



Issue Five / October 2009
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Baden-Württemberg
Where ideas work.

Business Baden-Württemberg

ENERGY STRATEGIES

The Southwest Offers New Concepts
to Fulfill Tomorrow's Demands

ECONOMIC INITIATIVES

How the Federal State Relies on Inno-
vation, Education and Foreign Markets

BLACK FOREST ACTIVITIES

It's a Paradise for Active People who
Like an Impressive Nature

EXPO REAL
SPECIAL

THE TOP ECONOMIC
REGIONS OF BADEN-
WÜRTTEMBERG

A flow of creative ideas to dam the economic crisis

Energy Cell Baden-Württemberg

CREATIVITY WORLDFORUM

... where Creativity meets Technology.

Creativity World Forum: The creative German Southwest hosts regions from all over the world

From 30.11. to 03.12.2009, the Creativity World Forum is the meeting place for imaginative regions of the world. Creative entrepreneurs, experts and decision-makers can exchange ideas and network as well as develop business ideas and international projects. Topics will include strategies for location development, new approaches in the promotion of the creative industries and new business models. What makes cities and regions creative? What relevance do the creative industries have? What makes regions attractive to talents? Explore the various possibilities with us.

KEYNOTES

FRANZ FEHRENBACH

CEO Robert Bosch GmbH, Stuttgart



DORIS DÖRRIE

Director, Author and Producer University of Television and Film Munich



HARTMUT ESSLINGER

Founder frog design, San Francisco



30.11. - 03.12.2009

Stuttgart | Ludwigsburg | Germany

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30.11.-03.12.2009 | Stuttgart | Ludwigsburg | Germany



Baden-Württemberg
Where ideas work



MFG Innovation Agency
for ICT and Media

Beyond the Crisis

Quite a number of companies in Baden-Württemberg have written off 2009. They are already looking intently towards 2010, the year in which, hopefully, the big crisis which has hit hard the federal state's record-spoiled, export-oriented economy will be over. There are now hardly any sectors that are still unaffected by the crisis. This issue of Business Baden-Württemberg reports on impulses for new growth. We show how the federal state is realigning itself, drawing on its strengths: innovation and a global outlook.

The IT sector remains one area of growth. This is proven not only by the Böblingen presence of IBM as a future-oriented global player but also by innovative business clusters that exhibit at the state's fairs. The IT industry helps to cut costs, to streamline workflow processes and to open up new markets — which is precisely what is required in this crisis.

There is another sector with potential for growth which is the principal theme in this magazine: the power business. It opens up a varied Baden-Württembergian landscape with landmarks such as the historic beginnings of communal self-sufficiency in Upper Swabia, the new role of solar power and EnBW's European electricity business. Environmentally conscious citizens, companies that are making increasingly efficient use of energy as well as states that invest in infrastructure and in the environment are potential future markets.

And these markets are definitely international. The classical export branches in Baden-Württemberg — automotive, electrical engineering, mechanical engineering — will, no doubt, retain a very good position if they reinforce their commitment to co-operate with and within the new clusters ICT, power, creativity in the foreign markets. There is and will be a global need for ideas that are developed into solutions in Baden-Württemberg, both now and after the crisis.

Perhaps the need for them is more pressing now, to get out of this crisis soon.

Hans Gäng
Hans Gäng
Editor-in-Chief



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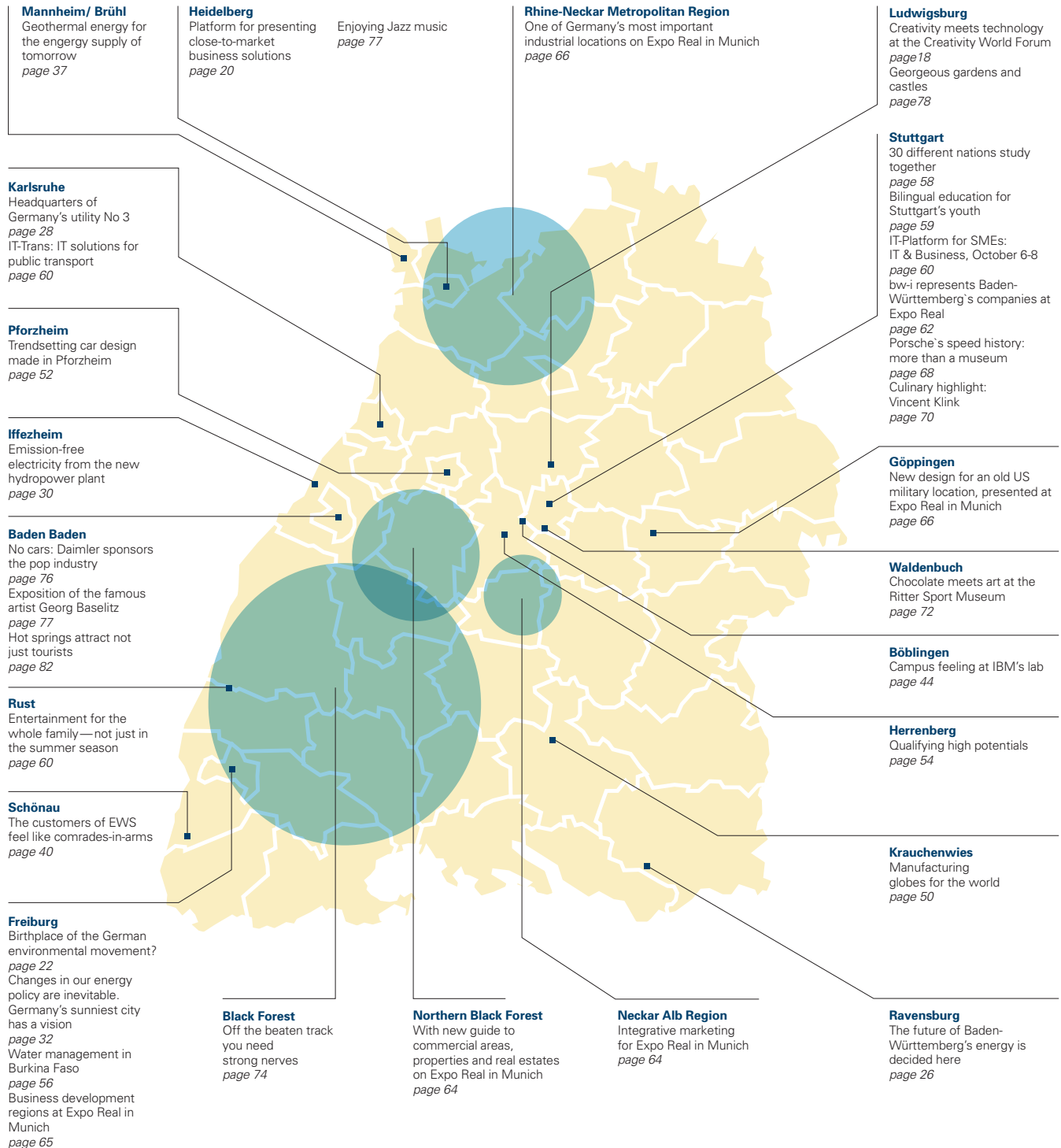
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Clear View

*The Black Forest as one of Germany's
top tourism destinations is rejuvenating*

Body and Soul

Green hilltops, the autumn sun, a wide view down to the warm Rhine river plains and to neighbouring Switzerland's Alps and Alsace hills... The Black Forest offers wellness and leisure opportunities for all generations.

The Myth Lives

Brand emotion quite close to the historical location of the Porsche plant in Stuttgart Zuffenhausen. The new Porsche Museum was opened in the beginning of a year with intensive reflections on the the myth and the future of Germany's world-known sports car manufacturer.



Number One State

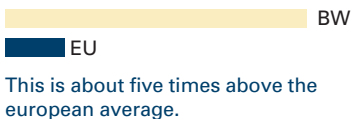
Facts and Figures about Baden-Württemberg



SCIENCE, RESEARCH AND DEVELOPMENT

- › Baden-Württemberg is at the unchallenged European forefront in research. Nowhere in Europe more money for innovations is spent by research and development departments
- › Expenses for research and development amount to 4.2% of the gross domestic product (GDP) — 1.6% from the vehicle manufacturing
- › Domestic applications for a patent 2007: 13,638 (28.5% in proportion to Germany)

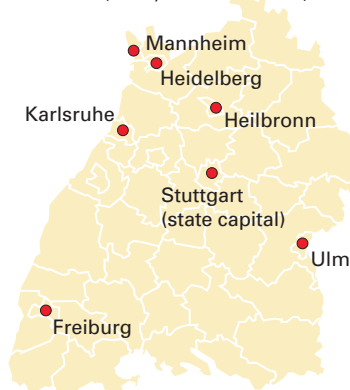
› Out of one million inhabitants for about 500 patents an application is filed every year



AREA AND POPULATION

- › Baden-Württemberg is one of the 16 states of the Federal Republic of Germany and among the third largest in both — area and population — among the country's sixteen states
- › Area: 35,752 km²
Population: 10,755,000 (both almost equivalent to all of Belgium)
- › Population Density: 301/km²
- › Population in proportion to Germany: 13.1%

› The Cities (>120,000 inhabitants)



POLITICS AND ADMINISTRATION

- › Baden-Württemberg is governed by the CDU and FDP parties, represented by Minister President Günther H. Oettinger (CDU) and Minister for Economic Affairs Ernst Pfister (FDP)
- › Foundation on: 25 April 1952
- › Campaign sticker: "We can do everything except [speak] standard German."
- › Baden-Württemberg is divided into 35 districts (Landkreise) and nine independent cities (Stadtkreise). Both of them are grouped into the four administrative districts:
Freiburg
Karlsruhe
Stuttgart
Tübingen

- › Baden-Württemberg shares Lake Constance with Switzerland and the foothills of the Alps with Austria and Bavaria

ECONOMY

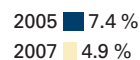
- › Baden-Württemberg is proud of supporting a number of well-known enterprises in the state, for example Daimler AG, Dr. Ing. h.c. F. Porsche, Robert Bosch GmbH (automobile industry), Carl Zeiss AG (optics), SAP AG (largest software enterprise in Europe)
- › A study carried out by Initiative for Social Market Economy (INSM) in 2007 declared Baden-Württemberg was the "economically most successful and most dynamic state" among the 16 states

› Disposable private-household income (in million euros):



LABOUR MARKET

› Baden-Württemberg is a state with a traditionally low unemployment rate:

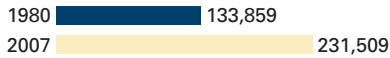


EDUCATION

- › Baden-Württemberg is home to some of Germany's oldest and prestigious universities

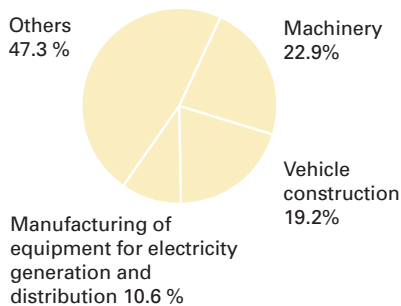
- › Three of six elite universities, out of the national Competition of Excellence, are located in Baden-Württemberg

Students in Baden-Württemberg:



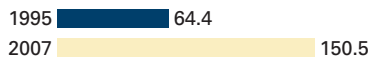
INDUSTRY

- › Industry: Export rate 2007: 49.3%
- › Industrial structure in 2007

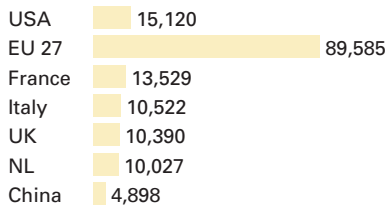


FOREIGN TRADE

- › Total exports (in billion euros):



- › Ultimate destinations for exports: (in 2007 in million euros)



DIRECT INVESTMENTS

- › In Baden-Württemberg from foreign countries 2007: 79.9 billion euros
- › In foreign countries from Baden-Württemberg 2007: 103.2 billion euros

LOGISTICS AND TRANSPORTATION

- › Baden-Württemberg possesses four airports. The international airport in Stuttgart is the sixth largest in Germany
- › Baden-Württemberg's railway system enfolds 3,400 km distance — equivalent to the diameter of the moon
- › Baden-Württemberg's rivers Rhine and Neckar are federal waterways. At their junction in Mannheim one of the most famous domestic ports in Europe is located

GASTRONOMY

★★★★★★★★★★★★★★★★★★★★
 ★★★★★★★★★★★★★★★★★★★★
 ★★★★★

Baden-Württemberg is a gourmet mekka: 53 of its restaurants have received one or several of the coveted Michelin stars — more than any other federal state

www.freiburg.de/wirtschaft



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Next Stop India

With a delegation Prime Minister Günther H. Oettinger and Minister of Economics Ernst Pfister will travel to India from 15 to 21 November. The delegation serves the expansion of economic and scientific contacts to India. This travel is making up for one which was already planned by the federal state Baden-Württemberg but had to be cancelled due to terrorist attacks in Mumbai.

www.bw-i.de

Winter School South Africa

Baden-Württemberg International (bw-i) was charged with the conception and the implementation of a Winter School within the framework of the project "Chamber- and Advisory Network for Women Entrepreneurs—Training and Capacity Building (South Africa and India), regional cooperation (SADC and SAARC) and international networking (CHANCE)" of the InWEnt GmbH.

www.bw-i.de



Focus on Japan

The Chamber of Industry and Commerce of the Stuttgart Region created a Japan Desk. It counsels companies from all over Baden-Württemberg on how to enter the big Asian economy best. Between 9 and 13 November, the desk presents itself at the Foreign Trade Days organized by the chambers in Baden-Württemberg.  James Justin

www.stuttgart.ihk24.de

Act Internationally

This summer Baden-Württemberg has been declared the region that is economically, due to its strong manufacturing base and its exports, most at risk among the German federal states. It has also been called the state with the greatest potential—for nearly the same reasons. Not guesswork but action is called for. And action is being taken by the state's leaders of industry and politics.



 Staatsministerium

Matter is what Counts

*The state relies on innovation, education and foreign markets
—the economic summer in Baden-Württemberg—a blog*

25 May, 3.00 a.m., Stuttgart

The early bird catches the worm. People from Baden-Württemberg take this literally. It is exactly three a.m. when parts of the state's Russia delegation, consisting of 120 heads, meet at the bus terminal Stuttgart—clad correctly, clean-shaven and of surprisingly good humour. There, the shuttle of the Ministries and companies starts to the earliest flight to Frankfurt am Main. The biggest economic delegation ever which left Baden-Württemberg has a lot of plans for Moscow. Thus, it doesn't let a strike at the Airport Stuttgart slow them down. Minister President Oettinger and Minister for Economic Affairs Pfister lead the delegation personally. BWI, the state's agile association for economic promotion, prepared everything in Russia: an exhibition, an economic meeting of the delegation, a cooperation forum where scientific technological projects can be discussed. Dr. Neuland, boss of the state's trade promotion, is impressed by the responses from the companies. He is now planning further major events at growth markets.

27 May, Moscow

Minister President Oettinger inaugurates the new German Centre in Moscow, directly at the banks of the Moskva River. The Federal State bank Baden-Württemberg took over the sponsorship, just like in Singapore, Beijing, Mexico City and New Delhi. The Centre will offer office space and numerous important services for more than 100 companies from all over Germany. The Minister President encourages medium-sized companies to open up new markets, even in difficult times: "The Centre offers the best conditions for succeeding at the Russian market, which is more and more embattled by international companies."

Gabriele Greiner, manager at the LBBW who is responsible for the German Centres, later talks about the already big demand for renting in Moscow. She also reports about the fact that hardly any German company in other German Centres gave up during the crisis. So the concept to give calculable and thoroughly organized outposts at emerging markets to medium-sized companies bears fruits, also in the crisis.

June, Stuttgart

Many talks with people in the companies. The younger managers don't remember 1993 and the last big crisis of the industry in Baden-Württemberg—automobile, electrical engineering and machine building. The crisis in spring was all the more dramatic to them. Party responsables say that the supply chains in Germany could be endangered. Engineers in big industry, who work at the development of new products with high pressure, report that they talk with their suppliers rather about imminent bankruptcy, payment in advance and shareholdings than about innovative technological specifications. "It gives us a lot of trouble to stick to our ambitious schedules." And finally numbers: the statistics agency Baden-Württemberg looks back to the first quarter. Baden-Württemberg got off lightly with regard to employment numbers. The reduction of jobs amounts to 16,000 employments in industry—there are still 5.56 million jobs all in all. Short-time work is widely used by the companies in the region: 6,600 companies with almost 212,000 workers called upon the help of the labour administration already in March: the companies are being unburdened. But this also means less money for employees. The know-how of the specialists, who were needed urgently only a short while ago, remains in the company. With an un-

employment rate of 5.1 percent, Baden-Württemberg is the federal state with the lowest unemployment rate after Bavaria.

11 July Stuttgart/Wolfsburg

The waves break high and the whole nation is extremely interested in the decision concerning the position of Porsche and Volkswagen. Both companies have their roots in Baden-Württemberg, just like the founding families. In the heat of the moment, it is sometimes ignored that the Volkswagen group, with the Audi plant in Neckarsulm, has been part of the state's incredible automobile history for a long time. Of course, it doesn't leave anybody cold—especially within the workforce and the customer group—when Wendelin Wiedeking announces his retirement and gives over the steering wheel, during heavy rainfall, to Michael Macht, the former production manager. And to the true Swabian Martin Winterkorn, who now leads the Volkswagen AG. In contrast to his colleague Wulff from Lower Saxony, Minister President Oettinger doesn't have any shares in the company, literally. Now, the company has the chance to close the gap on global market leader Toyota. The automotive suppliers in Baden-Württemberg can also profit from growth. And he says: "The legend Porsche is secured in the long-run."

*With an unemployment rate
of 5.1 percent, Baden-Württemberg
is the federal state with
the lowest unemployment rate
after Bavaria.*



SMEs can deliver to Azerbaijan in the areas of engineering and plant construction, especially when it comes to the subject energy efficiency.

Minister President Günther H. Oettinger, State President Ilham Aliyev and retired State Secretary Otto Hauser in Baku

Staatsministerium

22 July, Stuttgart

Minister for Economic Affairs Pfister, Minister President Oettinger, Minister for Research Frankenberger, Festo CEO Veit, Prof. Messerschmid from the University of Stuttgart: it is a big group that gets together in order to announce the results of the innovation council. The committee of high-ranking members from politics, companies and science, worked out a number of proposals how to guarantee the state's position in international technology competition by having initiatives in educational policy and the companies. The most important and most surprising: the state creates immediately 500 jobs for alumni from MINT courses—mathematics, computer science and natural science. Young engineers in research programmes that are oriented towards the economy. This shall set a signal: it is not a mistake to study natural sciences—not even during the crisis. The aim is to bring industry even closer to campus than before. An innovation forum shall give new impulses virtually and transfer knowledge to the SMEs. Minister for Economic Affairs Pfister focuses on the long demographic perspective: “There will be 280,000 specialists less in 2015, and 5,000,000 less in 2030. We have to strengthen dual vocational training.”

11–14 August, Baku

For the first time, a business delegation from Baden-Württemberg visits Azerbaijan, which is rich in oil. “The country belongs to the world's economic regions with the strongest growth.” That's how Minister President Oettinger explains the voyage,

with which he also follows an invitation of state president Ilham Aliyev. Hans Dieter Frey—the architect of foreign trade in the Ministry for Economic Affairs—reports to a radio station about the qualities that medium-sized companies can deliver to Azerbaijan in the areas of engineering and plant construction, especially when it comes to the subject energy efficiency.

3 September

Currently, every politician all over the world would like to announce such investments: world market leader Bosch finally gets the location Renningen-Malmsheim near Stuttgart. Military premises shall be turned into a new location for development and research, which Bosch plans for 1,100 members of staff all in all. The global player with a workforce of 114,000 will coordinate its global research activities from here. Franz Fehrenbach, Bosch's chief, explains the plans in front of the journalists in the small municipality. The state knows what this investment implies. Oettinger: “The federal state government wants Baden-Württemberg to stay a significant automotive location. This will only be possible, if the car of the future is being researched and developed here.”

24 September

After the IAA and some visits at suppliers from Baden-Württemberg, there's a meeting in the evening of the Foreign Trade Councils of the Chamber of Commerce and Industry of Stuttgart region. The atmosphere is marbled like a good Black Forest ham. The companies hope that new impulses arise—especially from abroad. Here,

the main focus lies on China and India. The next delegation from Baden-Württemberg will visit India. The demand is high. The entrepreneur Andreas Lapp, initiator of numerous German-Indian business encounters, encouraged companies, in a former issue of Business Baden-Württemberg, to continue to work at the Indian market intensively. Now the companies report at the IAA and in the Chamber that they reached the first positive impulses at the markets of India, China and Brazil. Ulrich Walker from Daimler AG sparkles with sensational sales numbers as boss in the Far East, is the president of the committee. Walker analyses: “In these countries, new middle classes develop, who are a buoyant market for premium products from Germany and especially Baden-Württemberg, in spite of the crisis.”

29 September

The final announcement of the summer blog, just before printing Is it now business as usual? The trade journal “Handelsblatt” publishes a prognosis—it was developed by Europe's leading institute Prognos. Baden-Württemberg—which was regarded as being at the verge of breaking down due to its industrial structure, according to some media and competitors—has a splendid position. “The so-called province has a future. Many small but powerful cluster regions, such as Biberach, Esslingen, Tuttlingen and Rhein-Neckar-Kreis, got their place among the top 20 of 413 municipalities and cities. The ‘Ländle’ is Germany's top region for sunrise clusters. According to Prognos, it has the best chances for the future after the crisis.” ☼

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Close Connections

It is in Baden-Württemberg where the Danube rises. As number one exporting state among the federal states, Baden-Württemberg has traditionally maintained close contact with South-East Europe. A large number of companies in the state do business with countries along the Danube. With the Danube Strategy, Baden-Württemberg's minister for European Affairs Wolfgang Reinhart wants to give new momentum to the close cooperation with countries in South-East Europe.

INTERVIEW: Hans Gäng

The Danube Strategy

Baden-Württemberg promotes the cooperation with the Danube region

Minister Reinhart, it has been some time that you have been standing up for a Danube Strategy that promotes cooperation with the Danube region, both in Brussels and in the whole of Europe. What is such a pan-European strategy about?

Supported by a EU strategy, the Danube region can make much better use of its large potential than in the past. All regions along the Danube, starting from the Black Forest to the Black Sea would will be benefiting. This strategy that was introduced by us has as its aim to make the Danube region more visible on a Pan-European stage. We want to take into consideration the economic, cultural and historic characteristics of the Danube.

How did you make yourself heard in Brussels?

The state of Baden-Württemberg has been working for years on the project, especially towards convincing European institutions, the European Parliament, the European Commission and, not least, the European Council. Recently, on 6 May, we organized the Danube Summit in Ulm, which was at-

tended both by high-ranking members of the government of the Danube regions as well as by the EU Commissioner for Regional Policy Danuta Hübner. The participants signed a declaration that will further enhance cooperation.

In Brussels we also organized two important conferences on the Danube area in the state representation; this was another contribution to draw attention to the area in the European institutions.

What does it mean in practice that the European Commission now formally supports the project of Baden-Württemberg?

Currently there is a discussion in Brussels about the general reorientation of the European regional policy. The fact that the European Commission recognizes the Danube region as a special macro region allows an intensified cooperation in all areas, economy, transport, environmental matters and energy issues, culture and tourism. It also means that the European Commission supports the role of the Danube area as a link to our Eastern and South-Eastern neighbours. Based on this heightened perception, a se-

ries of European initiatives is sure to follow, this may extend to purposefully supporting cooperation with the Danube region.

What are your expectations and what sort of momentum is there to get substantial cooperation projects under way by 2010?

In the coming months and years the state of Baden-Württemberg intends to advance cooperation with our national, regional and local partners in the Danube area. I would like to see the Danube area to take a big step ahead towards further EU integration by the first half-year 2011 when Hungary will hold the presidency of the European Council. We will continue to cooperate actively with the European Commission and will be a reliable partner for the Commission when it comes to working out a strategy for the Danube area.

It is important that through the foundation of the Council of Danubian Cities and Regions on 11 June in Budapest a platform on a regional and municipal level was created. This means that now municipalities and regions may jointly present their interests in Brussels.

MAP THE DANUBE RIPARIAN STATES



ÖÖTourismus/Heilinge

Currently, the Danube Region, too, is being hit by the economic crisis. How do you see the region's economic potential in the mid-term and what chances does it offer for Baden-Württembergian companies?

The states in the Danube are feeling the impact of the crisis very strongly. Like Baden-Württemberg, the Danube area is in particular home to many small and medium-sized companies. If we cooperate well and take joint action against the crisis now, this may enable us to be very well-positioned with our local partners in the mid-term. By strengthening our economic ties towards the area everybody will benefit.

What sort of platform is Baden-Württemberg going to create and support in order to advance the politico-economical and entrepreneurial dialogue about the region?

We have done very much for the internationalisation of our state, of its companies, universities and research institutions as well as for their success in international competition. We will pursue this goal single-mindedly in the future. There are already many important platforms and institutions that have committed themselves to promote economic interests in the region. Our agency Baden-Württemberg International in particular is working hard to position and market our business location with the benefits it offers in terms of science and research; it also aims at opening up new markets for firms in Baden-Württemberg.

The Chamber of Industry and Commerce has a Centre of Excellence that assists

our companies in this area. Furthermore, there is a mixed state commission that discusses economic questions as central points on the agenda.

Also the foundation of the European Danube Academy in July 2008, which is part of a network and linked to many academic institutions in the Danube area, creates an opportunity, notably in the field of science, to strengthen ties within the network. ☼

“By strengthening our economic ties towards the area everybody will benefit.”

Wolfgang Reinhart,
Minister for
European
Affairs

bw-i





High-class Event

The Creativity World Forum is the major meeting for the global creative industries and regions. This year the forum will be held in Baden-Württemberg for the first time.

