Healthcare Regions in Baden-Württemberg
Arab Health 2016

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Presentation of the Interregional Marketing Association
Foreword.

Germany enjoys an excellent reputation as a successful export nation. The federal state of Baden-Württemberg is proud of its role as a major contributor to this success story. During the past year, companies within Baden-Württemberg achieved record exports of 181.4 billion Euros.

Large globally recognised companies, such as Daimler, Porsche, Bosch, Zeiss and SAP, determine the status of our economy and our success with regard to exports as well as numerous small and medium-sized companies. Their ideas and innovations make a decisive contribution to the international competitiveness of Baden-Württemberg.

Nowhere else in Europe do companies invest more in research and the development of innovative products than in Baden-Württemberg. In addition, nowhere else is it possible to find so many active cluster initiatives and industry-specific networks, which additionally boost the innovative strength of the companies in the state.

The international success of our clusters and technology enterprises is, however, not taken for granted. Using this knowledge, the federal state of Baden-Württemberg and the companies are doing everything in their power to continually expand this leading international position in all forward-looking areas of industry.
We want to continue producing sustainable solutions and cutting-edge technology worldwide in order to help dealing with the social and ecological challenges the world is currently facing.

As you can see from this event and this brochure, we are seeking to make personal contact with you here in Dubai. Baden-Württemberg, the economic and industrial organisations, science and, above all, the companies within Baden-Württemberg are interested in long-term partnerships with your country, creating lasting perspectives for the development of joint projects.

I hereby invite you to take part in this dialogue with Baden-Württemberg, and I look forward to welcoming you as guests in our federal state.

Dr. Nils Schmid MdL
Deputy Minister President and Minister of Finance and Economics of the State of Baden-Württemberg
Baden-Württemberg –
The German Southwest: Where ideas work.

Baden-Württemberg is one of the most important economic centres in Europe and has become one of the leading investment locations. Apart from global players such as Daimler, Bosch, SAP, GFT Technologies and Porsche, our strong small and medium-sized companies are the backbone of our economy. With a gross domestic product of 438 billion euros (2014) and research expenditure amounting to 4.8 per cent of GDP (2013), Baden-Württemberg occupies one of the top positions in Europe. The capacity for innovation displayed by industry in our state is backed up by a dense network of universities, research institutions and transfer organisations.

The economic structure of our federal state is multifaceted. One important mainstay is the mobility industry. Besides the automotive sector and the aerospace industry, sustainable mobility concepts like electro-mobility are playing an increasingly significant role. Another key industry is mechanical engineering. Almost every third machine manufactured in Germany originates in Baden-Württemberg. Companies like SAP, GFT Technologies, IBM or HP stand for the third key industry: the ICT industry. Environmental technology and renewables will be our growth engines in the future.

Our state also offers especially promising prerequisites for companies in the expanding healthcare sector, our fifth key industry. The medical technology sector has a long tradition in Baden-Württemberg – the leading medical technology location in Germany. The companies in the federal state are broadly positioned: the entire
medical technology value added chain, from manufacturers, suppliers and wholesale traders to research institutions can be found. At more than 68 per cent (2013), the export ratio is exceedingly high. In addition to the successful business landscape, our state is characterized by a variety of well-known clinics and rehabilitation facilities. Therefore, the main health regions have formed an Interregional Marketing Association together – five of them presenting their benefits here in Dubai.

About 4,000 foreign companies have already decided in favour of Baden-Württemberg. Anyone who invests in the state as a location for their company automatically profits from a growing pool of potential industrial customers, from the highly developed parts-supplier structure, from cooperation with companies that are related or in the same sector, but above all from the know-how and skills of our highly qualified workers. Our state is international, cosmopolitan and tolerant. People from 188 different countries contribute to our innovativeness and cultural charm.

Baden-Württemberg International (bw-i) is your central contact for all issues relating to Baden-Württemberg as an economic, business and science location. Go to www.bw-invest.de to find details of the opportunities for cooperation and investment that abound in Baden-Württemberg!
Baden-Württemberg International – Your one-stop agency on the way to success.

Baden-Württemberg International (bw-i) is Baden-Württemberg’s centre of competence for the internationalisation of business and science. We lend support to Baden-Württemberg companies, clusters, universities and research institutions as well as to regions and municipalities, in all questions relating to internationalisation. For foreign investors, we serve as our state’s central point of contact.

When looking to settle in a new region, companies are confronted with diverse questions and challenges. bw-i supports them in their projects – quickly, simply and competently. We provide information on Baden-Württemberg as a location, supply details regarding the general legal situation, identify suitable partners for business and research, assist in the search for a suitable site and stand by to help you in all phases of the planned settlement process.

