



The German Southwest: Where ideas work.



Baden-Württemberg

MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND TOURISM



✎ Choosing the right business location plays an important role in any company and it becomes even more important in times of crisis. For example, as a result of the Corona pandemic, medical technology companies from Baden-Württemberg have recently come under the limelight and received much attention worldwide. The pandemic has brought us new challenges, but our state has proven itself again as the pacesetter of technology.

To find ways out of the Corona Crisis and give our economies new momentum, we are banking on innovation and international cooperation.

Baden-Württemberg has a tradition of innovation. It ranks highest in the nation regarding research and development. Even within the EU, Baden-Württemberg is region number 1 in innovation. More than five percent of our gross domestic product is invested in research and development every year.

The Southwest of Germany is not only strong economically, however, it is also a place that is well worth living in, a place with people that are open-minded. Our state offers unique landscapes such as the Black Forest, Lake Constance, the Swabian Alps, as well as many popular cities and towns. When you find out for yourself, we are sure the extensive cultural life, the health spas, and the excellent culinary offers will convince you.

Together with our partners, domestic and abroad, we will overcome the crisis and work towards a better future. We are convinced that you will feel good in Baden-Württemberg.

Dr. Nicole Hoffmeister-Kraut MdL,
Minister of Economic Affairs, Labour and Tourism of the State of Baden-Württemberg



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Baden-Württemberg: Know-how for innovative solutions. Especially in times of crisis.

Curiosity, imagination, and the pioneer spirit are tradition in Baden-Württemberg. Towards the end of the 19th century, groundbreaking inventions such as the automobile and the zeppelin made their way from our state out into the world.

These characteristics come out even more in times of crisis. Enterprises from Baden-Württemberg meet challenges, particularly in difficult times, and create new business models together. Shortly after the Corona Crisis started in 2020 for example, Mahle, a supplier to the automobile industry from Stuttgart, began manufacturing protective masks for medical purposes together with Triumph, a manufacturer of underwear. Or J. Wagner GmbH, a manufacturer of devices and machines for surface coating from Markdorf, which converted its paint spraying systems to spraying devices that effectively coat surfaces with disinfectants. Necessity is the mother of invention – it is as true today as it was in the past. The same goes for other new challenges, such as those in the areas of mobility and medicine.

CureVac, a biopharmaceutical company that is developing a new class of transformative drugs on the basis of messenger ribonucleic acid currently works on vaccines of the second generation with a high immunogenicity against mutations of the SARS-CoV-2 virus. Over the whole world, there is much hope being placed in this vaccine.

The business start-up Spindiag GmbH, based in Freiburg, has developed a diagnostics platform with which SARS-CoV-2 infections can be verified within a short time. This short testing time makes it possible to quickly trace infection chains.

Successful developments in battery technology research or in synthetic fuels, advanced driver assistance systems and even autonomous vehicles, modern business software and IT innovations are all leading to changes across many industries.

When you bank on Baden-Württemberg, you invest in a dynamic and powerful environment and in people with much knowledge, creativity, and dedication. From basic to applied research, Baden-Württemberg is the place for high skills and innovation. The region's universities are among Germany's best. Moreover, there is a dense network of more than 30 business-related research institutions, including the Fraunhofer Society, the German Aeronautics and Space Center (DLR) and the Baden-Württemberg Innovation Alliance.

One of today's greatest challenges is also to preserve Baden-Württemberg's top position in the digital world, where topics as artificial intelligence and robotics are getting more and more important. Baden-Württemberg has taken a lead role in this sector and, with its "Industry Alliance 4.0", is the first region in Europe to facilitate intensive cooperations between major market participants and support them with the right infrastructure (www.i40-bw.de).



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The key industries of Baden-Württemberg.

Our economy is supported by a stable foundation of quality, experience and innovation. This means we can look forward to future growth and strong entrepreneurial commitment – the best conditions for leading the international competition. Cluster initiatives help small and medium-sized businesses, especially, on the road to innovation. To support the continued development and internationalization of cluster initiatives, the Baden-Württemberg economics ministry has established the Baden-Württemberg ClusterAgentur (www.clusterportal-bw.de), whose goal is to drive cluster development in the state's strategic growth sectors.

able mobility solutions for the future. The coordinated state agency e-mobil BW (www.e-mobilbw.de) was established to respond to issues of electromobility, fuel cell technology and new mobility solutions.

