

# HÄLL

from the land  
of unimagined  
possibilities!



Baden-Württemberg  
Ministry of Economic Affairs,  
Labour and Tourism



**HÄLLO**  
and a very warm  
welcome!

**The perfect location and a stable market environment play a decisive role for any business, especially in these eventful times. We in Baden-Württemberg are successfully dealing with the current challenges. Innovation is the key to success in this respect, and we have always been inventive! Baden-Württemberg is, therefore, the ideal location for you too!**

Despite the various global crises, Baden-Württemberg has become a proven pacesetter when it comes to new technologies and has impressive local conditions. Our companies and research institutions enjoy worldwide renown and have set ambitious goals for themselves. Baden-Württemberg intends to be climate neutral by 2040. The economy is also facing a major upheaval as a result of digitalisation. Both of these transformation processes call for innovation and increased international collaboration to make our economy ready for the future.

Baden-Württemberg is a strong driver of European and global economic development. The German federal state invests almost six per cent of its annual gross domestic product into research and development. Baden-Württemberg exports 248 billion euros worth of goods all over the world every year. **Our federal state, our “Länd”, is not only economically strong but also a very pleasant place to live.** Our cosmopolitan society, which is made up of around 11 million people from 129 nations, also thrives because of the civic commitment of its citizens and their deep bond with their state. Baden-Württemberg offers unique landscapes such as the Black Forest, Lake Constance, the Swabian Alps and numerous historic cities and communities. You’ll be impressed by our varied cultural offerings, our spa culture and our excellent hospitality establishments. You’ll like it here in Baden-Württemberg!

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



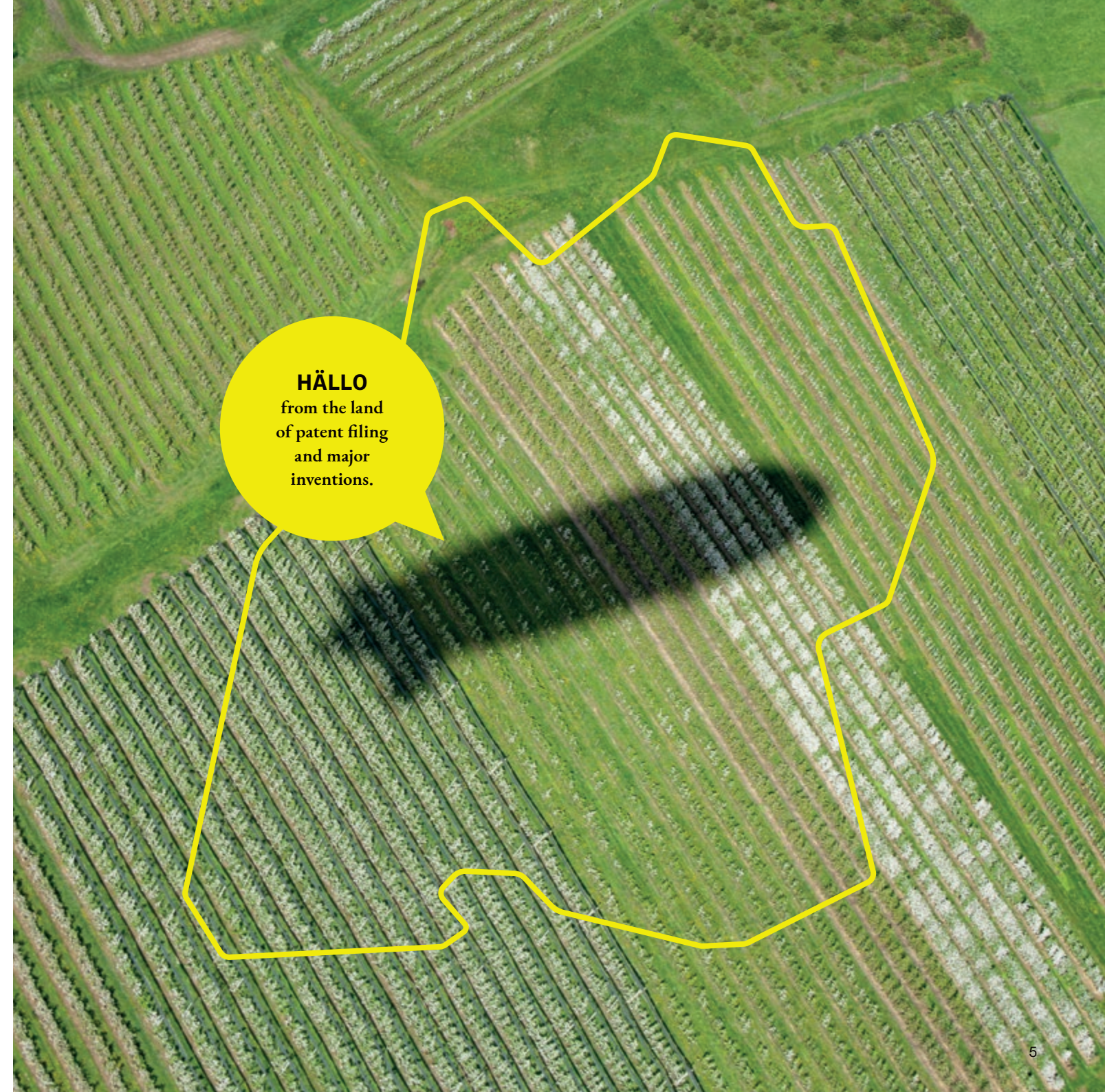
# What we realise far surpasses what others do.

