Württemberg can do a lot more than make cars, especially in the healthcare sector and the field of medical technology. The conditions here are really good." Dr. Ursula Redeker is not only spokesperson of the management team of Roche Diagnostics – she is also a great advocate of Baden-Württemberg. Looking at the old Rhine, which meanders past her office, she asks: "Do you know what I like so much about Baden-Württemberg? It is firmly rooted in tradition and cosmopolitan at the same time, which is quite an accomplishment." The adherence to tradition on the one hand and the courage to develop new ideas and try them out on the other. "I greatly enjoy this aspect of living here." More than 20,500 people work in the pharmaceutical industry in Baden-Württemberg, 10,000 of them for Roche, and all with the single aim of helping patients around the world with diagnostic tests and medications.

"We want to develop new products that don't yet exist, products that enable us to take new approaches in

diagnostics and therapy," says Ursula Redeker. "In order to do so, we depend on working in an appropriate ecosystem that gives us the support we need." She quite deliberately calls it an ecosystem, primarily because Roche always seeks academic solidarity with the science partners it can collaborate with and also with the "suppliers of meticulously designed special-purpose components," as she calls them. Baden-Württemberg serves both purposes very well with its excellent universities and large number of inventors from small and medium-sized enterprises. "And then, of course, an ecosystem also includes a beautiful place in which to live. We don't just want to work the whole time," she says, laughing.

Spokesperson of the management team:

Dr. Ursula Redeker

Sector:

Pharmaceutical

Company headquarters:

Mannheim



Company website:

roche.de

FUTURE TECHNOLOGIES

Lightweight construction, nanotechnology or photonics – research and development in Baden-Württemberg as a location for science and business concentrates on important forward-looking fields that have great potential for growth within the state.

Digitalisation is changing our world – the way we live, work and consume. Industrial production will also change – becoming more flexible, individualised and efficient. IT connectivity enables products and machines to exchange information independently and production processes can be controlled in a decentralised, dynamic way.

With its strengths in mechanical engineering, the automotive industry, automation technology as well as with the suppliers of industrial information and communication systems, Baden-Württemberg's economy is ideally placed to exploit the potential of "Industry 4.0" and develop innovative solutions.

As a leading location for industry and innovation, Baden-Württemberg is intensively promoting the key future project "Industry 4.0". The initiative **"Allianz Industrie 4.0 Baden-Württemberg"**, which was established and is being promoted by the state government, is designed to bundle the expertise of the various sectors and in particular to demonstrate the potential of "Industry 4.0" for industrial small and medium-sized enterprises.

Lightweight construction

Baden-Württemberg is an internationally leading location in the field of lightweight construction. The entire value chain required for intelligent lightweight construction is available within the state – including research and development, design, simulation and production. The value-added stages include material suppliers, semi-finished and component producers and end product manufacturers. 50% of

the companies in the lightweight construction network are SMEs. The strong small and medium-sized enterprises have an exceptional ability to innovate, supported by numerous scientific institutions that conduct research in lightweight construction.

The development and use of innovative lightweight construction solutions is an important prerequisite for the competitiveness of industry in the south-west of Germany. Against this background, Baden-Württemberg has invested well over EUR 50 million in promoting lightweight construction locally since 2011.



Link to the state agency Leichtbau BW GmbH:
leichtbau-bw.de

Microsystems technology and nanotechnologies

Microsystems technology and nanotechnologies are cross-sectoral technologies that will play a key role in many products of the 21st century. They will have a high impact on the automotive industry, mechanical engineering, optics, medical technology and biotechnology – industries in which Baden-Württemberg's economy is particularly strong.

In Baden-Württemberg, the most important players in this forward-looking sector have therefore joined forces in the "MicroTEC Südwest e.V." cluster. It brings together over 350 companies, institutions, universities and research institutes with more than 1,200 scientists – making it one of the largest technology networks in Europe. The aim of the cluster's players is to expand Baden-Württemberg's leading international position in the field of microsystems technology to become world leaders.

The state occupies a leading position in Germany in the research and development of microsystems technology and nanotechnologies. The institute for microsystems technology (IMTEK) at the University of Freiburg, which with 21 professorships covers all the relevant fields of the subject, is as internationally renowned as the KIT NanoMicro Center of the Karlsruhe Institute of Technology.

Photonics

Optical technologies can be used as tools in a great many areas. Optical solutions are key building blocks, especially in display and lighting technology, measurement and manufacturing technology, information and communication technology, medicine and biophotonics. Due to its cross-sectoral character, photonics has a strong impulse effect on a wide variety of production fields.

Baden-Württemberg provides an excellent industrial infrastructure for developing and manufacturing optical technologies. The photonics industry does not only employ highly qualified specialists. With well-known companies such as Carl Zeiss, TRUMPF, Sick and Karl Storz it also holds a top position in the industry internationally.

The photonics research landscape in Baden-Württemberg is highly application-oriented. Numerous university and non-university research institutes have built up an international reputation in this field. The "Photonics BW e.V." network plays a key role in connecting the industry. Its aim is to promote the development of optical technologies and related research and to strengthen the dialogue between the worlds of industry, science and politics.



Exemplary sectoral bodies:

- **Allianz Faserbasierte Werkstoffe
Baden-Württemberg e.V.**
afbww.eu/de
- **Carbon Composites e.V. Baden-Württemberg**
carbon-composites.eu
- **MicroTEC Südwest e.V.**
microtec-suedwest.de
- **Photonics BW e.V.**
photonicsbw.de



Founding a company

FIRST *know-how,* THEN START-UP

FOUNDING A COMPANY IN GERMANY

Foreign companies wishing to set up a business in Germany can choose from a variety of corporate legal forms. Frequently, a subsidiary is established, i.e. an independent company that is managed by a foreign company. Foreign companies can also establish a branch office in Germany to conduct their business within the country. This chapter provides an overview of the various options for foreign companies to establish a market presence in Germany and describes the steps required to do so.

Corporate forms

German corporate law provides for various legal structures for all possible types of business. The decisive criteria for the choice of legal form are generally the intended function of the shareholders, liability and taxation. The basic structure of all corporate forms is prescribed by law and guarantees both predictability and legal certainty. The same legal conditions generally apply to both foreign and German companies.

The main characteristic of a corporation is the share capital contributions of its shareholders. A corporation is a legal entity, which means: Rights and responsibilities are not borne by the individual shareholders, but by the corporation itself, which concludes contracts, holds assets and liabilities and is subject to taxation. The personal liability of the shareholders is limited, which is based on a minimum share capital.

In Germany, three forms of corporation are widespread:

- Gesellschaft mit beschränkter Haftung (GmbH), i.e. a limited liability company
- Unternehmergesellschaft (an entrepreneurial company with limited liability or a "mini-GmbH")
- Aktiengesellschaft (an AG or public limited company)

By contrast, partnerships are characterised by the active cooperation of their partners. In partnerships, the individual partners, who are liable for the entity's obligations (including with their personal assets), act on behalf of the partnership. A limitation of liability for individual partners is only possible to a certain extent. The various forms of partnership differ primarily in the liability arrangements of the partners and the obligation to register.

The most important forms of partnership in Germany are:

- Gesellschaft bürgerlichen Rechts (a GbR or civil law partnership)
- Offene Handelsgesellschaft (an oHG or general partnership)
- Kommanditgesellschaft (a KG or limited partnership)

Mixed forms are also possible, such as the GmbH & Co. KG, i.e. a limited partnership (KG) with a limited liability company (GmbH) as general partner. The GmbH is liable for the debts and liabilities of the GmbH & Co. KG. The liability of the limited partners is limited to their respective contribution in the share capital.

Since the GmbH is most frequently used in Germany as a form of corporate entity, this guide concentrates on the establishment of a GmbH as a subsidiary of a foreign company.



You can find out more about the various types of company at:

gtai.de/gesellschaftsformen

There are various ways of establishing a market presence in Germany

Companies from abroad



The difference between a subsidiary and a branch office

Instead of founding a new company under German law, foreign companies can also simply register a branch office in Germany.

A branch office is not a legal entity that exists independently or separately from the foreign headquarters. In legal and organisational terms, the branch office is part of the headquarters, which means the foreign headquarters is liable with all its assets for claims asserted by creditors against the branch office. This is often regarded as a disadvantage of a branch office compared to a subsidiary in the legal form of a GmbH.

There are two types of branch offices in Germany, which differ primarily in their degree of independence from the headquarters.

The independent branch office is internally dependent on the headquarters, but participates independently in business transactions. However, the headquarters is also liable here for the business transactions conducted by the branch office.

At organisational level, independent branch offices are to some extent independent of the headquarters and usually have the following characteristics:

- Own management with freedom of action, i.e. with authority to act and conclude contracts
- Own business assets and liabilities (assigned by the headquarters) and own bank account
- Separate accounting and financial reporting (independently or via the headquarters)

The activities of a dependent branch office concentrate on maintaining contacts and initiating business in Germany. It has supporting and preparatory tasks, has no autonomy and is completely dependent on the headquarters.

Offices that are only used for market observation and initiating customer contacts are often referred to as "representative offices". This term is not known in German industrial or commercial law. If the office of the company concerned becomes commercially active in Germany itself as part of its own organisation, then it must at least be registered as a dependent branch under commercial law in Germany.

FOUNDING AND REGISTERING A COMPANY

A GmbH as a subsidiary of a foreign company

The “Gesellschaft mit beschränkter Haftung” (GmbH, a limited liability company) is the most common legal form used for corporations in Germany. It is primarily popular (also as a subsidiary of foreign companies) because of its combination of high flexibility and manageable obligations. At least one shareholder (e.g. a natural person or a foreign company) is required to found a GmbH.

The GmbH has at least two independent bodies. The main body is the shareholders’ general meeting, consisting of the shareholder(s). The second body is the management board, consisting of one or more managing directors. A managing director domiciled outside Germany is permissible if the company has a business address in Germany and at least one local representative in Germany.

The share capital of a GmbH amounts to at least EUR 25,000. The initial contributions can be made in the form of money or as a non-cash contribution (e.g. real estate or patents). Liability is limited to the business assets of the company, including its share capital.

The founding of a GmbH must be notarised by a German notary. For example, he must confirm the existence and power of representation of the parent company, which is usually evidenced by certain public documents. Public documents from abroad that are to be used in Germany must be certified, for example by apostille or legalisation.

The most important steps for establishing a GmbH with an initial contribution paid in cash:

1. The articles of association:

The articles of association define the company’s name and its statutes. The GmbH is a very flexible corporate form because of the many possibilities for contractual arrangement. The following information must be included in the articles of association: The amount of share capital, the shareholder(s) and the amount of contributions to be made by each shareholder, the name and registered office of the company and the object of the company.

2. Notarial certification of the articles of association:

As a rule, the articles of association are drawn up and notarised by a German notary in a single meeting. The founding shareholder(s) agree(s) to the articles of association in a notarial deed and appoint(s) one or more managing directors. The notary should be contacted right at an early stage in the initial founding phase in order to clarify the required documents of the foreign company (if applicable) and the required form.

3. Payment of the share capital (cash contribution):

After the articles of association have been notarised, a company account should be opened and the share capital paid in. In order to register a GmbH with EUR 25,000 share capital in the commercial register, it is sufficient if EUR 12,500 have been paid into the company account.

4. Entry in the commercial register:

Once the required share capital has been verifiably paid into the account of the GmbH, the managing director(s) apply(s) to enter the GmbH in the commercial register. The application is submitted electronically by a notary. The establishment of a GmbH as a legal entity and the effectiveness of its limitation of liability begin with its registration in the commercial register.

