Baden-Württemberg Pavilion
BIG 5 2019

Dubai World Trade Centre · Z3 C233
25th – 28th November, 2019
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 2018, Baden-Württemberg exported goods to the value of 203 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 2018 with 178 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 of Economic Affairs, Labour and Housing 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.

Dr. Nicole Hoffmeister-Kraut MdL
Minister of Economic Affairs, Labour and Housing of the State of Baden-Württemberg
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 510 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 2018, the gross domestic product generated by Baden-Württemberg companies amounted to 511 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 5.6 per cent of GDP (2017), 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.

The economic structure of our state is a mixed one. One important mainstay is the mobility sector. Apart from the automotive and aerospace industries, sustainable mobility concepts such as electro-mobility are playing an increasingly important role. Another key sector is mechanical engineering, Almost every third machine made in Germany originates from Baden-Württemberg. Successful companies such as
Festo, Trumpf, Voith and many others were started and have flourished here. Large corporations such as SAP, IBM and Hewlett Packard represent the third main economic segment: information and communication technologies. For the health care sector, the fourth key industry, the conditions in our state are particularly auspicious. Globally important companies such as Aesculap, Paul Hartmann and Karl Storz are at home in Baden-Württemberg.

Environment technology and renewables are our drivers of future economic growth, whereby a quarter of all German environment-specific goods and services are accounted for by enterprises from Baden-Württemberg.

Over 5,000 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 208 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
35,751 km² – approx. 10 % of Germany

Inhabitants
11 million – approx. 13 % of Germany

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

The economy
- Gross domestic product (GDP): 511 billion euros – 15.1 % of German GDP
- GDP per inhabitant: 46,279 euros
- Exports: 203 billion euros
- Export volume / inhabitant: 18,352 euros
- Research and development spending (in 2017): 5.6 % of GDP (German average: 3.0 %)
- Patents applied for per 100,000 inhabitants: 133 (highest in Germany)

Leading sectors
- Engineering: 30 % of total German mechanical engineering industry
- Automotive industry: with almost one third of turnover generated by the whole sector and around 40 percent 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 2018
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
<table>
<thead>
<tr>
<th>Participant</th>
<th>Sandra Bayer Teixeira, General Manager, Director of Marketing &amp; Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of employees</td>
<td>8</td>
</tr>
<tr>
<td>Activities in the following countries</td>
<td>North America (Michigan, Ontario), China</td>
</tr>
<tr>
<td>Sector</td>
<td>Services</td>
</tr>
<tr>
<td>Offered services / product range</td>
<td>We represent a network of more than 2,100 companies and 270 research institutions, catering for every need in the lightweight technology sector. Leichtbau BW is a non-profit organization helping to identify business partners and opportunities and support in the development, marketing of lightweight solutions especially in building, construction and architecture.</td>
</tr>
<tr>
<td>Core competencies</td>
<td>We connect people, companies and research institutions and provide a first port-of-call for anyone interested to get in touch with lightweight industry or research in Baden-Württemberg. We aim to acquire companies and research institutions interested to get in touch with our client base for highly innovative concepts for the “lightweight cities” in the future.</td>
</tr>
<tr>
<td>Requirements for an ideal business partner</td>
<td>Any stake in or contribution to lightweight solutions in architecture, building and construction, innovative, cooperative, willing to share.</td>
</tr>
<tr>
<td>Language skills</td>
<td>German, English</td>
</tr>
<tr>
<td>Participant</td>
<td>Matthias Strobel, Managing Director</td>
</tr>
<tr>
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</tr>
<tr>
<td>Number of employees</td>
<td>30</td>
</tr>
<tr>
<td>Activities in the following countries</td>
<td>Finland, Japan, Belgium, Sweden, Norway, Singapore, Spain, Great Britain, Italy, Hungary, the Netherlands, Ireland, Romania, Israel, Poland, Estonia</td>
</tr>
<tr>
<td>Sector</td>
<td>Autonomous Service Robots</td>
</tr>
<tr>
<td>Offered services / product range</td>
<td>ADLATUS Robotics GmbH develops, manufactures and sells Service Robots and offers complete solutions including consulting, commissioning, training and service.</td>
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<tr>
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<td>Products:</td>
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<td>• Service Robots as a solution to the shortage of skilled workers</td>
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<td>• Fully autonomous Cleaning Robot ADLATUS CR700 with autonomous Service Station ADLATUS S700</td>
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<td>• Multi-Equipment-Logistic Robot ADLATUS LR200</td>
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<td>• ADLATUS TEAMS 2020: A man-machine interface, supported by AI, that creates a team composing, a human facility manager and his autonomous robot assistants.</td>
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<tr>
<td>Core competencies</td>
<td>• Experience in robotics for more than 20 years and communicating with Internet of Things</td>
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<tr>
<td></td>
<td>• Intuitive human and robot interaction</td>
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<td></td>
<td>• Connected Building management solution</td>
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<td></td>
<td>• Integration into automated processes in Industry 4.0</td>
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<td></td>
<td>• Industrial suitability due to robust construction</td>
</tr>
<tr>
<td>Cooperation objectives</td>
<td>Looking for innovative customers, wholesale partners, representatives, agents or distributors</td>
</tr>
<tr>
<td>Requirements for an ideal business partner</td>
<td>Experience in the cleaning industry</td>
</tr>
<tr>
<td>Language skills</td>
<td>English, German</td>
</tr>
</tbody>
</table>
### ALFRA GmbH