The main speakers:

-  **Franz Fehrenbach,**
CEO Robert Bosch GmbH,
Stuttgart
-  **Prof. Hartmut Esslinger,**
Founder frog design,
San Francisco
-  **Prof. Dr. Dr. Karlheinz
Brandenburg,**
Director Fraunhofer
Institute for digital Media
Technologies
-  **Prof. Doris Dörrie,**
Director and Producer,
University of Television
and Film Munich
-  **Esko Aho,**
Executive Vice President
Nokia Corporation, Finland
-  **Prof. Tobias Wallisser,**
Chair in innovative spatial
Structures and digital Design
at Stuttgart State Academy
of Art and Design

Art Works

*Creativity meets Technology
at the Creativity World Forum
in Ludwigsburg*

From Monday, 30 November until Thursday, 3 December 2009 creative entrepreneurs, experts and decision-makers will be rubbing shoulders in Ludwigsburg to exchange ideas and develop international projects. On 30 November the curtain will be raised by representatives of the political scene. Core of the meeting will be a congress on 1 and 2 December.

The Creativity World Forum will feature prominent participants from a wide range of creative sectors and regions and will include as speakers Nokia Executive Vice President Esko Aho, Bosch CEO Franz Fehrenbach, IBM (Germany) CEO Martin Jetter, Doris Dörrie and inventor of MP3 Karlheinz Brandenburg. Talks will be complemented by five parallel panels of multinational experts. The agenda focuses on strategies for location development, new

“The Creativity World Forum generates ideas — this is where leading, creative experts from all over the world meet and reveal their secrets, how they develop ideas and how these are then turned into technology and business models.”

Klaus Haasis, CEO of MFG Baden-Württemberg

approaches in the promotion of the creative industries and new business models: What makes cities and regions creative? What relevance do the creative industries have? What makes regions attractive to talents?

Handwerk International, a partner of Enterprise Europe Network, will organize a cooperation exchange programme on both days. The creative arts, music, films and theatre performances, will no doubt contribute additional inspiration. On 3 December, a trip through the creative regions of Baden-Württemberg will conclude the forum when 150 participants will be given the opportunity to visit companies and organisations in the Stuttgart region, the Metropolitan Region Rhine-Neckar as well as in Technologie Region Karlsruhe. The

CWF is the annual meeting of Districts of Creativity, an international network of creative and innovative regions. Flanders, Baden-Württemberg, Rhône-Alpes and Nord-Pas de Calais, Lombardy, Catalonia, Scotland, Tampere, Oklahoma, Québec, Karnataka, Shanghai and Qingdao have been working together within this framework since 2004. The European Union supports the CWF 2009 as part of the CIP programme to promote competitiveness and innovation.

The Creativity World Forum will be hosted by the Baden-Württemberg Government and organized by the Ministry of Economics and the MFG Baden-Württemberg mbH, the Public Innovation Agency for Information Technology and Media.

“The Forum is an opportunity for the State to present Baden-Württemberg as a region of innovation and as a location of the creative industries to a national and international audience of experts”, comments Ernst Pfister, the Baden-Württemberg Minister for Economics, who will be opening the Forum. ☼

Contact

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www.cwf2009.de

Where Creativity meets Technology

Located in the heart of Europe, Baden-Württemberg boasts leading European clusters in ICT. Germany's South-west is also a hotbed of creative hearts and minds across all sectors, be it music, film, art, design, architecture or publishing.

For more than 13 years, MFG Baden-Württemberg has been increasingly successful in bringing together creative industries and the technology sector, connecting what belongs together: developers and producers, designers and engineers, visionaries and investors, universities and enterprises, business and policy-makers – because Innovation needs Networks.



About MFG Baden-Württemberg mbH

MFG is among the leading Innovation Agencies in Europe, focussing on Information Technology, Software, Telecommunication and the Creative Industries. By networking the creative and the technology sectors, MFG strengthens Baden-Württemberg as a business location, supports cooperation in Europe and enhances collaboration in global value chains. MFG's specific focus lies on users of information technology across all sectors and their buyer potential. With services certified according to the ISO 9001 standard and more than 100,000 technology relationships, MFG pioneers the systemic innovation management in the context of public private partnerships.

MFG Baden-Württemberg mbH

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Innovation Agency
for ICT and Media

IT Platform

Since 2005, the Heidelberg Innovation Forum has provided IT researchers and developers with a platform for presenting close-to-market business ideas and solutions to potential investors and cooperation partners.

Spotlight on Visual Computing

*Heidelberg Innovation
Forum 2009 focusses
on visualisation and
simulation*

With its focus on visualisation and simulation technologies, this autumn's Heidelberg Innovation Forum will address yet another topic that is almost certain to attract considerable interest among investors and business leaders—especially in times



Klaus Haasis, CEO of MFG Baden-Württemberg, is one of the founder of Heidelberg Innovation Forum

 MFG Baden-Württemberg

of economic crisis. As an interdisciplinary technology, visual computing opens up a broad range of potential applications: for automotive manufacturers to design new car bodies in virtual space, for physicians to plan surgical operations using 3D graphics and for urban planners to simulate traffic flows. At the Heidelberg Innovation Forum, to take place on 20 October 2009 in Heidelberg, 34 close-to-market business ideas dealing with the wide range of visual computing will be presented by researchers and start-ups. The best business idea will be presented with the 'bwcon: award' during dinner at the Palaiz Prinz Carl in the old town centre of Heidelberg. The keynote speech will be held by Ruprecht von Buttlar, Director of Connect Springboard Programm.

Innovations for IT and Media

The Heidelberg Innovation Forum, is staged every year and has been jointly organised by European Media Laboratory of SAP co-founder Dr hc Klaus Tschira and MFG Baden-Württemberg. MFG is one of Europe's leading innovation agency for ICT and media, focusing on information technology, software, telecommunications and creative industries. It is committed to networking the creative and technol-



IT Solutions on their way to the market. At the Heidelberg Innovation Forum sciences meet business

 MFG Baden-Württemberg

ogy sectors with the goal of strengthening South-West Germany's economic position and promoting cooperation on an European and global level. To promote the consistent utilisation of these spearhead technologies, MFG Baden-Württemberg has initiated the "Visual Computing Baden-Württemberg" cluster. With its network of 22 universities, colleges of higher education and institutes as well as more than 130 software development and service companies, the cluster is a source of important momentum that will accelerate innovation. ✨

EICI EUROPEAN INTEREST GROUP ON CREATIVITY AND INNOVATION

Creativity and the Creative Industries are closely linked to Europe's innovation potential. The European Interest Group on Creativity and Innovation ("EICI") connects local and regional stakeholders that foster this relationship in order to make

Europe's economy more competitive and sustainable. Its vision is to act as a platform linking local, regional, national and European initiatives that promote the cause of the creative industries and innovation. The EICI was initiated in 2009 by the

MFG Baden-Württemberg together with Europe's leading creative associations and regions—including Baden-Württemberg (D), Piedmont (I), Rhône-Alpes (F) and the West Midlands (UK).

www.creativity-innovation.eu

Heidelberg Innovation Forum

Date: 20 October 2009

Venue: Studio at Villa Bosch, Heidelberg

www.heidelberg-innovationforum.com

Wirtschaftsregion Südwest

Doing business at the tri-state corner

Trinational Entity

Located in the very South-West of Baden-Württemberg, the "Region Südwest" has grown to form a dynamic, cross-border trinational entity. Its recreational value is plainly unbeatable due to the varied landscape. And it is interesting for businesses.

Among the strongest businesses are the traditional chemical and pharmaceutical industries, but there are also the textile, mechanical engineering, and the aluminium industries, the latter with an aggregation of skills and knowledge unparalleled in the country. Added to these are strong suppliers to the automotive industry as well as the economic sectors tourism and health. Companies appreciate the proximity of

two international airports; the EuroAirport Basel-Mulhouse and the Zurich airport. The region is also well known for its culinary specialities. Due to the trinationality people in the region can indulge not only in the regional cuisine, but also in the French and Suisse just across the boarder. In addition the region is home to many large food corporations as well as world class small and medium sized companies which manufacture regional products of the highest quality. The wine for example produced in this region is ranking with wines from France and Italy and the beer has international standing. The famous Milka chocolate is produced in Lörrach by Kraft Foods. But also in the production of jam or cheese, ham or bread, the region is famous for being the top culinary region in Germany. ☼

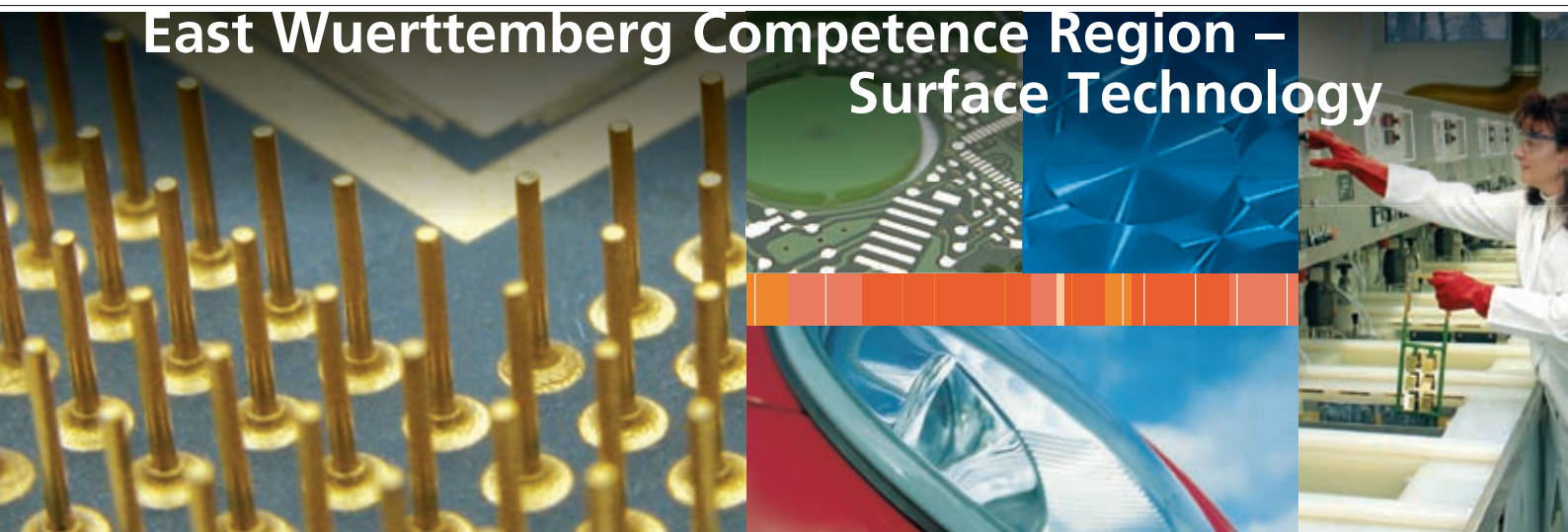
Wirtschaftsregion Südwest:
Bridge building between the countries
Wirtschaftsregion Südwest GmbH



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East Wuerttemberg Competence Region – Surface Technology



The numerous research and transfer institutes, educational and training centres, associations and companies located in East Wuerttemberg, some of which operate and are known at international level, make it an important competence region in the field of surface technology.

The constant expansion of this technology cluster allows the region of East Wuerttemberg to offer investors an exceptional environment with compelling location advantages.

Find out more at

www.ostwuerttemberg.de

www.ostwuerttemberg.de/oberflaechentechnik

WIRO

Economic Development
Agency for the Region of
East Wuerttemberg

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Eco Home

Freiburg may justifiably claim to be the birthplace of the German environmental movement—with a long-standing local environmental policy, civic participation and sustainable city and transport planning.

TEXT: Nicole Horstkötter

Green Cluster

Freiburg: approaches to sustainability

Freiburg is, definitely, on the road to becoming a sustainable city. It is also a centre for scientific research. The city's university has been expanding its department for natural and applied sciences, research institutes are linked to the industry, including tech companies. By providing particular support for innovative growth industries such as environmental economics, solar technology in particular as well as for media economics, microsystems technology and life sciences, the city champions sustainability and future viability.

Freiburg is already an international meeting place for big players from the solar

industry, in particular those connected with solar research. Science centres, such as the Fraunhofer Institute for Solar Energy Systems, are focal points for the hundreds of

Freiburg is not only well-known for its green markets but also for its green clusters

 Tourismus-Marketing GmbH

companies, service providers and environmental organisations, who have established themselves around them. Experts from all over the world meet in Freiburg at numerous trade fairs and conferences to discuss the latest trends in renewable energies.

The innovation cluster, "Freiburg Green City", forms an expert network for solar and environmental. This cluster initiative, which in 2008 was awarded a prize by the state of Baden-Württemberg, is anticipated to start work during the second half of 2009 under the leadership of FWTM — Freiburg Wirtschaft Touristik und Messe GmbH. For over 20 years, Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG (FWTM) has successfully contributed to Freiburg's urban development as a management and marketing company. The areas of responsibility range from the promotion of tourism and economic development, through involvement in conferences and trade fairs to the organisation of numerous events and markets.

In Good Health

The health sector is by far and away the biggest employer in Freiburg and its economic region. In the city of Freiburg alone, whose 550-year old university has ranked among Germany's nine elite universities since autumn 2007, around one fifth of all employees work in this important sunrise industry. The life sciences, and especially the BioValley project, are gaining significance for the development of the BioRegio Freiburg initiative and the tri-border region of Germany, France and Switzerland. This tri-national cluster has the highest density of life science activities in the world: four

MICROTEC SOUTH WEST SUPRA-REGIONAL CLUSTER

The MicroTec South West cluster provides a concentration of technological expertise in the microsystems technology sector which is unique in Germany. Its regional focus is the area of Karlsruhe, Stuttgart, Villingen-Schwenningen and Freiburg. Within this umbrella group, Freiburg is the national leader in the fields of measurement and control technology, especially sensor technology, automation technology, nanotechnology and life sciences. With over 30 professorships and more than 600 scientific employees, the Freiburg microtec region brings together the largest aggregation of leading researchers in microsystems technology within the foremost European umbrella group, MicroTec South West.

renowned universities, 100,000 students, 15,000 scientists, 40 scientific institutions, over 280 research groups and 600 innovative companies in the life sciences industry speak for themselves. The current EU funding programme, INTERREG IV, is now opening up new dimensions for the growth and development of BioValley. By autumn 2011, projects and schemes costing a total of 1.4 million euros will have been implemented with the help of 18 co-financing partners from Germany, France and Switzerland.

Time Out

The large university town enjoys a favourable climate and is also a magnet for tourists from all over the world. In 2008, over 1.2 million hotel stays were recorded in Freiburg. Almost 30 percent of these were for foreign visitors. Freiburg's popularity amongst visitors from far-off countries is increasing, so it is not surprising that the

USA and China feature amongst the top ten countries of origin for its visitors. Visitors value the diversity of Freiburg's many attractions. Besides the special charm and excellent quality of the cuisine and hotels, it is the traditional, sporting and cultural events which lure many visitors to Freiburg. Almost 10 percent of workers are employed in the tourism industry, which is an important economic factor for the city and also contributes to the excellent employment situation.

When Expo Shanghai opens its doors on 1 May 2010, for 186 days Freiburg will be at the centre of worldwide attention. The city will share the limelight with a further 220 nations and international organisations, and 55 cities including metropolises such as Seoul, Milan, Moscow, Vancouver and Hong Kong. For the first time in the history of the world exhibition, cities also have the opportunity to present themselves independently of the country pavilions in

the "UBPA — Urban Best Practice Area". The presentation is a unique opportunity to display the cultural and economic wealth of Freiburg and the region to the 70 million Chinese visitors and 3.5 million visitors from other nations awaited by the EXPO. Through its participation in the EXPO, Freiburg aspires to make a contribution to sustainable urban development worldwide, and to motivate other cities to follow in its footsteps. ☼

More Information Freiburg GreenCity

The new brochure provides a comprehensive overview of the ecological competence in the city of Freiburg.

Download:

www.freiburg.de/servlet/PB/show/1199617_I2/GreenCity_E.pdf



www.biowerkstoff-kongress.de



Congress on Bio-based Products 2009

26. - 27. October 2009, ICS International Congress Center Stuttgart

Sponsor Innovation Award



Partner



Bio-based products are based completely or in relevant quantities on agrarian commodities or wood. Typically bio-based products are made of Wood-Plastic-Composites (WPC), Naturalfibre Reinforced Plastics and Bio-Plastics. Besides, the congress has the following main topics:

- Industries and applications
- Marktsituation and trends
- Processing procedures and material qualities
- Research and development

Practically oriented for developers, producers, trades and users.

Further information regarding the innovation award on bio-based products 2009, programme and registration at: www.biowerkstoff-kongress.de

Contact Dominik Vogt, Tel.: +49 (0) 22 33 - 48 14 49, dominik.vogt@nova-institut.de

Organiser



Media Partner



New Water Power

The Rhine power station Iffezheim (Rastatt district) will be enlarged by a fifth machine, which will turn the station into the largest running-water power plant in Europe. The Karlsruhe operator EnBW along with the French energy giant EDF are investing a total of 90 million euros in the extension. The average output of the Franco-German power station is 740 million kilowatt-hours per year and covers the energy demand of 220,000 two-person households. Through the expansion the annual production of power will rise to 870 million kilowatt-hours, says EnBW.

www.enbw.com

World Record

Researchers at the Fraunhofer Institute for Solar Energy Systems ISE have achieved a record efficiency of 41.1 percent for the conversion of sunlight into electricity. Sunlight is concentrated by a factor of 454 and focused onto a small 5 mm² multi-junction solar cell.

www.ise.fraunhofer.de



Trade Fair Geotherm

From 25 - 26 February 2010, Geotherm will be taking place in Offenburg for the fourth time. Following the successful exhibition in 2009 with 112 exhibitors and over 2,600 visitors, the event—as well as the trade as a whole—is well set for success and clearly reflects the dynamic growth taking place in the area of geothermal energy solutions.

 GeoTHERM

Offenburg
25 - 26 February 2010
www.geotherm-offenburg.de



Electricity and heat energy from water, wind, sun, industrial waste and thermal water from the depth... The federal state of Baden-Württemberg focusses on ecofriendly energy.

TEXT: Inka Ziegenbagen

Energy Cell Baden- Württemberg

**The Upper Swabian
Energy Connection**

Zweckverband Oberschwäbische Elektrizitätswerke (OEW) with headquarters in Ravensburg is an association that brings together various political bodies and municipalities in the south of Baden-Württemberg. OEW holds a 45.01 percent share in the energy supplier EnBW. Together with its French partner, energy giant Électricité de France (EDF) also owning 45.01 percent, the association is backing EnBW's international corporate strategy.

INTERVIEW: *Hans Gäng*

“This means that we will be spared from 2,670,000 tons of carbon dioxide.”

Dr. Kurt Widmaier, OEW President and District Administrator of Ravensburg

 OEW



Energy Cell Baden-Württemberg pt. I OEW

Energy Bundle from Ravensburg

Mr. Widmaier, EnBW is known as a nationwide player here in Germany; its French shareholder EDF is a large state-owned company housed in a prestigious high-rise building in Paris. The offices of EnBW's Baden-Württembergian shareholder OEW are somewhat inconspicuously located here in the Ravensburg district administration building. How many staff do you have to control your billion-euro-stake in EnBW?

Widmaier: OEW is governed by OEW Verwaltungsrat, the administrative board, as well as by OEW — Verbandsversammlung, the federation assembly. The administrative board is a committee in which all member districts are usually represented by the Landräte, the district administrators. The federation assembly consists of representatives of the nine district assemblies, the Kreistage. Also, since January, OEW has had two employees on the payroll, a full-time manager and her assistant. They are being supported by various advisers according to requirements, in particular by Dr. Hoffmann who is on the EnBW supervisory board on behalf of OEW.

Is this part of the Upper Swabians' trust in God, or is there some secret information about efficient management and administration that is known only to Landräte?

Although we Upper Swabians are very God-fearing people, this structure was not inspired by our trust in God. The slender workforce has simply proven to be successful over a period of many decades. At the end of the day, when it comes to making important decisions, the point is to have an adviser on hand who can contribute his or her expertise as a basis for those decisions. Following this approach during all those years has turned out to be a success.

People in the region know that today's prosperity did not just fall out of the sky. How is it that a “Zweckverband”, a municipal joint body with a function limited to local affairs was able to turn into such an important organisation which to this day has never been led by a tightly controlled, centralized management?

After 100 years Zweckverband Oberschwäbische Elektrizitätswerke presents itself the way it does because there have always been courageous men whose thinking was not restricted to local matters but whose decisions showed vision, and who were also prepared to take risks. Of course, the association has also benefited from our Swabian virtue, thriftiness. In decisive situations OEW has always had some money saved up that enabled us to make smart strategic

ABOUT OEW LONG NAME, LONG HISTORY

Zweckverband Oberschwäbische Elektrizitätswerke — abbreviated OEW — is with 45 percent together with French EDF the main shareholder of EnBW. OEW is still an association of mostly rural districts and municipalities. Its head office is based in Ravensburg. The association was founded exactly 100 years ago by an agreement between Ravensburg, Wangen and Tettnang counties. First target was to supply all villages with power supply. 1997 OEW was the driving force behind the fusion of the utilities of Baden and Württemberg. Current OEW president is Dr. Kurt Widmaier.

*45.01 percent
of EnBW belongs to
Electricité de France (EDF)*

OEW is together
with French EDF the main
shareholder of Germany's
utility company No 3

 istockphoto

aquisitions. Although the Zweckverband is an association on a regional level, when it came to taking action, the people in charge at OEW have always looked beyond the region to get the big picture.

Aren't you falling behind international competitors who are driven by the capital markets? ... also regarding innovations, which is what the energy industry is currently demanding on a global level?

No, not at all. OEW has not been involved in market activities for a long time, competition is, therefore, not an issue for us at all. There has not been any operative business since 1939. Of course, for EnBW, the company we hold a stake in, the situation is different. EnBW though is positioned in a manner that allows the company to face international competitors with confidence. It is an innovative and ambitious company. They have set themselves the target to produce at least 20 percent of their electricity from renewable sources by 2020, and I am convinced that they will achieve this goal.

Is OEW still characterized by aims such as securing the energy supply and the development of the region? After all EnBW no longer operates between lake Federsee and Lake Constance but between the Baltic Sea and the Bosphorus.

OEW was founded in 1909 in order to rapidly provide electricity for Upper Swabia, an area which due to its geographic structure was at a disadvantage at the time. The priority was to ensure that vital supply of energy. Of course, we have never lost sight of those aims dating from the days when the company was founded. Today the sup-



*OEW has two employees
on the payroll. However they
pull the strings of EnBW.*

The construction of the hydropower
plant in Rheinfelden is one of EnBW's
largest investment projects

 EnBW

*45.01 percent
of EnBW belongs
to OEW*

ply of energy to remote areas is no longer an issue. Yet electricity is no less essential in our present-day lives. In view of this dependence, it does make sense for us as a partner with roots in the region to continue to bring in regional interests and to, sometimes, remind people of our origins.

You once said that you would like to preserve EnBW as a company that is Baden-Württembergian at its core. What does this mean when you are looking towards the future? And what does this message mean for international partnerships?

As already mentioned, EnBW is rooted in Baden-Württemberg. This is why it is our declared wish that EnBW should put the main emphasis of its entrepreneurial activities here in Baden-Württemberg. However, this does not mean that we do not support international partnerships which make sense, economically speaking. EnBW should grow and continue to develop. In Germany, due to the cartel law, this means considerable obstacles for an energy supplier of this size. So why not look beyond the region, think out of the box and form international partnerships when they are worthwhile? Our predecessors already pursued this strategy, with success, as we can see today. ☼

EnBW and the Baden-Württemberg municipal authorities are aware of enormous power created by the winds in the open sea
EnBW

Energy Cell Baden-Württemberg pt. II Offshore

Baden-Württemberg Put to Sea

Infinite Energy

Wind turbines, tall as steeple towers and anchored in the sandy bed of the sea, can generate an infinite amount of energy without having a negative impact on the climate. So far in Germany this potential seemed to belong to some indistinct future, but now it is taking on shape. From next year, Energie Baden-Württemberg (EnBW) and some Baden-Württemberg municipal authorities will operate the first commercial offshore project in the North and the Baltic Seas.

TEXT: Inka Ziegenhagen

“Our four offshore wind parks will produce energy for over one million households; they will also spare us the output of three million tons of carbon dioxide.”

Wolfgang Bräuer, EnBW

A fresh breeze is blowing from the north-east, white crests are riding on waves and children are looking for amber on the beach. The peninsula of Darß in the Baltic Sea has so far mostly been looked upon as a holiday destination in Baden-Württemberg. Not so by engineers and planners of Energie Baden-Württemberg (EnBW) since 16 kilometres north of Darß the Baden-Württemberg utility company is building the first wind park in the German Baltic Sea. Starting from next year, the 21 “Baltic 1” wind turbines covering an area of seven square kilometres are expected to generate 176 GW h of electricity, a quantity that should ensure the energy supply for over 50,000 households.

From a technical viewpoint this is no easy undertaking. In order to withstand powerful currents, tides and winds as strong as 100 km/h, the extremely tall towers and the rotor blades with a diameter of nearly 100 metres need to be safely anchored almost 20 metres into the bed of the sea. To secure the turbines, steel pipes that are 35 metres long and weigh around 500 tons are lowered into the seabed. Also the ground at the foot of the windmills could get washed away and carry with it a plant that might have cost up to eight million euros. To prevent this, stones are banked up on the foundation.

