

Baden-Württemberg. Where ideas work.

Jürgen Oswald, CEO
Baden-Württemberg International

June 12, 2012
Global Automotive Components and Suppliers Expo

Agenda

Baden-Württemberg: General Facts and Figures

Baden-Württemberg's Automotive Industry

Baden-Württemberg's Cluster Policy

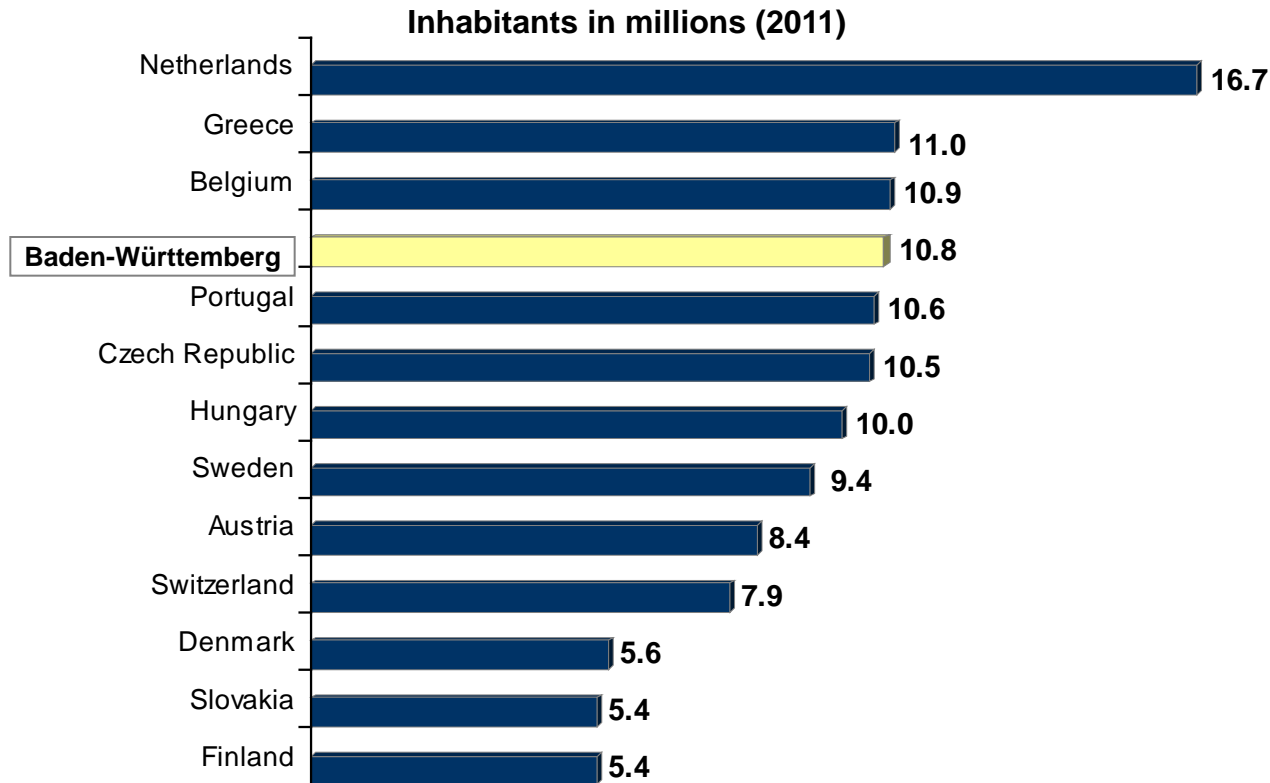
Baden-Württemberg – centrally located in the Heart of Europe

Baden-Württemberg serves as a central gateway in Europe.

80 per cent of all European capital cities, and thus the key European markets, can be reached within two hours.



Within the EU27, only Great Britain, France, Italy, Spain, Poland, Romania, the Netherlands, Greece and Belgium have more inhabitants than Baden-Württemberg.