2. Industriestr. 10  
68766 Hockenheim, Germany  
Phone +49 6205 3051-0  
Email export@alfra.de  
Web www.alfra.de

| Participants | Michael Kur, Director Sales International  
Ninulal Santhan, Product Engineer |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of employees</td>
<td>100</td>
</tr>
<tr>
<td>Activities in the following countries</td>
<td>Worldwide</td>
</tr>
<tr>
<td>Sector</td>
<td>Automobile industry, electrical and electronic industry, metal processing, steel &amp; metal construction, switchgear panel engineering, lifting &amp; material handling, welding</td>
</tr>
</tbody>
</table>
| Offered services / product range | • Machines and tools for control panel engineering  
• Machines and tools for steel and metal construction  
• Application solutions in magnetics and lifting technology  
• Cutting tools |
| Core competencies | We manufacture a broad range of professional products, e.g. sheet metal punching machines and tools, busbar processing devices, profile rail cutting units, metal core drilling machines, core drills, hole saws, deburring units, magnets for lifting and positioning. Made by Alfra – made in Germany |
| Cooperation objectives | Looking for retail partners, wholesale partners, representatives, agents or distributors |
| Requirements for an ideal business partner | • Market knowledge  
• Ready to build up stock  
• Sales force for visiting customers  
• Ability to provide after-sales service or access to repair workshop |
| Language skills | English, German, French |
AUDAX-Keck GmbH

Weiherstr. 10
75365 Calw, Germany
Phone +49 7051 1625-0
Email info@audax.de
Web www.audax.de

Participants
Günther Keck, Managing Director
Timo Küchmeister, Export Manager
Adel Alkadri, Area Director

Number of employees
16

Activities in the following countries
Brasil, Russia, Romania, Bulgaria, Serbia, Egypt, Israel, UAE, Qatar, Iran, Bangladesh, Hong Kong, China, Taiwan, Korea

Sector
Passive fire protection (fire protective paints)

Offered services/product range
Intumescent fire protective paints for structural steel

Core competencies
Environmentally friendly products (green building, leed certification)

Cooperation objectives
Looking for customers, representatives, agents or distributors

Requirements for an ideal business partner
Technical know-how, storage facilities, financial background