Emission-free and renewable sources of energy are becoming increasingly important for the world's supply of energy, even more so in view of climate change and diminishing fossil fuels. This means high hopes for wind energy since among the renewable energies and next to water as a power source,

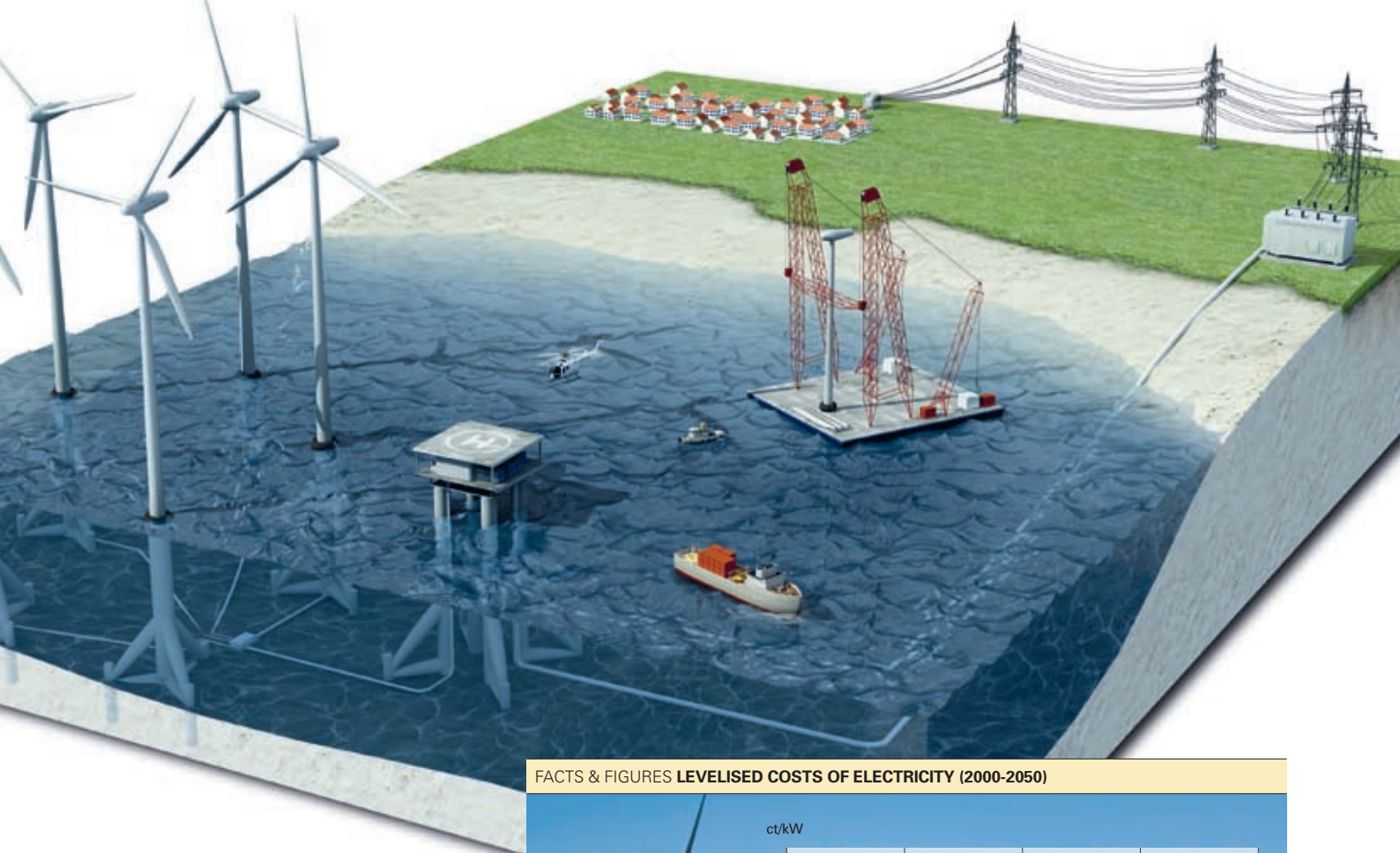
wind is the most economic source of power. And its greatest potential is still slumbering offshore. The ocean is a vast expanse, and out on the open sea strong winds blow at a constantly high speed, generating up to 40 percent more energy than they would on land.

How to Catch the Wind

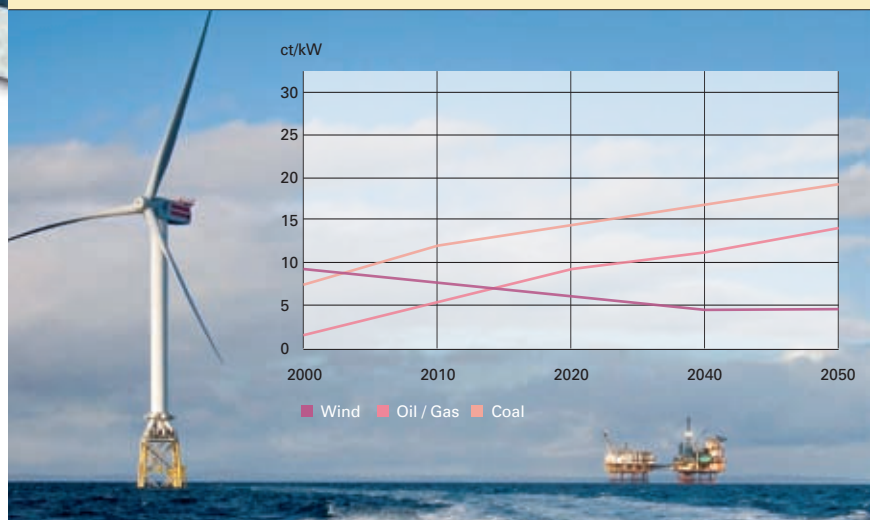
The way wind turbines work is actually quite simple. The sun warms up the surface of the earth as well as the surrounding air-mass. The warm air rises and gets replaced by cooler air, wind is being generated. The rotors then transfer the kinetic wind energy to the generator of the turbine where it is being transformed into electricity. A substation located close to the windmill transforms the current from 33 kV to 159 kV, i.e. the voltage required to transfer the electricity which passes from undersea to overhead cables. In order to ensure a continuous supply of electricity, all turbines are connected like a ring.

Baden-Württemberg is aware of the enormous power created by the winds in the open sea. Over the next three years, the Baden-Württemberg utility wants to invests three billion euros in the development of renewable energies, with a focus on wind power. Accordingly, earlier this year in May, EnBW purchased the rights for three other authorized offshore wind farms. “Kriegersflak” in the Baltic Sea will have an installed capacity of 350 MW of electricity, “He Dreiht” and “Hochseewindpark Nordsee” 400 MW each. In the North Sea the first high sea wind farm was recently connected to the grid. The twelve turbines in the “Al-





FACTS & FIGURES **LEVELISED COSTS OF ELECTRICITY (2000-2050)**



pha Ventus" testing area, 45 kilometres off the East Frisian island of Borkum are set 30 metres deep in the ocean, the greatest depth of any offshore farm so far. The wind farm is run by a consortium of three utility companies including Oldenburger Versorger EWE, a utility in which EnBW recently bought a 26 percent stake recently.

Bard Offshore 1

However, not only utility companies have discovered the climate friendly energy that does not tax existing resources, municipal authorities would like to have a share in its benefits, too. The Baden-Württemberg based "Südweststrom" association of public utilities now wants to build a wind park in the North Sea that will have the output of a small nuclear power plant. "Bard Offshore 1" northwest of the island of Borkum will spread over 60 square kilometres. 80 wind turbines and an installed capacity of 400 megawatt in total are expected to generate an approximate 1.6 terrawatt hours from 2011, i.e. enough electricity for a city of 400,000 households with several people.

However, before the first commercial offshore wind farms in German territorial waters can be connected to the grid, engineers and project managers will have to master a number of challenges. Not only

FACTS & FIGURES **ONSHORE & OFFSHORE**

- > A turnover of 8.5 billion euros was achieved by the German wind energy industry in 2008
- > The industry could create 112,000 jobs by 2020
- > Today, the strength and speed of wind can normally be predicted one day in advance with a precision of 90%
- > 25,000 megawatt of wind power could be generated offshore by 2030
- > By 2030 wind energy could provide 25% of the German power supply
- > 45 billion euros are likely to have been invested in the development of offshore energy by 2030
- > As early as in six years' time, wind energy could provide 9 million German households with offshore wind power

are the blades highly sensitive and need to be protected against the rough sea and the tidal range, also the electricity has to be transported without loss of energy—at a distance of up to 100 kilometres from the

mainland, not an easy task. Besides, grid operators will have to provide additional cable trays before the electricity from the North and Baltic Seas can flow into Baden-Württemberg sockets. ☼

Energy Cell Baden-Württemberg pt. III EnBW

Full of Energy

Setting New Standards in Utilities

When it comes to focussing on customers' needs and creating a competitive edge, EnBW Energie Baden-Württemberg AG is in a league of its own. With the creation of its subsidiary Yello Strom in 1999, the company not only added colour to its spectrum, it also set new standards.

FACTS & FIGURES ENBW

- > Third largest German utility company
- > Areas of business: electricity, gas, services, energy and environmental services
- > 16 billion euros turnover in 2008
- > 6 million customers
- > 20,000 employees
- > Shareholders: 45.01% Zweckverband Oberschwäbische Elektrizitätswerke (OEW)
- > 45.01% Électricité de France (EDF)

Six million customers and a turnover of 16.3 billion euros make EnBW Energie Baden-Württemberg AG the third largest utility company in Germany. Being at least one step ahead of its competitors in meeting customers' requirements has always been a priority for the company. In this, EnBW does not consider itself merely as a supplier of energy but it also wants to be a service provider. The "intelligent electricity meter" is one of the services it offers.

In October 2008 EnBW was the first German utilities company to offer to its private customers this series-produced electricity meter. The meter is connected to household appliances and shows individual consumption and cost, which helps customers to save energy and money. EnBW thereby inaugurated a new era in which consumers have since been able to analyze and control their energy consumption.

For EnBW this was just ringing in the development of a comprehensive "Energy management platform". What this might look like in the future is shown by the "MeRegio" project. Its aim is to build a model region in which local generators and intelligent appliances are connected with stationary as well as mobile energy storage, incorporating electrical power and relevant data in an intelligent network. This allows the production and consumption of energy to be synchronized and controlled. Is the wind strong and offshore facilities are producing a lot of cheap electricity? So this would be a good moment to plug in your electric car. Or, if a great deal of electricity is needed, you might want to feed the fuel cells in your basement.

Reducing Emissions

Research and development are of prime importance for EnBW, not only for this project. EnBW strongly believes that mod-

ern and energy-efficient technology is a prerequisite in order to provide energy in ways that are environmentally sound as well as affordable, reliable and safe, both today and in the future. It is no coincidence that thanks to its highly modern power plants, the company's carbon dioxide emissions are the lowest among the big utilities companies in Germany.

Water and Wind Power for the Energy of the Future

And EnBW invests millions of euros in renewable energies. In 2008 it purchased the rights for four offshore wind farms in the German Baltic Sea and in the North Sea to produce a total of 1,200 megawatt of electricity. Only a few months later all main trades necessary for the construction of the first commercial offshore wind farm in Germany were allocated. Likewise EnBW is investing 400 million euros to construct the running-water power station in Rheinfelden. It is also enlarging the Iffezheim hydroelectric plant. Equipped with a new 38 megawatt turbine, the Iffezheim hydroelectric plant will be able to produce 148 megawatt in total, i.e. electricity for over 500,000 people. This will turn Iffezheim into one of the largest running-water power stations in Europe.

With its entry into the Turkish market, too, EnBW is looking at the potential of renewable energies. Together with its Turkish industrial partner the company wants to build capacities in the range of 2,000 megawatt stemming in the main from renewable energies.

EnBW has its roots in Baden-Württemberg and its ties to the federal state continue to be strong. Yet with its stakes in Turkey, Switzerland, Austria, the Czech Republic, Hungary and Poland it is clear, Germany's utility no. 3 is also a European player. ☼

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

Ulm.

We're there.
VISIT US AT HALL 1, BOOTH NO. 20

**expo
real**

Energy Cell Baden-Württemberg pt. IV Solar City Freiburg

Catch Some Rays

Solar Power

In view of the global climate change and diminishing fossil fuels, changes in our energy policy are inevitable. Germany's sunniest city has a vision.

TEXT: Inka Ziegenhagen

And now the weather forecast for tomorrow: 15 to 18 degrees celsius, and cloudy. The Upper Rhine area though is expected to have sunshine with temperatures rising to 25 degrees..." You have probably heard of Freiburg—if only from the weather forecast. The university town on the western brim of the Black Forest gets an average of 1,800 hours of sunshine every year; there is no other German town where the sun shines more often. The Freiburg sunshine naturally attracts tourists, but there also visitors on business who go sightseeing. And they are particularly interested in the city's roofs. No need to shout it from the rooftops, Germany's uncrowned solar capital paves the way—or builds the roofs, if you like—for what might be the energy supply of the future. Leaving Freiburg via Merzhauser Straße will take you via the

Schönberg rise to Hexental, the "valley of the witches". The Sonnenschiff—left-hand side, house number 177—may indeed be called bewitching. The Sun Ship is where Rolf Disch, arguably Germany's best known solar architect, has his office on the second floor.

No magic wand in sight though. Instead, Disch's Sun Ship is equipped with state of the art technology—a true miracle when it comes to saving and preserving energy. The outer walls are insulated and therefore create a vacuum. In winter the triple-glazed windows let the sunshine in without allowing the warmth to escape. In summer storage batteries built into the ceilings and walls cool down the building down, which means not much running wheels in the electricity meter. When the room temperature reaches 24 degrees, mol-

"Freiburg is the role model for sustainable energy supply."

Rolf Disch, solar architect, Freiburg
© Rolf Disch



Here comes the sun! The heliotrope adjusts its position and turns towards the sun

© Rolf Disch



Walking on Sunshine

Discovering Solar Freiburg

A Research
International Solar Energy Society (ISES)
Non-governmental organisation, which promotes the development and technical utilisation of renewable energies
Wiesentalstraße 50
www.ises.org

B Research
Fraunhofer Institute for Solar Energy Systems (ISE)
Europe's largest research institute for solar energy which develops systems, components, materials and processes in the areas of the thermal use of solar energy, solar building,

solar cells, electrical power
Heidenhofstraße 2
www.ise.fraunhofer.de

C Research
Freiburg Solar House
Germany's first building to be supplied entirely by solar energy has 145 sqm living space and is not connected up to the mains electricity network. Over a three-year measurement period, this demonstration property supplied a great deal of information on issues relating to energy self-sufficiency and stand-alone energy supply.
Christaweg 40
www.ise.fraunhofer.de

D Living
Vauban District
Germany's first building to be Germany's most well-known eco-friendly residential area which was developed for more than 5,000 inhabitants
www.vauban.de/info/abstract.html

E Living
Schlierberg Solar Estate
The residential area (58 apartment houses and one living and office block)—designed by the solar architect Rolf Disch—is one of the most modern solar house projects in Europe
www.solarsiedlung.de

F Living
On the Living Lane
Heliotrop Solar House
The rotating, sun following solar house is designed as a three-storeyed tree house with a photovoltaic system on the roof, generates four to six times the amount of electrical energy consumed inside it
Ziegelweg 28
www.rolfdisch.de

G Government
Solar City Hall
On the roof of Freiburg's City Hall a photovoltaic system was installed to stress the importance of solar energy in the city's energy policy
Rathausplatz 2-4
www.freiburg.de

H Working
Solar Fashion Story
The ladies' fashion store "Modehaus Kaiser" has been floated with daylight through a

glass roof and a 18-metre-long glass façade
Kaiser-Joseph-Straße 172-174

I Working
Solar Info Center
The competence centre for renewable energies which hosts 45 companies on area of 14,000 sqm
Emmy-Noether-Straße 2
www.solar-info-center.de

J Working
Photovoltaic System
Pfizer Pharma
The ladies' fashion store "Modehaus Kaiser" has been floated with daylight through a glass roof and a 18-metre-long glass façade
Mooswaldallee 1
www.pfizer.com

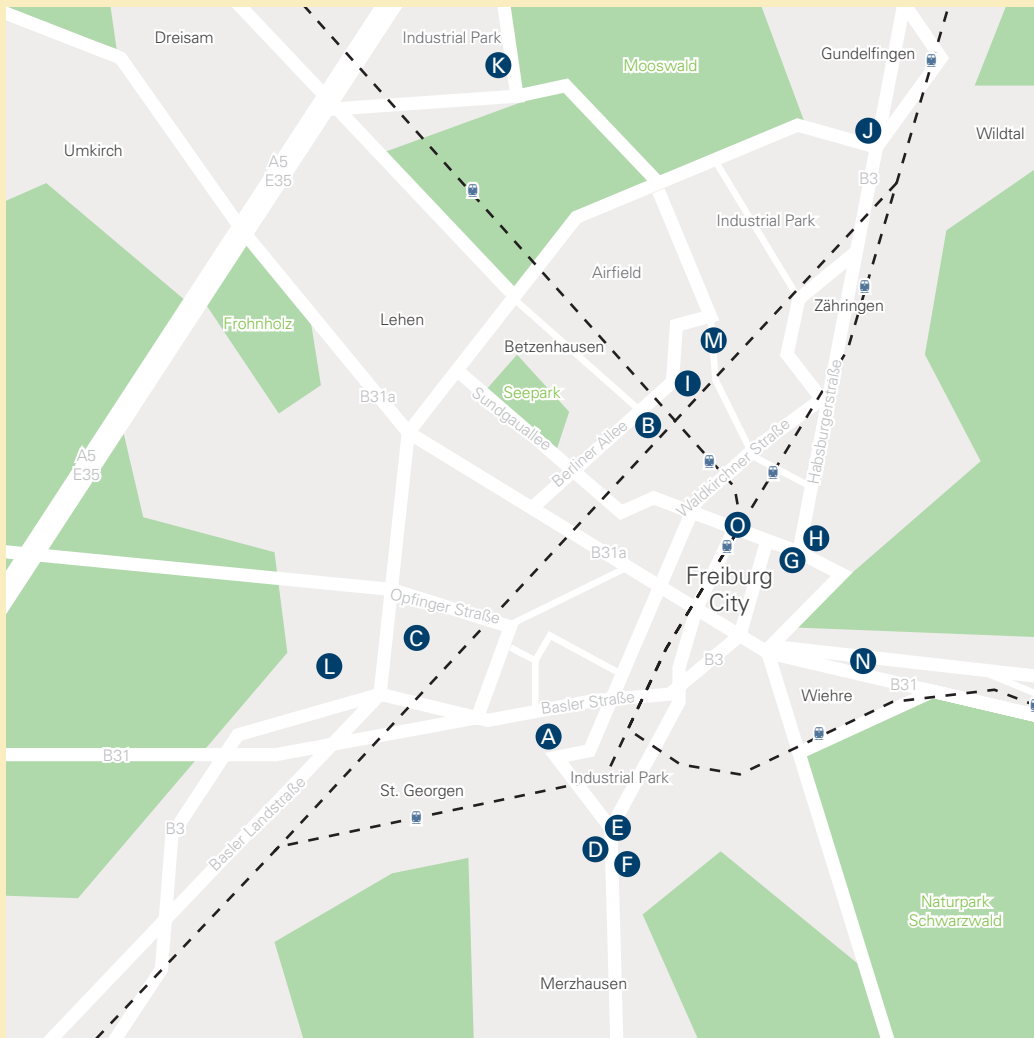
K Working
Cooperative Sewage Association
The new building for the Cooperative Sewage Association was constructed in 1995 in the Freiburg-Hochdorf industrial zone as a low energy building. It is the first industrial property of this type in Freiburg.
Hanferstraße 6

L Working
Solar-Fabrik AG
The Solar-Fabrik (Solar Factory) is one of the leading European manufacturers of high-quality solar technology with worldwide trade relations. The company runs three production plants with an overall capacity of 130 megawatts per year
Munzinger Straße 10
www.solar-fabrik.com

M Working
Freiburg Trade Fair
The roof of Freiburg's trade fair centre accommodates one of the biggest solar power stations in Baden-Württemberg. On an overall surface area of more than 3,700 sqm, there are 3,800 modules with an overall peak rating of 440 kW—the electricity produced is enough to cover the consumption of 120 households
Hermann-Mitsch-Straße 3
www.messe-freiburg.de

N Working
Ganter Brewery
On the roof of the private Ganter brewery, a photovoltaic system with an installed peak rating of 70 kW and a module area of 582 sqm has been operating since 1998
Schwarzwaldstraße 43
www.ganter.com

O Working
Solar Tower
At the Freiburg's new main railway station there is the highest solar power station of Southern Germany—with 240 modules on an distance of 60 metres and a capacity of 24 megawatts per year
Bismarckallee 9



01

The Vauban district sets a green example: 80 percent of its 5,000 inhabitants don't own a car

 flickr



01

02

Schlierberg Solar Estate: Plusenergy houses produce more energy than they consume

 Rolf Disch



02

03

Houses—warm in winter, cool in summer. Modern technology noticeably reduces energy consumption

 Rolf Disch



“Two years ago, we were derided by some when we took the bold step of setting up Intersolar in the USA. However, we were undeterred because we knew we had chosen the right strategy.”

Dr. Dieter Salomon, Mayor of Freiburg
 City of Freiburg

the impression of the backdrop to a science fiction film. It is the first Plusenergiehaus that was built in Germany. Shaped like a cylinder, it is equipped with a photovoltaic plant. Since it has been placed on a wooden pillar, the house can turn towards wherever the sun is, like a flower. The energy used to turn roughly corresponds to that of a DVD player in standby mode.

Disch's heliotrope and the Solar Settlement on the Schlierberg are embedded in Freiburg's most famous district, the Quartier Vauban. The French army used to be stationed in barracks where over the last ten years a residential area has sprung up, which is today considered the epitome of a green and conscious lifestyle. There are no cars in the streets of the 4,800 strong community. 70 percent of all families who live here don't use cars, 56 percent sold their vehicles when they moved there. And there is a reason. In Vauban, resident car owners are required to buy a parking space for a sizeable 20,000 euros in one of the two collective car parks on the edges of the area.

When it comes to recreation, Vauban communal life might seem reminiscent of the 60s—contemporary style. There are flea markets with organic cake on offer, concerts of classical North Indian music, and parties at which Vauban citizens “dance for light”. Vauban communal life is of interest to quite a number of visitors, in fact some locals feel that there are too many of them. Over the years, residents have felt increasingly annoyed by the arrival of numerous coaches. In order to put a stop to the onslaught of the curious, the inhabitants of Vauban are now planning to circulate leaflets and put up signs pointing out rules of conduct, not to be pedantic but in order to protect themselves.

Fraunhofer Institute for
Solar Energy Systems (ISE)

The trend that emerged in some areas of Freiburg is now being used to serve as a model for an entire city in the desert. Masdar City is being constructed 30 kilometres east of Abu Dhabi. It is to become the first city to rely entirely on solar energy

ecules in the batteries change their state of matter, solids are transformed into liquid, thereby drawing warmth out of the surroundings.

And not only do Disch's houses use very little energy, they are quite literally power stations. The photovoltaic plant on the roof actually generates 36 kilowatt-hours (per annum and square metre) more than the occupants consume.

No Additional Costs, But Additional Income Instead

It is not just our climate that benefits from this positive energy balance, but also the wallets of home owners. “You can actually get quite a bit of money out of the Plusenergy houses”, says Disch. True, their cost—without solar collectors—is about ten to 15 percent above the price of a standard new building. Still Disch is confident, “the concept will also convince those who just crunch numbers”. The environmentally friendly energy supply of the Plusenergy houses as well as the extra income derived from solar electricity have convinced many inhabitants of Freiburg. Behind the Sun Ship, in the “Solar Settlement” Am Schlierberg, 50 residential buildings have already been planned by Disch and realized by Solarsiedlung GmbH.

Disch and his wife live not quite 250 metres away from the settlement—in a heliotrope. At first the futuristic house gives

and other renewable energy sources with a sustainable zero-carbon, zero-waste ecology. The know-how for this gigantic ecological project is being supplied by the Freiburg Fraunhofer Institute for Solar Energy Systems (ISE). The second largest institute of the Fraunhofer-Gesellschaft conducts research on and develops technology that is required to supply energy efficiently. This includes the business areas buildings and technical building services as well as silicon and other photovoltaic technologies. It is one of the most well-known solar institutes worldwide renowned, and frequently on the news, for its innovative ideas. Recently, by using new multi-junction solar cells, ISE researchers established an all-time record for the transformation of sunlight into electrical power by reaching a degree of efficiency of 41.1 percent. Conventional solar cells are able to transform only twenty or so percent.

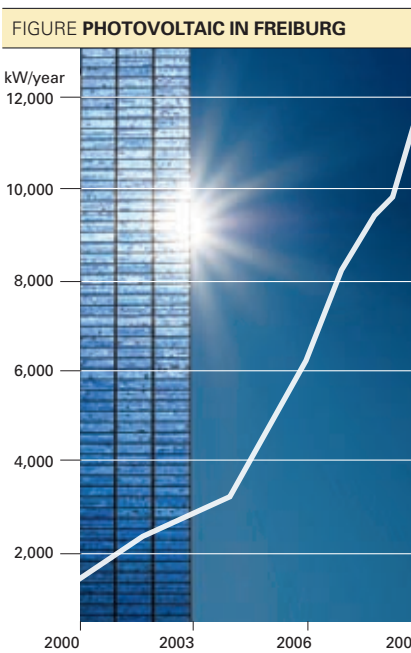
Know-how for Abu Dhabi

Three ISE spin-off companies have become involved in Masdar. One of them is Concentrix Solar GmbH, a company that split off from ISE four years ago. Located on an industrial estate near ISE, Concentrix provides so-called concentrator power stations for sunny locations. While the market is dominated by conventional flat-plate photovoltaic modules made from silicon, the company uses a concentrating optic, i.e. mirrors or lenses, to bundle and focus the sunlight on very small solar cells which then convert the light into electricity, the concentrator photovoltaic technology (CPV). In 2007 the development of CPV earned Concentrix the Innovation Prize of the German Economy.

Another bud produced by Freiburg's creative hotbed is Solar-Fabrik, a company which rubs shoulders with Concentrix on the Haid industrial estate. As early as the 90s, when the solar industry started to boom somewhat hesitantly, Georg Salvamoser, in Freiburg, set out unfalteringly and built one of the world's most modern plants for solar modules. In just ten years, Salvamoser managed to turn the company



03



60.9 kilowatt-hours of solar energy per capita—in the German Federal Solar League, the Solarbundesliga (big cities), Freiburg ranks second.

Source: Town of Freiburg

Recently ISE researchers established an all-time record for the transformation of sunlight into electrical power by reaching a degree of efficiency of 41.1 percent.

In 2012 the Baden-Württemberg solar industry expects to achieve a turnover of 5.5 billion euros
Solar Promotion GmbH

› from a supplier of solar modules only into an international, listed solar technology company covering a wide range of solar products. The fully integrated solar company covers all levels of value creation in the photovoltaics sector. Today there are no doubt larger competitors on the market, yet Solar-Fabrik still has its place in history as one of the most important pioneers of the German solar industry.

100 Percent

Salvamoser, who was born in 1950, has left the Solar-Fabrik board, and is now, together with architect Disch, spinning a new vision. The aim is to supply the region of Freiburg exclusively with renewable energy by 2035. The founder fathers of the solar industry and the wind energy supplier Andreas Markowsky founded together with other Freiburg companies the aptly named "100 Prozent GmbH" association for this purpose. Mayor Dieter Salomon has promised to act as its curator.