**Baden-
Württemberg**

Area: 35,800 km²

**Total population:
10,8 million**

**Density of
population: 301 per
km²**

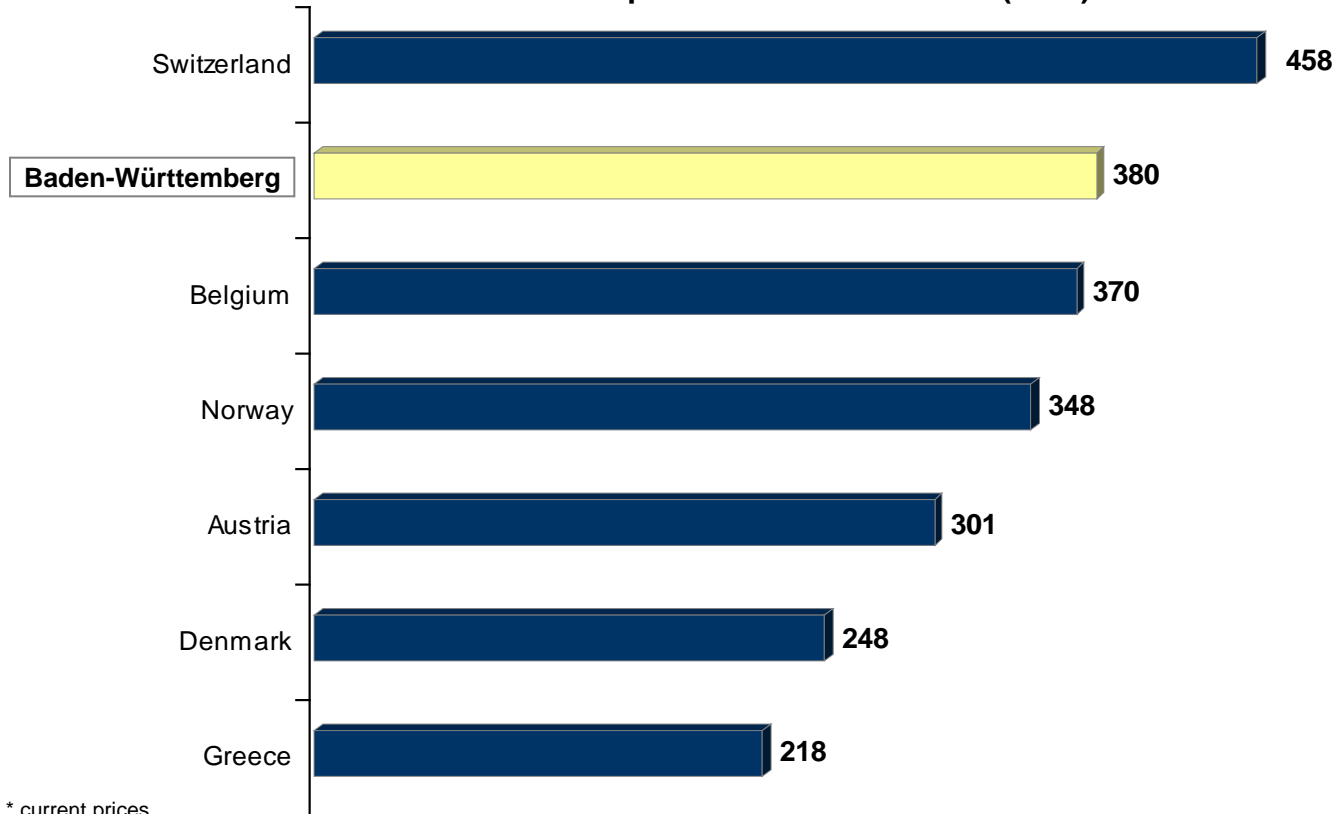
**Number of
employees: 5,4
million**

**Unemployment rate:
4,9% (April 2012)**

Sources: Eurostat, Federal Bureau of Statistics

Baden-Württemberg's GDP is higher than that of nations such as Belgium, Norway or Austria.

Gross domestic product* in Euro billion (2011)



Baden-Württemberg

**GDP (2011):
EUR 380 billion**

**per capita
EUR 35.200**

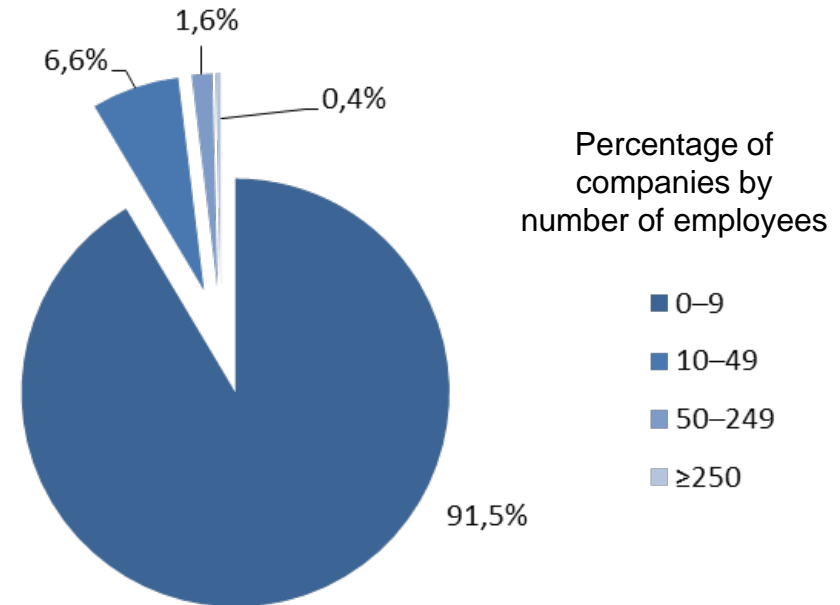
**Real economic
growth: 4,4%**

* current prices
Sources: VGRdL, Eurostat

Baden-Württemberg's industry structure: a powerful mix of Hidden Champions & Global Players as well as small and mid-sized companies.

Our small and mid-sized companies - 98 per cent of all Baden-Württemberg companies - produce 50 percent of our GDP.