Language skills
English
<table>
<thead>
<tr>
<th>Participants</th>
<th>Thomas Krieger, Product Manager</th>
<th>Andreas Urbez, CEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of employees</td>
<td>1,500</td>
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<tr>
<td>Activities in the</td>
<td>Worldwide</td>
<td></td>
</tr>
<tr>
<td>following countries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sector</td>
<td>Electrical and electronic industry, engineering, stainless steel wire rope and meshes for architectural applications, LED-Mesh and modules</td>
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</tr>
<tr>
<td>Offered services /</td>
<td>Engineering, static analysis, material and assembly.</td>
<td></td>
</tr>
<tr>
<td>product range</td>
<td>Standard and customized turn-key solutions.</td>
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<tr>
<td></td>
<td>Product: stainless steel wire mesh, LED-mesh, LED-modules, stainless steel ropes and fittings.</td>
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<td></td>
<td>Application: media facades, LED-modules for architectural lighting, animal enclosures, fall protection, facade mesh, balustrades, suspension ropes.</td>
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<tr>
<td>Core competencies</td>
<td>Project management and engineering of rope and mesh based substructures for architectural applications.</td>
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<tr>
<td>Cooperation objectives</td>
<td>Looking for customers</td>
<td></td>
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<tr>
<td>Language skills</td>
<td>German, English</td>
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<tr>
<td>Participant</td>
<td>Patrick Llorca, International Sales Manager</td>
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<tr>
<td>Number of employees</td>
<td>250</td>
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<tr>
<td>Activities in the following countries</td>
<td>Germany, Switzerland, Austria, France, Spain, Poland, Ukraine, Italy, UK, Sweden, Turkey, China, GCC</td>
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<tr>
<td>Sector</td>
<td>Measuring and control technology, BTU meters, measurement, recording and transmission of cooling and water consumption data</td>
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</tr>
<tr>
<td>Offered services / product range</td>
<td>SensoStar E: mechanical compact heat meter SensoStar U: ultrasonic compact heat meter SensoStar C: calculator can be combined with any flow sensor WaterStar M: radio integrated, electronic water meter Gateway: data recorder for simple remote reading and data transmission Smoke detector: a smoke detector for remote inspection with integrated radio</td>
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<tr>
<td>Core competencies</td>
<td>We develop and produce heat and cooling meters with our skilled and innovative team. We are leaders in heat and cooling meter technology. We offer open system technologies for sub-metering. We offer software for read-out and transfer of data.</td>
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<tr>
<td>Cooperation objectives</td>
<td>Looking for customers, cooperation with Integra Metering and Smart EnerG+</td>
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<tr>
<td>Language skills</td>
<td>German, English, French</td>
<td></td>
</tr>
</tbody>
</table>
## Participant
Frank Sengewald, Export Manager

## Number of employees
260

## Activities in the following countries
Worldwide distribution

## Sector
Automobile industry, measuring and control technology, metal processing, construction and renovation application

## Offered services / product range
With its extensive product portfolio, FLEX-Elektrowerkzeuge GmbH delivers innovative solutions for industry and crafts. Besides metalworking and the professional working of natural and synthetic stones, the business areas of this renowned manufacturer also include refurbishment, renovation and modernisation, along with the finishing of coated and painted surfaces.

## Core competencies
In the field of refurbishment, renovation and modernisation, FLEX supplies products to cover all aspects of surface preparation, chiselling work to remove plaster and masonry, and drilling for anchor attachments. These include wall and ceiling sanders, grinders, safety vacuum cleaners and agitators.

