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Baden-Württemberg
Where ideas work.

Business Baden-Württemberg

HEILBRONN-FRANCONIA

Small Towns, Global Players —
One of Europe's Most Dynamic Region

DESIGNING WATER

Taking Nature as a Model —
Showers and Faucets by Hansgrohe

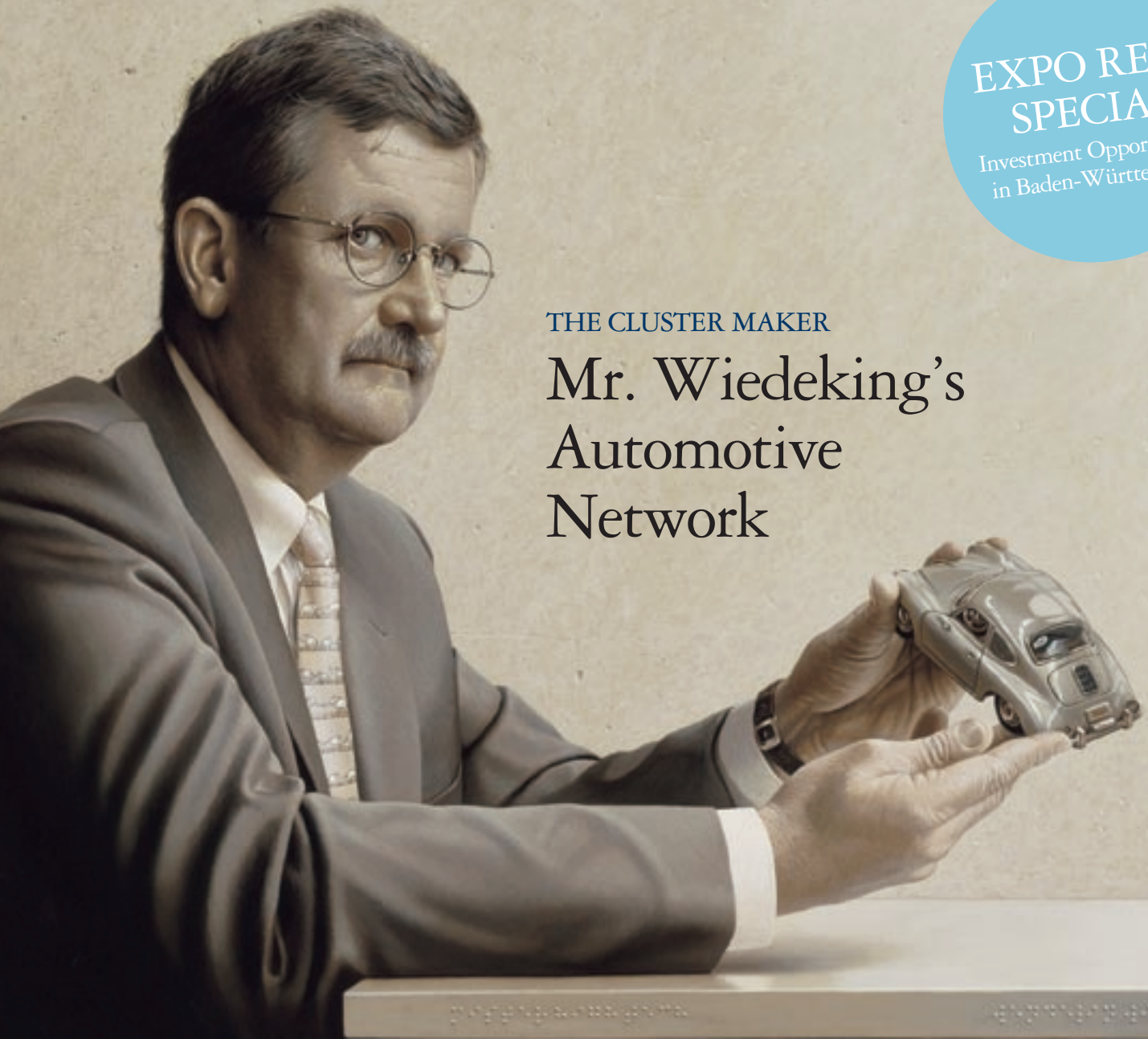
MERCEDES-BENZ MUSEUM

Follow the Silver Arrow —
A Century of Automotive History

EXPO REAL
SPECIAL
Investment Opportunities
in Baden-Württemberg

THE CLUSTER MAKER

Mr. Wiedeking's Automotive Network



“Proficient, reliable project managers from Drees & Sommer provided outstanding support for the new Stuttgart Trade Fair Centre, Germany’s largest construction project. Many thanks for the spirit of partnership and the shared success.”



Ulrich Bauer
Managing Director of the Neue Messe project company

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Silent Winners

Preferring to talk about products and solutions

How good are you with percentages and comparisons? 1,100 percent export growth in Heilbronn-Franconia in the past 33 years. Is that comparable with China? Or is it not?

When you visit Baden-Württemberg as customer, supplier, executive, trade fair visitor, business traveller from abroad or host your partners from Baden-Württemberg at home you will quickly realise: The business class here prefers to talk about products and solutions. And only very rarely about the state from which they come from. And they certainly do not explain such figures in detail.

Baden-Württemberg is the Region of the Silent Winners

More than just the figures there are many captivating success stories to be told — providing the basis for this magazine. Neither loud tycoons nor oligarchs shape the state's economy. Rather, brave and persevering engineers who now gradually hand the helm over to their successors — often from their own family.



The success stories are not being written in mega agglomerations, but often in medium-sized towns and small villages, which people in Berlin or Düsseldorf would have trouble to locate on a map.

Business Baden-Württemberg describes the state and its companies who are permanently being driven to new innovations by their entrepreneurial spirit. These are often medium-sized companies, linked with each other and who preserve their local ties. Even when they have grown to become global players, who plan for Moscow, export to Dubai or manufacture in Hangzhou.

These clusters manifest themselves in the automotive industry, which is analysed in this issue. The networks in the region secure most notably the circulation of the most important resource: Knowledge. Without it the captains of industry could not maintain their national and international leadership position.

And finally, a few more percentages for you. Baden-Württemberg invests four percent of its GDP into research. 2.6 percent is the average in Germany. And: With just twelve million inhabitants, Baden-Württemberg's share in world trade amounts to two percent. What has the one to do with the other? Business Baden-Württemberg illustrates what lies behind these figures.

Hans Jörg

DR. BRENNER INGENIEURGESELLSCHAFT MBH

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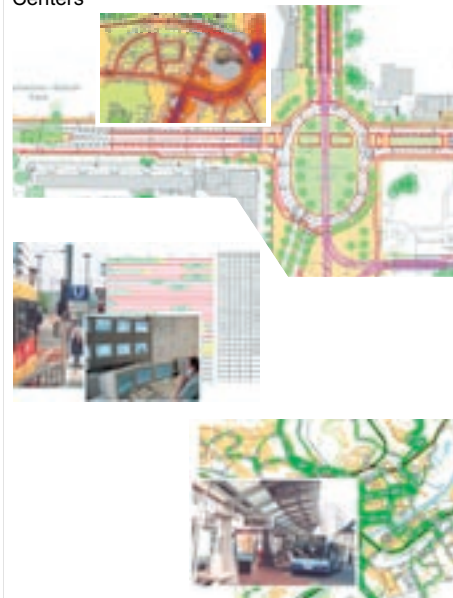
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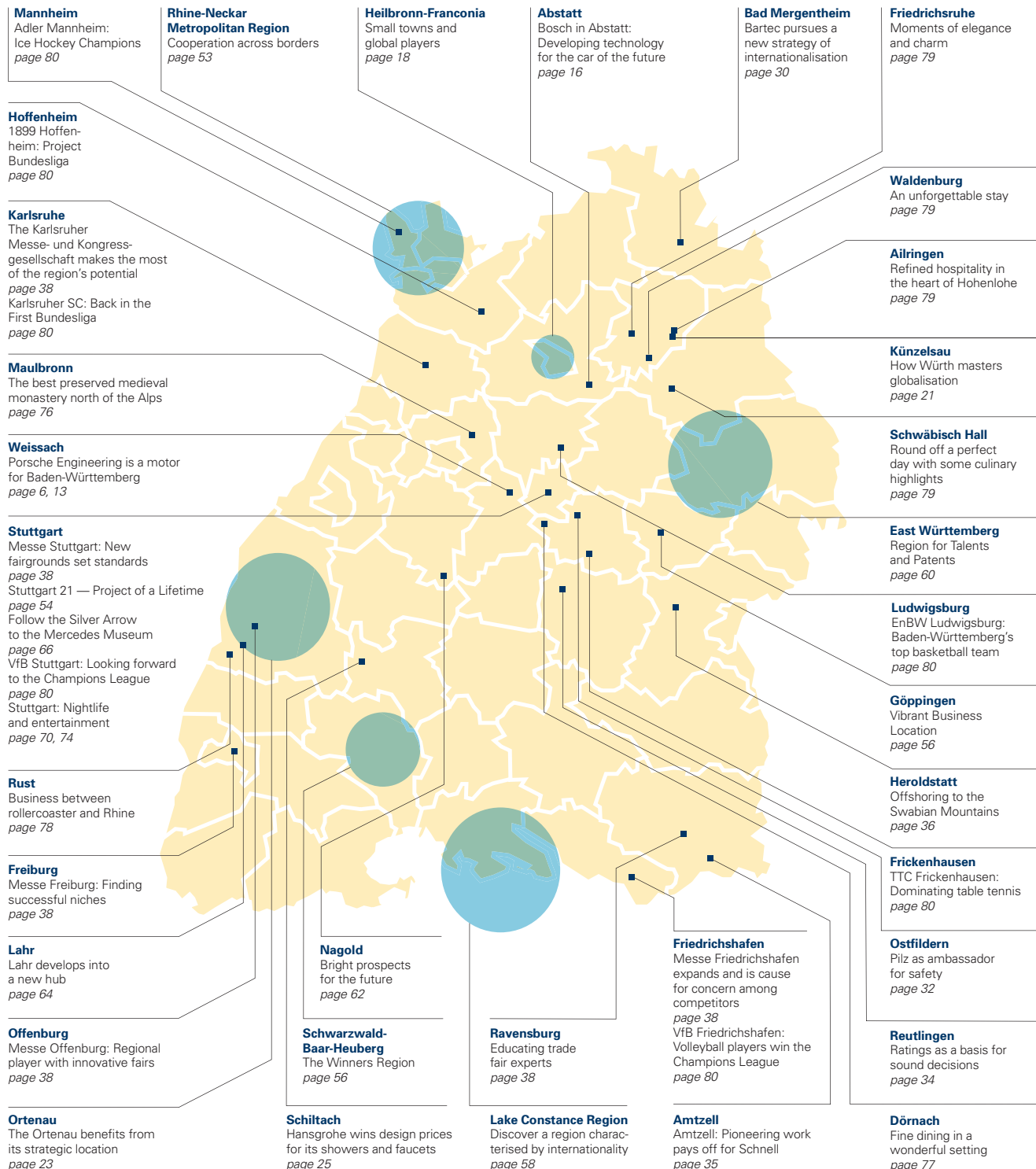
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Business Baden-Württemberg

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Good Morning, Mr. Watanabe

*Here in Weissach, wide awake engineers
shape Germany's automotive future*

Megalopolis

In Baden-Württemberg clusters and their centres look a little bit different than elsewhere. Here in Weissach, with its 1,000 year old church, beats the heart of Porsche — Porsche Engineering. Hybrid motors are to counter the Japanese competition.

Open for talents

With elite universities but also with "Berufsakademien" that combine secondary education with practical work experience, companies secure their brains for the future.

Breakthrough

Technology solutions demand focus. Baden-Württemberg's entrepreneurs are used to going the extra mile till they finally make the breakthrough — like the Herrenknecht AG which bores new base tunnels in the Swiss Alps.



The Culture of Cooperation

How clusters secure jobs and the growth of industry

Signs of a cluster

Baden-Württemberg's economic statistics are excellent. An export volume of almost 120 billion euros, export revenues of 11,000 euros per capita — 2,000 euros more than the German average.

TEXT *Hans Gäng*



Baden-Württemberg may be small by global standards, but it alone accounts for two percent of world trade. And: four percent of GDP are being invested in basic research — the German average is just 2.4 percent. When it comes to employment, the state is once again top: With an unemployment rate of 4.8 percent, the state has now passed Bavaria, the previous leader. This even though 35 percent of employees work in the industrial sector.

Think tanks and the state's Minister of Economic Affairs are concerned with only one question: How can this leadership position in Europe be defended in the era of globalisation? Do clusters help to secure jobs in the state?

What is a Cluster?

In the magazine of the consultancy RKW, Baden-Württemberg's Minister of Economic Affairs Ernst Pfister provided the following definition: "By cluster we mean a geographic concentration of companies linked to each other, specialised suppliers, service providers, companies in related sectors and supporting organisations like universities and research institutes, other scientific and educational institutions, chambers, associations and the like."

In spring 2007, Lars Eklund looked over the former Bosch site, which has been transformed into a media park, onto Stuttgart's skyline. Eklund is one of the world's leading experts on clusters and head of The Competitiveness Institute (TCI) in Barcelona. He used to be CEO of the Swedish innovation agency Vinnova. Klaus Haasis, head of the MFG, had invited him for intensive discussions on the benchmarks and

"Baden-Württemberg enjoys excellent conditions for the successful development of clusters."

Lars Eklund, Head of The Competitiveness Institute (TCI), Barcelona

☐ MFG

methodology of a cluster. Eklund's analysis: "Baden-Württemberg enjoys excellent conditions for the successful development of clusters."

Staying Competitive

Among these are 14 institutes of the Fraunhofer-Gesellschaft, the German Aerospace Center and the Forschungszentrum Karlsruhe, the more than 400 Steinbeis transfer centres in Baden-Württemberg and the state's 13 contract research institutions. Cluster organisations have already developed, such as the Medien- und Filmgesellschaft Baden-Württemberg (MFG), BIOPRO Baden-Württemberg GmbH (focusing on biotech and life sciences) the Forum Luft- und Raumfahrt (Forum Air and Space Technology), the Verein Photonics BW e.v. (Association Photonics BW), Mikrosystemtechnik Baden-Württemberg e.V. (focusing on microsystems technology), or the Plattform Umwelttechnik at the LVI (for environmental technology).

The core of the Minister of Economic Affairs' cluster policy is the initiation of cross-sectoral and cross-technological, interdisciplinary projects in order to apply new technology and develop new products in demand on the world market. Ernst

Pfister explains: "Even though it might sound like a paradox at first: Especially in a globalised world our competitiveness rises by the degree by which we succeed to combine our competencies on a regional level, to complete value added chains and to intensify horizontal cooperation."

A study published by LBBW, the state's largest bank, confirms this assessment. "The economy of the future will be a networked economy. Only through effective networks can Germany create a counterweight to the centrifugal forces of globalisation." The study views industrial cores — which characterise the state — as the "glue for the location Baden-Württemberg." The authors reason: "Industry is not an obsolescent model. Without industry, there would be no customers for many services." However, up to now the large companies have been the "drivers towards a knowledge industry." Small and medium-sized enterprises contribute little.

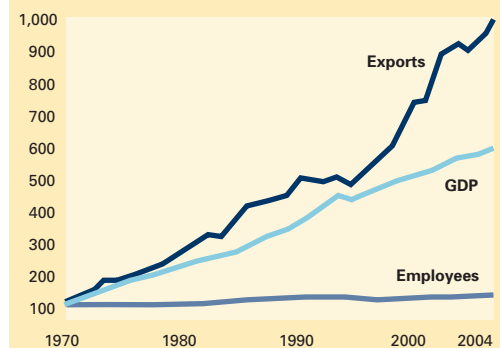
Ernst Pfister seeks to change this. With recently announced, new financial incentives and cluster initiatives, he in particular seeks to strengthen small and medium-sized enterprises: "As Minister of Economic Affairs my main task is to campaign for a culture of cooperation".

4%

*of Baden-Württemberg's
GDP are being invested in
research.*

Source: Statistisches Landesamt Baden-Württemberg

UPWARD TREND EXPORTS, GDP AND EMPLOYEES

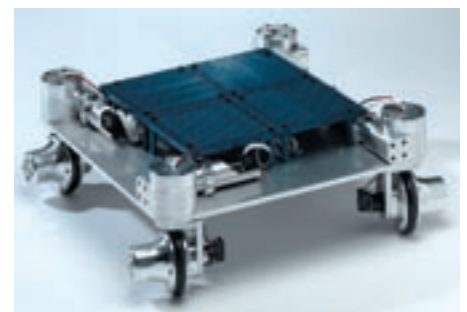


1970 equals 100.

Source: Statistisches Landesamt Baden-Württemberg

Robot Kits for Schools, Vocational Training and Private Use

The **qfix robotics GmbH**, founded and managed by Dr. Stefan Enderle, is specialised in autonomous mobile robotics. The main activity of the high-tech company is the development and distribution of modular robotics and mechatronics construction sets for use in education. By combining mechatronics, information technology and electronics, the construction sets can be applied in schooling as well as for higher demands in the vocational training and in studies. Moreover, the qfix robotics GmbH provides its know how for individual customer projects and offers advice to companies seek to develop mobile robots in the industrial or consumer field.



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**Local roots,
global impact**

Wiedeking and his engineers are a driving force not only for the region to which they are connected. Through its stake in Volkswagen, Porsche is also a mover of world markets.

INTERVIEW *Hans Gäng*

Cluster Maker

Porsche is a motor of cluster development in Baden-Württemberg and — via its share in Volkswagen — for Germany as a whole.



CLUSTERS & MORE
WIEDEKING — THE CLUSTER MAKER

Dr. Wendelin Wiedeking
President and CEO of
Dr. Ing. h.c. F. Porsche AG
 Porsche

What distinguishes Baden-Württemberg so sharply from other locations in the automotive industry?

The automobile was discovered in Swabia some 120 years ago. Since then, Baden-Württemberg has evolved into an automotive-industry location of international renown; one which is now home not only to the two world-famous manufacturers Daimler and Porsche, but also to a multitude of highly innovative, very well performing supply companies. Plus it has prominent universities and research institutes that on the one hand undertake cutting-edge scientific research in the field of vehicle technology and on the other train highly qualified engineers. One would be hard put to find another location anywhere in the world where as much cumulative knowledge and as many years of experience in the development and production of automobiles is so concentrated as in Baden-Württemberg. Being constantly able to fall back on this outstanding infrastructure is another fundamentally important factor in the competitiveness of our companies.

Can Baden-Württemberg's reserves of engineers and technical specialists keep pace with the global rise in manufacturer and supplier numbers?

Recently, not to the extent that it should, unfortunately. Successful, local businesses are finding it ever harder to meet their rising demands for qualified personnel. There is a lack of newly qualified blood, especially in the technical professions. Engineers are avidly sought after everywhere nowadays. In this respect, Porsche is still in a comparatively favourable position: surveys show us that, among engineering students, we are one of the most popular employers in Germany, and even in Europe. This means that we can usually fill open positions immediately. For medium-sized supply companies, however, the shortage of engineers is increasingly becoming a real problem, and one that limits their competitiveness on the global market. This trend concerns me greatly. We at Porsche rely on strong, innovative supply partners. >



“One would be hard put to find another location anywhere in the world where as much cumulative knowledge and as many years of experience in the development and production of automobiles is so concentrated as in Baden-Württemberg.”

📺 Porsche

› Could you imagine Weissach moving to Shanghai or Pune?

No. Although we are international on the sales front, we are and will remain a Swabian company through and through. It makes no sense to uproot the entire development process in many ways the heart of Porsche, and take it from its traditional surroundings to relocate to a distant location. With its lean, flexible structures, flat hierarchies and highly efficient processes, our company is reliant upon short decision-making processes. This is why our development dovetails so closely with production, sales, and administration. The network of relationships between our staff in different departments and divisions is also important. We could not sustain this mature, tried-and-tested company culture if our developers were to work overseas. “Engineered by Porsche” will thus always mean “developed in Weissach”.

How does your company itself get involved in the knowledge-based landscape of Baden-Württemberg?

We start with the schools. Each year, for example, together with Baden-Württemberg’s Ministry of Culture, we award the Ferry-Porsche Prize to the highest-achieving high-school graduates specialising in math and science. Our aim in doing so is to better the profile of scientific subjects in schools. We also work closely with the universities’ technical faculties, for example by commissioning research projects or supporting students on their theses.

How do you promote networks and knowledge transfer with your regional suppliers?

As a comparatively small vehicle manufacturer with limited production depth and innovative products, Porsche naturally has to be able to rely on a well-functioning supplier network. So, in this respect, we leave nothing to chance. Even in the development phase of a new vehicle, our engineers sit down with our most important systems suppliers to put forward our aims and jointly plan the relevant projects. We also help our partners optimise their internal processes. This simultaneously saves

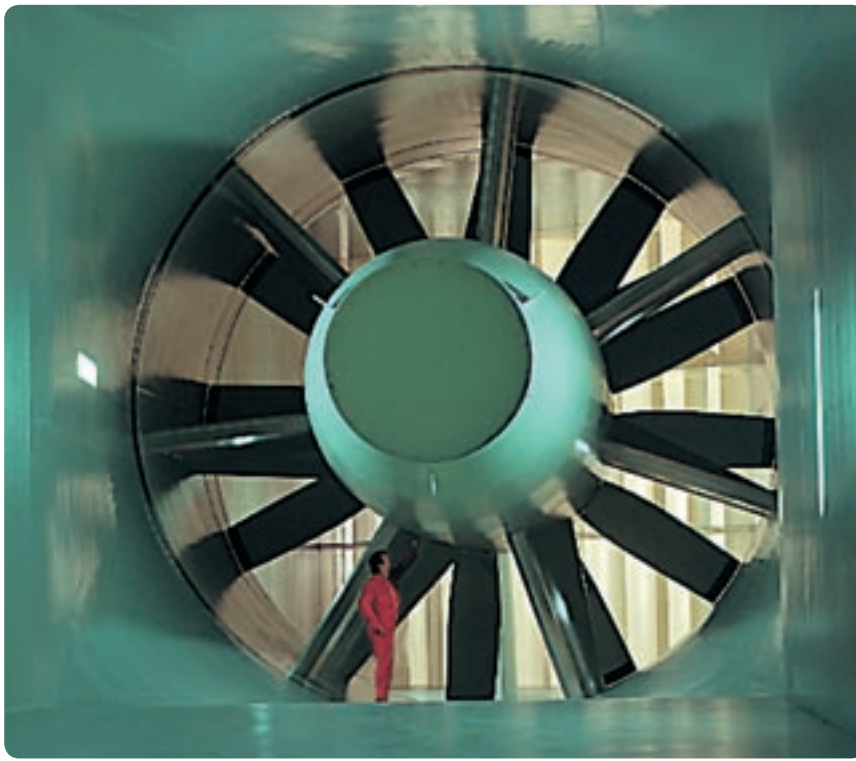
considerable amounts of money and boosts quality and productivity. We help them to rise to the challenges of global competition, thereby also helping to maintain jobs in Baden-Württemberg and secure them for the long term.