- Total number of companies: 486.665¹
- Percentage of GDP of large companies and SMEs: 50 % each
- 62% of the total workforce are employed at SMEs
- SMEs provide 80% of all apprenticeships
- 105.851 craftsmen business with a workforce of 692.000 (2009)

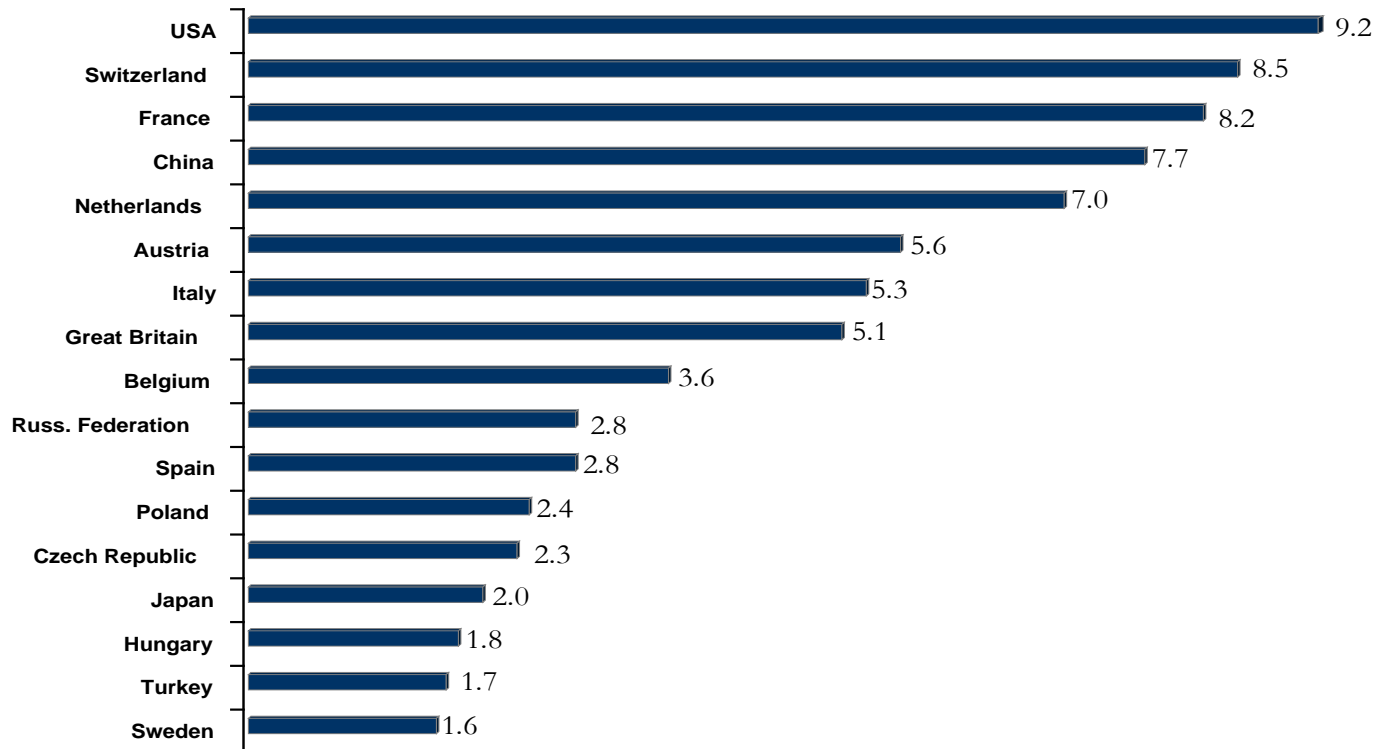


¹ Companies with taxable sales and / or social insurance contributions in 2008

Products made in Baden-Württemberg are being sought throughout the world.

Exports according to country of destination (2011)

Share of all exports (%)



Foreign trade structure:

- The European Union is the most important export region for products from Baden-Württemberg (more than 71 Mrd. € / 57% (2010))
- more than a quarter of all exports went to France, the Netherlands Austria and Italy
- Major export destinations are also the USA, Switzerland and China

Export products (2010):

- Machinery and Motor Vehicles and parts (52 Mrd. € / more than 40% of total exports)

Traditionally strong key industries and innovative future technologies form a powerful combination of the state's industry structure.

- Mechanical engineering
- Automotive sector
- Electrical engineering
- Sustainable mobility
- Environmental technologies
- Health care industry / medical technology
- Information and communication technologies/ creative industry