5. Registration with the trade office or public order office:

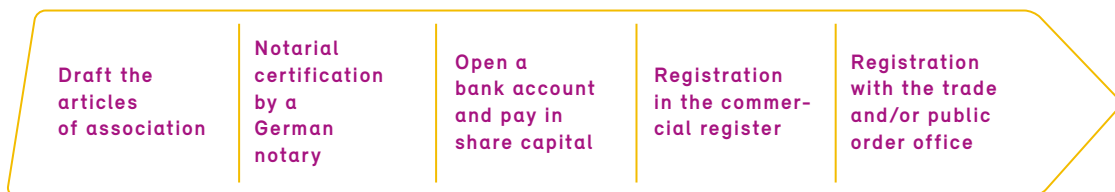
Before commencing business activity, the trade office or public order office must be informed of the planned business activity. All necessary authorisations and proof of identity of the authorised representatives must be provided.

Only for certain activities for which permission is mandatory, a permit is required in addition to registration with the commercial register and the trade office or public order office.

A different founding procedure may be required for other company forms.

The founding of a GmbH

is subject to clear, concise regulations.



The founding costs (notary and registration fees) for a normal GmbH with a share capital of EUR 25,000 are around EUR 800.

Registering a branch office

The registration of an independent branch office of a foreign company in the commercial register must be performed by a German notary. As with the establishment of a subsidiary, the notary should also be contacted at an early stage in order to obtain clarity about the required documents of the foreign headquarters and the required form.

Both independent and dependent branch offices of foreign companies are required to register the planned business activity with the responsible trade office or public order office and submit all the necessary permits and proofs of identity of the authorised representatives.



German notaries can be found in the directory of the Bundesnotarkammer (federal chamber of notaries) at:

notar.de

You can find out more about the commercial register online at:

gtai.de/handelsregister

You can find further information online in the GTAI Investment Guide:

gtai.de/unternehmensgruendung



"THE *e-bikes* ON
THE MARKET
DIDN'T HAVE ENOUGH
TO OFFER."



Company profile (4/5)

Coboc GmbH & Co. KG

Coboc is anything but hard to find: just follow the wheel tracks along the corridor. Only when looking around in the workshop do you start to wonder: where has the E gone? The simple answer is: in the frame – where the innovative technology is hidden. Founded in 2011, the company has managed to rid the electric bicycle of its clumsiness – along with its reputation of being a two-wheeler for senior citizens – by reinventing the wheel, so to speak. "In the early stages we realised there is nothing on the market that really impresses us," says Annalena Horsch, co-managing director of Coboc. With this point in mind, all the components have been rethought and redesigned, including the drive system, the software and the frame design, right here in Baden-Württemberg – a good place for Coboc – as Baden-Württemberg is both a bicycle state and a start-up state.

"We are creators. And we are innovative," says the entrepreneur, describing the mentality. In the

course of the company's history, the young team has benefited from innovation vouchers and funding opportunities as well as a great many tips, plenty of help and opportunities for collaboration. "The way we began – we were the most rudimentary start-up imaginable." But those days are a thing of the past and Coboc has gained a foothold on the bicycle market – both nationally and internationally – and nevertheless remained a Baden-Württemberg company. "With the exception of one, all our employees are based in Heidelberg, including the five developers and our lightweight design engineer. And the drive systems are really still built in the workshop next door." "Rudimentary" became "reduced" – to the best technology, the most harmonious design and the most fun to ride.

Managing director:

Annalena Horsch

Sector:

E-mobility

Company headquarters:

Heidelberg



Company website:

coboc.biz

COMPANY TAXATION

In Germany, the total amount of tax payable for companies is not the same throughout the country. For corporations, the average overall tax burden is slightly below 30%, although in some municipalities it can be considerably lower. The taxation of companies in Germany is done in **two stages**:

At the **first stage** corporations are subject to corporation tax, whereas partnerships are subject to income tax. Corporations such as a GmbH or an AG, which have their registered office or management board in Germany, are subject to corporation tax on their income worldwide (which can be reduced, for example, by the influence of double taxation agreements). Corporation tax is levied at a rate of 15% of taxable income. A solidarity surcharge of 5.5% of corporation tax, i.e. 0.825% of taxable income, is also payable. The corporation tax and the solidarity surcharge therefore amount to 15.825% of taxable income.

At the **second stage** all business enterprises (including corporations) are subject to trade tax, which is levied by the municipalities (i.e. the city or town in which the company has its premises). Trade tax is a municipal tax in which the respective tax rates are determined individually by the municipality, which means trade tax rates can vary from one municipality to the next.

This information is only a brief introduction to this more complicated matter.



More information is available in the “Investment Guide to Germany” published by Germany Trade & Invest:

gtai.de/unternehmensbesteuerung

GTAI GERMANY
TRADE & INVEST

People as a success factor

OUR SCHOOL SYSTEM: *first-class education* AT EVERY LEVEL



SCHOOL EDUCATION IN BADEN- WÜRTTEMBERG

Students have varying strengths and inclinations. The school system in Baden-Württemberg therefore offers a varied range of educational pathways and provides all children and young people with individual support and assistance. In addition to schools that provide general education, vocational schools open up a wide range of educational programmes and opportunities. Baden-Württemberg is committed to a teaching culture that imparts knowledge, promotes responsible and social behaviour, and is characterised by tolerance and democratic coexistence.

Schools play a central role in education and upbringing and are places where young people acquire the knowledge and skills that enable them to reflect on and to find their way in life and the world of work. Schools provide a secure basis, both for the challenges of today and the future. In schools, too, digitalisation is being actively promoted, especially in schools run by the state. These schools have implemented an educational concept in which qualified teachers apply new digital technologies to unfold their full potential in the classroom.

Types of school

There are a number of different types of schools in Baden-Württemberg. The type of school a child attends partly depends on how old he or she is, but also on his or her learning behaviour and abilities. On this basis, parents – together with their children – choose the school best suited to them.

In Baden-Württemberg – as in nearly all states in the Federal Republic of Germany – after kindergarten schooling starts with four years of primary school. Primary schools are the common basic level of the school system. These schools enable children to acquire all basic skills in a joint educational pro-

gramme. At the same time they foster social skills as well as the children's creative potential.

Schools are responsible for guiding students through their educational pathway and provide a supportive educational environment to learn and work. Primary schooling is followed by secondary schooling.

The secondary-school system is a multi-level system comprising: general and intermediate secondary schools with vocational orientation (Haupt- und Werkrealschule), intermediate secondary schools (Realschule), joint secondary schools (Gemeinschaftsschule) and higher academic secondary schools (Gymnasium). The "Haupt- und Werkrealschule" is intended for students whose interests are oriented towards the more practical and vocational fields of learning. In addition to theoretical basic knowledge, the focus of the "Haupt- und Werkrealschule" is on teaching practical knowledge and skills. The "Haupt- und Werkrealschule" lasts for five or six years, depending on the intended school leaving certificate. After passing the final examination, students obtain either a general secondary school leaving certificate (Hauptschulabschluss) or an intermediate secondary school leaving certificate (Werkrealschulabschluss). After completing the "Haupt- und Werkrealschule", students can either start qualified job-training or gain further educational qualifications.

The "Realschule" primarily provides extended general education within a reality-based framework. After six years, it leads to a secondary school leaving certificate, but also offers the opportunity to gain a general secondary school-leaving certificate at the end of grade 9. At the "Realschule", students with both weaker and stronger abilities are equally supported according to their needs. Once they have successfully completed the "Realschule", students have a broad range of opportunities for further education.

The higher academic secondary school (Allgemein bildendes Gymnasium) is the direct path to a university entrance certificate within 8 years. Students at higher academic secondary schools gain an extensive general education, giving them the opportunity

to develop the skills and knowledge necessary for their further personal and professional lives, e.g. for studying at a university. Some students, however, also opt for particularly demanding vocational training after graduating from higher academic secondary school. Children of all abilities can attend a joint secondary school (Gemeinschaftsschule), which offers both the general secondary school-leaving certificate (Hauptschulabschluss) and the intermediate secondary school-leaving certificate (Realschulabschluss). Some joint secondary schools also offer an upper secondary level that leads to the "Abitur" (university entrance qualification). The final examinations are identical to those offered at the other types of school. The decision as to what final exam to sit is made by the parents and students only one year prior to the final year. Joint secondary schools can lead to an apprenticeship as well as to an academic education.

Students with a recognised entitlement to special-needs education can either attend a special-needs education and advisory centre or mainstream schools where inclusive educational services are available. Special-needs education and advisory centres offer both special educational qualifications depending on their support focus as well as courses equal to those of mainstream schools.

There are also higher vocational secondary schools that cover one of the following main areas:

- Technical higher secondary school
- Business higher secondary school
- Social and health sciences higher secondary school
- Nutritional sciences higher secondary school
- Biotechnology higher secondary school
- Agricultural sciences higher secondary school

In principle, higher academic secondary school leaving qualifications can also be obtained at a later date. For example, after acquiring an intermediate secondary school-leaving certificate, children can also gain their advanced certificate of secondary education (Abitur) at a higher academic secondary school (Gymnasium) or at a higher vocational sec-

ondary school (Berufliches Gymnasium). The broad, diverse structure of the school system in the state of Baden-Württemberg gives children and young people the opportunity to improve on their school qualifications and achieve higher degrees.

Schools with special language offers – bilingual schools

As a state that exports much of its goods and services, Baden-Württemberg maintains very strong international economic relations and therefore also has a lot to offer in terms of international bilingual schools. There are several English-speaking schools in the state and an increasing number of bilingual primary schools. The European School in Karlsruhe offers a particularly wide range of foreign language lessons. However, other schools in the state have also greatly broadened their range in recent years. For example, some schools, such as the German-French Gymnasium (higher academic secondary school) in Freiburg, offer bilingual departments and even an "International Abitur" (international university entrance qualification). 20% of intermediate secondary schools (Realschulen) have a bilingual branch.

Alongside traditional foreign language teaching, bilingual, application-oriented learning is an integral part of any forward-looking educational programme. In bilingual lessons, the students work on the contents and problems of the subject in the respective foreign language. Bilingual teaching and learning are possible at any school. Bilingual modules and sequences in the subjects are becoming increasingly common at all levels of higher academic secondary school (Gymnasium).

Vocational training

The dual training system in Germany is recognised worldwide as a successful model for vocational training. It contributes decisively to the fact that Germany has the lowest youth unemployment rate

within the European Union and that it is economically so successful. Vocational training offers young people excellent conditions and opportunities for making the transition to working life as well as diverse career and development opportunities. As the German economy needs well qualified, trained specialists, careers with vocational training are very promising. A characteristic feature of the dual vocational training system in Germany is the training of young people in companies and vocational schools. Generally, the company offering the training provides the trainees with practical training 3½ days a week and the vocational school the theoretical part on 1½ days a week.

Currently, dual training covers 325 vocational training programmes in practically all sectors of the

economy – from skilled manual trades to the service sector and the high-tech field. In 2019, around 525,081 trainee contracts were signed in Germany. The dual training system is thus firmly embedded in the German educational and training landscape.