PROCESS AND PRODUCTION TECHNOLOGY

Baden-Württemberg is one of the leading regions in this area as well because the core industries of machine manufacturing and facility construction are so closely connected to those of electric and electronic systems, optics and precision engineering, IT, metal production and processing, and automation. It is an enormous growth sector that benefits from market potential, a diversified supply structure, and a variety of collaboration options. Over half a million well-educated professionals, many of them specialists, work in this setting. No wonder companies like FESTO, Heidelberger Druckmaschinen, TRUMPF, Voith and many more have grown up here. The state agency Leichtbau BW (www.leichtbau-bw.de) was established to respond to the challenges of lightweight construction.

TIME INDUSTRIES / CULTURE AND CREATIVE INDUSTRY

The innovative technologies and services of the TIME industries – TIME stands for telecommunication, information technology, media and entertainment – are more strongly permeating all areas of life and work. Hewlett Packard Germany, IBM Germany, SAP and many other IT service providers, along with electronics companies like Bosch, Micronas and Sick, have deliberately chosen Baden-Württemberg. This land of poets and thinkers is known for the creativity of its people. This is clear from its wide-ranging book industry – Baden-Württemberg leads Germany in printing and publishing – a diverse media landscape, a lively music industry, with a music quarter in Mannheim that is unique in Europe, and

in vibrant centers for the creative industries. Baden-Württemberg's film and media promotion organization MFG (www.mfg.de) offers countless networking and mediation activities for the creative community.

HEALTHCARE

Baden-Württemberg, as an industrial region, is the largest provider of pharmaceutical and medical technology and the second-largest biotechnology provider in Germany. The health care industry is highly innovative and contributes a major part of Baden-Württemberg's domestic product. Nearly 1,000 companies with approximately 100,000 employees generate turnover of roughly 25 billion Euros per year. Baden-Württemberg offers companies in the health care sector a promising environment. Here biotechnology, pharmaceuticals, medical technology, optics, precision mechanics, electronics and electro-technology find just the right conditions for the challenges of the future: a unique research infrastructure, world-class educational institutions and outstandingly educated workers. Altogether, it's a highly attractive business environment in which small, medium-sized and large companies in research and product development can work together with great success. There is a reason why world-renowned companies like Aesculap, Paul Hartmann and Carl Zeiss have made our region their home. The BioLago biotech regions (in the Lake Constance area) Freiburg, Rhein-Neckar-Dreieck, STERN (Stuttgart – Tübingen – Esslingen – Reutlingen – Neckar-Alb) and Ulm support the development of many new companies. Baden-Württemberg's strengths in the health sector include its clinics, its hospitals, and its rehabilitation and social security institutions. The state enterprise BIOPRO (www.bio-pro.de) represents Baden-Württemberg's biotechnology and life sciences sites.

ENVIRONMENTAL TECHNOLOGY, RENEWABLE ENERGY AND RESOURCE EFFICIENCY

For Baden-Württemberg, resource efficiency is a main policy theme – sustainability and resource conservation are core criteria in government and administrative decisions. These high standards and a distinctive eco-consciousness among the populace provide the impetus for very forward-looking environmental technology. Key players in bio-technology, chemistry, optics, precision mechanics, electronics, electro-technology and machine and systems engineering find a dynamic environment in Baden-Württemberg among research institutes, highly specialized service companies and ambitious collaborations. Naturally, companies in Baden-Württemberg always have thorough solutions to issues surrounding water supplies, wastewater and refuse removal and air pollution control. Renewable energy, combined with strategies and technologies for energy efficiency, are in ever greater demand throughout the world. The state enterprise Umwelttechnik BW (www.umwelttechnik-bw.de) was established especially to deal with issues of environmental technology.