**Courage, inventiveness and the spirit of research have always been at home here. We invent what people urgently need, but also the things they would probably never have thought of, and our success is catching!**

Baden-Württemberg is a land of thinkers and innovators. **Great philosophers and giants of the German classics such as Hegel, Hölderlin and Schiller hailed from here, and our ground-breaking local innovations have conquered the world:** the invention of the automobile by Daimler and Benz is one of our greatest success stories, but by no means the only one! In 1886, Robert Bosch opened a precision and electrical engineering workshop in Stuttgart with just one journeyman and one apprentice that would go on to become what is now the multinational Robert Bosch GmbH, with more than 400,000 employees all over the world. However, the zeppelin, matches, and the smallest multi-articulating prosthetic hand were originally invented in Baden-Württemberg as well. The number of patents filed also reflects this exceptional inventiveness: of all



German federal states, Baden-Württemberg traditionally occupies the top spot with regard to their absolute number and the number of patents filed per 100,000 inhabitants. In Baden-Württemberg, this is twice as high as the average across Germany.



**HÄLLO**  
from the land  
of patent filing  
and major  
inventions.



## STRONG BUSINESS LOCATION

13,928  
start-ups

in 2022, which puts us **in the top three nationwide.**

Baden-Württemberg's economy is driven by its strong, multifaceted range of medium-sized companies. Numerous small and medium-sized enterprises (SME) are based here. They are often family-run businesses and frequently hidden champions from all industries, as well as global players and world market leaders, are based here. **It is precisely this structure that makes Baden-Württemberg one of the regions with the strongest economic activity in Germany and throughout Europe. We are dealing with the crises of the past few years in the way we have always done: by meeting them head-on with new ideas and innovation capacity.**

The close collaborations between companies and the numerous local research institutes funded by the federal state government reflect this innovative entrepreneurial spirit. Technology transfer is effected via a dense network of over 30 Fraunhofer-Gesellschaft, German Aerospace Centre and Innovationsallianz Baden-Württemberg research institutions with an industry focus.