Links on the subject of education:

service-bw.de

stark-fuer-ausbildung.de

km-bw.de

International School Stuttgart

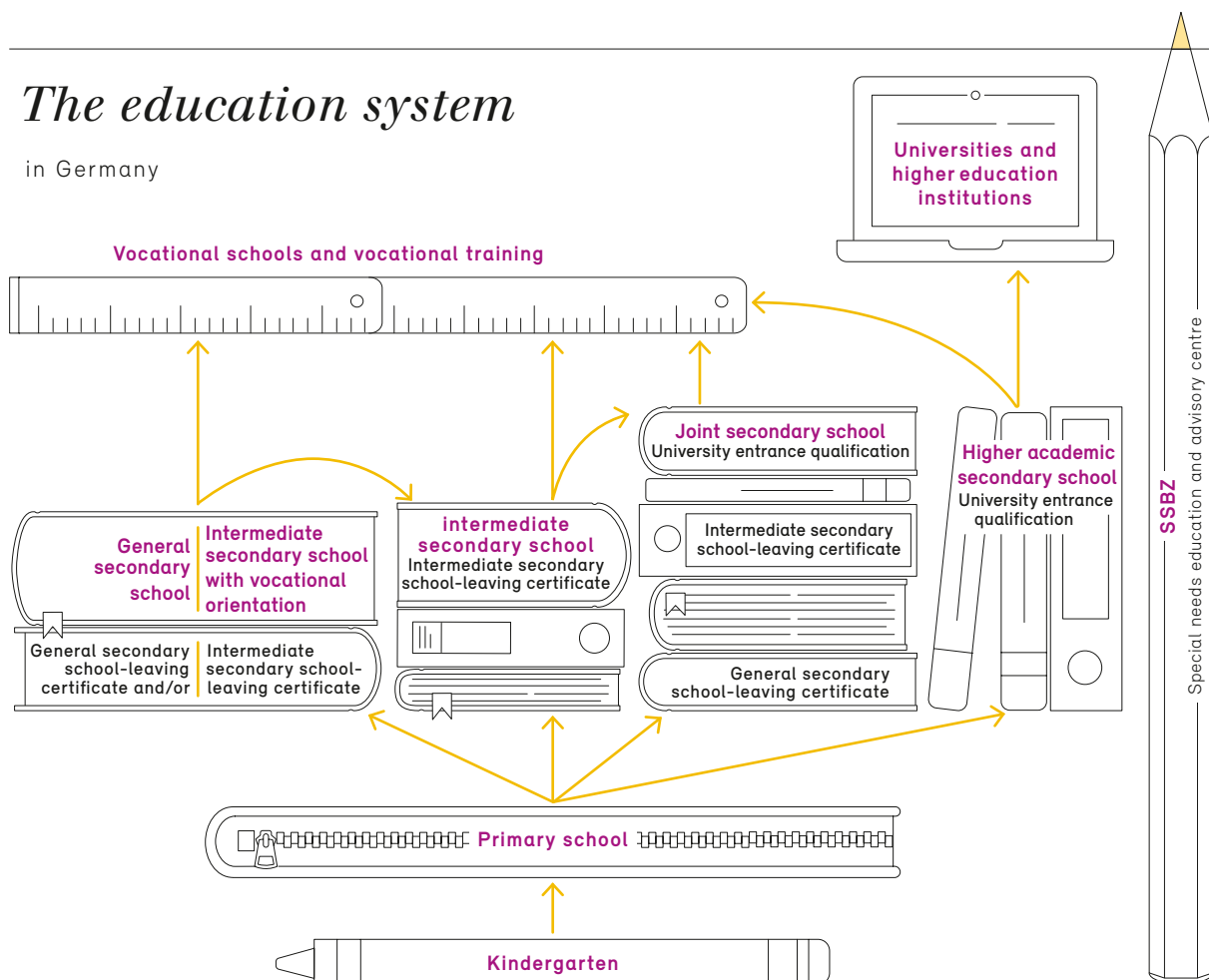
issev.de

Heidelberg International School

hischool.de

The education system

in Germany



This is a simplified presentation of the various educational paths.

Facts and figures on *dual vocational training*

in Baden-Württemberg 2019



72,915

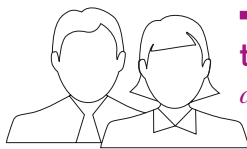
**new
trainee contracts**

of which

11,087

**newly signed
trainee contracts**

*by foreign
nationals*



190,376

trainees

at 31 December 2018

of which

27,552

trainees

with migrant background

Source: statistik-bw.de

STUDYING IN BADEN-WÜRTTEMBERG

Baden-Württemberg has the broadest range of higher education institutions in Germany. It offers young people from Germany and abroad a wealth of study opportunities with state-of-the-art courses of training in numerous subjects and areas of study. Moreover, people with work experience or professional qualifications can also find many opportunities for further education here. Depending on the course of study and the type of university, either the theoretical or the practical part will predominate and various degrees are available. A further advantage is that the cost of studying is moderate on account of state subsidies. In addition, many university towns offer an attractive environment, guaranteeing a high quality of life when studying. Students can choose from the following types of higher-education institution:

At **universities** (Universitäten) the emphasis is on theory-oriented education and students can benefit directly from the integration of research and education. Universities of applied sciences (Fachhochschulen) primarily feature extremely application-oriented courses of study. **Baden-Wuerttemberg Cooperative State Universities** (Duale Hochschulen) offer students the opportunity to combine the advantages of a university course of studies with those of vocational training in a company in a highly practice-oriented way. Furthermore, there are a number of higher-education institutions that specialise in certain fields, such as **educational science** (Pädagogische Hochschulen, i.e. teacher training colleges), **art and music** (Kunst- und Musikhochschulen), as well as a number of **private colleges** (Privathochschulen).

Foreign education certificates

The “Regierungspräsidium Stuttgart” (Stuttgart regional council) checks whether entrance qualifications from foreign universities submitted by German citizens can be recognised. However, the universities themselves decide on the recognition of foreign education certificates submitted by foreign nationals or stateless persons.



Information on studying with a study course search

bw-studyguide.de

Orientation procedure

was-studiere-ich.de

bw-cct.de

Decision training

bw-best.de

Information on the recognition of education certificates

Regierungspräsidium Stuttgart

rp.baden-wuerttemberg.de

Information for professionally qualified persons

mwk.baden-wuerttemberg.de

hochschulstart.de

Addresses of the employment agency team for academic professions

arbeitsagentur.de

Information on job market trends

iab.de

uni-due.de/isa

ba-bestellservice.de

Finding the right course of studies and choosing a career

Study orientation

Consultations

at universities or employment agencies are helpful here.

Applying for a place to study

Information on applications, deadlines and admission is available at:

hochschulkompass.de

Admission

Possible waiting times, phases and dates are available at:

hochschulstart.de

No place at university yet?

Study places that have become vacant are drawn at:

freie-studienplaetze.de

Matriculation

All the documents required for enrolment

must be submitted in due time: (certified) copies.

Initial study phase

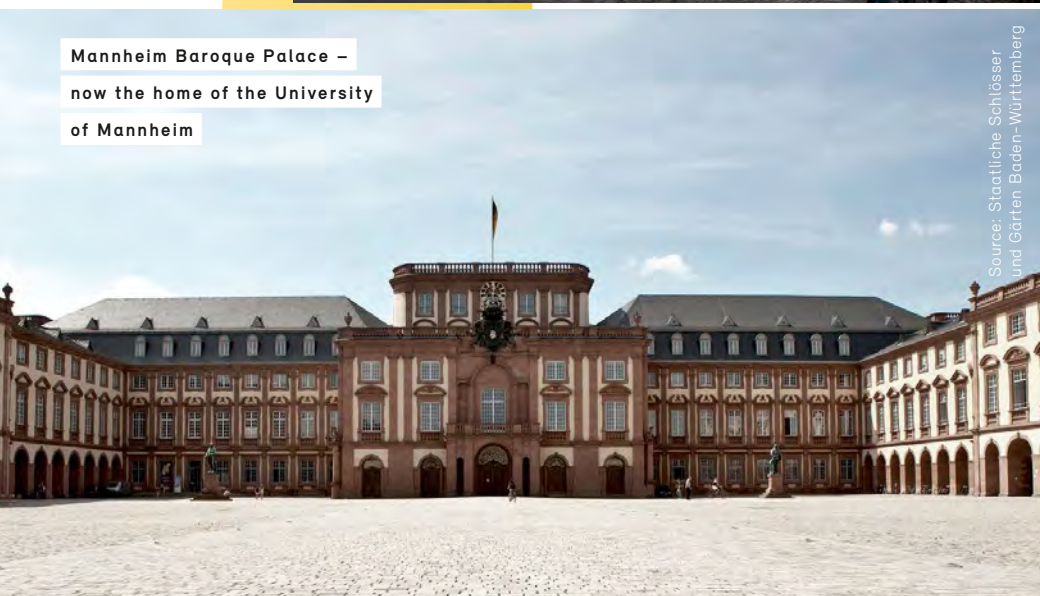
Offers of support and courses are available at the universities to help students get started.

The old university in the old town
of Heidelberg is the seat of
the rectorate and the central
venue of the Ruperto Carola



Source: Heidelberg University

Mannheim Baroque Palace –
now the home of the University
of Mannheim



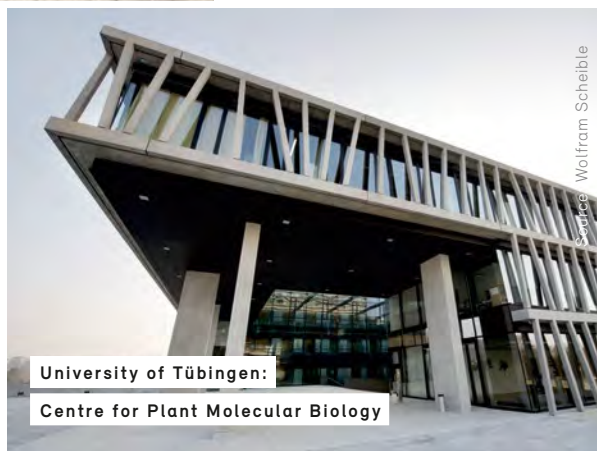
Source: Staatliche Schlösser und Gärten Baden-Württemberg

Campus city centre
of the University of Stuttgart



Source: Universität Stuttgart

University of Tübingen:
Centre for Plant Molecular Biology



Source: Wolfram Scheible

Colour legend

The map only shows state-owned
higher education institutions.

- 9 Universities
- 23 Universities of applied sciences
- 14 Dual University of Baden-Württemberg
- 6 Teacher training colleges
- 9 Colleges of art and music
- 12 Max Planck Institutes
- 2 Helmholtz Association research centres
- 7 Leibniz Institutes
- 14 Fraunhofer Institutes
- 12 Innovation alliance Baden-Württemberg
- 2 International research institutions
- 1 Heidelberg Academy of Sciences and Humanities

University and research landscape

in Baden-Württemberg



Overview

Types of higher education institution

FIELDS OF STUDY	SPECIFIC CHARACTERISTICS	DEGREES	DURATION OF STUDIES
UNIVERSITIES			
Practically all fields of study	Theory and research-oriented training	Bachelor	6–8 semesters
		Master Doctorate	2–4 semesters
UNIVERSITIES OF APPLIED SCIENCES			
Technology, economics, social affairs and design	Scientific in-depth training with practical relevance Highly structured study course focusing on specific subjects	Bachelor	6–8 semesters (including one practical semester)
		Master	2–4 semesters
DUAL UNIVERSITY OF BADEN-WÜRTTEMBERG			
Economics, technology and social affairs	Practical orientation Highly structured Alternating between study and practice	Bachelor	6 semesters (extra-occupational)
		Master	4 semesters
COLLEGES OF ART AND MUSIC			
Design, performing arts, visual arts and music	High degree of independence Partly individual lessons	Diploma	6–8 semesters
		Bachelor	6–8 semesters
		Master Doctorate	2–4 semesters

Source: MWK 2017/2018 study guide, abridged version. There are also teacher training colleges and those for the public service.