As a matter of fact, the city of Freiburg has already supported the vision for years. The recently initiated "freesun" project allows the inhabitants of Freiburg to check whether their roofs are suitable for collecting the energy of the sun. The project uses airborne laser scan data, and the information is available on the municipal website. So far, just about one percent of the town's energy consumption is met by solar panels (12.25 MW). According to a survey by the Karlsruhe based company Smart Geomatics, there is scope for at least 26 percent.

In the so-called German Federal Solar League for cities with more 100,000 inhabitants, Freiburg, with a production of 60.09 watt per inhabitant, ranks second behind the winner Ingolstadt. Yet this near miss is not casting any shadows on the sunny disposition of the citizens of Freiburg. For one thing, Freiburg stands excellent chances of regaining the leading position. And besides, underneath its numerous high tech roofs, the town also boasts a very picturesque old town centre. A stroll through its cobbled streets is sure to make for a sunny mood, even more so beneath a cloudless sky. ☀



A Powerful Preview

The trade fair Intersolar is the window of the energy supply of tomorrow

Every year in early summer the latest developments and solutions of this growth industry are being presented at the Intersolar fair. Last year, on three days, over 60,000 visitors from 155 countries flocked to the world's largest solar technology fair which focusses on photovoltaics, solar thermal technologies and the use of these technologies in construction. With 1,417 companies exhibiting on a surface area of 104,000 m², the number of exhibitors has increased five-fold since 2003.

Intersolar's unprecedented success story began in the early 1990s, at a time when solar technology was still in its infancy. Markus Elsässer, founder and managing director of the Baden-Württemberg based Solar Promotion GmbH, organized Solar91 in Pforzheim, Intersolar's predecessor. The response from exhibitors and visitors was overwhelming. Within a few years, the exhibition area had to be expanded, the trade show moved first to Freiburg, later to Munich. Since 2000, the Freiburg based

Solar Ideas Made in Germany

Once a year in summer the Intersolar Fair in Munich presents the latest innovations in photovoltaics and solar thermal energy. Since 2007, solar products made in Germany have also been on show in California.

Wirtschaft Touristik und Messe GmbH (FWTM) supports the organization by managing logistics and technical issues. The cooperation of the two organizing partners organizers has also proven to be successful on the international stage. Last year Intersolar was held abroad, in San Francisco for the first time. Plans for exporting the fair to Asia are in the pipeline. ☀

Intersolar — Trade Fair for the Solar Industry, 9 - 11 June 2010
www.intersolar.com

Emission-free Energy

In the Rhine-Neckar Metropolitan Region, the two young enterprises GeoEnergy and ersion develop innovative concepts for an environmental and emission free energy supply.

TEXT: Inka Ziegenhagen

Hot Water out of the Depth

The Karlsruhe based company GeoEnergy intends to use thermal water for electricity and heat energy supply. 10,000 households could be provided with the scheduled geothermal power plant in Brühl.

GeoEnergy

Energy Cell Baden-Württemberg pt. V: MRN New Energy

15 kilometres to Mannheim and Speyer, ten kilometres to Heidelberg... right in the heart of Rhine-Neckar Metropolitan Region, one of Germany's biggest economic urban centres, the municipality Brühl is located. The municipality counting 14,000 inhabitants has a perfect location, not only geographically but also geologically. In a depth of 3,700 metres, approximately 160°C hot thermal water is boiling — this geothermal energy shall soon be turned into electricity and heat energy in the projected geothermal power plant in Brühl. This will provide energy for approximately 10,000 four-person-households.

70 percent of geothermal energy is generated via natural radioactive decay in the mantle and the core of the earth, 30 percent are residual heat from the time of the formation of the planet. Since the beginning of the last century, geothermal power is used as a source of energy. It is the only reliable renewable energy source, since it is permanently available and independent from

weather and time. Furthermore it is environmentally friendly. "Geothermal power is a form of energy which does not produce any waste, neither emissions nor nuclear waste", explains Dr. Ralf Göck, mayor of Brühl, at the ground-breaking ceremony for the new power plant in March.

GeoEnergy

The hydrothermal power project in Brühl is being planned and implemented by the Karlsruhe based GeoEnergy GmbH. With the application at the board of mines in Mainz for searching a location, the huge project was started four years ago. Initially, the ideal place for the future geothermal power plant had to be found. With the help of seismic measurements, which can be compared to the process of developing a medical sonogram, the engineers from GeoEnergy produced a geological stereoscopic profile. In the next step, drilling will show how much thermal water is available in the soil. If the drillings are successful, >

99 percent of the earth is hotter than 1,000°C. Geothermal heat is a renewable form of energy which is irrespective of the weather, time of day or season.

01

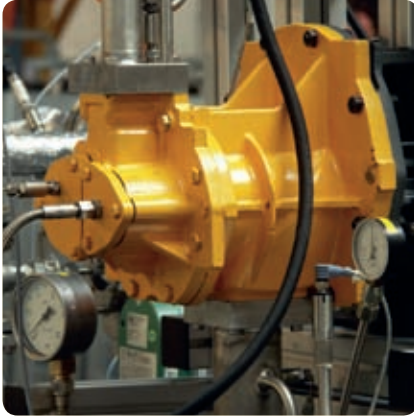
The technology of ergion changes thermal primary energy with temperatures of 180°C in electric power

 ergion

02

One can only know after the first drilling whether there is enough thermal water available

 GeoTHERM



01

ABOUT RHINE-NECKAR METROPOLITAN REGION

The Rhine-Neckar Metropolitan Region, is a metropolitan area located in the south west of Germany, between Frankfurt and Stuttgart. The area around the major cities Mannheim, Ludwigshafen and Heidelberg has a population of 2.4 million. A key factor of the common development work in the region is the setting up of clusters—e.g. “Energy and Environment”, which focusses on energy efficiency in industry and buildings as well as on deep geothermal energy and environmental concepts for regions and metropolises.

› the power plant will be planned and built. The idea of such a thermal energy plant is simple: with the help of extraction drilling, thermal water (brine) from the bedrock will be brought to the surface. After extracting the heat energy in the geothermal plant, the brine, then having a temperature of 60-70°C, will be returned to the bedrock via a second drilling hole. Thus, the thermal water is not extracted from the bedrock permanently. The brine's heat energy is transferred via heat exchangers onto a fluid which evaporates at a low temperature, and, now transformed into steam, activates a turbine. Electricity is being generated.

The utilization of thermal energy for the production of electricity has its risks, however. Because the engineers only know after the first drilling whether there is enough thermal water available in the rock bed – and this already generates costs of some eight million euros. Another problem are tectonic dangers. After registering small seismic activities near the geothermal power plant in Landau, a valuation committee is currently examining the causes. The results will also have effects on the realization of the plant at the location Brühl.

The main cause for the small earthquakes is a stone similar to gypsum, which expands, and thus causes tensions in the earth, when it gets in contact to water during the drilling. In Brühl, the so-called anhydride exists only in small amounts. “In addition, the general crust tension is significantly lower in this region than in the southern extension of the Rhine rift”, explains Uwe Seifen, managing director of GeoEnergy.

Micro Power Houses by ergion

Besides GeoEnergy, another company in the Rhine-Neckar Metropolitan Region currently attracts attention. The Mannheim based company ergion has developed an innovative machine for co-generation.

The world-wide singular technology changes thermal primary energy with temperatures of 180°C in electric power, warmth and cooling energy. The power of 50 kW is enough to supply about twelve households with electricity. Prototypes were tested, as solar thermal power station in Thailand, biomass power station in Northern Germany as well as standard solution for waste heat utilization in Mannheim.

The advantages of the innovative ergion-concept are the compact plant size, the low operating cost, the high efficiency—and that the process medium is water. Conventional procedures needed so a minimum of 300°C, whereas the module meso50 can work with much less. ergion systems are pollution free, they work emission-free, without poisonous substances or dangerous burn procedures. The modern control electronics are regulating steam processes



02

high-efficiently to adapt this proven energy engineering to today's needs.

The waste heat of stationary combustion engines and industrial plants are as heat suppliers just as suitable as solar thermal collectors or the utilization of biomass. ergion products amortize in few years and secure for the plant contractor a high profit. The market for plants with moderate temperatures and small electrical power is so far not served by renderers. From rising energy prices and the liberalization of the electricity markets a new and fast growing business will arise. The development was accompanied of renowned institutes and international universities; in the realization ergion cooperates with considerable partners like Alstom Power, VOITH AG and MVV En-

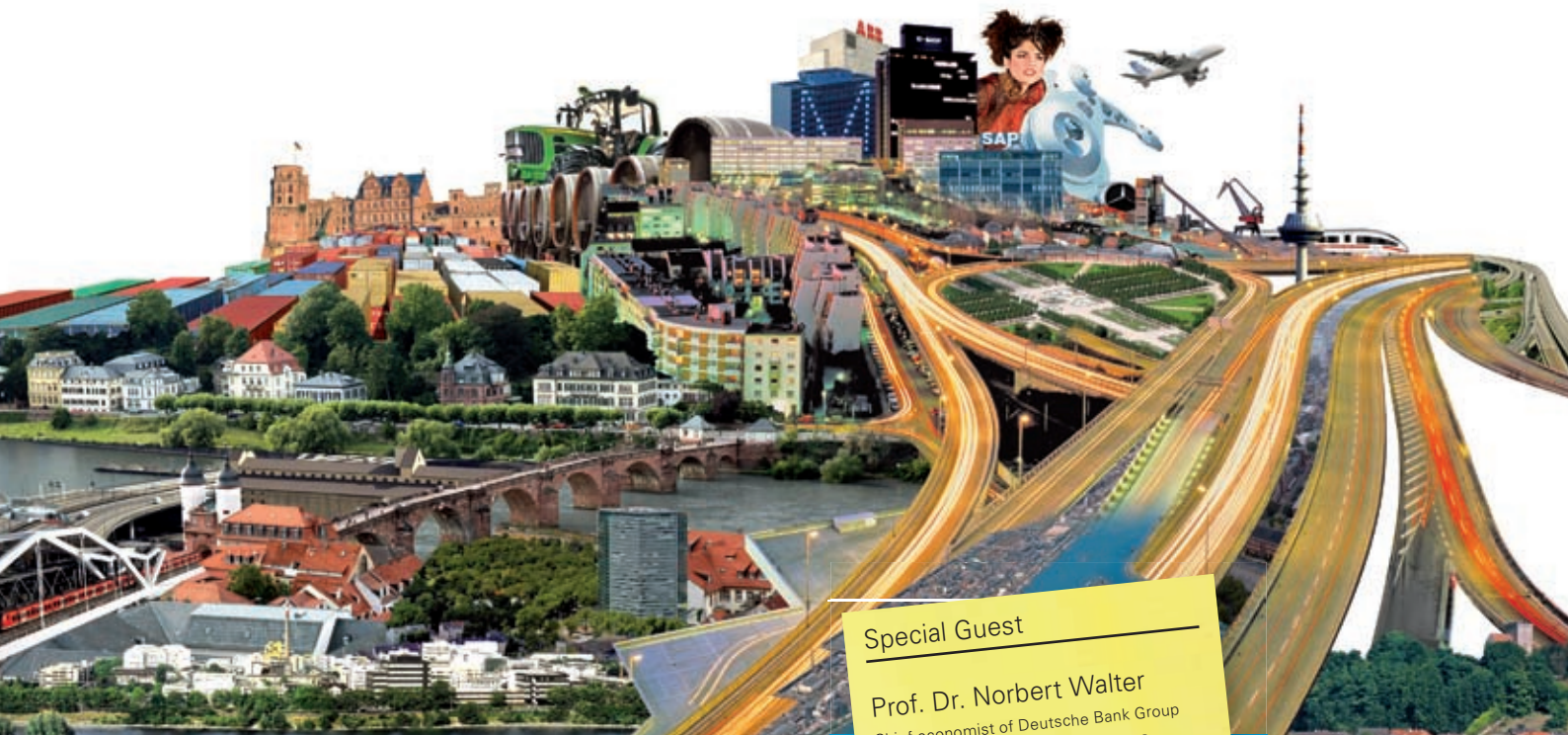
Power house in small format. The Mannheim based company ergion wants to use industrial waste for energy generation.

ergie AG. Ideas how to increase the technical and economical efficiency are ready to be realized. For the further development of the company and the technology ergion is open for discussions with technology partners like manufacturers of combustion motors and recovery systems of heat. Financial investors can participate on profitable pilot-projects.

The projects have been discussed in the media several times; the management was distinguished as "Mannheim's founder of the year 2008" and awarded with the "weconomy price 2008". ☼

Contact

www.ergion.de, www.m-r-n.de,
www.geoenergy.de



Special Guest

Prof. Dr. Norbert Walter
Chief economist of Deutsche Bank Group
Tuesday, 6-10-09, 11:00 am

Rhine-Neckar Metropolitan Region

We look forward to your visit at Expo Real, hall C1, booth 130

For further information on commercial properties please see our website: www.standorte-rhein-neckar.de

Eco Energy

In Schönau in the Black Forest a couple of parents found the energy company "Elektrizitätswerke Schönau (EWS)" to stand up to Germany's mighty public utilities.

TEXT: Inka Ziegenhagen



Energy Cell Baden-Württemberg pt. VI Schönau

Rebels with a Cause

There is a folklore society, a voluntary fire brigade, a miniature golf court and bedlinen factory sales. Schönau in the Black Forest is an idyllic little place. Some 2,600 people live here, in the midst of lush, buttercup-dotted meadows and surrounded by the forests of the Obere Wiesental valley, provided with, it seems, everything their hearts might desire. In summer, there is merriment at the local fishery club's get-together, in winter inhabitants sing along to the tunes of the fanfare corps in the local gym. The people of Schönau are, no doubt, a happy and peaceloving bunch. One may be excused for not expecting this to be the cradle of a citizens' movement which had the guts to stand up to Germany's mighty public utilities.

It all began in April 1986, on the day when people in Europe stopped assuming that nuclear energy was simply safe, when a new term added itself the everyday vocabulary: MCA — maximum credible accident. "Chernobyl hit our lives like a bomb," recalls Ursula Sladek who today manages the Elektrizitätswerke Schönau (EWS) utility. "You can't bring five children into the world and be indifferent about what the world might look like in 50 years' time."

The Summer of Becquerel

For Schönau, like everywhere else, it was a Summer of fear and anxiety. In the supermarkets outdoor vegetables are being confiscated, in restaurants venison is being taken off the menus, and the daily ra-

diation report is as present in the news as is the weather forecast. Politicians are eagerly promising an early denuclearization, but the people of Schönau don't want to leave this vital issue to the parties. "People soon get tired of handing out flyers and going to demonstrations." This much is clear to Ursula and her husband Michael from the start. "People need a sense of achievement, tangible signs of success they can celebrate." They, therefore, take things in their own hands and found the "Parents for a nuclear-free future" association. They organize electricity saving competitions and negotiate rebates for household appliances with low energy consumption with local retailers. And since the people in Schönau are a cheerful and fun-loving community, they



01
Home of rebellion:
Schönaau in the Black Forest
is a little idyllic place
EWS

02
Headquarters of Elektrizitäts-
werke Schönaau (EWS) with a
solar power system
EWS

03
As network operator
EWS is responsible for the
proper mains operation
EWS



01



02

start a cabaret, the “Wattkillers”. After all, why shouldn’t a campaign for denuclearization be enjoyable?

Kraftwerke Rheinfelden (KWR), the power station around 30 km from Schönaau, looks at this as quite a nice idea which, however, does not need not be taken all too seriously. 40 percent of the power station’s electricity derives from nuclear energy, and the pleading of a parents’ initiative is not going to change that. Anyway, there is no alternative to KWR they say. And without the contribution of nuclear power to electricity the lights will soon go out in Schönaau. Or this is what they think.

To Err is Human

Dr. Michael Sladek, a medical doctor who has been running a surgery in Schönaau for 23 years, is also at the helm of EWS. Even today he is still at a loss to understand the reaction in Rheinfelden. “We could have developed into a green model region together with KWR, but they just did not show any interest.”

The Sladek family and their comrades-in-arms then take an audacious decision, a

step which turns out to be momentous for the powerful utilities. They want to take over the grid themselves. In 1990 KWR tries to win the Schönaau commune over by offering a 100,000 Deutschmarks bait in exchange for an early extension of the concession contract for another 20 years. Then the parents’ initiative founds Netzkauf Schönaau GbR, “Purchase-Grid Schönaau”, a civil law association.

Discord

In Schönaau people are now discussing feverishly who should supply them with energy in the future. Quite a few citizens are worried that the lights would really soon go out. The energy issue has turned into a political issue and splits the idyllic village—and many a family, too—into two relentlessly fighting camps. An inn gets no longer chosen on the grounds of its menu but in line with the convictions of the innkeeper. And in the midst of it all is KWR engaged in costly publicity campaigns, adding fuel to the fears surrounding a possible change of supplier. In vain. After months of peddling and two heated referenda, the initiative is successful and obtains the concession contract with the Schönaau commune.

“I am Hazardous Incident”

The story of the unshrinking parents’ initiative in the rural Black Forest standing up against a multi-million public utility also

“Our customers tend to feel like comrades-in-arms. What other utility can claim that?”

Ursula Sladek, Managing Director
of Elektrizitätswerke Schönaau (EWS)

An Incident for the Nuclear Power Industry

The “I am a hazardous incident” campaign, supported at no cost by a young PR agency and the media, generates the remaining money to buy the local power cables



01

Since its foundation in 1997 EWS has provided numerous of new jobs

EWS

02

Pastor Hasenbrink in front of the solar power system of his church

EWS

03

Michael Sladek won't get tired fighting against nuclear power

EWS



01



02

› electrifies the rest of the federal republic. When KWR, sure of victory, plays its last trump card by asking Schönau for 8.7 million Deutschmarks to pay for local power cables, a spectacular fundraising campaign begins. 2.3 million Deutschmarks come from a fund floated by the Bochum GLS-Bank. 1.7. million are being contributed through stakes in the company. The "Ich bin ein Störfall" ("I am a hazardous incident") campaign, supported at no cost by a young PR agency and the media, generates the remainder. Then, on 1 July 1997 at noon sharp, that's it. The money to purchase the grid has been collected, the newly founded Elektrizitätswerke Schönau (EWS) utility is connected to the grid and supplies absolutely non-nuclear electricity.

Schönau, 1 July 2009. It's been twelve years now since the creation of EWS. Today things would happen differently for the courageous parents. The German electric power market has undergone profound changes since then, particularly following the liberalisation of the energy market. Today consumers are no longer bound to local utilities but are free to choose who should supply them with electricity. For EWS this opens up a lucrative market with customers from outside the Obere Wiesental valley.

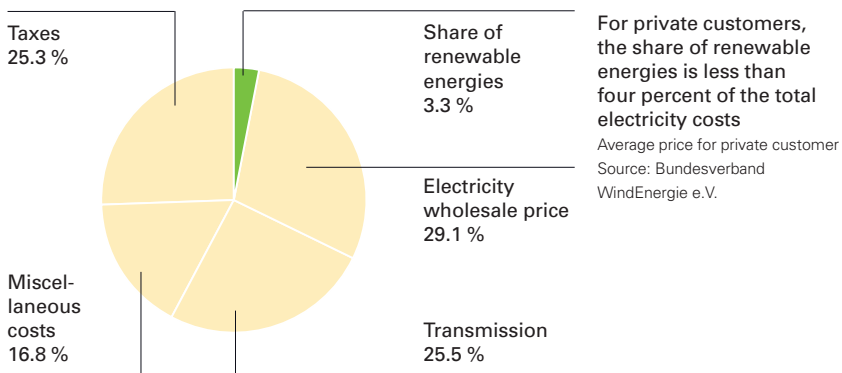
Politicians have their homework with respect to the reduction of carbon-dioxide emissions and the phasing out of nuclear power, too. In April 2000 the Red-Green German government passes the Renewable Energy Law ("Gesetz für den Vorrang Erneuerbarer Energien", EEG) which replaces and expands the Energy Feed-In Law ("Stromeinspeisegesetz") of 1991. The law gives priority to green electricity for which grid operators have to pay specified feed-in tariffs. It also aims at raising the renewable energies share in the total German electricity mix to 25 to 30 percent by 2020.

It is not just the environment which benefits from this development. 44 million tons of carbon dioxide did not get emitted thanks to the new regulations. The trend also has an impact on the labour market. Today the thriving young sector already has 280,000 employees, a number with a tendency to rise.

Green is in Demand

Consumers, too, are increasingly opting for green energy products. In 2006 the German Federal Association of Energy and Water Industries had over 1.2 million consumers of green electricity, one year later the figure went up to two million. Public utilities are also watching the trend with keen interest. Easy Natur Privat, Natur Deluxe, Privatgrün, PrimaKlima, Click & Öko... by now almost half of the 1,000 electricity companies in Germany have green products on offer. Today, former EWS opponent KWR, now named Energiedienst AG, likewise advertises products which target the environmentally aware consumer.

FIGURE ELECTRICITY PRICE BREAKDOWN



Yet how green is this energy actually? Imagine the electricity grid as a lake whose surface level has to always remain constant. A customer takes from this lake the electricity he requires to use electrical appliances. The exact amount of energy he takes out then needs to flow into the energy lake at any other point at the same time. All types of energy, i.e. energy deriving from various sources mix inside the lake, power from conventional power stations just like energy from renewable sources. If a consumer changes from a conventional to a green grid operator, the electricity available at his or her socket will remain the same but more energy from renewable sources will be fed into the lake.

Greenwashing?

However, many suppliers of green energy mainly buy their electricity from established hydroelectric power plants that have been operating for quite some time. This does not make the electricity lake any cleaner as no new power plants using wind, water or solar energy are involved. And sometimes supposedly greenish utilities will make use of the certificates market to change labels from grey to green.

This is how it works. Legislature stipulates that suppliers of electricity from renewable sources receive so-called Renewable Energy Certificates, RECs ("Grünstromzertifikate") per megawatt hour of electricity produced. The company is free to sell the certificates on the market. Hence, if a utility company purchases electricity on power markets which is not from renewable sources, then it can still stick a green label to its power by buying RECs. If consumers' demand for green electricity is low the price for RECs will be low, too, because supply of RECs is higher than the demand. No incentives through the certificates are created to build additional power plants. In this situation the supposedly green electricity does not contribute to reducing greenhouse gases, and this does this make our lake any greener either. EWS only buys electricity from facilities that are no more than six years old and which use sources of



03

“All we knew about electricity was that it comes out of the socket.”

Michael Sladek, EWS

renewable energy. In addition, suppliers of EWS do not hold any stakes in companies operating nuclear power plants nor in their subsidiaries. On top of that the EWS price includes the “Schönaun Sun Cent” which supports new, green power stations which otherwise, without financial backing, could not run. EWS customers with a photovoltaics plant or a block-type thermal power station will receive a maximum 43.01 cent in line with the Renewable Energy Law (EEG) as well as an additional EWS-bonus of up

to six cent per kilowatt hour that has been fed into the grid. Over 1,300 “rebel power stations” have thereby been supported by EWS so far.

Right now EWS has over 85,000 customers in Germany, including a large number of medium-size companies. Green Schönaun electricity costs less than the power supplied by many a less rebellious supplier, mostly because EWS does not use any costly marketing campaigns. “EWS has been in the black right from the beginning,” underlines Ursula Sladek with pride. “We are not after maximising the company’s profits, we are striving for an energy supply which is non-nuclear, climate friendly and which people have a connection with.” At any rate, Schönaun can’t be described by using figures, explains Ursula Sladek. “Our customers tend to feel like comrades-in-arms. When we give talks, often there is someone in the audience who comes up to us afterwards to tell us, proudly, that (s)he has just joined and is now ‘a member’, too. What other utility can claim that?” ☼

Education for Global Business

Where education meets business: The international conference EduBiz to be held at the foreign trade fair GlobalConnect will discuss how internationally acting firms can "boost corporate brain." The conference will bring together experts from the education policy, training and service providers as well as enterprises.

Edubiz at Global Connect
Messe Stuttgart
27 November 2010
www.global-connect.de
www.edubiz.eu

Modernization of Software

At the new trade fair IT & Business (6 - 8 October 2009, Stuttgart) the IT service provider accellere will present its latest, patent filed processes. Dr. Andreas Kotulla, CEO and author of the book "Of Tigers and India", will discuss collaboration with the Indian software industry and present his innovative ideas on 'trouble shooting' and restructuring of software.

IT & Business
Messe Stuttgart, room C 4.1.2
7 October 2009
10.00 a.m. – 11.30 a.m.



BIOTECHNICA 2009

Europe's leading gathering for the biotech industry, will be held from 6 - 8 October 2009 in Hanover, Germany. Baden-Württemberg will be present with a large joint booth and an event forum.  Messe Hannover

BIOTECHNICA
Hanover
6 – 8 October 2009
www.biotechnica.de

Open Labs

*Baden-Württemberg is a pillar for the
global architecture of IBM research
and development: Böblingen — a location
works on the future of IT*



Woods, south of Stuttgart. Wide green expanses inviting one to go for long walks. People of almost all age brackets in casual office dress are grabbing some air. Bunches of people are discussing in the sunshine before they return to the functional building at the end of their lunch break. The Böblingen lab's orientation becomes obvious as soon as one enters the building. It is outlined in the entrance hall which greets the visitor with a classical hall of fame, a long row of patents developed in Böblingen and filed for IBM worldwide.

"Böblingen has always spearheaded the progress of IBM," reports Erich Baier who has been at the helm of the centre since 2008. In 1953 IBM invested in its presence in an incredibly dynamic emerging market: post-war Germany. Hardware was mainly the business which turned Big Blue into the sector's principal player. Engineering from Germany had its part in this, too.

Baier joined the company in 1978 as a developer. During the 16 years that followed the Swabian saw a great deal of the big, wide world of IBM. It is for a reason that he is much in demand when it comes to giving his testimonial on the future of IT in Germany. "We truly do not need to hide behind tech locations such as Silicon Valley. Perhaps we Germans feel that we are not capable of excellence, or maybe we are selling ourselves short." In Böblingen the company shows that it has confidence in its German location. Baier confirms: "We have highly qualified and trained staff here, people who think in an interdisciplinary manner within a global network and who are incredibly productive. On top of that we have a first-class network in which universities and industry co-operate."