MORE  
THAN

30

research institutions  
with an industry focus

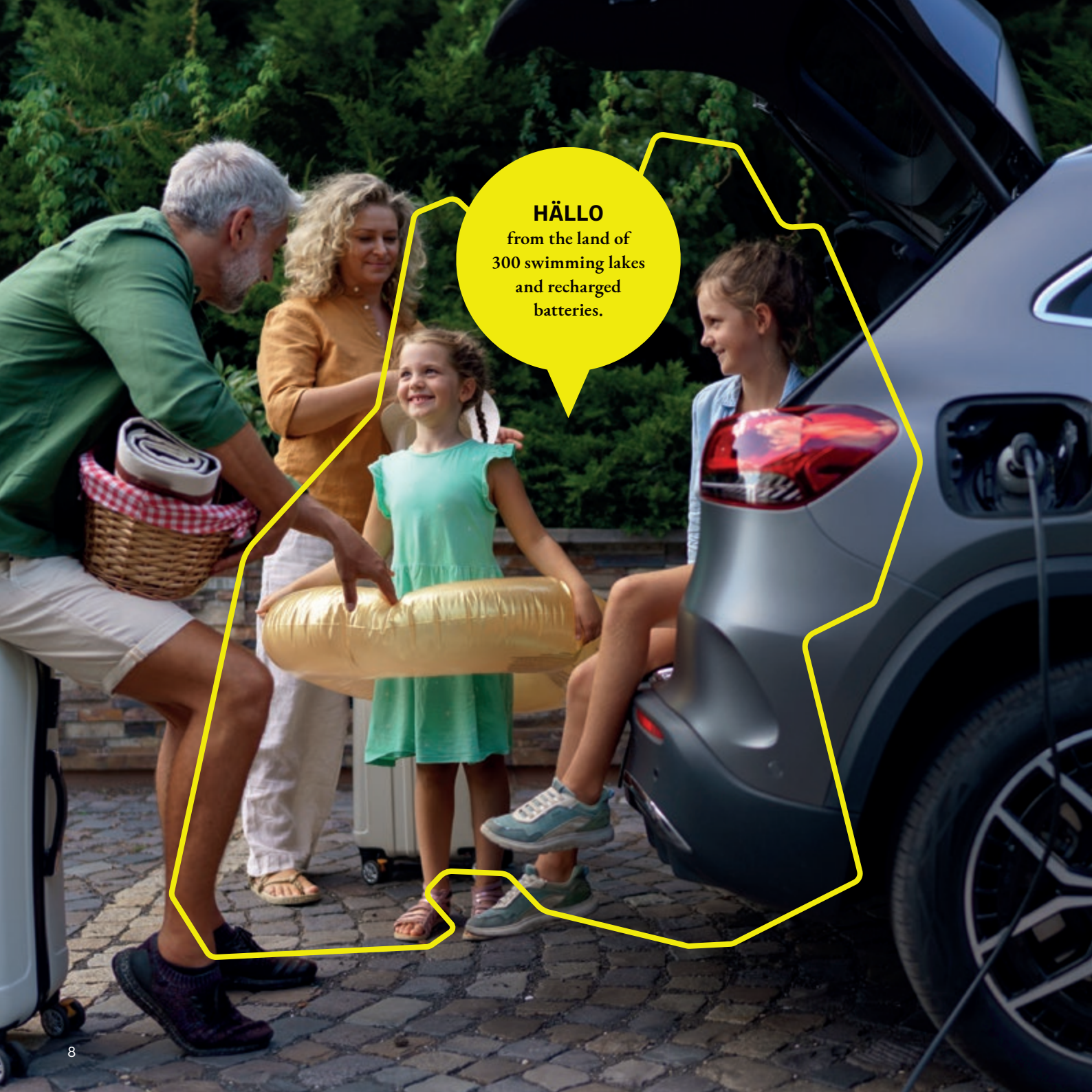
We also focus on future-related topics such as artificial intelligence and robotics. The "Initiative Wirtschaft 4.0" supports and links important stakeholders in these areas.  
– [wirtschaft-digital-bw.de](http://wirtschaft-digital-bw.de)

The "Innovation Park Artificial Intelligence" (Ipa) in Heilbronn also offers an outstanding interdisciplinary knowledge exchange on the topic of AI.  
– [ip.ai](http://ip.ai)

To encourage the development of future technologies and innovations, the Baden-Württemberg Ministry of Economic Affairs, Labour and Tourism has established the RegioClusterAgency for Innovation and Transformation. The initiative supports cluster initiatives and economic development with a wide and needs-oriented range of offers related to the challenges of the future transformation.  
– [clusterportal-bw.de](http://clusterportal-bw.de)

**In Baden-Württemberg, we believe that a cosmopolitan outlook and internationality not only boost the community spirit, but also benefit the local economy, research and politics!**





**HÄLLO**  
from the land of  
300 swimming lakes  
and recharged  
batteries.

## SUSTAINABLE TRAVEL AND TRANSPORT

# We build bridges for sustainable travel and transport.

The automobile was invented in Baden-Württemberg, and we're proud of that. However, true pioneers always think one step further and keep on developing; we are, therefore, going full steam ahead in the area of sustainable travel and transport.

**Baden-Württemberg is the ultimate business location for the automotive industry: Bosch, Mercedes-Benz, Daimler Truck, Porsche, ZF and many others are headquartered here.** According to the official statistics for Baden-Württemberg, over 250 automotive industry companies that employ more than 235,000 people and generate an annual turnover of around 90 billion euros are currently based here. The automotive industry will also continue to remain one of the federal state of Baden-Württemberg's key industries in the next few years. Sustainable travel and transport concepts are a fundamental prerequisite for our society's economic growth. For the automotive industry, energy-efficiency is increasingly becoming the predominant topic. Baden-Württemberg's declared aim is to become a climate- and eco-friendly travel and transport pioneer.



The federal state agency e-mobil BW lends an important impetus to all topics related to the transformation towards sustainable travel and transport, such as electromobility, fuel cell or hydrogen technology, or synthetic fuels, and is the first port of call when it comes to questions and ideas.  
– e-mobilbw.de



## SUSTAINABLE TRAVEL AND TRANSPORT

Sustainable travel and transport concepts are a fundamental prerequisite for our society's economic growth.