THE STATE WITH THE MOST CLOSELY KNIT NETWORK OF RESEARCH INSTITUTIONS

Hardly any region in Europe has such a large number of research institutions as Baden-Württemberg. Both national and international large-scale research centres such as the European Molecular Biology Laboratory (EMBL) or the German Cancer Research Center in Heidelberg (DKFZ) are just as much at home here as the large number of institutes of renowned research organisations.

Technology providers in Baden-Württemberg include nine universities and 23 universities of applied sciences. There are also 12 science-oriented Max Planck Institutes, 14 Fraunhofer Institutes and seven institutes of the Leibniz Association BW (Leibniz-Gemeinschaft BW). Also represented are 12 "Institute der Innovationsallianz BW" (institutes of the BW Innovation Alliance), two "Forschungszentren der Helmholtz-Gemeinschaft e.V." (research centres of the Helmholtz association) and the "Steinbeis-Stiftung für Wirtschaftsförderung" (Steinbeis foundation for economic development) with its more than 500 transfer institutions, most of which are located at universities.

Overview

Non-university research

Researching in Baden-Württemberg



Max Planck Society mpg.de

The "Max-Planck-Gesellschaft zur Förderung der Wissenschaften e.V." (Max Planck Society for the advancement of science, MPG) is an independent, non-profit research organisation. Its institutes are primarily dedicated to applied basic research in selected areas of the natural sciences, humanities and social sciences.



Leibniz Association leibniz-gemeinschaft.de

The Leibniz Association unites 88 independent research institutions. Its focus includes the natural sciences, engineering and environmental sciences, economics, spatial and social sciences and the humanities.



HEIDELBERGER AKADEMIE
DER WISSENSCHAFTEN

Heidelberg Academy of Sciences and Humanities hadw-bw.de

The Baden-Württemberg academy of sciences is one of the eight German academies of sciences. It is a scholarly and modern non-university research institution currently engaged in 20 projects.



International Max Planck Research Schools (IMPRS) mpg.de

The promotion of budding young scientists plays a major role in the Max Planck Society's research policy. Key elements are structured doctoral programmes in innovative and interdisciplinary fields at the International Max Planck Research Schools (IMPRS).



Fraunhofer

Fraunhofer-Gesellschaft fraunhofer.de

Founded in 1949, the Fraunhofer-Gesellschaft promotes and conducts internationally connected, application-oriented research for the direct benefit of industry and society. Contractual partners and customers are industrial companies and service providers as well as the public sector.

EMBL



European Molecular Biology Laboratory (EMBL) embl.de

The EMBL was founded in 1974 and is supported by more than 20 member states. Its core tasks include: molecular biological basic research, scientific services, the development of new instruments and methods for researchers, the transfer of technology and the interlinking of biosciences throughout Europe.

HELMHOLTZ SPITZENFORSCHUNG FÜR
GROSSE HERAUSFORDERUNGEN

Helmholtz Association helmholtz.de

The Helmholtz Association employs 38,000 people in 18 technical, scientific and biological-medical research centres. Its researchers work on finding solutions to the major pressing questions facing society, science and commerce.



Innovationsallianz Baden-Württemberg innbw.de

The "Innovationsallianz Baden-Württemberg" (innBW, the innovation alliance Baden-Württemberg) plays a significant role in the "state of small and medium-sized enterprises" with its business- and application-oriented research. The innBW is an alliance of 13 independent institutions that conduct business-related research and employ a total of 1,945 people.



Institute for Transuranium Elements (ITU) ec.europa.eu/jrc/en

Founded in Karlsruhe in 1963, the ITU's mission is to provide the scientific basis for protection against the dangers of highly radioactive materials. The institute is part of the Joint Research Centre (JRC) of the EU Commission.

Overview

Research at universities

Researching in Baden-Württemberg



*Exzellenz-
initiative
3 AUSGEZEICHNETE UNIVERSITÄTEN
IN BADEN-WÜRTTEMBERG
University of Freiburg
uni-freiburg.de

The University of Freiburg is one of the oldest and most renowned seats of learning in Germany. Its numerous scientific centres play a key role in the world of research, such as in the neurosciences, the materials sciences, in medicine and law.


**UNIVERSITÄT
HEIDELBERG**
 ZUKUNFT
 SEIT 1386

Heidelberg University
uni-heidelberg.de

Heidelberg University is the oldest of its kind in Germany and one of the foremost research institutions in Europe. Heidelberg University is particularly concerned with enhancing outstanding individual disciplines, promoting dialogue across traditional disciplinary boundaries and making its research results available for the benefit of society and industry.


**UNIVERSITÄT
HOHENHEIM**
University of Hohenheim
uni-hohenheim.de

The University of Hohenheim conducts interdisciplinary research in the fields of bioeconomics, global food security and ecosystems as well as health sciences. Central facilities for scientific services, state institutes and experimental laboratories make for practical, cooperative and comprehensive research.


**Karlsruhe Institute
of Technology**
kit.edu

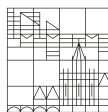
The KIT is Germany's oldest technical university and the research university of the Helmholtz Association. It was created through the merging of the university and the Karlsruhe research centre. Its primary research expertise addresses the needs of society in the fields of energy, mobility, information, elementary particle and astroparticle physics, climate and environment, man and technology as well as materials, structures and functions.


 ulm university universität
uulm
Ulm University
uni-ulm.de

The excellent standard of research at Ulm University is a result of close interdisciplinary cooperation in fields such as trauma research, ageing research, quantum science, energy storage, human-machine interaction and financial services.


**UNIVERSITÄT
MANNHEIM**
University of Mannheim *
uni-mannheim.de

The University of Mannheim is one of Germany's best research centres in the key areas of business administration, economics and social sciences. Its range of research has been awarded top rankings for many years.

 Universität
 Konstanz

University of Konstanz *
uni-konstanz.de

At the University of Konstanz, science is thought of as an interdisciplinary process. Its main areas of research are cultural studies and decision sciences, chemical biology and ecology as well as molecular nano- and material sciences. The young reform university has received awards for its gender-oriented and family-friendly structures and actively promotes young academic careers.

 EBERHARD KARLS
**UNIVERSITÄT
TÜBINGEN**

University of Tübingen: *
uni-tuebingen.de

The University of Tübingen has over 500 years of tradition in research in the fields of humanities, social sciences, natural sciences and life sciences. Numerous collaborative research centres and five graduate schools are also located there. Its research focuses particularly on the fields of integrative neurosciences, translational immunology, cancer research, geo- and environmental research, astro-, elementary particle and quantum physics, education and media.


Universität Stuttgart
University of Stuttgart
uni-stuttgart.de

Due to its interdisciplinary profile and its keen focus on the natural and engineering sciences, the University of Stuttgart enjoys an outstanding reputation as an internationally recognised research institution. Its fields of research include modelling and simulation technology, new materials, complex systems and communication, technology concepts, energy supply and the environment, mobility, product and production design, and the design and technology of sustainable habitats.

Company profile (5/5)

Visioverdis GmbH

Trees that do not grow skywards, but horizontally – building concepts for the self-sufficient supply of food, energy, water and clean air. Visioverdis is providing new responses to climate change and solutions for the habitats of the future. “It’s all about bringing more plants into our cities and making better use of the potential of plants for the benefit of mankind,” Dr. Alina Schick explains. “At the beginning we were ridiculed as vertical gardeners,” she remembers. “However, we’re not facade planters, we simply build products using botanical and technological means.” Is that a contradiction? For Alina Schick it is more of a symbiosis. She points to a building of the University of Hohenheim. On the facade, a vertical garden is visible from which little privet trees stretch out horizontally. The idea is called GraviPlant. “A very efficient single plant supply system,” she says.

Alina Schick feels ideally provided for in Baden-Württemberg. “There are plenty of good funding schemes here. This is a very attractive state for the start-up scene,” she explains. And as Baden-Württemberg is also the state of engineers, the crème de la crème is never very far away. “This is where things really come together.” The engineers, the architects, the agriculture. “All these factors make Baden-Württemberg a highly fascinating, interdisciplinary environment.” Ideal for a greentech company like Visioverdis – and for Alina Schick: “I like it here. It’s a green state, with beautiful forests and orchard meadows.” She wants to work actively with Visioverdis to ensure that the state’s towns and cities become green, too. “Our ideas contribute to our having more beautiful cities.” However, Alina Schick doesn’t want to be seen as a do-gooder. “That sounds like too tall an order, but urban and habitat improvers – that’s what we want to be.”

Managing director:

Dr. Alina Schick

Sector:

Greentech

Company headquarters:

Stuttgart

*Company website:*

visioverdis.com



**“DO-GOODERS?
RATHER URBAN AND
habitat improvers.”**

ALLIANCE OF SKILLED STAFF – WORKING TOGETHER FOR SKILLED STAFF

Small and medium-sized enterprises are the backbone of Baden-Württemberg's economy and make a decisive contribution to the prosperity and continued sustainability of the state. Skilled staff play an important role in this respect. Without them, it would not be possible to fulfil orders or make investments.

Due to demographic change and the long-term positive economic situation, some sectors are currently having problems recruiting sufficient numbers of skilled workers and trainees. In order to combat this trend, since 2011 the "Fachkräfteallianz" (alliance of skilled staff) in Baden-Württemberg has been a focal point for all the partners who are committed to meeting the demand for skilled experts. Together, they aim to tackle three major challenges: the digitalisation of the economy, the increasing number of people in need of long-term care and the migration of refugees.

The commitment of the alliance of skilled staff's partners is also promoted by the state at regional and district level through the "Regionalprogramm Fachkräftesicherung" (regional programme for securing skilled staff), which supports events and activities relating to the objectives of the Baden-Württemberg alliance of skilled staff.

Further key elements of Baden-Württemberg's commitment to the alliance of skilled staff are the regional "welcome centres" and the state-wide "Welcome Center für Sozialwirtschaft" (welcome centre for social economy). The centres are helping the state support its businesses in their search for internationally skilled staff and their integration in the job market, thus contributing to a cosmopolitan society.

The welcome centres advise companies, in particular SMEs, on issues relating to the recruitment and integration of skilled staff from other countries. At the same time, they are key contact points for foreign specialists and their families as well as for international students studying at Baden-Württemberg's universities. They provide support on topics such as finding a job, residence and employment law, learning the language, recognition of professional qualifications, job applications, further training, housing and childcare.

Since the summer semester 2018, the "Willkommensbüro für Internationale Studierende in Ostwürttemberg" (WISO, the welcome office for international students in East Württemberg) has been targeting international students and graduates to get them interested in the regional job market and place them with companies. During their studies, intensive contact is established between the students and companies in the region to enable them to experience the diverse professional prospects available locally.



