Investment Location
Baden-Württemberg

Strong economy, excellent research landscape, modern infrastructure – Baden-Württemberg is the leading innovation region in Germany and Europe.
Baden-Württemberg is one of the economically strongest regions in Germany and Europe. Globally operating enterprises such as Bosch, Daimler, Porsche and SAP as well as thousands of successful small and medium-sized companies ensure the dynamic nature of the location, while offering investors many interesting opportunities to do business. Moreover, the economic output per inhabitant is above average. The purchasing power of this market in the southwest is therefore one of the very highest in Europe.

Thanks to its modern and efficient transport infrastructure and its position in the centre of Europe, Baden-Württemberg also offers optimum access to all the markets of the European Union and therefore to the world’s largest internal market with around 500 million consumers.
<table>
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<th>Feature</th>
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<tr>
<td>Innovation region No. 1 in Europe</td>
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<tr>
<td>Divers and high-class economic structure</td>
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<tr>
<td>Excellent university and research landscape</td>
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<td>Efficient and modern infrastructure</td>
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<td>Enormous market potential and high purchasing power</td>
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<td>Efficient system of technology transfer</td>
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<td>Highly qualified workers</td>
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<td>Optimum access to the EU internal market</td>
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Baden-Württemberg has a highly promising future as a location for business and industry. The state enjoys an outstanding global reputation as a high-tech, industrial and service-oriented location. Products „made in Baden-Württemberg” are in very high demand internationally and achieve above average export earnings. Industries that have a long tradition in Baden-Württemberg such as mechanical engineering, the automotive, electrical and health care industry are still of importance. Great growth potential is also exhibited by various future technologies: Industry 4.0, lightweight technology, renewable forms of energy and photonics are just some examples of where industry and science closely cooperate and have a deep commitment to these areas of future development and thus to securing the leading position of Baden-Württemberg’s industry.

**Gross domestic product (2016)**
477 billion euros

**Exports (2016)**
192 billion euros

**Economic growth (2016)**
2.2%
A problem-solving mentality and outstanding innovativeness are traditional qualities of the industry in Baden-Württemberg. Within the European Union, the southwest is the most innovative region by far. This leading position is primarily the result of considerable investment in research and development, the great importance of industries that intensively engage in research, and the excellent universities and research institutions in the state.

Other advantages of this location are the numerous clusters and industrial networks, which bundle synergies, support the transfer of knowledge and technology, and thus strengthen Baden-Württemberg’s international competitiveness.
Open-mindedness, a willingness to work hard, curiosity and inventiveness are the qualities that deeply characterise the people of Baden-Württemberg. Thanks to a first-class educational and training system, their level of education and qualifications are above average. As far as finding talented workers is concerned, the southwest possesses the advantage of offering many opportunities for further education and training as well as a wide range of study courses at more than 70 universities. This is what attracts many skilled workers from all over the world, who choose Baden-Württemberg as a new place to live and work. What they especially like apart from the high quality of life and the wide range of leisure and cultural activities is the state’s strong welcoming culture.
Baden-Württemberg International

Your partner 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.
Baden-Württemberg is one of the most successful German federal states. Innovative companies as well as high-performance universities and research institutions build the foundation for that. Due to the central location and the dense infrastructure our state offers ideal access to the markets of Europe.

Inform yourself about the business location Baden-Württemberg at Expo Real. We are looking forward to seeing you.

Katrin Schütz, State Secretary in the Ministry of Economic Affairs, Labour and Housing of the state of Baden-Württemberg
Exhibitors at a glance

Baden-Württemberg Pavilion

Region Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG
Rathausgasse 33
79098 Freiburg, Germany
Phone +49 761 3881-1223
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Unmüßig Bauträgergesellschaft Baden mbH
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79110 Freiburg, Germany
Phone +49 761 761-454000
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Region Ostwürttemberg

Wirtschaftsförderungsgesellschaft mbH Region Ostwürttemberg (WiRO)

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Web www.ellwangen.de

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Region Schwarzwald-Baar-Heuberg

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Email info@wohnbau-tuttlingen.de
Web www.wohnbau-tuttlingen.de
More exhibitors

Standortagentur Tübingen-Reutlingen-Zollernalb GmbH
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Email info@neckaralb.de
Web www.neckaralb.de

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Web www.blue-estate.de

die STEG
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Web www.steg.de

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Email standortentwicklung@l-bank.de
Web www.l-bank.de

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Web www.bw-i.de
In 2011, the German federal government initiated a program that foresees a reduction in the size, or the closure, of a large number of military installations in Baden-Württemberg. As a result, many first-class sites are becoming available for business and other development in one of Europe’s economically strongest regions.

These new sites represent a wealth of opportunities for both German and international investors. In recent years, Baden-Württemberg has seen the highest volume of international inward investment of any state in the country by a large margin. This underlines the region’s appeal to investors.
**Sigmaringen**
Mayor Thomas Schärer
schaerer@sigmaringen.de
Fürst-Wilhelm-Str. 15 · 72488 Sigmaringen, Germany
Available space: approx. 80 ha
Distance to autobahn: 40 km
Distance to airport: 60 km
Distance to university: on site

**Meßstetten**
Mayor Frank Schroft
frank.schroft@messstetten.de
Hauptstr. 9 · 72469 Meßstetten, Germany
Available space: 56 ha
Distance to autobahn: 40 km
Distance to airport: 80 km
Distance to university: 9 km

**Immendingen**
Mayor Markus Hugger
markus.hugger@immendingen.de
Schloßplatz 2 · 78194 Immendingen, Germany
Available space: 6 ha
Distance to autobahn: 5 km
Distance to airport: 100 km
Distance to university: 11 km

**Heidelberg**
Hans-Jürgen Heiß, Wolfgang Polivka
dezernat5@heidelberg.de
Marktplatz 10 · 69117 Heidelberg, Germany
Available space: 180 ha
Distance to autobahn: 2 km
Distance to airport: 80 km
Distance to university: on site