



Issue Six / July 2010
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Baden-Württemberg
Where ideas work.

Business Baden-Württemberg

BUSINESS CLUSTERS

How Baden-Württemberg is
reinventing its industries

GOING GLOBAL

How companies overcome the crisis through
innovation and international activities

THE MERCEDES CULTURE

How the automotive world is
changing—and Daimler with it

Ideas, Initiatives
and New Ways of Thinking

Look, What's Coming Up?



Prof. Gorden Wagener, Head of Design at Mercedes-Benz Cars, on "The best or nothing":

"For me, our automobiles are works of art."

Gottlieb Daimler's maxim "The best or nothing" drives each and every employee at Mercedes-Benz. It's an aspiration that is expressed in every shape and contour of a Mercedes car's design. [Learn more at www.the-best-or-nothing.com](http://www.the-best-or-nothing.com)



Mercedes-Benz
The best or nothing.

The Löw Lesson

The Baden-Württembergian Joachim Löw and his “Nationalelf” in South Africa have been quite a source of inspiration to companies in the country.

On the global market place, too, the business champions from Germany have to be reckoned with again. Yet only a few months ago, precisely owing to Baden-Württemberg’s strong international orientation, the state was considered as “structurally” particularly affected by the global crisis. Now the match seems to be taking a fast turn. New figures have just come out: in the first quarter of this year exports in

Baden-Württemberg have increased by 16 percent as compared to the previous year, which corresponds to a fair 90 percent of the level achieved in 2008. China now ranks fourth on the list of customer countries.

Just how this success has been achieved does remind one of coach Löw’s team. Especially the medium-sized companies in Baden-Württemberg have once more set the ball rolling by introducing fresh ideas and innovations into their international activities. New products of the automotive industry are commanding competitors’ respect while filling the international public

with enthusiasm. Recently published studies illustrate that German companies are preparing themselves positively, in the long term — and irrespective of any economic cycles — for any chances globalisation may be offering. Just like Joachim Löw, they are doing so with well-trained talents who receive careful training and mental preparation for the important tasks that lie ahead of them abroad. In Baden-Württemberg it has been particularly well understood that professional training and international success do go together. Löw’s homeland wants to play in the world’s top league, also in the long run. ☼



Tassilo Zywiets,
Managing Director,
IHK-Exportakademie
GmbH

East Wuerttemberg Business Region – Automotive Competence from A to Z



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Find out more at
www.ostwuerttemberg.de
www.ostwuerttemberg.de/automotive

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Agency for the Region of
East Wuerttemberg

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Business Baden-Württemberg

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Attention Please!

*Ladies and Gentlemen, on your right side you
now have a wonderful view on one of Germany's
most innovative business regions ...*



Top of the World

Airships, earth observation satellites, state-of-the-art drive train and chassis technology as well as high-tech mountaineering equipment for all those who aim high: The Bodensee-kreis District is home to numerous worldwide market leaders.



New Mobility

They are noise-free, eco-friendly, fast, economical to run and extremely hot. "Elmoto" could become the new synonym for urban lifestyle mobility.

Number One State

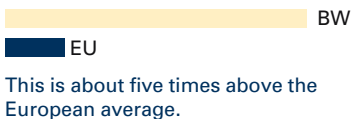
Facts and Figures about Baden-Württemberg



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 (BIP) — 1.6 % from the vehicle manufacturing (2007)
- › Domestic applications for a patent 2008: 15,081 (24.2 % in proportion to Germany)

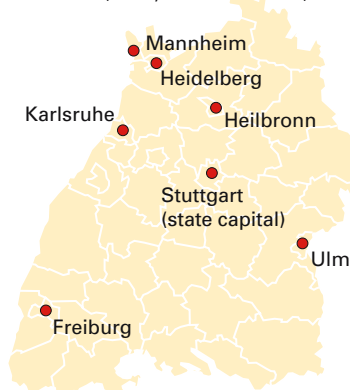
- › Out of one million inhabitants for about 500 patents an application are filed every year



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 inhabitants (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 Stefan Mappus (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

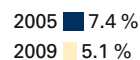
- › Baden-Württemberg is proud of supporting a number of well-known enterprises in the state, for example Daimler AG, Dr. Ing. h.c. F. Porsche, Robert Bosch GmbH (automobile industry), Carl Zeiss AG (optics), SAP AG (largest software enterprise in Europe)
- › A study carried out by the Initiative for 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

- › Students in Baden-Württemberg:

2009	259,237
------	---------

Category	Percentage
Others	47.1%
Machinery	22.4%
Vehicle construction	19.7%
Manufacturing of equipment for electricity generation and distribution	10.8%

EU 27	71,290
France	11,248
USA	10,112
Switzerl.	9,789
Austria	8,489
Italy	7,227
China	6,451

Baden-Württemberg is a gourmet mekka: 55 of its restaurants have received one or several of the coveted Michelin stars — more than any other federal state

Stuttgart and Sindelfingen
phone 0711/ 76 96 000
www.international-school-stuttgart.de

Next stop China

16 - 23 October 2010,
Shenyang, Nanjing, Shanghai

With a delegation Minister of Economics Ernst Pfister will travel to Shenyang, Nanjing and Shanghai from 16 to 23 October 2010. The delegation will focus on energy efficient construction, sustainability in urban development and environment technologies. Attendant cross-sectoral matchmaking and cooperation events will give opportunity to get in direct contact with Chinese enterprises. As part of the delegations trip the participants will attend the Baden-Württemberg Day at the Expo in Shanghai on 22 October.

www.bw-i.de

Creativity Meets Digital Economy

10 - 11 November 2010, Stuttgart

From 10 to 11 November 2010 Stuttgart will be the centre for the European creative industries. During the two days, scientists, analysts as well as cluster initiatives from ten countries will discuss tomorrow's trends in visual technologies and will debate how mobile web solutions can change our professional and social life and how users and producers can create mutual value. The congress is initiated by MFG Baden-Württemberg. This year's CreaATE will be accompanied by the German Multimedia Congress.

www.mfg.de
www.create10.de

Renex 2010

9 - 12 December 2010,
Istanbul, Turkey

Baden-Württemberg will attend this year's Renex with a joint presentation. Renex is Turkey's most important trade fair for renewable energies technologies, energy efficiency and insulation. Turkey has a huge potential for renewable energies as in Turkey the instalment of a new law favouring renewable energy and energy productivity is on the way.

www.reutlingen.ihk.de

Balanced

Baden-Württemberg is contributing technology and the idea of a modern urban society to the German EXPO Pavilion in Shanghai

 Koelnmesse

In terms of area, participant numbers and visitors, the EXPO in Shanghai tops the highest numbers achieved at the previous great world exhibitions in Seville, Hanover and Aichi. The EXPO covers a space of 5.3 square kilometres right in the city centre in a former industrial area on both banks of the Huangpu river, 3.3 square kilometres of which are exhibition space. A total of 242 countries and international organisations have registered.

The German Pavilion is strategically located very close to the Lupo bridge and right next to European neighbours such as France, Poland and Switzerland. In the first EXPO month of May alone, 770,000 people

have already experienced the German Pavilion. Around 25,000 visitors come to "balancity" every day to get an idea of what urban equilibrium could look like. As soon as the EXPO gates open at nine o'clock in the morning, the first visitors are already lined up before the pavilion so they can be the first to gain entrance half an hour later. Visitors from far and wide wait up to three hours to get in.

25,000 Visitors Daily

Dietmar Schmitz is the head of the pavilion. The Commissioner General from the Federal Ministry of Economics and Technology says: "EXPO plays in the same

The Sphere

Technology from Stuttgart University: At the end of the tour through "Balan-city", the German Pavilion at EXPO 2010, there is a real highlight: In the so called "Energy source" visitors are animated to use the power of their voices alone to get an almost one-and-a-half tonne sphere decorated with 400,000 LEDs to start swinging. During this seven-minute show, the ball develops a breathtaking momentum.

Text: Hans Gäng

league as the Olympic Games and the soccer World Cup." Germany is not simply using the Shanghai Expo to present products to the Chinese market or advertising itself as a tourist destination to an audience of millions.

The contents shown in the German pavilion have been planned and realised by the Stuttgart-based agency Milla und Partner. They show a truly modern, multicultural urban German society. By the end of October several million visitors will have a new impression of Germany. All pavilions in Shanghai are architecturally ambitious. But the German pavilion, built by the Munich architects Schmidhuber und Kaindl,

is more and different. It is distinguishable from the others by the long queue running around all four sides of the building. Why are visitors putting up with a two or three hour waiting period in the damp heat?

No Logo — but Experience

The planners from Stuttgart have not created yet another logo-peppered Made-in-Germany show. And it is not an ecological reformatory either. This was just not wanted. "We want people to experience and discover new things and to realise how important it is to find a balance in every city between renewal and preservation, green and urban spaces, room for individual

needs, but also for the urban community," comments Schmitz. These thirty to forty minutes visitors will need to explore the German pavilion guide them to interact with an everyday, urban Germany that is young and civil. Peter Redlin, Birgit Schulz and the other creators of the pavilion have managed a very open-minded approach for the exhibits. Creative Director Redlin still appears to be surprised by his task: "We have taken complete liberty to tell our very own German story. Only at a later stage did we really become aware of the responsibility arising from this."

Milla & Partner are not on a mission, but have simply realised some ideas and



01

Cuckoo Clocks Ticking Greener

Freiburg presents urban sustainability in Shanghai

Better City—Better Life

The EXPO 2010 in Shanghai focuses on life in the cities of the future.

Model projects from over 50 cities worldwide, including Bremen, Düsseldorf, and Hamburg, are exhibited next to the national pavilions, individual cities receive global attention in the “Urban Best Practices Area” for the first time. Freiburg Green City, a model for sustainable urban development, is one of four German cities taking part in this presentation. At the Freiburg stand, cuckoo clocks as well as the traditional “Bollenhut” Black Forest hats are eye-catchers and favourite subjects for

the Chinese visitors’ cameras. Other points of interest at the Freiburg Pavilion include the presentation of the green urban development in the Vauban district as well as of the town’s competence regarding renewable energies and, in particular, the use of solar energy. Freiburg took the unique opportunity to contribute its own urban culture to the debate on how to shape tomorrow’s cities. Freiburg’s presentation in Shanghai aims to combine the versatility and expertise of the Green City with its winning atmosphere. And the concept has worked: “Green Freiburg, a beautiful part of our home country in Shanghai,” the former Federal President, Horst Köhler, wrote into the

guest book; “Freiburg, a city with both tradition and a future. Congratulations on your charming presentation at EXPO 2010,” wrote a delegation of the government of the federal state of Baden-Württemberg. The interest among the German and Chinese media as well as among international visitors has been continuously keen over the last weeks and months; the average number of visitors to the pavilion in hall B2 has been almost 10,000 per day. “As the smallest city participating with a relatively low budget, Freiburg has been doing extremely well,” says Bernd Dallmann, Managing Director of the project coordinator, FWTM—Freiburg Wirtschaft Touristik und Messe.

Long queues starting from nine in the morning: More than 25,000 visitors per day in the German Pavilion

FWTM

› observations about how to translate Germany’s urban society: multicultural veggie garden, concerts, football enthusiasm, new mobility. Peter Redlin put balancity’s message into words: “A city is an attractive place to live in if it has struck a balance between renewal and conservation, innovation and tradition, city and nature, community and individual, work and leisure.”

A Tour Full of Adventures

Visitors can experience what this means in full on an adventure-filled tour through typical urban spaces. To get to the entrance, visitors walk across a terraced landscape. Like a labyrinth, the path winds its way towards the entrance to the pavilion, as a variety of spatial situations emerge, a tunnel, squares and courtyards. It then ends on a terrace on the first floor, opening up a view onto the landscape and the pavilion’s urban square. Via a tunnel, the visitor enters balancity’s staged urban experiential environments. The protagonists Yanyan and Jens—at first virtually—accompany visitors on their journey through the pavilion. Jens, the young German, shares his perspective on Germany with the Chinese student Yanyan and pavilion visitors.

Moving through a bright sea of flowers radiating energy, power and vitality, the visitor enters balancity’s garden. The room depicts images, sounds and three-dimensional objects, bringing to life the significance of private green spaces and moments of relaxation amidst a modern metropolis.

The visitors then enter a state-of-the-art production hall: the Factory. This is a room that is in constant motion. Visitors are led by moving walkways through the factory where conveyors belts cross each other at different levels above them. These are carrying the innovations, the products, the processes created by German companies and institutions. A further area of the factory presents futuristic material developments from Germany, where visitors are invited to touch, feel, smell and directly experience these materials. The exhibition includes many impulses related to Baden-Württemberg: Carnival masks which in

01

Haibao, the mascot of the EXPO2010 is omnipresent in the mega-city at the river Huang Po

Koelnmesse



03

02

Peter Redlin, Creative Director of Milla & Partner, enjoys interactivity at the German EXPO Pavilion

local global



02

03

Entertainment combined with information: The learning environment of EXPO

Koelnmesse



03

combination with the Rhineland carnival figure "Funkenmariechen" (similar to a majorette) are a popular snapshot object. The Rottenburg sports fields are an exhibit just as the Stuttgart paving stones, which serve as a memorial for the Holocaust victims. The mobility project of Mercedes-Benz in Ulm is an exhibition window.