What challenges do the desired, or at least potential, production alliances with Volkswagen pose for the suppliers?

Volkswagen has been supplying the bodies for our Cayennes, which are assembled in Leipzig, since 2002. The bodies for our fourth series, the Gran Turismo Panamera, which will also be produced in Leipzig ready for a 2009 market launch, will originate in the VW plant in Hanover. In both cases, Volkswagen is nothing more and nothing less than a key supply partner that takes charge of the bodyshell and paint work on behalf of Porsche, enabling it to make better use of its production capacities. There are no further joint manufacturing ventures in the pipeline, so absolutely nothing is set to change for our systems suppliers in the foreseeable future.

Is your stake in Volkswagen a platform for more powerful, national synergies in the research arena? If so, in which areas?

Porsche has been working successfully with the Volkswagen Group for years, not least in the field of research and development. For example, our third series, the Cayenne, which was launched at the end of 2002, is the upshot of a joint development project headed by Porsche, which in turn laid the foundations for the VW Touareg. Our engineers are currently working with their VW counterparts on an innovative hybrid drive that will enter series production before the decade is out. So you see, our move to become a larger shareholder in Volkswagen AG also served, in no small part, to place a long-standing, tried-and-tested partnership on a solid foundation, from which it can be nurtured further. In the future we will collaborate even more closely, for example, on the development of electronics platforms, enabling us to achieve marked synergies in terms of innovation and cost-effectiveness. ☼



01

Starting the engine

In 1885 Karl Benz built the first three wheeled vehicle with an internal combustion engine and electrical ignition and he called it an "automobile". Since then a lot has changed. The author Dr. Albrecht Fridrich is head of RKW Baden-Württemberg, the cluster manager and organiser of the Automotive Suppliers Day.

TEXT Dr. Albrecht Fridrich

The Wheels Keep On Turning

Welcome to the heartland of the car industry

Baden-Württemberg remains the heartland of the automotive industry. Vehicle construction earns Baden-Württemberg an annual turnover of about 68 billion euros and the trend continues upward. About 60 percent of the turnover is earned from exports, which is proof of the worldwide demand for these products from Baden-Württemberg. About 400,000 people work in the roughly 1,700 businesses active in vehicle construction and related sectors. The automotive industry is most concentrated in the larger Stuttgart area, where almost 60 percent of the annual automotive turnover is produced.

The automobile cluster Baden-Württemberg consists of prominent vehicle manufacturers and suppliers, automobile research institutes and university institutes, as well as associations and service-providers. In this state the manufacturers DaimlerChrysler AG, Porsche AG and Audi AG are represented. DaimlerChrysler has its manufacturing plants for the finishing of complete vehicles and parts, such as engines and gearboxes in Gaggenau, Mannheim, Rastatt, Sindelfingen and Untertürkheim. Focal points for the assembly of lorries and buses are in Mannheim, Würth, Ulm and

Rastatt. In Affalterbach high-performance sports cars, special equipment and accessories are manufactured. In Böblingen smart GmbH has its head office.

Porsche AG and Audi AG each have two manufacturing plants in Baden-Württemberg. Porsche assembles the models 911 and Boxter in Stuttgart, as well as all engines. Audi AG produces the Audi A2, Audi A6 Limousine, Audi A6 Avant, the

allroad Quattro and the Audi A8 in Neckarsulm. DaimlerChrysler AG and Porsche AG also have their headquarters in Baden-Württemberg.

Many suppliers of worldwide prominence such as the ZF Group, Mahle, Behr, Getrag, Freudenberg, Eberspächer and Mann + Hummel could develop themselves in the shadow of these strong manufacturers. These companies benefit from the built-

01

The wind tunnel at the Institute for Vehicle and Engine Technology Stuttgart (FKFS) enables state-of-the-art research

Forschungsinstitut für Kraftfahrwesen und Fahrzeugmotoren Stuttgart FKFS

CROSSROADS WHERE TO MEET SUPPLIERS AND OEMs FROM BADEN-WÜRTTEMBERG

Baden-Württemberg on the International Motor Show (IAA)
13 to 23 September 2007

More than 110 automotive suppliers and OEMs from Baden-Württemberg will present themselves at the 62nd International Motor Show (IAA) in Frankfurt/Main. The world's largest motor show will take place 13 to 23 September 2007, presenting the latest developments in the automotive sector.

9th Automotive Suppliers Day
21 November 2007

The 9th Automotive Suppliers Day (9. Zuliefertage Automobil Baden-Württemberg) takes place on 21 November 2007 in the ICS International Congress Center Stuttgart at Stuttgart's New Trade Fair Centre. Top speakers from the automotive industry will report on current trends. An international matchmaking event and a trade exhibition will also take place.

The Deutsche Gesellschaft für Galvano- und Oberflächentechnik will present trends in the automotive coating sector on 20 November 2007. **For information on these events and the automotive location Baden-Württemberg contact:** Josef Schuler, RKW Baden-Württemberg GmbH, Königstraße 49, 70173 Stuttgart, Phone: +49 711 22998-27, schuler@rkw-bw.de, www.rkw-bw.de



In Abstatt more than 2,000 Bosch employees develop technology for the car of the future

 Bosch

Think Tank Bosch's research and development centre in Abstatt

Knowledge orbit

Bosch has located its research and development centre for the development and optimisation of electronic brake control systems in Abstatt. Bernhard Bihr, Managing Director of Bosch Engineering GmbH, that is also located there, talks about Abstatt's advantages and the work performed there.

INTERVIEW *Inka Ziegenhagen*

You have opened your latest engineering centre in Abstatt. What factors make Abstatt attractive for you as a location?

Bosch Engineering GmbH performs complex development tasks for global vehicle and engine manufacturers. This calls for close cooperation with the individual divisions in the Bosch Group's automotive technology business sector. It is therefore a great advantage that the Abstatt site is close to the Stuttgart Region, since this is where most of the Bosch development units are located. The Bosch proving ground in Boxberg is nearby, too. We also work closely with the institutes of higher education in places such as Stuttgart, Heilbronn, and Esslingen. They offer many courses that are of interest for us, and their students find their way to Bosch Engineering as interns or Ph.D. students.

In Abstatt, your work mainly involves carrying out unusual niche projects. What R&D areas are covered here?

Bosch Engineering's main focus is on software and services. The company creates and applies individual software modules for engine and transmission management systems, as well as for brake control systems. In addition, it develops restraint systems for models produced in small series, and modular functions and systems solutions for drive train, chassis, steering, and bus systems. All the Bosch Group's motor sports activities are pooled at BEG, and the company also offers consulting services connected with the CMMi maturity model and others. Finally, modern vehicle dynamometers give Bosch divisions and external customers the opportunity to perform a wide range of comprehensive tests.

What projects are being performed here at the moment?

The company's roughly 850 associates are working on a number of contracts at the same time. Typically, the models they are working on are ones produced in small series by carmakers, such as sports cars or convertibles. For their engines or brake control systems, our engineers develop the necessary software, and adapt it exactly to the respective conditions. This means on the one hand that perfectly functioning systems are also ensured in these niche vehicles and, on the other, that individual solutions can be tailored to the customer. ☼

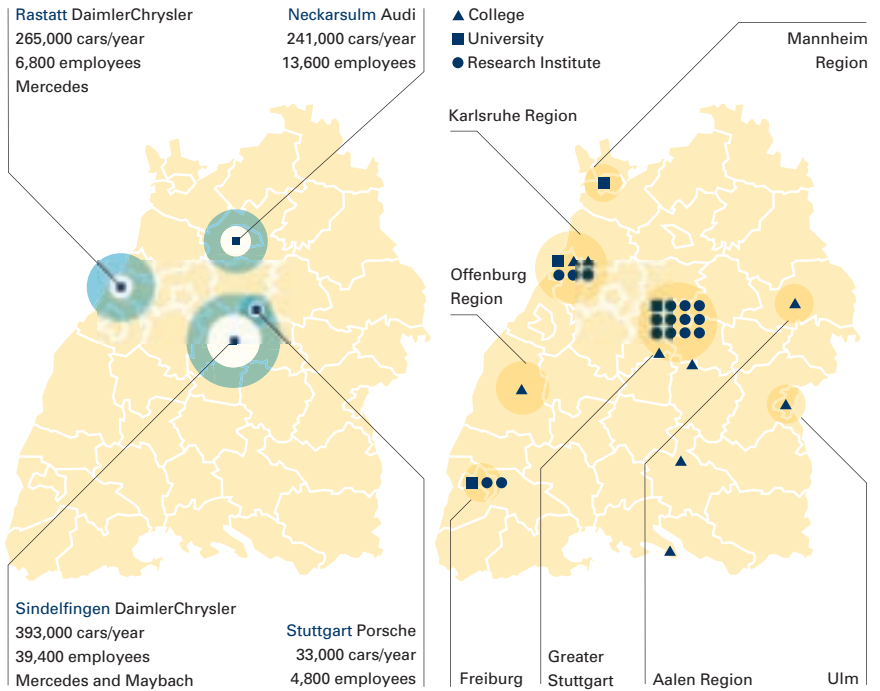
› in strength of the cluster, namely the big number of mid-sized suppliers to the automotive industry. The big number of businesses creates a demand for highly qualified employees. Thus, more than ten study courses focusing on the automotive sector have been established over the years for the education of new talents.

For instance, the University of Stuttgart offers the study course Vehicle and Engine Technology. Vehicle Technology can also be studied at the universities in Esslingen, Weingarten, Offenburg, Ulm and Karlsruhe. In Ulm the study course Vehicle Electronics can also be selected. With the study course Automotive System Engineering the University of Heilbronn trains engineers to have an inter-disciplinary view of the whole vehicle. Since an automobile should also look good, the Universities of Reutlingen and Pforzheim offer the study courses Vehicle Interior Design and Transport Design respectively.

Innovation Continues

An example for the many research institutes involved in automotive projects is the Institute for Vehicle Concepts in Stuttgart. At present, brand new hybrid concepts for fuel cell engines are being developed in its fuel cell test facilities. Lightweight construction and hybrid building methods are other research fields which connect with construction and simulation technology and may lead to the manufacture, testing and vehicle integration of demonstration models. More than ten competence centres complement these research institutes on the themes fuel cells, mechatronics, logistics, virtual reality, by binding businesses, research institutes and training centres into each other. The automotive cluster is rounded off by a number of associations and business organisations which drive communication between and the networking of players inside the cluster. An important instrument to increase transparency is the information portal www.autoland-bw.de. Events, news, cooperation requests and offers as well as members of the automotive cluster are listed on the website. Autoland-

CIRCLES AND SQUARES CAR PRODUCTION AND AUTOMOTIVE CLUSTER



bw.de offers the most comprehensive overview of the automotive cluster Baden-Württemberg.

Many events contribute to the enhancement of cooperation, the central event being the yearly "Zuliefertag Automobil" (Automotive Suppliers Day). Top speakers report on current trends and participants have the opportunity to exchange information in specialist workshops. In addition, an international matchmaking event, regional supplier exhibitions, supplier workgroups and R&D projects involving business and science as well-established fora, in which cluster members get to know each other, exchange ideas and often agree to work jointly on future projects. ☼

HOME OF THE FUTURE

While others are dreaming of innovations we make them real, in Heilbronn-Franconia. Our region applies for far more patents than the EU average – also thanks to a high and growing number of engineers and other highly qualified personnel working in R & D.

Two (among many) good reasons which make us so attractive, both for qualified employees and for investors.

**Discover the future.
Discover the region's possibilities.**





The townscapes display organic growth, old traditional town centres and winding lanes surrounded by castles and churches

Andreas Scholz

Network of Champions

World market leaders keep local ties

True networking

Almost everything which may be said about Baden-Württemberg is also true for the economic region Heilbronn-Franconia. Giving you just some keywords: there is the region's top position for exports, achieved by innovative medium-sized tech companies. Charismatic founders able to look back at decades of international growth. A scenic rural area which contributes to a high quality of life. And last but not least, local networks involving global players.

TEXT *Hans Gäng*

Heilbronn-Franconia is located in the North of Baden-Württemberg. Right in the midst of the densely-populated areas of Stuttgart, Karlsruhe and Mannheim, a number of regional and municipal administrative districts have joined forces to form this economic unit which includes a population of almost 900,000. Heilbronn, with 120,000 inhabitants, is at the centre of the region, surrounded by the towns of Bad Mergentheim, Crailsheim, Heilbronn, Künzelsau, Neckarsulm, Öhringen, Schwäbisch Hall, Tauberbischofsheim and Wertheim.

A bird's-eye view of the region reveals the distinctive features of the Franconian landscape. In this outstanding economic region, people have settled according to a characteristic pattern: in wide charming valleys, embedded in hills of vine and woods, medium-sized and small villages and towns meander the rivers Neckar, Main, Tauber, Kocher and Jagst. A view from the air allows a view on townscapes which display organic growth, old traditional town centres and winding lanes surrounded by castles and churches. On the

outskirts of these settlements, it is big blue open-air swimming pools that catch the eye, also lush green sports fields and white and bright new residential areas. And here and there, everywhere, one or two industrial companies with huge parking areas for their employees. It is not industrial agglomerations that dominate the stage. In Heilbronn-Franconia more often than not business success stories are set against a scenic backdrop.

Symbols of German Industry

In contrast to their places of origin, the main actors are indeed world-famous: Audi, Kolbenschmidt, Getrag, Volvo-Busse, Mahle, Recaro, Läpple, Bertrandt, ThyssenKrupp Drauz, Kaco, ebm papst, Ziehl-Abegg, Gebhardt, Rosenberg, Hyundai, Bosch, Scheuerle, Agria and Temic are symbols of the German automotive industry and its high standards.

It is also thanks to these companies that the sector enjoys an excellent reputation, worldwide. Other brand names give evidence of the high standards achieved in industrial process technology, among



01
The Audi AG plant at Neckarsulm is the largest employer in the Heilbronn-Franconia region. In 2006, a total of 262,851 cars rolled off Audi's assembly lines at Neckarsulm
📷 Audi AG

02
Medium-sized and small villages and towns meander the rivers Neckar, Main, Tauber, Kocher and Jagst
📷 Andreas Scholz

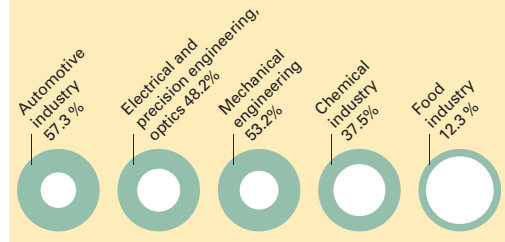
03
The first jeans to be produced outside of the US were made in Künzelsau. Today, the family-run company Mustang is one of Europe's leading jeans brands
📷 Mustang



NUMBERS EXPORT CHAMPION

Exports of the manufacturing industry between 1973 to 2001:
Baden-Württemberg + 704
Heilbronn-Franconia + 1,139

Export quota of the Heilbronn-Franconia region in 2004:



them are Würth, Weinig, Marbach, Läppler, Schunk, Huber, Illig, Fibro, Landerer, Dieffenbacher, R. Stahl, Bausch + Ströbele, Groninger, Voith, Schubert, Sigloch, Kärcher, Wittenstein and Bosch.

Earlier this year "Wirtschaftswoche", Germany's leading business magazine, decided to research how competitive German industrial locations actually are. The results were surprising: it turned out that Heilbronn-Franconia's Künzelsau, the heart of the region, was one of the towns which figured at the top of the national ranking, and this in most categories.

Strong Local Ties

The sheer number of global leaders crowding this one spot, its export ratio and employment rate, low public debts as well as the low crime rate — many factors spoke in favour of the small town. This in turn was perceived as good enough a reason for the Düsseldorf-based magazine to send its journalist Lothar Schnitzler — used to checking out growth centres in India or China — to the region. This is where the Rhineland reporter met companies' founder and

directors and where he found himself taken by surprise looking around factories, warehouses and local cultural institutions which support the companies. "Short distances, personal networks, a daring entrepreneurial attitude and industrious employees", is how the "Wirtschaftswoche" sums up the region's secret of success.

Though, neither the regional public administration nor the local companies have forgotten that the rise to the current top position is a relatively recent one. The founding of companies, persevering and eventually growing in this pastoral countryside which had known rural exodus and emigration — these shared experiences do leave their mark.

There is a basis of prime importance for the functioning of the Heilbronn-Franconia network: strong local ties — ties between neighbours and frequently ties linking individuals, families and companies, also ties to the location, the land where a generation of founders grew up together — all these factors play pivotal roles. Here networks work, in practice, they are not just an ingredient of some cluster theory.

But it is not only the stories of how companies were founded and gradually grew which speak of the region's long road to economic development and success. A look at the preceding decades' export figures clearly shows the excellent integration into the world market, an integration which has distinctly stimulated regional growth.

Importance of Dialogue

Over the years, the region has joined a European network of business promotion entities, local marketing agencies, universities and industrial federations. A backbone of the integration has been a limited company, the Wirtschaftsregion Heilbronn-Franken GmbH, headed by its chairman, Heilbronn mayor Helmut Himmelsbach, and by the agile general manager Steffen Schoch. The idea is that small and medium-sized companies may also benefit from the bigger companies' personal contacts and networks. When it comes to developing tools for this new networked world, the region's companies and business promotions entities are certainly not short of new ideas.

01

Mahle supplies the world's automotive industry with air filters made in Oehringen

 Mahle



01

02

More often than not business success stories are set against a scenic backdrop

 Andreas Scholz



02

03

ThyssenKrupp Drauz Not-
helfer: supplier of carbody
manufacturing equipment

 ThyssenKrupp



03

› To this effect, local companies join forces making direct use of synergies. The plastics industry, for instance, offers a platform allowing members of the sector to exchange information or to discuss possibilities for cooperation — the Kunststoff-Dialog. The Controlling-Dialog discusses growth strategies. There is the Gründerarena, too. The “Founders’ Arena” is an association of tech centres, “foundation centres” — i.e. centres providing support for start-ups, as well as centres for technology transfer — aim to market ideas and innovations.

A Novel Idea

The Zukunftsfonds Heilbronn GmbH & Co. KG (ZFHN) for instance invests in local companies with ideas which promise a good market potential; companies prepared to move to the Heilbronn region are considered as well. “We are no classical venture capital fund”, explains ZFHN’s general manager Thomas R. Villinger. “We are interested in a long-term cooperation with the companies in our portfolio, cooperations that last at least seven to ten years, and we are ready to give them our full support.” The fund focuses on national as well as on European and other international companies promising to grow; sectors range from industries, automation, optics, to life sciences, material sciences and energy. The fund’s capital does not come from investment funds, banks or the state but from private investors. Villinger underlines, “we see ourselves as partner entrepreneurs who provide support in terms of capital as well as via our regional networks,

we get involved in controlling and we also provide strategic advice”.

Business promotion agencies and local authorities have — successfully — counted on the loyalty and the personal commitment of the successful founders and their families. Most global leaders have excellent connections to the foreign markets. Why not utilise them for the benefit of the region? It is yet again Würth that acts as a model, this time promoting companies of the region. The manufacturer serve the Italian market from their Swiss Arlesheim location and it is there that, on the occasion of suitable company events, Würth approaches potential partners and investors, thus offering new and interesting contacts in the European core market Switzerland/Northern Italy to the companies at home.

Given that in the booming region, engineers are beginning to get scarce, the region supports the recruiting process with a graduates’ job fair — in the snow. The regional job fair business promotion agency — which is the largest of its kind in Germany — reports 1,000 vacancies. To remedy the situation, the agency now invites company representatives and graduates of the majority of German universities of applied sciences to the South Tyrolean glaciers. During a weekend of skiing and snowboarding at the foothills of the Ortler mountain, participants are expected to connect not only with glacial snows and Glühwein, i.e. mulled wine. The Heilbronn-Franconian networkers intend to secure for themselves the best brains, for a global future. ☼

“The Zukunftsfonds Heilbronn invests in local companies with ideas which promise a good market potential.”

Globalisation 2.0

The specialist company for assembly materials Adolf Würth GmbH & Co. KG has pioneered internationalisation. As early as the 1960s the Künzelsau firm started founding subsidiaries abroad. This pioneering attitude has, however, not affected the company's ties to the region and its people. "We do owe very much to the region and it is a matter of course for us to combine our visions with concrete actions and to take on social responsibility", says Bettina Würth, chairwoman of the Würth-Group's advisory council.

INTERVIEW *Stefan Brunner*



Würth

“A Vibrant Curiosity” *Succeeding through own initiative*

In our times globalisation, global networks and increasing competitive pressures predominate. How do you manage to remain competitive in Künzelsau?