SERVICES

A successful industrial region like Baden-Württemberg provides plenty of impetus for business-related services. With high-quality, technology-oriented offerings, this sector is a dynamic partner to industry and an important factor in increasing its productivity and competitiveness.



Already in August 2013, the world's first automotive manufacturer, Mercedes-Benz, sent its S 500 INTELLIGENT DRIVE research vehicle down historic roads to show that automated driving is possible both in the country and the city. Copyright Daimler AG

MOBILITY INDUSTRIES

Baden-Württemberg is home to the giants of mobility: Audi, Bosch, Daimler, EvoBus, Porsche, ZF – more than 100 vehicle manufacturer locations and almost 200 direct supplier facilities. In addition to car, truck and bus production, aerospace technology plays a significant role in our region. Companies from the automotive, energy, and information and communication technology industries work closely on sustain-

Baden-Württemberg: Networked worldwide.

In Baden-Württemberg, we look outward to the world. The result is that exports make up almost 40 percent of the region's gross domestic product – more than in any other German state.

The state helps mid-sized companies tap into foreign markets through many kinds of support, such as joint booths to lead to contacts in markets abroad supplemented by digital services. Our companies have access to contact points abroad and many consulting, advising, and informational offerings. Companies from Baden-Württemberg are powerful partners all over the globe in business, production and technological collab-

oration. Partnerships have grown with regions throughout the world. Germany's worldwide industrial and business centers (GermanCentres), largely supported by the Landesbank Baden-Württemberg, were established on the initiative of Baden-Württemberg. Furthermore there are representative offices abroad in Brazil, China, Ethiopia, India, Israel, Japan, South Africa and the USA. The foreign trade forum "GlobalConnect" has also been established and takes place every two years at the Stuttgart Exhibition Center.

Baden-Württemberg: Marketplace for international fairs.

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 business partners and customers, the place 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, shop windows, information hubs, industrial and economic barometers all in one. Baden-Württemberg has a network of big, small and medium-sized trade fairs, from regional consumer fairs to international high-tech trade shows.

These are some examples:

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

Messe Friedrichshafen: www.messe-friedrichshafen.de

Karlsruher Messe- und Kongress GmbH: www.messe-karlsruhe.de

MAHAB Mannheimer Hallenbetriebs-GmbH: www.maimarkt.de

Messe Offenburg-Ortenau GmbH: www.messe-offenburg.de

Messe Sinsheim GmbH: www.messe-sinsheim.de

Landesmesse Stuttgart GmbH: www.messe-stuttgart.de

Ulm-Messe GmbH: www.ulm-messe.de

SMA Südwest Messe- und Ausstellungs-GmbH: www.messe-vs.de

Baden-Württemberg: Discover your opportunities for the future.

BADEN-WÜRTTEMBERG INTERNATIONAL (BW-i)

Baden-Württemberg International (BW-i) is the central contact in the region for investors and companies looking for places to locate and partners for collaboration in Baden-Württemberg.

Baden-Württemberg International (BW-i)
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www.bw-i.de | www.bw-invest.de

STEINBEIS EUROPE CENTER

The Steinbeis Europe Center was founded in 1990 with the goal of making it easier for small and mid-sized companies to make their way to Brussels for EU research funding. Visit www.steinbeis-europa.de

STEINBEIS FOUNDATION FOR BUSINESS DEVELOPMENT

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L-BANK, THE LEADER IN INVESTMENT

L-Bank, Baden-Württemberg's investment leader, informs potential investors about the state's economic structure, funding instruments, business taxation, and founding and takeover possibilities in Baden-Württemberg. Visit www.l-bank.de/investitionsfuehrer

Baden-Württemberg: A formidable location.



Since 1880, the company founded by Margarete Steiff has made it's home in Baden-Württemberg. Copyright Margarete Steiff GmbH

LOW UNEMPLOYMENT IN GERMANY

Compared to other German states, Baden-Württemberg has had low unemployment for years. In 2020, unemployment in Baden-Württemberg averaged just 4.1 percent. After Bavaria (3.6 percent) this is the nation's lowest unemployment rate. Nationally, the rate was 5.9 percent. After Bavaria, Baden-Württemberg had the country's lowest youth unemployment at just 3.6 percent.

