

## The Stuttgart Region – The location for growth and innovation



### Five good reasons to do business in the Stuttgart Region

Quality of life: Top of the German league

Economy: International and high-tech

Major corporations and mid-sized enterprises: The ideal mix

Innovation and research: The nation's No. 1

Investor support: Expert advice and practical assistance

# The Stuttgart Region – an overview



Situated at the heart of the federal state of Baden-Württemberg in Southwest Germany, the Stuttgart Region comprises the City of Stuttgart (the state capital) and five surrounding counties. With a population of 2.7 million, this area boasts a highly advanced industrial infrastructure and enjoys a well-earned reputation for economic strength, cutting-edge technology and exceptionally high quality of life. The region also has its own parliamentary assembly, ensuring fast, effective decision-making on local issues.

This was the birthplace and home of Gottlieb Daimler, the man who invented the automobile, and the traditional strengths in vehicle design and production, as well engineering generally, live on to this day. These have been combined with skills in the younger industry of information technology and an enthusiasm for research and development, helping to create one of the most dynamic and efficient economic regions in the world – one that is innovative in approach and international in outlook. These achievements have been recognised by the European Union, which has three times conferred its prestigious Award of Excellence for Innovative Regions on the Stuttgart Region.

## Key facts and figures:

- **Population:** 2.7 million from 170 countries
- **Area:** 3,654 km<sup>2</sup>
- **Population density:** 729 per km<sup>2</sup>
- **People in employment:** 1,024,367
- **Gross domestic product:** 92 billion euros
- **R&D expenditure:** 6.1% of GDP
- **Hours of sunshine:** 1,814 per year
- **Wine production:** 42 million litres per year
- **Michelin stars:** 13
- **Historic palaces and castles:** 68

## The Stuttgart Region in the EU



# A great place to live and work



On average, the Stuttgart Region enjoys 1,814 hours of sunshine per year. That's one reason why people enjoy living here. And what better way to relax after a day's work than in one of the many open-air restaurants, beer gardens or street cafés, where guests can savour a glass of the highly rated local beer or Riesling.

The Stuttgart Region has a rich and varied cultural life, with events catering to a wide range of tastes – from the ultra-trendy hip-hop scene to world-class ballet and the award-winning Stuttgart Opera House. And that's not all: there are also many theatres, art galleries, festivals, fairs and concerts – both indoor and outdoor.

There is also plenty for sport enthusiasts – whether as spectators at top international events, or as active participants in one of the many sports clubs.

With 5.6 km<sup>2</sup> of parks and gardens, Stuttgart is one of Europe's greenest cities. And idyllic countryside is only a short train ride from the heart of the metropolis. Nature-lovers can take their pick from the nearby rolling hills, woods and lakes. For those who feel like a change of scenery, the Black Forest, Lake Constance, Alsace, and the Swiss and Austrian Alps are all within easy travelling distance.

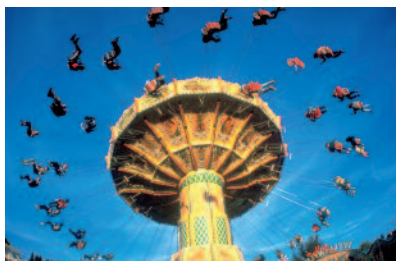
## Top of the league for quality of life

- 1 **Stuttgart**
- 2 Cologne
- 3 Hamburg
- 4 Bremen
- 5 Düsseldorf
- 6 Essen
- 7 Duisburg
- 8 Berlin
- 9 Munich
- 10 Karlsruhe

Study by the empirica Delasasse consulting company on behalf of Focus magazine, May 2000

## Culture – Leisure Activities – Sports

- European Short Film Biennale, Ludwigsburg
- International Festival of Animated Film, Stuttgart
- Museum Night (regular event where Stuttgart's museums are open through the night)
- Stuttgart State Opera (named opera house of the year on four consecutive occasions)
- Stuttgart International Bach Academy
- Ludwigsburg Palace Festival
- Württemberg State Theatre in Stuttgart
- Theaterhaus Stuttgart
- Numerous variety theatres
- Musicals: Mamma Mia and Elisabeth
- Stuttgart LBBW jazzopen
- MTV Hip-Hop Open
- Stuttgart New State Gallery
- Stuttgart Lindenmuseum (Ethnology)
- Stuttgart Museum of Natural History
- Kunstmuseum Stuttgart
- Cannstatter Volksfest (funfair and festival)
- Stuttgarter Weindorf (wine festival)
- Tennis: Porsche Grand Prix
- International riding and show jumping tournament
- Sports-for-all event: Stuttgart Run
- Venue for the 2006 FIFA World Cup in Germany