This helps Baier to navigate in the worldwide sea of IBM locations, to successfully compete and share tasks, steering

towards projects that have a future. He explains, "You know, at IBM we don't inherit rights or job assignments. Quality, experience, new ideas, reliability—as well as the ability to collaborate within the global IBM network—these are the assets in Böblingen."

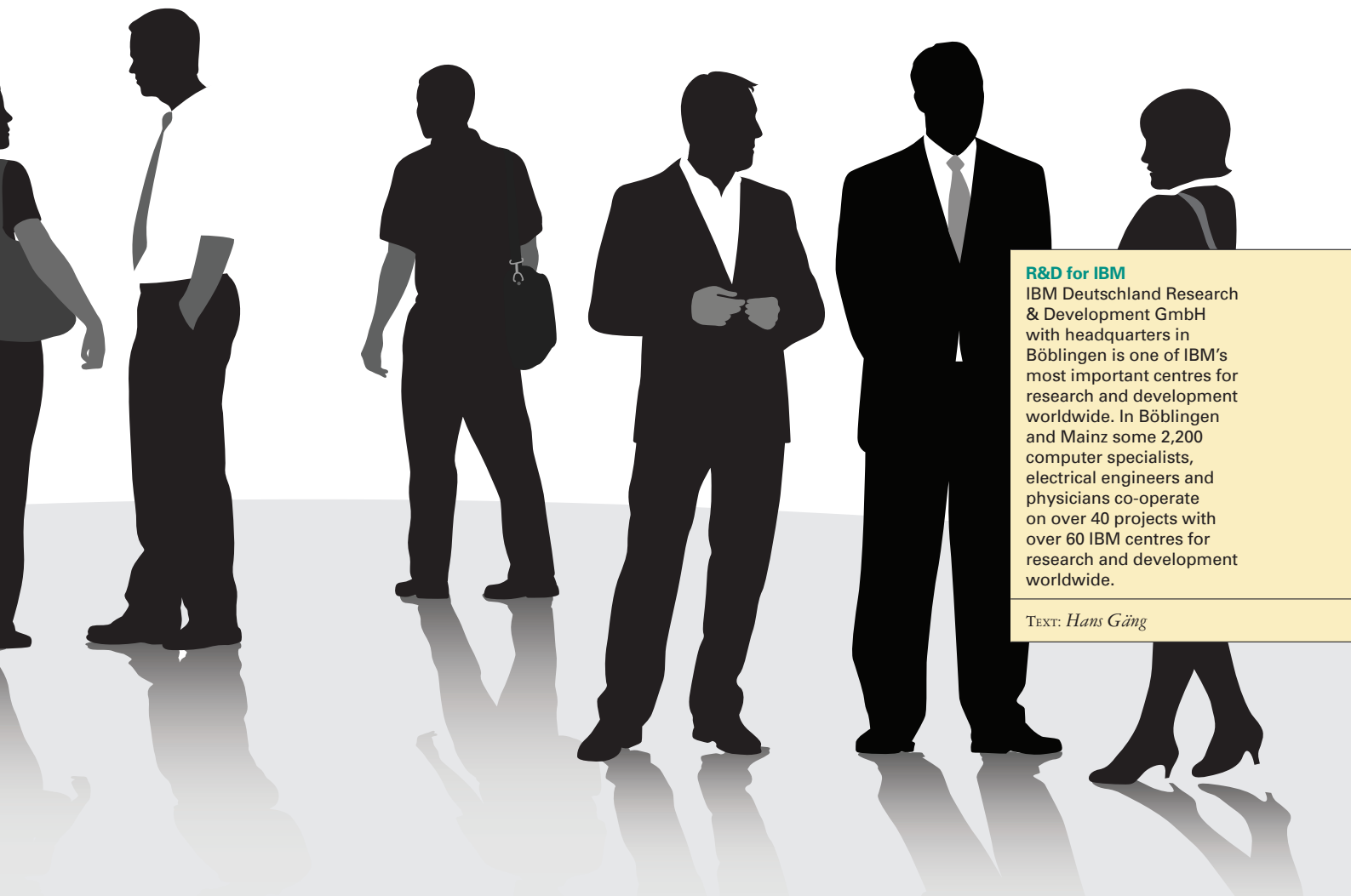
The Keyword is "Future"

During our discussion Baier and his patient press officer Kiess are tossing around topics which are currently in the front line of product development in Böblingen. They include WebSphere, Lotus, Information Management und Tivoli, the so-called middleware that assists companies in exchanging data and IT infrastructures and in optimizing computer centres. With virtualisation and automation technologies, the Böblingen team already has an eye on the next generation of data processing center. Dynamic Infrastructure.

R&D for IBM

IBM Deutschland Research & Development GmbH with headquarters in Böblingen is one of IBM's most important centres for research and development worldwide. In Böblingen and Mainz some 2,200 computer specialists, electrical engineers and physicians co-operate on over 40 projects with over 60 IBM centres for research and development worldwide.

TEXT: Hans Gäng



01

Böblingen Lab:
A green campus for
2.000 developers

IBM



01

02

Hall of Fame:
Contributions of Böblingen
for IBM's worldwide patents

IBM



02

› Cloud Computing is another magic word likely to secure Böblingen's role and future: it allows companies and consumers to access the nets and extract just the information they require, without having to look into the hardware or the underlying technology. SOA, Service Oriented Architecture, helps to use software components flexibly, and it reduces costs, too. Web portal technologies, Web 2.0 technologies, mashups—new media contents taken from existing contents—all these aids accelerate the exchange of user knowledge in companies. Böblingen also develops solutions for customers on the basis of Radio Frequency Identification Technology (RFID).

Hardware: Still an Issue

Real time integration of data flow inside companies is another area Böblingen specializes in. "Here we have quite a big advantage," says Baier. "From a global viewpoint Böblingen is located right next to Walldorf." IBM closely co-operates with SAP, the global market leader for business software. IBM platforms for servers, storage and data platforms as well as IBM middleware are being adapted to SAP products. IBM wants to offer its business customers a seamless IT service, with a spectrum ranging from main frame computers to "everyday" SAP business programmes. Main frame technology, the knowledge that once turned IBM into the Big Blue and which

also made the Böblingen location big in the 60s and 70s, has a future in Böblingen, too. The German developers are one of the teams leading globally the way in the development of main frame computers. Experts in Böblingen develop, among other things, the system design for the IBM System z mainframes. They are based on the S/390, the titans of the IT world. "To date this is still the most reliable and safe architecture for mainframe computers." It keeps being in demand—for business critical transactions of data, virtualisation technologies and to administer companies' mainframes.

Hardware, too, is still understood in Böblingen. Microprocessors are being designed according to customers' individual requirements in an ASIC (Application Specific Integrated Circuit) Design Centre. Collaboration with Sony and Toshiba extends on Cell/B.E—a processor for the Sony Playstation3. The processor has been optimized for highly complex graphics as well as for computation-intensive scientific applications. The fastest supercomputer worldwide, in Los Alamos, has in it a cell clone from Böblingen, a fact which fills Baier with great pride.

Thanks to the close co-operation with European universities, the Böblingen team has been able to come up with a number of innovations over the past few years. One example is a novel supercomputer on cell basis, designed for research in quantum

physics, the team is currently working on it together with German and Italian universities as well with research centres. Open Source is at home in Böblingen. Erich Baier recalls the beginnings of the open software development concept when the idea was paramount to a revolution in IBM thinking. Today that resistance has transmuted into market leadership, which in itself has changed the course IBM has taken.

Exchange with the Community

As one of IBM's six Linux integration centres worldwide it offers technical support for customers and business partners. With a team of over eighty experts Böblingen has the global responsibility for the free operating system Linux Systems Management on all IBM platforms. Böblingen is quite open in this respect—for an exchange with the open source community.

The work that has been done on Linux Kernel, the core of the operating system, is available free of charge. The IBM team are at the leading edge with their contributions to open source projects, standardisation and in technical committees.

So direct communication and collaboration is gaining increasingly in importance. Over are the days when at IBM products were first developed to be then presented to the customer. Today communication is decisive for development. And in Böblingen this means being in touch with a global clientele. The Technical Competence Centre Europe (TMCC) links customers, sales and development teams.

Lab Services have developed into a new sector: consultations and installation of trendsetting software technology—before this is available on the market. Companies willing to be pioneers benefit from innovations made in Böblingen at a very early stage. Speed counts and pays off—for both sides. For IBM this kind of co-operation is also a cornerstone for making our planet smarter. Collaboration is needed to face global challenges and to accelerate research and development. This is the reason why Böblingen does not only look but really is a campus where the future is learned. ☼

“We Need Fresh Ideas”

Martin Jetter, head of IBM Deutschland, demands investment in brains, not in bricks

Think Tank Baden-Württemberg

Martin Jetter, 49, is General Manager of IBM Germany with its 21,000 employees. IBM is currently moving its headquarters in Baden-Württemberg—from Stuttgart-Vaihingen to Ehningen.

INTERVIEW: Hans Gäng

Mr Jetter, the crisis is in full swing, yet the IBM Deutschland still delivered record figures for 2008. What is the secret of your success? Is the success story going to continue?

The economic situation is tense, worldwide. Nonetheless, our results for 2008 did show that we are very well-positioned, even in difficult times. I would not want to speak of a “secret” for success though. IBM responded to the challenges of a globalized world at an early stage. Value creation, cooperation as well as innovation, on a global scale, are the decisive criteria. In addition, we have consistently shifted the emphasis of our business towards software and services, giving up areas that were less profitable. The first quarter results are telling us to maintain this course. We, therefore, continue to be optimistic for the whole year.

For many of your industrial clients the current situation is about securing their future. What is the approach of IBM Germany for 2009, how do you tailor IBM solutions to your customers’ requirements?

IBM is the largest provider of information technology worldwide. We are able to give competent advice, provide hard and software solutions, we work as a network of partners and offer finance, too. We can, therefore, offer fast and flexible support for our customers with their current requirements, whatever sector they are in. Part of this is the integration of innovative technologies and services in existing infrastructures as well as tailor-made solutions which allow a fast return on investment and, consequently, a competitive advantage.

Germany’s companies are innovative and competitive, but can they, despite the crisis, defy new competitors from India and China?

In Germany we have to concentrate on our strengths. And these are mainly our intellectual strengths. “Made in Germany” will be more and more replaced by “Created in Germany”. As far as price is concerned, we will surely not be able to compete with countries like China and India. However, Germany has an enormous wealth of first-class know-how and, hence, much innovative potential, for example in the software business. And we have to make use of this intellectual capital if we want to continue to secure competitive advantages in Germany.

Which trends of the flat world will do you think survive the crisis? Collaboration, linking dispersed global resources—what opportunities do these represent for companies?

Globalisation is most unlikely to stop or even reverse the crisis. The world continues to grow together and this changes the way



“Made in Germany’ will be more and more replaced by ‘Created in Germany.’”

IBM

we are working. We need to act even faster and the way we work has to be even more intelligent, these are going to be the basic requirements for doing successful business in the future. Innovations such service-oriented architecture and Web 2.0 are bringing business and IT together and are blurring distinctions between companies, business partners and customers. Accordingly, companies who are flexible will make use of opportunities to wrest market shares from their competitors bit by bit.

How did your Smarter Planet Campaign originate and what is it about?

Smarter Planet Vision is, for example, about the infrastructures of our cities, about the supply of energy and the health care system. Inefficiency and lack of transparency in the ›

01

Ready to move: New Ehningen headquarters waiting for IBM

IBM



01

02

Paving a growth path: An alley for "Big Blue" in Ehningen's green

Ehningen



02

systems can have serious consequences, the crisis of the global financial markets has shown this. The processes that are driving development today have to become smarter and more efficient, e.g. we need traffic guidance systems that help avoid the daily chaos in our city centres. We need a health system in which doctors, health insurance companies and hospitals are linked up as part of a network instead of them acting all on their own. This is the only way the economy will be able to overcome the doldrums while, at the same time, working in an ecologically sound, sustainable manner. Here technology will play a decisive role, and IBM is going to make its contribution to realize a smarter planet.

You have called for more ideas in the economic policy: invest in brains, not in bricks. What does this mean, politically and for Germany?

I have already mentioned just now the mark of quality "Created in Germany". If we want to keep supplying what it takes to be an innovation leader, we need highly qualified staff with fresh ideas and new ways of thinking. Here in Germany we have an immense intellectual capital. Still, many knowledge intensive sectors are going to experience a shortage of well-qualified staff. I would, therefore, want to see the German government focussing the means they are making available, through their economic

stimulus plans, on promising technologies as well as on improving offers in the education sector. This will enable us as a location to remain competitive on the global markets in the long term.

IBM Germany sets the rhythm when it comes to securing knowledge intensive jobs. What part do research and development in Germany and the Böblingen lab play for IBM as a global player?

Jobs that require highly trained staff are the future of a location such as Germany, no matter whether they are in biotech, pharmaceutical or in the IT and communi-

cations sectors. Our German research and development centre is a good example. It is one of the largest think tanks of its kind worldwide with 2,000 high tech jobs in Baden-Württemberg and another 200 workplaces at other German locations. On top of that our experts are responsible for several thousand jobs in the U.S., India and in other countries. All in all there are over 70 hard and software projects that are all firmly rooted in the IBM strategy. This sort of global responsibility and cooperation is a key to growth and prosperity in Germany.

In autumn, IBM is going to move to new headquarters in Ehningen. Can one see this as a sign of your long-term commitment to the location Baden-Württemberg?

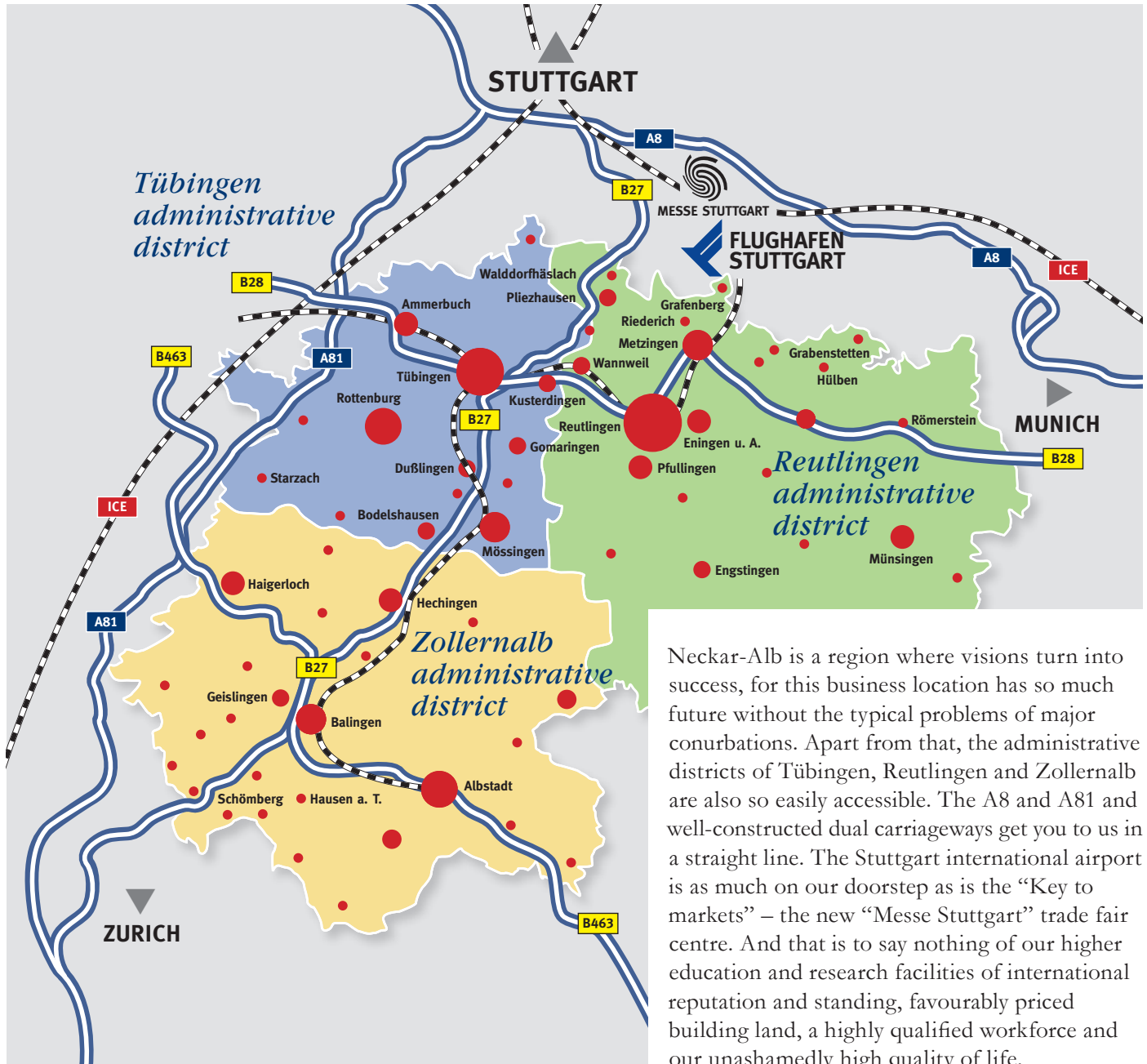
The move to our new headquarters is indeed under way and is scheduled to be completed in autumn. As you can imagine, such a move is a big effort from a logistics point of view. It is not something you would do just like that every few years. Baden-Württemberg is one of Germany's centres of technology. There are qualified people who have had excellent training, and there is a first-class network of links between universities and representatives of the economy. We are very much looking forward to many successful years in the new Ehningen head offices. ☀

"Technology will play a decisive role, and IBM is going to make its contribution to realize a smarter planet."

istockphoto



What's the future worth if you don't invest in it?

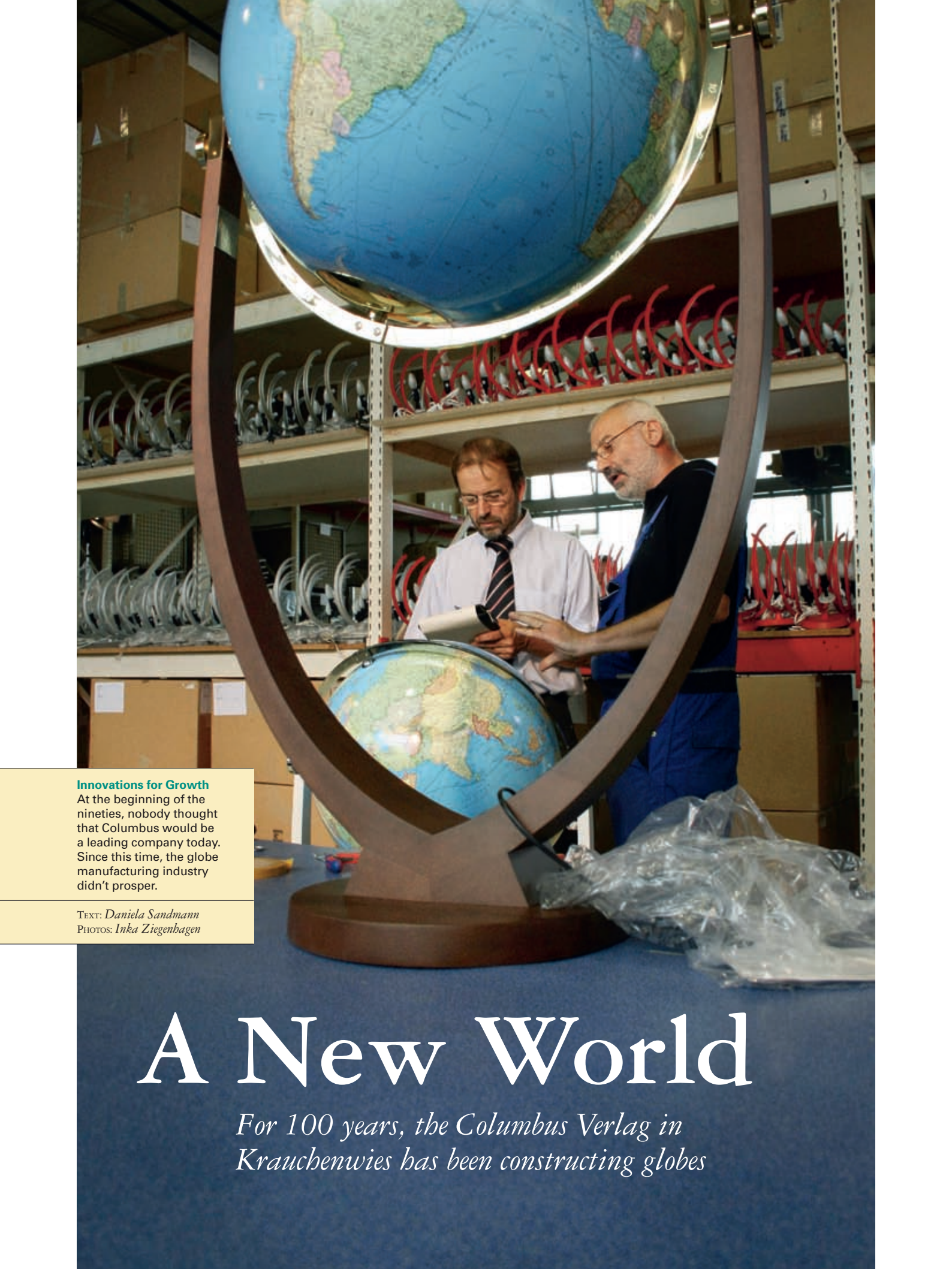


You can learn all about this and much more about the innovative region here: www.neckaralb.de, www.tourismus-schwaebische-alb.de and www.kinderbetreuung-neckaralb.de.

Tübingen
Reutlingen
Zollernalb |  Region Neckar Alb

Neckar-Alb – an intelligent place to live and work.

Your future is our business.

A large globe on a stand in a workshop, with two men working on a smaller globe in the background. The scene is set in a workshop with shelves of components in the background.

Innovations for Growth

At the beginning of the nineties, nobody thought that Columbus would be a leading company today. Since this time, the globe manufacturing industry didn't prosper.

TEXT: Daniela Sandmann
PHOTOS: Inka Ziegenhagen

A New World

*For 100 years, the Columbus Verlag in
Krauchenwies has been constructing globes*

01

Krauchenwies is home of the oldest still producing globe manufacturer



01

02

Venerable visitors: Federal Chancellor Angela Merkel at Columbus Verlag



02

Today, the world doesn't come into existence in seven days but only in one single day, and this even several times in Upper Swabia. The Columbus Verlag was founded in 1909 in Berlin by Paul Oestergaard and it produces globes, illuminated globes and cartographic maps. The objective was to make the globe accessible to the majority of the people. There was mass-production already at that time, thus the terrestrial globe was affordable for everyone. The production increased and therefore the workforce decupled.

Paul Oestergaard junior joined the publishing company in 1942 as second generation and he decided in 1948, after the administration and the production became victims of the war, to found a factory in Stuttgart. In 1963 the third generation followed with Peter Oestergaard and he set a milestone in the company's history with the day and night globe "Planet Earth" in 1972. This globe did not only show sunrises and sunsets but also the twilight zones and the seasons.

Overrun by History

In 1993 the sales broke down after Germany's reunion, as the production could not keep up with the speed of global changes. The world changed nearly on daily basis: the GDR disappeared and the Iron Curtain fell. Nobody wanted to buy a globe on which socialism still existed. Borders were being opened and closed, the Soviet Union burst into single states, war erupted in the Balkan states and Yugoslavia broke to pieces. The workers of the Columbus Verlag could not modernize and produce their globes that fast. The globes that were produced in the morning were invalid in the evening and had to be thrown out. They were overrun by history. The personnel had to be reduced from 120 to six workers.

Due to his innovations, Torsten Oestergaard, who is the company's head today, enabled the publishing company to break even. He discovered that a globe did not only serve as an educational item to demonstrate the earth, but it developed into a gem. His earth was again in the familiar

Torsten Oestergaard realized that a globe is also a gem.



orbit. Every change of name of a city or a country, as small as it may be, or the transformation of the Aral Sea, which is drying out, is being updated on the globes. For that reason, there are not many competitors in the globe manufacturing industry. The publishing company is the only one in Germany and the only competition are a manufacturer in the USA and in Italy and several in China. Today, Columbus Verlag, based in the Upper Swabian Krauchen-

wies, is the oldest still producing publishing company world-wide, with a turnover of three to four million euros a year. 60 employees produce 100,000 globes yearly with approximately 100 different designs. Columbus Verlag does not only offer hand blown glass globes, real traditional craftsmanship, but also contemporary globes, day and night globes, plastic globes and globes for children and the biggest mass-produced globe with a diameter of more than one meter. The publishing company attaches great importance to the production in Germany and it already produced a globe together with the WDR for the popular German children's series "Die Sendung mit der Maus". The well-known mouse shows children the earth through play. This children's globe is complemented by a book which answers curious children questions concerning the earth.

The manufacturer also designed and produced a soccer-globe on the occasion of the Soccer World Cup. For only 30 euros you can travel the world with your finger on the map, or rather the globe, and you can plan your travels and even dream of the big, wide world. The demand for globes is huge. Most of all, the business with globes between 3,000 and 5,000 euros booms; they are only used as living accessories. The publishing company's biggest globe is the Magnum-Globus with a diameter of 111 centimetres. ☼

Knowledge Transfer at Dürr Systems

How can the result of internal further training be kept? An important, but often unanswered question. The systems supplier Dürr carries out numerous internal training courses yearly. Dürr relies on "Safeguarding the knowledge transfer during internal advanced training by using a web based software solution" —and realises an extensive evaluation of the seminar which is effective and inexpensive. The coaches get information about the objectives and expectations of the seminar participants in advance, the participants repeat and practice what they have learned and they give feedback about the implementation of the new knowledge.

Dürr Systems GmbH
www.durr.com

Italian Engineers

The Baden-Württemberg Cooperative State University and the regional government of Tuscany have agreed on an initiative for border crossing transfer of knowledge and qualified employees. Italian students and young professionals in the field of engineering will be offered internships and temporary contracts of employment both in order to gain working experience and bring their knowledge into companies in the federal state of Baden-Wuerttemberg.