The Würth-Group does not perceive globalisation as a danger but as an important opportunity. Very early, in the 1960s — people did not talk about globalisation then — we started founding subsidiaries abroad. Today we do business on all continents. To always be one step ahead of our competitors is one of our ongoing aims. Frequently it is the countries themselves which signal us ideas that lead to the foundation of subsidiaries, and when it comes to developing these subsidiaries, our local managers work independently and act on their own initiative. We think that this pronounced decentralisation is a basis of our success. Only in this way can we remain flexible, adapt to the markets and to customers' requirements as best as we can, and this is how we manage to stay competitive. This decentralisation also enables us

to take into account different cultures and mentalities. Top quality, fast service and a sense of commitment are inextricable parts of our standard — no matter in what country.

“Continuous innovation” is part of your company's philosophy. How do you promote creativity on a day-to-day basis in your company?

As far as our product range goes, Würth uses a number of elements in parallel to promote innovative management — our product advisory council and the customer advisory council are just two of them. We have a range of over 100,000 products and every year 8,000 new products are added to our product line. A great number of products gets modified, improved and relaunched, slow-moving lines are abandoned. All our products are subject to stringent quality control — this is what the strength of our brand rests on. We constantly keep an eye on customers' needs, and our attentiveness ideally enables us to offer a solution before a problem on the customer's side even arises. To this end, it is vital for us to be totally alert and open to our customers' suggestions. Our success is obvious: about 40 percent of the Würth-

Group's turnover is achieved with products less than five years old. At the end of the day, though, our innovative strength does not only rely on management decisions, we also benefit from the imagination and creativity of our over 60,000 employees. This is why we keep motivating our employees through our philosophy which emphasises openness and a sense of “a vibrant curiosity” — the motto we have been following in 2006 and 2007. We want people to act on their own initiative.

Is the Heilbronn-Franconia region an innovative home?

Heilbronn-Franconia is characterised by pronounced economic activity. On the whole, what used to be Baden-Württemberg's poorhouse has turned into one of the most attractive industrial locations in Southern Germany. And, at present, future trends seem to continue to be positive. In addition the attitude in the region is very down-to-earth. From my point of view this has been an absolutely decisive factor for the success of the Würth-Group, our corporate culture is characterised by this down-to-earth way of being.

How do you feel tied to the region?

We owe very much indeed to this region and we do consider it as a matter of course to combine our visions with concrete actions. In this sense we as human beings and as a company take on social responsibility. This has resulted in the Würth-Group's commitment on behalf of the arts, culture, education, social work and sports. ☼

“Every year 8,000 new products are added to our product line.”

Border crossing

Sitting at the crossroads of Germany, France and Switzerland, the Ortenau region has always been outward looking. Its companies are increasing their international activities, while more and more outsiders discover the excellent business opportunities available in the region.

TEXT *Hans Seidenstücker*

01

The Mimram bridge, linking Kehl and Strasbourg, brings the Alsace and the Ortenau closer together

 flickr



01

Bridge to the Future

The Ortenau benefits from close links to its neighbours

The first time visitor to the Ortenau — the region between Karlsruhe and Freiburg — will probably not recognise the region's economic prowess. Offenburg, the largest city and capital of the Ortenau, counts just 59,000 inhabitants. And even though the Ortenau with its 1,861 square kilometres is the largest county in Baden-Württemberg, only 417,000 people live here. But low unemployment, a vibrant economy and high quality of life draw an ever increasing number of people to live and work in the region.

Quick Access

In April 2006, the magazine "Stern" ranked the region among Germany's best places to live. The latest trend: French citizens are increasingly moving to the Ortenau — drawn to the region by attractive jobs and low real estate prices. After all, the Ortenau shares a 60 kilometre long border with France and new bridges over the Rhine guarantee quick access.

With the motorway A5 and the ICE high-speed train line two of Germany's most important traffic arteries run through the region. The river ports in Kehl and Straßburg enable the easy transport of heavy and bulk goods, while the Black Forest Airport Lahr, the Baden Airport near Baden-Baden and the Strasbourg Airport ensure quick connections. The arrival of

Bright Prospects

Offenburg continues to grow

Talk of the town

Edith Schreiner, Lord Mayor of Offenburg, talks about the city's positive economic development, and the strengthening of Offenburg's competitiveness.

INTERVIEW *Hans Seidenstücker*

Why is Offenburg an attractive location?

We have a diversified economic structure. We are not dependent on a single sector and between 1998 and 2005 the number of jobs grew by 6.2 percent — as compared to 1.3 percent job growth rate in Baden-Württemberg as a whole. Offenburg is very family-friendly, we have many kindergarten places and we offer many opportunities for continuing education. 20 years ago, Offenburg founded the Technology Park Offenburg/Ortenau (TPO) as an incubator for start-ups. The TPO has been a very successful venture and does not depend on



02



03

02

Hubert Burda Media Park:
With its 2,800 employees
Hubert Burda Media is
Offenburg's largest employer
📍 Offenburg

03

**Nussbaum lifts make the
iconic Smart Towers possible**
📍 Nussbaum

subsidies. In addition, our university of applied sciences has 2,300 students. It is targeted to the needs of local companies and offers study courses in technology, science and media.

International competition continues to increase. How difficult is it to keep companies from moving to low-cost countries?

We certainly face increasing competition. But I also believe, that we witness a change of heart. Companies have begun to differentiate and closely analyse which products to manufacture abroad and which products to manufacture here at home. Many globally active companies continue to manufacture in Offenburg and benefit from highly qualified employees and the know-how available here.

How do you strengthen Offenburg's competitiveness?

We actively promote economic development. We are always willing to assist companies and meet their needs. We have established the Wirtschaftsregion Offenburg/Ortenau (WRO, economy region Offenburg/Ortenau). Almost every community in the Ortenau district is a member of the WRO as are more than 100 companies. We jointly promote the Ortenau and are very proud that we have cooperate closely

— not only with the communities but also with businesses.

How important is the proximity to France?

People live and work on both sides of the Rhine and we continue to grow closer. During the weekend, Offenburg is full of French guests who come here to shop. The whole region, including the retail industry, benefits from the proximity to France. We begin to notice increasing French interest in real estate and our companies are increasingly working with French firms. We notice that German craftsmen are in high demand in the Alsace. The French employment agency, the Maison d'Emploi, includes the German side in its regional employment analysis because it has realised, that this is where the jobs are. And last but not least, the arrival of the TGV-Est in Strasbourg connecting the Alsatian metropolis with Paris was celebrated on both sides of the Rhine.

The newest project to increase cross-border cooperation is the planned establishment of the Upper Rhine European Metropolitan Region. What is the aim of this project?

We have begun to discuss the establishment of an Upper Rhine European Metropolitan Region which is to stretch from Karlsruhe in the north to Basel in the south. It will



"We are always willing to assist companies", says Edith Schreiner

include the German communities on the Upper Rhine, the Alsace in France and the Canton Basel in Switzerland. In an era of increased global competition, metropolitan regions play an ever more important role. But we do not have a big city like Munich or Stuttgart in our region, making it difficult to be internationally recognised as an economic powerhouse. By binding the region together — a region with more than five million inhabitants and with a GDP exceeding 180 billion euros — we hope to improve our competitive position and attract more companies to our region. ☀

01

Hydro supplies aircraft
maintenance technology
WRO



01

02

Ortenau seeks to become a
centre for renewable energy
Offenburg



02

*“Many globally-active
companies continue to
manufacture in
Offenburg and benefit
from highly qualified
employees and the
know-how available
here.”*

Edith Schreiner,
Lord Mayor of Offenburg

› the TGV-Est in Strasbourg was celebrated on both sides of the Rhine — Paris now being just a quick three hour train ride away. This excellent infrastructure attracts many companies to the Ortenau.

Strength Through Unity

But in today's competitive environment, companies demand more than just excellent transport links. The region's three universities in Offenburg, Kehl and Lahr currently count approximately 4,000 students. The number of students continues to grow, while the study courses are targeted to the needs of local companies. In addition, comprehensive support for existing and future investors is provided by the the Wirtschaftsregion Offenburg/Ortenau (Economic Region Offenburg/Ortenau; WRO). The communities of the Ortenau and more than 100 of the region's biggest companies have joined together in the WRO to make outsiders aware of the excellent opportunities available in the region.

Proud Engineers

The Ortenau is proud of its mechanical engineering companies — many of whom have become world leaders. Products made in the Ortenau can be found almost anywhere in the world. Be it shower heads and faucets made by Hansgrohe (see pages 25-28), sanitary ware made by Duravit, Zehnder radiators or Herrenknecht's tunnel boring machines. Take the example of

Herrenknecht: Since its establishment in 1975, the company based in Schwanau has become the world leader for tunnel boring machines. Be it the Gotthard base tunnel in Switzerland, the construction of the Guangzhou metro network in China, or the 4th Elbe River Tunnel in Hamburg, Germany — almost everywhere that tunnels are constructed using mechanised techniques, the machines made in Schwanau are being used. Or the Nussbaum GmbH which has approximately 1,000 employees in Kehl. It is not only a specialist for automatic parking systems but also a supplier of car towers. Without its automotive lifts the iconic Smart Towers, key marketing tool of DaimlerChrysler's Smart brand, would not exist. Today, Nussbaum has expanded into new fields and manufactures lifts for heavy vehicles such as trams and trains.

Most outsiders are probably surprised to find the headquarters of one of Germany's largest media companies in the region. Hubert Burda Media employs 2,800 people in Offenburg and stays committed to its roots: In 2005, the company invested 30 million euros in a new printing plant in Offenburg which churns out up to 600 million pages per day. The newly renovated Hubert Burda Media Tower has become Offenburg's landmark.

Natural Beauty

Even though the Ortenau has successfully branched out into new sectors, forestry remains important for the region. With 84,000 hectares covered with forests, the Ortenau is the biggest timber supplier in Baden-Württemberg. And the beautiful Black Forest is one of the reasons for tourists to come. In 2006, almost 2.8 million overnight stays were registered in the region. Besides the Black Forest itself, the region has many attractions: The Europa-Park Rust, Germany's largest amusement park; The Vogtsbauernhöfe, an open air museum that consists of up to 400 year old farmhouses and presents how people used to live and work in Black Forest farmhouses; castles such as the Schloss Staufenburg in Durbach.

Both the high quality of life as well as the excellent opportunities continue to attract not only tourists, but also companies and employees to the Ortenau. With its economic growth set to continue, the Ortenau remains optimistic about its future. ☼

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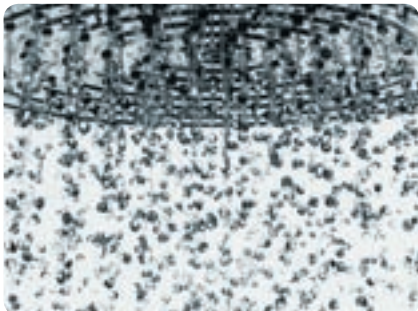
*Showers are made in the
Black Forest, where nature
is the model*

Designing Water

The company

Hansgrohe has become a world leader for showers, faucets and bathroom design. In the headquarters in the small town of Schiltach, designers only need a window to get inspired.

TEXT Hans Seidenstücker



Hansgrohe's bestseller — the Raindance shower whose development began in a hospital room

 Hansgrohe

Picture below: Washbasin mixer Axor Starck X. It took one year research to let water flow like a wellspring

 Hansgrohe

Previous page:
Triberg Waterfalls

 Jason Weaver



› **Klaus Grohe**, CEO of Hansgrohe, arrives dressed in jeans and a checkered shirt. The 70-year old remains an avid mountain biker, even though a limp remains from a mountain biking accident six years ago. The mishap resulted in a shattered hip and an eight week hospital stay. It was not enough to stop a restless manager. His hospital room was soon transformed into an office where managers, designers and engineers reported to the CEO and discussed his newest ideas. Klaus Grohe finally had the time to think thoroughly about some new, innovative products. One of the products conceived in the hospital was Raindance — a new showerhead that blends air with water, resulting in soft, voluminous drops pattering down on the skin.

Introduced in 2003, Raindance became the most successful product in the company's history. Today it accounts for a notable percentage of Hansgrohe's turnover. As a result, Hansgrohe has experienced a compound annual growth rate of 14.6 percent during the past four years. But it took a lot of tinkering and design work till the first Raindance could be sold. In the company's laboratory engineers worked for months till they were finally satisfied with the water jet.

Hansgrohe is proud of its special breed of engineers. With 106 years of tradition in Schiltach, know-how has been handed down from generation to generation. This tradition is one of the foundations of the company's success. "Here in Baden-Württemberg we have highly-educated and highly-motivated employees, thus ensuring a consistent, high quality product," emphasises Klaus Grohe.

Little Distance, Big Difference

While the company remains true to its roots, further expansion in Schiltach is almost impossible. Commercial real estate is a scarce commodity in this narrow valley surrounded by the mountains of the Black Forest. Core functions such as research and development, marketing and management will remain in Schiltach, but parts of the production and logistics are increasingly being moved to Offenburg, 50 kilometres up the road. Even this little distance makes a big difference. "The people who work for us in Offenburg are a completely different breed. There, we lack tradition and do not find the kind of engineers who tinker endlessly until a product has finally been perfected", explains Klaus Grohe.

While Hansgrohe stays committed to Baden-Württemberg, its export share has increased to an impressive 76 percent. In addition to its five German factories, Hansgrohe manufactures in France, the Netherlands, the United States and China and has distribution companies in 25 countries. Hansgrohe-USA is the world's largest supplier of showerheads. Still, Germany remains the most important manufacturing location accounting for 82 percent of total production.

Hansgrohe entered China in 1999 to meet the demand of a growing domestic market. But Klaus Grohe remains adamant that he will not outsource production to



01

“In the early 1970s the German bathroom was moss green, most shower and bathroom installations looked like machine parts and rough edges caused injuries.”

Klaus Grohe, CEO,
Hansgrohe AG



02

China or any other low-cost country: “Labour costs account for seven to ten percent of our total costs, so the savings resulting from reduced labour costs are negligible. At the same time, outsourcing often entails supply-chain problems eating up any cost savings one may have. And our highly-skilled workers are one of our most important assets.”

Talking Design

Hansgrohe’s success is not only based on sophisticated engineering but also on cutting-edge design. In 1974, Hansgrohe teamed up with Esslinger Design and unveiled the Tribel — the first handshower with a rotational head and three spray settings — and the first Hansgrohe product to win design awards. Since then the company has scooped more than 230 design awards.

With new technology, new designs were possible while the designers’ demands also forced Hansgrohe to innovate. Klaus Grohe remembers the prototype of the first faucet designed by Philippe Starck: “It looked horrible. The cartridge around which it had to be built had a diameter of 32 millimetres, yet Philippe is an exponent of minimalistic design. But one cannot do minimalistic design with such a large cartridge, so we developed a smaller cartridge.” The company has always had a close relation-

ship with its designers. Klaus Grohe developed new designs with Andreas Haug from Phoenix Design while cross-country skiing and discussed innovations with Philippe Starck on the patio of his Spanish vacation home. While in the early days it was hard to fathom any self-respecting designer sinking so low as to design faucets, showers or bathrooms, well-known designers today are constantly knocking on the company’s doors. Klaus Grohe: “Having ›

01

CEO Klaus Grohe in his younger days testing one of his products

 Hansgrohe

02

All smiles: Star designer Philippe Starck

 Hansgrohe

REVIEW DESIGN MILESTONES

				
Year	1974	1981	1993	1995
Product	Tribel, Hand Shower	Allegroh, Faucet	Joco, Hand Shower	Axor Starck, Single Lever Faucet
Designer	Esslinger Design	Esslinger Design	Phoenix Design	Philippe Starck
Note	The first Hansgrohe product to receive design awards.	First Hansgrohe faucet to receive design awards.		The first Hansgrohe product designed by Philippe Starck to receive design awards.

01

A dream of a bathroom,
— designed by Jean-Marie
Massaud
Hansgrohe



01

02

Axor plant in Schiltach
squeezed into a narrow
Black Forest valley
Hansgrohe



02

› had Philippe Starck, Jean-Marie Massaud and Antonio Citterio work for us has really been a door-opener. Not only are other designers approaching us wanting to design a new product, but customers also view us with different eyes. For instance, Citterio is very well-known in Asia and we received many orders after having collaborated with him.”

Star Power

By working with famous designers, Hansgrohe has moved beyond designing faucets and showerheads and today offers exclusive bathroom design collections under the Axor brand. Axor was established 13 years ago to target the up-scale market — with success.

In June, Hansgrohe opened its new “Aquademy” — a training academy, museum and exhibition space in a single building. On its 4,500 square metres, visitors see how bathroom design has changed during the past century and the company’s newest products are showcased both to specialist retailers and end-users. “The Aquademy has become a key marketing instrument for us. We can present our newest products and have the customer to ourselves. We can survey opinions on products currently being developed, customers can test showers in our Shower World. In our training centre we train plumbers in the installation of our products”, explains Klaus Grohe.

The Importance of Being Green

Hansgrohe’s latest venture is water recycling technology sold under the Pontos brand. The idea is to recycle water used by showers, bathtubs and handwash basins,

treat it and use it for toilet flushing, washing machines, irrigation or cleaning. While sales have not met expectations, Klaus Grohe is convinced that this water recycling technology is important for the company’s image: “My son Philippe, head of the Axor division, reports that he receives a warm welcome when he presents both the Axor and Pontos brochure. The importance of environmentally-friendly technology continues to increase and we therefore should

not judge Pontos solely on the basis of the division’s profitability.”

Thanks to the success of Raindance, its design achievements and the increased demands for faucets, Hansgrohe expects to continue its double-digit growth in 2007. Despite the increased competition from low-cost countries, Hansgrohe is confident that with the know-how accumulated during its 106 year existence, the company will continue to achieve its goals. ☀

CASHFLOW DESIGN IS SUCCESSFUL

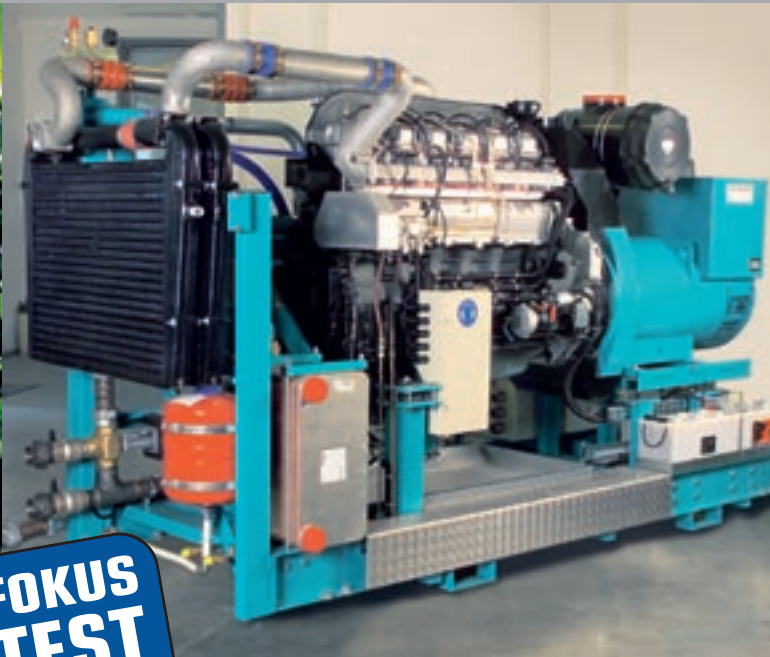
	Consolidated Net Sales (in mio. euros)			Number of Employees		
	National	International	Total	National	International	Total
2002	99	261	360	1,688	822	2,510
2003	102	267	369	1,702	803	2,505
2004	110	318	428	1,744	928	2,672
2005	115	361	476	1,805	994	2,799
2006	134	435	569	1,952	1142	3,094



03

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Mind change

this is how Ralph Köster describes the process which he uses to make his employees committed to the new corporate strategy of internationalisation.

01

Explosion-proof mobile computers provide employees all over the supply chain of chemical and pharmaceutical industries with a flexible and uninterrupted data connection  BARTEC

02

Ralph Köster, CEO of the BARTEC Group  BARTEC

Mind Change at BARTEC — *Internationalisation as a chance for higher- than-average growth*

Since August 2004, Ralph Köster, graduate in business management, has been the CEO of BARTEC, the safety technology provider from Bad Mergentheim. “We would like to orient ourselves more strongly to the international market. For this purpose it is not sufficient to establish a few sales units in several countries. The employees themselves must want the company to develop from a German engineering company to an international enterprise. Internationalisation should be fun.”

One important strategic aim in the context of internationalisation is a higher-than-average growth rate. The company relies on the strategy of acquiring business units in order to round off the product range in safety technology. By taking over business units from Benke Instrument & Elektro GmbH in Reinbek/Hamburg, BARTEC has gained additional know-how in the areas of analysis technology, engineering and services and thereby has established itself as the leading provider worldwide of complete solutions in safety technology.



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Apart from the acquisition of business units, there has also been an increase of branch offices established abroad. In 2007, BARTEC has 25 sales units — ten more than two years before. Mr Köster takes the responsibility for the corporate strategy and consequently also for the establishment of the new branch offices. “Right at the place where oil, gas and coal are produced and processed, we will find the largest customer groups for safety technology made by BARTEC”, says Ralph Köster.

International Expansion

There is a long list of projects that have been successfully implemented in the context of the internationalisation strategy. However, a very high priority is put on Eastern Europe — above all Russia — as well as on China.

BARTEC has made a big business deal in Russia. The safety technology company supplies analysis systems worth more than 15 million US-Dollar to the KINEF refinery in Kirishi. After intense negotiations,

BARTEC prevailed against the international competitors and won the order. Especially the technologies of the BARTEC product range of analysis technology are in great demand as they are required for the enhancement of this refinery. These technologies control the quality of combustibles and fuels. Only kerosene, which remains liquid down to -60°C , can be used for airplanes.

Focus on China

Apart from Russia, China is one of the strongest growing economic regions worldwide for BARTEC. The Chinese raw material industry plays an important part. In this country, there is an enormous demand for modern technologies used for the production, processing and refinement of mineral raw materials. In 2005, BARTEC as the internationally leading provider of solutions for the mining industry signed a joint venture contract with the Chinese motor manufacturer Shanxi Explosion-proof Motor (SEMGC) in order to be present on this growing market. The safety technology company invested in a new plant in Changzi/province Shanxi, where new safety products for the Chinese mining industry are jointly developed and produced.