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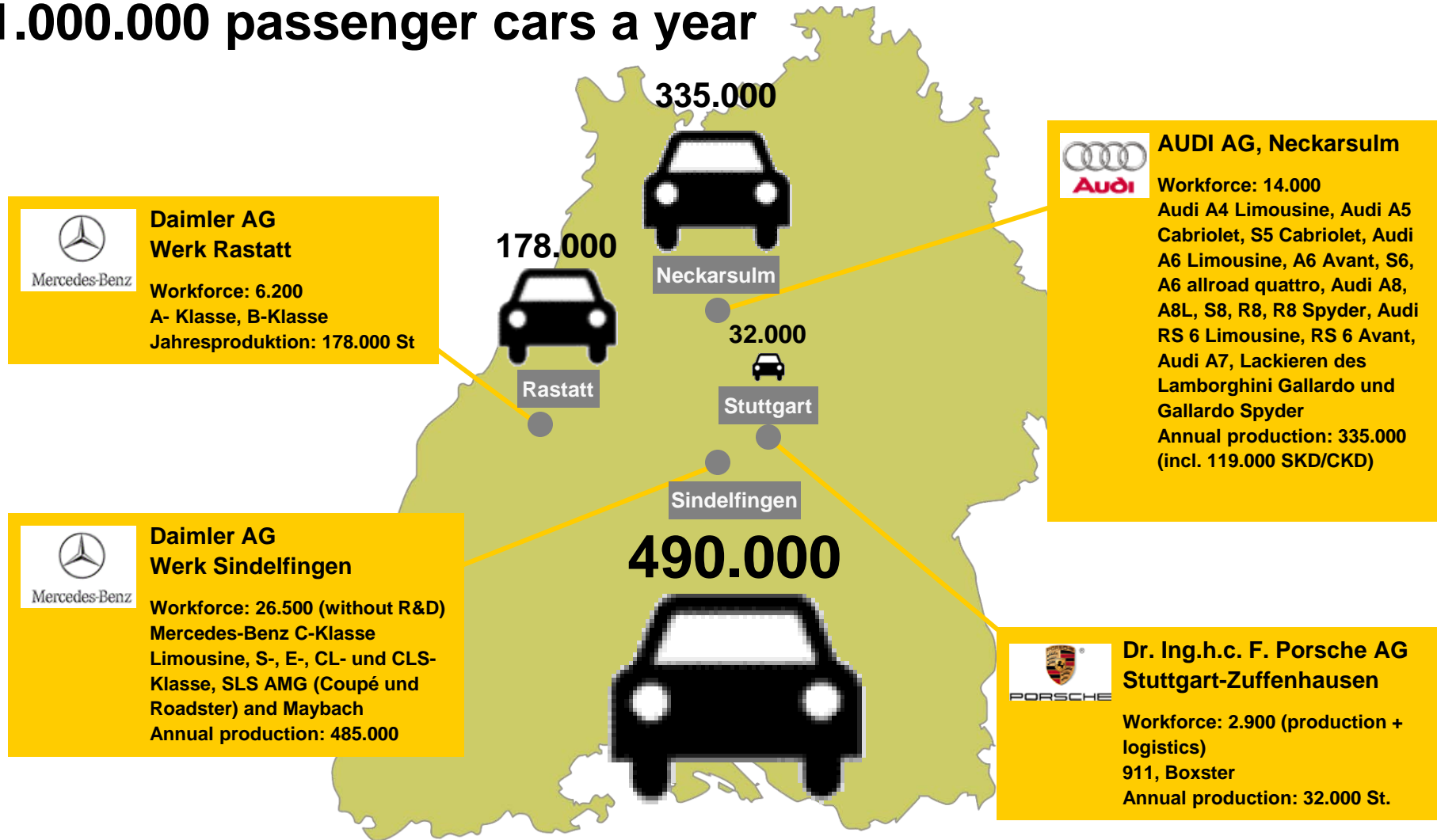
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Baden-Württemberg – A focal point in Automotive Supply

- Baden-Württemberg is the center of the German automobile industry, generating more than 25% of total sales.
- More than 100 automotive factories and almost 200 factories producing highly value-adding components are located in Baden-Württemberg.