DHBW Mannheim
www.dhbw-mannheim.de

Scientists Cooperate with Universities

Six of 20 new early-stage research groups at Helmholtz Centres nationwide will settle in Baden-Württemberg. The Helmholtz Association selected 20 early-stage researchers who can found their own research group at a Helmholtz Centre during a period of five years with a yearly budget of at least 250,000 euros. This is connected to the option to be employed for an unlimited period.

Helmholtz Office
www.helmholtz.de

Cars for the Government

Trendsetting car design made in Pforzheim

I never thought that I would be accepted!" Christian Holweck didn't have any real hope of being admitted when he applied to Pforzheim less than two years ago. The Transportation Design study program in the "City of Gold" has an excellent reputation worldwide. The combination of manual skills, creative freedom and close cooperation with companies has proved to be a great success. The students have won renowned design prizes year in year out and are in great demand amongst employers.

Designing Future

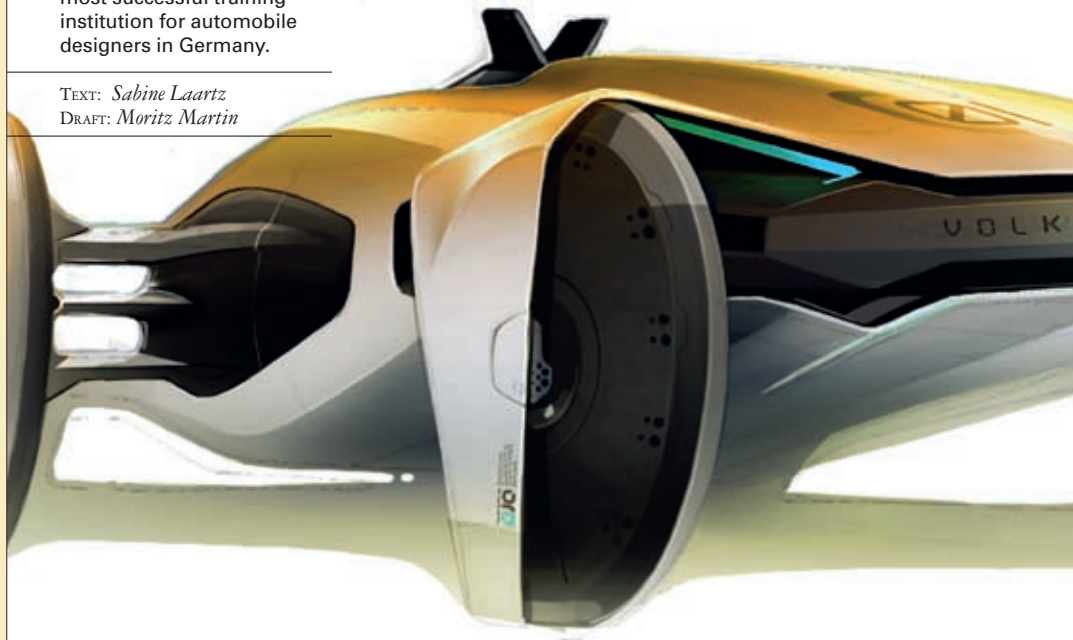
For more than 25 years students from all over the world create in Pforzheim the future of mobility. The Faculty of Design at Pforzheim University is the most successful training institution for automobile designers in Germany.

TEXT: Sabine Laartz
DRAFT: Moritz Martin

Today the twenty-two-year old from the Pfalz sketches ideas of future cars. This year, along with ten of his fellow third-semester students has been working on a design project together with the German Federal Ministry of Transport, Construction and Urban Development to design the government limousine of the future.

Limousines of the Future

They developed a means of transport which must comply with the requirements of the government officials, be sustainable and energy efficient. In July a selection of eleven different types on vehicles had been presented to the ministry. "Energy efficiency is not only a necessity but also a freedom—even for creativity", explains Federal Minister Wolfgang Tiefensee who is very impressed by the students' inventiveness.



01

Wild cat's hot drive: Mobility will become more and more a lifestyle issue

 Daniel Schlapp



01

02

This futuristic mobile has enough space for the surfboard and an overnight stay

 Hussein Al Attar



02

03

Minister of transport Wolfgang Tiefensee discusses Christian Holweck's mockup

 Jens Timmich



03

*“This is my dream!
I have been working
towards this goal since
upper school.”*

“A concrete basis is very important for us”, explains Lutz Fügner, Head of the Bachelor study programme Transportation Design. “We are able to work unrestrictedly but we must never get carried away”, confirms Josef Stängl. Stängl, who comes

from Regensburg, is also in his third semester of Transportation Design. “This is my dream” says the 23-year old. “I have been working towards this goal since upper school. I worked on my portfolio and then I applied”. After doing some internet research he discovered that an admission to Pforzheim is not as easy as he thought. Prospective students must present an excellent portfolio and have a great interest in the subject. Candidates are selected through an examination and personal interview as well as through the work samples they hand in.

“Students do a lot of drawing in their first two semesters”, declares Stängl amazed. Designing with paper and pencil plays an important role at the beginning. After the basics students move on to their first complete 3-D model construction in the vehicle project “Advanced Design” exterior in their third semester and in their fourth they work on a model construction (clay model 1:4).

The students not only concentrate on design features but also on technical details. How much space is available, how the interior should be designed, what sort of engine will power the vehicle and where it will be housed. Courses on construction techniques, ergonomics, cultural studies, management and law are offered parallel to the practical work. Thus after two years students are equipped for their internships where they are required to put their theo-

retical knowledge into practice. In their 6th semester students devote their time to the interior design of vehicles. The focus of the study program is on the automobile division as 95 percent of international jobs are to be found in this field.

Currently 90 students are attending the Bachelor's and Master's degree in Transportation Design. The professional perspectives are promising: Due to the technical and specialized knowledge the graduates are highly wanted in the automotive industry. ✨

Further Information
University of Pforzheim
Transportation Design
Phone: +49 7231 286892
www.gestaltung.hs-pforzheim.de



Talents for Tomorrow

Reducing costs for training and recruitment could be a fatal mistake

Far-sighted HR development

Prof. Werner Faix, Director of the School of International Business and Entrepreneurship, calls for more far-sightedness in human resources development. Because—don't be fooled—in the growth markets, competition for talent is going to remain fierce.

INTERVIEW: Hans Gäng

“The demographic development is not changing and the shortage of talent in Europe is going to last.”



Prof Werner Faix, Director of the School of International Business and Entrepreneurship

 Steinbeis

Professor Faix, the lack of qualified staff and management personnel for international tasks has been an issue for many years. Has the crisis now put an end to this in many companies?

Not at all. Firstly, every crisis eventually comes to an end. This one will, too. To now renounce the talent that has been laboriously acquired and developed in the companies, is literally short-sighted. Secondly, the demographic development is not changing. The shortage of talent in Europe is going to last. Assuming that there will be new growth, in ten years' time, qualified personnel, engineers and managers with a

global outlook will be even scarcer unless we train them now. And thirdly, in order to come out of the crisis as a winner, it is on the one hand necessary to adjust existing volumes, if need be. On the other hand, one has to emphasize innovation, i.e. new products and services, new markets, competitive organizational structures, international suppliers and competitive business processes. Such challenges require the best talent.

But right now many companies are not sure how to keep current staff levels, they are not inclined to make a new start in personnel development.

ABOUT STEINBEIS SCHOOL OF INTERNATIONAL BUSINESS AND ENTREPRENEUR

The School of International Business and Entrepreneurship (SIBE) offers companies an attractive solution in times of skills shortage: Qualified university graduates realize different projects

with the help of highly qualified professors, consultants and managers from SIBE, and at the same time improve their management skills in two years of Master studies. The companies

don't just benefit from full-time high potentials, they have also access to the worldwide business network of the Steinbeis.

More Information
www.steinbeis-mba.de

 istockphoto

Learning by Doing

The education at the Steinbeis-Hochschule prepares for assignments abroad

It would be important though to switch, consistently, to an economy of knowledge now. We have to think over the Greencard concept as well as the principle that German SMEs have been following for a long time, i.e. to move the workforce to where the capital is. The global distribution of “company intelligence”, new IT-based forms of what is called collaboration, this has already led to a change in people’s views in other countries. Global delivery is the new paradigm for companies. It requires resources to be built where they already exist, customers can and have to be served from anywhere in the world.

Steinbeis University has built strong partnerships with educational institutions in the emerging markets. You have just come back from Russia and India. Did you find a sense of crisis there?

I did. The crisis has also reached Russia and India. Nevertheless there is a positive mood prevailing. People continue to be proactive on the personnel market, especially with a view to future investment from Germany, Europe and the National companies, such as Tata Nano, also need creative minds for projects. In my opinion a lot of managers and owners of companies are in a way relieved that now, during the crisis, they are in a better position to bind high potentials.

What are the experiences of the local German companies? What has been their reaction?

The local German companies are reporting pressure from their headquarters. There, in the emerging markets they are expected to make a contribution to the growth which at the moment cannot be realized in Europe and the U.S. Therefore you need highly qualified people and the ability to continue to succeed in the face of U.S. American and the rapidly developing national competitors. Not to withdraw from the markets but to give signals for a sustained presence, only this creates acceptance for a far-sighted corporate culture, a culture our companies are very proud of. ☼

Ready for International Business

The on-the-job Master of Science (M.Sc.) course in International Management at the Steinbeis-Hochschule, Berlin (SHB) prepares young graduates for everyday business life—also in Asia.

TEXT: Hans Gäng

The SHB has established excellent relations to China, which is also due to the extraordinary market knowledge that the specialists responsible for the educational offer have. The SHB uses the good connections to enable the students to get a first impression during a stay abroad. This creates the basis for students to carry out concrete tasks in their company in the Asia business.

The visionary boss of the School of International Business and Entrepreneurship (SIBE), the international institute of the Steinbeis-Hochschule Berlin, Prof. Dr. Werner G. Faix, has already recognized that only an educational programme, which is specially designed for the reality of medium-sized companies, can stay at the market in the long-run. The college a Master programme, which creates a win-win situation between students and companies and which ensures that owners of SMEs do not fall behind international companies in the “War for Talents”.

The companies fund the education of their own new executives—the emphasis is on “own”. The “Young Professionals” and graduates, who are chosen thoroughly by the SIBE according to the qualifications they have reached in their subject and course, plan foreign economics projects for their partner company already during their studies and they can then carry out the project, which is carefully designed during the management courses, for the company.

Successfully executed projects are for instance the opening of business markets in Asia and the primary and secondary market analyses which belong to it, the establishment and fine-tuning of supply networks in the Far East or the optimisation of business processes with the help of process innovations.

Pumping Know-how into SMEs

In principle, the management education follows a concept which is normally applied in the context of technology transfer: to “pump” know-how into the SMEs—that’s how the founders of Steinbeis, Lothar Späth and Johann Löhn, formulated the aim. To apply this on internationalisation: In the fierce competition for growth potentials, especially at the emerging markets, it is not enough to woo the customers and strategic suppliers with supposedly superior technologies. Global “time-to-market” depends of the case that concepts for sourcing, distribution and cooperation are strategically and clearly formulated, have a quick impact and are executed by the right people in the company. That’s why the issue “speed” plays a substantial role in the Steinbeis Master: as the sound microeconomic on-the-job education takes two years, it has to be guaranteed that the time which a company invests in “its offspring” is not wasted. The SIBE cares for this—at the beginning with the carefully and professionally chosen candidates that the college proposes, and then with the practically oriented contents of study.

The result: the difficulties that many companies have to face during a long and expensive recruiting process don’t apply with the Steinbeis alumni. Newly employed graduates—that are often far away from the business reality in foreign markets—don’t have to pass a company’s internal hardness test, which is often uncertain and time-consuming. ☼

The Suitable Standpost

Development Aid Work in Africa

The supply of domestic and drinking water is usually not an issue the average European citizen worries about. The majority of people on this planet does. Sebastian Haury, an Engineer in International Technology Management from Freiburg, worked as a development aid worker for Misereor in Burkina Faso for three years. He was responsible for the professionalisation and monitoring systems of rural water supply projects in Burkina Faso, Benin and Senegal.

TEXT: Sebastian Haury

The engineer Sebastian Haury stayed two years in in Africa to build up a water system. Today, his project has become a multi-million World Bank project

A water project manager in discussion with user groups: The participatory monitoring system foresees continuous verification of the progress.

SEBASTIAN HAURY



Sub-Saharan Africa is considered to be the poorest region in the world. Poverty has many faces. One of them is the lack of water. At the Johannesburg Summit in 2000, the world leaders defined the Millennium Development Goals aiming to reduce the number of people without access to clean water by half until 2015. "Access to water" means that at least 20 liters of water must be available per person per day within one kilometer of a user's dwelling. Since the 1950's many organizations realized water projects in Burkina Faso and elsewhere in the region. Some of them still work, some don't. A single worn out seal of a pump could mean the end of a working system. The challenging question is, how to build water supply systems, which even after twenty years of usage still do their job?

Learned from the Past

Here comes in the participatory approach, which makes up Misereor's project philosophy. Together with local project partners a system called "Participatory monitoring of project results and impact" was set up. That means, the water project manager would send out his teams to discuss the objectives of water supply systems with the local population. From the project planning stage over realization to system maintenance, the local water users — being literate or not — are actively implicated into their project of water supply.

To successfully develop, realize and maintain a water supply system, be it a borehole or a well with hand pump, different aspects of sustainability must be taken into consideration: social, financial, and technical sustainability. In other words, project management has to ensure that a new water point does not create confusion, that maintenance costs can be covered by local users, and that repairs are dominated by local technicians. These considerations might lead to technically simple water supply solutions, but sustainable ones. The interesting task as a development aid worker was to lead the water project managers to practice empowerment and ownership. In countless workshops, case studies, meet-

ings and consultancies objectives to reach and indicators to monitor them were set up with the project leaders of the water supply projects in the region. Once the system was internalized at local management level it had to be applied with the user groups.

The final step of the program is the most interesting one. Once a complete system from overall objective until the operating targets is set up, it is the project's target group to rate over the progress of their project. It is them to state whether the water projects desired impacts were reached. Is the user community able to independently maintain independently its system? Has the new water supply system improved quality of life of the target groups? How can this be proved? Have water born diseases within the community decreased? Has the number of children going to school increased, as they do not need to spend their time fetching water? All these questions are continuously answered by the monitoring system allowing real time adjustments in the projects where needed.

Networking to Keep it Going

Finally, before a development aid worker leaves, the field a system must be in place to keep up the momentum. Therefore, a network of water project managers from Burkina Faso, Senegal and Benin was established over three years. This forum allows the exchange of experiences between the projects and continuously improves the performance of monitoring and management systems. The online platform ResEauDev enables exchange of tools, documents and current events.

The United Nations monitoring of the Millennium Development Goals shows that the sum of such projects lead to measurable improvements. The percentage of people in Burkina Faso having access to drinking water rose from 34 percent in 1990 to 74 percent in 2007. Quite a good success — but there is still some work to be done. ☼

Further Informations
www.reseauddev.net
www.misereor.org



01



02

"Access to water" is not only a slogan of the UNO, it's a convention of humanity.

01

Check of a local water point. For hygienic reasons on a regular basis the community controls the cleanliness of the water point

Sebastian Hauray

02

Instead of digging an additional well this community use a wheelbarrow fetching water at the neighboring water point

Sebastian Hauray

**Two Languages,
One World**

630 students from more than 30 different nations are taught in Stuttgart bilingually. Headmaster Timothy Kelley explains the philosophy of his school: "We open the doors to the world."

TEXT: Daniela Sandmann



Students from all over the world learn in German and English in parallel

International School of Stuttgart

Globeducation

The International School of Stuttgart teaches their students how to become a global citizen

**FACTS & FIGURES
INTERNATIONAL SCHOOL
OF STUTTGART**



International School of Stuttgart

- > Founded: 1985
- > Current enrolment: 580
- > Student body nationalities: 45
- > Largest nationality groups: North American, German, Asian
- > Language of instruction: English
- > Faculty: 71 full time equivalent
- > Average class size: 18
- > Curriculum: All three International Baccalaureate Programmes
- > Diplomas: International Baccalaureate Diploma

In no other part of Germany are industry and business are so actively engaged in the global economy than in Baden-Württemberg — and thus the employees as well. Today Stuttgart, next year Hong Kong or Toronto... For many internationally mobile families with children the proximity of an internationally-oriented school is decisive when choosing the workplace.

The International School of Stuttgart (ISS), founded in 1985, meets this demand with its classes generally held in English. 630 students all in all, from more than 30 nations and of all ages, nursery school included, are being educated at ISS in Stuttgart. More than 60 percent of the students do not have a German passport but the school has been approved by the state of Baden-Württemberg as a state approved complementary school. Additionally, ISS is internationally accredited by the Council of International Schools and by the New England Association of Schools and Colleges. As an IB World School it is the only international school in Baden-Württemberg, and one of approximately 120 schools

world-wide, which is authorised to deliver all three International Baccalaureate programmes — from the Primary Years Programme (pre-kindergarden through grade 5) to the IB Diploma Programme (grade 11 and 12).

The International Baccalaureate Diploma is an internationally accredited school leaving qualification that can be compared to the German Abitur. The Diploma Programme is a two-year curriculum and it is a well-accepted university entrance qualification. In addition, ISS offers a dual language programme at its subsidiary location in the Daimler-city Sindelfingen. Here the children learn in German and English in parallel. But not only language and literacy skills are being promoted at ISS. "We want to accompany the students during their development to self-confident and lifelong-learning individuals", explains headmaster Timothy Kelley. "I want them to become global citizens." ☼

More Information

www.international-school-stuttgart.de

Linguistic Talents

*At the Königin-Olga-Stift grammar school
bilingual learning has priority*

Training Lingual Skills

Geography, history and biology courses in English? Why not! At Stuttgart Königin-Olga-Stift grammar school (KOST), students are prepared for a global career.

TEXT: Dr. Jan Kulok

In an ever more globalized world, which faces mounting challenges that can only be met through international co-operation, cross-border communication has gained heightened importance and has become a key-competence both in politics, in the economy, in science and in many other fields. With English being the unchallenged modern lingua franca, students of Stuttgart—especially those of promising linguistic talents—should be offered the possibility to acquire these linguistic and intercultural skills from early on in their secondary school careers.

Bilingual Education

The creation of a bilingual or even plurilingual learning environment suggests itself as being very suitable to bring forth the achievement of this aim. Thus, since 1992, the Königin-Olga-Stift grammar school (KOST) has been busy developing, implementing, and monitoring a bilingual curriculum that has become state of the art of bilingual education in Baden-Württemberg. Starting with intensified ESL-teaching in the students' first two years of secondary education, the young people move on to study geography, history and biology in the four years leading to the final two-year stage of their school careers, in which, to date, they can choose from the following options: attending a bilingual preparatory course for the written English final exam in biology, doing coursework in a bilingual history class and participating in an English



seminar project class, where they conduct research in a field of their choice that relates to one major topic selected for the respective class—e.g. “modern India”, “health management”, “sustainability”, “water”.

This tableau of bilingually taught subjects is increasingly supplemented both by a rich assortment of workshops—such as a debating society, a business English class, and intense preparation for the CAE exams—as well as by various exchange programmes with the English-speaking world, taking the students to Brighton, to Salem (Oregon, US) and since 2005 also to New Delhi. In this way the students get many chances to put their flowering bilingual and intercultural talents to work. ☼

“Instead of learning English in one class and history, biology or geography in another, language and content learning take place at the same time. The students just love it.”

Karl Waidelich, Headmaster of KOST
Inka Ziegenhagen

Further Information

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koenigin-olga-stift@stuttgart.de
www.olga-stift.de

EXCHANGE MEETING SPRINGDALES SCHOOL IN NEW DELHI *Susanne Götz*

When eight KOST-pupils and their teacher set off to their first school exchange to New Delhi in 2008 everybody was very excited. Will the food be adequate for the palates and stomachs? Will they be able to cope with the poverty

and misery on the streets? To cut a long story short: They did! During the stay the students and teachers were perfectly taken care of by both—the host families and the school. All in all, two culturally highly exciting

weeks—completed by amazing trips to the Taj Mahal and Jaipur. In June, one of the KOST-classes has already hosted the Indian group. And the flights to Delhi in October 2009 have already been booked.

IT-Trans

24 to 26 February 2010, Karlsruhe

The first highlights of the 2010 IT-Trans's conference programme are already decided on. They identify the event as a global platform which accounts for the importance of public transport in times of increasing numbers of commuters and growing needs for mobility. Furthermore, it focuses on the strategic significance of IT for optimised operations and for more passenger satisfaction.



The global standards of public transport are composed of efficiency, increase in capacity and safety. The current technological progress will also be an issue, for instance the future possibilities that may guarantee an efficient and modern way of local public transport. Moreover, practically and future oriented subjects are dealt with at the IT-Trans's accompanying workshops and market update platforms, such as electronic ticketing, real-time passenger information, integrated systems for management of transportation expenses, and passenger safety. The IT-Trans is promoted by national transport associations from Germany, Austria, Switzerland, Italy and France. The organisers of IT-Trans are the International Association of Public Transport with its headquarters in Brussels, and the Karlsruhe Conference and Exhibition Society.  Messe Karlsruhe

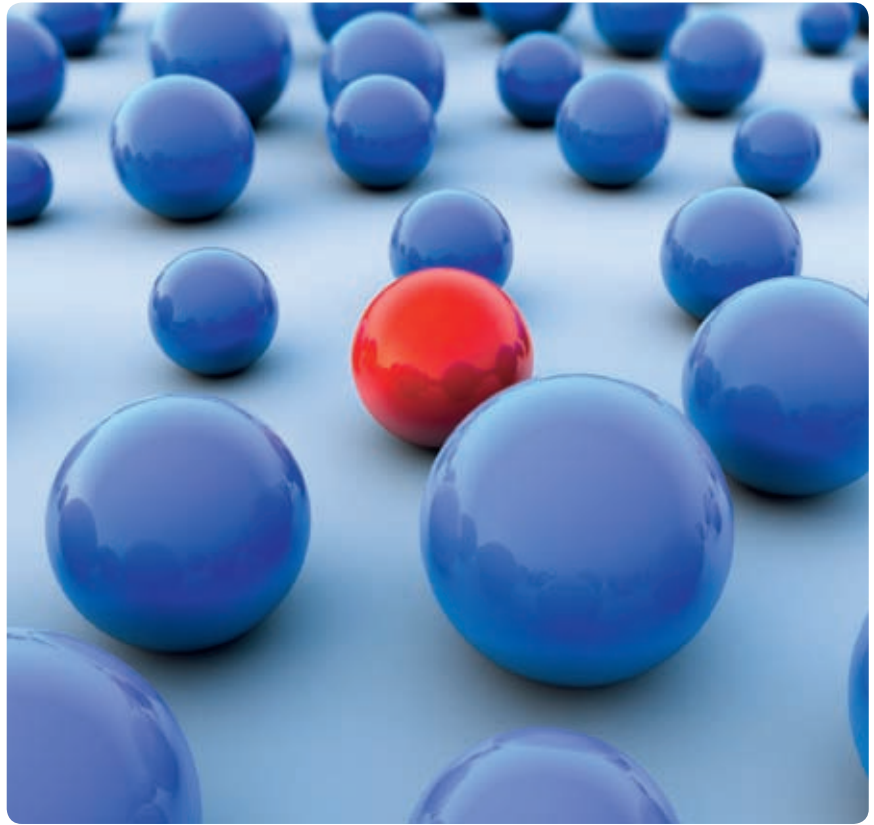
www.it-trans.de

Learntec

2 to 4 February 2010, Karlsruhe

The 18th Learntec over 200 providers will be showcasing their solutions for vocational education, e-learning and knowledge management. Renowned experts from the realms of business, science and academia will also be presenting the future of learning at Germany's largest congress, completed with best practice examples.

www.learntec.de



 istockphoto

Kick-off

A new trade fair for software, infrastructure and IT services takes place in Stuttgart

The event, which aims at IT decision makers and IT users in companies, takes place every year and concentrates on Germany and German-speaking foreign countries. Visitors will discover new IT products and innovations at Europe's most modern trade-fair premise.

The organizers' special emphasis lies on the middle class. In Baden-Württemberg, an economically strong federal state, medium-sized businesses are exceptionally well represented, which offers the best conditions for the new event and is another argument for the location Stuttgart. In addition to the giants of the industry, such as IBM, Microsoft and SAP, other international mar-

IT and Business in Stuttgart

The new trade fair "IT & Business", which takes place for the first time from 6 to 8 October 2009 at the New Trade Fair Centre Stuttgart, places emphasis on strong partners.

TEXT: Daniela Sandmann

ket leaders and numerous medium-sized vendors are represented at the "IT & Business". The trade fair already cooperates with extraordinary partners, that is the VDMA software trade association as moral supporter, and the BITKOM. "With approximately 250 exhibitors, the "IT & Business" gets a huge response, which speaks in favour of our concept", says Ulrich Kromer, managing director of Messe Stuttgart. "An integral part of this concept is our network of strong partners." ☼

"IT & Business gets a huge response, which speaks in favour of our concept."

Ulrich Kromer, managing director of Messe Stuttgart

Further Informations
www.mfg.de



FORUM FOR INTERNATIONAL CONTACTS AND INVESTMENTS



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- Country Presentations

The appeal of GlobalConnect lies in its variety of information and high-quality content. It is the most important meeting point for international contacts.

www.global-connect.de

Messe Stuttgart

26 – 27 October 2010

Deeper Insights

Baden-Württemberg, as one of the worldwide leading economic locations, is the ideal platform for domestic and foreign investors and contributors of capital to execute profitable and secure investments. On Expo Real 2009 a large number of suppliers from Baden-Württemberg present investment projects and services.



Expo Real
Visit of
Guenther H. Oettinger
Prime Minister of
Baden-Württemberg
5 October 2009
Hall B1
Booth 222

bw-i

Best Expertise

From 5th to 7th October 2009 all leading economic regions of Baden-Württemberg present themselves at Expo Real in Munich

Since its premiere in 1998 Expo Real has developed into the central international platform for investment, real estate projects and project development. Therefore, numerous exhibitors from Baden-Württemberg are represented on the fair and offer their existing properties and project developments to an international audience of experts.

