The German Southwest: Where ideas work.
Choosing the right location is very important for every company. For all of us — especially those seeking a career — choosing a place to call home is just as important. Here in Baden-Württemberg, everyone can find the right environment: both companies and skilled workers. Baden-Württemberg welcomes you!

Here, innovation is a tradition — our region is the most innovative in the EU. Baden-Württemberg is Germany’s top location for research and development. About five percent of the region’s gross domestic product is invested in research and development every year — by both the private and public sectors. With an efficient, comprehensive system of sharing knowledge and technology, we actively support the creation of innovative, sustainable products and services.

But Baden-Württemberg can boast more than just a strong economy — it is a highly livable place with cosmopolitan residents. Southwestern Germany offers appealing landscapes, such as the Black Forest, Lake Constance and the Swabian mountains, but also famous, popular cities and towns. Baden-Württemberg also has colourful and extensive cultural offerings, mineral baths and outstanding cuisine. See for yourself. You’ll feel right at home in Baden-Württemberg.

Dr. Nicole Hoffmeister-Kraut MdL,
Minister of Economic Affairs, Labour and Housing of the State of Baden-Württemberg
Curiosity, inventiveness, and an investigative spirit are a tradition in Baden-Württemberg. In the late 19th century, groundbreaking inventions like the automobile and the Zeppelin made their way from our region to the world.

Now it’s successful developments like driver assistance systems, autonomous vehicles, modern enterprise software and IT innovations that are revolutionising whole industries. In medical technology, innovative stents are moving the field forward. If you bet on Baden-Württemberg, you’re investing in a dynamic, high-performing environment and in people with expertise, creativity and commitment. 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).
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

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.

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

The key industries of

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

PROCESS AND PRODUCTION TECHNOLOGY

Here, as well, Baden-Württemberg is a leading location where the core industry of machine and systems engineering is closely tied to the fields of electronics, electrotechnology, optics, precision mechanics, 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
Baden-Württemberg.

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

For companies in the healthcare industry, Baden-Württemberg offers a success-oriented 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.
In Baden-Württemberg, we look outward to the world. The result is that exports make up about 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. This includes joint booths at leading international trade fairs and annual business delegation trips focused on making contacts in foreign markets. 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 collaboration. Partnerships have grown with regions throughout the world.

Germany’s worldwide industrial and business centers (GermanCentres) were established on the initiative of Baden-Württemberg. The network now includes German Centres in Mexico City, Moscow, Beijing, Shanghai, Singapore and Taicang. They are largely supported by the Landesbank Baden-Württemberg. Furthermore there are representative offices abroad in Brazil, China, India, Japan, South Africa and the USA. The foreign trade forum “GlobalConnect” has also been established and takes place every two years at the Stuttgart trade show.

**Baden-Württemberg: Networked worldwide.**

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) Gesellschaft für internationale wirtschaftliche und wissenschaftliche Zusammenarbeit mbH
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**STEINBEIS FOUNDATION FOR BUSINESS DEVELOPMENT**

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www.stw.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

**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/investitionsfuhrer
Baden-Württemberg: A formidable location.

BADEN-WÜRTTEMBERG INVESTS THE MOST IN RESEARCH AND DEVELOPMENT

In 2017 Baden-Württemberg invested about 28 billions of euros in research and development. Measured in terms of gross domestic product, this is 5.6 percent (Germany: 3 percent). Baden-Württemberg had the highest research intensity among all German states in 2017. 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.

LOW UNEMPLOYMENT IN GERMANY

Compared to other German states, Baden-Württemberg has had low unemployment for years. In 2018, unemployment in Baden-Württemberg averaged just 3.2 percent. After Bavaria (2.9 percent) this is the nation’s lowest unemployment rate. Nationally, the rate was 5.2 percent. Along with Bavaria, Baden-Württemberg had the country’s lowest youth unemployment at just 2.5 percent, compared to Germany as a whole at 4.6 percent.

THE MOST PATENTS

Baden-Württemberg leads Germany and Europe in patents. In 2018, the state saw 133 patent applications per 100,000 residents (Bavaria: 114). The average for Germany as a whole was 56 patents.

GERMANY’S NUMBER-ONE EXPORTER

With an export volume of 203 billions of euros in 2018 Baden-Württemberg exported per resident €8,300 worth of goods throughout the world (Germany as a whole: €15,800). The export rate — exports’ portion of gross domestic product — is 39.7 percent, showing how actively the state exports (for all German states: 30 percent). Baden-Württemberg’s supplier firms are some of the strongest in the world.

BADEN-WÜRTTEMBERG INVESTS THE MOST IN RESEARCH AND DEVELOPMENT

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RESEARCH INTENSITY IN SELECTED REGIONS (2017)

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Facts and Figures.

AREA & POPULATION
- 35,674 km² — 10 percent of Germany
- 11 million — about 13 percent of Germany

GROSS DOMESTIC PRODUCT
- €511 billion — 15.1 percent of Germany,
  GDP per resident: €46,279 (2018)

EXPORT VOLUME
- €203 billion (2018)

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, Heilbronn, Ulm, 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

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