- More than 2100 companies, generating sales of more than EUR 106 bn., are closely associated with the automobile industry in Baden-Württemberg, incl. manufacturers of special vehicles, distributors and indirect suppliers.

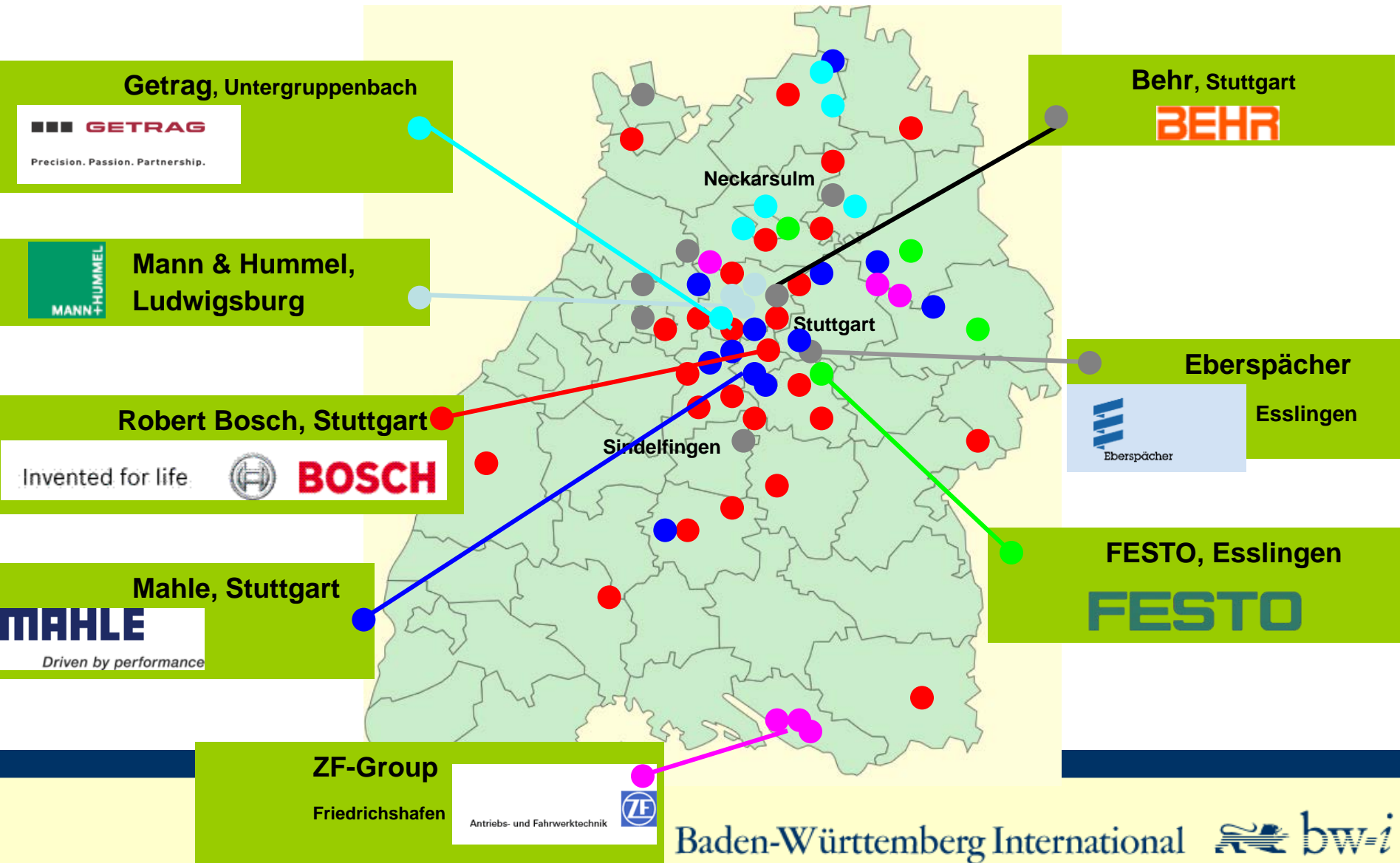
Baden-Württembergs OEMs manufacture more than 1.000.000 passenger cars a year



