Healthcare Regions in Baden-Württemberg
Arab Health 2017

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Presentation of the Interregional Marketing Association
Baden-Württemberg: international, innovative, inviting

Baden-Württemberg is Europe’s most innovative region. From this position, we are intertwined with our neighbouring countries, but also the global economic growth regions, like almost no other region in Europe. The foreign trade figures very clearly reveal our state’s integration into the global economy. In 2015, Baden-Württemberg exported goods to the value of 195 billion euros, a new record figure.

At the same time, demand from Baden-Württemberg contributes to growth and employment worldwide: because the state’s imports too reached a historical record in 2015 with 156 billion euros. Especially local industry is a reliable consumer of products from abroad.

Companies in Baden-Württemberg make a decisive contribution to the creation of global supply chains. They are frequently pioneers for new technologies and global trends. They are therefore sought as partners and courted as investors worldwide. With sustainable products and investments in innovative production technologies, they also belong to the most attractive employers in the world.

But it is not only large companies such as Daimler, Porsche, Bosch or SAP that make up the “global players” in Baden-Württemberg. Many of our medium-sized companies and hidden champions have also been globally active for a long time and – often as the global market leader in their field – very successful. International competition only exists
with new ideas and innovations. Nowhere in Europe do the state and companies invest more in research and development as in Baden-Württemberg.

The Baden-Württemberg Ministry for Economy is a strong partner for companies and their initiatives thanks to numerous funding concepts: whether it be for research or cluster initiatives, technology transfer or new global trends such as digitalisation. This is how we want to promote innovations and future technologies. In all of these areas, we cooperate on an international level and are open to new partnerships. For foreign trade, we also encourage the internationalisation of small and medium-sized companies and support their networking abroad.

New ideas and collaborative projects require an exchange of politics, economy, science and society. Baden-Württemberg therefore actively seeks a direct dialogue with its partners – in your country and your region too, as you can see at this event and in the brochures.

However, the best way is to get to know Baden-Württemberg personally. I would be very pleased to be able to welcome you soon as our guests.

[Signature]

Dr. Nicole Hoffmeister-Kraut MdL

Minister of Economic Affairs, Labour and Housing 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, having become one of the leading investment locations on the continent. Bordering on France, Austria and Switzerland, Baden-Württemberg is situated right at the heart of Europe. Moreover, its outstanding infrastructure makes it an ideal gateway to the markets of the European Union – the world’s economically strongest single market with around 500 million consumers.

In addition to internationally renowned global players such as Daimler, Bosch, SAP, GFT Technologies and Porsche, it is mainly small and medium-sized enterprises that form the backbone of our economy. In 2015, the gross domestic product generated by Baden-Württemberg companies amounted to 460 billion euros, higher than Belgium, Sweden or Austria. What’s more, our federal state is the EU’s top region for innovation. When it comes to its research expenditure, amounting to 4.8 per cent of GDP (2013), Baden-Württemberg also occupies a leading position in Europe. The innovativeness of business and industry is supplemented by a dense network of universities, research institutions and transfer agencies. Many leading German institutions such as the Fraunhofer-Gesellschaft or the Max-Planck-Gesellschaft have substantially more facilities in Baden-Württemberg than in any other state in Germany.

Baden-Württemberg is one of the top locations of the health care industry in Germany. Here, research and development is engaged in by 1,037 companies in the medical engineering, pharmaceutical and biotechnology sectors. Their parts-suppliers and service providers make up another section of this industry.
The health care industry is in great demand as a foreign trading partner and is the third largest exporter in the whole of Baden-Württemberg. With 818 companies, around 46,000 employees and 11.7 billion euros in turnover, medical engineering is the strongest industrial sector. In addition to instruments for surgery and endoscopy, the digitisation of medical equipment is playing an increasingly important role.