Welcome centres in Baden-Württemberg:

Welcome centre for social economy

Baden-Württemberg

welcome-center-sozialwirtschaft-bw.de

Welcome centre Lake Constance-Upper Swabia

welcomecenter-bo.de

Welcome centre Black Forest-Baar-Heuberg

welcome-sbh.de

Welcome centre Heilbronn-Franconia

welcomecenter-hnf.com

Welcome centre Rhine-Neckar

welcomecenter-rn.de

Welcome centre Stuttgart/

Welcome Service Region Stuttgart

welcome.region-stuttgart.de

Welcome centre Karlsruhe technology region

welcome.technologieregion-karlsruhe.de

Welcome centre Ulm/Upper Swabia

ulm.ihk24.de

Quality of life – welcome home

We love to enjoy
**OUR
INVENTIONS.**

BAD URACH 48°29'48.8" N 09°23'41.5" E



Baden-Württemberg is said to be the state of inventors and innovators, of great thinkers, little geniuses, old, venerable universities and young highly qualified workers. But it is also the state of theatres, concerts, festivals, museums and exhibitions, of castles, palaces, parks and gardens, and of picturesque landscapes, deep forests and clear lakes, not to mention “Maultaschen”, sometimes described as Swabian ravioli, and award-winning restaurants. Above all, however, Baden-Württemberg is the state where people and families from all over the world come to find their purpose – as real Baden-Württembergers with roots in over 170 nations. In a nutshell, Baden-Württemberg is the state that has everything – and is happy to share it all with you.

WORLD MARKET LEADER AMONG WORLD MARKET LEADERS

With an export volume of EUR 200 billion in 2019, Baden-Württemberg ranks first among Germany's 16 federal states – equivalent to EUR 18.483 per inhabitant. If Germany is already world champion in terms of exports, then what is Baden-Württemberg? Where does it draw its strength from?

Despite Baden-Württemberg being home to more global players than any other region, it is above all the many small and medium-sized enterprises that form the backbone of our economy. Over 99% of all companies within the state have fewer than 250 employees. These firms include around 400 so-called “hidden champions” – companies that have become world market leaders without attracting a great deal of attention, making Baden-Württemberg the world market leader among world market leaders, so to speak.

This is also due to the fact that so many creative people from all over the world find their way to us. And perhaps that's why more inventions are created here than anywhere else. Every year, an average of around 14,000 patents are registered within the state. And no other area invests as much in research and development as Baden-Württemberg – 5.6% of the gross domestic product – a figure unique in Europe.

But something we have not invented are Baden-Württemberg's natural and cultural monuments, or the more than 300 bathing lakes, where you can enjoy the most hours of sunshine in the whole of Germany. Sailing on Lake Constance and hiking, biking or skiing in the Black Forest, picturesque, fairy-tale towns in charming locations on the banks of the Rhine, Neckar or Danube with their castles, museums and elite universities. Exquisite wines from both Baden and Württemberg, gourmet restaurants and taverns serving delicious local wines, a lively, international art and culture scene, and one of the world's best ballet ensembles.

All these features make Baden-Württemberg so unique. The only thing missing is you.

The state and its people

Baden-Württemberg is the only state in Germany to have been created by a referendum. In 1952, the states of Württemberg-Baden, Baden and Württemberg-Hohenzollern merged to form a single south-western state. A stroke of luck in history – as former federal president Theodor Heuss emphasised.

The people of Baden-Württemberg affectionately call their state “Ländle” (little state). However, the state is not as small as its name suggests, as around 11 million people live on 35,747 km², making Baden-Württemberg geographically the third-largest state in Germany after Bavaria and Lower Saxony. Only North Rhine-Westphalia and Bavaria have more inhabitants. Switzerland is only slightly

larger and Belgium is smaller. And Baden-Württemberg has more inhabitants than Switzerland, Austria, Finland or Denmark.

Stuttgart is the state capital and, with some 610,588 people, the largest city in Baden-Württemberg. The next-largest cities are Karlsruhe, Mannheim, Freiburg, Heidelberg, Ulm, Heilbronn, Pforzheim and Reutlingen. Apart from the urban centres, the rural regions of Baden-Württemberg also have a lot to offer. With their diverse agriculture, forestry and tourism, they shape the image of Baden-Württemberg to an equal extent. 574 of Baden-Württemberg's municipalities have less than 5,000 inhabitants. The smallest of these is Böllen in the district of Lörrach with only 97 inhabitants.

The landscape and nature in Baden-Württemberg are exceptionally diverse and the state is famous for its large, contiguous forest areas such as the Black Forest, the Swabian Forest or the Odenwald. Around 40% of the state is covered with forests, including those that are still left alone to be real forests, such as in the Black Forest National Park, where nature is left to develop freely on an area of 10,000 hectares. At 1,493 metres above sea level, the Feldberg in the southern Black Forest is the highest point. The lowest point in the state is on the Rhine near Mannheim at 85 metres above sea level.

Baden-Württemberg is also a state rich in water. The Rhine is 1,233 km long and flows through Baden-Württemberg for 437 km. The Neckar river is 367 km in length, most of which flows through the state. The Danube rises with the confluence of the Brigach and Breg rivers near Donaueschingen. The first 251 km of its more than 2,800 km journey eastwards to the Black Sea flow through Tuttlingen, Sigmaringen and past Ehingen until

it crosses into Bavaria near the city of Ulm. Then there is Lake Constance, also known as the "Swabian Sea". With its 536 km² it is one of the largest freshwater lakes in the world.

Baden-Württemberg has very few mineral resources, but all the more people who are full of ideas and creativity. Towards the end of the 19th century the state saw groundbreaking inventions such as the automobile and today its future is again being invented, just like the future of mechanical engineering, optics, precision mechanics, information technology, energy management, medical technology, pharmaceuticals and many other industries.



The pretzel

Baden-Württemberg's
number 1 bread product
comes from Bad Urach.

A FAMILY MATTER

Career or family? In Baden-Württemberg, fewer and fewer people need to ask themselves this question, as here it has long been recognised that family-friendliness is a key factor when choosing a location – and it is becoming increasingly important. Recruiting and retaining highly qualified employees frequently depends to a considerable extent on the question of how family-friendly the employer, the environment, the region and the state are.



Source: gettyimages

Our family policy is fully in tune with the realities of life and the needs of the people who live here in Baden-Württemberg. We support families in their endeavour to combine professional life with the upbringing of their children or the care of family and relatives. This also applies to fathers who want to play a greater role in raising their children. And in Baden-Württemberg we don't just talk about it, but actually do a lot to make it happen, as since 2014, Baden-Württemberg has borne around 68% of the expense of infant care. The federal investment scheme "Kinderbetreuungsfinanzierung 2017–2020" (childcare funding) also supports the expansion of childcare services. For example, an average of 3.0 full-time crèche children under the age of three or 7.3 kindergarten children aged three to six are assigned to one kindergarten teacher.

With the mission statement "Kinderland Baden-Württemberg" (children's state Baden-Württemberg), the state focuses on children and young people, their needs and opportunities. Parents should be able to decide freely and responsibly on how they want to organise their family life. At the same time, they should be able to count on state aid if required. Various services such as day care centres and child minders as well as full-day schools and kindergartens are designed to support parents in the upbringing, education and care of their children.

The ever-increasing level of digitalisation also offers completely new options for flexibility in the working world – in terms of both time and place. With "familyNET 4.0", a state-wide project has been launched in Baden-Württemberg to help employers both recognise and benefit from the potential of digitalisation.

LEISURE TIME ACTIVITIES

Baden-Württemberg is a paradise for sports enthusiasts: whether professional or popular sport, whether soccer, javelin throwing, fencing, darts or ballet – there is nothing that isn't on offer here – for children and adults alike.

Baden-Württemberg is a front runner when it comes to international sports, particularly as an organiser of major sporting events. For example, Stuttgart hosted matches of the 1974 and 2006 Football World Cups, the 1986 and 1993 European and World Championships in Athletics, and the 1989 and 2007 World Championships in Gymnastics. However, large-scale sporting events are often held in other cities within the state, too, such as Karlsruhe, Mannheim and Sinsheim. Mannheim was the venue of the 2010 Ice Hockey World Championship and Sinsheim hosted the Women's Football World Cup in 2011.

Baden-Württemberg also has a lot to offer in terms of team sport. With around 3,000 sports clubs, over 23,000 teams and more than one million active members, football is one of the mainstays of the federal state's sporting framework. For example, VfB Stuttgart has been Bundesliga champion five times and won the DFB Cup three times. Moreover, Karlsruher SC, FC Freiburg, 1. FC Heidenheim, SV Sandhausen, SV Waldhof Mannheim 07, Stuttgarter Kickers and TSG 1899 Hoffenheim are also traditional clubs that football fans are familiar with in every part of the country. Baden-Württemberg is also among the major players when it comes to handball, for example with the internationally successful teams Göppingen and Rhein-Neckar Löwen, who have won multiple German championships and trophies. In volleyball, VfB Friedrichshafen won the Champions League and have also been crowned German champions 13 times. Stuttgart is also the venue of important tennis tournaments such as the MercedesCup and the Porsche Tennis Grand Prix. By the way, former world ranking top tennis stars Steffi Graf and Boris Becker both come from Baden-Württemberg.

But when it comes to leisure activities, Baden-Württemberg is not only well positioned in terms of club sports, it also offers an extremely diverse network of hiking trails with breathtaking views along impressive gorges, past waterfalls and countless castles. Wherever you go, you will find cosy hiking huts, local dishes, outstanding wines and the friendliness of the people who live here.

A great many attractive long-distance cycle paths lead through Baden-Württemberg, too – across the Swabian Alb, through the Black Forest or along the Rhine. The cycle paths in Baden-Württemberg around Lake Constance, the Southern Black Forest Cycle Path or the Danube Cycle Path are among the best-known in Germany. Theme cycle paths are a special feature. For example, the award-winning "literary cycling trails", which lead to famous places in the world of literature, literary museums or memorials.

The south-west offers a broad range of water sports, including swimming, sailing, surfing, canoeing, pedal-boating or jet-skiing – in and on Lake Constance, the "Swabian Sea", or one of the many other lakes located throughout the state.

Facts and figures Leisure time



11,325
sports clubs

3.9 million
club members

Cuckoo clocks

The world's largest cuckoo clock is made on a scale of 60:1 and can be seen in Triberg in the Black Forest.

TRIBERG 48° 07' 48.5" N 08° 13' 56.7" E

*Quality of life –
where Germany is at its most beautiful*

A lovely time
IS AN EXPRESSION
YOU CAN STILL
TAKE LITERALLY
HERE.



NOT ONLY ONE HOLIDAY PARADISE, BUT MANY

Baden-Württemberg offers tourists a great deal of variety, including attractive amusement parks, excellent health resorts, beautiful landscapes and a diverse range of cities and cultures.

The state has more than 2,000 nature and landscape reserves, not to mention the many mountains and forests, gorges and river valleys, caves and rocks, lakes and vineyards that are waiting to be discovered. Baden-Württemberg is also ideal for hiking, biking, climbing, swimming, diving, canoeing, walking and cycling. Each of the state's regions can be actively explored on hiking trails and long-distance cycle paths with a total length of over 50,000 km, particularly the seven nature parks. Historic cities such as Heidelberg, Freiburg and Tübingen are welcoming destinations for thousands of visitors from all over the world each day. Baden-Württemberg is also the most popular spa state in Germany with 57 highly rated spas and health resorts. The Black Forest is well known for health resorts such as Bad Dürrenheim, St Blasien, Baden-Baden or Bad Herrenalb. The area is known for its special climate and often praised for its healing effect.