BARTEC considers the consistent implementation of the internationalisation strategy as well as the associated manifold activities abroad as an investment into the future and is planning to continuously extend them. “Our presence in international markets with state-of-the-art safety technology is an essential prerequisite for corporate success. Our enterprise is fit for the challenges of international business”, says CEO Ralph Köster. ☼



Comprehensive rating expertise in both theory and practice



PROF. DR. SCHNECK RATING

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Prof. Dr. Schneck Rating GmbH has scientifically based and practically oriented rating expertise and provides services covering rating systems, rating assessments and business sector studies.

Rating Systems

■ **Standard Rating Software.** Using the software based R-Cockpit™ rating system, users can produce rating reports in accordance with international capital market standards. R-Cockpit™ is supported by firm scientific foundations and continuous development. Germany's leading rating tool that is independent of a bank stands out with its ease of use. This is achieved by having simple, supported data entry and clear evaluation functions. More than 3.000 licensed users employ R-Cockpit™ to rate their own businesses, those of business associates and / or to provide ratings for clients. R-Cockpit™ is available in several different languages.

■ **Individual Rating Software.** Special versions of R-Cockpit™ are available for various business sectors. The German Automobile Industry Association (Verband der Automobilindustrie, VDA) and other associations have defined sector-specific versions, which add industry-specific criteria to the proven R-Cockpit™ standard rating software.

Rating Assessments

■ **Business Rating.** Prof. Dr. Schneck Rating GmbH has carried out external rating assessments for over 130, mostly medium-sized, companies and also for the occasional public client. The evaluation of quantitative criteria (data from the annual accounts) is supplemented by the analysis and evaluation of qualitative criteria (strategy, management, value creation, financial policies etc.) which are carried out on-site at the company.

A business rating provides the rating score, together with a comprehensive assessment that explains its calculation, giving detailed reasons. In addition, a substantiated analysis of strengths and

weaknesses is provided, with an examination of opportunities and risks.

■ **Financial Rating.** This rating, based on quantitative criteria (also called a Balance Sheet Rating) is generated by a rating evaluation of the annual accounts. This rating service is aimed at businesses that include the rating of their suppliers or customers as part of their risk management systems, and who want to obtain a professional rating evaluation of national, and in particular international, accounts. This quick to perform, cost-efficient type of rating is also suitable to identify a business' own rating profile.

Business Sector and Market Studies

External factors such as the business' competitive and market positions are significant criteria for business rating. Sector and market appraisals also play an important role in banks' decisions on whether to grant credit. Prof. Dr. Schneck Rating GmbH prepares sector and market studies with substantiated analysis and clear distinction between levels of significance for associations and cooperatives for purchasing and marketing.

Cooperation for Training and Publications

In close co-operation with the Rating & Finance Institute (RaFin) at the Steinbeis Hochschule in Berlin, Prof. Dr. Schneck Rating GmbH plays an active part in training qualified rating analysts and advisors. The objective is to certify rating analysts in line with the BdRA standard (Bundesverband der Ratinganalysten und Ratingadvisor e.V. – German Association of Rating Analysts and Rating Advisors). Regular publications in technical periodicals and rating textbooks complete Prof. Dr. Schneck Rating GmbH's know-how. These include both teaching and standard works.

Avoiding risks

Faster, more flexible, safer — with this objective in mind, the level of automation on plant and machinery continues to advance in every industry. This places new demands on production systems. Worldwide the name Pilz is synonymous with the safety of man, machine and the environment; as a complete supplier for control and safety technology, Pilz offers one-stop automation solutions for every industry.

Ambassadors for Safety

*Complete one-stop
solutions for safe
automation*



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Right from the start, innovation was the key to success. Since 1948, this highly traditional family business has continued to set new standards: in 1968 with the first two-hand control relay and in 1987 with the first emergency stop relay PNOZ (Pilz E-STOP Positive-guided) — an unusual name for an unusual product. The PNOZ quickly became the most widely used safety relay in the world. This was followed in 1997 by the safe, open bus system Safety-BUS p, for decentralised networking of plant and machinery. The multifunctional safety system PNOZmulti came along in 2002; for the first time, users were able to configure the safety functions they required on the PC, rather than implement them through the wiring as before.

Founded by Hermann Pilz in Esslingen, Pilz GmbH and Co. KG has continued to develop. Son Peter changed the business model in the 60s: The former glass blowers became suppliers of electronic control and monitoring devices as well as programmable logic control systems. Following the death of Peter Pilz in 1975, Renate Pilz

took over the management of the company. "I wanted to continue my husband's vision to create an international company, beholden to its staff and its customers, and one day to pass this on to our children as our joint life's work," says Renate Pilz. Now, with daughter Susanne Kunschert, son Thomas Pilz and Hans-Axel Gielow, together they form the management board of the international technology leader.

Comprehensive Services

The realtime Ethernet SafetyNET p and SafetyEYE, the first safe camera system for three-dimensional zone monitoring, are among the latest innovations. As part of the Hannover Fair, SafetyEYE was nominated for the Hermes Award, the richest international business and technology prize. These positive developments, together with a turnover of 134.27 million euros in 2006, are reflected in the planned investments. This year they include an expansion of the company's headquarters. "As a medium-sized, independent family business we manufacture at our German site despite, or

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even because of, our worldwide activities. Our products are of very high quality, so it is important to have production and development in one place" says Thomas Pilz, explaining the reasons behind the planned expansions in Ostfildern.

The company makes its many years of expertise available to its customers through a comprehensive range of services. "Safety is more than just a product" says Susanne Kunschert. "With safety consultancy and engineering we offer a comprehensive, competent service — from plant assessment to risk assessment, through to the safety design and safety sign-off at the customer's premises." On request, at the early stages of planning a plant, Pilz can not only provide advice on products but can also give detailed advice on safety matters, providing support to customers as they configure, select and use their systems. This includes product training in the expanded, redesigned training area in Ostfildern. Here users can refresh their knowledge of safe automation, based on the motto: "Practical knowledge for practical situations".

Full of Ideas

At Pilz, products are developed jointly with customers or on behalf of customers. "The most important task of our research and development department is to develop products that meet customer and market requirements. Customer proximity and innovation belong together and are mutually dependent. That's why we work closely with our customers, universities and approvals bodies. So we are always able to bring innovations to the market and set new standards", explains Hans-Axel Gielow. As a result of these innovations the company was selected in 2006 as one of the sites in the "Land of Ideas", an initiative of the German government and the German Industry Association (BDI).

The company has followed a clear strategy to develop into a complete supplier with solutions for both safety and standard control technology. Pilz system solutions are used in all areas of mechanical engineering, as well as the automotive, food and woodworking industry. Products from the technology leader also guarantee that baggage handling systems run safely at airports, theatre scenery moves smoothly and funiculars or roller coasters travel safely.

The company's product range dovetails control and safety technology to form intelligent, complete solutions. So the company



02

01 One example of the use of safe control technology. The Safari Express in Kitzbühel

02 All the strands come together at the head office in Ostfildern



03

03 Management board from left to right: Hans-Axel Gielow, Susanne Kunschert, Renate Pilz and Thomas Pilz

04 The PNOZmulti from Pilz — The first multifunctional safety system on which the functions are no longer implemented through the wiring but are simply configured on the PC

all Pilz GmbH

takes the experience and knowledge it has gained from safety technology and transfers it to the general control requirements of plant and machinery. The benefits for the customer: Tailored, one-stop automation solutions. The range of products includes electrical monitoring relays, systems for control technology, sensor technology and automation solutions with motion control. The range also includes a mushroom-type pushbutton, which can be used to stop machinery in a flash and, in German, reminds you of the company name by its shape (Pilz = mushroom). Visualisation and diagnostic systems complete the range of business activities.

Greater Efficiency

Not only do Pilz system solutions ensure greater safety for man and machine, they also provide greater economy because production cycles can be designed more efficiently and downtimes can be avoided.

Safety for man, machine and the environment — not only does the company wish to contribute through its products and solutions, it also wishes to act accordingly. The issue of environmental protection is anchored in the corporate objectives: from the development of energy-saving products to the ecological design of buildings through to environmentally-aware work practices. There are many examples: the switch from lead-based to lead-free sol-



04

der, the installation of a photovoltaic plant or the reduction of lamps used in manufacturing — all these measures help to lighten the load on the environment.

"As ambassadors for safety our aim is to improve the safety of man and machine throughout the world" says Renate Pilz, summarising her company's mission. "And that includes the environment in which we live and work."

In addition to the company headquarters in Ostfildern, Pilz supports users with subsidiaries and branches in 24 countries, offering local sales and engineering services directly. Worldwide there are 1,200 employees sharing their knowledge in the service of safe automation, so that it can also become established in new markets. ☼



Prof. Dr. Ottmar Schneck,
Founder and Partner of
Prof. Dr. Schneck Rating
Schneck Rating GmbH

Ratings Support Sound Decisions

The future of our customers in focus

Stable demand

Rating assesses the stability of a business. Based on financial statements and qualitative criteria, it evaluates the ability of a business to fulfil its financial obligations.

PORTFOLIO

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Externally assessed ratings offer the business more than just a stronger position when negotiating with banks. Ratings can also improve relationships with customers and suppliers, since supplier rating can document the long-term ability to deliver. In addition to this, companies are increasingly using alternative financing methods, for which the capital providers require an externally assessed rating. Rating is also advantageous when acquiring, or disposing of, a business. If rating is carried out prior to due diligence, costs can be reduced and the efficiency of the transaction increased.

A Top-Class Team

The PSR team is made up of certified and highly qualified rating analysts together with experienced practitioners from all areas of corporate rating. They have professional experience in trade and industry, and with financial services.

Since being founded in 2002, Prof. Dr. Schneck Rating GmbH has carried out over 130 rating assessments for manufacturers, wholesalers, retailers and companies from the service industry. Customers have ranged in size, with turnovers from three million to three billion.

Rating Principles

The Prof. Dr. Schneck Rating GmbH rating agency is a member of the German Association of Rating Analysts and Rating Advisors (Bundesverband der Rating-analysten und Ratingadvisor e.V., BdRA). The BdRA Code of Professional Conduct and Rating Principles set the standards for rating agencies and their employees and are complied with in full by our company. These standards cover professional competence, independence, personal responsibility,

conscientiousness, confidentiality and objectivity. Furthermore, our company was one of the first German rating agencies to impose its own code of conduct for carrying out external rating assessments, which is in compliance with the international IOSCO Code.

Scientifically Founded and Practical

As a start-up company from the European School of Business (ESB) in Reutlingen, our company has been scientifically based from the beginning. Rating assessments carried out by our company use the proven rating software R-Cockpit™. This not only assesses the quantitative criteria from the financial accounts, but also evaluates qualitative criteria such as the corporate management and the efficiency of value creation. The evaluation is presented in a clear and detailed format and provides a concise and meaningful grading.

Support for Customers' Risk Management

In order to provide the best possible service for our customers, we also support internal customer & supplier risk management resources if required. The customer specifies the features of the tools to be used and the required division of tasks between internal and external resources. Whether carrying out full business rating assessments on-site, or cost-effective, quick to perform financial ratings based on annual accounts, Prof. Dr. Schneck Rating GmbH exemplifies competence and experience, whichever accounting standards, language or currency is involved. Our proficient, cost-effective, flexible service is particularly in demand for assessing foreign key suppliers and new suppliers or new customers. ☼



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Hans-Jürgen Schnell, founder and CEO of Schnell Zündstrahlmotoren, remains down-to-earth

 Schnell AG

02

Many farmers operate biogas plants to keep electricity costs in check

 Jim Albright



02

Power from the farm

Schnell Zündstrahlmotoren is specialised on the production of highly efficient dual fuel engines. It has become market leader in producing dual fuel combined heat and power plants for biogas, dump and sewage gas.

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Pioneering Work Pays Off

Demand for biogas engines continues to soar

The biogas sector is booming. Hans-Jürgen Schnell, founder and CEO of the Zündstrahlmotoren AG & Co. KG in Amtzell near Ravensburg, was one of its pioneers. The basis for his company, he recounts, was laid at his parents' dairy farm. The trained mechanic was studying industrial engineering with an emphasis in electrical engineering when the electricity costs in the agricultural sector were set to rise significantly. "This would have been a real cost factor — especially in times of high demand such as hay drying. My brother and I pondered on what could be done", remembers Schnell.

The Schnell brothers assembled their first plant in 1992 and immediately fed the generated electricity into the grid. "Back then, biogas was not an issue. Suppliers did not exist. We manufactured all components ourselves or collected them from the junk yard", explains Schnell. The next plant was constructed soon thereafter. "In 1995, we were already six people. The workshop at the parental farm was quickly relocated to the industrial zone and by the year 2000 we had already manufactured 80 biogas plants", explains the son of a farmer.

Today, Schnell is market leader in producing dual fuel combined heat and power plants (CHPs) for biogas, dump and sewage gas. The clever, down-to-earth entrepreneur no longer assembles complete biogas plants. Instead Schnell aggregates them in many of Germany's 3,000 biogas plants. Schnell has reason to celebrate: "Last year we registered a growth rate of 145 percent and have increased our market share from 17 to 25 percent". Every week, 20 aggregates are manufactured in the new 6,000 square metre large production halls.

Exact Adjustments

The core component of the aggregates, which cost 45,000 to 150,000 euros each, are diesel engines built by Scania or Sisu. "The cylinder heads are modified, an electronic injection system is installed. We carry out 30 modifications, transforming the Scania diesel engine into a Schnell biogas dual fuel engine", explains the head of marketing Christian Wollin. This increases efficiency so that more electricity can be generated than with conventional gasoline engines. For its newest 265-kW-aggregate Schnell guarantees 44 percent efficiency.

The electronic ignition system functions as follows: In contrast to natural gas, biogas burns only very slowly, but has a high antiknock rate. Therefore, a high compression ratio of the gas-air-mixture is possible.

The higher the compression ratio, the higher the efficiency. But a high compression ratio also increases the danger of "knocking". And if the compression ratio exceeds 13:1, spark plugs cannot be used, because it is physically impossible to generate an ignition spark. Instead, diesel fuels (fuel oil) or biogenous fuels are injected in order to ignite the gas-air-mixture.

Moving Beyond Biogas

The exact determination and regulation of the injection timing is technically challenging, but indispensable, particularly because the fuel quality may fluctuate within minutes. Schnell solved this problem through an electronic ignition system. One of its main adjustment parameters is the individual cylinders' temperature. The cylinders are continuously monitored and provides an indication of the quality of the cylinders' combustion.

Schnell's newest development is an aggregate which uses vegetable oil. Its pump-injector-technology enables the use of different vegetable oils, thus eliminating the dependency on biogas. But Hans-Jürgen Schnell remains optimistic about biogas' future: In 2020, 9,000 MW of electricity will be generated using biogas, meeting 18 to 20 percent of Germany's electricity demand. ☼



Staying put

For three years, Udo Nitsche has acted against the trend with a cool entrepreneurial overall view. New jobs for the wage intensive leather covering of handbrake levers delivered to Audi, Porsche and Volkswagen were not displaced to the Upper Tatra or to the shores of the Baltic Sea, but to the Swabian Mountains. Hitherto they have made positive experiences. Here, everyone knows everything, except Swabian. Spectacular? The local mayor still does not know the company

TEXT *Hans Seidenstücker*

U. Beutenmüller

Offshoring to the Swabian Mountains

A company acts against the trend — and wins.

Heroldstatt, located between Reutlingen and Ulm on the Swabian Mountains, was part of a prosperous textile and leather industry. Today, names like Kolb & Schüle, Ambrosius Heim or Faber and Becker have been forgotten, and most jobs went to Southern Europe and Asia. A few logistic centres and “factory”-outlets are the only reminders of a once proud manufacturing tradition.

Swabian Secondary Virtue

However, manufacturing expertise and pleasure in handling leather material still exist together with a highly attractive Swabian secondary virtue. “Which factory manager does not dream of a sick-leave below 2.5 percent, low absenteeism, an unexcelled working spirit and excellent teamwork”, raves Walter Schmid, the Managing Director of Dietz-technoplast GmbH & Co. KG. He established the new jobs for leather-covering of handbrake levers and other interior trim within a few months. Especially the introduction of the necessary personnel worked without problems.

Handbrake Levers for German OEMs

Handbrake levers, whose main components are pressure die cast magnesium or injection moulded plastic components, assembled and, if required, provided with decorative surfaces like paint, wood, leather or carbon fibre, are a speciality of the Dietz Group. Important customers are Audi, Porsche and Volkswagen. “With our own leather-covering, we increased our share in the production value chain by an important segment and avoided the otherwise necessary tourism of parts”, explains Udo Nitsche. He is the managing director of Dietz-automotive GmbH & Co. KG. Dietz-automotive has the product competence including assem-

bly, design and programme management. Until establishing its own competences, a German sub-contractor covered the handbrake levers with leather. Further alternatives to the Swabian Mountains would have been to find a sub-contractor in a low-cost country or to establish a production line there.

Expansion of the Product Pipeline

The value-added chain starts at Dietzmetall GmbH & Co. KG, one of the most experienced magnesium casting companies in Germany. Its managing director Wolfgang Kaltenmaier enjoys the expansion of the product pipeline controlled by Dietz. Material stock is no longer tied-up in transit to the leather covering companies. “The ship is thus able to sail hard on the wind”, he says, “and we are able to avoid or at least better compensate variations in demand within the logistics section, for which we are responsible.” Plastic and leather-covered components are delivered by Dietz-technoplast GmbH & Co. KG. Dietz-automotive GmbH & Co. KG undertakes the assembly and organises the overall logistics. The physical distances between the three companies are rather short, and in order to shorten the organisational distances a weekly jour-fixe between the three managing directors as well as an integrated ERP-Software have been arranged. Thanks to a common head of quality management, the three companies have the same understanding of dependability of processes and of delivery quality.

Its Own Leather Covering Facility

Before the company decided to establish its own leather covering facility, leather covering had been outsourced to sub-contractors. With more hand brake levers being leather-

covered year after year, it became obvious about three years ago, that a critical volume limit for a dedicated leather covering facility had been reached. In evaluating the make-or-buy options and whether production should be located in a low-cost-country or in Germany, the Dietz-Group tried to consider all relevant cost-elements and cost-drivers. Besides the well-documented differences in wage levels, these included allowances for the risks of transportation, expenditure for packing, disposal and recycling, expenditure for scheduling, stock management and carryout of orders, communication delays and communication costs, insurance on penalty risk for the deliverer, contingencies for possible bottlenecks, safety in communication e.g. in case of engineering changes, response time in case of engineering changes, expenses for the qualification of the supplier, expenses for incoming inspection, asset allocation to stocks, risk of reworking, asset allocation to investments, long-term trends of factor-costs, innovative competence of the supplier and, last but not least, the strategic targets of management.

No Real Advantage for Outsourcing

Owing to the properties of the given product and due to the typical patterns of logistics in the automotive industry, it became clear that establishing this particular process of leather covering in a low-cost-country would not be as advantageous as previously thought. On the contrary: The meticulous and un-emotional analysis showed that an investment on the Swabian Mountains would pay off after the first year of operation, and that the positive effects of this decision would continue to grow over time. But of prime importance were the low wage costs on the Swabian Mountains. ☼

The challengers

Larger locations, innovative topics and a direct approach to the strong sectors of the region: The leaders of the Baden-Württemberg exhibition business no longer fear their mighty German rivals. A guided tour.

TEXT *Hans Gäng*

Moving On Up

*The leaders of the exhibition business
in Baden-Württemberg climb up the national
rankings — with innovative shows
and global perspectives*



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01



“There are many forward passes for the development of future concepts.”

Gerald Böse, General Manager, Karlsruhe Messe- und Kongressgesellschaft
Karlsruher Messe- und Kongress-GmbH

› **Could the story** on the Baden-Württemberg exhibition business possibly begin in Frickenhausen, a place with 8,831 inhabitants, without a lord mayor and without any exhibition halls? Well, the success story has got to start there, and we shall see why.

For quite some time now, Germany's giant fairs Hanover, Frankfurt and Düsseldorf, yes even Munich, have looked at the south-west as a seemingly inexhaustible reservoir of industrial companies willing to exhibit. Now, however, they are facing serious competition. This has appeared in the shape of new exhibition halls in the state capital Stuttgart, in Friedrichshafen and in Karlsruhe. But not just that. Baden-Württemberg does not want to copy the mistakes of others — namely the idea that concrete and glass are synonymous with successful exhibition business.

Baden-Württemberg wants to keep up with its competitors. It did not satisfy Stuttgart's Minister for Economic Affairs to travel to Niedersachsen and just, year after year, deliver a short welcome speech in front of several hundreds of exhibitors from Baden-Württemberg in Hanover, accompanied by thanks from the local organisers. Even if the thanks were heartfelt. And did come from Sepp Heckmann, a native of Baden and CEO of the Deutsche Messe

in Hanover. Over a decade — and with the support of loyal exhibitors from the south-west — Heckmann has, resolutely and successfully, turned his events into global platforms.

Now Baden-Württemberg's aim is to also offer the region's companies such platforms, benefiting from networks' around the fairs, in particular from the transfer of knowledge and from existing global connections.

Room for Expansion

Following in the footsteps of the country's successful sports clubs, the region's exhibition companies have cleverly sought to strengthen themselves. New CEOs — captains — were brought in from other exhibition centres and are now to lead the team to the Premiership.

Unlike some of their colleagues on the Rhine, the mayors of Baden-Württemberg's exhibition towns are for now giving their captains free rein in approaching new topics and markets. And this on a global level: in order to survive in the exhibition business it takes international clients, exhibitors and visitors.

It was entrepreneurs who taught Baden-Württemberg politicians that this can be done, even when competing against long-

“Lateral thinking, specialising in niche topics and a gut feeling about the exhibitors is our recipe for success.”