The voyage through the German Pavilion reaches its climax in the Energy Source show which has a particularly strong Baden-Württemberg twist. The show can be experienced by 600 people at a time and it ends with them becoming part of the show themselves. The Energy Source is where the energy is generated to bring a city to life. It is definitively the highlight of the German Pavilion. The visitors play a "leading role", controlling what happens. Through an impressive community experience, they discover that together they can — quite literally — get things moving.

Spreading out along three galleries visitors see a sphere — three metres in diameter — hanging from the ceiling and fitted with thousands of LEDs. Pictures, colours and shapes appear on its surface, showing impulses from Germany for EXPO 2010 — ideas that Germany is contributing to the quest for a "Better City — Better Life". The sphere is set in motion, and its impulses triggered, by the audience, directed by the students, Chinese Yanyan and German Jens. They have already been

accompanying the visitors on their journey through balancity in virtual form and now they appear in the flesh.

Visitors get Things Moving

The approximately 600 spectators are divided into two groups. The two groups quickly realise that they can set the sphere swinging by making movements and shouting loudly. The sphere begins to swing back and forth. The further it swings, the more intensive the colours become. The sphere's energy is reflected throughout the room — on the balustrades, the walls, the ceiling and the floor. Idea and concept of the sphere come from Stuttgart University Institute for Engineering and Computational Mechanics. During the seven-minute show, the ball develops breathtaking momentum. The picture landscapes on the huge pendulum communicate the image of a city in which both renewal and conservation are important. Designed for the German Pavilion, the high degree of complexity of this struc-

"A city is an attractive place to live in if it has struck a balance between renewal and conservation, innovation and tradition, city and nature, community and individual, work and leisure."

Peter Redlin, Milla & Partner

ture is belied by its playful, lighthearted air — an impressive demonstration of state-of-the-art German technology. ☼



Expo2010 Shanghai

From 1 May to 31 October 2010, Shanghai hosts to the World Fair.

"Baden-Württemberg Days" at Balancity, the German pavilion, are planned from 19 - 23 October. A website gives all of the key facts concerning "balancity".

www.expo2010-deutschland.de

Key for Sustainability

Baden-Württemberg's new Minister President Stefan Mappus targets the industrial competitiveness of companies

Stefan Mappus

Stefan Mappus has been Minister President of the State of Baden-Württemberg since February 2010. Born in 1966 in Pforzheim, the economist started as the Political State Secretary in the Ministry of Transport and later became the leader of the CDU faction in the Baden-Württemberg state parliament. Mappus is married, has two children and is hobby piloting a Cessna. One of his first foreign travels was to Brussels. On his agenda for 2010 there are visits to Paris, Saudi-Arabia, Qatar and in November to Singapore, Malaysia, and Vietnam.

INTERVIEW: *Hans Gäng*

Mr. Mappus, the Federal Government estimates that in the year 2020 Germany's roads will be populated by one million battery-powered vehicles and energy supplier RWE expects no less than 2.5 million vehicles. What does this scenario mean for the state?

This is a great chance for the Baden-Württemberg economy, society and environment at the same time. I'm convinced that the electric drive will become a job engine in Baden-Württemberg and electromobility will create a large number of new and innovative jobs along the entire process chain. Electromobility is the key to sustainable and environmentally friendly individual mobility.

You attended the Hannover Messe with battery power: How can you make your goal come true and ensure that Baden-Württemberg as the top automobile state will also take the lead in terms of electromobility?

The state has launched the state initiative electromobility and will invest a total of 28.5 million euros by 2014 in project-related and structural measures in order to create the best possible conditions for electromobility. The heart of the initiative is the foundation of a dedicated state-run agency for electromobility and fuel cell technology, called e-mobil BW, which will be the central consulting and knowledge transfer point and as such support the technology change in close dialogue with science and the economy.

How can the state support the local economy in this area? What is the function of the medium-sized suppliers in the state?

One of the most important tasks of the new state agency e-mobil BW will be to focus on small and medium-sized enterprises and get them to actively participate in the inno-

"We see e-mobil BW as the essential driver of a technology change that will trigger the knowledge transfer between the companies and the research institutions."

Stefan Mappus, Minister President of Baden-Württemberg



vation process. We see e-mobil BW as the essential driver of a technology change that will trigger the knowledge transfer between the companies and the research institutions. This information flow is crucial in making this new technology the starting point for the manufacture of new products and ultimately the creation of jobs. Many medium-sized businesses that are currently not even dreaming about going into this technology could open up a long-term business segment.

What does this say about the further development of the combustion engine and the suppliers depending on it? Will radiators, pistons and transmissions become obsolete soon?

It is completely undisputed that the combustion engine will carry the main burden of mobility for an extended period of time.



State Gov. of Baden-Württemberg

In addition there is still a tremendous potential for advancing the combustion engine that will need to be exploited. Light-weight designs, optimising the drive train system in terms of minimising frictional losses in engine and transmission, and downsizing still provide opportunities for Baden-Württemberg's automotive industry. Our local companies will even be able to extend their global leading position in these areas in the upcoming years. Furthermore electromobility is not only about vehicles relying only on battery power, such as for communal applications. The market will also demand hybrid vehicles combining electric and combustion power and, at a later stage, electric and fuel cell power.

What is the significance of other key technologies in the state such as the aerospace sector for the state's industrial policy and

employment situation?

The aerospace technology as a technology pacemaker is an indispensable pillar of the economic and scientific environment. The DLR institutes in Stuttgart, for example, work on developing technologies for the car of the future by employing aerospace know-how for alternative power concepts, energy storage and light-weight design. The space industry in particular is one of the state's flagship industries. Its most prominent representative is EADS Astrium GmbH in Friedrichshafen which manufactures state-of-the-art satellites.

Interdisciplinary technologies, such as microsystems technology or nanotechnology, are the key for innovation and new products in many local core industries. Germany's largest and most powerful microsystems technology cluster, for example, has formed itself in Baden-Württemberg.

How do you see the local companies' high level of dependency on exports? Will the economy be able now to leave the crisis behind more rapidly?

In my opinion it is absolutely critical that our businesses are competitive on an international level and capable of increasing export figures. The state's economic recovery is carried by the upturn of the world economy and global trade, but to a growing extent also by domestic demand. But the driver of the recovery is still the export business. On the other hand the requirements are in place for the upsurge momentum to shift from foreign trade to domestic demand and for a sustainable and continuous upward development.

After the massive economic collapse in the previous year it appears that Baden-Württemberg will record higher growth numbers compared with Germany as a ›



01

01 The state's initiative supports R&D efforts in the areas of electromobility, fuel cells and hydrogen technology

State Gov. of Baden-Württemberg



02

02 Mappus is convinced that radiators, pistons and transmissions will not become obsolete soon

State Gov. of Baden-Württemberg

03 One of Mappus first foreign travels was to Brussels to meet José Barroso, President of the EU Commission

State Gov. of Baden-Württemberg

State Initiative Electromobility Baden-Württemberg to Become Leading Region for Electro- mobility

eMobility

There is hardly a more controversial subject than electromobility. But can electric powered vehicle concepts really prevail in the long term? In the case of Baden-Württemberg such a change would have an enormous impact on the automotive industry's supply chain.



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› whole. In terms of incoming orders, production and export the state's growth rates are higher than the federal numbers.

What is the importance of the GlobalConnect conference which is promoted by the state and was conceived to encourage businesses to go abroad?

Baden-Württemberg depends on its economy's internationality. It is important to me to help to pave the way to foreign markets for our SMEs and, at the same time, also promote Baden-Württemberg abroad as an excellent innovation location.

GlobalConnect provides our companies with an opportunity to get first-hand and qualified information on worldwide target markets. Therefore GlobalConnect, which

has instantly become the most important foreign trade event for the German economy, is an important pillar for our market development and location policy.

Along with such significant and high-profile domestic events, business delegation visits and events overseas are essential building blocks of our foreign trade promotion. Here the GlobalConnect principle has in a compact form been transferred to our supplemental foreign events. The "Baden-Württemberg Forums" are a newly developed form for presenting our companies and for establishing contacts abroad, which we are using at this year's delegation visits to foreign countries for the first time. We will, for example, use them for my South-east Asia visit in November 2010. ✨

By the year 2020 one fourth of all vehicles could be powered electrically. This is the result of the structural study "BWe mobil" that has recently been completed by the Fraunhofer Institute. According to the study the electrification of the drive train system is not just a vision, but is already in full swing. In order to advance the development of alternative power concepts such as the research on and introduction of hybrid and battery-powered vehicles in Baden-Württemberg, the Baden-Württemberg State Government intends to invest a total of 15 million euros specifically in structural and project-related activities in the next two years.

The state-run agency e-mobil BW that has been founded for this purpose and is intended, as the guiding body for the state's electric initiative started in the previous year, to control all state-wide research and development efforts in the areas of electromobility, fuel cells and hydrogen technology. In order to establish the entire electromobility supply chain in Baden-Württemberg, small and medium-sized

enterprises would have to be integrated alongside the already successful research institutions, according to the study. Particularly medium-sized suppliers do not yet have an appropriate strategy in place to secure their share in value creation within a possible E-Mobility car industry. This is where the initiative comes in. "Baden-Württemberg depends in a special way on the many small and medium-sized suppliers which provide the bulk of the jobs," explains Minister of Economics Ernst Pfister. "For automobile-dominated Baden-Württemberg it is therefore essential to analyse the impact of a system change towards electromobility on the state's suppliers and point out strategies for securing their competitiveness."

Joint Research Projects

In addition, the electric initiative is meant to start, coordinate and perform joint research projects in subject areas such as electric vehicle motors, efficient accessories (heating, cooling, steering, etc. in battery-powered vehicles), automotive control technology, standardisation, production engineering and production logistics for electromobility as well as the use of hydrogen as an energy accumulator. Particular joint research projects are assigned to separate syndicates consisting of research institutions and economic operators within the context of task-specific competition.

Just how quickly the switch towards electromobility will be made in reality depends on a number of factors. Technological breakthroughs in battery technology, a rising oil price, a restrictive regulation of CO₂ emissions and subsidies for electromobility in cities would have a significant influence on the cost-efficiency and thus attractiveness of battery-powered vehicles.

Therefore, the significance of combustion engines, which will prevail for the time being, must not be ignored. Putting all our eggs in the electromobility basket would be fatal; instead the balance has to be found between investments in improving the established technologies and developing new ones. ✨

Commitment to the Region

Dr. Thomas Weber of Daimler on the location Baden-Württemberg



 Daimler AG

The Untertürkheim plant is and will be the heart of the engine manufacture of Mercedes-Benz.

Dr. Thomas Weber
Member of the Board of Management of Daimler AG, Group Research and Mercedes-Benz Cars Development

We have asked Dr. Thomas Weber, Member of the Board of Management of Daimler AG, Group Research and Mercedes-Benz Cars Development what will be the implications of switching to electromobility for the Stuttgart region? What is going to become of the local suppliers, many of whom depend heavily on the combustion engine?

"The combustion engine will remain the dominant global drive technology in the long term. But in order to make our region future-ready all relevant decisions must be taken now, particularly in the area of electromobility. The Untertürkheim plant is and will be the heart of the engine manufacture of Mercedes-Benz. Our Innovation and Technology Center located in Untertürkheim, Sindelfingen and Böblingen is

also based in the region and has above all been consistently strengthened in the area of future technologies in the last few years.

This is also true for most suppliers who have read the signs of the times and are investing in future technologies. Success will depend on sensibly and efficiently networking these global developments because then the Stuttgart location will also benefit." ✨

High-Tech for Aerospace
Baden-Württemberg has an important position in the aerospace industry in Germany, particularly in the areas of research and development, and is an important location for suppliers in high-tech sectors.



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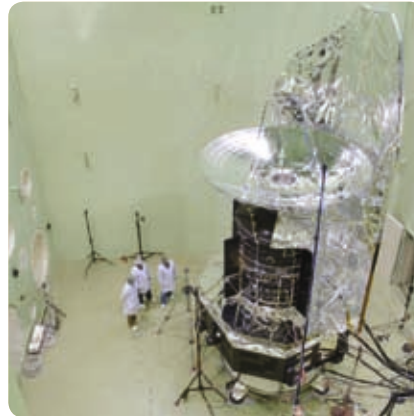
Baden-Württemberg has a long history in the development and manufacture of skyward-bound equipment. Today, the airspace is not enough; it is the space beyond that companies, institutions and universities in Baden-Württemberg are targeting, and they are doing this with much success.