Apart from the Black Forest, Lake Constance, the Swabian Alb, the Neckar Valley, Hohenlohe and the Allgäu district also draw a great number of visitors. These tourist regions are all connected to the state's public railway network and can be easily reached by car. Baden-Württemberg promotes sustainability as a leitmotif of tourism. The projects it supports focus, for example, on soft tourism and the improvement of its tourism infrastructure. The "Green South" project offers tourists a combination of natural experiences, environmentally friendly mobility and climate-friendly accommodation as well as sustainable regional products and cuisine.

The south-west is one of the most popular tourist destinations in Germany, offering a beautiful envi-

ronment with unspoilt nature, sports and leisure facilities, art and culture, festivities and festivals that provide a welcome contrast to everyday working life. Monuments and museums, castles and gardens, events and exhibitions enable visitors to experience the state's historical tradition and cultural identity.

The most beautiful places

Holiday regions in Baden-Württemberg

Black Forest

The Black Forest stretches all the way from Karlsruhe to the Swiss border. The largest contiguous low mountain range in Germany features impressive forests, which are sometimes so dense that they appear almost "black" from a distance and are just waiting to be discovered and conquered – on foot, by bike or on skis. With thousands of kilometres of hiking trails and mountain bike trails, it is an ideal playground for all those who love exploring and adventure.

The Black Forest has more health resorts than any other region of Baden-Württemberg. Nineteen thermal baths, nine mineral spas or the mud spas of Bad Peterstal-Griesbach and Bad Rippoldsau-Schapbach invite you to take a deep breath, relax and recharge your batteries.

Lake Constance

Whether water sports, wellness, nature, culture or delicacies from the wine cellar and the kitchen – nestling in the picture-book landscape of the Alpine foothills, Lake Constance gives you that unspoilt holiday feeling all year round. Numerous wellness hotels and thermal baths located directly on the lake, such as in Überlingen or Meersburg, offer sauna sessions and soothing "hot stone" massages with a view of the deep blue lake and the Alpine panorama.

And the ancient pile dwellings near Unteruhldingen point to the fact that people must have felt at home here 4,000 years ago, too.

Swabian Alb

The Swabian Alb is one of the regions with the largest number of castles and palaces in Germany. Here you will find, for example, the imposing Hohenzollern Castle, the romantic Lichtenstein Castle and the medieval Stauferburg Castle. You can enjoy the unique landscape on a hike along a network of trails over 13,000 km long. The Danube valley is also a paradise for climbers as well as a popular area for canoeing. More than 2,000 caves such as the “Bärenhöhle” near Sonnenbühl invite you on a journey to the “Geopark Schwäbische Alb” (geopark Swabian Alb) and thus to times long past.

Stuttgart region

The Stuttgart region is the birthplace of the automobile – and with the Mercedes-Benz Museum and the Porsche Museum in Stuttgart it is also a Mecca for car lovers from all over the world.

But it also has a great deal to offer culturally: The “Kunstmuseum Stuttgart” (Stuttgart art museum) houses one of the world’s most important collections of Otto Dix. The “Staatsgalerie Stuttgart” (Stuttgart state gallery) is one of the most visited museums in the state. The Museum of Modern Literature and the Schiller National Museum in Marbach am Neckar are the only buildings in the world used exclusively for exhibiting literature.

Architectural highlights are the houses of Le Corbusier in the “Weissenhofsiedlung” in Stuttgart, which are recognised as UNESCO World Heritage Sites, and the Stuttgart television tower. The magnificent Ludwigsburg Residential Palace and the medieval old town of Esslingen with the oldest half-timbered house (1261) and the oldest half-timbered row of houses in Germany are also well worth a visit.

Hohenlohe

The best way to explore the former county of Hohenlohe, situated in the north-east of Baden-Württemberg, is by bicycle or canoe. The river valleys are home to castles, chapels and towns that are wonderful to visit. The primitive beauty of the Hohenloher plain provides a strong contrast to the vineyards of the Kochertal. The unobstructed view and the good air give visitors the opportunity to take a deep breath in a tranquil, peaceful setting.

Kraichgau-Stromberg

Between the Rhine and the Neckar, gently nestling in sunny, friendly meadows and forests, lies the “land of 1,000 hills”. The uniqueness of its landscapes is a captivating experience for visitors. Whereas the Kraichgau region in Baden is characterised by its gentle hilly landscape, orchard meadows and gullies, the “Naturpark Stromberg-Heuchelberg” (nature reserve), located in the south-east of the area and predominantly in the Württemberg region, is famous for its vineyards. One of the highlights is Maulbronn Monastery. Built in 1147, the former Cistercian abbey is considered the best-preserved and probably the most impressive monastery complex of the Middle Ages north of the Alps.



Kurpfalz

Whether tours through the Odenwald forest, excursions on the cycle paths along the banks of the Neckar or on the cycling routes through the Rhine plain – cyclists just love the Kurpfalz region. The “Kurpfalz Route” is highly recommended as a day trip. Beginning in Speyer, the route leads through the Rhine plain, past Schwetzingen Castle, through historic villages and asparagus fields to the romantic city of Heidelberg. For those who love culture, the Kurpfalz region offers a great many splendid castles and magnificent gardens – from the most famous castle ruins in Germany in Heidelberg to the baroque Mannheim Palace and the magnificent gardens of Schwetzingen Palace.

Upper Swabia

Its wealth of natural thermal springs makes Upper Swabia a veritable health landscape. If you are looking for pleasant warmth, the area’s many thermal baths with their bathing and sauna landscapes are just the right thing for you. A range of health, wellness or medical wellness options invite you to spend a relaxing, healthy time in a beautiful natural setting.

Equally magnificent are the many small and large baroque gems along the Upper Swabian Baroque Route, such as the most beautiful village church in the world in Steinhausen or Germany’s largest baroque basilica in Weingarten.

TAUBERTAL

- 1** Bronnbach Monastery
- 2** Bad Mergentheim Teutonic Order Castle

KURPFALZ

- 3** Schwetzingen Castle
- 4** Heidelberg Castle

ODENWALD

- 5** Eberstadt stalactite cave
- 6** Zwingenberg Castle

KRAICHGAU-STROMBERG

- 7** Maulbronn Monastery
- 8** Sinsheim museum of technology

HEILBRONN DISTRICT

- 9** Tripsdrill leisure park
- 10** Bad Friedrichshall historical salt mine

HOHENLOHE

- 11** Schöntal Monastery
- 12** Kunsthalle Würth art gallery

STUTTGART REGION

- 13** Mercedes-Benz Museum
- 14** Porsche Museum
- 15** Blooming Baroque Ludwigsburg
- 16** Stuttgart television tower

SWABIAN ALB

- 17** Ulm Cathedral
- 18** Swabian Alb biosphere region

UPPER SWABIA

- 19** Upper Swabian Baroque Route
- 20** Sigmaringen Hohenzollern Castle

LAKE CONSTANCE

- 21** Mainau Island
- 22** Unteruhldingen pile dwellings

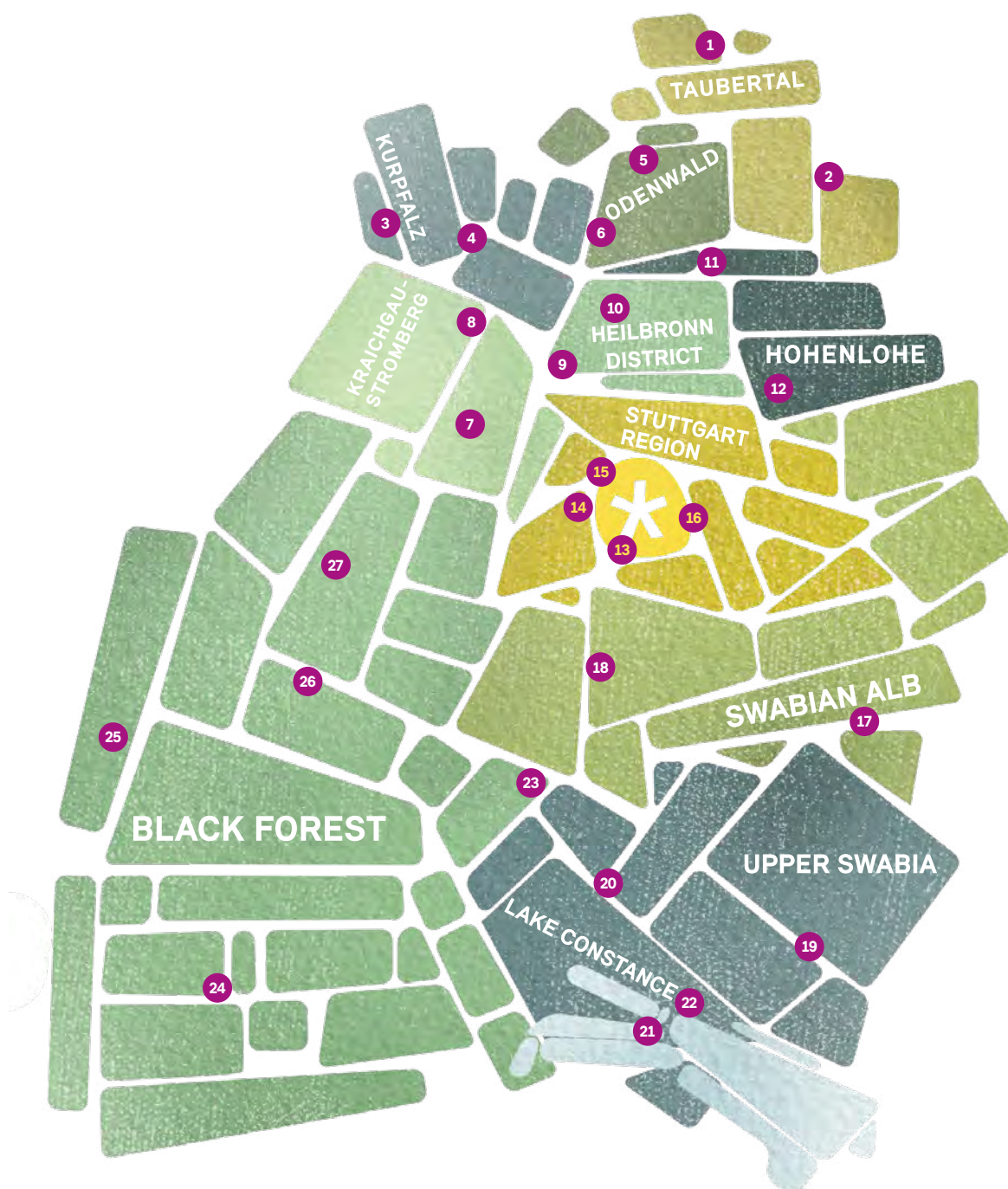
BLACK FOREST

- 23** Hohenzollern Castle
- 24** Feldberg
- 25** Europa-Park in Rust
- 26** Freudenstadt town square
- 27** Caracalla Spa Baden-Baden

Selected

attractions of Baden-Württemberg

in the tourist regions



A WORLD OF ART AND CULTURE

The south-west has a highly varied cultural scene that promotes art and creativity. Nearly no other state in Germany has a comparable number of theatres, museums, ensembles, libraries, archives, academies and universities – some of which have an outstanding reputation. Cultural centres and cultural programmes are a part of everyday life, not only in conurbations and urban areas, but in rural areas, too.

This wonderful mixture of tradition and innovation is characteristic of Baden-Württemberg's artistic and cultural landscape, which attracts millions of art enthusiasts every year. The "Württembergische Staatstheater Stuttgart" (state theatre) with its world-famous ballet company, the Freiburg Baroque Orchestra, the German Literature Archive (DLA), the Center for Art and Media (ZKM) in Karlsruhe and the "Akademie Schloss Solitude" (an international artist-in-residence programme) in Stuttgart

are among the most internationally renowned institutions of art and cultural life.