Innovative approaches and integrated solution elements in the fields of vehicle, energy, information and communication technology (ICT) and production technology are called for to secure our future travel and transport. A paradigm change is currently taking place in the travel and transport area, away from the „product car“ towards the „service travel and transport“. In future, various sources of information inside and regarding the vehicle will become even

more closely linked. This makes it possible to optimise the control of the traffic flow and road safety via driver assistance systems. An important aspect in this respect is the further automation of driving control systems. In future, vehicles will be able to aid and assist drivers further in critical situations through (partly) automated driving systems – or to even entirely prevent such situations. At the same time, new comfort features will change the driving experience. Content, data and services will make added value services possible and will, therefore, become the basis for new business models for which a market worth billions is forecast. Digitalisation has led to us experiencing a revolution in the vehicle sector and the travel and transport sector.

**The policy discussion platform Strategiedialog Automobilwirtschaft Baden-Württemberg unlocks potentials for innovation across industry boundaries.** All of the respective stakeholders cooperate closely in order to develop projects, measures and concepts that will make the automotive industry transformation a success.

MORE THAN  
**100**  
vehicle manufacturer sites

ALMOST  
**200**  
direct supplier company sites

MORE THAN

**200**

aerospace industry companies with around 16,000 employees.

## AEROSPACE INDUSTRY

# Progress, also up in the air.

**Baden-Württemberg is already one of Germany's largest and most successful aerospace industry hubs today. It is number one nationwide with 40 percent of the people employed in the aerospace industry working here.**

The Baden-Württemberg aerospace industry invests around 17.5 per cent of its turnover in innovations, and has been a technology trailblazer for many other industry sectors for decades. The federal state's own aerospace industry policy agency "THE aerospace LÄND – On to new horizons" focuses on the retention, as well as the targeted expansion, of this technology leadership. In order to help the industry to overcome the current challenges and to secure its future prospects in the long term, a comprehensive package of measures has been developed for the period 2023 to 2026. These are additional measures on top of the federal state's currently ongoing activities, such as funding research institutions and support measures for the industry.

Baden-Württemberg even has its own aerospace industry policy agency, **THE aerospace LÄND**



## MECHANICAL ENGINEERING AND ELECTRONICS INDUSTRY

# Here, everything is already all about tomorrow today.

**Baden-Württemberg is an electrifying and humming hub. The process and manufacturing industry already focuses on tomorrow today.**

Together with the vehicle manufacturing sector, the mechanical engineering and the electronics and electrical engineering industries represent the federal state's three largest industrial sectors. The mechanical engineering and the electronics industry companies sell and supply the high-performance components and production technologies that are necessary for the economical and resource-efficient development and manufacture of high-quality and competitive products for many companies in other sectors, and therefore create the requisite preconditions.

Baden-Württemberg is Germany's leading mechanical engineering centre. Around a quarter of all German mechanical engineering companies are headquartered in Baden-Württemberg. The industry's character is defined



60  
billion  
euros

generated by the  
electronics and electrical  
engineering industry

by a large number of medium-sized companies. Around half of those employed in this industry work for companies with fewer than 500 employees. Eighty per cent of the companies employ fewer than 250 people. Baden-Württemberg is also one of the most important locations for the electronics industry. Baden-Württemberg generates around a quarter of the entire German electronics and electrical engineering industry's turnover.

**With leading companies from the sectors of mechanical engineering, automation technology, automotive engineering and information and communication technology, as well as excellent research facilities, all of the major drivers for the implementation of Industry 4.0 solutions in the industry sectors involved are based in Baden-Württemberg.**

This unique selling point makes our federal state the driver on the path towards AI-based and networked production solutions for smart and autonomous factories. Furthermore, Baden-Württemberg also carries out pioneering work with regard to the development of new technologies



such as hydrogen, fuel cell and quantum technologies. It is hardly possible to profitably manufacture the core components of fuel cells and electrolyzers without laser technology. The high-tech company TRUMPF, a globally active market leader in the machine tool and laser technology field, therefore, brings electromobility to the mass market by supplying its products to the battery and electric engine manufacturers. With its start-up Q.ANT, the company is investing in the development of second-generation quantum technologies. Companies such as FESTO and many others have also grown into multinationals from their origins in Baden-Württemberg and are addressing the challenges of the transformation. The modern pumped storage hydroelectric plants produced by the company Voith can also play an important role in the energy transition, as they are highly relevant when it comes to the storage of renewable energies and can therefore balance the grid when there are fluctuations.