Reaching for the Stars

01

Last test before ATV starts its journey. At an altitude of 350 kilometers everything has to run bug-free

ESA/CNES ARIANESPACE



01

02

With the Herschel space telescope built by EADS Astrium's scientists want to unlock secrets of space

ESA / Anneke Le Flo'h



02

03

Discussing progress in earth observation: Minister President Mappus and ESA Director Liebig

State Gov. of Baden-Württemberg

Aviation and aerospace technology in Baden-Württemberg has a long tradition. The Zeppelin and the first aircraft to be made out of fibre-reinforced materials came into being here, and well-known names, such as Maybach, Graf Zeppelin, Dornier, Klemm or Heinkel, bring to mind the trend-setting developments made here. Today 13,000 employees in the country achieve a turnover of four billion euros. Many aerospace products are today synonymous with high-tech from Baden-Württemberg: subsystems in helicopters and airliners; satellites and rocket components; guided missiles and radar equipment; and new aircraft types, ultralights and sailplanes.

Leading world companies such as EADS, Diehl Aerospace or Thales operate out of several sites in Baden-Württemberg. Suppliers from other sectors, such as Behr Industrietechnik or the Recaro subsidiary Recaro Aircraft Seating GmbH, the third-largest manufacturer of aircraft seats, have successfully built up areas of business in the aerospace field. Bosch GmbH develops and produces a great variety of telematics systems and is one of the most important partners in the Galileo Consortium. In the aircraft sector, the development and manufacture of high-performance apparatus and systems to equip aircraft are at the forefront. These include, amongst others, cockpit equipment such as on-board computers and navigation systems; flight and engine control systems; air, hydraulic and fuel systems; actuators and sensors; and cabin fittings and safety equipment. The area of space technologies has developed particularly well in the Southwest. The space industry in the state of Baden-Württemberg today employs more than 2,600 people. According to the statistics of the German Federal Association of Aerospace Industry (BDLI) these are approx. 42 percent of all people employed in the German space industry.

Made on Earth

Satellite-borne earth observation is a competitive field in which Baden-Württemberg — mainly Friedrichshafen and the Lake

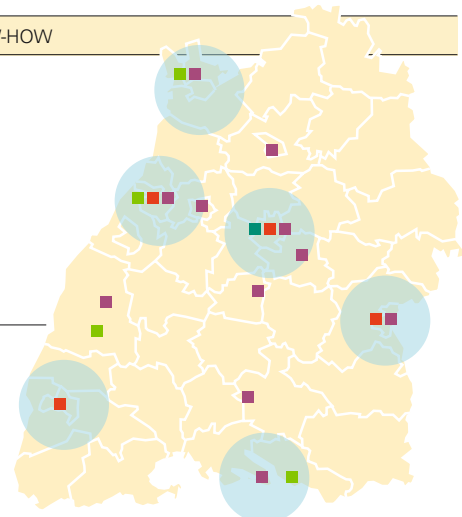
Constance county — excels. Its industry also contributes to Europe's environmental satellite, Envisat. Since 2002 Envisat has been observing the earth from space. With this satellite Europe's scientists are still supplied with vast amounts of data which aids them in gaining a better understanding of global warming, climate change and ozone depletion, as well as changes in the oceans, ice and vegetation cover, and the composition of the atmosphere. Measuring 25x7x10 metres and weighing more than 8,000 kilograms, Envisat is the largest earth observation satellite ever to be built in Europe. The Baden-Württemberg companies RWE-

Solar, Tesat-Spacecom and Thales Electron Devices supplied important components. Astrium was not only the main contractor for the project, Europe's leading space company also provided the Polar Platform — the backbone of the satellite — as well as five of the ten main instruments. At its Friedrichshafen (Lake Constance) site, the wholly owned subsidiary of EADS builds complete satellites and probes, as well as instruments and sensors. Currently Astrium has notched up another success in the field of earth observation satellite construction. In March, the company was commissioned by the European Space Agency (ESA) to build the

MAP BADEN-WÜRTTEMBERG'S SPACE KNOW-HOW

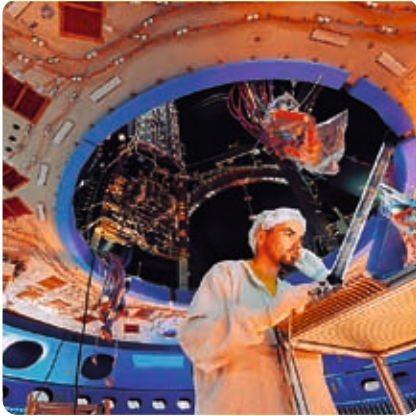
Close cooperations are the guiding principle of the Baden-Württemberg aerospace sector and its key success factor. Systems manufacturer can rely on a tried-and-tested network of specialists in sub-systems and components as well as outstanding research institutes.

- Main focus of the aerospace industry
- International airport
- Regional airport, former air bases
- Universities with emphasis on technical studies
- Technical colleges with appropriate technical courses



01

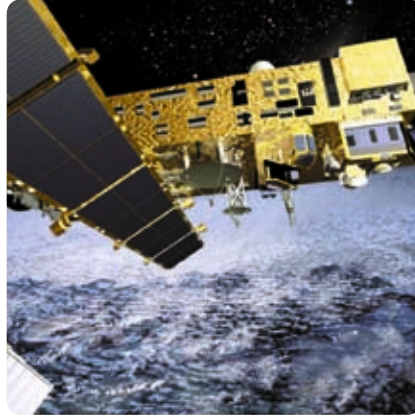
Envisat, Europe's largest earth observation satellite, was developed with the help of EADS Astrium
ESA



01

02

The transport ship ATV supplies the ISS with up to nine tons of food, scientific equipment and fuel
EADS Astrium



02

› Sentinel-2B optical satellite, the next flight unit in the Sentinel series. "The Sentinel-2 satellites will give Europe the ability to monitor environmental changes in the region over an extended period of time," explains Prof. Dr. Volker Liebig, Director of Earth Observation at ESA. The industrial contract is worth 105 million euros. Following on from the Sentinel-2A contract

that was signed in spring 2008, this latest show of confidence brings the total revenue generated for Astrium by the Sentinel-2 programme to approximately 323 million euros.

Know-how

The aerospace industry in Baden-Württemberg can depend on an excellent research

and science infrastructure. After all, the state is home to Europe's largest School of Aeronautics at the University of Stuttgart. Each year around 200 trained aerospace engineers leave university and two thirds of all German space engineers can be traced back to Stuttgart. In addition more than 400 researchers at six institutes of the German Aerospace Center, KIT (Karlsruher Institut für Technologie) and other universities as well as the research institutions of the Innovationsallianz Baden-Württemberg and the Fraunhofer Society work on space-related issues.

In order to continuously expand co-operations between research institutions, companies and service providers, the Forum Luft- und Raumfahrt Baden-Württemberg e.V. (LR BW), a forum for aviation and aerospace in Baden-Württemberg, has been founded. The cooperation agreement between the University of Stuttgart and an existing cooperation of the German Aerospace Center (DLR), the Steinbeis Foundation and other research institutions underscores the Forum's objective to achieve better co-ordination in research, development and applications in aerospace engineering. This is particularly important since aerospace engineering constitutes an industrial cross section with tremendous potential for technical innovations. A close cooperation has been established with the German Federal Association of Aerospace Industry (BDLI). Technological developments and innovations are strongly influenced by the aerospace industry. The subcontractors and component suppliers in the automotive industry and the mechanical engineering industry benefit from these innovations. In turn expertise developed in the automotive and tool manufacturing industry has been utilised in the design and manufacturing of aircraft. ☼

Highlights for High-Flyers Lake Constance Airtour

The Bodenseekreis District is one of the five most important aviation and aerospace locations in Germany. Along with EADS Astrium in Friedrichshafen, Zeppelin Luftschiffbau, Diehl Aerospace and Diehl Defence as well as a number of SMEs are also based here. Additionally, last autumn the dual degree course Aerospace Technology — unique in Germany — was established at the Baden-Württemberg Cooperative State University in Friedrichshafen. In order to provide all aerospace enthusiasts some insight into the impressive world of aeroplanes, satellites and spacecraft, the local



Economic Development Agency will organise an exclusive airtour in autumn of this year.

Programme highlights:

- › Exclusive tour of EADS Astrium
- › Aircraft maintenance at InterSky

- › Zeppelin flight and tour of the aircraft hangar

More information and travel booking:
www.bodensee-airia.de

Read more about the Bodenseekreis District on page 32

More Informations:
www.lrbw.de, www.galileo-bw.de
www.iag.uni-stuttgart.de
www.dlr.de/ra, www.astrium.eads.net
www.bodensee-airia.de
www.recaro-as.com
www.diehl-aerospace.de

Europe's Innovation Lab for Environmental Technology

State government to increase spending on green technologies

Green Competence

A new state initiative is supposed to further strengthen Baden-Württemberg's competence in the areas of environmental technology and resource efficiency.

Baden-Württemberg wants to further expand its leadership position in the environmental technology sector. Therefore the "State Initiative on Environmental Technology and Resource Efficiency" was kicked off in June. The state initiative's core elements consist of compiling an environmental technology atlas as well as the foundation of

a technology and innovation centre, which is meant to concentrate and coordinate all activities related to resource efficiency, environmental technology and ecological innovations. A total of two million euros is in the state's budget in 2010 and 2011 for the initiative. Another 870,000 euros are to be made available in each of the following years. "Baden-Württemberg shall become the 'Environmental Innovation Lab of Europe'," explains Minister-President Stefan Mappus, "because our state is a leading force in the field of innovative environmental technology and we want to further expand this position." In 2007 the Envi-

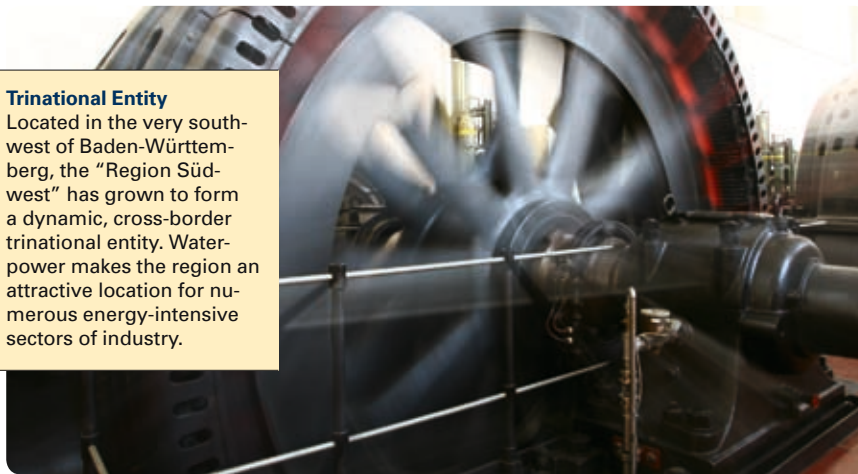
ronmental Industry's share of the German GDP made up eight percent. Around a fifth of this has been provided by Baden-Württemberg. Thus Baden-Württemberg's benefit from growth in the environmental industry is above average in comparison with the other German states. The main reason for this is the state's high concentration of environmental technology companies and research institutions. Approximately 900 firms employing nearly 16,000 people generate more than 3.6 billion euros of revenue. Additionally some 80 institutions perform research and development activities in all environmentally relevant areas. ☼

Wirtschaftsregion Südwest

The powerhouse of the southwest

Trinational Entity

Located in the very southwest of Baden-Württemberg, the "Region Südwest" has grown to form a dynamic, cross-border trinational entity. Water-power makes the region an attractive location for numerous energy-intensive sectors of industry.



Energydienst AG

Energy became the key factor in determining where factories were to be sited in the trinational region of the counties Lörrach and Waldshut. The Rhine, Wutach, Wiese and Wehra rivers deliver the water-power to drive the wheels of any number of machines. So it was that in 1897 Europe's first ever water-driven power station opened in Rheinfelden. A raft of fuel-intensive

economic sectors sprang up, branches that persist to this day. These include the aluminium processing and textile industry.

The aluminium industry has evolved into a competence cluster like no other. The big, established names in the German textile industry are all in the southwest, a region that also supplies car manufacturers with components ranging from airbag

material to lights and entire body sections. Manufacturing companies were followed by firms producing measurement and control technology and engineering firms making the specialised machinery required by industry. The knowledge, acquired over decades, of the customised mechanical engineering sector is appreciated all over the world. Apart from the traditional industries, the region is also home to Europe's leading cluster of life-science companies. Here, in the so called "BioValley" a unique concentration of biotechnology, medical, pharmaceutical and chemical firms is located.