Baden-Württemberg has two state theatres, three regional theatres, nine municipal theatres, around 50 privately sponsored theatres and many more that are independent. The state currently promotes 16 theatre festivals.

Meanwhile, the state has also become an international player in the film industry. Companies from the region are responsible for implementing visual effects and animations for large German and international film and TV productions.



kultur.baden-wuerttemberg.de

schloesser-und-gaerten.de

landmuseen.de

mwk.baden-wuerttemberg.de

tanzszene-bw.de

tourismus-bw.de



Modern architecture:

New public library in

Stuttgart



Final applause

at the Stuttgart Ballet from

a dancer's point of view

Sources: gettyimages, stuttgarterballett.wordpress.com

EXTREMELY DELICIOUS HERE

No other region in Germany can boast as many stars as here, since 77 different establishments had the distinction of being awarded one or more Michelin stars in 2020. In the federal state ranking, Baden-Württemberg is now the undisputed leader with two three-star, six two-star and 69 one-star restaurants. A total of eight Michelin stars help illuminate the small Black Forest town of Baiersbronn alone.

However, the “gourmet state of Baden-Württemberg” has a whole lot more to offer. Apart from a varied international cuisine, the state’s individual regions also have an outstanding range of food and drinks, almost all of which is produced locally. Gaisburger Marsch, lentils with Spätzle, Maultaschen and Schupfnudeln are all well-known, popular traditional dishes in Baden-Württemberg’s range of home-style cuisine. The “Schmeck den Süden – Baden-Württemberg” (taste the south – Baden-Württemberg) campaign has been promoted throughout the state since 1996. Restaurateurs who take part offer their guests special regional and seasonal dishes and drinks as extras.

Baden-Württemberg is also known as a wine region, both at home and abroad. The beginnings of traditional viticulture in the south-west date back to the era of Roman colonisation. However, Baden-Württemberg produces not only good wines, but famous beers, too. The state’s breweries benefit from the excellent quality of the water as well as the many mineral springs for making their beers.

Of all the public festivals, the “Cannstatter Wasen” in Stuttgart is by far the largest. With more than 320 stalls and up to four million visitors, it is Europe’s largest funfair and covers an area of 25 hectares.



Source: gettyimages

Funding schemes

WHERE COMPANIES *have good prospects.*



Baden-Württemberg offers both entrepreneurs and investors a broad and at the same time successful range of funding and consulting options. Together with other state institutions and house banks, the L-Bank acts as the central point of contact for enquiries about promotional financing from both Germany and abroad.

CONTACT

Baden-Württemberg International (bw-i) provides German and foreign companies, research institutions and universities with a central point of contact for all questions relating to Baden-Württemberg and the topic of internationalisation.

bw-i is a contact point for information on internationalisation and moving to Baden-Württemberg:

- It supports corporate investment by international investors in the south-west
- It helps companies based in Baden-Württemberg to enter new markets worldwide
- It is responsible for marketing Baden-Württemberg both in Germany and abroad as an ideal location for economics, science, research and universities
- It conducts projects in selected target countries

In short, bw-i plays the role of an intermediary for companies and investors in their interaction between Baden-Württemberg and foreign countries.

The Ministry of Economic Affairs, Labour and Housing is the central point of contact for all questions concerning individual business development in Baden-Württemberg. The state offers business development schemes for a variety of fields and topics. The financial support programmes are pro-

cessed by the state's funding institutions – the L-Bank, the "Bürgschaftsbank Baden-Württemberg" and the "Mittelständische Beteiligungsgesellschaft Baden-Württemberg" (MBG).

The state also funds consulting services for companies in all economic, financial, technical and organisational problem areas related to business management. Consulting and coaching are also provided on specialised topics such as company succession, business transfers, the environment, the EU, export, innovation, personnel, demographic change and reducing energy consumption, i.e. all the topics that are relevant for companies.

The funding of business start-ups and advice on company succession serve to keep Baden-Württemberg's economy flexible and dynamic. With conceptual and financial support from the "Initiative für Existenzgründungen und Unternehmensnachfolge" (initiative for start-ups and business succession, ifex) of the Baden-Württemberg Ministry of Economic Affairs, Labour and Housing, a diversified range of information, training and advisory services has emerged in the south-west. Numerous associations, business development institutions and private initiatives are contributing innovative ideas to this new start-up culture. They complement the core offerings of the state's chambers of commerce and development banks and generally have a regional, sectoral or target group-specific orientation.

The chambers of industry and commerce and the chambers of skilled trades located in Baden-Württemberg are highly important as central points of contact. With their comprehensive start-up service, all Baden-Württemberg chambers already provide the essential components of a one-stop shop, which means many of the steps required to form a company can therefore be taken care of at one place. There is also an extensive range of information, advice and training on offer.



Central contacts for investors

**Baden-Württemberg International –
Gesellschaft für internationale wirtschaftliche
und wissenschaftliche Zusammenarbeit mbH
(Agency for International Economic
and Scientific Cooperation) (bw-i)
bw-i.de
bw-invest.de**

Further contact addresses from page 88.

FUNDING SCHEMES

The L-Bank is one of the largest development banks in Europe and has a broad range of promotional activities. Funding provided by the state of Baden-Württemberg is largely integrated in this process. As a state bank, the L-Bank does not compete with banks and savings banks. On the contrary, the development schemes are mainly offered via the house banking sector (house bank principle). Fruitful cooperation between the L-Bank and house banks has proven its worth, particularly during the years of the global financial crisis. House banks know the companies in their area and the regional economic environment.

Business development is a part of the range of support provided. Small and medium-sized enterprises (SMEs) are the main beneficiaries. Effective support makes it possible to overcome liquidity bottlenecks, modernise, establish a company and invest, forming the basis for a stable economic backbone in Baden-Württemberg. Possible types of support include subsidised loans, subsidies, guarantees and investment capital.

Furthermore, the “Bürgschaftsbank Baden-Württemberg” and the “Mittelständische Beteiligungsgesellschaft Baden-Württemberg” (MBG) are important contacts when it comes to corporate financing.

The federally owned “Kreditanstalt für Wiederaufbau” (KfW) also acts as a refinancing partner for the L-Bank’s business development portfolio as well as being an independent funding organisation. Together, these funding institutions respond to the enquiries of new investors with various types of assistance for start-ups, company takeovers and corporate investment. They can also provide support for existing companies to ensure their successful future development.

External financing

The key promotional elements for founding a company are the schemes “Startfinanzierung 80” (Start Finance 80) and “Gründungsfinanzierung” (Start-Up Finance), which provide support for start-ups and young small and medium-sized enterprises (up to a maximum of five years after foundation).

For SMEs older than five years, the programme “Wachstumsfinanzierung” (Growth Finance) is usually the most appropriate.

If it’s purely about working capital financing, the “Liquiditätskredit” (Liquidity loans) is usually the best option and an attractive option for enterprises that have a short- to medium-term financing requirement relating to the takeover of an existing company or no longer fulfil the SME¹ criterion.

Further funding options – including those for special funding purposes such as digitalisation or energy efficiency – can be found in the overview and on the websites of the various business development institutes. The exact framework conditions are also clearly presented here.

The core programme for special funding purposes is “Ressourceneffizienzfinanzierung” (Resource Efficiency Finance), with which the L-Bank supports SMEs that invest in improving their energy and raw material efficiency and make an overall contribution to protecting the environment.

¹ SME criterion in accordance with EU recommendation 2003/361/EC

Overview

Funding schemes

Assignment of possible projects to specific funding schemes

FUNDING INSTRUMENTS		Start-up	Takeover/ investment	Corporate development
Medium- to long-term financing	Rural Area Development programme (ELR)	○		○
	Start Finance	○	○	○
	Start-Up Finance	○	○	○
	Growth Finance		○	○
	Resource Efficiency Finance			○
	MikroCrowd BW	○		
Short- to medium-term financing	Liquidity loans		○	○
	Investment Finance		○	○
Equity and equity-like financing	Silent partnership (MBG)	○	○	○
	ERP capital for founding a company (KfW)	○	○	○
	Seed funds Baden-Württemberg	○		
	LEA Venturepartner and LEA Mittelstandspartner	○	○	○
	MBG VC funds	○		○
	Pre-Seed ¹	○		
Guarantees	Surety and guarantee programme	○	○	○
	InnovFin			○

¹ The pre-seed is a subsidy with a repayment and conversion restriction.

Equity and equity-like financing

Equity financing for young, innovative companies has been strongly promoted by the state of Baden-Württemberg in recent years. The L-Bank makes an important contribution to this with its development portfolio and its financing options.

Focusing on technology companies, IT and the internet, the L-Bank's venture capital activities are

typified by a long investment period, a high degree of flexibility and a wealth of industry expertise that enables an entrepreneurial investment philosophy.

Together with various partners, the L-Bank has established a broad range of venture finance products for young, fast-growing companies that is among the best in Germany. This well-coordinated system makes it possible to support companies in their various phases of development.

Guarantees

If necessary, either the L-bank or the guarantor bank can compensate for a lack of collateral by granting a deficiency guarantee to the financing credit institution to relieve it of part of the financing risk. The safeguard is valid for loss of capital up to a certain maximum amount after deducting the proceeds from liquidating the collateral. Not only individual loans, but credit lines are also guaranteed. Further information on the content of the scheme and its framework conditions is available on the websites of the funding institutions.



Contacts for entrepreneurial questions

RKW Baden-Württemberg GmbH
rkw-bw.de

BWHM
Beratungs- und Wirtschaftsförderungs-
gesellschaft für Handwerk und Mittelstand mbH
handwerk-bw.de

**Gesellschaft für Beratungen
und Beteiligungen mbH (GfBB)**
gfbb-ka.de

Steinbeis-Beratungszentrum
Corporate coaching
stw.de

Regierungspräsidium Stuttgart
(Stuttgart regional council)
Informationszentrum Patente
(patent information centre)
patente-stuttgart.de

L-BANK TECHNOLOGY PARKS

Technologiepark Karlsruhe (TPK)

The TPK combines a range of local advantages with the high research potential of the "Technologie-Region Karlsruhe" (Karlsruhe technology region). Motorways and railway lines provide fast connections to Frankfurt and Stuttgart (airports, both 60 minutes away), France and Switzerland. Around 70 innovative companies with over 3,000 employees work in ten buildings to date. The park management provides supplementary services (casino, conference rooms, childcare, etc.) and the actively promoted communication between companies, science and the authorities leads to a lively exchange and numerous collaborations.

