



Investment Location Baden-Württemberg

Strong economy, excellent research landscape, modern infrastructure –
Baden-Württemberg is the leading innovation region in Germany and Europe



Baden-Württemberg

Where ideas work.

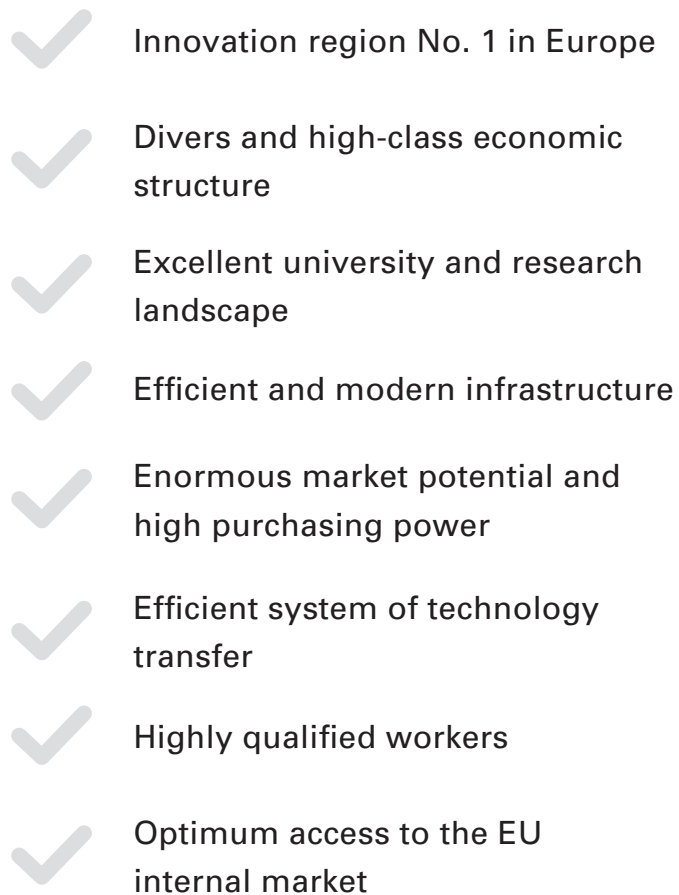
Attractive location for investment right at the heart of Europe

Your reasons for investing in the German Southwest

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.



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- ✓ Innovation region No. 1 in Europe
 - ✓ Diverse and high-class economic structure
 - ✓ Excellent university and research landscape
 - ✓ Efficient and modern infrastructure
 - ✓ Enormous market potential and high purchasing power
 - ✓ Efficient system of technology transfer
 - ✓ Highly qualified workers
 - ✓ Optimum access to the EU internal market

A business location with a future

Strong industry

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
(2017)

493 billion euros



Exports (2017)

201 billion euros



Economic growth (2017)

2.3%



Innovation region No. 1 in Europe

Home of inventors

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.



Patent applications per
100,000 inhabitants (2017)

132



Investment in research
and development (2015)

4.9% of GDP



Research institutions
more than 100



Educational and training system on a very high level

Open-minded and high-performing

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.