Paul Eberhard Schall, Founder and Head of P.E. Schall
P.E. Schall GmbH & Co. KG



standing rivals. Entrepreneurs like Paul Eberhard Schall, founder and head of one of the most successful exhibition companies in Germany, the P.E. Schall GmbH & Co. KG — which is located, lo and behold, in this village of Frickenhausen, right at the foothills of the Swabian Alb.

Using this village, which is known for its passion for table tennis, as a base, Schall plans technology fairs, tailoring them to the companies' requirements. Like his medium-sized exhibitors, he, too, discovered the niches where he could offer more than his competitors. “Lateral thinking, specialising in niche topics and a gut feeling about the exhibitors”, this is how Schall sums up his recipe for success.

The focus was worth the effort, both for Schall and the venue owners who were perceptive enough to simply let Schall do his thing. With Schall's help, the city of Sinsheim has gained international renown via its leading fair for quality assurance, Control. The fair has successful subsidiaries in France, Italy and China. In Germany Schall now seizes the opportunity to expand onto the Stuttgart fairgrounds, on behalf of Control but also for Motec, specialising in assembly technology, as well as for Blech-expo. Schall has worked for the expansion of another exhibition town in Baden- >

01 Left page: Even before the official opening in October, the first events were held at the New Trade Fair Centre
Inka Ziegenhagen



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International Bicycle Trade Fair
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1. – 4.11.

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Exhibition for model train sets and model sport

2008

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International Motor-cycle Exhibition

15. – 17.2.

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International Trade Fair for Fruit, Berries, Hops and Distillation

22. – 24.2.

PFERD BODENSEE

International Trade Fair for Equestrian Sport, Horse Breeding and Horse Owing

5. – 8.3.

ROOF+TIMBER International**

Trade Fair for Timber Construction and Interior Works, Roof and Wall
Exhibition Center: Neue Messe Stuttgart

29.3. – 6.4.

IBO

International Fair for Consumer and Investment Goods

1. – 4.5.

TUNING WORLD BODENSEE

International Exhibition and Event for Car Tuning, Lifestyle and Club Scene

22. – 25.5.

KLASSIKWELT BODENSEE

The Classic Show for Vintage Cars & Motorbikes, Boats and Airplanes

17. – 20.7.

OutDoor

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Programme excerpt.
Subject to change.
*Guest event.
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metres, the well-established Congress Centre and the Europahalle. Böse wants to “link ideas”, as his new slogan points out. Making the most of the region’s potential.

Educating the Elite

“Germany’s elite university, the highest concentration of researchers nationwide, many excellent high-tech companies, an above average regional purchasing power, numerous start-ups — these are forward passes for the development of future concepts”, says the head of the fair who has now accepted the challenge in Baden’s metropolis.

The IT sector is where the Karlsruhe company draws on particularly plentiful resources and sharpens its profile. Learn-tec is an education technology fair which is renowned all over Europe; it has made a guest appearance in Austria and Switzerland and is one event to which others are adding themselves: like the upcoming event in September Safekon, looking at security, access to and control of buildings. Or the Digital Creation Days and, in January 2008, the IT Trans, turning towards IT solutions for local public transport. Further steps towards internationalisation are scheduled to be taken with Resale, a fair putting used machinery on show — an exhibition which over the years has turned into a truly international event with over 120 nations visiting.

To be ready for the future and new areas of business call for good people, not only at the top. Professional training is one thing Baden-Württemberg is good at. And yet again we find ourselves in a meadow in a scenic rolling countryside — in Ravensburg. Baden-Württemberg lays the foundation to ensure a continuous supply of young expert professionals: the University of Cooperative Education (Berufsakademie) training is unique in Germany and combines first-class professional training with practical working experience in companies of the sector. At the school Professor Jörg Beier has developed a dual model which is very attractive for both students and companies in the exhibition business. By now Beier and his concepts are much in demand in Asia as well as in the Gulf region. When looking for new brains, most German exhibition centres have come to turn to Ravensburg graduates. Christoph Hinte, too, has links with

› Württemberg: Friedrichshafen on Lake Constance. Focusing on the processing of synthetic materials, the local Fakuma fair is a must on the agenda of any innovative company in the sector.

Tough Competitors

Klaus Wellmann, who heads the Messe Friedrichshafen, is fortunate to have two more events which help him justify his urgent request for two new halls: “Our expansion plans are based on the strong growth of two international fairs, Eurobike and OutDoor.” These two major events annoy his competitors. Including those in Cologne where he used to live before moving to the Lake Constance. Wellmann is as polite as he is successful: “I am sorry for having to correct you. Friedrichshafen is not in the German periphery. It is in the centre of Europe.” He was asked how he managed to become a serious challenge for the world’s exhibition giants, he who is based in this medium-sized town with only turquoise

lake water acting as a border with Austria and Switzerland and with a view not of skyscrapers but of Upper Swabian cows unhurriedly and blissfully ruminating good mouthfuls of local grass. “No”, is how a high-ranking representative of the Swiss neighbour Messe Schweiz confirms, “we are not afraid of Hanover, not even of Stuttgart, it is Friedrichshafen which worries us, so close and such a challenge to our own shows.” Once the two new halls currently being constructed are inaugurated in Summer 2009, Wellmann, with 85,000 square meters under his feet, intends to climb to eleventh place in Germany’s ranking based on exhibition surface area.

Gerald Böse stands on new exhibitions grounds as well. He, too, has not been there for long. The Karlsruhe Messe- und Kongressgesellschaft’s new general manager wants to go on to the offensive, in communications. A brand new TV system links the three Karlsruhe locations: a new trade fair on an exhibition area of 52,000 square



“Friedrichshafen is not in the German periphery. It is in the centre of Europe.”

Klaus Wellmann,
Head of Messe Friedrichshafen
Messe Friedrichshafen

Ravensburg. This is where he studied and taught before taking over the Hinte family business. The company's headquarters are in Karlsruhe; Hinte does business in a total of 40 fair and congress centres. That encourages flexibility: „flexibility and closeness to the markets are part of our DNA“ is how Hinte describes the secret of his success. The company founder, Christoph Hinte's grandfather Karl, started setting up projects in Freiburg and Constance as early as in 1946/47, right after the war. The father, Karl W. Hinte, headed the firm between 1967 and 2005. Today he is chairman of the supervisory board. The company specialises in fairs addressing a large public audience, such as the Offerta, Hogaka or Publika fairs. Special events focusing on geo-information open up new markets in Eastern Europe: “We have been represented in south-eastern Europe for four years now and have organised specialised fairs in Belgrade, Zagreb and Sofia.”

A good deal further East — towards China — is where another long-established member of the Baden-Württemberg trade scene is orientating himself. Looking for Klaus M. Hilligardt one is more likely to find him in Japan or China than in the headquarters of Business Media China AG, a company he recently founded. In 1982 Hilligardt had founded Mesago, a firm which he sold to his long-standing partner the Messe Frankfurt. This just in order to focus his energy and experience on a new company, which seems to have a promising future: the Business Media China AG, located on Stuttgart's pleasant Feuersee. Hilligardt's daughter Andrea works there, too. It is both the passion of its founder and the financial markets which provide the necessary impetus for the company to play a role in the most dynamic of markets, the Chinese market. The much discussed link between the trade fair and the media worlds is what Hilligardt lives, and, as a



“Flexibility and closeness to the markets are part of our DNA.”

Christoph Hinte, Head of Hinte GmbH
Hinte GmbH

Freude, schöner Götterfunke.



 A flash of inspiration can change the world – and of course the future of a company. From a statistical viewpoint, what tends to happen elsewhere rather rarely is the order of the day in Baden-Württemberg. In no other part of Germany are more ideas per resident produced. Nowhere are so many patents registered. For here in these parts, good ideas are no coincidence. Friedrich Schiller and Robert Bosch already had great ideas here. Their visions still live on today and encourage us never to stand still. So it's no

wonder that Baden-Württemberg is the number one innovation region in Europe. Inventive genius and creative power become an unbeatable combination here. Where the best minds and most industrious hands push progress forward, your investments will also pay off. Do you feel inspired? You can obtain more good information about the advantages of Baden-Württemberg at www.bw-invest.de, tel. +49 (0) 711 - 22 78 70
www.baden-wuerttemberg.de, tel. +49 (0) 711 - 12 30



Baden-Württemberg

Where ideas work.



With its new trade fair, Karlsruhe now has an exhibition area of 52,000 square metres

📷 Drees & Sommer AG



“The times when we had to display typical Swabian modesty are over.”

Ulrich Kromer, Landesmesse Stuttgart's general manager

📷 Landesmesse Stuttgart GmbH

› good Swabian, without talking too much about it. A beauty fair, uranium conferences, outdoor advertising at airports and train stations as well as the partnership with Messe Stuttgart created with a view to “exporting” AMB, the mechanical engineering fair, to the People's Republic — these are the fields this unique Swabian-Chinese company likes to plough.

Smaller venues have also offered surprising and innovative stimulus. Offenburg, for instance, has developed the Geothermie fair, the first exhibition of its kind on this forward-looking topic, the earth's natural heat. The new Oberrhein-Halle is likely to make the fair even more appealing.

The Freiburg Intersolar fair has been doing so well that today this leading exhibition for solar energy has come to outgrow its venue. The fair left Freiburg for Munich whose offer for the event must have been more generous than the Messe Stuttgart proposal.

Bestsellers

In Stuttgart the new fair grounds are now setting standards. The fair's convenient location next to the airport as well as 105,000 square metres exhibition space substantially increase Stuttgart's potential. “The times when we had to display typical Swabian modesty are over. We are not going to sell below our value any more. I am not surprised that some of our competitors are starting to get nervous,” comments Ulrich Kromer, the Landesmesse Stuttgart's general manager. He and his colleague Roland Bleinroth did not give the impression as though they were going to be held up by opening ceremony speeches for too long. They already sold all slots available for 2008, and they want to increase rented space by 75 percent. The 2007/2008 fair agenda announces 24 new events, these include MiNaT (micro nanotechnology) which, together with P.E. Schall's Blechexpo/Schweißtec, proudly celebrated the partial opening of the new fairgrounds. Motek, Bondexpo, Semicon Europe, parts2clean and Composites Europe are also going to be in Stuttgart. Mondo Italia and Slowfood, fairs which address a wider audience, have already made their triumphant debut; Pferd Stuttgart (Horse Stuttgart), Digital Lifestyle and Lust auf Genuss (The Pleasures of Food and Drink), a new international exhibition and cooking festival, are to follow suit. The fair's internationalisation is also to be stimulated.

Bleinroth explains: “Right now 20 percent of our exhibitors are from abroad. In the medium term we are aiming at a minimum of 30 percent.” Stuttgart's important fairs have already gone to the interesting fair markets. Intervitis — for an audience interested in growing vine and fruit — has got satellites worldwide. The technology fairs AMB, R+T and Vision have their Chinese offshoots. The Global Connect exhibition event aims at strengthening the ties between the regional economy and the foreign markets.

Despite the enthusiasm visitors have been showing, Ulrich Kromer keeps his feet on the ground: “Even if we include our new building — our competitors are still considerably bigger.” He is, therefore, looking at the “small but excellent” hightech market. “This is where we are at a decisive advantage over our national and international rivals: we are located right in the heart of the market.”

Drawing strength from regional companies and their innovations, this is the philosophy which has brought Kromer and Schall together, Schall who now successfully manages five tech exhibitions in the state capital. Frickenhausen and Stuttgart are not far apart in terms of kilometres and concepts. The link has made a far-reaching impact though, internationally. ☼

Full Interviews

with Baden-Württemberg fair leaders may be found under www.localglobal.de/bw.

Fairs in Baden-Württemberg

at a glance — A joint initiative of the state of Baden-Württemberg and the region's fairs. The website established by bw-i presents all events in the region. www.bw-fairs.de

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02 local global, Ziegenhagen

01

The Northern Black Forest draws attention in Berlin

Grand entrance More than 2,000 guests celebrate in the capital.

Summer parties are plentiful in the German capital. But Baden-Württemberg's "Stallwächter-Party" made headlines. The Northern Black Forest Region was the focus of the celebration. The recipe for success to impress in the bustling capital: Take a Porsche and add an oversized Bollenhut — one the symbol for technological progress, the other the symbol of tradition — gold plate both and present them together with

a proud Prime Minister in front of Berlin's most prominent sights. Voilà, soon the pictures find themselves on magazine covers. The marketing managers of the region around Pforzheim also solved the riddle of the spectacular message: gold represents the "Golden City" Pforzheim with its tradition and future in design. More than 2,000 guests, among them Chancellor Merkel and other leading politicians, entrepreneurs and interna-

tional guests observed the region's excellence: Celebrity chefs Harald Wohlfahrt, Claus-Peter Lump and Jörg Sackmann as well as entrepreneurs Klaus Fischer, CEO of the world famous nail anchor manufacturer, and Pforzheim's Witzemann-Group demonstrated the region's technological progress. The Porsche was hung on a nail — with a 30 cm long special nail anchor made by Fischer that can hold up to 6.5 tons.

02

Swiss Energy Connection

Renewable energy Exchanging information on current trends.

The annual meeting of two of the most important technology and research regions: Baden-Württemberg meets The Greater Zurich Area. This year it was Stuttgart's turn to host the meeting. Leading representatives of both growth and innovation regions discussed common perspectives — in the development of clusters as well as in the joint cooperation in the field of renewable energy.

Rita Fuhrer, Director of the Department of Economy of the Canton of Zurich, and Baden-Württemberg's Minister of Economic Affairs Ernst Pfister agreed to strengthen the information exchange between the two regions. A particular focus of the meeting were discussions on energy efficiency and renewable energy. For instance, the participants discussed how cooperation with the Swiss energy cluster could be strengthened further.

New Energy Law

Baden-Württemberg briefed the guests on the new energy law passed in July which requires the use of climate-friendly heating. Several initiatives presented themselves at the event: the Paul-Scherrer-Institut from Villingen (www.psi.ch) as well as the Institute of Technical Thermodynamics of the German Aerospace Center (www.dlr.de) and the Center for Solar Energy and Hydrogen Research Stuttgart (www.zsw-bw.de).

03

The Moscow Mole Heading for Hitech

Russian partners The City of Moscow and Baden-Württemberg cooperate.

On 11 July, Moscow's Mayor Yuri M. Luzhkov and Günther Oettinger, Prime Minister of Baden-Württemberg, signed a memorandum on friendship and cooperation between the Moscow city government and the government of Baden-Württemberg in Stuttgart. The document envisions interaction in the economic, trade, investment, research, and technological areas. The sides agreed to facilitate the establishment of links between various organisations. The memorandum also implies exchange of expertise and information, as well as research cooperation. Moscow and Baden-Württemberg will also exchange records in building new and operating the existing transportation systems and will compare notes on city planning and the maintenance of housing and utilities infrastructures.

Moscow's Mayor Luzhkov pointed out the contribution of German high technology for the development of the city of Moscow. Namely he honoured Martin Herrenknecht whose globally-active firm delivered a tunnel boring machine to protect historic quarters of Moscow. Moscow and Baden-Württemberg also plan to establish ties in the healthcare, tourism, culture, and education areas. The Moscow delegation signed an agreement with Stuttgart's Chamber of Industry on technology exchange and business. "It is a strategic step to support our entrepreneurs on the highly attractive Russian market," commented Günter Baumann, chairman of the Stuttgart Chamber. Total exports from Baden-Württemberg to Russia have risen to 3.04 billion euros.

04

Nano Big in Japan

Research & Development Attracting Japanese investors and cooperation partners.

From 9 to 15 June 2007 Baden-Württemberg presented itself as one of the leading nano-technology locations in Europe and potential partner for research and development in Japan. The delegation of representatives of renowned research institutions and companies, was headed by Baden-Württemberg's Minister of Economic Affairs Ernst Pfister. In order to secure growth and safeguard the future, a dynamic development and quick deployment of new technologies in innovative products is indispensable. The global expansion of research and development networks is a central element of every innovation strategy. In this respect, Japan has developed into an attractive location for Baden-Württemberg's companies. For many decades German companies have successfully

sold their products on the Japanese market. However, the country is also increasingly important as an R&D location. The second largest market in the world takes up an internationally outstanding strategic position due to its high innovation potential. Japanese companies and research institutions are particularly interested in cooperating with the highly innovative companies from Baden-Württemberg. Company representatives sought distribution partners in Japan, distribution licenses for Japanese products and new customers. The political delegation held talks with large Japanese companies who have subsidiaries in Baden-Württemberg — for instance, Ishida, Omron and Kyocera.

Strategic Cooperation

The focus was on topics such as strategic cooperation, know-how transfer and the training of qualified employees. Not to be underestimated is the effect of the information exchange between the German participants themselves. The participants realised that in the field of nano-technology the gap between research and application is quite small.

Messe Stuttgart
Key to markets



We connect innovations with the world market.

The new Stuttgart Trade Fair Centre will be inaugurated from 19 - 21 October in Europe's number one region for innovation.

Meeting place for ideas

Baden-Württemberg has more than one address: Several internet addresses for the promotion of exports, for addressing foreign investors, for promoting the state's trade fairs and universities exist. The information and services behind these websites comes from a single source — bw-i, Baden-Württemberg international. Dr. Michael Hagenmeyer, CEO of bw-i, explains the company's services.

INTERVIEW *Hans Gäng*



01

More Than One Address *Marketing Baden-Württemberg to foreign investors*



Dr. Michael Hagenmeyer,
CEO of Baden-Württemberg
International

 BW-i

01

Baden-Württemberg International is located in the "Haus der Wirtschaft" in Stuttgart

 BW-i

What services does bw-i offer to a company wishing to locate in Baden-Württemberg?

In an age of globalisation and increasing competition between economic regions, the promotion of a region's advantages and a comprehensive service for investors is becoming ever more important. In recent years, bw-i has developed a comprehensive service package for investors. These services include location and property offers, continuous support for investment projects, assistance with licensing procedures, advice on support programmes, matchmaking with cooperation partners and service provides and much, much more. bw-i is the first point of contact for all questions on the economic and knowledge location Baden-Württemberg. Every year, we assist numerous companies that are interested in investment, international cooperation and locating in Baden-Württemberg.

Opening new foreign markets as well as supporting companies requires tight networks — in the state and internationally. How do you foster the bw-i-network?

bw-i can count on a network of partners from more than 70 countries. We maintain contact to chambers, associations, service companies, sector institutions, universities

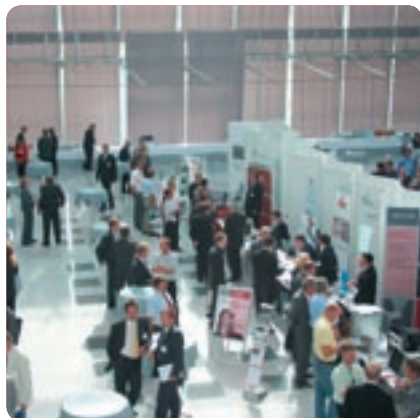
and research institutions as well as state and parastatal institutions. With this network we maintain an active dialogue and exchange of ideas and experiences.

How does the company structure enable you to be the first point of contact for central topics concerning business in Baden-Württemberg's?

Positioning and marketing the economic and knowledge location as well as opening foreign markets for Baden-Württemberg's companies is the basis for the internationalisation of our state, its companies, universities and research institutions and for insuring their success when facing the global competition. For companies and research institutions numerous synergies result by combining these issue areas at bw-i and it enables us to market Baden-Württemberg's diversity. For foreign companies, research institutions and universities bw-i serves as the first point of contact when it comes to capital investment, know-how transfer and locating in Baden-Württemberg.

What will be your most important activities and target regions in the near future?

In the near future we intend to further market the brand economic and knowledge location Baden-Württemberg and its traditional strengths. In addition to the traditional sectors, we will increasingly include future sectors as well as key and cross-sectional technologies like renewable energy, environmental technology, nano-technology, microsystems technology, photonics and logistics. Target regions of our location marketing are Western Europe, Asia (in particular Japan, Singapore, Korea and Taiwan), North America as well as selected countries like Russia, the United Arab Emirates, China etc. In addition, a further focus will be on attracting capital investment by systematically approaching potential investors. Particularly our trade fair presentations at Expo Real in Munich and MIPIM in Cannes serve to present investment projects, as does the specially created website www.bw-estate.de. As a further instrument for addressing foreign investors and providing them with targeted location information we have created the website www.bw-invest.de as well as an e-mail newsletter addressing 40,000 foreign companies. ☼



At the Innovation Fair SMEs, project teams at research institutes and scientific institutions present their newest ideas
MFG

Business Initiative for More Innovation *Baden-Württemberg: Connected celebrates tenth anniversary*

The focus of bwcon's activities lies in information and communication technologies, health care and creative industries. bwcon creates a platform for cross-cutting collaboration between developers, users and investors. By connecting the business and scientific communities, latent potentials are leveraged and public and private promoters mobilised.

Learning From Other Industries

"Connecting Technologies", the newest sphere of action, serves as a driving force for innovations by connecting different technologies and applications together. Oliver Zils, head of the bwcon managing office, sees the initiative as a way to protect and foster Baden-Württemberg's standing as a centre of commerce and industry. Around sixty firms presently have a stake in "Connecting Technologies". bwcon's strives to exchange innovations across heterogeneous technologies and applications. Over 440 IT, media and high-tech companies are members of the business initiative.

Innovative: the Innovation Fair

At the "Innovation Fair" companies drawn from a variety of industries present their innovations in the three categories "Services", "Products" and "Processes". A "Best Innovation Award" is presented in each category. This autumn, around 40 SMEs from the most diverse industries as well as departments and project teams at research institutes and scientific institutions will participate with presentations of innovative products, processes and services. The most exciting innovations will be honoured with the bwcon: Best Innovation Award 2007.

Pushing technology

Ten years ago the business initiative Baden-Württemberg: Connected (bwcon) was set up as a private initiative of companies from the IT and high-tech sector. Today, bwcon is one of Europe's most successful technology networks and the leading business initiative for technology and innovation in Baden-Württemberg.