Companies also appreciate the proximity of two international airports; the Euro-Airport Basel-Mulhouse and the Zurich airport. ☼

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Very Mobile Minds

Stuttgart-based Industrial Product Design and Development (IPDD) creates customized solutions — and Elmoto

Next Generation Design

Industrial IPDD (Product Design and Development) is one of the best-known service providers in its field in Germany. The company specializes in the design and production of tailor-made solutions for a variety of sectors. IPDD have also used their expertise to develop a brainchild of their own: Elmoto, a light-weight electrical bike.

TEXT: Daniela Sandmann

In the company's Calwer Straße offices, Özkan Isik, a certified designer and managing director at IPPD, is holding a Playmobil zebra while talking about medical and rehabilitation technology. The situation seems to be symptomatic of the company's activities: they are quite wide-ranged. Sectors include medicine, physical rehabilitation, electrical mobility and investment goods ranging from cranes to CNC turn mill machines as well as consumer products. Such as Playmobil figures.

"We were quite proud when nobody seemed to notice that the design was not done by Playmobil themselves," says Isik, smiling. "The crucial point is for the design to fit and support the brand," he explains. And IPPD seems to be doing well.

What started out as a business with three partners and four employees in 1994 has turned into a thriving company with some 30 staff of various experts, including engineers, who have been much in demand. "Our team have a broad expertise, they do exchange information and cooperate very

well. This allows us to work on such diverse sectors," Isik adds.

IPPD's expertise in the area of rehabilitation includes work for scooters and wheelchairs and gave the team the idea for a light-weight electrical bike, Elmoto. And, who knows, perhaps it was also a playful approach that allowed this extension of activities — hold and move a zebra in your hand and see what happens...

Environmentally Friendly and Low-Cost

"We had the idea for Elmoto and then went looking for companies who would invest in the project and take on manufacturing," Isik goes on to explain. Their search was successful, and it is easy to see why. "Driving the bike is fun, there is no rattling, no fumes whatsoever. People can use it to get to work, go and see friends or to just drive around for the pleasure of it — zero-emission and low-cost. Elmoto shows the way for urban mobility."

Elmoto does resemble a bicycle and is very easy to handle. And it weighs just 45 kg, a point which makes it unique on the German market. Light-weight drivers who might be put off by heavier types of scooters are likely to feel comfortable on Elmoto. All you need is an insurance plate, a scooter or car licence, put on a helmet — and off you go! Also drivers are likely to breeze past petrol stations with smiles on their faces. Charging the battery costs just around 40 cents. At a maximum speed of 45 km/h the bike can run over 60 kms even climbing

Stuttgart hills until it will be on the lookout for a socket.

Virtually Made in Baden-Württemberg

Elmoto's main production site is located in Ravensburg. With the exception of some less demanding parts ordered from the Far East, all suppliers are based in Germany — the big majority of them in Baden-Württemberg. Hence, it may also have been local pride that recently induced the region's utility EnBW to order nearly 600 Elmoto bikes for a pioneer project. With the help of a few hundred test drivers, EnBW is going to take a look at drivers' energy consumption behaviour in the state capital. The project is due to start this summer and public electrical sockets are now being installed in Stuttgart to supply power through the use of chips for the one-year-project and beyond.

Annual production is now around 1,700 bikes with one unit selling at 3,990 euros. "To sell Elmoto, our contacts in the bicycle sector have been extremely helpful, particularly in the beginning. We would not have made it without them," admits Isik. Elmoto is also exported to Holland and Switzerland. Beside the merits mentioned, there is, no doubt, another major factor for the scooter's success. Says Özkan Isik, "Eco has become trendy, and Elmoto is just that." ☼

More Information

www.elmoto-cycles.com
www.i-pdd.com

Easy Rider

Elmoto combines modern design with state of the art electrical and battery technology and ecological sustainability. Since July, 500 Elmoto bikes are tested by the utility company EnBW for one year in the Stuttgart region

IPDD



“Driving the bike is fun, there is no rattling, no fumes whatsoever. People can use it to get to work, go and see friends or to just drive around for the pleasure of it—zero-emission and low-cost. Elmoto shows the way for urban mobility.”

Özkan Isik, IPDD

Creative Place

Some 150 offices of design, advertising and multimedia agencies, architects and other creative service providers are based in Schwäbisch Gmünd and turn the region into a hotbed of design competence and innovative potential.

TEXT: Esad Fazlic



Finding Future Forms

In Schwäbisch Gmünd, they have worked on design for 600 years now. For insiders it is the secret capital of creativity.

01

Schwäbisch Gmünd design offices and students are regularly awarded with prizes

 Nubert

02

The reputable producer of speakers Nubert is well-known for both top quality and impressive design

 Nubert

Schwäbisch Gmünd is located in the region of East Württemberg in the heart of Southern Germany, some 50 kilometres from the state capital of Stuttgart. The city centre features historic buildings from eight centuries; its market place and the Münsterplatz count as being two of the most handsome spots in Southern Germany. One would not be surprised if the beautiful setting had provided inspiration for the town's creative industry. For quite some time now the town has been considered Germany's secret capital of design.

Design offices with over a dozen of employees as well as lone creative freelancers have contributed to the development of Schwäbisch Gmünd into a sort of Silicon Valley of Design. A fair number of nationally and internationally renowned offices and agencies have received numerous awards for outstanding design; some of them are working for world-famous companies. 150 of these agencies and offices are located in the Schwäbisch Gmünd region; in total they number 240 in East Württemberg where they offer a very wide range of design-related services.

One of the best-known is .molldesign, an agency that has been showered with over 100 international prizes, including, repeatedly, the much-coveted Good Design Award conferred by the Chicago Athenaeum. The list of design offices and advertising agencies also includes names like Hensler & Schultheiss or Eberle Brand Design. They, too, have been honoured with prizes such as the iF design award or the red dot design award. Nubert electronic, a reputable producer of speakers, has gained various sought-after design awards as well. Not least there are companies whose founders have learned the creative trade in Schwäbisch Gmünd and who are now putting their knowledge and experience to good local use. One example is the young, Heidenheim-based company GUBE, a specialist for the construction of innovative furniture.

Awareness of the region's excellence in design is reflected by the geographical origin of the sector's clients. Only about 20 percent of the Gmünd design offices' cus-



01



02

tomers are located in the region itself, 70 percent of orders originate in other parts of Germany and ten percent of them are placed abroad, both in and outside Europe. The sector employs a total of approximately 1,700 artists and other employees who create a turnover of well over 100 million euros. A school for drawing for goldsmiths and silversmiths was founded in Schwäbisch Gmünd as early as 1776. As the name implies, at the time the institute focussed on the work with gold and silver. In 1972 the school became the Hochschule für Gestaltung Schwäbisch Gmünd (HfG), the University of Design, a university of applied sciences. The University set into motion a development that has turned Schwäbisch Gmünd into the region with the highest per capita number of designers in Europe, as far as figures go. The University of Design's best known graduate is no doubt Prof. Hartmut Esslinger, founder and CEO of frog design, one of the most noted companies for product design and digital media worldwide.

All about Design

At the University of Design it is all about design. The dynamic hotbed for design right in the heart of Baden-Württemberg is widely known and highly valued for its exemplary education and training. The most recent addition to the curriculum, in 2007, was the subject of Interaction

Design offices with over a dozen of employees as well as lone creative freelancers have contributed to the development of Schwäbisch Gmünd into a sort of Silicon Valley of Design.

Design, complementing the courses Communication Design and Product Design. Interaction designers are called for when it comes to making increasingly inscrutable appliances, which we might be in day-to-day contact with, easier to understand. The designers act as mediators between the new technologies and the requirements of users. They develop and design digital tools and information systems like, for example, mobile services and media installations (such as for example, hands-on installations in museums) availing themselves of state-of-the-art technology, material and methods in order to create the services of tomorrow. Three years from its inception, the course is almost fully booked, proving that there is much interest in Interaction Design. The bachelor degree course is complemented by two master programmes, Communication Planning and Design as well as Product Planning and Design.

01

The students of the University of Design benefit from the excellent reputation of the school

HfG

02

The fem institute has dedicated itself to the research of metals science and surface technology

fem

03

The best-known graduate is clearly Prof. Hartmut Esslinger, founder and CEO of frog design

frog design



01



02



03

A basic goal of the education at the University of Design is to not only teach mere technical knowledge but to lay the foundations for comprehensive wisdom.

› Design has a Future

Problems in the sector are not limited to technical issues nowadays. Today developments in society, science and technology and their impact on the environment have become tremendously complex; they call for an understanding of the interrelatedness of things, seeing an ever bigger picture, and they require appropriate action. The University of Design, therefore, aims at preparing and qualifying its students for a wide range of issues in interaction, communication and product design, to enable graduates to find innovative solutions to current and future challenges. In this context a basic goal of the education is to not only teach mere technical knowledge but

to lay the foundations for comprehensive wisdom. For this reason, the Gmünd Model does not only incorporate the tuition of general knowledge of design, studies and practical work based on scientific research and method work. It also includes the passing on of sound technical knowledge as well as themebased project work—an excellent basis for its graduates' professional future.

International Competence

An optional term abroad is an important part of education and training at HfG. It tends to open up new perspectives, enriching the students' own creative potential; this tends to result in better job prospects. About two thirds of the students take this opportunity, opened up by HfG's dense international network and its close links with international exchange organisations. There are partnerships with 44 universities in Europe, the U.S., Canada, South America and Asia.

Next to these international partnerships, another key to the University's success lies with regional co-operations, with companies, institutions and on an academic level. Many a project work and final assignment has turned into a concept ready to be introduced on the market. Some of it has been recognized for its benefits in research and is being funded accordingly haptICS and hap-TECH are such projects that are supported by the Federal Ministry of Education and Research (BMBF); they have arisen from a co-operation between Daimler AG, the Fraunhofer Institute for Industrial Engineering (IAO), Faurecia Interior Systems GmbH and Göbel Audio, to name some of the partners. Another research project is currently being realized in collaboration with the Design Research Lab of Deutsche Telekom Laboratories, Berlin.

The University also relies on a very close co-operation with Paul Hartmann AG in Heidenheim and Oberkochen-based Carl Zeiss AG and there are strong links with the Schwäbisch Gmünd University of Education, Aalen University (HTW), Experimental-OR ("the operating room for the future") at Tübingen University and the

04

The University of Design has a long history—its origins go back to the 18th century

HfG



04

05

The city's market place is considered one of the most handsome spots in Southern Germany

Schwäbisch Gmünd



05

Department of Health Care Informatics of the German Centre for Cancer Research DKFZ. The Institute for Applied Research that was inaugurated at the University of Design earlier this year is likely to provide new momentum. The quality of tuition at HfG is not least mirrored by the numerous awards and prizes its students have received. When course work and final-year assignments are presented at competitions, the Gmünd work is often found right at the top in the respective categories. In the past, prizes like the iF Concept Award, the Lucky Strike Junior Design Award, the Red Dot Award, Mia Seeger Prize, the Bavarian State Prize for Young Designers and the Adobe Design Achievement Award have gone to HfG students.

Famous for Gold and Silver

Schwäbisch Gmünd is, we have said it, famous for its gold and silver work. For some 600 years, gold and silver in particular have been made into jewellery and related objects. Over 50 workshops of goldsmiths and silversmiths as well as jewellery designers have their workshops in the town. Some 20 factories and manufacturers and numerous traders are also located in Gmünd. These numbers clearly show that the tradition continues—jewellery and related objects made from precious metals, especially gold and silver, still play an important part in the city today. Precious metals are, as

mentioned, used not only in jewellery but also in a number of other industries. This is owed to the metals' characteristic qualities but also to the existence of a time-honoured establishment, the Institute for the Research of Precious Metals and Metallochemistry, fem, in Schwäbisch Gmünd. The independent and nonprofit Institute has dedicated itself to the research of metals science and surface technology since 1922. It focuses on the application of various surface technologies, electrochemistry/plating, anodization and finishing of light metal surfaces as well as plasma surface technology (PVD, PACVD). fem also has comprehensive facilities allowing the Institute to carry out in-depth examinations of material and coatings as well as materials testing. ☼

More Information about the Design Cluster Wirtschaftsförderungsgesellschaft mbH Region Ostwürttemberg (WiRO)

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Market Leader's Home

There is no other region in Germany boasting as many internationally successful companies as Heilbronn-Franconia. The success is rooted not only in the excellent infrastructure but also in the high quality of life and in the venturesome and smart people who live there.



01

Where World Market Leaders Congregate

Doing Business in Heilbronn-Franconia

The Heilbronn-Franconia region covers an area of 4,765 square kilometres and is therefore the largest region in Baden-Württemberg in terms of surface area. With the regional capital of Heilbronn and eight other larger cities all demonstrating dynamic growth, it is one of Germany's strongest economic regions. The density of world market leaders per 100,000 inhabitants is unusually high. The district of Hohenlohe occupies the leading position nationwide among all 437 districts and independent cities—the other districts in the region are ranked amongst the top 50 in the official statistics. The region's success is attributable to its good infrastructure, the high level of innovation in local companies and the entrepreneurial spirit of their employees.