For more information visit: www.bw-invest.de/en
Experience top-medicine in economically powerful Southern Germany. The Black Forest has long been known as a source for healthy living, offering fresh air at elevations up to 4,898 ft. above sea level, clear mountain spring water, green meadows and dense forests that make it an ideal environment for your health-related visit. Your accompanying guests will certainly enjoy it as well, as the area is one of Germany’s richest culturally, with a host of interesting places to go on daytrips. Hiking, relaxing in a wellness hotel, shopping in the European Capital city of Strasbourg and having fun at the Europa-Park – the world’s leading theme park. These are but a few of the possibilities you will have to make your stay an experience to remember.

The leading hospitals, research institutes and medical technology firms located in the area comprise a top-flight medical infrastructure. Let yourself be attended by leading physicians at specialised institutions like the Ortenau Clinic and Max-Grundig Clinic where you will have access to comprehensive screening examinations and therapies. Treatments are also available for heart and kidney disorders as well as prosthetic care. Your health is important to us, thus we tolerate no compromises when it comes to your well-being. Entrust your health to the very best!
The healthcare sector is one of the most innovative and labor-intensive industries in the world. This is especially true for Freiburg and the Southern Upper Rhine region, where more than 56,000 people work in the healthcare industry. This corresponds with an employment share of roughly 14.5 percent. In Freiburg, this share increases to about 22 percent, or 23,000 employees. With approximately 9.9 million overnight stays a year, 1.4 million of which were recorded in Freiburg alone, this region is also the most popular travel destination in Germany and is gaining an increasing share of medical tourism.

Freiburg is known as the city with the highest quality of life, and with good reason. From medicine and health, research and science to excellent education, pristine nature, and cultural and culinary delights, the “Green City” of Freiburg and the three-country region shared by Germany, France, and Switzerland possess a unique diversity that is sure to meet even the highest expectations of discerning national and international guests. The famous Black Forest’s signature landscape and the Freiburg region’s attractive array of dining and recreational offers are what make the “Health Region Freiburg” a truly special sanctuary of peace and wellbeing.
In light of this, we attach great importance to networking and marketing the fields of healthcare and tourism as an important engine for growth, prosperity, and employment. Initiated and coordinated by the Freiburg Department of Economic Development, the regional cluster initiative “HealthRegion Freiburg” significantly contributes to the health region’s image and brand development, as well as to the continued development of medical and health tourism.

The cross-sector health competence network “HealthRegion Freiburg” represents a singular combination of cutting-edge medicine, a culture of health, and the highest quality of life. Around 40 of the Freiburg region’s leading hospitals, companies, and facilities in the fields of medicine, healthcare, and tourism offer a perfectly coordinated range of services for maintaining and regaining your personal quality of life and physical performance. The spectrum of services covers everything from successful therapy with integrated rehabilitation programs to preventative programs for private individuals and companies.

Specialists with expertise in e-health support the close interlinking of all levels of care, from outpatients to acute medicine and finally rehabilitation. This allows the doctors treating a patient to take account of all test results when making decisions and thus prevent unnecessary duplicate tests. The latest tele-medical services ensure that individual care can be provided actively regardless of where the patient lives, as part of a therapeutic partnership.

Use the exclusive opportunities offered by the expert partners of “HealthRegion Freiburg” to restore and actively maintain your health. Start living healthcare!
THE DISTRICT OF CONSTANCE

The district of Constance covers an area of 818 km² and is home to around 275,000 inhabitants. The district has a unique position on Lake Constance at the four-country region Bodensee, including Germany, Austria, the Switzerland and the principality of Liechtenstein.

Constance’s two universities, the University of Constance (University of Excellence) and the University of Applied Sciences (HTWG), are top quality institutions of international renown. They provide the district with a pool of highly-qualified specialists.
BUSINESS AND ECONOMY

Key industries represented in the region are the health industry and tourism, among other sectors. The recipe of success in the district of Constance is based on the close connection between economy, science, education and quality of life. For this reason, the district ranks among the most dynamic economic regions in Europe. Thanks to the lake with its many recreational opportunities, its proximity to the Alps and its southern flair, the people in the district of Constance are among the happiest in Germany, according to a study by McKinsey.

TOURISM AND LEISURE

The district of Constance not only attracts nature lovers; it also offers plenty for sightseers with an interest in history. In many historic towns visitors can trace history back to the Middle Ages strolling through the narrow, winding lanes of the cities. Cultural highlights are provided by a great variety of theatres and museums.

The monastery on the island of Reichenau is a World Heritage site. A nearby peninsula is a peaceful oasis with a magnificent landscape and picturesque villages. Further visiting the beautiful flower island of Mainau is adorable in all seasons. Just a few kilometers away from the lake is a bizarre volcanic landscape with mighty fortresses and countless rivers.