Mechanical  
engineering  
turnover

89  
billion euros

Baden-  
Württemberg  
generates  
around

1/4

of the entire German  
electronics and  
electrical engineering  
turnover.



DIGITALISATION OF THE ECONOMY,  
ARTIFICIAL INTELLIGENCE, CYBER SECURITY  
AND THE CREATIVE INDUSTRIES

Europe's  
largest  
IT-Cluster

**1,200**  
high-tech companies  
at the CyberForum in Karlsruhe

The Initiative Economy 4.0 is  
driving digitalisation ahead  
across all industry sectors.

We are looking  
towards the future –  
from all  
perspectives.

Limitations are all in the mind and can therefore also only be overcome there. Rethinking and realising what no one has ever tried before, finding creative solutions where others see problems. That's Baden-Württemberg.

Baden-Württemberg is a leading location when it comes to the digitalisation of the economy, artificial intelligence, cyber security and the creative industries.

With over 200,000 employees, the IT and software industry is one of Baden-Württemberg's strongest industry sectors and is a growth and innovation driver for the entire local business community. From the world market leader for business software and medium-sized hidden B2B software champions to internationally sought-after IT start-ups and Europe's first commercially usable quantum computer, Baden-Württemberg is home to many outstanding IT firms and research institutions.



**HÄLLO**  
from the land of  
the Black Forest  
and innovative  
technologies.



## DIGITALISATION OF THE ECONOMY, ARTIFICIAL INTELLIGENCE, CYBER SECURITY AND THE CREATIVE INDUSTRIES

**An online expertise atlas,  
a directory with over 700 entries,  
was established in 2023.  
– cyberländ.net**

The federal state government supports the IT sector and the digitalisation of the entire economy with a wide range of different measures. One focus point is artificial intelligence. **The Innovation Park Artificial Intelligence (IPAI), an applied artificial intelligence project with international impact that aims to considerably advance the commercialisation of AI in the federal state, is currently being set up.**

Leading AI research is currently going on at the Baden-Württemberg-based CyberValley, Europe's largest AI research consortium, and the Excellence in AI centres are disseminating AI technologies and expertise throughout the federal state. Besides these and other projects, the focus is on advancing digitalisation, AI and cyber security, above all amongst SMEs. The Ministry of Economic Affairs, Labour and Tourism has therefore established the Initiative Economy 4.0, a collaborative project in which 35 business associations, networks and other partners jointly address the topic of digitalisation across all industries. Worth around 29 billion euros and with almost 160,000

employees, the cultural and creative industries are important factors of the federal state's economy. It promotes the collaboration with other sectors through a wide range of activities with the aim of advancing innovations "cross-innovatively". The Ministry of Economic Affairs, Labour and Tourism therefore collaborates closely with MFG Baden-Württemberg, the federal state's media and film association and creative industries agency. The topic of games and the metaverse, or virtual worlds and their potential for the economy, also play an important role in this respect. Important partners here are the Virtual Dimension Center in Fellbach, the Fraunhofer institutes IPA and IAO and ARENA2036 in Stuttgart.



## HEALTHCARE INDUSTRY

# We research and offer quality of life.



**What we in Baden-Württemberg research and produce benefits people sustainably and in the long term. For the common good.**

The medical engineering hub is located in the Black Forest-Baar-Heuberg region. From classic dressing materials to technology-enabled telemedicine and high-tech and innovative robotics, imaging, diagnostics and life-support systems, everything can be found in this one hotspot.

The federal state agency BIOPRO Baden-Württemberg – [bio-pro.de](https://www.bio-pro.de) supports the healthcare industry, including the medical engineering biotechnology and pharmaceutical sectors, in Baden-Württemberg. Of course, we also offer your company the perfect place for healthy growth.