The region is well connected to the federal motorway network. The ports of Heilbronn (River Neckar) and Wertheim (River Main), the commercial airports in Schwäbisch Hall and Niederstetten and the proximity to the passenger airports of Frankfurt, Stuttgart and Nuremberg connect the regional transport infrastructure to international traffic flows. An amazingly beautiful cultural landscape with romantic vineyards and nature reserves with plenty to discover, thriving traditions as well as idyllic towns and cities with ancient monuments dating back to the Middle Ages and the early modern period all provide a high quality of life. Family-friendly cycle paths provide an ideal way to explore the region. Golf courses, museums, theatres, open-air swimming pools, open-air theatres, above-average restaurants offering good food, wine shops and many traditional festivals make the Heilbronn-Franconia region a place where connoisseurs feel at home.

The people here are down-to-earth and attached to their native soil, industrious and thrifty, reliable and loyal, but also courageous and keen to experiment and it is these qualities which have paved the way for a rapid rise of highly specialised companies into the ranks of the world's leading corporations. With their innovative products and services, they have managed to secure leading positions with niche and micro

01

Würth started as a two-man operation. Today the Group has 58,000 employees

 Würth

02

epb-papst in Mulfingen is world market leader for energy-saving motors and fans

 epb-papst

niche marketing techniques in a wide range of different industries. The spectrum ranges from the automotive industry to electronics, mechanical engineering, steel construction and plant engineering, the glass industry, the timber and furniture industry through to food and luxury foodstuffs, and packaging, logistics or information technology. Almost without exception, these companies are well-run family enterprises with long-term strategies, a very good equity position, exports accounting for over 50 per cent of turnover and above-average annual investments in research and development. Although they often compete fiercely with each other in the world market, the region's

companies work together in numerous networking groups and clusters. Thanks to their flexibility and rapid adjustment to changing market conditions, the region's companies have been able to cope with economic crises largely without having to reduce staff in Germany. Through educational initiatives such as the establishment of academies, endowed professorships or co-operations with universities, local companies are actively tackling the increasingly serious shortage of well-qualified employees caused by demographic change. ☼

www.heilbronn-franken.com
www.weltmarktfuehrer.info



02

Provincial backwater: always top of the charts

Heilbronn-
Franken
Baden-Württemberg



The home of the
hidden champions

Where it is a **pleasure** to do business!

Attractive Business Location

Everyone knows Bodenseekreis District as a holiday paradise. But the area also benefits from a number of additional qualities: Its companies, excellent training facilities and high standard of living make the region at the northern end of Lake Constance one of Germany's most attractive business locations.



City of Friedrichshafen

Flying at a higher game: the Bodenseekreis District has a long history in manufacturing and developing aircraft and aerospace solutions

Bodenseekreis District is one of the most successful technology locations in Germany and continues to achieve top positions in international location rankings. The business magazine Focus Money selected Bodenseekreis District as the district with the highest economic power in Baden-Württemberg and the second highest in Germany. The district has a lot to offer in terms of location benefits: Innovative companies, excellent training facilities, central economic-geographic location with perfect links into Switzerland and Austria as well as the high quality of living make the region an economic powerhouse with an innovation power second to none.

Airships and Beyond

The foundations for the future-oriented structures were laid by legendary aviation pioneers Ferdinand Graf von Zeppelin and Claude Dornier at the beginning of the twentieth century. They developed and built their first airships and aeroplanes at Lake Constance. Thanks to their pioneering spirit, many other creative brains settled in the area and made sure that the region is still characterised by aerospace technology. Many successful companies arose from Luftschiffbau Zeppelin, such as Tognum specialising in drive and power plant technology, EADS Astrium (satellites, military systems), Zeppelin (construction machines) and ZF Friedrichshafen. The company, which at the beginning produced gearwheels and transmissions for the Zeppelin airships, today is an international automotive supplier of drive and chassis engineering. ZF employs a total of 60,000 people at 125 locations all over the world. Last year the group generated a revenue of more than nine billion euros and ranked among the fifteen largest automotive suppliers worldwide.

But the northern shore of Lake Constance is not only home to a remarkable number of multinationals, the region has also attracted many highly specialised small and medium-sized technology firms. With them the areas of aerospace technology and automobile manufacture are no longer the

Bright Prospects

Bodenseekreis District: where innovations have a tradition and a future

sole industry focus in the region. Information and communication technology and electronics are represented here just as education, research and development are.

One central success factor for the region is the high capacity for innovation of its companies. Education, research and development are without doubt significant in every industry, but occupy an outstanding position in the Bodenseekreis District. State-wide the region has the second highest investment share in research and development. Therefore it is no surprise that it also has the top position in Baden-Württemberg in terms of patent applications.

The Bodenseekreis District also has a very diversified university environment. The private Zeppelin University Friedrichshafen, the Baden-Württemberg Cooperative State University Ravensburg-Friedrichshafen or the neighbouring uni-

versities of Constance and St. Gallen are but a few higher education institutions maintaining close ties with the companies in the district.

Internationality that Speaks for itself

Another reason for the district's success is its strong international orientation. The goods produced here are sold everywhere in the world. Since well over a decade airships are again being built at Lake Constance; they can be seen flying not just above the lake, but also in Japan, the USA and Africa. In addition the area is part of the Germany, Austria and Switzerland tri-border region. The region's infrastructure boasts international connections and it can be reached by road and rail, by air and on water. A huge benefit for all travellers is the international Bodensee Airport which is currently be-

ing expanded for several million euros. The Neue Messe Friedrichshafen is also geared towards international markets. More than 700,000 visitors from 72 nations attended the trade fairs last year at to inform themselves about trends and innovations in a variety of industries. The trade fair, which opened in 2002, organises around 30 different trade fairs and exhibitions and already belongs to the circle of large German trade fair organisers with a total of 85,000 square metres of exhibition space in twelve halls. ☼

More Information

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The economic region of the Bodensee District – top of the South in every aspect

Water, mountains, breathtaking landscapes, modern infrastructures:

Living here is good and working is even better. And while you are learning more about us, the economic region of the Bodensee District is actively working further on its competitive edge, with success:

- Strongest economic power in Baden-Württemberg
- Innovation scoreboard leader in European rankings
- Ideal working conditions for qualified prime personnel
- Winner of Germany's „Region of the future“ contest

Come visit us and see for yourself!



Smart Region

A combination of Swabian inventive spirit and hard work, and close connections between industry and research, are what make the Neckar-Alb region so special. It is in the heart of Baden-Württemberg, demonstrably the most innovative region in Europe.



Standortagentur Tübingen - Reutlingen - Zollernalb GmbH

Your Future is Our Business

Welcome to the business hubs of Neckar-Alb

The spot where great engineers such as Gottlieb Daimler or Wilhelm Maybach once began their careers is now home to numerous global market leaders. Many enterprises benefit from the pool of well-trained professionals and the vicinity to automotive companies such as Daimler, Porsche and Audi. In the Neckar-Alb region, six industrial sectors converge: mechanical engineering, the automotive sector, medical technology, technical textiles, biotechnology, and wood/regenerative energies.

In the field of biotechnology the region has long been a world leader: in 1869 Friedrich Miescher in Tübingen discovered nucleic acid and founded biochemistry. In 1995 Christiane Nüsslein-Volhard of the Tübingen Max Planck Institute won the Nobel Prize for evolutionary biology. Companies researching and producing in the field of biotechnology will find the area has an excellent infrastructure, with a good supply of professional scientific staff, and universities and well-known institutes near at hand. Strong medical technology and automation clusters in the neighbourhood create synergies.

Some 2,000 industrial and skilled trades companies work locally in the field of renewable energies. Various funding

programmes have created an innovation-friendly environment. The university of Rottenburg has been bestowed an award by the UNESCO. With its courses in forestry, bioenergy and water resource management, it is a guaranteed source of new ideas and qualified experts.

Scientific Hub

Not only are top workers trained in the area, but novel products and services are also constantly being developed. Around Tübingen University and the institutes of higher education in Reutlingen, Albstadt-Sigmaringen and Rottenburg, spin-offs and new ventures have produced a hive of entrepreneurial activity. Medical technology and life sciences dominate the scene. Technology parks with excellent facilities, such as those at ttr (Technologiepark Tübingen-Reutlingen) or the UNIPRO commercial park in Gomaringen with its close university links, create perfect conditions for scientists and entrepreneurs.

Close cooperation between science and industry is to secure the future of the Neckar-Alb region as a prime location. One good example of this is the work of Tübingen University's Natural and Medical Sciences Institute (NMI), based in Reutlingen. The

NMI carries out business-focused research and development at the crossroads where bioscience meets materials science. The institute provides services and all-in-one solutions for top-notch technologies such as pharmaceuticals and biotechnology, biomedical engineering and surface and interface technology.

Live where Others just Holiday

One critical factor in favour of the location is its high quality of life. The region is set in a landscape of unique beauty, most of which has been designated a biosphere reserve by the UNESCO. It is a landscape of contrasts, with juniper heathland, gentle rolling valleys and jutting rocks. Proud castles and fairy-tale palaces make it an enticing place to come and stay. ☀

More Information

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



One region, three areas of strength

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Tübingen
Reutlingen
Zollernalb


Region NeckarAlb

Your future is our business.

Largest Single Investment at Bosch

The new eight-inch semiconductor fab at the Bosch location in Reutlingen has gone into operation. At a total cost of 600 million euros, the new facility, which will in future manufacture semiconductors and micromechanical components, is the largest single investment in the history of the Bosch Group. The new facility is the company's response to the growing demand for ever more complex electronic components and systems in automobiles, buildings, and consumer goods.

www.bosch.com

Behr: Starting Production in China

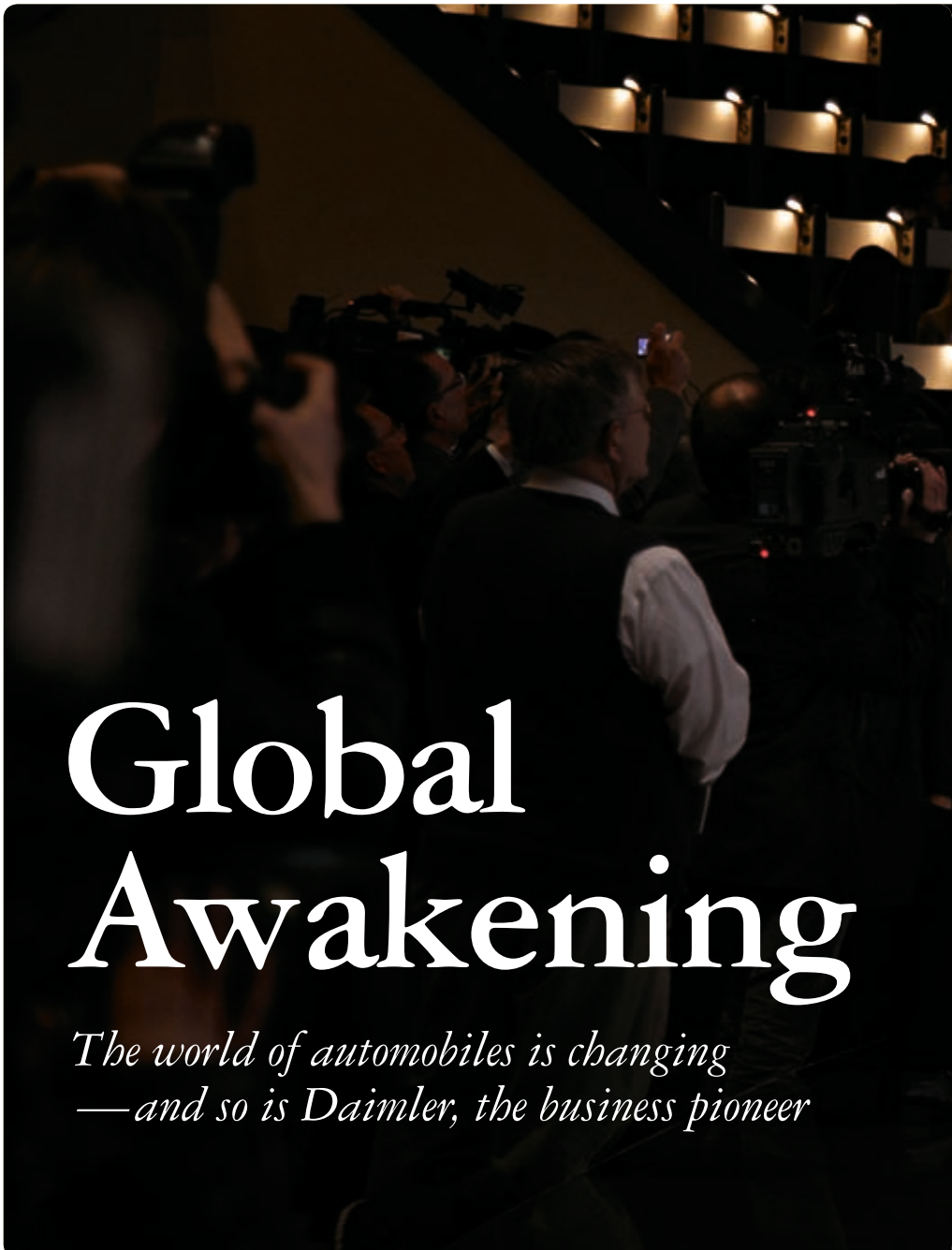
Behr Jinan, Behr's first fully-owned subsidiary in China, has started production. The plant is located 900 kilometres northwest of Shanghai. From this facility Behr supplies CNHTC, China's successful heavy truck maker with air conditioning components and engine cooling systems. By 2011, Behr Jian plans to reach sales of over 20 million euros. Behr entered the Chinese market in 2003. Since then, the company has been continuously expanding its activities in what has since become the world's largest car and truck market.