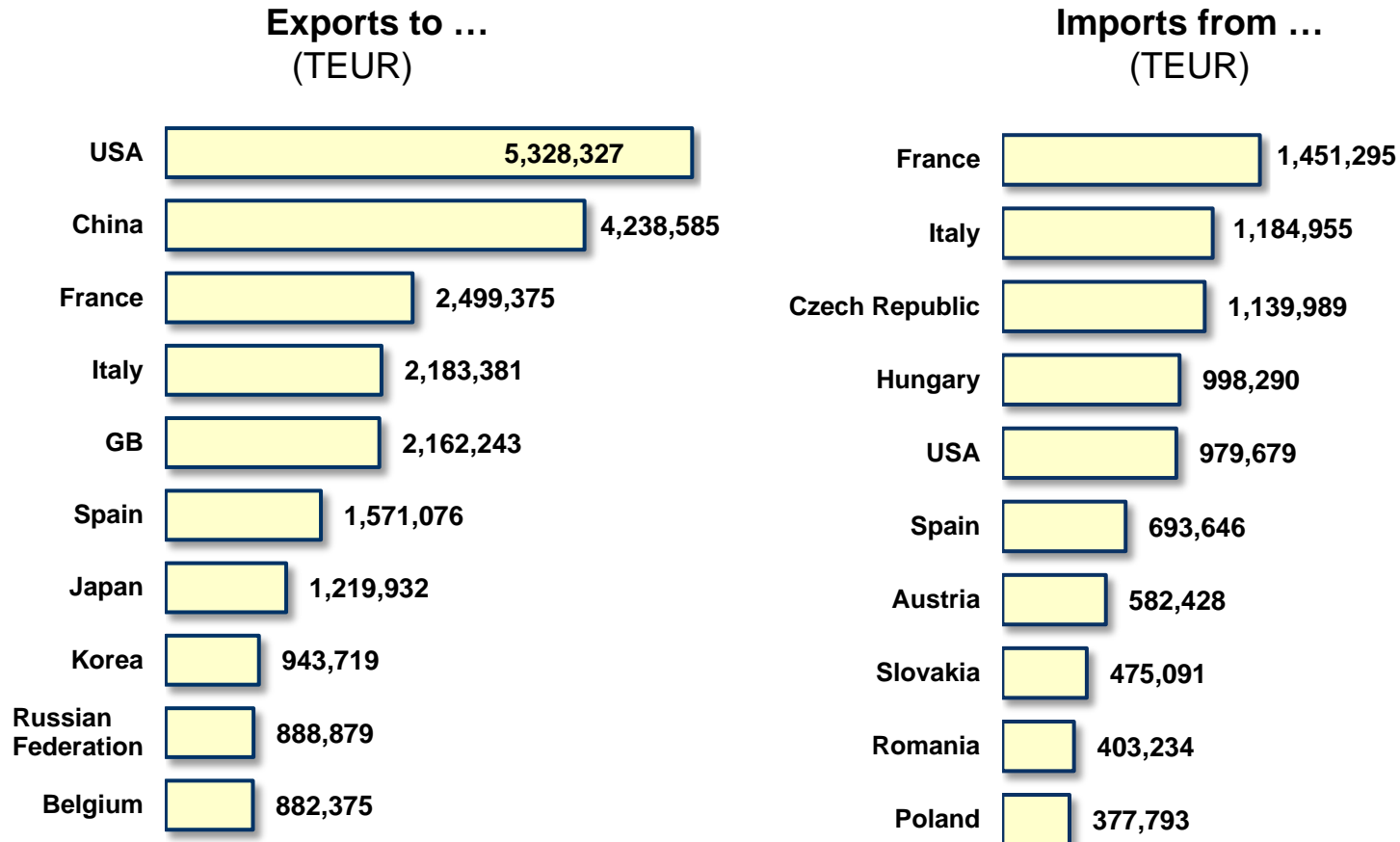
Commercial Vehicle and Bus Production



Baden-Württemberg's main automotive suppliers – some examples




Foreign Trade of the Automotive Industry

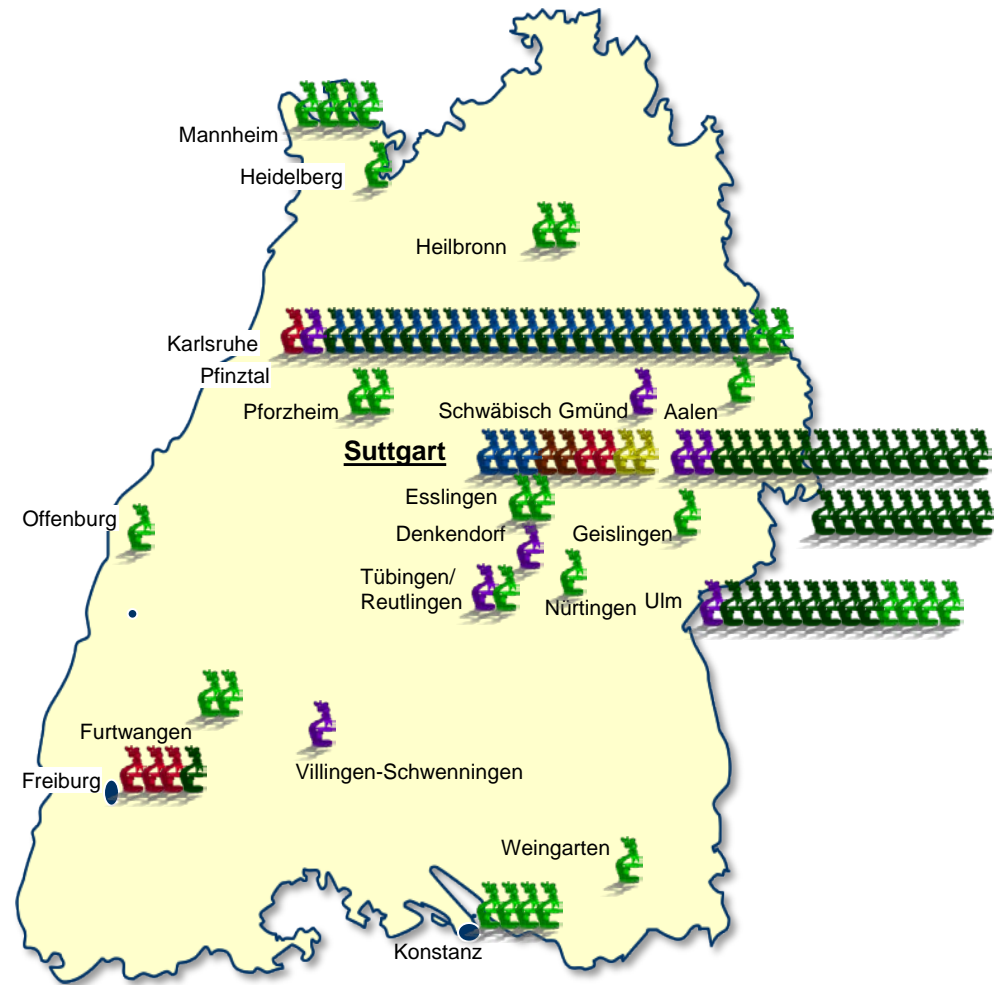


GP2009: 29 (2010 – Vehicles and parts)
Source: German Office of Statistics

Research and Development Activities of the Automotive Industry in Baden-Württemberg

	Helmholtz-Gemeinschaft e.V. research centers	25
	Max-Planck Institutes	2
	Fraunhofer Institutes	7
	Contract research facilities in the innovation allianz B-W	9
	University research facilities	55
	Higher educational establishment research institutes	31
	Other research facilities	2

 Symbol stands for an institute/specialist area/centre



Baden-Württemberg – all Location Criteria fulfilled

Baden-Württemberg can provide...

- Proximity to major motor-vehicle manufacturers: Daimler, Porsche, Audi
- Proximity to manufacturers of commercial vehicles, agricultural vehicles and busses: Kässbohrer, Iveco, John Deere, Mercedes-Benz
- Density of local suppliers in all related areas
- Highly qualified and quality-conscious employees

Automotive Suppliers benefit from...