HEALTH REGION CONSTANCE

Visitors can take a plunge and relax in a wide choice of lidos and pools, thermal baths and saunas. Moreover, there are various clinics located in the District of Constance for rehabilitation and relaxation. Kliniken Schmieder is one of the leading neurological hospitals in Europe. The hospital combines excellent medical treatment with advanced diagnostics nearby the beautiful Lake of Constance. Experience and progress are the foundations of Kliniken Schmieder since 1950. Also the Mettnau peninsula in Radolfzell boasts one of Germany’s best-known centers for prevention and rehabilitation of cardiovascular diseases.
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Rhine-Neckar is located in the middle of Western Europe, in the southwest of Germany. The gross domestic product as a measure of economic performance is over 80 billion euros in the region. In terms of export, Rhine-Neckar traditionally ranks among the top regions and with around 59% is significantly above the national average in the relevant manufacturing industry.

Scientists find the conditions and support that they need for their work. University and non-university institutes enjoy an international reputation and form productive symbiotic relationships with major global enterprises. The same applies to the more than 30 non-university research institutions. In Heidelberg, international leading organizations in their field include the German Cancer Research Center and the European Molecular Biology Laboratory.

The concentration of science and business in the life sciences has led to a highly productive biotechnology cluster. The approximately 200 partners in the BioRN cluster include biotech, pharma and healthcare companies, academic research and educational institutions as well as suppliers, industry-specific service providers, municipalities, associations and investors.
The Rhine Neckar biotechnology cluster was selected in the first round of the Leading-Edge Cluster competition from a jury of experts in business, science and politics as one of the five strongest high technology locations in Germany and the only leading-edge cluster in the innovative biotechnology industry together along with funding of EUR 40 million.

Pre-clinical professorships and endowed chairs together with appointed work groups associated with the clinic have formed the core of the Centre for Biomedicine and Medical Technology Mannheim. The Mannheim faculty is the first medical faculty in Germany to not structure the classical pre-clinical disciplines of anatomy, physiology and biochemistry at the CBTM as separate institutes, but rather organize them according to the focus areas of the faculty into the interdisciplinary research divisions of vascular biology, molecular oncology, neurobiology and medical technology.

In Rhine-Neckar, the leading scientific institutions, companies and investors have joined clusters in order to ensure a lasting productive symbiosis between science and industry and to create ready-for-market products of the future from good ideas.
STUTTGART REGION / COUNTY GÖPPINGEN – “HEALTH BY NATURE”

Situated at the heart of the state of Baden-Württemberg in the southwest of Germany, the Stuttgart Region comprises the City of Stuttgart and its five surrounding counties. With a population of 2.7 million, the area boasts a highly advanced industrial infrastructure and enjoys a well-deserved reputation for its economic strength, cutting-edge technology, and exceptionally high quality of life, which finally results by its exceptional offers concerning the theme of health. Especially the county of Göppingen, located in the east of the Stuttgart Region, with its most beautiful landscape of the Swabian Grand Canyon, shows a wide diversity of bargains for your health-business.
There are three therapeutic health resorts with mineral springs. As the largest healthcare institution, the ALB FILS MEDICAL CENTER in Göppingen has a wide range of services, an outstanding quality and excellent medical skills. For example one of the few “CyberKnifes” in Germany is operating in Göppingen, used for a non-invasive alternative to surgery for the treatment of both cancerous and non-cancerous tumors anywhere in the body, including the prostate, lung, brain, spine, liver, pancreas and kidney. Another well experienced rehabilitation center is the Sanct Vinzenz Clinic in Bad Ditzenbach, a spa near Göppingen in the upper Fils valley. It is a modern specialist for inpatient and outpatient rehabilitation, prevention and follow-up treatment in terms of internal medicine, cardiology and orthopedics.

The Rehabilitation Clinic Bad Boll is one of the leading hospitals for orthopedic rehabilitation in Baden-Württemberg. It is an attraction for health-conscious people, who should to improve their health. The clinic has different sections: the sanatorium to find a regeneration, the clinic to regain and the spa-house for using the mineralic waters. Other health care providers in the county of Göppingen are specialised on natural products for beauty, skin care and natural remedy. Wala with its brand Dr. Hauschka, Weckerle Cosmetics and the Kraeuterhaus Sanct Bernhard are the most famous ambassadors in that branch.

Moreover the Göppingen District is “natural finished” and has many places to enjoy nature in their primary appearance. Around Göppingen you can do leisure activities in many different ways for example adventure tours around the swabian grand canyon or exciting bike tours.
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