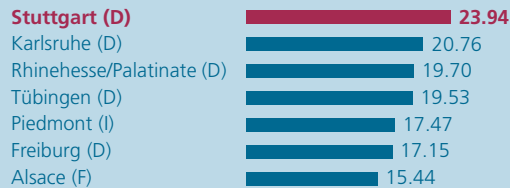


# High-tech and international



## Europe's leading high-tech region

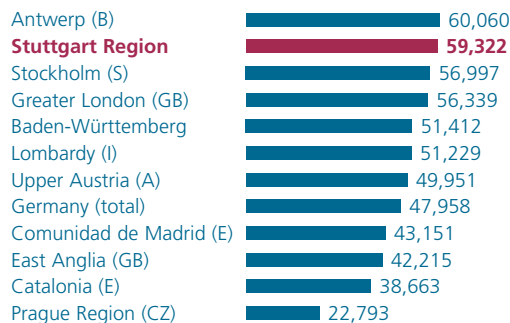
Percentage of people employed in high-tech industries



Source: Eurostat 2001

## Gross domestic product per capita

Gross domestic product per capita based on cost of manufacture in euros



Source: Eurostat 2005 (figures for 2002)

The Stuttgart Region is one of Europe's most important and successful economic centres. This is not only due to the leading international companies, such as DaimlerChrysler, Porsche, Bosch, IBM and Hewlett-Packard, all of whom have their world or German headquarters here. The region is characterised by its healthy mix of global players and highly innovative, quality-conscious mid-sized enterprises. Both groups are strong exporters: In fact, 52 percent of sales from manufacturing companies based in the Stuttgart Region are generated abroad.

The area is home to a large number of general and electrical engineering companies, many of whom are world leaders in their chosen markets. There is also a well-established tradition – and a bright future – in publishing and media.

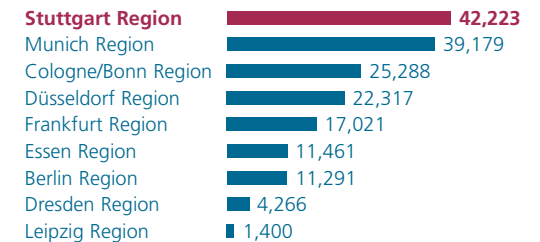
The Stuttgart Region systematically develops its strengths and potential, as can be seen in the aerospace industry. As a result, it is now one of Europe's leaders in emerging industries, such as fuel cell, nano- and biotechnologies. Many highly innovative companies from these fields have set up operations here in recent years.

## Not just DaimlerChrysler, Porsche, Bosch, IBM and HP

■ Allgaier	Automotive components
■ debitel	Telecommunications
■ Festo	Pneumatics, engineering
■ Holtzbrinck	Media
■ J. Eberspächer	Automotive components
■ Kärcher	Cleaning equipment
■ Kodak	Photo technology
■ Märklin	Model railways
■ Mahle	Automotive components
■ Stihl	Professional power tools
■ Trumpf	Machine tools and power tools
■ Whirlpool Bauknecht	Household appliances

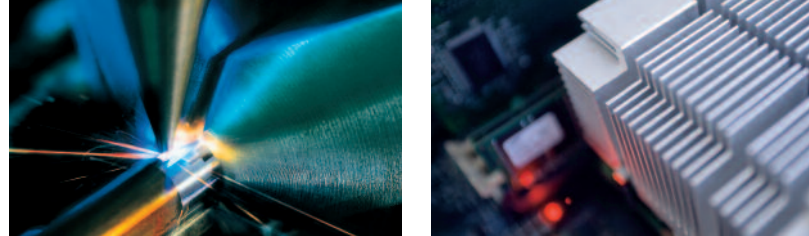
## Overseas sales – manufacturing industries

In million euros (2004)



Source: German Federal Statistics Office

# Innovation and research



The Stuttgart Region has an excellent research infrastructure, with many leading universities and institutes working at the cutting edge of new technology. Enterprises here invest more on R&D than anywhere else in the country, accounting for 17 percent of total expenditure by German industry. The result is an outstanding environment for innovation, and a consistent place at the top of the league for patent applications. Many of the everyday conveniences we now take for granted – automobiles, coffee machines, and even nylon stockings – were invented here.

Local universities enjoy an excellent reputation – with good reason. Graduates are not only right up to date with all the very latest scientific developments, they also have hands-on experience of the practical needs of industry. The close collaboration between universities, research establishments and enterprises benefits all sides – and it goes without saying that it also benefits the regional economy. It is no coincidence that Eurostat figures show the Stuttgart Region to be Europe's leading area for high technology.