www.behr.de

Fresh Breeze for Schuler

Schuler is establishing a new business field with its entry into the wind turbine market. Its aim is to develop and produce complete wind power plants for inland operation. Full-scale production is scheduled for 2013. Schuler will be equipping its 2.7 MW wind turbines with a direct drive system, which transmits the rotation of the rotor blades directly to the generator. As a result, there will be no gearbox—and thus significantly less need for maintenance and repair work.

www.schulergroup.com



Global Awakening

*The world of automobiles is changing
—and so is Daimler, the business pioneer*

In order to describe the changes at Germany's most valuable car brand, one doesn't even have to start at the legendary Mercedes Museum and the very first historic beginnings, such as is attempted by the current advertising campaign. The times when Werner Niefer, a Swabian-born institution at the top of Mercedes, guided the product policy with enormous engineering intuition and the philosophy that no competitor was allowed to even get close to the Stuttgart-built cars in many ways, are not that long ago.

This is especially true in terms of quality. But the times when Mercedes was able to look down at BMW in Munich, or even further down to Audi in Ingolstadt, from an elevated position and at times with a little

arrogance, too, are gone. The W-140 series S-Class model, which Niefer developed to become the super heavyweight champion of its time, stands for that era.

There are two images that contradict these memories of the early nineteen-nineties. There is the successful SLK model, which gave the brand a modern appearance, and there are the A-Class and the Smart which managed to tell the public that "Premium" doesn't necessarily mean cars had to be large and heavy. There is no doubt: Those new models starting in the mid-nineties made the "Mercedes" brand more youthful and more "democratic".

Today the company attempts to create a link to the successes of the so-called "first product initiative". But the times are hard-

Showdown

When attempting to understand a corporate culture, will it be the key leaders—such as CEO Dr. Dieter Zetsche (right) and Dr. Manfred Bischoff, Member of the Supervisory Board—or the products they bring forth that give insight? Whichever aspect is the more enlightening: At “Daimler”, which has always been the common name for the manufacturer of Mercedes cars in Stuttgart among those working there and supplying goods, it is very obvious that quite a few things have changed in recent years.

TEXT: Willi Diez

 Daimler AG

er now, because all “niches” in the automobile market have already been taken. So the attention is increasingly being focused on global car markets with China, a place where growth seems to have no limits, on top. The corporation’s current CEO Dieter Zetsche has gathered his management experience not only in Europe, but also in North and South America. And in bringing back Wolfgang Bernhard to their ranks, they have a person who is considered the prototype of a globally oriented, cosmopolitan manager.

Meanwhile the “marriage made in heaven” with Chrysler ended in tears. The consideration to become a global player by making targeted acquisitions may not be such a bad idea from a strategic point of

view. But whoever chooses the wrong partner has to bear the consequences of such unholy alliances.

Cost Cutting Programmes

The decision to launch a “merger of equals” came as a surprise at a time when Mercedes had become a goldmine again after having supplied successful new models to the markets. In the mid-nineties Helmut Werner and Jürgen Hubbert had imposed a determined streamlining and cost cutting programme on Mercedes and its suppliers. For the first time, the employment numbers at Mercedes had been cut by nearly 25,000 jobs.

A further unit cost degression would have been possible without also reaching

for world corporation honours. After all the company still manufactures almost one million cars on its own. The group could have expanded its, at the time, unchallenged leading position in the premium segment and taken advantage of the many options in terms of new products and markets.

The unhappy transatlantic combination with Chrysler also led to some changes in Daimler’s corporate culture, until then characterised by a strong German-Swabian flavour. It was a new thing to call each other “du” within the board and management. Previously they had rather used the more formal “Sie” in Untertürkheim, even after two or three decades of rising up through the ranks together. Now they were all very dedicated to using the new Corporate Lan- >

1909



1909



1916



1921



1926



1933



1989



2007



2010



Mercedes-Benz Star
Evolution: With its new
brand identity Daimler finds
the way back to its roots

 Daimler AG

› guage English with a heavy Swabian accent, even if there were only one or two managers from Detroit sitting in the meetings amongst a dozen guys from Stuttgart.

Literally it is the little things that illustrate the global change in the old Mercedes culture. For me one of these little things was the cup holder in the cars. At the beginning the people in Detroit even removed it from the company cars whenever a high-level visitor from Germany had announced his arrival. A cup holder in a fine Mercedes – for some of the long-standing Daimler engineers this was almost equal to committing a sacrilege.

Another example is one of the easy-to-explain secrets of the success of the E-Class in China: Simply make the cars determined for the Asian market longer so that the target customers can comfortably stretch their legs in the back seat while their driver guides them through the Beijing and Shanghai traffic jams — this kind of adjustment would formerly have taken years. Today it is good practice to face the challenges of the global markets. In the future Mercedes will have to make even more systematic and mindful observations of what the international customer demands. There have also been changes in the relationship with suppliers — even without having to employ an irritating character such as the

legendary VW head of purchasing Lopez, who had become quite infamous in Germany. And the message was received by the local supply industry exactly as was intended: Mercedes, too, will watch every penny from now on; nobody is prepared to accept a premium surcharge any longer.

Being almost Part of the Daimler Family

Of course the new behaviours fundamentally impaired the historically grown self-conception among the suppliers of enjoying long-term contracts and being almost a part of the Daimler family. Given the persisting cost pressures there are no signs of revival for the old sentiments. The guidelines dictated by Daimler and other car manufacturers to their suppliers, which demand them to pre-finance important developments, take many medium-sized companies run by family owners and their house banks to the limits. For the banks, Daimler orders have ceased to be reliable securities.

On the other hand, the historic suppliers are looking for new global partnerships beyond the automotive environment in Baden-Württemberg that has been dominated by Daimler. Once a CEO of an important supplier stated that the guys at Toyota were at least able to tell them what they want. With Mercedes managers

“Our Expectations have been Exceeded” Daimler Presses on in China

Record Sales in China

A key factor for Daimler's record-breaking sales worldwide is the rapid growth in China, where Mercedes-Benz has been the premium brand with the strongest growth.

TEXT: Esad Fazlic

China is not only the fastest growing economy but meanwhile also the largest and fastest growing automobile market in the world — a fact that has been known for a long time in a globally active corporation such as the Daimler AG. As a pioneer in car manufacturing Daimler designs the future of mobility: The company favours innovative and green technologies as well as safe and high-quality vehicles. Employing more than 256,000 people, the corporation sold

around 1.6 million vehicles worldwide in 2009 and the revenue reached 78.9 billion euros. In June 2010, 13,700 passenger cars (June 2009: 4,900) were sold in China, a sales increase of 177 percent. During the first six months of the year sales rose by 120 percent to 60,500 units (2009: 27,500).

Beside the traditional import of cars from Germany, Daimler received in 2005 the authorisation to start a joint venture with Beijing Automotive Industries Corp.



About the Author

Willi Diez, Professor at the University of Nürtingen-Geislingen in Baden-Württemberg as well as Director of the Institut für Automobilwirtschaft (IFA) is always in demand when the future of the German car industry must be analysed. Diez not only consults government agencies, but also manufacturers, suppliers and service providers. The IFA organises a yearly convention in Nürtingen that is much-noticed in the industry. The university offers a very practice-oriented study for future activities in the automobile industry. Willi Diez has spent more than 17 years at Daimler-Benz. On behalf of Business Baden-Württemberg he observed the changes in the Daimler corporate culture against the background of global challenges.



In June 2010, Mercedes-Benz's car sales in China gained 177 percent compared to June 2009

Daimler AG



BYD and Daimler signed a joint venture contract to develop electric vehicles in China

Daimler AG

you sometimes only know what they don't want. The new alliances, which the corporation currently seeks in the midst of global competition, also represent new challenges for the culture and self-image of Daimler-Benz. The cooperation with Renault/Nissan in the small premium car segment, which CEO Zetsche has initiated with the target of improving profitability, makes sense from an economic perspective and is completely different from the marriage with Chrysler. After all, the main competitors Audi and BMW have also agreed to join production networks to achieve cost degression.

The participation in the US electric vehicle manufacturer Tesla and working on electromobility on a larger scale should certainly be seen as milestones in changing the Mercedes culture. If the fuel cell technology establishes itself, Daimler will definitely

occupy one of the top spots in the world of new drive types.

It is not just a coincidence: Right at the moment the company starts to get ready for the future, it puts a stronger emphasis on traditional values at the same time. The Best or Nothing—after all this new slogan comes from founding father Gottlieb Daimler himself. An internal orientation for employees, which has been considered an urgent requirement and has been accepted reasonably well, takes the campaign into the market. The brand values "quality" and "perfection" have been identified to provide cultural support to the rapidly changing corporate and product world of Mercedes-Benz. The shiny chrome trademark is back in the commercials: A fixed star in a Daimler world that has become more complex and more global. ✨

for the production of C-Class and E-Class cars for the Chinese market which is now operating. In recent years Daimler was able to realize double-digit growth rates in China sales—in 2009 the growth rate exceeded 70 percent. "Our expectations have been exceeded," says Ulrich Walker, Chairman and CEO of Daimler Northeast Asia Ltd.. According to Walker part of the success is due to the commitment of the joint venture partner: "Solutions will only be found if both JV partners are willing to search for compromise together. Therefore it was our top priority to identify synergies with our Chinese Partner already during the founding stage. As you can tell by looking at the

revenue figures we have done an excellent job so far." Both Daimler and Beijing Automotive Industries Corp. have a 50 percent participation in the joint venture. With this constellation as a back-up Daimler's sales will continue to increase in the Middle Kingdom. Especially in times of crisis China has proved to be the sheet anchor for the German export trade—a factor which could be helpful for other German companies as well.

Of course Walker knows all the problems German companies have to get to grips with in foreign countries: "The requirements in China are multi-faceted. It starts with cultural differences which are reflected

on a private level as well as on a corporate level. Also the complex authorisation process for the foundation of a company in China presents some particular obstacles." Walker says that success in foreign business will only come about if the project has a long-term orientation: "German and Chinese business partners need to develop a common understanding on such situations. In the end it just means to get detailed information, to listen properly and to little-by-little develop a trusting relationship to the partner, a virtue that can't be overestimated particularly in joint ventures." And it is all possible as can be seen by the success of many medium-sized German companies. ✨

Matthias Heinz,
Commercial Director of
Komet Group states:
"the crisis is over"
 Komet Group

Precision Tools for Future Growth

The medium-sized tool manufacturer Komet turns the wine-growing town of Besigheim, located on the Neckar river, into one of these typical Baden-Württemberg industry locations. Quite severely impacted by the global economic crisis in 2008 and 2009, the company with its leading range of precision tools is determined to continue its international expansion. With a production plant in India already up and running and an extended engagement in China, the Komet Group has taken precautions to ensure future growth and retain their employees in the parent plant at the Neckar.

TEXT: Hans Gäng



Obligated to meet the highest expectations by legendary engineer, inventor and founder Robert Breuning since the twenties of last century, the foundation-owned enterprise exhibited steady growth in the last decades. There is hardly a car manufacturer or machine builder in Germany, and for that matter in Europe and all over the world as well, that decides to ignore the solutions thought up in Besigheim: Komet Group is internationally recognised for highly precise solid and fine drilling solutions and for reborring as well as for reaming and thread cutting. The group maintains 15 subsidiaries, 40 sales and service centres and 10 manufacturing locations worldwide. Komet employs 1,500 people altogether.