The location Baden-Württemberg shows an extraordinary presence this year in the most popular hall B1. Next to the official booth of the federal state, organised by Baden-Württemberg International (bw-i), the economic regions Stuttgart, Karlsruhe/Baden-Baden, Ulm and Freiburg-Ortenau-Südwest are also represented with joint

booths in direct proximity. Thus, potential investors can get a general idea about the possibilities which the investment location Baden-Württemberg offers. Other leading economic regions, that is Heilbronn-Franken, Ostwürttemberg, Nordschwarzwald and Schwarzwald Baar-Heuberg, present themselves at the federal state booth. The joint booths of the Lake Constance region and the metropolitan region of Rhein-Neckar are located in the halls C2 and C1. The objective of Baden-Württemberg's participation is to demonstrate what kind of advantages and development potentialities the location Baden-Württemberg offers for investors and companies that are willing to settle

there. At the same time Baden-Württemberg's international position as capital and investment market shall be highlighted.

This year's highlight of the Baden-Württemberg presentation for Expo Real is a presentation of the location with a subsequent formal reception by Prime Minister Oettinger on 5th October starting at 6 pm. Exhibitors and visitors will not only get relevant information concerning the location Baden-Württemberg but also an invitation to a culinary tour which involves all the joint booths from Baden-Württemberg. ☀

More Information
www.bw-estate.de



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How to find us

- easy to travel to - by rail, roads and air
- direct access to nearby motorways: A 5, A 8, A 65
- only 1 hour from Frankfurt airport - direct rail link
- approx. 3 hours from Paris on the TGV (high speed train)
- excellent local transportation infrastructure, Messe-Express (shuttle service) from the main station to the Karlsruhe Trade Fair Center

Capacities

Trade Fair Center

- award-winning architecture, premium quality materials
- 3 halls, each measuring 12.500 sq. m plus the 12.500 sq. m dm-arena
- an atrium with events hall measuring 1.800 sq. m
- an atrium with garden atmosphere for events
- an open-air exhibition area totalling 10.000 sq. m
- a conference centre accommodating approx. 2.000 guests

Convention Center

- 4 event venues/halls, 28 rooms, space for approx. 13.000 seated guests
- 20.000 sq. m exhibition area in the halls and foyers
- 10.000 sq. m open-air area for exhibitions and events
- 1.000 underground parking spaces
- attractive location in the city centre

Europahalle

- Room for 9.000 guests, seated or standing, or 5.097 guests seated in rows in the inner area and seating galleries
- 4.400 sq. m usable area
- best conditions for any kind of sporting events and entertainment

Support from A to Z

- exhibitor services
- visitor/participant services
- event organiser services
- travel services
- KMK-TV - Germany's first trade fair TV channel

Hotel recommendations

Best Western Queens, Novotel, Radisson SAS, Renaissance, Ringhotel Residenz, Schlosshotel



CONNECTING IDEAS.
Karlsruhe -
Trade fairs and conventions

Expo Real
Hall B1
Booth 120

Integrative Marketing

The Neckar-Alb's regional marketing agency provides integrative marketing measures for its stakeholders at Expo Real. The agency consists of 30 local communities, the counties of Tübingen, Reutlingen and Zollernalb, the regional association Neckar-Alb as well as the Chamber of Crafts and the Chamber of Commerce and Industry Reutlingen.



FACTS AND FIGURES NECKAR-ALB

- > 2,500 square kilometers
- > 700,000 inhabitants
- > 45,000 businesses
- > 4 university cities
- > 29,000 students
- > numerous scientific research facilities, e.g. four Max Planck Institutes
- > International Airport
- > Young population, skilled labor force

A Consistent Brand Neckar-Alb for the fifth time in Munich

The Neckar-Alb's regional marketing agency provides integrative marketing measures for its stakeholders at Expo Real. The agency consists of 30 local communities, the counties of Tübingen, Reutlingen and Zollernalb, the regional association Neckar-Alb as well as the Chamber of Crafts and the Chamber of Commerce and Industry Reutlingen.

"We present Neckar-Alb as a consistent brand", illustrates Dr. Wolfgang Epp, CEO of Neckar-Alb's regional marketing agency. The mayors and business promoters representing the region will be in Munich to jointly advertise their commercial properties and real estate. And there is even a chance to meet Baden-Württemberg's Head of State Günther Oettinger, who will be visiting the stand on 5 October 2009 to get an idea of the latest developments in the Neckar-Alb region.

Eye-catching Display Material

The regional marketing agency has already prepared its advertising kit for the exposition. It consists of a professional exhibi-

tion catalogue presenting all the properties and real estates on offer in the region and a new series of flyers on the area itself. Well-known enterprises from the fields of engineering, automotive, medical and biological technology, technical textiles, wood and renewable energy sources have their headquarters in the area. Benefiting from the proximity to the big car manufacturers, the area has also become renowned for its automotive industry. The universities in place encourage their students to successfully set up new high-tech businesses. Last but not least, the area's economic centers attract numerous companies from the fields of biotechnology, medical technology, IT and communications. ☼

More Information

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Andrea Diewald
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www.neckaralb.de

Expo Real
Hall B1
Booth 222

Top-Class Business Locations

The Northern Black Forest Region offers a guide to its best commercial areas, properties and real estates to investors. At a glance the reader will find various facts and figures, relevant profiles and useful information on the region.



New Guide Dynamic and Innovative Northern Black Forest

One of the most dynamic and innovative regions in the German Southwest will once again present itself at the Expo Real 2009 in Munich. Excellently located in the heart of Baden-Württemberg at the country's centre lines Stuttgart — Pforzheim — Karlsruhe and Stuttgart — Lake Constance — Zurich, it offers ideal conditions to investors to help realising their visions and projects. The competence of the Northern Black Forest Region focuses particularly on material and process technology, creative industries and health care/tourism — an area in which nature meets innovation. Moreover, a network of local

specialists being in charge of business development, the chambers of trade and industry, universities, regional organisations, policy makers and the regional economic development corporation offers comprehensive support and services to local companies and interested parties. ☼

More Information

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wfg@nordschwarzwald.de
www.nordschwarzwald.de



Expo Real
Hall B1
Booth 030

**Exposition on
95 square metres**

This year Freiburg is again, for the twelfth time in a row, represented at the biggest commercial property exposition world-wide. The association Freiburg Area Economic Development participates at the fair, together with the association for business development Südwest and the economic region Ortenau, with an approximately 95 square meters big booth.



One Brand for All Freiburg Area Economic Development on Expo Real

The three business development areas bring the region, including Offenburg, Freiburg and Lörrach, to the market collectively under the brand name of "Black Forest". The cities of Lahr and Kehl are the exhibitors of the economic region Offenburg/Ortenau together with the Business Park BIW and the company Grossmann. The economic region Südwest acts not only for the Business Park of the border triangle and Re/Max, but also for the cities Lörrach, Schopfheim, Wehr, Waldshut-Tiengen, and the municipalities Grenzach-Wyhlen, Albbruck, and Wutöschingen. The Business Park Breisgau and the city of Emmendingen are not only partners of the the association

Freiburg Area Economic Development, but they have also private partners such as the Gisinger Group, the company Unmüssig and Aurelis with its freight depot. A joint brochure published for the ExpoReal gives information on the numerous commercial projects of the region that are presented at the ExpoReal in Munich. ☼

More Information

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Phone +49 761 38 81-822
info@wifoe-region.freiburg.de
www.wifoe-region.freiburg.de



Weinstadt | Location for Business

Lying amidst the Greater Stuttgart Region, one of the economically most vibrant regions in Germany, Weinstadt (lit. »City of Wine«) is a most attractive business location for engineering, vehicle construction and IT companies just off world market leaders such as Bosch, Daimler, Porsche, Kärcher or Stihl. The beautiful countryside along the river Rems, traditional wine-growing villages along with an excellent traffic and educational infrastructure make for a high-profile residential and working area. The direct connection to the four-lane national road 29 and the Stuttgart city train system allows short-time reachability of Stuttgart city centre, the international airport and the new trade fair.

www.weinstadt.de



City of Weinstadt
Business Development
Marktplatz 1
71384 Weinstadt / Germany
Karl-Heinz Nüßle
Phone +49 7151 / 69 33 02
email: b.ilg@weinstadt.de

Expo Real
Hall C1
Booth 130

Great Economic Strength

The Rhine Neckar Metropolitan Region belongs to one of Germany's most important industrial locations. The economic strength manifests itself in 134,000 companies with about 770,000 employees and a gross value of about 64 billion euros.



Upcoming Strategies Successful location Rhine Neckar

Promoted by an excellent infrastructure, which enables a fast access to global markets, the companies export almost 56 per cent of their products all over the world, for example agricultural machinery, power plant engineering, printing machines and commercial vehicles. In addition to this, Europe's biggest chemical industry cluster can be found in this region which—with Munich and Berlin—belongs to the three leading Life-Sciences-Locations in Germany. To the question: "what makes a location successful?" real estate experts often just have one short answer: "Location, location and again location". As easy as this may sound—the search for the right company

or investment location is complex. Those who dispose of a large knowledge to ease these strategic decisions can be called lucky. In cooperation with famous experts, the Rhine Neckar Metropolitan Region puts the information about upcoming strategies to the center of your stand—and shows how you can gain substantial benefits. ☼

More Information

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Expo Real
Hall B1
Booth 120

Farsighted Marketing Strategy

Göppingen showed us the way. The city with 60,000 inhabitants belongs to the core region Stuttgart. Traditionally, the mechanical engineering sector is strong. Well-known companies have their headquarters here, such as Märklin, Schuler Pressen, MAG Böhlinger, Mink Bürsten, Leder Bader, Möbel Rieger. The airport and the Neue Messe Stuttgart can be reached quickly via the motorway A8.



Success Story Stauferpark How do you turn an aerodrome into a dynamic quarter?

In Göppingen, there used to be military facilities which were not needed anymore after the Cold War. In 1992, the US military Air base location in Göppingen was officially closed. 140 hectare became available: in the northern part of the city, close to the forest, with a view of the highlands of the Swabian Alb. Under the name of Stauferpark—in remembrance of the German Staufer emperor dynasty, who once had its main castle in Göppingen—the area gained its profile.

Living and Working

With leisure possibilities such as the golf course, the studio for the children's TV soap "Tigerentenclub", restaurants, bars and cultural centres in the chapel—the former military church—and the hall, a special frame was established. The existing buildings were renovated for living and affordable new buildings for families were realised. For commercial settlement, there were the old hangars with their particular flair, on the

one hand, and a lot of space for new buildings, on the other hand. The Kleemann company—the local producer of crusher plants—covered an area of 120,000 square metres with buildings. "Adapting" office spaces were created for founders of new businesses and for expanding service companies. The Stauferpark's secret to success is the farsightedness—a marketing strategy which focuses on long-term development. 200,000 square metres of commercial area were sold in the past eight years. A success story, which can be told in numbers. And it will continue. In the Steuferpark-Nord there are further 11 hectares of commercial premises for commercialisation. ☼

More Information

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Trade Fairs in Baden-Württemberg



Date	Exhibition	Location	URL
06.10. - 08.10.	IT & Business	Stuttgart	www.itandbusiness.de
07.10. - 09.10.	Interpellets	Stuttgart	www.interpellets.de
10.10. - 11.10.	Veterama – Veteranen-Teile-Technik-Markt	Mannheim	www.veterama.de
13.10. - 17.10.	Fakuma	Friedrichshafen	www.fakuma-messe.de
14.10. - 17.10.	Druck + Form	Sinsheim	www.druckform-messe.de
16.10. - 17.10.	FACH-DENTAL Südwest	Stuttgart	www.fachdental-suedwest.de
18.10. - 20.10.	SÜFFA	Stuttgart	www.sueffa.de
20.10. - 22.10.	Corosave	Stuttgart	www.parts2clean.de
20.10. - 22.10.	parts2clean	Stuttgart	www.corosave.de
22.10. - 23.10.	biogas – expo & congress	Offenburg	www.biogas-offenburg.de
24.10. - 01.11.	Süddeutscher Caravan-Salon	Villingen-Schwenningen	www.caravan-salon-vs.de
27.10. - 29.10.	COMPOSITES EUROPE	Stuttgart	www.composites-europe.com
22.10. - 23.10.	biogas – expo & congress	Offenburg	www.biogas-offenburg.de
30.10. - 01.11.	PFERD STUTTGART	Stuttgart	www.messe-stuttgart.de/pferd
30.10. - 01.11.	ANIMAL	Stuttgart	www.messe-stuttgart.de/animal
30.10. - 01.11.	Faszination Modellbau Friedrichshafen	Friedrichshafen	www.modellbau-friedrichshafen.de



PFORZHEIM

THE PRECISION.
THE DESIGN.
THE LOCATION.

Pforzheim has developed from its traditional roots in the areas of jewellery and watchmaking to become an emergent centre for modern, high-precision metalworking applications and enjoys an international reputation as a design centre.

In the city of Pforzheim investors benefit from excellent location conditions in combination with an innovative corporate landscape and creative environment.

www.ws-pforzheim.de

Get to know our core areas of expertise!
Visit us from 5th to 7th October at the Expo Real in Munich.
Hall B1. Stand 222!



ChocolART

01.12. - 06.12.2009, Tübingen

The festival all about chocolate. The Maya believed that chocolate was of divine origin and the feeling when a piece of chocolate melts slowly in your mouth really is divine. For five days everything in Tübingen revolves around the product from the cocoa bean. At the time of going to press, it was not certain whether the event would take place.

Phone: +49 7071 687536
www.chocolart.de



Cannstatt Festival

25.9. - 11.10.2009,
Stuttgart-Bad Cannstatt

Given to the townspeople by Queen Katharina and her husband King Wilhelm I in 1818 after the end of a bad famine, the Cannstatt Festival on the Wasen festival site opens its doors to the public every autumn. The festival is one of the nicest and biggest beer festivals in the world—with roller coaster, a wild-water channel and the world's biggest mobile big while.

best/flickr

Open: Monday to Thursday
12 a.m. - 11 p.m.
Friday: 12 a.m. - 12 p.m.
Saturday: 11 a.m. - 12 p.m.
Sunday: 11 a.m. - 11 p.m.
www.cannstatter-volksfest.de

Medieval & Christmas Market

24.11 - 22.12.2009,
Esslingen am Neckar

Medieval market bustle before a backdrop of historical houses. Bright lights and winter magic at the Christmas market, town hall square.

Open: daily from 11 a.m. to 8.30 p.m.
Phone: +49 711 39693969
www.esslingen-tourist.de

Speed History in Stuttgart

Auto fans around the world know that the traditional site of Porsche is in Stuttgart-Zuffenhausen. Now Porsche's new museum is also located here and joins the plant and the Porsche Center as the new emblem of the company.

TEXT: Andreas Breyer



Chasing Time

The new Porsche museum fascinates with sports car history

Porsche AG

On its 5,600 square meters of exhibition space, the modern building provides space for approximately 80 historic vehicles and more than 200 carefully arranged small exhibits from the company's history. Spacious conference areas are available for events, including access to an impressive roof terrace. The exclusive restaurant "Christophorus" integrated into the exhibition, adds to the assortment of haute cuisine in Stuttgart. Furthermore, the museum bundles the entire historical spectrum of the sports car manufacturer with its historical archive in one central location. And the experts in the glazed museum workshop will ensure that the exhibition vehicles as well as the historic vehicles of customers are kept in impeccable condition. Dr. Wolfgang Porsche, grandson of the the Porsche founder and chairman of the supervisory board of the Porsche AG

states, "My grandfather and my father were passionate automobile pioneers, engineers, and entrepreneurs. Their life's work and everything that their successors successfully made of this and further developed from it, is documented here". With the opening of the new museum, the Stuttgart company has fulfilled its obligation of preserving the dream of sports driving and to pass it on to future generations.

Museum on Wheels

The museum, designed entirely in white with its exhibition area resting on only three single supports that as a result, appears to be hovering, was regarded as a sensation in professional circles during its three-year construction period due to its bold architecture. Architect Roman Delugan: "This museum should make the Porsche cosmos



01

The Porsche museum building appears to be hovering

 Porsche AG

02

Many jewels of automotive design can be marvelled in the museum

 Porsche AG

03

Entirely in white, the museum interior focuses on the exhibits

 Porsche AG



01



02



03

a palpable reality for each person.” And many car enthusiasts are supposed to visit the museum: Porsche is expecting at least 200,000 visitors per year. Even in the previous museum, which could barely accommodate 20 exhibits, 80,000 guests per year would turn up. Altogether the historic collection of Porsche AG encompasses a fleet of 400 racing and sports cars. Since almost all exhibition vehicles still take part in historic racing events, the rare items on show in the “Museum on Wheels” are constantly being changed. This makes repeated visits even more fascinating for regular guests. ☼

Information

Open: Daily 9 a.m. - 6 p.m.,
closed on Mondays

Entry: Adults 8 euros, children up to
14 years free of charge.

www.porsche.com/che/porschemuseum/

Cooking and More

Michelin star chef for 40 years, now TV star, musician, drawer, publisher: Vincent Klink cannot be put in a pigeonhole. An interview on gastronomy in Baden-Württemberg.

INTERVIEW: *Hans Gäng*

The Pleasure of Indulgence

For Vincent Klink Baden-Württemberg is the place with most pronounced culinary conscience

 Vincent Klink

Mister Klink, how did Baden-Württemberg become a "land of gourmets"?

It's something we have to acknowledge: of all federal states, Baden-Württemberg is the state with the most pronounced culinary conscience. Of course, there are also people here who don't care about good food—even if they have money. Most people, however, really pay attention to the quality of their food. But it has not always been like this. "A Schnitzel is enough to eat" was a rather humble gastronomic motto in the region. Yes, things have changed. A conscience for good food was always present. In the past, however, many people had the attitude: "A Swabian doesn't eat what he doesn't know". Globalisation and travelling, the prosperity since the era of industrialisation made people more open for new things. You cannot compare the old Swabian to the young Swabian of today. Even the old people learned a lot. The time when a Swabian ate an artichoke neck and crop is over.

There is no other federal state with so many restaurant stars in the sky. How did Baden-Württemberg become the gourmet-Mecca?

On the one hand, this is due to our location. We are bordering France and Switzerland, this inspires our culinary tradition already for centuries. More important, however, is the pleasure in indulgence. The stars and chefs wouldn't be here, if there wasn't an audience. We are in the southern part of Germany: people eat better in winegrowing areas.

Which role does the regional cuisine play?

The diversity of the regional cuisine has been hidden under a bushel for long enough. Everybody thinks that international cuisine is superior. But this is not true. I made the experience that people in Paris are fascinated by our "badisches Schäufole". There are many specialities in our region. We really don't have any reason to hide.

Do you find the right source of supply today, which you need for the regional cuisine on the highest level?

It still isn't that easy. You really have to look for it. But today things are possible that were unthinkable in the past. Quality-conscious producers can only survive because there are people, who buy their products at the farmer's market.

Organic and slow food are becoming trends. Yes, the business with organic food booms. There is a change of thought even in politics, and in farmer's associations. In the past, they always supported agribusiness. But at the moment, this is not the case anymore. "Organic" is the general tendency, and this is good.

Is there any consistency during this change? You have spent a long time in front of the hearth.

That's right. I'm already in the business for 40 years. It is important to have trends. You simply have to remain a talking point and you don't want to eat Maultaschen all the time. But basically, a red thread runs through the Swabian history of gastronomy. It's as simple as that: there are surprisingly many people in the region who know how a Swabian potato salad has to taste. There is no left and no right. The tastes of our childhood still determine the direction. But only few people can still prepare this traditional dish today. However, there is increasing interest in learning how to do it. The dishes of the childhood, these experiences—you carry them with you for the rest of your life. Those who don't have such experiences are poor people.

Who passes these traditions down? Where do you learn, for instance, to prepare a Swabian potato salad?

It's amazing how many people watch cooking shows. However, not only the young people don't know how to cook but also the old people. Because in the post-war period it was only important to have enough. Today, on the other hand, people do old-school cooking again and they improve the recipes. Hunger is not always the best cook.

How did you get round to cooking?

"The dishes of the childhood, these experiences—you carry them with you for the rest of your life. Those who don't have such experiences are poor people."

My dad told me to become a chef, since everybody else ends up as starving artists. Actually, I rather wanted to be a graphic artist. But what the father said was done. And he was right. Being chef is the nicest profession on earth.

How did you open up your first restaurant?

At an age of 24 year I went to my local bank and they asked me whether I was the son of the old Klink and how much money I needed. I then got 300,000 mark.

Did you ever think about leaving Baden-Württemberg and trying your luck somewhere else?

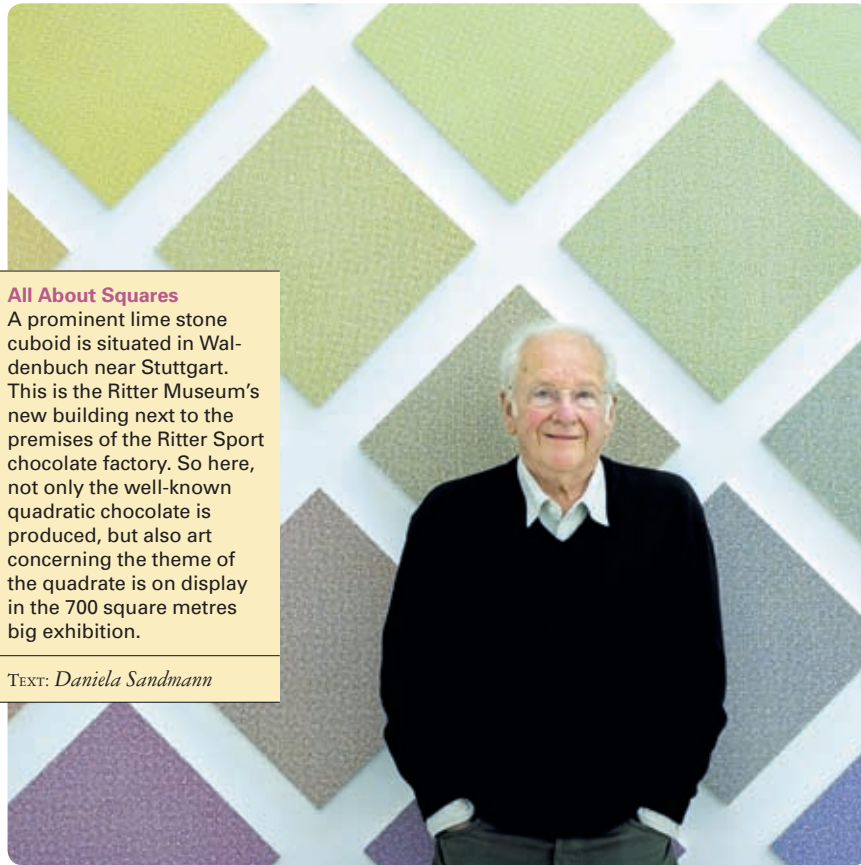
No. I would never go to Berlin, for instance, even if I was given a restaurant for free there. Baden-Württemberg is like Austria. The Austrians don't need any laws concerning battery-caged chicken, because they simply don't buy them. For me, Baden-Württemberg is the most beautiful place on earth for living and working. Now, during the economic crisis, many people also come to us at the Wielandshöhe because they need a small ridge of high pressure. But we will also be the first to emerge from the crisis ☺

Restaurant Wielandshöhe

Alte Weinsteige 71, 70597 Stuttgart
Phone +49 711 640 88 48
Open daily: 12 - 14 and 18 - 21 pm
Closed on Sundays and Mondays

Vincent Klink the Publisher
His quarterly "Häuptling Eigener Herd" (Chief Own Stove) is a collection of fine critical and satirical essays on cooking and food. Ideal for learning German.
www.haeuptling-eigener-herd.de





All About Squares

A prominent lime stone cuboid is situated in Waldenbuch near Stuttgart. This is the Ritter Museum's new building next to the premises of the Ritter Sport chocolate factory. So here, not only the well-known quadratic chocolate is produced, but also art concerning the theme of the quadrate is on display in the 700 square metres big exhibition.

TEXT: Daniela Sandmann

Squaring of the Square

*Ritter Sport
does not only
offer chocolate,
but also art²*

The Ritter Sport company offers more than just the practical squared chocolate. It is a chocolate manufacturer, a family company, a tourist attraction, a children's paradise and an art lover. So it is not surprising that Marli Hoppe-Ritter, who leads the company in the third generation together with her brother Alfred T. Ritter, constructed an art museum on the premises which circles around the theme of the square.

SWEET EXHIBITION ALL ABOUT CHOCOLATE

For those who have always asked themselves where chocolate actually comes from, there is a ChocoExhibition on the premises in Waldenbuch. Questions such as: What does a cocoa tree look like? are being answered there. Chocolate lovers can discover every-

thing connected to Ritter Sport chocolate with their senses—seeing, smelling, feeling and tasting.

Opening:
Monday to Friday:
8 a.m. - 6.30 p.m.
Saturday: 9 a.m. - 6 p.m.
Sunday: 11 a.m. - 6 p.m.



Two hearts, one love.
François Morellet and
manufacturer Ritter Sport

 Ritter Sport



The Museum Ritter:
rosalie, creation 2008

 Ritter Sport

Exhibitions

Marli Hoppe-Ritter Collection: Homage to the Square

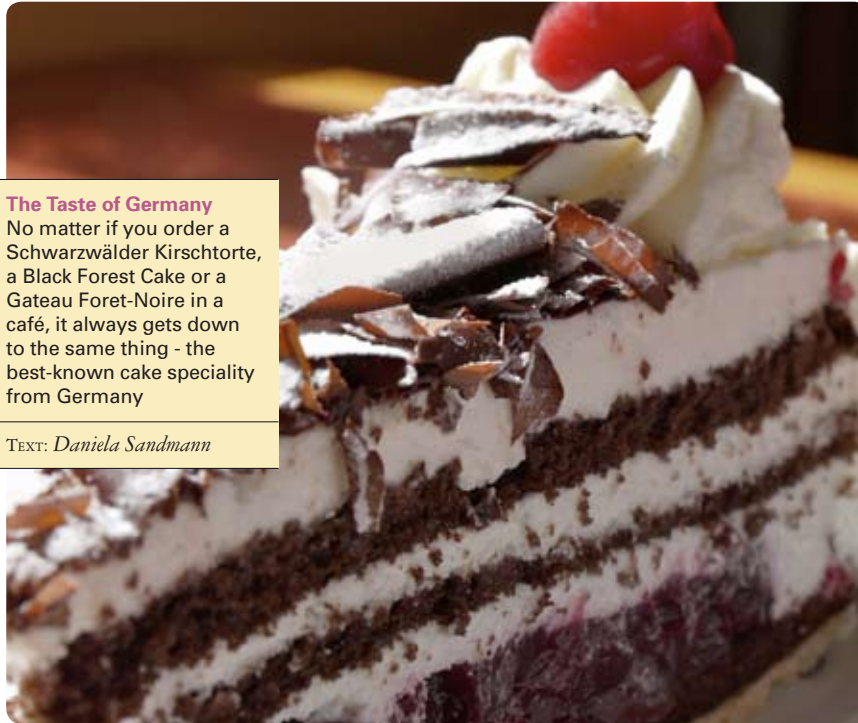
From 18 October 2009 Marli Hoppe-Ritter shows in the exhibition "Homage to the Square" a cross-section of her collection with over 80 paintings, sculptures, objects and works on paper from Kasimir Malewitsch til present

The Ritter Museum was specially designed by the Swiss architect Max Dudler for Marli Hoppe-Ritter's large collection, and it opened its doors in September 2005. The museum is a private institution and is supported by the Marli Hoppe-Ritter foundation for the promotion of arts. In more than ten years, Marli Hoppe-Ritter collected more than 700 paintings, drawings and objects of important artists of the 20th and 21st century.