## Some of our many inventions

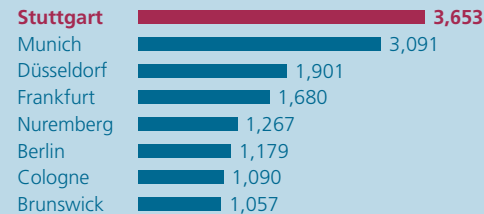
- Automobile
- Coffee machine
- Lever arch file
- Office photocopier
- Nylon stockings
- Spark plug
- TV tower

## Research establishments

- 2 Max-Planck institutes
- 6 Fraunhofer institutes
- 4 institutes of the German Federation of Industrial Cooperative Research Associations
- 1 large-scale research centre – German Aerospace Centre (DLR)
- 88 Steinbeis transfer centres
- Numerous university research facilities

## Patents from German economic centres

Number of patents



Source: German Patent Office – Patent Atlas 2002

## Universities/colleges: number of students

Institution	Number of students (2005)
Universität Stuttgart	21,881
Universität Hohenheim	5,545
FH Esslingen für Technik	4,223
FH Stuttgart für Technik	2,267
FH Stuttgart Hochschule der Medien	3,198
FH Nürtingen	3,858
Filmakademie Baden-Württemberg	480
Staatl. Hochschule f. Musik u. Darstellende Kunst	808
Berufsakademie Stuttgart	4,294
Staatliche Akademie der bildenden Künste	728
Pädagogische Hochschule Ludwigsburg	4,584
FH Ludwigsburg Hochschule für öffentliche Verwaltung und Finanzen	1,100
Stuttgart Institute of Management and Technology	95

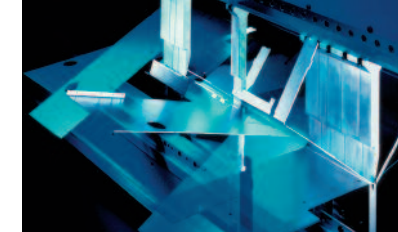
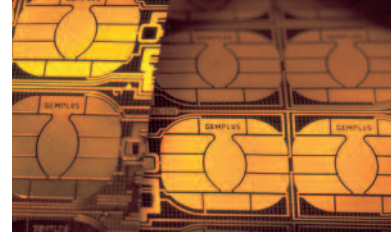


## Industry expenditures for R&D

Expenditure	in billion euros	in % of national amount
<b>Baden-Württemberg</b>	<b>9.37</b>	<b>31.1</b>
Bavaria	8.68	28.8
<b>Stuttgart Region</b>	<b>5.12</b>	<b>17.0</b>
North-Rhine Westphalia	5.06	16.8
Hesse	3.75	12.4
Berlin	1.77	5.9
Saxony	0.94	3.1
Hamburg	0.58	1.9

Source: Stifterverband Wissenschaftsstatistik, Baden-Württemberg Statistics Office (figures for 2001)

# Networks and clusters



## Automotive

- DaimlerChrysler AG
- Porsche AG
- Modine Europe
- Robert Bosch GmbH
- FOVUS, Centre of Transportation Research (University of Stuttgart)
- Institute for Automotive Research (Nürtingen University of Applied Sciences)
- High Performance Computing Centre (University of Stuttgart)

## Engineering

- Trumpf Group
- Festo AG
- Fraunhofer Institute for Manufacturing, Engineering and Automation (IPA)
- University of Stuttgart, Faculty of Design Engineering and Manufacturing Technology

## TIME

- IBM
- Hewlett-Packard
- debitel
- Klett (publishing)
- Institute of Parallel and Distributed High Performance Systems (University of Stuttgart)
- Hochschule der Medien (HdM)

## Financial services

- Landesbank Baden-Württemberg, LBBW
- Ernst & Young
- Faculty of Economics and Social Sciences (University of Hohenheim)
- Stuttgart Institute of Management and Technology (SIMT)

We work closely with universities, research establishments and enterprises to promote local economic development. Activities focus on industries where we have particular strengths:

### Automotive

The Stuttgart Region has a unique cluster of automobile manufacturers, component suppliers and research establishments, and leads the way in technologies such as telematics, fuel cell technology and virtual reality.

### TIME

The Stuttgart Region is home to many highly specialised IT service providers and software designers with a strong customer base in established industries.

### Engineering

The Stuttgart Region is a leading centre of mechanical and electrical engineering – both of which play a key role in new sectors, such as environmental technology.

### Financial services/trade

Enterprises' requirement for high-quality financial services, and the purchasing power of the local population, have made the Stuttgart Region one of the leading areas for finance and the service sector.

Innovation and competence centres, which systematically develop existing potential within regional networks, have proved to be key drivers of technological advancement.