Contact

The bwcon: Innovation Fair will open at 2 p.m. on 29 November 2007 at the ICS Stuttgart
www.bwcon.de

Trade Fairs + Exhibitions
2007 – 2009

SCHALL
TRADE FAIRS FOR MARKETS.

2007

Control
6th Control China
The Trade Fair for Quality Assurance
26. – 28.09.2007
Exhibition Shanghai/ China

Druck+Form
13th Druck+Form
The Trade Fair for the Graphic Industry
24. – 27.10.2007
Exhibition Centre Sinsheim

Faszination Modellbau
6th Faszination Modellbau FRIEDRICHSHAFEN
Exhibition for Model Railways and Model Sport
01. – 04.11.2007
Exhibition Centre Friedrichshafen

Faszination Modellbau
2nd Faszination Modellbau BREMEN
Exhibition for Model Railways and Model Sport
23. – 25.11.2007
Exhibition Centre Bremen

2008

Echtdampf-Hallentreffen
12th Echtdampf-Hallentreffen
Indoor Steam Engine Meeting
11. – 13.01.2008
Exhibition Centre Sinsheim

Faszination Motorrad
17th Faszination Motorrad
Motorcycle Show The Largest Motorcycle Fair in the South of Germany
08. – 10.02.2008
Exhibition Centre Sinsheim

Faszination Modellbau
14th Faszination Modellbau SINSHEIM
Exhibition for Model Railways and Model Sport
13. – 16.03.2008
Exhibition Centre Sinsheim

Qualitec
8th Qualitec
The International Trade Fair for Quality Assurance
March 2008
Exhibition Centre Jönköping/ Sweden

Motek
4th Motek Schweden
The Trade Fair for Assembly and Handling Technology
March 2008
Exhibition Centre Jönköping/ Sweden

Control
4th Control France
The Trade Fair for Quality Assurance
31.03. – 04.04.2008
Exhibition Lyon/ France

Motek
5th Motek France
The Trade Fair for Assembly and Handling Technology
31.03. – 04.04.2008
Exhibition Lyon/ France

Control
7th Control Italy
The Trade Fair for Quality Assurance
03. – 05.04.2008
Exhibition Parma/ Italy

Motek
7th Motek Italy
The Trade Fair for Assembly and Handling Technology
03. – 05.04.2008
Exhibition Parma/ Italy

2008

CAR+SOUND
15th Car+Sound
The leading International Show for Mobile Electronics
10. – 13.04.2008
Exhibition Centre Sinsheim

Control
22nd Control
The International Trade Fair for Quality Assurance
22. – 25.04.2008
New Trade Fair Centre Stuttgart

OPTATEC
9th Optatec
The International Trade Fair for Future Optical Technologies, Components, Systems and Manufacturing
17. – 20.06.2008
Fairground Frankfurt/M.

Agri Historica
Agri Historica
Tractor meet, parts market, demonstrations
19. + 20.04.2008
Exhibition Centre Sinsheim

Control
4th Control India
The industry Trade Fair for the fields of Factory Automation, Quality Assurance, Metalworking and Plastics Processing, Painting and Powder Coating
July 2008
Codissia Trade Fair Complex Coimbatore / India

Motek
27th Motek
The International Trade Fair for Assembly and Handling Technology
22. – 25.09.2008
New Trade Fair Centre Stuttgart

Bondexpo
2nd Bondexpo
Trade Fair for Industrial Bonding Technology
22. – 25.09.2008
New Trade Fair Centre Stuttgart

Fakuma
19th Fakuma
The International Trade Fair for Plastics Processing
14. – 18.10.2008
Exhibition Centre Friedrichshafen

5. Kölner Echtdampf-Treffen
5th Kölner Echtdampf-Treffen
Indoor Steam Engine Meeting
06. – 09.11.2008
Exhibition Cologne

Polymer Elmia Powered by Fakuma
Polymer Elmia Powered by Fakuma
The International Trade Fair for Plastics Processing
Spring 2009
Exhibition Centre Jönköping/ Sweden

6th Austrotec
6th Austrotec
The Technical Trade Fair for Quality Assurance, Assembly and Handling Technology, Automobile Development, Metalworking
April 2009
Messe Center Graz

Blechexpo
9th Blechexpo
The International Trade Fair for Sheet Metal Working
17. – 20.06.2009
New Trade Fair Centre Stuttgart

Schweisstec
2nd Schweisstec
The International Trade Fair for Joining Technology
17. – 20.06.2009
New Trade Fair Centre Stuttgart

2009



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Supporting synergies
Baden-Württemberg is mainly famous for clusters in the automotive and machine building industries, yet, excellence can also be found in other sectors.

© iStockphoto

MFG Supporting Regional Networks

Initiatives like KREATEK provide incentives to develop regional clusters

In 2000 a study from Roland Berger, the strategy consultants, on the future of industries in the regions identified several high-tech clusters, for example in the areas of photonics and enterprise software. Promoting these clusters, strengthening the networks between their players and making information readily accessible are the principle tasks of MFG Baden-Württemberg, the Public Innovation Agency for Information Technology and Media in the South West of Germany.

As successful innovation is happening more and more at the intersections of different sectors and disciplines by combining Internet technologies with creative ideas, MFG has launched the initiative “KREATEK — Creativity meets Technology in the Regions”. Its aim is to enhance the innovative capability on a regional and

local level by supporting innovative strategies and projects. KREATEK is mainly targeted at regional consortia representing business, research and public administration that are aiming to further strengthen specific competence areas within their region with IT and media.

Award for Cluster Initiatives

The initiative consists of two elements: the first phase is an ideas competition, which started in March this year. At this stage, MFG is seeking smart concepts for regional technology networks and cluster initiatives. The submissions are intended to show a clear positioning as an innovation region and a strategy for the development of relationships, knowledge and entrepreneurship. The six best concepts will be selected by an international jury and awarded a total of 120,000 euros in prize money.

In the second phase KREATEK will be launched in 2008 with a development programme for concrete cooperative projects. In up to four regions regional cluster projects will be supported with a minimum

of 100,000 euros annually over a period of three years.

In both phases of the initiative, MFG cooperates with institutions and innovation agencies from all over Europe: Innovation Norway, Vinnova from Sweden, CSP in Torino, SATSI from Valencia and the Canton of Zurich's Economic Development Department.

Encouraging Expansion

In addition to KREATEK, MFG Baden-Württemberg also manages numerous projects to encourage the expansion of existing clusters. These include events such as the Heidelberg Innovation Forum (www.heidelberginnovationforum.de) for commercialisation of research outcomes, initiatives like the PRIMIUM research network (www.primium.org) for enterprise software solutions and the cluster initiative Visual Computing (www.visual-computing.de) for innovative visualisation and simulation research as well as supporting the privately organised initiative bwcon (Baden-Württemberg: Connected — www.bwcon.de). ☼

Contact

Information about KREATEK:
Philipp Oswald
oswald@mfg.de
www.mfg-innovation.com



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Baden-Württemberg will once again have a strong presence at this year's Expo Real
 Expo Real

International platform

Expo Real is one of the most important international platforms for investments, business and real estate projects. In 2007, the exhibition in Munich will once again be the meeting point for discussions with Baden-Württemberg's economic development agencies. Prime Minister Günther Oettinger presents the highlights the state offers foreign investors.



Exhibitors

on Baden-Württemberg's Joint Stand in Hall B1, Booth 222:

- › Architektenkammer Baden-Württemberg
- › STEG Stadtentwicklung Südwest GmbH
- › Kleiner Rechtsanwältin
- › FC Holding GmbH
- › Wirtschaftsregion Heilbronn-Franken GmbH
- › W.I.H. Hohenlohe GmbH
- › Wirtschaftsförderung Main-Tauber GmbH
- › Wirtschaftsförderung Raum Heilbronn GmbH
- › Kreissparkasse Heilbronn
- › WFG Schwäbisch Hall GmbH
- › Wirtschaftsförderungsgesellschaft der Region Schwarzwald-Baar-Heuberg mbH
- › Zweckverband IN_KOM Südwest
- › Stadt Geisingen Wirtschaftsförderungsgesellschaft mbH Region Ostwürttemberg (WiRO)
- › Stadt Schwäbisch Gmünd
- › Wirtschaftsförderung Nordschwarzwald GmbH
- › Stadt Freudenstadt
- › Große Kreisstadt Horb am Neckar
- › Wirtschaft und Stadmarketing Pforzheim (WSP)
- › schmelzle + partner architekten bda
- › Sparkasse Pforzheim Calw
- › Stadt Nagold
- › Gemeinde Niefern-Öschelbronn

State Reception

hosted by Prime Minister
Günther Oettinger
Monday, 8 October 2007, 6 p.m.,
Expo Real, Munich, Hall B1

Space for Ideas *Presenting investment opportunities to an international audience*

For years, numerous exhibitors from Baden-Württemberg have presented themselves on Expo Real and offer existing properties and project developments to an international audience. In 2007, Baden-Württemberg once again presents itself in the most popular Hall B1. "Baden-Württemberg — Invest in the Best" is the motto of the state's official stand, organised by Baden-Württemberg International. With Heilbronn-Franconia, East Württemberg, Northern Black Forest and Schwarzwald-Baar-Heuberg leading economic regions present themselves on the state's stand. The economic regions Stuttgart, Karlsruhe, Ulm and Freiburg are present at the state's stand, located in Hall B1.

Strong Presence

Potential investors only have to take a few steps to gain an overview of the investment location Baden-Württemberg. The goal of Baden-Württemberg is to present the location advantages and development opportunities the state offers to investors and companies intending to locate in Baden-

Württemberg. The state also seeks to better position the financial and investment location Baden-Württemberg to an international audience. Many activities serve these goals: The website www.bw-estate.de was created specifically for Expo Real. It provides information on the investment location Baden-Württemberg and allows exhibitors from the state to present their properties and projects. Baden-Württemberg International benefits from the advice of Professor Hanspeter Gondring, Head of the Department of Real Estate Economics at the University of Cooperative Education Stuttgart.

Detailed Information

The highlight of Baden-Württemberg's presentation at Expo Real is a presentation of Baden-Württemberg followed by a reception hosted by Prime Minister Günther Oettinger. Foreign exhibitors and visitors will receive detailed information about Baden-Württemberg and receive an invitation to taste culinary highlights during a tour of Baden-Württemberg's joint stands. ☼

Rhine-Neckar Metropolitan Region

Cooperation across borders

The Rhine-Neckar Metropolitan Region is one of the most dynamic regions in Europe. Successful companies and attractive towns create an attractive investment climate.

At its traditional location in Hall C1, booth 132 the Metropolitan Region Rhine-Neckar presents itself as a dynamic business and investment location.

A distinctive feature for the exhibition visitor is the concept of cooperation across state boundaries with partners from the federal states of Baden-Württemberg, Hessen and Rhineland-Palatinate.

Many companies, districts as well as cities and com-

munities, among them ABB, BASF, the cities Heidelberg, Ludwigshafen and Mannheim provide information on municipal and private real estate offerings and opportunities for project development. The aim is to win international investors for investments, projects and services in the Metropolitan Region Rhine-Neckar.

With an expanded and newly designed booth, the Metropolitan Region Rhine-Neckar seeks to gain the attention of international visitors.

The website www.standorte-rhein-neckar.de provides information on commercial sites and commercial properties of the Metropolitan Region Rhine-Neckar.

BLACK FOREST BUSINESS GUIDE

Where Nature Meets Innovation



The Economic Development Corporation for the Northern Black Forest Region represents three administrative districts and 71 cities and communities. For the presentation of this region at Exporeal WFG Nordschwarzwald GmbH has prepared a guide through its industrial real estates. Its

position between the congested areas of Stuttgart and Karlsruhe offers ideal possibilities of networking and cooperation with renowned and world-wide operating companies. The guide provides information on industrial zones, technology centres, business parks and the region's advantages.

To order it contact:

WFG
Nordschwarzwald GmbH
Managing Director
Prof. Dr. Norbert Höptner
Blücherstraße 32
75177 Pforzheim
Phone +49 7231 154369-0
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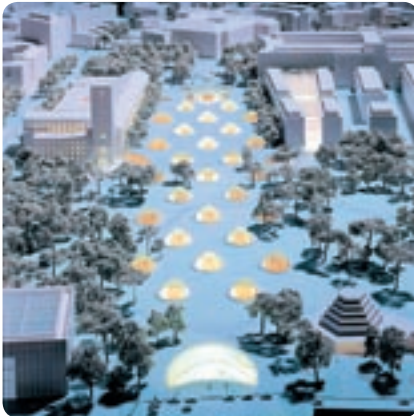


01

01 Stuttgart's new underground central station is set to open in 2020
DB AG/NEXT EDIT

02 Stuttgart's new look — relocating the tracks opens space for new buildings
DB AG/Knauer

03 Since the arrival of the TGV high-speed train in June, Paris is within easy reach
Klaus Nahr



02



03

Project of a Lifetime “Stuttgart 21” is finally moving ahead

Germany's largest infrastructure project

With Stuttgart 21 the city's central station will be replaced with an underground through station and a new highspeed train link to Ulm will be constructed. Journey times will drop significantly. 100 hectares of prime real estate currently occupied by rail tracks will be freed for new building, transforming Stuttgart's downtown.

INTERVIEW *Hans Seidenstücker*

How important is the Stuttgart 21 project for Drees & Sommer?

Of course, a mega project like Stuttgart 21 is special and fascinating in a way different from other projects. Its particular status is determined by the size of the project and by the ties one has developed over decades — naturally one is keen to finally to bring it to its conclusion. And with Drees & Sommer's headquarters being in Stuttgart, there is a special bond. Whether as an employee or a citizen, one lives with the project.

Right now opponents are calling for a referendum on the project. How optimistic are you that things will finally progress?

I have always been very optimistic about the project's implementation, despite all prophecies of it being doomed. This is for a simple reason: If one examines the available alternatives then it becomes clear very quickly that no viable alternative exists. Since an agreement on the financing of Stuttgart 21 was reached in Berlin, I have been even more optimistic.

Do you have projects elsewhere in the world which are comparable in terms of size and financial resources?

In Al-Reem in Abu Dhabi an entire town district is being developed for 300,000 people. Its investment volume exceeds a double-digit billion figure. Our responsibility in that project is the infrastructure. Another big project, with an investment volume of 1.2 billion euros, is construction management for British Rail in Scotland. Here, we are responsible for the entire project. We were also involved in the construction of the high-speed train link Cologne-Rhine-Main. The project's total construction volume was bigger than the figure for Stuttgart 21. In that project we were also involved in higher-level functions as we were in charge of cost and time schedule management. And we were in charge of the complete project management for Stuttgart's New Trade Fair Centre and the expansion of Stuttgart's airport.

Which specific tasks lie ahead of you?

First of all, we need to get the project back into swing. After having had to stop the project twice we are now going to have to build up resources — both inside the company as well externally, with planners and our clients. Stuttgart 21 requires much planning and technical expertise on tunnel construction and topology. The so-called Fildertunnel linking the main train station with the airport will be 9.5 kilometres long. And there are many questions which will have to be answered, like: How to go about to get access to the money? And when? What sort of performance proofs will be required? How are decisions taken? At the same time the project has to continue, that means the official approval of the plans. Preliminary construction meas-

ures will already start in 2008. With the decision taken in July, the project is again taking off at full speed.

Which resources do you require immediately?

By mid/end 2009 we, i.e. all parties involved, ought to have reached the required personnel levels again. It won't be able to go faster because it will not be possible to pass on the knowledge that quickly. The project began around 1988, we joined in 1993. Knowing how much knowledge has accumulated over this period, it becomes obvious that the project cannot be accelerated to full speed overnight.

How is it possible to ensure knowledge continuity beyond individual careers?

Knowledge gets transferred by people. It is important to keep the necessary people involved as long as possible. There has to be

the right mix of mature and young employees. I myself have worked on the project for eleven years. There are colleagues who joined eight, nine or ten years ago. When the project had to be stopped, we distributed the work: from the two people who had permanently focussed on Stuttgart 21 to eight people. This means additional enriching experiences coming over from other projects. We will gradually bring on board more colleagues who have so far been involved in other projects.

How many people will work on Stuttgart 21?

On our side more than 20 people will be involved in Stuttgart 21. With the people working for the client, the DB ProjektBau GmbH, a total of 400 to 500 people work on the planning process. Once construction gets under way, there are probably going to be thousands of people involved. ☼



“If one examines the available alternatives then it becomes clear very quickly that no viable alternative to Stuttgart 21 exists.”

Dr. Jürgen Laukemper, Drees & Sommer
☼ Drees & Sommer

Black Forest Business Park Lahr

Right next to the airport:
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business areas
industrial areas



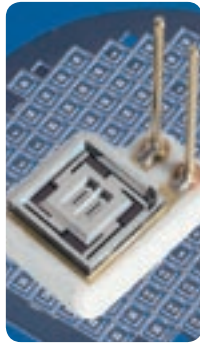
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Schwarzwald-Baar-Heuberg *The Winners Region*

Dynamic development Three districts with almost 500,000 inhabitants — Schwarzwald-Baar, Rottweil, and Tuttlingen — make up the Schwarzwald-Baar-Heuberg region.

A strong business location with an impressively dynamic economy and a high quality of life and leisure opportunities, which calls itself with conviction The Winners Region. The economic structure is notable for its well balanced mix of business sectors. The employment development and industrial stock are above the state average. In contrast, the unemployment rate is significantly less than Baden-Württemberg's average, which is already low. Here the predominantly

small and medium-sized businesses that have grown through their wealth of ideas and their eagerness to invest and innovate find hardworking and qualified personnel. The region possesses a large number of inexpensive sites including rentable areas as well as technology centres and start-up centers. The Institute for Microsystem Technology HSG-IMIT can provide valuable support for technically oriented companies. Schwarzwald-Baar-Heuberg is truly a Region of Winners

and continues to attract many investors who benefit from the excellent economic conditions in beautiful surroundings.

Contact

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www.wifoeg-sbh.de

Ready for the future

The city of Göppingen is an important centre between Stuttgart and Ulm.

Göppingen *Vibrant Business Location*



Göppingen

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www.goeppingen.de

Due to its central location and the excellent transport links, neighbouring regions — particularly along the axis Karlsruhe-Munich — can quickly be reached by train and road via the motorway A 8 and the highway B 10. It takes only 25 minutes to get to Stuttgart's airport and Trade Fair Centre. Companies with tradition as well as young, innovative companies shape the city's economic structure. Göp-

pingen is home to leading global companies like Märklin, Schuler Pressen, MAG Boehringer, Mink Bürsten, Leder Bader, Kleemann and many others. The University of Esslingen's Göppingen branch trains engineers in future-oriented fields. With the Department of Mechatronics and Electrical Engineering, the Institute for Applied Research, the Transfer Centre Microelectronics and the Competence

Network Mechatronics four leading actors in the world of mechatronics are present in Göppingen. Göppingen is a modern city with many cultural offerings and numerous shopping opportunities with a broad selection. All school types are present. Every city quarter has its elementary schools and kindergartens. Sufficient commercial and residential sites suiting different needs exist. A future-oriented municipal policy focusing especially on education, continuing education and support for families make Göppingen an attractive and pleasant location.

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Excellent location

Welcome in Bodenseeland (Lake Constance Region), a region, characterised by real internationality. We, the four nations bordering Lake Constance — Germany, Liechtenstein, Austria and Switzerland — have agreed on a common economic area and cooperation on all levels: cooperation, not rivalry. Synergies, not envy. United, not divided.

01 02

Many innovative projects drew visitors to Bodenseeland's booth at Expo Real — among them Baden-Württemberg's Prime Minister Günther Oettinger

 Bodenseeland



01



02

Invitation to Success

Discover the creativity of the Lake Constance Region



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See for yourself and visit
us on Expo Real in Area C1,
Booth 310.

Bodenseeland - UNITEDINNOVATIONS

stands for internationality, cooperation and networks, and embodies creativity, innovativeness, spirit of research and development dynamics. With more than 200 patents per 100,000 employees the Lake Constance Region is leading in terms of patent registrations. The region has a low unemployment rate and leads in technologies of the future such as environmental, packaging, air and space technology, mechanical engineering, bio- and nanotechnology.

The foundation for these achievements in the field of new technologies has in part been laid by the many visionaries of previous centuries: for instance, Count Ferdinand Zeppelin or Julius Maggi. An unequalled mix of economic power, tourist attractions and natural vitality —these are the hallmarks of the region which surrounds Lake Constance. It is not surprising that people also consider us to be one of the best regions to live in. Recommended for investors and innovators, entrepreneurs, developers and employees. These statements are confirmed by numerous studies. We are modest, we mention only a few of them:

Focus-Money 2007: "The District of Constance is among the 20 most powerful economic regions in Germany."

McKinsey Perspektive Deutschland 2006

(Perspective Germany): "The most satisfied people live in the Lake Constance Region — first place for the region Bodensee-Oberschwaben (Lake Constance-Upper Swabia)."

Zukunfts-Regionen (Future Regions), study conducted by Matthias Horx 2003: "With its unrivalled mix, as a prospering economic and tourism region, but also as a region to live in, the Lake Constance Region counts as one of the European hot spots for investors, innovators and developers."

EU Locational Analysis 2004 published in Manager Magazin: "The Rhine Valley ranks at place 11 of the most attractive high-tech regions in Europe."

As highlights Bodenseeland will showcase a number of interesting projects on Expo Real: The Hegau-Tower in Singen, the Konstanzer Kompetenzzentrum (Constance Competence Centre), the expansion of Vorarlberg's office block "element" and of the Business Park Constance as well as the former factory of the Rieter Werke Constance which is under historical preservation protection. For the first time, models of these projects will be exhibited on our stand.

Things are moving ahead in Bodenseeland. Comprehensive exhibitor and listing of properties online at: www.bodenseeland.info/exporeal. ☼

We don't need many words for one of our most successful regions:

Ulm.