Inhabitants (2017)
11 million



Diverse courses of study
more than 2,660



Largest wine-growing
area in Germany
2nd



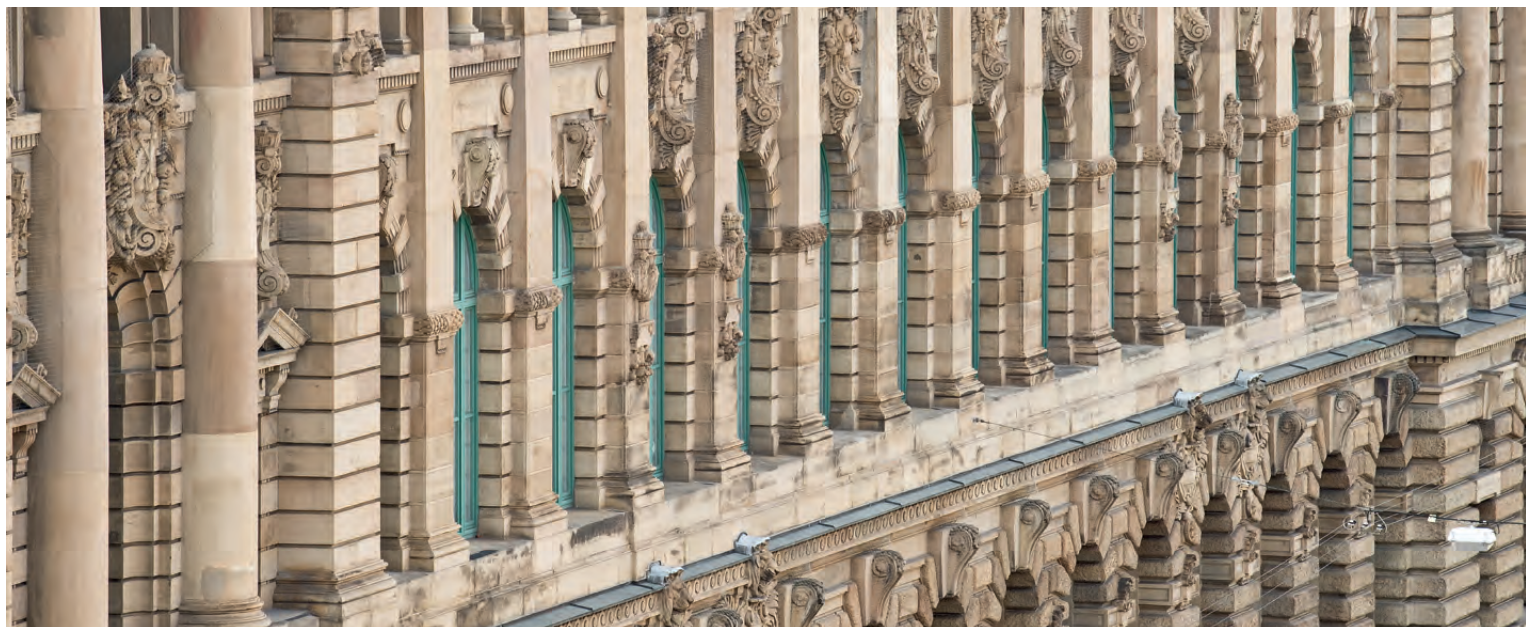
Baden-Württemberg International

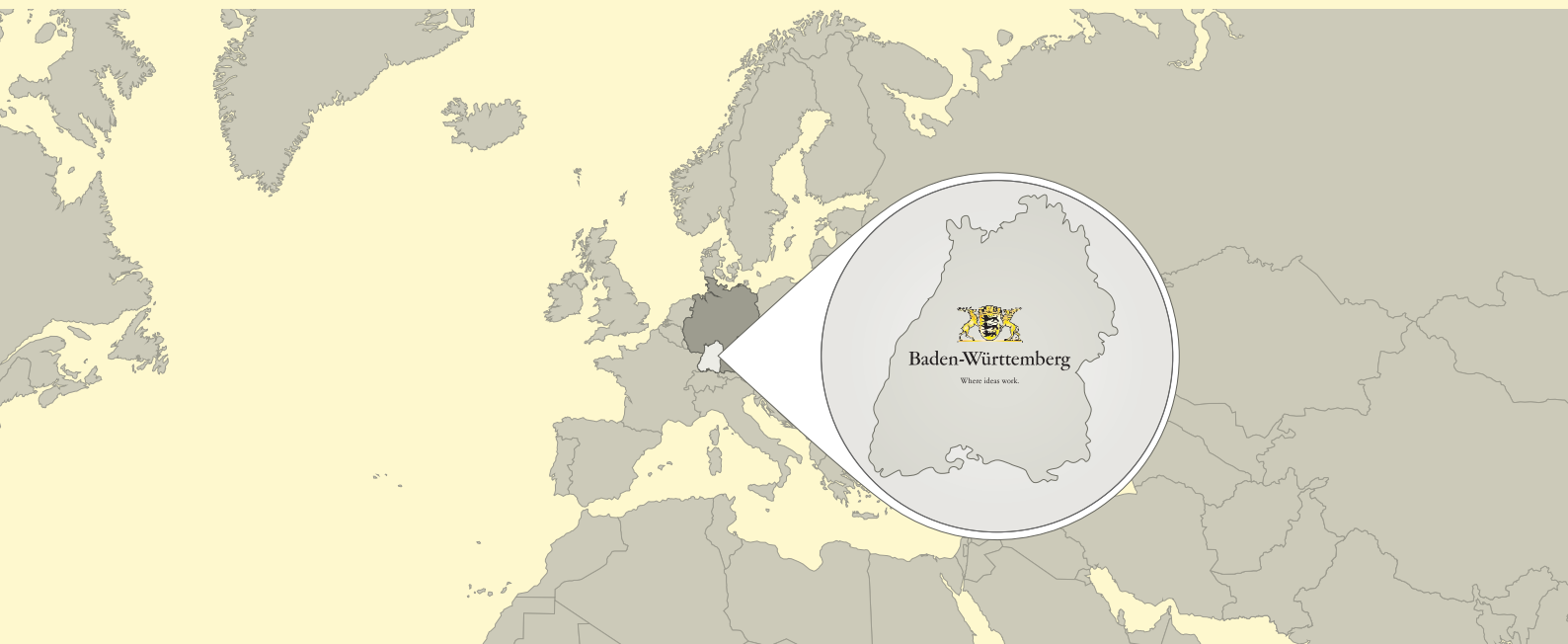
Your partner on the way to success

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 International

www.bw-i.de/en

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