- Immediate access to important OEMs
- Cooperation opportunities with other suppliers
 - in developing systems and modules
 - in carrying out simultaneous engineering tasks
- The skills and experience of well trained personnel in developing innovative products and penetrating new markets

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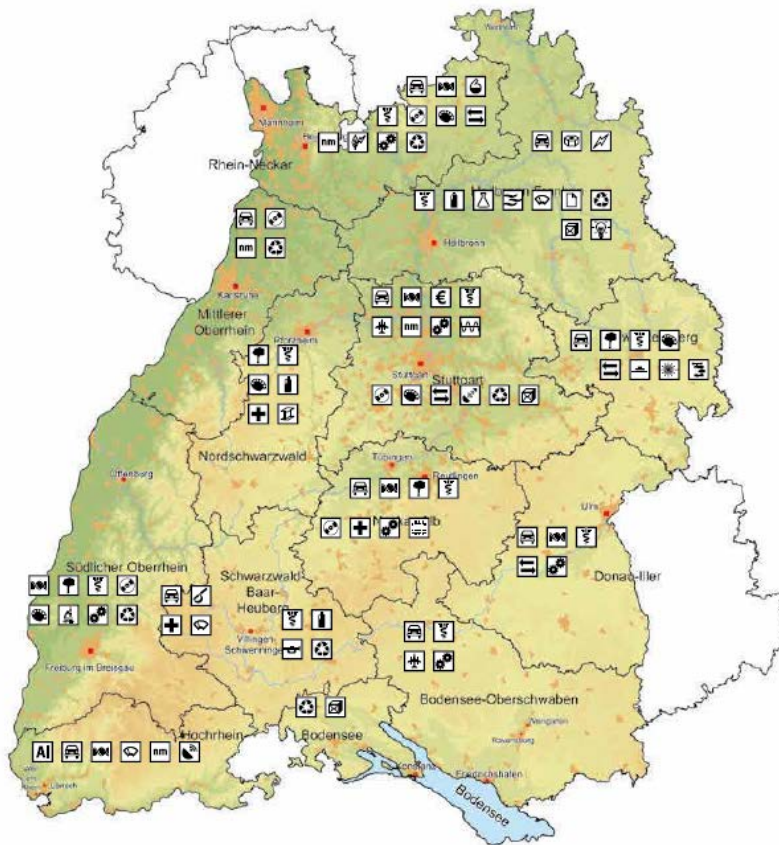
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Strong clusters - the basis for our innovative economy

Regional cluster map Baden-Württemberg

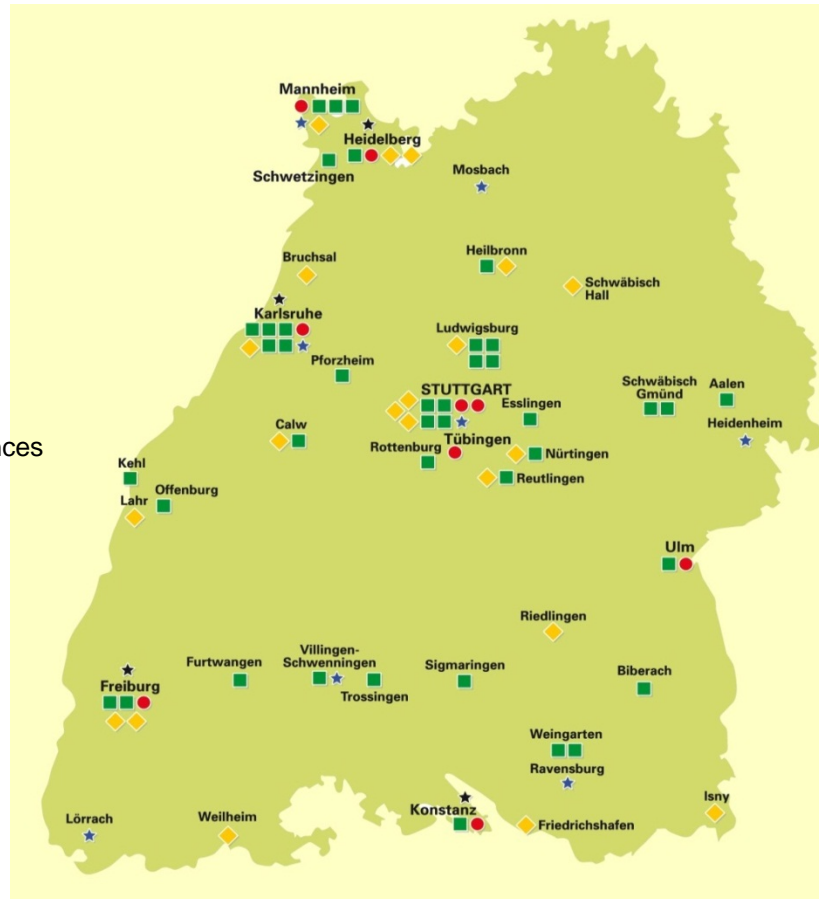


Goals of Baden-Württemberg's Cluster Policy

- Accelerating innovation processes
- Opening up of value-added potentials
- Initiating and facilitating cooperations
- Intensifying horizontal cooperations
- Combining and pooling capacities on a regional level
- Initiating cross-sector and cross-technology projects
- Accessing new application areas
- Developing new products
- Positioning Baden-Württemberg internationally

A unique scientific and technological infrastructure – one of the requirements for a successful cluster policy.