## Competence Centres, Stuttgart Region

1. BITZ (Telecommunications, data transmission and security technologies)
2. Fuel Cell Technology
3. Facility Management
4. KISEM (Solar technologies and energy services)
5. KLOK (Logistics)
6. KURS (Environmental engineering)
7. Mechatronics
8. Mediafaktor Filder (Print, publishing, communications and media)
9. NAC (Online services)
10. Software Zentrum Böblingen/Sindelfingen (Software development, network technologies and other services)
11. Technical Textiles
12. Telematics/Mobile Computing
13. Virtual Dimension Center (Virtual reality and collaborative engineering)

Further information available at:  
[www.rekiz.de](http://www.rekiz.de)

# Promoting an already strong economy

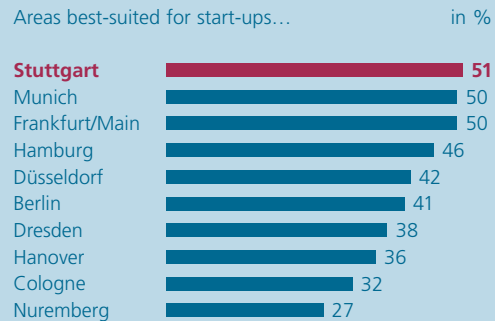


There are many good reasons to locate to the Stuttgart Region. Above-average opportunities for growth, an ideal mix of major corporations and mid-sized companies, and close co-operation between industry, education and research provide the ideal breeding ground for economic success. Add to this the quality of life in the area, and it is easy to see why many people consider the Stuttgart Region one of the best places in Germany to set up business.

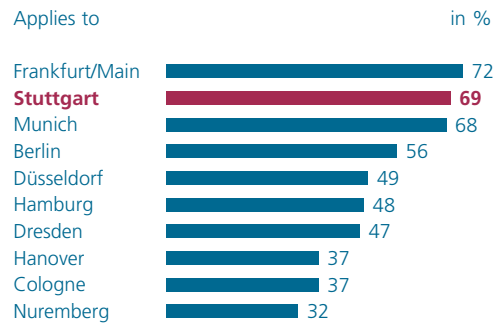
However, to ensure that the region can maintain its leading position in the long term, it is necessary to identify trends at an early stage and respond flexibly to them. The Stuttgart Region Economic Development Corporation (WRS) provides enterprises in the area with the ideas and active support they need to stay ahead of the competition.

The Stuttgart Region Economic Development Corporation has the expertise, resources and commitment to make a real difference to companies already based in the region or wishing to locate here. We look forward to meeting you.

## Start-ups



## An economic region with a promising future



Both charts are based on a representative sample of the German population  
 Source: Allensbacher Archive, IfD Survey 7012 (September/October, 2001)

## Overview of services

- Assistance with selection of commercial premises
- Information for investors
- PUSH! – Network for university and research institution spin-offs
- Networks including Competence Centres
- International projects
- Promotion of emerging technologies



## Your contacts

Wolfgang Küstner  
 Phone +49 711 22835-41  
[wolfgang.kuestner@region-stuttgart.de](mailto:wolfgang.kuestner@region-stuttgart.de)

Veit Haug  
 Phone +49 711 22835-18  
[veit.haug@region-stuttgart.de](mailto:veit.haug@region-stuttgart.de)

**Stuttgart Region European Office**  
 Sylvia Schreiber  
 Phone +32 2 238 088-88  
[europa@region-stuttgart.de](mailto:europa@region-stuttgart.de)

**Wirtschaftsförderung  
Region Stuttgart GmbH (WRS)**  
(The Stuttgart Region Economic  
Development Corporation)

Friedrichstrasse 10,  
70174 Stuttgart, Germany  
Phone +49 711 22835-0  
Fax +49 711 22835-55  
wrs@region-stuttgart.de

Managing Director  
Dr. Walter Rogg

**Stuttgart Region  
European Office**

Boulevard Clovis 39  
1000 Brussels, Belgium  
Phone +32 2 238 088-8  
Fax +32 2 238 088-0  
europa@region-stuttgart.de

Further Information available at:  
[www.region-stuttgart.de](http://www.region-stuttgart.de)  
[wrs.region-stuttgart.de](http://wrs.region-stuttgart.de)  
[www.investor-companion.de](http://www.investor-companion.de)

**Stuttgart Region  
North American Office**

74 West Long Lake Road, Suite 103  
Bloomfield Hills, MI 48304-2770, USA  
Phone +1 866 788 8842 (toll free in US)  
Fax +1 313 731 0114  
usoffice@region-stuttgart.de

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**Wirtschaftsförderung  
Region Stuttgart**



**The Award of Excellence  
for Innovative Regions**  
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