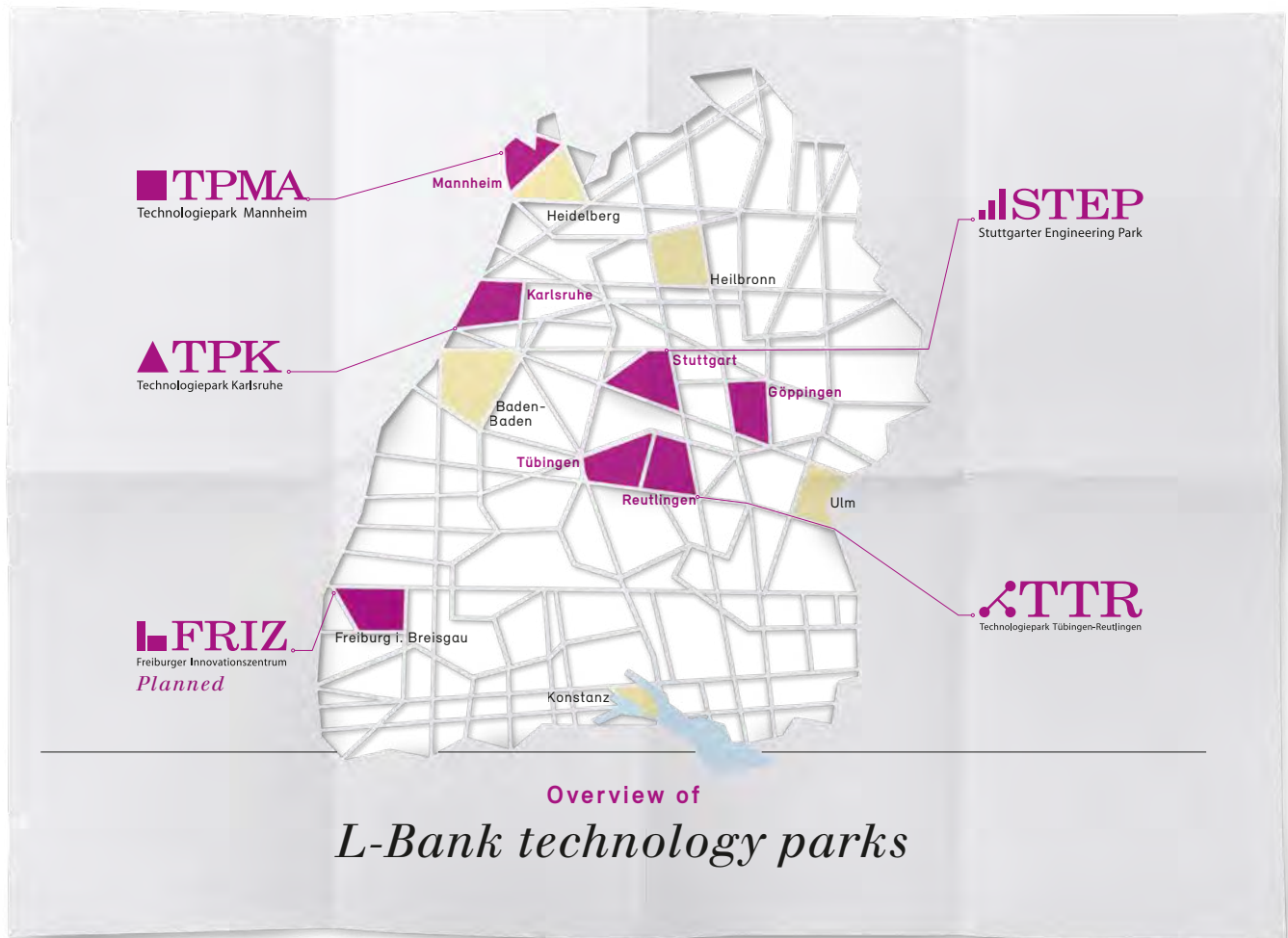


techpark.de

Technologiepark Mannheim (TPMA)

Medical technology is one of the world's largest growth industries and that is also the case in Mannheim, where for many years, companies and universities have been researching innovations of inter-regional significance. The main topic of medical technology is now taking a decisive step forward with the Mannheim Medical Technology Campus that is being developed and where ideal conditions will be created for the TPMA and for your new projects.

As an essential part of the new MMT campus, the Mannheim technology ark offers you the ideal location – whether as an existing company or as a start-up. Here your company will find the right premises that will allow you to grow. The direct proximity to "Uniklinikum Mannheim" (Mannheim university hospital) provides opportunities for interdisciplinary collaboration in research and development.



You can get everywhere fast, but everything is available locally, too. We know what both entrepreneurs and employees value about their location and need in order to optimally combine research and marketing as well as work and private life and for this reason our soft facts in particular provide excellent reasons to move to the technology park.



tp-ma.de

Technologieparks Tübingen-Reutlingen GmbH (TTR)

These two locations together are home to some 75 companies that stand for innovations in the fields of biotechnology and nanotechnology. The large number of universities, research institutions and clinics provides an excellent environment for leveraging the transfer between science and application. At the TTR in Tübingen, the biotechnology start-up centre offers fully developed laboratory space for renting to young companies. In Reutlingen, flexible rooms are available for offices, laboratories and even cleanrooms, providing scope for individual expansion and technical support as well as other properties for future investment.



ttr-gmbh.de

Stuttgarter Engineering Park (STEP)

Situated in one of the economically strongest regions of Germany, the STEP offers over 110,000 m² of state-of-the-art office space. Numerous scientific institutions provide an ideal environment. More than 140 interdisciplinary companies have already established themselves at the STEP. Approximately 4,300 employees enjoy the sophisticated ambience and take advantage of the many services on offer (such as a company restaurant, shops, childcare, conference rooms, dentist, etc.). A separate motorway exit and a suburban train station make it quick and easy to get there. Individual rental spaces are also available.



step-gmbh.com

Business-Park Göppingen GmbH

The business park is part of the 130-hectare Stauferpark, a new district of Göppingen in an outstanding scenic location and an ideal place to combine work, living and leisure. Rich in tradition, the industrial city of Göppingen is located in the greater Stuttgart area and especially focused on mechatronics. The park, in which the L-Bank holds a 10% stake, offers newly built offices for rent as well as a range of production and warehouse space. Apart from individual building solutions that can be purchased or rented, construction land is also available for investors.



businesshaus-gp.de

FINANCING CONSULTATION DAYS FOR FOUNDERS, NEW OWNERS AND ENTREPRENEURS

The L-Bank is at the service of companies and entrepreneurs alike as a central point of contact for assistance with financing business start-ups, company succession and growth. It provides opportunities for consultation directly at the chambers of industry and commerce or the chambers of skilled crafts. The current dates and places are available on the website of the chamber regionally responsible or can be requested there by telephone. You are required to register in advance for the consultation at the chambers.



**Baden-Württembergischer Industrie- und
Handelskammertag**
(Association of Chambers of Industry and
Commerce Baden-Württemberg)
bw.ihk.de

**Baden-Württembergischer
Handwerkstag e.V.**
handwerk-bw.de

IMPORTANT TERMS

Guarantee scheme

The “Bürgschaftsbank Baden-Württemberg” and the L-Bank can assume a default guarantee of between 50 and 80% of the amount loaned in order to mitigate the risk taken by house banks, for example, when financing business start-ups and takeovers within the framework of their guarantee scheme. The “Bürgschaftsbank” is responsible for new commitments of up to EUR 1.25 million. The L-Bank (commitments of EUR 1.25 to 5 million) and the state of Baden-Württemberg (guarantees over EUR 5 million) are responsible for higher guarantees. The application for the assumption of a guarantee is made via the house bank.

Business start-up

Starting an independent business by founding a new company, taking over or acquiring an active interest in a company. Conditions for the L-Bank’s business start-up funding include commercially running the self-employed or freelance business as either a main or a secondary occupation. The “Startfinanzierung 80” (Start Finance 80) and the “Gründungsfinanzierung” (Start-Up Finance) credit options can be applied for up to five years after establishing a company or becoming self-employed.

House bank principle

Applications for public business development loans may be made only via the house bank. In its rating, it examines the economic viability of the project and assesses the available collateral. If the credit approval is justifiable, the house bank forwards the application to the L-Bank, which examines the funding requirements and gives the house bank a refinancing commitment in the event of a positive outcome. The house bank signs a loan agreement with the customer, ensures that the loan is disbursed and, after completing the project, provides proof to the L-Bank that it has been used for the intended purpose.

SME

An EU-wide definition of small and medium-sized enterprises according to the number of employees (less than 250), annual sales (maximum EUR 50 million) or balance sheet volume (maximum EUR 43 million).

Mezzanine financing

Forms of financing such as participation rights certificates, silent partnerships and subordinated loans, which contain elements of equity and debt capital. Many banks recognise mezzanine financing as equity, which can improve the equity ratio and rating of your company.

Active investment

A form of business start-up, it is characterised by active co-entrepreneurship in the sense of assuming the management function externally. Co-entrepreneurship requires the ability to influence corporate policy by exercising voting rights (at least 10%) at the shareholders’ general meeting.

Takeover

A change of ownership of a company through the purchasing of shares (share deal) or assets (asset deal) can be supported as a form of business start-up via several of the L-Bank’s development schemes.



Websites of the funding institutes:

L-Bank

l-bank.de

Bürgschaftsbank Baden-Württemberg

buergschaftsbank.de

**[Mittelständische Beteiligungsgesellschaft
Baden-Württemberg](http://Mittelständische Beteiligungsgesellschaft Baden-Württemberg)**

mbg.de

Internet portal gruendung-bw.de

gruendung-bw.de

**[The Ministry of Economics, Labour
and Housing Baden-Württemberg](http://The Ministry of Economics, Labour
and Housing Baden-Württemberg)**

wm.baden-wuerttemberg.de

Start-up BW

startupbw.de

Contact ADDRESSES

Business development and banks

The Ministry of Economic Affairs, Labour and Housing Baden-Württemberg

Neues Schloss
Schlossplatz 4
70174 Stuttgart, Germany
Telephone: +49 (0) 711 123-0
Fax: +49 (0) 711 123-4791
E-mail: poststelle@wm.bwl.de
Internet: wm.baden-wuerttemberg.de

Baden-Württemberg International – Gesellschaft für internationale wirtschaftliche und wissenschaftliche Zusammenarbeit mbH

Haus der Wirtschaft
Willi-Bleicher-Straße 19
70174 Stuttgart, Germany
Telephone: +49 (0) 711 22787-0
Fax: +49 (0) 711 22787-22
E-mail: info@bw-i.de
Internet: bw-i.de
bw-invest.de

Landeskreditbank Baden-Württemberg – Förderbank

Schlossplatz 10
76113 Karlsruhe, Germany
Telephone: +49 (0) 721 150-0
Fax: +49 (0) 721 150-1001

Börsenplatz 1
70174 Stuttgart, Germany
Telephone: +49 (0) 711 122-0
Fax: +49 (0) 711 122-2112
E-mail: info@l-bank.de
Internet: l-bank.de

Bürgschaftsbank Baden-Württemberg GmbH

Werastraße 13-17
70182 Stuttgart, Germany
Telephone: +49 (0) 711 1645-6
Fax: +49 (0) 711 1645-777
E-mail: info@buergschaftsbank.de
Internet: buergschaftsbank.de

MBG Mittelständische Beteiligungsgesellschaft Baden-Württemberg GmbH

Werastraße 13-17
70182 Stuttgart, Germany
Telephone: +49 (0) 711 1645-6
Fax: +49 (0) 711 1645-777
E-mail: info@mbg.de
Internet: mbg.de

Business organisations

Baden-Württembergischer Industrie- und Handelskammertag e.V.

Jägerstraße 40
70174 Stuttgart, Germany
Telephone: +49 (0) 711 225500-60
Fax: +49 (0) 711 225500-77
E-mail: info@bw.ihk.de
Internet: bw.ihk.de

Baden-Württembergischer Handwerkstag e.V.

Heilbronner Straße 43
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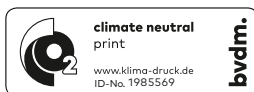
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The terms pupils, students, founders, entrepreneurs, etc. are used gender-neutrally in this publication.



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