*"The Global Economic Crisis
Hit us Quite Hard"*

"The global economic crisis hit us quite hard," confesses Commercial Director Mat-

Fresh Ideas, New Markets

*Komet Group overcomes the crisis
with new service concepts
and a stronger commitment to Asia*

01
In Besigheim, Komet has created a modern, multi-level factory environment
Komet Group

02
High precision machining: thread milling into hardened steels
Komet Group

03
Komet is specialised on extremely demanding drilling situations
Komet Group

thias Heinz. In 2009 revenue decreased from 178 million euros to 105 million euros. "As a foundation-owned company we really had no choice but to act quickly. We were not able to survive without short-time work and unfortunately even had to reduce our staff." 18 percent of jobs were cut and 135 employees transferred to a job creation and qualification company founded especially for this purpose. Meanwhile many of those have found new jobs and some have even been brought back to the permanent staff.

Luckily, demise is a very distant scenario for the Komet Group. Quite boldly, in March 2010 Heinz internally spread the motto: "The crisis is over." Since April 2010 short-time work is history. The company management forecasts a revenue growth of more than 20 percent for 2010.

Signals of Innovation

During the worst of the crisis, the market also needed to receive not only signs of survival but signals that proved the company was maintaining its innovation power. Now the Komet Group offers an extended range of services to their customers who have been affected just as hard by the crisis: car manufacturers, suppliers and machine builders. Tools Plus Ideas is the brand name for the added value Komet plans to provide, consisting of complex production solutions and consulting. Says Heinz: "We help our customers to increase efficiency by analysing their production processes using our know-how."

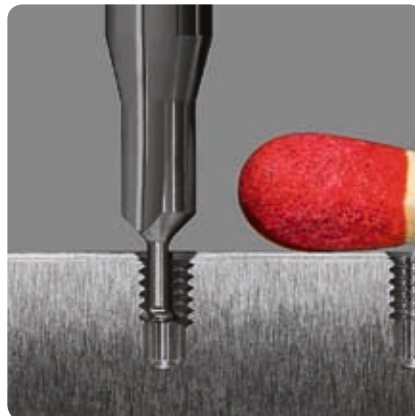
In addition the product portfolio of Di-hart, the Komet brand for reaming tools, was updated and its communication completely rejuvenated. "In combination with lower prices, which are a result of lower production costs, the updated communication has met with great resonance in the industry," reports Commercial Director Matthias Heinz.

Asia will Need Time

Komet's crisis strategy is primarily based on developing international business. With an export quote of 45 percent already Kom-



01



02



03

et has also positioned itself on the Asian growth markets. So far China and India contribute only a moderate share to the group's total revenue. But this share is to grow and grow quickly. Within the next 5 years the revenue share generated in Asia is planned to increase to 35 percent. "Of course Asia will need time," says Matthias Heinz. "In the USA we have been present for 28 years and generate 30 million euro. In India we have started our own production after being there only two years."

In China Komet has established itself in Taicang, a favourite location of Baden-Württemberg-based high-tech champions. Heinz: "With the help of our own production, which is able to participate in the

country's dynamic industrial growth, we want to double our revenue after only three years."

Heinz is adamant in stating that Komet's Asian activities simply follow the manufacturing activities of its customers — instead of transferring growth to another country. This global production network of the Komet customers provides new challenges for the sales and service departments as well. Heinz says that the decision to produce in Asia have in many cases been made and put into practice by their customers' headquarters. Heinz: "The next phase of internationalisation will be more complex. Customer orientation is going to require even more flexibility from all of us." ☼

Ulrich Kaspar,
Managing Director of Mahr,
reflects the company's
engagement in China
 Mahr

“Curious Minds”

*Ulrich Kaspar, Head of Mahr,
about the company's first steps in China
and the importance of local partners*

Ten years of China Experience

The globally operating Mahr Group is the world's third largest manufacturer in the area of production measurement technology and also started its own production plant in China ten years ago.

TEXT: Ulrich Kaspar,
Managing Director of Mahr

We actually started as early as 1995 by purchasing individual components for our products which were manufactured in Germany and the Czech Republic. We had it organised through Chinese export firms, because at the time we didn't know any manufacturers ourselves. Within a very short time it was clear to us that the Chinese market was an extremely cheap purchasing market, although the quality of the products as well as their accuracy was not quite up to our standards. We also learned that the Chinese have very curious minds and actively and continuously strive for improvement. With the help of the people that we had met up to then we founded our first manufacturing company in 1998 in the city of Suzhou. This is a 1.5 hour drive from Shanghai. Back then it was still a typical Chinese city with many small shops, no high-rise buildings and no modern factories.

Mahr moved into an existing building and rented 500 m² of space on the third

floor. We were lucky to employ a very committed Chinese colleague, who built the first assembly line for vernier callipers in collaboration with the production planners and developers from Esslingen. Little by little we found access to different producers in China and expanded the purchase of components, which we then refined in our production and assembled them to have finished products. Important parts, such as the electronic units, came from Germany. One of the essential tasks was to improve the quality of the individual components at the manufacturers; so we introduced quality control in a step-by-step process which met our standards.

Increasing Quality

The significantly lower production costs in our Chinese plant helped us to establish sales prices with which we were able to reclaim competitiveness in the rest of the world. We managed to consistently sell large and growing numbers via renowned trading houses and today our products are to be found in tool dealers' catalogues on a regular basis. Product range and production quantities increased annually and we were forced in 2002 to move into a new and larger building that we own. The increasing quality and reliability of our plant caused us to manufacture ever more complex machines in China. Some high-precision components, though, are not available on the Chinese market and we still import essential components from Germany. With a shop space of 4,500 m², cost-efficient and committed employees in China and



an excellent product design (Made in Germany) we have managed to catch up with the best and largest worldwide competitors in dimensional metrology devices and are number 2 in the market today with a rising market share. We have at no time regretted having made this step and thus put Mahr in Germany in the position to continue this business and, at the end of the day, be financially successful with it.

I would like to emphasize particularly that this project helps to secure our jobs in Germany. Without this competitive production we would not be able to sell some of our products. Our plant in Suzhou with 170 employees is a fixed element of the Mahr Group's production network and absolutely irreplaceable. ☼



MEET THE GLOBAL FUTURE!

GlobalConnect: Meeting point for the export industry

GlobalConnect is an event where export-orientated companies can share their expertise and obtain first-class information for the global future. During the international trade congress, the specialist trade fair and the numerous workshops, country presentations and forums.



FORUM FOR INTERNATIONAL CONTACTS AND INVESTMENTS

International trade congress, international trade exhibition, International Consultancy Days from the German Foreign Chambers of Commerce (AHKS), b2fair Cooperation Exchange, GlobalConnect Award, country presentations, forums, workshops, trade association conferences, etc.

ICS International Congress Center Stuttgart

26 – 27 October 2010

www.global-connect.de

“We Hardly Give Any Instructions”

Erich Harsch, CEO of dm about the relation of process thinking, theatre workshops and global growth



dm

Investment in Employees

The Karlsruhe-based dm-drogerie markt GmbH is a company whose success is based on holistic corporate thinking and on a commitment to the good of the individual and society. Respect for a human being's individuality as well as for regional market environments have been the foundations of the company's growth.

TEXT: Daniela Sandmann

“We have gone through a development which, in the early 90s, ended with the conclusion that one should not focus on the boss but on the customer.”

Erich Harsch, CEO
of dm-drogerie markt GmbH

Mr. Harsch, how does the corporate culture of dm differ from that of other companies?

What distinguishes dm is that our leadership is not hierarchical. For 37 years now and unlike other companies, dm has not been rigorously organized and led by a central management. We have gone through a development which, in the early 90s, ended with the conclusion that one should not focus on the boss but on the customer. Process thinking instead of structural thinking. Accordingly, this places the human being at the centre of our endeavours and actions and shapes our company. That is precisely what sets us apart, the fact that we give leeway to autonomous action and new ideas; this autonomy is desirable and requested by us. This is a considerable difference compared to other corporate cultures of the branch-based trade which is characterized by the employees following instructions. We hardly give any instructions. Our organisation is based on the fact that autonomous thinking and action are possible and that they should take place.

How does the motto “Leading people to taking on responsibility” reflect in your trainee programme?

The more we have developed a culture of our own, the more difficult it gets, of course, to integrate people with different work experience. It has been much more helpful for us to be able to do justice to our strong growth through people who we have trained ourselves. At dm staff are encouraged to take on responsibility right from the start. For example, there is our “Learning-while-working” concept which is based on the notion that we don't just show our apprentices how to do things and he or she is then going to repeat this without asking further questions. At dm you are allowed to

make mistakes and learn from them. This continues throughout the apprenticeship; towards the end, groups of eight to ten trainees in their third year are fully responsible for the running of a branch which they manage autonomously for one month. Also, our project “Adventure Culture” is a standard integral part of traineeship. This is the largest amateur theatre project in Germany. We employ theatre educationalists who run theatre workshops with our trainees; in the course of their training all our apprentices participate in two eight-day workshops.

Not every company can afford offering theatre workshops to its trainees.

Of course, particularly in Germany, not only are margins very low in the food sector but also the return on sales, which means that one has to work even harder to make a company grow. A company only grows through people. This is why investing in people, which means investing in the future, is a very commendable thing. Besides, this does not only apply to trainees but to all employees. At this point we are growing with 100 new branches opening every year in Germany.

Where does this growth lead to?
How can you project expansion of a company in the food market where competition is extremely fierce?

On the German market there are clearly many regions which we have not yet or not sufficiently covered. If we manage to set up everywhere as many branches as in our base region of Karlsruhe where we started out, then there is still scope for twice as many shops. That is why we are not worried at all about running out of potential for growth. Of course, here in Germany there is crowding-out because competition is very fierce. The products we sell are brand products which can be purchased anywhere, our



dm



“In Germany they say: a good price is not everything, but nothing can be done without a good price.”

Erich Harsch, CEO of dm-drogerie markt GmbH

own quality brands taken aside, of course. We try to be among those who are successful. In this attempt, we are, however, not acting aggressively against others, but we always focus on the question “how can and how should we serve our customers?” And we are not doing this by throwing bait to customers, by manipulation or seduction but by trying to give our best.

Where do you see potential for internationalisation and what sort of strategy are you pursuing?

We are now present in eleven European countries. We started out in Germany in 1973, Austria followed as the second country in 1976. By now the focus of our operations is in South-East Europe where we have also done some pioneering work for the market economy. Unlike in Western Europe, chances to establish oneself in the countries of the former Eastern bloc are bigger since there are no traditional trodden paths leading to other forms of business. We don't have any 10-year-strategies ready at hand and there is no well thought-out plan for internationalisation. The point is knowing how to take small steps, this is an art, being aware of the present without allowing one's gaze to wander too far off into some distant utopia.

What is your stance in the price war in the German retail trade?

In Germany they say “a good price is not everything, but nothing can be done without a good price”. In our sector it is important to remain competitive. In Germany price levels also play an important role for consumers. This means that dm also has to constantly work on keeping prices attractive. In 1994 we introduced permanent pricing and said good-bye to bait-and-seduction campaigns.

Today there is hardly any product which is not presented from the viewpoint of sustainability. What is the sustainability concept of dm?

Sustainability has various sides to it. Often only the ecological side is being looked at. However, sustainability also extends to the economic and social areas, areas which we prioritize. Now I am again coming to speak of the individual, the human being who we focus on. We have numerous initiatives which are very important to us and which have nothing whatsoever to do with publicity campaigns. ☼



Keep on growing: last year dm has increased its total turnover by 11.6 percent to 5.2 billion euros

dm

Goethe, Roll-on Deodorants and Sustainability

dm, a success story made in Baden-Württemberg

All Around Europe

The dm-drogerie markt chemist's chain has some 2,250 shops in Europe. And it looks like the business empire, founded by Prof. Götz W. Werner, is set to maintain its position as the Central and Eastern European market and price leader in its sector.

TEXT: Daniela Sandmann

What started out as a humble chemist's shop in Karlsruhe in 1973 has turned into a chain growing at a rate of three new branches every week, hence three times faster than its competitors. In the last business year dm sold goods worth 5.21 billion euros in 2,221 markets spread over eleven European countries. "In Germany our turnover increased by 11.5 percent to 3.75 billion euros. This means that since 1995 our 1,105 German shops have made a double-digit profit for the twelfth time; each branch contributed an average turnover of 3.39 million euros," states Erich Harsch, chairman of the dm board. "In Austria, Hungary, the Czech

Republic, Slovenia, Croatia, Serbia, Bosnia and Herzegovina, Romania and Bulgaria we sold 1.46 billion euros worth of goods, i.e. 11.7 percent more than in the previous year," he adds.