THE MOST PATENTS

Baden-Württemberg leads Germany and Europe in patents. In 2020, the state saw 123 patent applications per 100,000 residents (Bavaria: 97). The average for Germany as a whole was 51 patents.

GERMANY'S NUMBER-ONE EXPORTER

With an export volume of 190 billions of euros in 2020 Baden-Württemberg exported per resident €17,114 worth of goods throughout the world (Germany as a whole: €14,497). The export rate – exports' portion of gross domestic product – is 37.9 percent, showing how actively the state exports (for all German states: 27.4 percent). Baden-Württemberg's supplier firms are some of the strongest in the world.

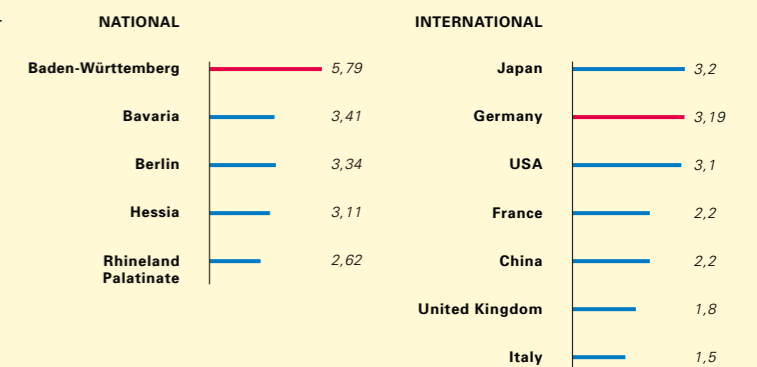
BADEN-WÜRTTEMBERG INVESTS THE MOST

IN RESEARCH AND DEVELOPMENT

In 2019 Baden-Württemberg invested about 30.28 billions of euros in research and development. Measured in terms of gross domestic product, this is 5.79 percent (Germany: 3.2 percent). Baden-Württemberg had the highest research intensity among all German states in 2019. Even internationally, Baden-Württemberg is among the world's leaders. Moreover, research by the state statistical office shows that Baden-Württemberg has been the EU's leading region for innovation for years.

RESEARCH INTENSITY IN SELECTED REGIONS (2019)

Percentage of gross domestic product spent on research and development



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Baden-Württemberg: Facts and Figures.



*With its picturesque old town, Heidelberg is known worldwide not only for its castle, but also for Germany's oldest university (founded in 1386).
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AREA & POPULATION

- 35.674 km² – 10 percent of Germany
- 11 million – about 13 percent of Germany

GROSS DOMESTIC PRODUCT

- €501 billion – 15.0 percent of Germany,
GDP per resident: €45,108 (2020)

EXPORT VOLUME

- €190 billion (2020)

BADEN-WÜRTTEMBERG LEADS IN:

- Mechanical engineering
- Automotive and sustainable mobility
- Aerospace
- Healthcare and medical technology
- Life sciences
- Information and communication technology
- Environmental technology and renewable energy
- Culture and creative industries

LARGE CITIES

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

UNIVERSITIES

- 9 universities, including 4 universities of excellence
- 6 colleges of education
- 31 universities for applied sciences
- Baden-Württemberg Cooperative State University with 14 locations
- 8 universities of art and music, the Film Academy, and the University of Popular Music and Music Business
- more than 25 state-recognised private colleges, including three universities for ecclesiastical music and two private universities

BUSINESS-RELATED RESEARCH AND TRANSFER INSTITUTES

- 18 facilities of the Fraunhofer Society
- 7 institutes of the German Aeronautics and Space Center (DLR)
- 13 institutes of the Baden-Württemberg Innovation Alliance
- over 500 Steinbeis transfer centers

OTHER RESEARCH INSTITUTIONS

- 13 Max Planck Institutes
- 5 Helmholtz Research Centers
- 7 Leibniz Institutes



Baden-Württemberg

MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND TOURISM