01

The Carl Zeiss SMT AG invested more than 450 million euros in its new facilities in Oberkochen

Carl Zeiss SMT AG

Stronghold for innovation

East Württemberg is a stronghold for patents. Behind Stuttgart and ahead of the high-tech region Munich, East Württemberg is in second place when it comes to the number of patents per 100,000 inhabitants. The consultancy Prognos AG recently underlined the excellent prospects of this "region for talents and patents".



01

East Württemberg *Region for talents and patents*

Contact

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Visit us on EXPO REAL 2007:
Area B1, Booth 222

IN COMBINATION WITH an excellent infrastructure, sectors such as mechanical engineering, process and coating technology make East Württemberg fit for the future. One in five employees work for automotive suppliers. These companies benefit from the proximity to important suppliers and numerous OEMs. Three motorways connect East Württemberg with all large centres in southern Germany and make the region an attractive location for production and logistics.

Fit for the future

East Württemberg is well known as "Photon Valley". Photonics is regarded as one of the key technologies of the 21st century. Experts reckon that more than 30 percent of all electronic technologies will be replaced with optic technologies. More than 50 companies with the global player Carl Zeiss at the centre cover the entire value added chain. They benefit from a unique network of research institutions, skills centres and universities. Companies in East Württemberg not only benefit from the

proximity to the markets, but also from the integration into a network of companies characterised by cooperation and healthy competition. Around 600 actors have joined together in the "Zukunftsinitiative Ostwürttemberg" (Initiative for the Future of East Württemberg) to make East Württemberg fit for the future through 60 concrete projects in the fields of innovation and technology, education and knowledge, labour market and continuing education, infrastructure and regional development as well as economic promotion and location development initiatives.

Its good transport connections, its integration into capable networks and its numerous educational institutions make East Württemberg a highly attractive location. With innovative courses such as photonics or automotive the local University of Aalen's course offerings are targeted to the needs of local businesses. In addition, local companies also benefit from the graduates of the University of Cooperative Education Heidenheim. The university combines secondary education with practical work

experience. With its University of Design, its University of Education, its Centre for Distance Learning and its State School for the Gifted, Schwäbisch Gmünd is a centre of education.

Numerous investment decisions not only by small, but also by large, globally-active companies document East Württemberg's attractiveness — not least because licensing procedures are quickly taken care off. For instance, the Carl Zeiss SMT AG located its most modern development and manufacturing centre for lithography optics in Oberkochen. The company invested more than 450 million euros in the new factory. Voith spent 75 million euros on the Voith Paper Technology Center (PTC) combining several research divisions in a unique manner. In 2008, the company's new, futuristic head office is to follow. And in Aalen MAPAL underlined its commitment to the region by building a new service centre and investing 20 million euros in new facilities for production and logistics. The same is true for the electric power tools manufacturer Fein, which relocated its headquarters from Stuttgart to Schwäbisch Gmünd and created 140 additional jobs in the city. In the same location the Weleda AG intends to invest more than 30 million euros in new factories for the production of cosmetics.

Opportunities for Project Development

In future many projects will continue to be developed in East Württemberg. For these, suitable real estate is immediately available. More than 60 companies have located in the industrial and business park "Gewerbepark Gügling" in Schwäbisch Gmünd — with 140 hectares one of the largest industrial and business parks in the region. Large industrial and business parks with direct access to the motorway exist in Ellwangen and Giengen/Herbrechtingen. In addition, a large number of diverse industrial objects and commercial space is for sale or rent. And with its "Zukunftsinitiative Ostwürttemberg" attractive new projects such as the establishment of a photonics park, a knowledge world and the



02

Advanced research on metals is carried out at the fem Institute in Schwäbisch Gmünd

fem

03

Voith's new head office will change the face of Heidenheim

Voith

02



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expansion of the University of Cooperative Education Heidenheim are being tackled. These are just a few of the projects on East Württemberg's long list.

Schwäbisch Gmünd Changes its Face

Large investments will change the face of Schwäbisch Gmünd. The city, which is part of the Metropolitan Region Stuttgart and has a catchment area of 150,000 people, is undergoing a transformation. On an area of 10 hectares surrounding the train station, a new entry to the city, a convention centre and the city park will emerge. A shopping centre with direct links to the city centre will also be built. Also on the drawing board is a comprehensive development in the area of the train station with a hotel, leisure and service centres. In addition, luxury living quarters are also possible. These plans are being drawn up in light of the implementation of the Landesgartenschau 2014 (Garden Festival 2014). In the coming years, these are to be realised on the basis of an investor invitation to tender. ☼



The planned "Gamundia Stadtentree" on an area of ten hectares surrounding the train station will transform Schwäbisch Gmünd

Stadt Schwäbisch Gmünd

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INGpark Nagold Gäu *Bright prospects for the future*

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Area B1, Booth 120



01



02

01

With an available area of 88 hectares, the INGpark Nagold-Gäu offers sites tailored to company needs

 Nagold

02

Nagold is an excellent location with a high quality of life and highly qualified employees

 Nagold

On the site of a former army barracks, together with six neighbouring communities the city of Nagold has established the industrial park of the future — the Industriepark Nagold-Gäu (ING).

The INGpark is located where the regions Stuttgart, Northern Black Forest and Neckar-Alb meet. With its proximity to Stuttgart, one of the biggest markets is right on the doorsteps. The INGpark has an excellent transport infrastructure — it can be reached via the B 28 and has a direct link to the motorway A 81. It is located just 50 kilometres from the Stuttgart Airport.

The business and industrial sites are quite attractive. A total of 88 hectares located on a scenic mountain range are being developed step-by-step. Currently, several buildings and five hectares real estate on the site of the former army barracks can be acquired. A net area of 18 hectares is al-

ready being used by industrial companies. Adjacent to the former barracks a further ten hectares are currently being developed — tailored to company needs.

The administration of DaimlerChrysler's Sindelfingen plant has confirmed the attractiveness of locating in the industrial park for, among others, second-tier suppliers. The company has assured its support for suppliers to locate within the INGpark. In the past few years, Nagold has not only become the industrial and business centre of the Stuttgart region. The renowned American automotive supplier Wagon Automotive has established a subsidiary here. Thanks to the number of automotive suppliers, Nagold has developed into an attractive automotive cluster.

As the first German city of its size, Nagold had its business-friendly services tested by DEKRA. The Federal Ministry

of Economy selected the county seat as a business-friendly community for small and medium-sized companies. Nagold's administration sees itself as a "one-stop-agency" and offers entrepreneurs a complete service from a single source.

The administration is aware of companies' needs and therefore very popular — be it among strong medium-sized companies, be it large-scale enterprises, be it automotive suppliers, be it the furniture industry. Thomas Eisseler of Wagon Automotive, an automotive supplier that has approximately 500 employees in Nagold, praises "the efficient administration with its quick decision-making processes". Sibylle Thierer, Managing Director of Häfele GmbH & Co. KG, a manufacturer of furniture fittings and architectural hardware with approximately 3,000 employees, highlights "the almost perfect infrastructure and the resulting regional and international logistics advantages". Nagold and its companies attract. More employees commute to Nagold than from Nagold. ☼

INGPARK NAGOLD GÄU

Advantages of the INGPark

- › All sites can be customised to the company's needs
- › The existing buildings on approximately 16 hectares can be used quickly
- › Existing industrial companies facilitate the establishment of business networks
- › Located in the countryside, with panoramic views and vision
- › Reachable "just-in-time" — possible thanks to the new link to the Autobahn
- › Global players in the vicinity, highly qualified personnel just around the corner
- › Efficient company service by a model city recognised for its business friendliness
- › Living and working in the attractive environment of the Northern Black Forest and the city of Nagold.



Facts and Figures:

- › Available Gross Area: circa 88 hectares in lots beginning at 3,000 square metres
- › Coverage Ratio (GRZ): 0.4 to 0.7
- › Floor Space Index (GFZ): up to 2.4
- › Building Volume (BMZ): up to 10
- › Permitted Noise Level during the day: no limits
- › Permitted Noise Level during the night: no limits or minor restrictions on

the maximum permitted noise emission

Site Development:

- › Water Supply: ensured in sufficient quantity, quality and with the necessary pressure via an access and ring network DN 150-250
- › Sewage Disposal: through a modified separate system with sufficient capacity
- › Electricity Supply: 0.4 to 20 KV
- › Gas Supply: natural gas



I|N|G park
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Zweckverband Interkommunaler Industrie- und Gewerbepark Nagold Gäu
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www.ingpark.de

Precision landing

In May 2007 Lahr achieved a coup. Investors selected the city on the Upper Rhine as location for a trade and service centre for Chinese companies. The investors evaluated ten locations in five states before selecting Lahr. Many factors tipped the scales in Lahr's favour — first of all its airport, at which even the world's largest aircraft can land. Other factors were the direct access to the motorway A 5, the excellent train connections and Lahr's high quality of life.



01

A New Hub *Lahr offers prime real estate*

Lahr, a city of 45,000 inhabitants on the foothills of the Black Forest, has undergone many changes in the past decade. In the beginning of the 1990s the Canadian military, which had shaped the city for decades and which had played a vital role for the city's economy. They left many empty buildings and one of the longest runways in Europe. And just recently the city experienced a second shock: The tobacco factory which had produced the (in)famous Roth-Händle cigarettes in Lahr since 1920 closed its doors this spring. But no reason for despair.

Lahr has coped well with the changes the past two decades have brought. Most of the buildings vacated by the Canadian military have found new uses. The former military hospital is now home to the Heart Centre Lahr which opened its doors in

1996 and quickly became one of the leading heart centres in Europe. More than 60 percent of off-pump coronary artery bypass (OPCAB) operations carried out in Germany take place in Lahr. In the past decade, more than 20,000 heart, thorax and cardiovascular operations have been carried out at the centre.

The Black Forest Airport has started operation on the site of the former Canadian airbase. Next to the runway, the 580 hectares large Black Forest Business Park Lahr has started operations, offering excellent transport links with direct access to the airport and the motorway A 5. The business park uses the existing buildings and offers plots of commercial and industrial real estate. With these facilities Lahr is quickly developing into a hub for logistics providers and exporting companies. Lahr's newest venture is a trade and service centre for Chinese companies to be established on the site of the former Roth-Händle tobacco factory. ☼

A growing, young and dynamic city



Changing Lahr's face

Dr. Wolfgang G. Müller, Lord Mayor of Lahr, explains how the city has mastered structural changes and how it has become an attractive investment location.

Lahr used to be the headquarters of the Canadian Forces in Europe and was well-known for its tobacco production. Today both are gone. How has Lahr coped with these changes?

Indeed, Lahr has experienced structural changes. 100 years of military presence have been relegated to the realms of history. Today, Lahr is a growing, young and dynamic city with much innovative strength. Globally-active companies such as INA-Nadellager and the Grohe AG stay committed to Lahr. At the same time, we have developed into an internationally-orientated logistics location. In the Black Forest Business Park we offer the largest contiguous area of commercial real estate in Baden-Württemberg. Well-known logis-

Contact

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www.lahr.de

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Area B1, Booth 030

tics companies have settled here and serve as a magnet. And we have further enhanced our quality of life. Today Lahr is university and flower city, we are the region's education and health centre.

What do you consider to be the specific strengths and advantages of Lahr?

International investors and Lahr's inhabitants can take advantage of a broad range of services. Our excellent multimodal transport connections with an airport at which even the largest planes can land, the direct train and motorway connection in Lahr as well as the Rhine Harbour near Lahr. Our real estate marketing company IGZ offers companies customised commercial real estate.

Citizens of all ages enjoy our high quality of life. They value our educational and family-friendly policies. The city's Städtische Wohnungsbau offers affordable living with new buildings in the city centre. We are currently building the ten million euros project "Living at the Park" located in the city centre's green areas. Top

earners are often drawn to our exclusive hillside locations.

What incentives do you offer foreign investors?

We stimulate investor's interest with our airport and our almost unlimited offering of commercial real estate. We are located in the heart of Europe at one of the continent's most important transport arteries. In addition, our region has numerous research and teaching institutions. We will emphasise the synergies in the field of renewable energy. Our administration and our citizens have much international experience. Lahr has always welcomed newcomers; first the French military and its families, then the 10,000 Canadians living in our midst. Following them several thousand ethnic German immigrants moved to the city. 99 nations enjoy Lahr's attractive lifestyle: To relax in extraordinary park oasis, to shop in Germany's "most flourishing street", and to savour culture and wine in our old town with its special flair. ☼

01

At the Black Forest Airport, even the world's largest planes can land

02

The former tobacco factory is soon to be home to a new trade and service centre

☐ both Lahr



02

Location for International Business

LAHR

We offer you innovative potential:

- multimodal infrastructure
- worldwide logistics
- international experience
- highest quality of life

Lahr. Cornerstones of diversity



Information:

Lahr City Administration

Business Development

Phone: +49 7821 - 910-0730

Fax: +49 7821 - 910-0116

E-mail: wirtschaftsfoerderung@lahr.de

www.lahr.de



Follow the Silver Arrow

*If you pull off
the road in
Stuttgart, you
will discover more
than a century
of car history*

A class excursion

The Mercedes-Benz Museum is about more than presenting cars. Its imposing architecture, right next to the cradle of the automotive industry, leads visitors through 120 years of automotive history.

TEXT *Stefan Brunner*

PICTURES *Mercedes-Benz Museum*



01

01 The C 111 surrounded by the famous "Silver Arrows"

02 The Mercedes-Benz 300 SL is an icon of the brand

03 Passing some Mercedes-Benz aircraft engines, visitors arrive in the 1930s

04 The renowned supercharger cars of Mercedes-Benz



03



02



04

› **Silver Arrows, what else**, guide visitors through this unique building, which quickly became one of Stuttgart's landmarks. Since the 1930s, Silver Arrows — the name of Mercedes-Benz race cars — have led famous drivers such as Stirling Moss and Juan Manuel Fangio from victory to victory. The new Mercedes-Benz Museum is located right next to the parent plant in Stuttgart-Untertürkheim, one of the cradles of the automotive industry. An outer skin of aluminium and glass lends the building an air of transparency and weightlessness. The building's double structure results in two overlapping exhibition levels, which lead the visitor down a spiralling route through the building.

Arriving at the top of the 42-metre-high atrium, visitors are greeted by a rather unusual acoustic signal, the neigh of a horse. The visitors have traveled back in time and have arrived just prior to the invention of the first automobiles. The chronological tour leads through the Legend rooms. Each one presents an epoch based on a central scene: from the invention of the automo-

tive gasoline-powered road vehicle through the emergence of the Mercedes brand, the development of supercharged and diesel engines, the Gullwing car and the short-nose trucks of the 1950s, the growing importance of safety and ecology, the global presence of the brand, to the general theme of racing and record-breaking vehicles in the last Legend room.

Unlike the chronologically ordered Legend rooms, the Collection halls are arranged thematically according to application types. Characteristic of them is the large window facade through which daylight can fall on the exhibits.

More Than Race Cars

Visitors can enjoy a fantastic view from the Collection rooms on the urban bustle surrounding the museum and the woods and vineyards of the extended environs. A well-thought-out media presentation supports the exhibit in all areas, but does not force itself upon the visitor. Appealing to all the senses, it begins with the audio guide, which is handed out to visitors when they

buy their tickets, continues through the projections on the atrium walls which accompany visitors on their way up in the elevator, and is not about to stop at the sound effects that supplement the visual impressions at various points.

Porsche Follows Suit

In 2008, automobile fanatic day-trippers walking through the collection will have to add some horsepower when the sports car manufacturer Porsche opens its new museum in neighbouring Stuttgart-Zuffenhausen. Enrico Müller, spokesperson of the Mercedes-Benz-Museum, does not fear the competition for his museum: "That Porsche is now also starting with a spectacular architectural project underlines Stuttgart's position as the world's leading automotive city." ☼



Mercedes-Benz Museum
Stuttgart-Untertürkheim
Every day except Mondays 9 to 18 h
www.museum-mercedes-benz.com

MARITIM Hotel Ulm



MARITIM Parkhotel Mannheim



4 MARITIM Hotels in Baden-Wuerttemberg

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MARITIM TitiseeHotel

Good Evening, Katsuaki

*Stuttgart has developed into a hip place.
Enjoying a night on the town after a hard
week of learning and work*

Street life

When night falls on the city of Stuttgart the lights in one street are more colourful than in others: the Theodor-Haus-Street becomes one big block party. An almost never-ending row of bars and clubs allow you to dance the night away.

Captivating views

This pulsating city captivates visitors from all over the world by virtue of its unique situation and magnificent panoramic views.

01

The new Kunstmuseum Stuttgart

Stuttgart Marketing

02

Stuttgart Beer Festival

Stuttgart Marketing

03

Stuttgart Wine Festival

Stuttgart Marketing



01

Stuttgart — Exciting Metropolis

Palaces and parks, architecture, art and ... automobiles

Two imposing palaces in the heart of downtown Stuttgart recall its days as a former seat of royalty. Exciting contrasts between historic and modern buildings bear witness to its past and present — so walking through the centre of town is like

taking a stroll through architectural history. But as well as architecture, art also enjoys high priority in Stuttgart. The State Gallery with its first-class art collection is one of Europe's most frequently visited art museums. The spectacular Kunstmuseum



02



03

Stuttgart owns the the most important collection of Works of Otto Dix.

Stuttgart also has a lot to offer in the way of music to suit every taste and can justifiably call itself "world class". In particular, the internationally renowned Stuttgart Ballet and Stuttgart Opera play a leading role in the cultural life of the city.

Shoppers' Paradise

A number of highly interesting museums also attract visitors, especially the Mercedes-Benz and Porsche automobile museums. For entertainment there are also many enjoyable events, such as the traditional Stuttgart Beer Festival (Cannstatter Volksfest), one of the greatest beer festivals in the world, the Stuttgart Wine Festival (Stuttgarter Weindorf) or one of the most lovely Christmas Markets in Europe.

And Stuttgart is a veritable shoppers' paradise. Along the Königstrasse, Germany's longest pedestrian precinct, large, modern department stores rub shoulders with branches of well-known international chains. ☀

CITY-HIGHLIGHTS NOT TO BE MISSED

all year round	International Vaudeville at the Friedrichsbau Variety Theatre
all year round	Pomp Duck and Circumstance, "Restaurant out of control"
until 06.01.2008	Stan Douglas, Exhibition at Stuttgart State Gallery
until 24.03.2008	"Egyptian Mummies", Exhibition in the Landesmuseum Württemberg
until 06.04.2008	"GETROFFEN — Otto Dix and the art of portrait", Kunstmuseum Stuttgart
23.02. - 08.06.2008	"PopArtPortraits", Exhibition at the State Gallery
12.04. - 04.05.2008	Stuttgart Spring Festival
01.05. - 06.05.2007	15th International Festival of Animated Film
07.08. - 10.08.2008	Stuttgart Summer Festival
27.08. - 07.09.2008	32nd Stuttgart Wine Village
18.09. - 21.09.2008	Shopping Festival Stuttgart
24.09. - 11.01.2009	Matisse — "Menschen Masken Modelle", State Gallery
27.09. - 05.10.2008	Porsche-Tennis-Grand-Prix
27.09. - 12.10.2008	163. Cannstatt Beer Festival
19.11. - 23.11.2008	"German Masters", International Equestrian Tournament
27.11. - 23.12.2008	Stuttgart Christmas Market



Stuttgart...

...always a new experience

More information
Stuttgart-Marketing GmbH
P.O. Box 10 44 36 • D - 70039 Stuttgart
Phone +49 (0) 711 / 22 28-0



01

Event location

The Stuttgart region is one of Europe's leading economic and most innovative metropolitan areas. Combined with a unique diversity of cultural, recreational and leisure facilities, Baden-Württemberg's state capital and its surrounding region are an ideal location for congresses and conferences as well as for all kinds of other events.

Conferences and Conventions in Stuttgart

An excellent platform for excellent business

In 2007 the attractiveness of Stuttgart as an events venue will reach a peak with the opening on 19th October of the new exhibition centre, "Neue Messe Stuttgart", which also comprises the ICS International Congress Center Stuttgart: with an exhibition area of 100,000 square metres and highly flexible congress halls and conference rooms for 20 to 4,500 participants and a total capacity of some 9,000 visitors, the new exhibition and congress centre will provide an exceptional range of possibilities for staging events in the most modern of surroundings directly adjacent to Stuttgart International Airport and the motorway.

Unique Locations

These and an outstanding range of numerous other congress centres like the Kultur- und Kongresszentrum Liederhalle KKL in the heart of the city and the unique event locations in the NeckarPark and further conference hotels and locations are presented clearly and in detail, in German and English, in the new Meeting Guide of the Stuttgart Convention Bureau. The 270 competent providers — more than ever before — are proof that Baden-Württemberg's state capital and its surrounding

region are in great demand as a venue for business, academic and political functions. A perfect overview of all facilities and the possibility of online search or an inquiry is also supplied on the website.

The Stuttgart Convention Bureau is a not for profit organisation specialising in the promotion of Stuttgart and the greater Stuttgart area as a destination for congresses, conferences, meetings and events. It provides a wealth of information and advice and assists in planing any kind of event.