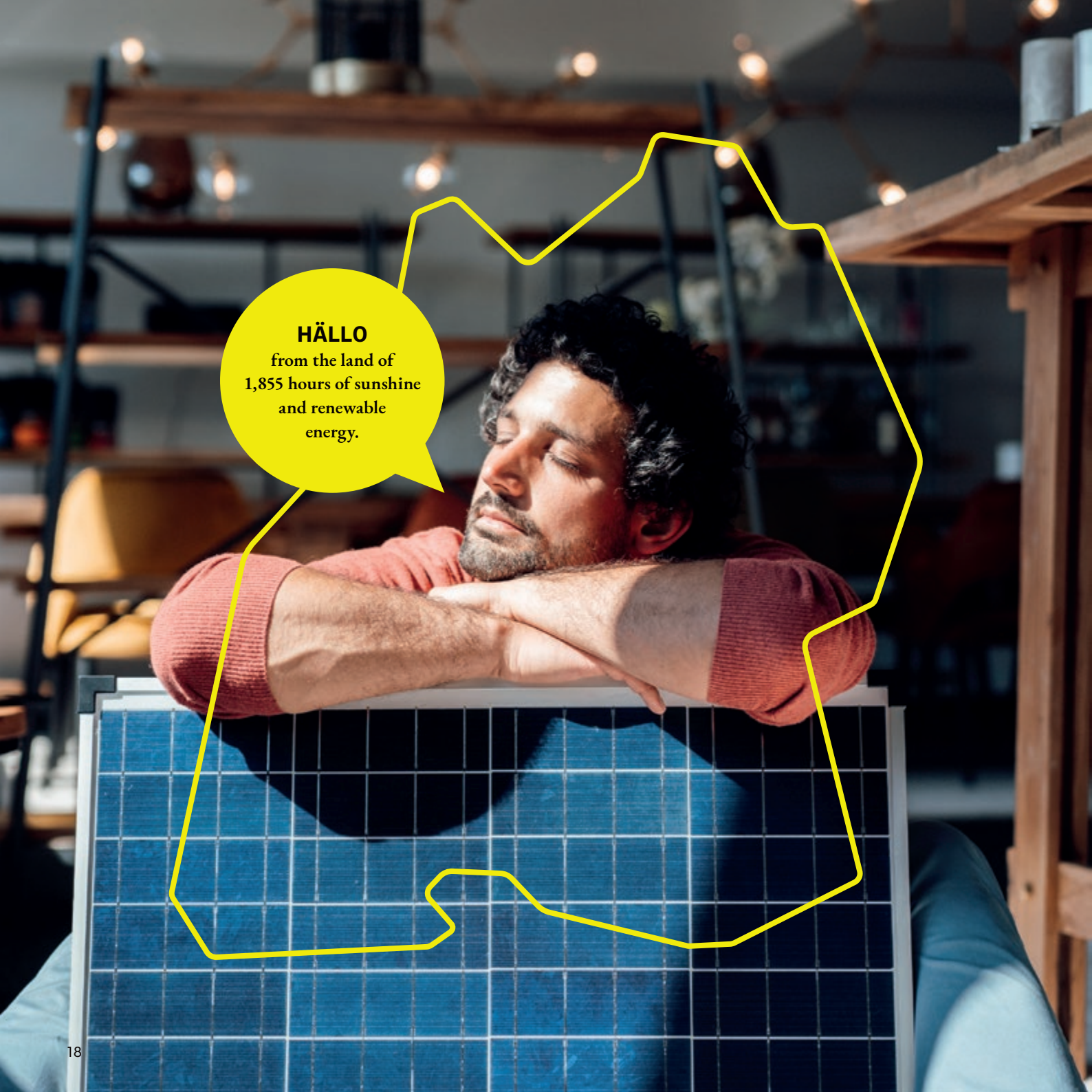
### A quarter of Germany's healthcare industry turnover is generated in Baden-Württemberg.

Besides world market leaders in the medical engineering field such as Aesculap AG, Karl Storz, Bruker BioSpin, Roche, GlaxoSmithKline and Boehringer Ingelheim in the pharmaceuticals industry and the biotechnology sector, Baden-Württemberg is also home to many small and medium-sized companies.

**14.84  
billion  
euros**  
are generated by the  
**healthcare industry**  
every year.

**1,000  
companies**  
with almost 100,000  
employees and therefore  
**Germany's largest  
pharmaceutical and  
medical engineering  
hub**





**HÄLLO**  
from the land of  
1,855 hours of sunshine  
and renewable  
energy.

**GREEN TECH, RESOURCE EFFICIENCY,  
ENERGY AND ENVIRONMENTAL ENGINEERING**

## Green technology, that is fed by innovations.

It is Baden-Württemberg's declared goal to achieve net zero greenhouse gas emissions (greenhouse gas "neutrality") in the federal state by 2040. However, this "neutrality" is anything but neutral. In actual fact, it stands for a strong commitment that is consistently implemented here.

We are proud of this – proud of the highly innovative, leading technologies that hail from Baden-Württemberg! They will make the transformation towards a carbon neutral and sustainable economy possible, both locally and worldwide.

Major focal points are renewable energies, resource efficiency, a circular economy (recycling), soil and water protection, as well as air pollution control and the innovative services associated with these.