And they are all connected to the square, like the artwork "Squaring of the Square" of François Morellet. Under the motto "The Squaring of the Square. An introspective" works visualising geometric painting and creations of grids and sticky tapes are exhibited, but also light installations using coloured neon tubes are presented. Morellet is the foremost artist in France today and he is an important representative of geometric abstraction. He is considered to be a cofounder of concrete art. ✨

Cherry Lady

A small piece of the Black Forest



istockphoto

The Taste of Germany

No matter if you order a Schwarzwälder Kirschtorte, a Black Forest Cake or a Gateau Foret-Noire in a café, it always gets down to the same thing - the best-known cake speciality from Germany

TEXT: Daniela Sandmann

The Black Forest Cake is well-known all over the world. But it is not clear how the cake got its name. The current theory is that the cake has its origin in the Black Forest, as the cherries for the cake and the kirsch are being cultivated there. As the dark chocolate shavings on top of the cake may remind you of a “black” forest, this could also be the name’s origin. The “Schwarzwälder Kirsch”, how it is called lovingly, also reminds you of the Black Forest’s traditional women’s costume: the blouse is white like the cream, the “Bollenhut” has a white surface with red pompoms, similar to cherries, and the dress is black like the chocolate shavings. Already in the 19th century there were ancestors of the cake in the form of a dessert. At that time, all over the Black Forest, coffee was accompanied by a dish filled with sweet and sour cherries. It was garnished with whipped cream which contained kirsch. The Swiss Black Forest Cake could also have been a forerunner. This cake was made

of sponge cake, cherries, nuts and cream, just like the Black Forest Cake, but without kirsch. At the beginning, the cake was only sold in very good pastry shops in big cities in Germany, Austria and Switzerland, and thus notoriety was relatively low. Today, the cake is produced all over the world for big occasions, as well as for small festivities, or on Sundays.

Over the years, the ingredients and the preparation process of the Black Forest cake changed. Additional cream and cherries were added and the amount of kirsch was reduced, or, for children, it is left out totally. If you order a piece of this cake on a Sunday at tea time in a café in the Black Forest, a glass of kirsch will normally be served together with the cake. However, you don’t drink the kirsch but you sprinkle the cake with it. No matter how, no matter when, everywhere people are looking forward to a “small piece of the Black Forest” on a dessert plate. ☼

IN PRACTICE BLACK FOREST CAKE

Ingredients	For the short crust
	pastry base:
	125 g sugar
	250 g butter
	a pinch of baking powder
	500 g flour
	1 egg
	salt, vanilla sugar, lemon
	for the chocolate flan base:
	6 eggs
	200 g sugar
	170 g flour
	30 g cocoa
	60 g melted butter
	for the topping:
	50 g redcurrant
	or raspberry jam
	1 l whipped cream,
	sweetened with
	100 g of sugar
	3 tabs of gelatine
	250 g sour cherries
	100 g Kirsch
	50 g chocolate flakes
	16 cherries for decoration

Preparation

Spread the bottom short crust pastry base with a layer of jam, followed by the cream and some of the cherries. Place the chocolate flan base—split horizontally—on top and sprinkle with Kirsch. Next, spread the rest of the cream and the cherries in a layer. Place the second chocolate flan base on top and cover with the gelatine-stiffened cream. Coat the edges with the remaining cream. Finally sprinkle the cake with the chocolate flakes and place each of the sixteen cherries on a little mound of cream.
Bon Appetit!

Forest Jump!

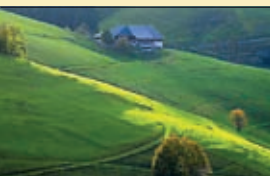
Off the Track

Fir green hilltops, clear mountain lakes, hot springs, red ladies' hat with pom-poms and ham sandwiches... The Black Forest is Germany's biggest continuous low mountain range and meanwhile it has become an internationally known brand. If you move off the beaten track, you need strong nerves.

TEXT: Daniela Sandmann

TI Hinterzarten

FACTS & FIGURES BLACK FOREST



Erich Spiegelhalter/STG

- > 8,500 kilometres of mountain bike trails
- > 19,295,516 overnight stays in 2008
- > 19 % of the visitors come from abroad
- > 161,000,000 day travellers
- > 612,000 working places
- > 6.66 billion euros gross value added
- > 180,994 overnight stays by Asian guests
- > A + 30 % increase in overnight stays by Russian guests

The Black Forest has much more to offer than twittering wooden cuckoo clocks and abundant cream tarts

With a length of 160 kilometres the Black Forest reaches from the border triangle along the lowlands of the Upper-Rhine to Karlsruhe. The fir tree wooded rotund hilltops are known far beyond the borders. In the last year alone, the hotels and pensions counted more than 6.5 million guests—about a forth of them came from abroad. Skiing in winter, hiking in summer, and ham sandwiches or a piece of Black Forest Cake in between—but the Black Forest offers more than those touristic Black Forest classics—for instance an 8,500 kilometres long mountain bike trail network or geocaching.

Geocaching is an electronic version of a scavenger hunt, in which satellite data show you the way. Today, a lot of places in the Black Forest offer GPS receivers for rent, which will then lead you from one task to the next. In the end—provided that you find it—a small “treasure” waits for the eager tracker. However, for succeeding it is essential that you are able to draw deductions, to find hidden hints and to solve riddles concerning the culture, history and ecology of the Black Forest.

For those who prefer to move around on two wheels, Segway is the right thing. This vehicle consists of two solid rubber wheels

connected via a board to stand on and a bar for steering and balancing. That way, you may easily explore the southern part of the Black Forest at a speed of 20 km/h on guided tours along the “Sauschwänzlebahn” near Blumberg.

Gold-Seeking between the Brown Trouts

Those who want to feel like the gold washers in Australia and Lapland may do this in the local mountain creeks. You walk across parts of the Black Forest, armed with a gold pan, in search of suitable creeks. You can experience a lot also in bigger waters. For instance, in Breisach at the Rhine you can do canoeing, as well as at the river Elz near Riegel. There, you are surrounded by nature and you may enjoy the silence.

Those who like it creepy should participate in “Historix-Tours”. Freiburg offers guided tours of quite a different nature. As soon as it gets dark, the brave people meet in Freiburg in order to explore the city by night. The “ghost walk” focuses for instance on spooky spine-chillers and myths. An actor equipped with a storm lamp, a black hat and cape leads the visitors to Freiburg’s dark places, such as the Old Cemetery.

Hanging in Trees and Downhill Rides

A stay in the adventure park in the district of the Upper Black Forest is totally different but just as exciting. Here you can find five different courses high up in the trees. Everyone can choose the right climbing trail according to his abilities. If this is not enough, you can take the huge rope slide to get to Hirschbühl afterwards. Hanging on a steel cable, you can hereby reach your destination at a speed of up to 80 km/h.

For those who don’t like hiking but who want to explore nature nevertheless, there is the possibility of renting a scooter. With a special “downhill scooter” you can take a ride down the mountain Schauinsland. On the eight-kilometre-long trail you can regulate the speed yourself. It is one of the longest trails all over Germany and it was specially designed for downhill rides. ☼

01
No risk, but fun:
roping down at Germany's
highest waterfall

Gerhard Eisenschink/STG



01

02
At the high rope course near
Freiburg you can fly from
tree to tree like Tarzan

Heike Budig/STG

03 + 04
16,000 metres altitude
difference: an eldorado for
cross bikers

Gerhard Eisenschink/STG



02



03



04

MORE INFORMATION BLACKFOREST PER PEDES

The West Trail with a length of 285 kilometres, belongs to the ten most adventurous long-distance hiking trails in



Germany. It is integrated into the trail system of the Black Forest which comprises 23,000 kilometres of hiking trails.

The north-south-route starts in Pforzheim. After ascending steeply, it adjoins the European watershed between the Rhine and Danube Rivers. Above Lake Titisee, it ascends to the Feldberg Mountain, which, with an altitude of 1493 metres, is the highest landmark in Germany’s non-alpine mountains. A high-altitude hike with numerous lookout points leads via the Belchen Mountain and through the



area of the Markgräflerland to Basel, where Germany and France border Switzerland.

www.blackforest-tourism.com

SWR New Pop Festival
Global acting automaker Daimler AG sponsors the SWR3 New Pop Festival and shows its commitment to the region and to young talents in the pop sector.

TEXT: *Andreas Breyer*



01

Thousands of fans enjoy the uniqueness of the New Pop Festival each year

📺 SWR

02

Now a superstar, Duffy elated the audience last year in the historical theatre

📺 Andreas Beyer

03

This band fittingly arrives by car: The Virgins

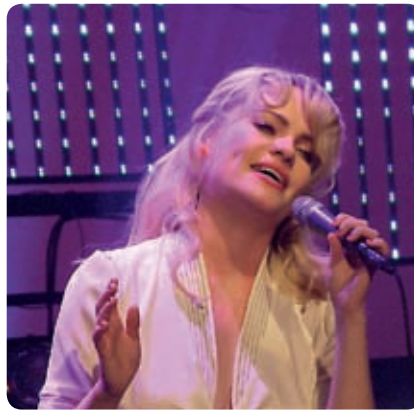
📺 Warner Music

Starlets

... supported by star

What does a Mercedes-Benz have in common with pop stars like Amy Winehouse, Anastacia, and Katie Melua? They're all premium in their own way, that's one thing. But there is another common ground: These mentioned singers all had their breakthrough in Germany at the SWR3 New Pop Festival, which is organized by the public broadcasting station SWR3 and sponsored by Mercedes-Benz. The festival has also become famous due to its unique venues: Besides the historic Theatre and the "Kurhaus", for the last twelve years, concerts also took place amidst the production line in the Rastatt plant of Mercedes-Benz. At that time during the three days of the festival, both automobile and New Pop stars were "produced".

Many other artists made their breakthrough in Germany during the three festival days over the past 14 years. That



shows the importance of the event: The SWR3 New Pop Festival has become an inherent part in the culture and festival scene of Baden-Württemberg. While Mercedes-Benz remains the main sponsor, this year's festival will entirely take place in the inner city of Baden-Baden, which is mostly known as a health resort with mineral springs during the rest of the year. Uli Frank, project manager of the festival is proud to announce that the Baden-Baden festival opera house will host New Pop concerts for the first time: "SWR3-listeners can expect an audial



delectation in a concert hall that has one of the world's best acoustics." ✨

The CD of the SWR3 New Pop Festival 2009

Daniel Merriweather,
White Lies, Soha, Milow,
Noisettes, Lenka,
Melanie Fiona, Livingston,
The Virgins

Phone: +49 7221 300 300
www.swr3.de



Upside Down

Baden-Baden looks back on the artwork of Georg Baselitz

For many years now, Georg Baselitz's works have been found in nearly all the important museums and collections worldwide. His personal exhibitions have generated broad public interest — e.g. at the Guggenheim Museum in New York or at the Royal Academy of Arts in London. From October 2009 to February 2010 the Museum Frieder Burda and Baden-Baden's Staatliche Kunsthalle in Baden-Baden will be exhibiting a comprehensive survey of the German artist, featuring 140 works in painting and sculpture.

During his 50 years of activity, Georg Baselitz has produced a large and varied body of work, establishing new artistic standards. The 'Hero' paintings of the mid-1960s consist of confusing figures portrayed

in a monumental, heroic style, challenging the classical portrait painting. The dissolution of forms leads up to Baselitz's 'Fracture' paintings, in which the motifs are taken apart and then re-composed. This liberation from the depiction of content and meaning climaxes with the so-called 'upside down' paintings. Figures, portraits, still life paintings, landscapes, animal representations — all are painted on their head, thus proving Baselitz's delight in experimentation and establishing his worldwide reputation. Also in sculpture, Baselitz works against harmony and balance. The artist came to the conviction that sculpture could translate the power of representation in a more direct way than painting, and that its language was easier to decode. ✨



Georg Baselitz is one of the world's most famous and sought after contemporary artists
✂ Georg Baselitz, Adler, Januar 1982

Georg Baselitz

Retrospektive
24 October 2009 to 21 February 2010

Museum Frieder Burda
Baden-Baden
www.sammlung-frieder-burda.de

Enjoy the Joy of Jazz

Every Autumn great jazz musicians find their way to Baden-Württemberg

The Frankfurter Allgemeine Zeitung praised the festival as the "most extensive jazz festival worldwide". In the past years jazz giants such as Charlie Haden, Brad Mehldau, Jan Garbarek, Ornette Coleman, Herbie Hancock and Archie Shepp have performed in the festival region at various venues in Heidelberg, Mannheim and

Ludwigshafen. This year's Enjoy Jazz programme again offers a variety of top-class artists and jazz formations.

Jazz at its Best

The American saxophonist Charles Lloyd and his New Quartet will hold the opening concert on 2 October at the Heidelberg Castle, which already served as the traditional opening venue before its renovation. Wayne Shorter, another great saxophonist, will hold the closing concert on 11 November in the Heidelberg Stadthalle. The six weeks of festival between these events include further outstanding jazz musicians such as Richard Bona, Branford Marsalis, Joshua Redman, Cassandra Wilson and Jan Garbarek. Besides hosting international stars, Enjoy Jazz also offers a platform for young talents and upcoming newcomers. Concerts by the young Norwegian singer



Norwegian Jazz Saxophonist Jan Garbarek
📷 Guri Dahl

Kristin Asbjørnsen and the Canadian musician Mocky, for example, are thus keenly awaited. ✨

Enjoy Jazz

11th International Festival for Jazz and More
2 October to 11 November 2009
Heidelberg / Mannheim / Ludwigshafen

Programme and podcasts:
www.enjoyjazz.de/content/index_eng.html



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01

Adventures for Poets

Baden-Württemberg's realm of castles

Monuments of the Past

59 castles, monasteries, ruins, gardens and parks all in all, present a particularly gorgeous heritage of our province. The institution "Staatliche Schlösser und Gärten Baden-Württemberg" maintains with high quality demands the big and the small monuments from the spectacular past of this region.

No matter whether you are in Japan or in Texas—the Heidelberg Palace is well-known and one of the most popular tourist attractions world-wide. The romantic ruins of the castle continue to spread its charms—already for centuries. The ascent from the Old City lined with ruggedly picturesque ivy, the impressive castle courtyard with its massive, empty ruins and the warm stone walls, and then the crowning glory: the terrace with the breath-taking view over the city and the Neckar river valley—this is unique. Those who want to know and discover more can choose from a wide range of guided tours by "Staatliche Schlösser und Gärten"—a tour guided by an elegant court lady dressed in a furred

costume or a lantern adventure with a night watchman. One million visitors enjoy this experience each year—Heidelberg is a bestseller which is worth many visits. And what is surprising: the castle is always an experience, even for "inveterate Baden-Württemberger". The ruin bursting with stories from the past also fascinates locals again and again.

Delving into the Past

History and stories in abundance: this is the secret of "Staatliche Schlösser und Gärten Baden-Württemberg". How did the ambitious counts live in the idyllic rural area of Hohenlohe two and a half centuries ago? In Weikersheim you can delve into the world

of a Sleeping Beauty Castle with a perfect baroque garden and a silk bed canopy. What was the secret of the Cistercian monks? Maulbronn Monastery, UNESCO world cultural heritage, keeps it until today: the monks were genius technicians and farmers who designed their environment since the 12th century with canals and lakes, vineyards and farms at strategic locations to such an extent, that the Cistercian landscape is still visible today. Did the residence for the Dukes and Kings of Württemberg really shine brighter than the one of the French Sun King? The extravagant Duke Carl Eugen brought everything to Ludwigsburg that was famous on the stages of the 18th century and he unrolled a gleam in his Swabian Palaces which was unique in Europe.

A newcomer in the circle of "Schlösser Baden-Württemberg": Salem at Lake Constance. The former monastery, residence of the Baden dynasty, fascinates due to its unique location just behind the lakefront. And something that many people don't know: an excellent visitor programme makes Salem absolutely worth visiting. The wide variety ranges from the venerable Abbey Church with its expensive adornments to the nostalgic Fire Department Museum, from the labyrinth garden to the artisans in the castle courtyard. ☀



02

More Information

www.schloesser-und-gaerten.de, www.schloss-heidelberg.de,
www.schloss-salem.de

*Heidelberg
Castle's breath-
taking view over
the city and the
Neckar river
valley is unique.*

01

Salem Palace is among the most beautiful and important cultural monuments in the Lake Constance region

📄 Achim Mende

02

The Solitude Palace in Stuttgart is directly connected to the residence palace in Ludwigsburg

📄 Tourismus-Marketing GmbH
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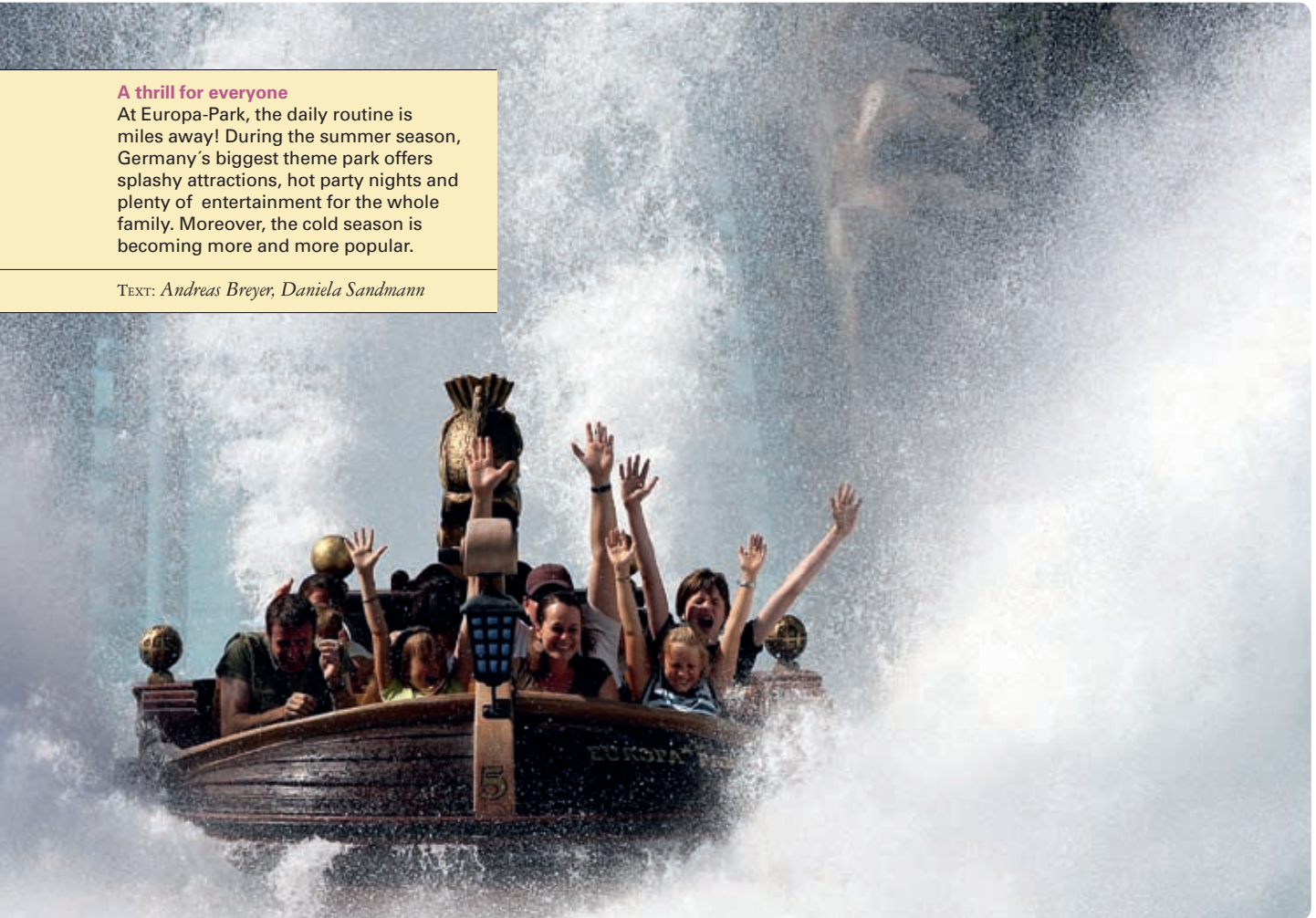
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A thrill for everyone

At Europa-Park, the daily routine is miles away! During the summer season, Germany's biggest theme park offers splashy attractions, hot party nights and plenty of entertainment for the whole family. Moreover, the cold season is becoming more and more popular.

TEXT: Andreas Breyer, Daniela Sandmann



Europa-Park Rust

In For the Thrill

At Europa-Park, the vision of a united continent has taken shape a long time ago. Here, Europe is not just a spot on the map, it comes alive in the hearts of the guests

Europe in one day isn't possible? Yes it is, and it doesn't take too much time to travel. Visitors of Europa-Park do not have to decide for one single holiday country, because in Germany's biggest theme park they can visit 13 European themed areas at one location. From Spain to Portugal, Scandinavia or Iceland—typical architecture, vegetation and food specialities take the guests right into the country of their dreams. On a total area of 85 hectares, more than 100 attractions and international shows are waiting for adventurous visitors, always embedded in a country-specific context.

In Greece the passengers of the water coaster "Poseidon" go on an adventurous journey through the ancient world, and the "Fjord Rafting" guarantees refreshment in a

01

Is it Rome or Rust?
4-star Superior Hotel
Colosseo

Europa-Park Rust



01

02

Three generations of
fairground entertainers: the
Mack dynasty

Europa-Park Rust



02

03

On the ice, in the arena or on
the stage. Shows and Variété
have a long history. Entrez!

Europa-Park Rust



03

roaring Scandinavian torrent. But not just the water rides are very popular among the visitors during the summer season: courageous guests can go on a wild ride in the "Silver Star", with a top speed of 130 km/h, or turn themselves upside down in the new "Blue Fire Megacoaster" in the Icelandic theme area. All those who prefer to explore Europe at a more leisurely pace can watch their kids while relaxing in a cosy deck chair in the "Children's World" or take a ride on the winged horse in the Young-STAR Coaster "Pegasus".

All visitors who want to quench their thirst for knowledge also during their holidays should visit the "Science House". On an area of 1,000 square metres, more than 80 interactive exhibits can be discovered

by "researchers" of all ages. The main topics are "Nature", "Man" and "Discovery and Invention".

With its four 4-star hotels "El Andaluz", "Castillo Alcazar", "Colosseo" and "Santa Isabel", Europa-Park's hotel resort offers Italian "dolce vita", Spanish passion and the ambience of a Portuguese monastery. In the Tipi Village, all adventuresome guests can stay overnight in authentic wigwams, Western-style covered wagons and cosy log-cabins. And all those who prefer spending the night within their own walls can stay on Europa-Park's camp site.

An "Entertainment Dynasty"

The founders of the theme park, which opened in 1975, look back on an old tradition of dedication to fairground entertainment, which started in 1780 with Paul Mack, who built wheels and carriages. The following generations focused more and more on the production of fairground equipment. In 1957, the first prototype of a roller coaster was introduced. After a trip to the U.S.A. in the early seventies, Franz Mack and his son Roland decided to build their own theme park as an exhibition ground for their products. More than 200 years after the dynasty had been founded in the town Waldkirch, the dream of their own amusement park has come true not far away in the boarder triangle of Germany, France and Switzerland. ☼

"It is the composition of cultural experience in the 13 theme areas and the great variety of attractions for all target groups that makes the Europa-Park so unique as a destination for short trip holidays."

Roland Mack,
Managing Partner, Europa-Park Rust

FACTS & FIGURES EUROPAPARK RUST



Europa-Park Rust

- > Founded: 1975
- > Employees during the season: more than 3,000
- > Average age of visitors: 28.5 years
- > Location: County of Rust/Baden, near the highway A5, in the boarder triangle of Germany/France/Switzerland
- > Total size of the park: 95 hectare
- > Share of families amongst visitors: 70%
- > Concept: 13 European theme worlds, more than 100 shows mostly integrated into the respective architecture
- > Ownership: Familie Mack, Fa. Mack KG, 77977 Rust

Europa-Park Rust

Opening hours:

4 April until 1 November: daily from 9 a.m. - 6 p.m. / 28 November until 10 January, 2010 daily 11a.m - 7 p.m.

Infoline: +49 1805 776688
www.europapark.de

Did You Know That *Baden-Baden* ...

... has an international horse racecourse, which has a prize money that ranks among the most substantial prizes worldwide

... is the first city in the world which was presented with the "Five Star Diamond Award" for its overall offer

... is home to Germany's biggest and oldest casino which, in the eyes of Marlene Dietrich, is "the most beautiful casino in the world"

... has the largest percentage of millionaires in Germany

... is home to Europe's second largest opera and concert hall?

... has twelve springs with a quantity of about 800,000 litres of delightful, healing, 69°C hot thermal water per day

... makes rich: The highest winnings in the history of German turf were paid out here—64,749.49 euros were handed over for a bet of just 1.28 euro

... among the places of residence of the great composer Johannes Brahms one place is still preserved

... locates one of Germany's four international registry offices, which welcomes couples wishing to get married

... has the largest municipal forest in Germany

... has Germany's oldest tennis club

... has located Europe's largest fleet of hot-air balloons for over 25 years



University

Heidelberg, Tübingen, Freiburg:
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are among Germany's bests.

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