## Cooperation objectives
Looking for customers, retail partners

## Language skills
English, German
Participants
Uwe Biehler, Key Account Manager UAE
Marcel Mechler, Key Account Manager UAE
Hans-Jürgen Albrich, Area Manager UAE

Number of employees
40

Activities in the following countries
Worldwide

Sector
Engineering, construction sector

Cooperation objectives
Looking for customers, retail partners, wholesale partners, representatives, agents or distributors

Language skills
German, Englisch, Arabic
<table>
<thead>
<tr>
<th>Participant</th>
<th>Thorsten Scheel, International Sales Manager EMEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of employees</td>
<td>570</td>
</tr>
<tr>
<td>Activities in the following</td>
<td>Europe, EMEA, Americas, APAC</td>
</tr>
<tr>
<td>countries</td>
<td></td>
</tr>
<tr>
<td>Sector</td>
<td>Safety and combustion controls</td>
</tr>
<tr>
<td>Offered services / product</td>
<td>Safety and control technology for the heating and</td>
</tr>
<tr>
<td>range</td>
<td>process heat industry: gas pressure regulators,</td>
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<td>solenoid valves, double solenoid valves,</td>
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<td>multi-functional gas controls “MultiBloc®”,</td>
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<td>gas/air pressure switches, valve proving systems,</td>
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<td>Automatic burner controls, burner and boiler</td>
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<td>management systems.</td>
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<td></td>
<td>Planning/construction and testing of gas safety</td>
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<td>and control trains for gas engines and process</td>
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<tr>
<td></td>
<td>heat.</td>
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<tr>
<td>Core competencies</td>
<td>Development, manufacturing and sales of products</td>
</tr>
<tr>
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<td>and systems for the heating and heat process</td>
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<tr>
<td></td>
<td>industry (since 1963) as well as for gas engine</td>
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<tr>
<td></td>
<td>manufacturers and packager.</td>
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<tr>
<td>Cooperation objectives</td>
<td>Looking for customers, representatives, agents</td>
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<tr>
<td></td>
<td>or distributors</td>
</tr>
<tr>
<td>Language skills</td>
<td>German, English</td>
</tr>
</tbody>
</table>
KIT Karlsruhe Institute of Technology
Kaiserstr. 12
76131 Karlsruhe, Germany
Phone +49 721 608-42215
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Web www.kit.edu

Participants
Prof. Dr.-Ing. Thomas Ummenhofer, Full Professor for Steel and Light Weight Structures, Head of the “Research Center for Steel, Timber & Masonry”
Dr. Rainer Körber, Innovation Manager & Technology Transfer
Andreas Metzger, Scientific Employee & Deputy Head of Department “Lightweight Structure and Mechanical Connections”

Number of employees
9,300

Activities in the following countries
Worldwide

Sector
Research, University & Education, Innovation

Offered services / product range
Being “The Research University in the Helmholtz Association”, KIT creates and imparts knowledge for the society and the environment. It is the objective to make significant contributions to the global challenges in the fields of energy, mobility, and information. KIT prepares its 25,100 students for responsible tasks in society, industry, and science.

Core competencies
Our innovation efforts build a bridge between important scientific findings and their application for the benefit of society, economic prosperity, and the preservation of our natural basis of life. Our working together and our management culture are characterized by respect, cooperation, confidence, and subsidiarity.

Cooperation objectives
Looking for customers, retail partners, representatives, agents or distributors, joint venture partners, production partners, suppliers/subcontractors, worldwide exchange & international research projects & global cooperation & technology transfer & education collaborations

Language skills
English, German and others
Contact.

Baden-Württemberg International
Agency for International Economic and Scientific Cooperation
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Web www.bw-i.de
www.bw-invest.de

Ministry of Economic Affairs, Labour and Housing
Baden-Württemberg
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70173 Stuttgart 70174 Stuttgart
Germany Germany
Phone +49 711 123-2096
Email poststelle@wm.bwl.de
Web www.wm.baden-wuerttemberg.de

Association of Chambers of Commerce and Industry of Baden-Württemberg
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Phone +49 711 225300-60
Email info@bw.ihk.de
Web www.bw.ihk.de

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Email info@lvi.de
Web www.lvi.de

L-Bank
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Web www.l-bank.de

Baden-Württemberg Confederation of Skilled Crafts
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70191 Stuttgart
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Phone +49 711 2637090
Email info@handwerk-bw.de
Web www.handwerk-bw.de