## GREEN TECH, RESOURCE EFFICIENCY, ENERGY AND ENVIRONMENTAL ENGINEERING

4.4 %

of Baden-Württemberg's GDP  
is generated by the  
green tech industry.

You will find suitable green  
technology suppliers and service  
providers in the directory  
GreenTech BW Atlas.  
– [greentech-bw.de/atlas](https://greentech-bw.de/atlas)

The federal state agency Umwelttechnik BW  
– [umwelttechnik-bw.de](https://umwelttechnik-bw.de) supports and connects  
suppliers of classic end-of-pipe environmental solutions,  
as well as integrated environmental technology, climate  
protection and resource efficiency solutions, for exam-  
ple, with the sector monitor GreenTech BW, a platform  
that bundles Baden-Württemberg's expertise in environ-  
mental technologies and analyses relevant international  
markets.

**Baden-Württemberg is establishing an innovation  
ecosystem that facilitates technology breakthroughs,  
knowledge transfer and the support of companies in the  
highly relevant future sector of green tech in national and  
international markets.**

## NETWORK

# We connect people. Here and all over the world.

This also applies in Baden-Württemberg: it's the people  
that make all the difference. What do we contribute to  
this?

We ensure that the best settle  
here and create platforms and  
networks that go far beyond  
our region.

### **Baden-Württemberg: connected worldwide.**

Baden-Württemberg is home to cosmopolitan people  
and companies; in short: we are interested in the world.  
The volume of exports is responsible for 40 per cent of  
Baden-Württemberg's gross domestic product.

The federal state supports medium-sized companies  
and helps them to get a firmer foothold in established  
international markets and to unlock new growth markets.  
The economic development agency Baden-Württemberg  
International (Bw\_i) – [bw-i.de](https://bw-i.de) is a one-stop agency that  
offers, for example, joint stands at international leading  
trade fairs and needs-oriented trade missions.

It also runs advisory centres and representative offices  
that companies can turn to abroad, and provides advice

and information. The globally active German industry and  
trade centres (German Centres), which are funded by  
Baden-Württemberg's state bank, were initiated by the  
federal state of Baden-Württemberg. The international  
foreign trade forum "GlobalConnect" in Stuttgart has also  
been firmly established.

### **Baden-Württemberg: trade fair marketplace**

An attractive business location is also characterised by  
a high-profile exhibition industry. International trade  
fairs provide access to a network of industry, economic  
development, research and science. Numerous trade fair  
venues in the federal state offer a platform for the various  
customer requirements, from regional consumer to inter-  
national high-tech exhibitions.

### **Here is just a small selection:**

Freiburg Wirtschaft Touristik & Messe GmbH & Co. KG:

– [messe.freiburg.de](https://messe.freiburg.de)

Messe Friedrichshafen:

– [messe-friedrichshafen.de](https://messe-friedrichshafen.de)

Karlsruher Messe- und Kongress GmbH:

– [messe-karlsruhe.de](https://messe-karlsruhe.de)

MAHAB Mannheimer Hallenbetriebs-GmbH:

– [maimarkt.de](https://maimarkt.de)

Messe Offenburg-Ortenau GmbH:

– [messe-offenburg.de](https://messe-offenburg.de)

Messe Sinsheim GmbH:

– [messe-sinsheim.de](https://messe-sinsheim.de)

Landesmesse Stuttgart GmbH & Co. KG:

– [messe-stuttgart.de](https://messe-stuttgart.de)

Ulm-Messe GmbH:

– [ulm-messe.de](https://ulm-messe.de)

SMA Südwest Messe- und Ausstellungs-GmbH:

– [messe-vs.de](https://messe-vs.de)



**FUTURE OPPORTUNITIES  
AND CONTACT DETAILS**

We are paving  
the path  
towards  
the future.



**Baden-Württemberg International (BW\_i)**

Baden-Württemberg International (BW\_i) is the central point of contact for investors and companies that are looking for business locations and cooperation partners in Baden-Württemberg.

Baden-Württemberg International (BW\_i) Gesellschaft für internationale wirtschaftliche und wissenschaftliche Zusammenarbeit mbH

Lautenschlagerstraße 21/23 | 70173 Stuttgart | Germany

Phone: +49 / 711 / 2 27 87-0

Email: [info@bw-i.de](mailto:info@bw-i.de)

– [bw-i.de](http://bw-i.de)

– [expaend.com](http://expaend.com)

**Weiterbildungsinitiative THE CHÄNCE**

The Initiative Weiter.mit.Bildung@BW provides comprehensive information and guidance on further training and education offerings in Baden-Württemberg.