Universities and Academies of higher education



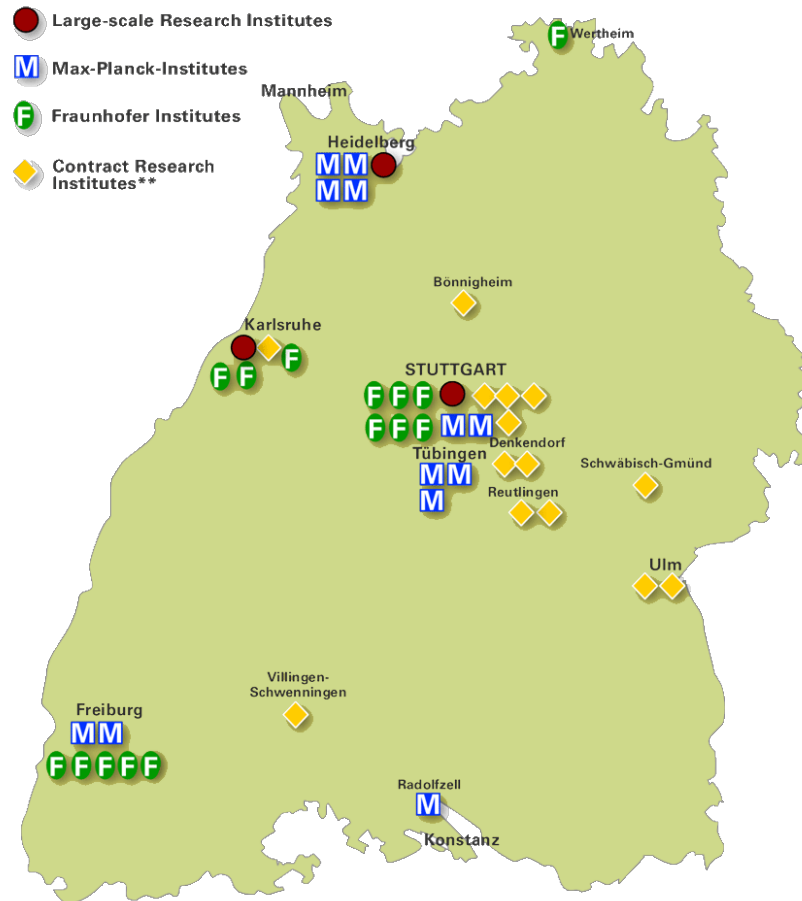
Baden-Württemberg has the most dense and the most modern structure of Universities and Academies for higher education, including:

- 9 Universities (of which, four „Elite Universities“ in Heidelberg, Freiburg, Karlsruhe and Constance – have won an award in the „Excellence Initiative“ 2006/2007)
- 41 Universities of Applied Sciences
- 8 Vocational Academies
- 21 Private Universities

A network of technology transfer centers (Steinbeis-transfer centers) provides the bridge between private industry and research institutes and guarantees rapid access to new results.

A unique scientific and technological infrastructure – one of the requirements for a successful cluster policy.

Research and Development Institutes



The State provides a unique research infrastructure consisting of

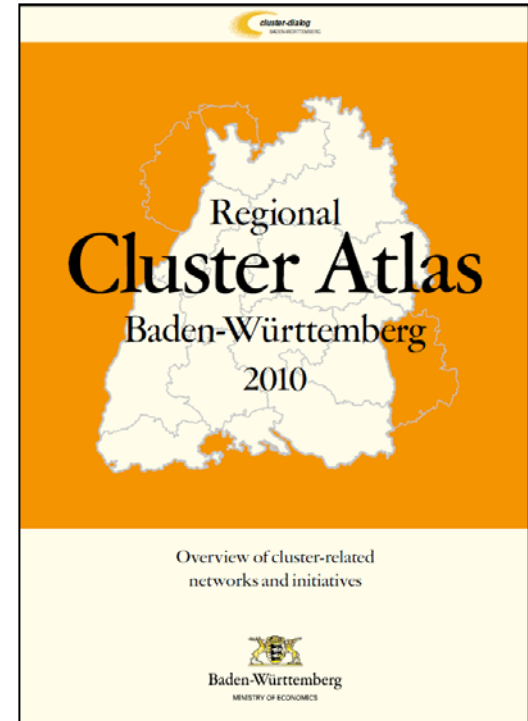
- 3 Large-scale research institutes
- 12 Max-Planck-Institutes*
- 14 Fraunhofer Institutes*
- 13 Contract research institutes

* incl. subsidiaries of institutes with headquarters outside Baden-Württemberg

** incl. an institute with two locations

Elements of the cluster policy in Baden-Württemberg

- **Cluster-Mapping:**
 - Scientific studies
 - Cluster-Atlas BW
- **Development of networking platforms:**
 - Cluster-Dialog
 - Cluster-Forum
 - Specialist working groups
- **Support in setting up cluster initiatives:**
Implementation of cluster competitions
- **Setting up state-wide networks**
- **Support of initiatives in the Federal Government's „Spitzenclusterwettbewerb“ (Top cluster competition)**
- **Support of clusters and networks in internationalization and entering foreign markets by means of special funding**



Baden-Württemberg International – Your first point of contact regarding all questions of business opportunities in the state

Our services for investors include:

- Market and location information
- Identification and assessment of sites for sales and production
- Market entry strategies
- Determination of investment incentives and support services
- Support for business creation
- And much more – tailor-made for your needs

More information: <http://www.bw-invest.de/en/home.html>

Thank you very much for your attention!

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Visit our websites:

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