In the pharmaceutical industry, a total of 80 companies with 18,500 employees achieved turnover of 6.2 billion euros in 2013. Small and medium-sized enterprises in this sector exist alongside international corporations, which carry out research here and also produce goods. Biotechnology is a relatively young industry in the state and, with its 151 companies, generated sales amounting to just under five billion euros in 2013. Due to its proximity to science, a third of its turnover is once again being invested in research and development.

Over 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.

For all questions relating to Baden-Württemberg as a location for science and industry, Baden-Württemberg International (bw-i) is your first point of contact. Go to www.bw-invest.de to find details of the opportunities for cooperation and investment that abound in Baden-Württemberg!
One region. 1000 strengths.

Area
35,741 km² – approx. 10% of Germany

Inhabitants
10.7 million – approx. 13% of Germany

Urban centres
Stuttgart, Karlsruhe, Mannheim, Freiburg, Heidelberg, Heilbronn, Ulm, Pforzheim, Reutlingen

The economy
• Gross domestic product (GDP): 460 billion Euros – 15.2% of German GDP
• GDP per inhabitant: 42,745 Euros
• Exports: 195 billion Euros
• Export volume/inhabitant: 18,075 Euros
• Research and development spending (in 2013): 4.8% of GDP (German average: 2.8%)

Leading sectors
• Engineering: 30.2% of total German mechanical engineering industry
• Automotive industry: with almost one third of turnover generated by the whole sector and around 40 per cent of the automotive workforce in Germany Baden-Württemberg is the German “car state”
• Medical technology/ measuring and control systems/ optics: Baden-Württemberg is market leader in the export of medical technology
• Health care
• Life sciences
• ICT industry
• Research & development: Baden-Württemberg is Europe’s number one in innovation
• Aerospace industry: Baden-Württemberg is one of the most important locations for the European aerospace industry
• Environmental technology and renewables

Data for 2015
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Baden-Württemberg International – Your one-stop agency on the way to success.

Baden-Württemberg International (bw-i) is the competence centre of the State of Baden-Württemberg (Germany) for the internationalisation, promotion and development of business, science and research. We lend support to domestic and foreign companies, clusters and networks, research institutions and universities by serving as the central first point-of-contact in all questions relating to internationalisation.

Our main objectives are:

• Strengthening contacts between foreign and local companies, universities and research institutions
• Supporting the endeavours of Baden-Württemberg companies, universities and research institutions to enter foreign markets
• Positioning Baden-Württemberg as an excellent location for business and science

Our support services include:

• Provision of general information on Baden-Württemberg as a location for business and science, as well as specific location and structural data
• Supply of general information on the legal framework and social insurance
• Identification of suitable business and scientific partners for your company
• Identification of potential sites and organisation of site visits in cooperation with regional and local business-promotion agencies
• Support with administrative procedures
• Gateway to all actors in the field of business promotion and development, such as technology-oriented industrial institutions and sector-specific networks
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 labour-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 programmes of services covers everything from successful therapy with integrated rehabilitation programs to preventative programmes 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!
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THE DISTRICT OF CONSTANCE

The district of Constance covers an area of 818 km² and is home to around 280,000 inhabitants. The district has a unique position on Lake Constance at the junction of the four-country region Bodensee, including Germany, Austria, the Switzerland and the principality of Liechtenstein.

Constance’s two universities 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 high quality of life. For this reason, the district ranks among the most dynamic economic regions in Europe.
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 offering services related with prevention, clinical acute care as well as rehabilitation.

The Gesundheitsverbund Landkreis Konstanz (GLKN) with its various specialist clinics is the largest healthcare provider in the region of Lake Constance. Kliniken Schmieder is one of the world leading neurological clinics. It combines excellent diagnostics, therapeutic treatments and research. Located on the Mettnau peninsula in Lake Constance there is one of Germany’s best-known centers for movement therapy, prevention and rehabilitation of cardiovascular diseases, METTNAU.
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 organisations 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.
Contact.

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