Our comprehensive services include:

- › Recommendation of suitable event locations
- › Hotel allotments and booking services
- › City guides and hostesses for all common languages
- › Accompanying programmes
- › Tickets for evening events
- › Transfer services
- › Conference tickets for public transport network
- › Pre-conference and post-conference tours
- › Coordination of professional service partners
- › Tourist brochures for delegates



02

01

The new ICS in Stuttgart is just one of many facilities available for events in the area

02

The new Meeting Guide provides detailed information on congress centres, conference hotels and locations

Contact

Stuttgart Marketing GmbH
Convention Bureau
Stuttgart, P.O. Box 10 444 36
Phone: +49 711 222 82 28
info@congress-stuttgart.de
www.stuttgart-tourist.de



STAATSOPERSTUTT GART

SPIELZEIT 07/08

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HECTOR BERLIOZ

LES TROYENS – DIE TROJANER

PREMIERE 26. OKTOBER 2007

MUSIKALISCHE LEITUNG: MANFRED HONECK
REGIE: JOACHIM SCHLÖMER

WOLFGANG AMADEUS MOZART

LUCIO SILLA

PREMIERE 11. NOVEMBER 2007

MUSIKALISCHE LEITUNG: KONRAD JUNGHÄNEL
REGIE, BÜHNE UND KOSTÜME: OLGA MOTTA

RICHARD WAGNER

DER FLIEGENDE HOLLÄNDER

PREMIERE 25. JANUAR 2008

MUSIKALISCHE LEITUNG: ENRIQUE MAZZOLA
REGIE: CALIXTO BIEITO

FROMENTAL HALÉVY

LA JUIVE – DIE JÜDIN

PREMIERE 16. MÄRZ 2008

MUSIKALISCHE LEITUNG: SHAO-CHIA LÜ
REGIE: JOSSI WIELER UND SERGIO MORABITO

WOLFGANG AMADEUS MOZART

IDOMENEO

PREMIERE 3. APRIL 2008

MUSIKALISCHE LEITUNG: MANFRED HONECK
REGIE: WALTRAUD LEHNER

GIOACHINO ROSSINI

LE COMTE ORY – DER GRAF ORY

PREMIERE 17. MAI 2008

MUSIKALISCHE LEITUNG: ENRIQUE MAZZOLA
REGIE UND BÜHNE: IGOR BAUERSIMA

JUNGE OPER

RICHARD AYRES

DIE GRILLE

DEUTSCHE ERSTAUFFÜHRUNG
3. NOVEMBER 2007

MUSIKALISCHE LEITUNG:
KRISTINA ŠIBENIK
REGIE: ANTONIA BRIX

WOLFGANG AMADEUS
MOZART

ZAÏDE

PREMIERE 12. JUNI 2008

MUSIKALISCHE LEITUNG:
KRISTINA ŠIBENIK
REGIE: FLORENTINE KLEPPER

MARK ANDRE

PILOTPROJEKT WUNDERZEICHEN

PREMIERE 14. NOVEMBER 2007

MUSIKALISCHE LEITUNG:
STEFAN SCHREIBER

DANIEL OTT

PAULINENBRÜCKE

URAUFFÜHRUNG
26. APRIL 2008

IDEE UND KONZEPT:
VEREINIGTE HÜTTENWERKE
REGIE: DANIEL OTT

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Unique heritage

The Maulbronn monastery complex is the best preserved Cistercian monastery in Europe. The UNESCO World Heritage site impresses visitors with its extensive system of water reservoirs and channels, unique architecture and calm atmosphere.

01

The serene atmosphere in the cloister is perfect for relaxation.

📷 Hans-J. Aubert

02

Maulbronn's landmark — the three-tiered fountain

📷 LMZ, Baden-Württemberg

03

Interior courtyard of Maulbronn Abbey

📷 Bildarchiv Staatliche Schlösser und Gärten

Maulbronn Abbey

The best preserved medieval monastery north of the Alps

Contact

Kloster Maulbronn
Information Centre
Phone: +49 7043 92 66 10
Klosterhof 5, 75433 Maulbronn
www.schloesser-und-gaerten.de
info@kloster-maulbronn.de

Opening hours:

1 November to 28 February
Tuesday to Sunday 9.30 a.m. to 5 p.m.; 1 March to 31 October
daily from 9 a.m. to 5.30 p.m.



01



02



03

Maulbronn, the 860 year old, former Cistercian monastery complex, is the best preserved monastery monument north of the Alps. Since being registered as a UNESCO World Heritage site in 1993, it has been one of the most visited cultural monuments in Baden-Württemberg. It impresses visitors with its awe-inspiring architecture and provides a glimpse into the Cistercians' spiritual and economic way of life.

The grand buildings erected by the monks illustrate the rise and flourishing of the religious order and attest to the extraordinary role the Cistercians played in medieval society. The atmosphere in the picturesque monastery yard, the serene atmosphere in the cloister, the interplay of colours and lights on the sandstone walls, and the murmuring sound of the fountain in the fountain chapel enthrall everyone who makes his way to Maulbronn.

The surrounding landscape cultivated and shaped by the monks completes the ensemble of monasterial buildings. After the monastery ceased to exist following the Reformation, Maulbronn became famous as convent school and evangelical theological seminary. Distinguished scholars and men of letters attended school here, among whom Johannes Kepler, Friedrich Hölderlin and Hermann Hesse are probably the most famous.

Maulbronn invites the visitor to relax in serene surroundings. Numerous guided tours through the monastery complex, many conducted in foreign languages, are on offer. Rooms for events (conferences, meetings and small festivities) can be rented. In addition, our extensive programme of specialised tours allows visitors to delve deeper into specific topics and gain detailed insights into the Cistercians way of life. During a guided tour through the countryside our guests can familiarise themselves with the region's culinary specialities, especially its excellent wine.

The Staatliche Schlösser und Gärten care very much about children and have established a special children's workshop, in which children can bake, celebrate or do handicrafts. If you have questions, our information centre will be glad to assist you. We look forward to your visit! ☼

In the "Speckgürtel"

Located in an idyllic setting in the village of Dörnach, 30 kilometres south of Stuttgart, the Landgasthaus zur Linde has made a name for itself.



Every week the "Zur Linde" offers a special menu consisting of three to five courses.

Landgasthaus zur Linde *Fine dining in a wonderful setting*

After working for 17 years in famous gourmet restaurants in the Stuttgart region such as the Speisemeisteri in Hohenheim and the Zirbelstube in Stuttgart, Chef Andreas Goldbach decided to open his own restaurant in 2003 — the "Landgasthaus zur Linde". Only a year after its opening, "Zur Linde" received a prestigious star in the Michelin Guide. A visit of "Zur Linde" is the perfect conclusion to a day spent in the countryside. With the menu changing

every three months, there are always new and surprising creations to discover. "Zur Linde" specialises in regional and Mediterranean cuisine with ingredients procured fresh from local suppliers. An extensive wine list and the expert advice of sommelier Irene Goldbach make it easy to choose the perfect wine to accompany a wonderful meal. Offering space for just 45 guests in a stylish and comfortable setting, booking ahead is essential.



Contact

Landgasthaus zur Linde
Schönbuchstraße 8
72124 Dörnach
www.linde-doernach.de
info@linde-doernach.de
Phone: +49 7127 89 00 66
Fax: +49 7127 88 79 54

Opening hours:
Thursday to Tuesday
from 12 p.m. to 2:30 p.m.
and 6:30 p.m. to 11:00 p.m.
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and Saturday lunchtime.
Credit cards not accepted.
Payment with EC cards possible.

 Hans Seidenstücker



Ancestors Hall



Room of the King

Discover the Hohenzollern history in Sigmaringen Castle!

Once a medieval fortress, the Sigmaringen Castle between the Swabian Mountains and Lake Constance has become over the centuries a grand residence rife with towers, turrets, alcoves and porticos, worthy of its Hohenzollern counts and princes.

Your castle guide will give you a tour through the opulent interiors of the castle and you will hear about the turbulent history of the house of Hohenzollern which has ruled here for generations since 1535.

We also offer special tours for adults and children, which presents the former way of life in the castle, secret chambers and historic themes.

The splendid chambers and halls with their opulent interiors can also be booked for events.

For further information please check our internet address! www.hohenzollern.com



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www.hohenzollern.com
Email: schloss@hohenzollern.com

Inspiring themes

Germany's biggest theme park has developed into a first-class address for conferences and events during the past years. In 1998, Europa-Park has established a concept, which combines efficient conferences with motivating entertainment — Conferntainment.

Conferntainment *Business between rollercoaster and Rhine*

At Europa-Park more than 100 attractions and shows offer fun and entertainment for the whole family. Whether a trip to the stars in the dark roller coaster “Eurosar”, watching a buccaneer attack in “Pirates of Batavia” or a racy thrill ride on Europe's highest and biggest roller coaster “Silver Star”. Afterwards a splashing rafting tour in Scandinavia or an exotic boat trip through the jungle — Europa-Park offers plenty of activities for all age groups. Twelve different European themed areas with their typical architecture, vegetation and culture are spread on an area of 70 hectares.

But it is wrong to think that Europa-Park and its hotels are suitable only as a destination for families or groups of young people. The park is becoming more and more popular as a destination for conventions and events for both business and private parties. Well-known companies from Germany and abroad make use of the attractive offer. In 2006 approximately 1,000 events were organised at Europa-Park.

A Variety of Rooms

Depending on the number of participants and the type of event, an appropriate setting can be chosen. Perfectly equipped conference rooms, modern communication technology and competent service guarantee that each event will be a com-



01



02

01

A panorama-view
over the park

Europa-Park

02

Let us entertain you. The
perfect place to represent

Europa-Park

Contact

Europa-Park Conferntainment
Europa-Park-Straße 2
77977 Rust bei Freiburg
Info-Line: +49 7822 77 6790
conferntainment
@europapark.de

plete success, no matter if it's a conference, workshop or seminar. Europa-Park offers a large number of premises that create an exceptional atmosphere for presentations, speeches, lectures, workshops, seminars, anniversary celebrations, gala evenings and much more. More than 20 conference and function rooms provide space for groups from ten to 1,400 persons.

Sensational Conferences

Each conference is organised with creativity and professionalism, according to the client's wishes and objectives. The Conferntainment ensures perfect preparation and a smooth course of the event by collaborating closely already during the planning stage. No matter if the client wants to organise a specific company statement, a product presentation or a reward and incentive for employees — Europa-Park offers a unique setting, show stars and international artists to create an individual and exclusive event.

The wide range of Europa-Park's first-class culinary specialities creates a cultivated and relaxed atmosphere. Thanks to the large variety of dishes, which can be savoured in each of the European themed areas, also the range of dinner events is increasing continuously. Europa-Park is a fantastic location for all guests who want to combine adventure with culinary pleasures and enjoyment with culture.

Living in Luxury

After an eventful day at Europa-Park, the four 4-star themed hotels offer overnight stays in a beautiful ambience. No matter if the guests stay overnight in the Spanish themed hotels “El Andaluz” and “Castillo Alcazar” or in the Italian 4-star superior hotel “Colosseo”, or in the new 4-star superior hotel “Santa Isabel”, which is designed in the style of an old Portuguese monastery — all hotels offer the perfect setting to relax after a successful day. ☼



01



02



03

Plates and Places

Discover four culinary highlights of Baden-Württemberg

01

Altes Amtshaus Ailringen

Your choice for refined hospitality in the heart of Hohenlohe

Our chef de cuisine Olaf Pruckner and his team, honoured with a star in the Michelin Guide and 16 points in the Gault Millau, offer creative dishes for premium dining in the "Amtskeller", our stylish, elegant arched cellar restaurant. Our wine list features top quality vintages, with a particular focus on German and French wines.

Kirchbergweg 3 · Mulfingen-Ailringen

Phone: +49 7937 970-0

Fax: +49 7937 970-30

info@altesamtshaus.de

www.altesamtshaus.de

Opening hours: Wednesday to Saturday from 6 p.m. to 10 p.m., Sunday and public holidays from 12 p.m. to 2 p.m. and from 6 p.m. to 10 p.m.

02

Panoramahotel Waldenburg

Welcome to an unforgettable stay

To accompany our regional, expertly prepared dishes and our international specialties, we also offer you selected wines from Germany, our European neighbours and further abroad. Let us surprise you with our

broad selection and enjoy yourself and the comfortable atmosphere with our beautiful view of Hohenlohe Land.

Hauptstraße 84 · 74638 Waldenburg

Phone: +49 7942 9100-0

Fax: +49 7942 9100-8 88

info@panoramahotel-waldenburg.de

www.panoramahotel-waldenburg.de

Opening hours: Daily from 12 p.m. to 2 p.m. and 6 p.m. to 9:30 p.m.

03

Sudhaus an der Kunsthalle Würth

A gem high above the roofs of Schwäbisch Hall

Never before in the cultural or culinary history of wine has there been such an immense, high quality range on offer. In our restaurant, you will find a selection of the best regional and international wines excellently suited to our young, gourmet cuisine.

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Phone: +49 791 94672-70

Fax: +49 791 94672-75

info@sudhaus-sha.de

www.sudhaus-sha.de

Opening hours: Thursday to Monday and public holidays 12 p.m. to 2 p.m. and 6 p.m. to 10 p.m.



04

04

Wald- & Schloßhotel Friedrichsruhe

Magic moments of elegance and charm

Located in the heart of a majestic park, you will find the Relais & Châteaux Wald & Schlosshotel Friedrichsruhe, featuring cuisine and service of the highest quality. Here tradition and the contemporary meet in magnificent tranquillity, today's true luxury. The gourmet restaurant, under the guidance of Lothar Eiermann, is a "Mecca" for connoisseurs. In a regal atmosphere, treated to excellent service, our guests can fully enjoy our First Class cuisine and outstanding wines.

Wald & Schlosshotel Friedrichsruhe

Kärcherstraße 11

Friedrichsruhe-Zweiflingen

Phone: +49 7941 6087

Fax: +49 7941 61468

hotel@friedrichsruhe.de

www.friedrichsruhe.de

Opening hours: Daily from 12 p.m. to 2:30 p.m. and 7:00 pm. to 9:30 p.m.

The teams

Be it football in Stuttgart, Karlsruhe and Hoffenheim, ice hockey in Mannheim, basketball in Ludwigsburg or table tennis in Frickenhausen — Baden-Württemberg is home to numerous sports champions and successful teams.

TEXT *Stefan Brunner*

We are the Champions, Again

Sportsmen in the southwest love to win and so do fans

During the Football World Cup Germany's national coach Jürgen Klinsmann, a native of Göppingen (Württemberg) and his assistant Joachim Löw, born in Schöna (Baden) sparked much excitement among supporters. Not only are Baden-Württemberg's coaches very successful, but its teams have also collected numerous trophies. They cause much excitement among sport fans and may make Baden-Württemberg one of the most successful states when it comes to sports in Germany. And its top sports teams have become an important economic factor.

In football, the VfB Stuttgart won its fifth national championship. After 1950, 1952, 1984 and 1994 its players were finally able to once again lay their hands on the coveted trophy. The future looks bright: By participating in the Champions League, the most prestigious club competition in European football, the club enjoys the opportunity to build the foundation for a sustainable future — both on the football pitch and the economic field. "Our marketing experts watch the markets closely and constantly work to benefit from the



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growing foreign interest in the VfB and to position the VfB even better not only nationally, but also internationally", explains club president Erwin Staudt.

At the end of the last season, the Karlsruher SC also found itself in first place. After nine turbulent and rather lean years, the VfB Stuttgart's archrival from Baden was finally promoted again to the First Bundesliga. Supporters look forward to emotional derbies between Baden's top club Karlsruher SC and Württemberg's flagship team VfB Stuttgart.

Hopp Hoffenheim

The promotion of 1899 Hoffenheim is closely tied to Dietmar Hopp, one of the founders of the software giant SAP. His financial support is vital for the club. Hopp is one of the richest Germans. The club's promotion to the Second Bundesliga is viewed only as a first step. The plan, judged by many to be overly optimistic, is the promotion of the village club to the First Bundesliga. Hopp invested 40 million euros into Hoffenheim's new stadium for 30,000 spectators. Hoffenheim 1899 offers companies numerous sponsorship opportunities "from the simple labeling on doors to large banners in the stadium" says Steffen Lindenmeier, the club's spokesperson.

Adler Mannheim became German ice hockey champion of the 2006/2007 season. The team secured its sixth championship and won the cup. For the first time in the history of the German Ice Hockey >

Local Heroes

VfB Stuttgart plays Champions League

The system

Taking business as a model. Just like the region's businesses, the sports club VfB Stuttgart uses innovative management and marketing instruments. "Our marketing experts watch the markets closely and constantly work to benefit from the growing foreign interest in the VfB and to position the VfB even better not only nationally, but also internationally", explains club president and former IBM manager Erwin Staudt.

INTERVIEW *Stefan Brunner*

Mr. Staudt, thanks to its innovative, export-oriented companies, Baden-Württemberg ranks among the top locations worldwide. What has the "company" VfB Stuttgart learned from local businesses?

Erwin Staudt: Just like Baden-Württemberg's businesses we have our roots in the region but are internationally-orientated. Within modern management structures the VfB Stuttgart works with innovative

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The volleyball team of Friedrichshafen won all national and international competitions

 VfB Friedrichshafen

02

Ronny Arendt of Adler Mannheim celebrates the ice hockey championship

 Adler Mannheim

03

About 100,000 fans watched on the Schlossplatz as the VfB Stuttgart clinched the championship during the seasons' final match

 Fisches



02



03

management systems and goal-oriented methods and has an intensive and efficient programme to promote young talent.

What were the most important innovations which paved the way for VfB Stuttgart's success?

As in many other areas, success in sports can rarely be attributed to a single measure alone. Instead, many components have to be fine-tuned, so that a functioning structure emerges. We constantly scrutinise our decisions and try to improve in all areas.

As a result of winning the Bundesliga Championship for the fifth time and qualifying for the Champions League the VfB Stuttgart has gained attention and recognition abroad. What opportunities exist to market your club internationally?

Foreign interest was very high even before we won the Championship. For instance, the transfer of Pavel Pardo and Ricardo Osorio resulted in enormous interest in the VfB in Mexico. And the evolution of our other foreign players is closely watched in their home countries. Of course, the successful season has drawn further attention to our club. Our marketing experts watch the markets closely and constantly work to benefit from the growing foreign interest in the VfB and to position the VfB even better not only nationally, but also internationally.

The example of Gazprom comes to mind. Does the VfB Stuttgart welcome foreign sponsors?

Essentially we are open for and interested in all inquiries. As a result of globalisation it no longer makes sense to differentiate between German and foreign companies. The key question is always if the club's interests and the company's interest can be brought into alignment.

Be it Silvio Berlusconi in Milan or Gerhard Schröder in Hannover — leaders from politics and business are often avowed football fans and like to visit the stadium. How can foreign guests, for instance from China, Brazil or Russia, get those coveted VfB tickets?

The tickets for our home games are in high demand. Tickets for the VfB's homegames can be bought using our online ticketing system. Be it Bundesliga or Champions League, our season ticket sales have reached a record with 25,000 tickets sold and we have waiting lists for our box seats and business areas. Our business centre is among the most beautiful of its kind in Europe. It is a unique communication platform for representatives from culture and business. Of course, we extend a warm welcome to our guests from all over the world, if the capacity is available.

Foreign companies also want to offer their customers, employees and partners some-



"The tickets for our home games are in high demand. We have sold a record of 25,000 season tickets."
Erwin Staudt, VfB Club President

thing special. What opportunities does the VfB Stuttgart offer?

There are many options. From conferences in our business centre to autograph sessions with individual players up to the sponsorship opportunities almost everything is possible. Our VfB Stuttgart Marketing GmbH arranges attractive and customised offers on request. ☺



A stadium much too beautiful for the Second Bundesliga: In the 2007/08 season the Karlsruher SC will finally play in the First Bundesliga again Karlsruher SC

› League (DEL) a team was able to win both the championship and the cup. “We always welcome new partners” says Matthias Fries, the Adler’s spokesperson.

The VfB Friedrichshafen looks back upon the most successful season in the club’s history. The volleyball players triumphed in the cup, the Champions League and the German Championship. Under coach Moculescu, the VfB has progressed from being one of the dominant teams in Germany’s volleyball league to a European champion. Since taking over as VfB coach ten years ago, Stelian Moculescu won 17 of 20 possible titles. “The Arena Friedrichshafen offers an optimum platform to present oneself during home games. The area for sponsors and VIP guests alone provides space for 300 spectators — a good

opportunity, to establish and maintain informal networks” explains Jürgen Hauke, manager of the VfB Friedrichshafen.

Baden-Württemberg’s top basketball team is EnBW Ludwigsburg. During the last season, the club earned second place in the championship and third place in the cup. “Many companies use our VIP area to establish new contacts in a comfortable atmosphere, to offer their guests a special experience or to simply sit in the best seats to enjoy a fast, fair and interesting sport”, says René Beck, the club’s marketing manager.

One of sports genuine “hidden champions” is the TTC Frickenhausen. The small club located in the Neuffener valley south of Nürtingen last season defended its table tennis championship and achieved the double by also winning the German Cup.

CONTACT LOCAL HEROES

Adler Mannheim

Ice-Hockey Champion in 2006/2007
www.adler-mannheim.de

Karlsruher SC

Second Bundesliga, Champion 2007
www.kssc.de

1899 Hoffenheim

Second, Regional League South
Champion 2007
www.tsg-hoffenheim.de

EnBW Ludwigsburg

Second in the National Basketball Championship
www.enbw-ludwigsburg.de

VfB Stuttgart

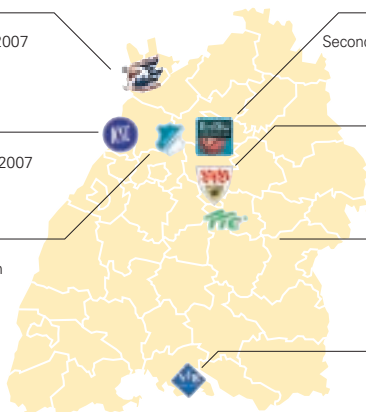
Bundesliga Champion and Cup Finalist
www.vfb-stuttgart.de

TTC Frickenhausen

National Table Tennis Champion
www.ttc-frickenhausen.de

VfB Friedrichshafen

Volleyball Champions League-Winner
www.vfb-volleyball.de



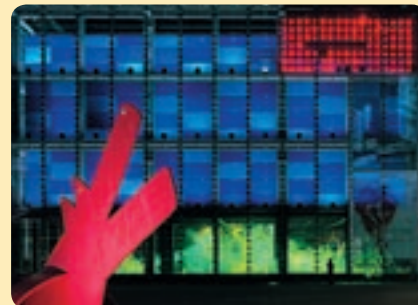
Engineering

Wittenstein demonstrates that one does not have to be located in a major city to become a leader in automation. Wittenstein



Friedrichshafen

Famous for the zeppelin, the picturesque city on Lake Constance remains an innovator. Messe Friedrichshafen



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www.bw-estate.de



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