– [thechaence.com](http://thechaence.com)

**Steinbeis-Europa-Zentrum**

The Steinbeis-Europa-Zentrum (SEZ) was set up in 1990 with the aim of making it easier to obtain EU research funding from Brussels, particularly for small and medium-size companies.

– [steinbeis-europa.de/de/](http://steinbeis-europa.de/de/)

**Steinbeis-Stiftung für Wirtschaftsförderung**

Do you have questions related to technology and management services? More than 600 specialised Steinbeis Transfer Centers offer advice and practical help in all technology and management related matters.

Steinbeis-Stiftung für Wirtschaftsförderung

Haus der Wirtschaft

Willi-Bleicher-Str. 19 | 70174 Stuttgart | Germany

Phone: +49 / 711 / 18 39-5

Fax: +49 / 711 / 2 26 10 76

Email: [stw@stw.de](mailto:stw@stw.de)

– [stw.de](http://stw.de)





OUR FIGURES

Baden-Württemberg is simply the best.  
For many reasons.  
Here some figures, facts and data.  
You'll experience that special feeling  
of being welcome when you get here!

**11 million**  
inhabitants  
approx. 13 per cent of Germany's population

**248**  
billion  
euros

worth of exports  
(2023)

**615**  
billion euros

worth of gross domestic product  
14.9 per cent of Germany's total GDP



MAJOR  
CITIES

AREA

**35,674**  
km<sup>2</sup>

Almost 40 per cent of our land  
is covered in forest.

**9**  
universities

of which  
**4**

are  
**Universities of Excellence\***  
out of a total of ten  
throughout Germany

University of Freiburg, University of Heidelberg\*,  
University of Hohenheim, Institute for Technology (KIT)\*,  
University of Konstanz\*, University of Mannheim,  
University of Stuttgart, University of Tübingen\*,  
University of Ulm

**Other higher education establishments**

- 6 colleges of education in Freiburg, Heidelberg, Karlsruhe, Ludwigsburg, Schwäbisch Gmünd and Weingarten
- A film academy in Ludwigsburg
- A pop academy in Mannheim
- 21 universities of applied science
- 9 Baden-Wuerttemberg Cooperative State University campuses
- 8 art and music academies
- 28 private, state-recognised higher education establishments

**Research and transfer institutions with an industry focus**

- 20 Fraunhofer-Gesellschaft sites
- 10 German Aerospace Centre institutes
- 12 Innovationsallianz Baden-Württemberg research institutions
- Over 500 Steinbeis Transfer Centers

**Other research facilities**

- 12 Max Planck institutes
- 2 Helmholtz research centres
- 7 Leibniz institutes

**THE LÄND –**  
simply livable.

More than  
**70**

star-rated restaurants  
in Baden-Württemberg

**1,855**  
hours of sunshine  
in 2023

**9,600**  
child daycare centres  
in 2022

**1,048**

nature reserves  
(in 2024)

**12,993 km<sup>2</sup>**  
of national parks  
(in 2023)

# HÄLL

and a very  
warm welcome to  
**THE LÄND.**

**You've come to the right place, because this is the perfect location to set up a company, to research, to work and to live.**

Like no other place in the world, **THE LÄND** manages to combine innovation and research centres with top jobs and an attractive living environment. Have a look for yourself – you'll like it!  
– [thelaend.de](http://thelaend.de)

**Published by**

Ministry of Economic Affairs, Labour und Tourism  
Baden-Württemberg  
Neues Schloss  
Schlossplatz 4  
70173 Stuttgart | Germany  
Phone: +49 (0)711 123-0  
Fax: +49 (0)711 123-2121  
Email: [poststelle@wm.bwl.de](mailto:poststelle@wm.bwl.de)  
Internet: [www.wm.baden-wuerttemberg.de](http://www.wm.baden-wuerttemberg.de)

**Image credits ©**

Title: H2FLY GmbH  
P.3: Katja Bartolec/StudioLengerer | P.4: Pustefix GmbH  
P.5, 8: istockphoto | P.6: Stocksy  
P.7, 15, 18, 22, 23: Alamy  
P.9: sbp/Andreas Schnubel | P.10 Porsche AG  
P.11: H2FLY GmbH/Maks Richter  
P.12: Q.ANT GmbH | P.13: Voith Hydro GmbH & Co. KG P.  
16: IPAI Management GmbH/Nico Kurth  
P.17: KARL STORZ SE & CO. KG  
P.19, 20: Adobe Stock | P.25: TMBW/Joachim Negwer





**Baden-Württemberg**  
**Ministry of Economic Affairs,**  
**Labour and Tourism**