Top of the Market

The successful expansion of dm-drogerie markt can be attributed to its constantly rising number of shops as well as to considerable growth on existing space. In the sector, dm is ahead of Rossmann and Müller; the company also beats discounters and food shops. In times of economic instability, the number of cost-conscious dm customers is growing. "Our customers make a conscious choice in favour of dm: they value our diverse range of products while benefiting from the low prices we offer; our products cost up to 15 percent less than those of our competitors," explains Gerlinde Sulzmaier, Head of Marketing/Purchasing. The assortment includes some 12,500 articles covering beauty, health, items for babies, photo, household, pet and health foods. With the Alnatura brand around 1,000 organic food items take into account the rising demand for healthy food. There is also an emphasis >

dm offers its products in more than 2,000 branches in Central and Eastern Europe

dm





dm

INITIATIVES DM-DROGERIE

In the 2008/2009 fiscal year dm invested more than three million euros in numerous social and public projects.

› “Singing Kindergartens” Project: Based on the “Musicians-of-Tomorrow” Initiative which was brought under way by dm in 2006, the chain has been supporting kindergartens in Stuttgart since 2009 by pro-

viding further education for educators. Music educators have visited kindergartens regularly and given advice. There are now some 250 “Singing Kindergartens”. The Initiative supports a total of around 25,000 children.

› “Be a Futurist”: Together with the German UNESCO Commission, dm-drogerie

markt called upon young people to send in their ideas for projects promoting sustainability. 1,082 winning projects received 1,000 euros each.

› There is also a variety of campaigns which aim at saving energy and reducing waste.

› on the use of recycled material etc. etc. The company is taking its commitment to sustainability seriously.

*Here is where I feel alive
and here is where I shop*

Satisfying people’s needs without depriving future generations of their chances for a good life—this was Götz Werner’s vision when he founded the company, and it still is his guiding principle. Corporate social responsibility, coined in 1973. dm, suitably, chose to modify Goethe’s verse “Here is where I feel like a human being, here is where I feel alive.

The well-adapted dm slogan “Here is where I feel alive, and here is where I shop” has preserved the mood. It seems to strike a note among customers and has come to be associated with dm just like roll-on deodorants are characteristic for drug stores. And employees are being taken seriously, too. The remarkable leeway given to staff includes decisions on opening hours, prices and the stores’ product range. “Company revenue is not the aim, it is the result of people working together,” says CEO Erich Harsch. Sounds good. Anyway, judging by the figures, it seems that people at dm have worked together very well. Goethe would, I am sure, have been pleased. ☼



dm

“People’s frozen, rigid thinking has started to dissolve”

dm founder, Götz W. Werner, about unconditional basic salaries

Mr. Werner, you have been calling for an unconditional basic salary for everybody in Germany. What has been the response to your stance?

By now almost all parties have panels who are seriously looking into the subject. There have also been articles of renowned authors in the reputable press who have been toiling over the topic—with more or less expertise. At the events which I organize I have noticed that people’s frozen, rigid thinking has started to dissolve, in various corners and at the same time. I have said

that first one has to be able to think an idea, to actually admit a thought; this will allow dynamics to unfold by themselves in the consciousness of society.

That is precisely what has now occurred: the idea does not just exist in the minds of small circles of hopeless idealists or radical nutcases, quite to the contrary, it is actually being discussed and developed everywhere. And this, by now, even much more objectively and using more imagination than a few years ago when it was often all too quickly accused of being fantasy. ☼



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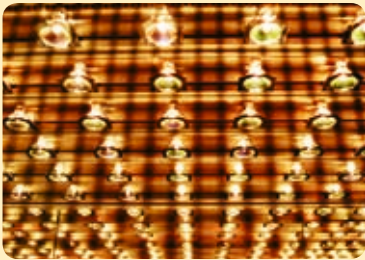
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www.learntec.de



Germany's Top Economists

When searching "Germany's Top Economists" the business paper Handelsblatt examined the lists of publication of more than 1,700 German speaking economic scientists from the year 2009. The result: "Mannheim ... has by far the most research-productive faculty of Economics in Germany." Also the graduates of the University of Mannheim are the first choice for employers. According to a ranking of the economic magazine, Wirtschaftswoche the Mannheim alma mater enjoys the best reputation in Business Economics of all German universities for the ninth time running. Mannheim degree holders are also appreciated when coming from other faculties. In the field of Business Informatics University of Mannheim ranks third; in Economics it comes in fourth.

www.uni-mannheim.de



ITW

Artificial Sun

The Institute of Thermodynamics and Thermal Engineering (ITW) at Stuttgart University has one more attraction to offer. Since spring of this year they have been operating a dynamic sun simulator. This globally unique simulator makes it possible to determine the performance of entire solar installations by performing in-house tests. The increasing innovation intensity of the German and international solar thermal industry has caused a rising demand for tests of collectors and solar plants. Promptly performed tests are essential in order to realize the shortest possible product development cycles. Due to the limited testing capacities during the winter half year this has not been possible to the extent necessary.

www.itw.uni-stuttgart.de

On the Fast Track with Elmar

*A futuristic electric vehicle
developed by Mannheim
students*



The 28 engineers-to-be of Baden-Wuerttemberg Cooperative State University (DHBW) in Mannheim have made it: "Elmar", result of their project work at project engineering studies, is such a compelling alternative vehicle concept that they could attract not only global players such as BASF, Continental and ABB as partners but also present their "wheeled electric motor" at this year's Geneva Motor Show. At the beginning of Elmar there was the



High-Speed Studies

28 project engineering students of the Baden-Württemberg Cooperative State University in Mannheim designed a futuristic electric vehicle of sweeping modernity in design, technology and construction materials during an interdisciplinary tuitional project.

TEXT: Daniela Sandmann

Elmar is an electric driven vehicle for two individuals and two crates, fully built of plastic materials

The vehicle combines modern materials, innovative electric single-wheel propulsions and powerful batteries

Each of the four composite riggers carrying one wheel clings to the aluminium centrepiece at the top

guideline of the project's initiator and tutor Professor Dr. Carsten Seidel to "build a futuristic vehicle with electric drive, mostly constructed without classical materials and components". Within only ten months, it became a sporty two-seater whose distinction from established construction principles can be seen at a first glance. The young engineers dispensed with a car body altogether and rely on a support structure with a free-hanging passenger cabin instead.

Newly developed electric single-wheel engines take the place of the traditional electric motor.

"Keep it Simple"

The students worked with carbon fiber-reinforced synthetics (CFK) whose production is, compared to other materials, easier and lower in energy consumption. On top of that the inventors of Elmar structured all the construction elements poly-functional

true to the principle "keep it simple". For example, unlike conventional cars, the functions of carrying, bouncing and absorbing are undertaken not by single components but are built into the side arms. That saves both weight and energy. The energy concept for the provision of the electric motors is environmentally compatible as well. "For us, it was inadequate just to equip Elmar with high-performance batteries. Instead we developed a flexible carport with solar ›

01

Elmar can be steered by side-stick throttle control
 Elmar

02

To keep it simple—this is the project's main principle
 Elmar

03

The passenger cell has a weight of less than 100 kg
 Elmar

04

Elmar had its debut at Geneva Motor Show 2010
 Elmar



01



02



03



04

“To make decisions connected to the project we have to utilize our theoretical knowledge from the management and engineering techniques lectures in a practically relevant way and pit it against reality.”

Marjus Seubert, DHBW student

› modules at the same time with the vehicle in which the vehicle's batteries can be charged in just eight hours”, explained the inventors.

Ups and Downs

Since April 2009, the students of DHBW Mannheim bring, besides lectures and practical phases in their apprenticing enterprises, project Elmar forwards. They work on a logical overall idea for emission-free driving and their vision of becoming forerunners of a radical change in constructing vehicles such as Elmar by working in seven teams with different tasks such as construction, energy, design, navigation, drive, marketing and support. The tutors of the dual

university advise and support the students realising this interdisciplinary project. But it is up to the 28 students themselves how they make their aim become reality. Corresponding to the practical orientation of the dual studies, they do the main part of the work, from the initiation to the planning to the performance, autonomously. “To make decisions connected to the project we have to utilize our theoretical knowledge from the management and engineering techniques lectures in a practically relevant way and pit it against reality”, explains the students' head of the project Marjus Seubert who represents the students. “A lot of new possibilities present themselves to us, but at the same time we are faced with difficulties. Thus we experience at first hand what the ups and downs of a project demand from a team to get a good result.”

Innovative Learning Concept

With that the project Elmar stands exemplarily for an innovative teaching and learning concept of the Duale Hochschule Baden-Württemberg Mannheim in the studies of Project Engineering deepening the already practical orientation of the dual studies in collateral theoretical projects. This project-related, often interdisciplinary and cross-industry method gives the students a chance to apply their know-how beyond the three-monthly practical phase in practice. “The necessary teamwork for that and the close contact with involved partner companies give our trainees a big plus in practical experiences and job-relevant soft skills”, Professor Dr. Dirk Saller, prorector of DHBW Mannheim and dean of the faculty of engineering, explains the concept of the project. It is an essential part for the success of the innovative projects at DHBW Mannheim to find partners beyond the college supporting a creative idea. In Elmar's case it worked. The engineers-to-be could get well-known industrial corporations, the Rhein-Neckar metropolitan area and the Geneva Motor Show interested in them. As partners they support the construction of the prototype, accessory marketing operations and the trade fair appearance. ✨

Logistic Projects for Young Professionals

Steinbeis University Berlin has launched a Master of Science in International Management — Logistics

Benefits for Enterprises

With the new masters' programme of Steinbeis University Berlin, logistics enterprises benefit from competent students realising projects with the help of logistics experts.

FACTS

STEINBEIS UNIVERSITY BERLIN

- > The MSc Logistics of the Steinbeis University Berlin (SUB) as a strategy for successful logistic managers
- > Competent young professionals, who are selected according to the company's demands, work on logistic projects within the SUB's partner companies (applicants 2009 approx. 3.500, rate of acceptance < 10%)
- > The students are coached by logistics experts. With their help they realise the company projects step by step
- > The seminars convey management know-how that is directly implemented in the daily routines of the company via the students' project work
- > The students work full time within the companies. In parallel to their job, they study the Steinbeis MSc Logistics (approx. 3 days a month from Thursday to Saturday)
- > The programme creates first contacts to the logistic branch and helps to establish a huge network.



Kathrin Keiper has abolished pencil and paper and updated her father's company with customised IT solutions

 Steinbeis

In the logistics branch, putting up with the competition always means being cutting edge and realising innovative ideas. When for decades a booker would do his job with pencil and paper, he today needs conveyance software that is customised to the specific needs of the company. The severe cost pressure within the branch forces especially forwarding agencies to react with continuous tour improvement and reduction of freight costs.

To help the logistics companies remain in a leading position, the Steinbeis University Berlin (SUB) has developed a master's programme dedicated to the specific needs and wants of the logistics branch — the Masters of Science in International Management — Logistics (MSc Logistics). At the centre of the programme is a logistic project that the companies cooperating with the university specifically define according to their demands. With the help of an individual coaching conducted by logistics experts the students develop measures to realise the project step by step.

Kathrin Keiper is one of the Steinbeis MSc Logistics students. Her task for the following two years is to develop and implement an integrated conveyance software in her father's forwarding agency. With the changing general framework and the tech-

nical requirements being more and more complex the company is in need of technical support to plan, organise and control routes and freights. The software allows quickly collecting key data like the driving time of each trucker and the ideal freight for each truck and each tour. This way Kathrin Keiper can continuously control and optimise costs. Axel Keiper, owner-manager of Keiper Transport und Spedition GmbH, is sure that the MSc Logistics is the right means to realise this project with the best results possible. "With the help of the Steinbeis logistics master specific projects that we always wanted to realise are pushed and professionally taken care of. On top of that, the company benefits directly by know how transfer of topics like IT in the logistics branch. The close relationship between student, university and company allows specific insights in the programme. This way we have the chance to not only track but also influence the development of the Steinbeis-student", says Axel Keiper. After having implemented the software and being done with her masters' degree Kathrin Keiper is going to take over the company management. The MSc Logistics is meant to prepare her for this position.

Since the first class of the MSc Logistics started in November 2009, the programme could be successfully established in the logistics branch. Not only big logistics companies such as Schenker Deutschland AG, Rhenus AG & Co. KG, arvato logistics service GmbH and the Raiffeisen Waren-Zentrale Rhein-Main eG are taking part in the MSc Logistics. More and more medium-sized logistics companies are interested in the logistics masters and use the programme to realise innovative projects and at the same time develop a competent junior manager. Even companies, whose core competency is not logistics, have logistics projects realised by means of the Steinbeis MSc Logistics. ☼

Contact

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www.steinbeis-sibe.de

Leading Education for Internationally Minded Families

*The International School of Stuttgart
plans expansion of its facilities*

Multicultural Inspiration

700 students from more than 30 different nations are taught both in English and in German in Stuttgart and Sindelfingen. School Director Timothy Kelley explains the philosophy of his school: "Our mission is to inspire, challenge and actively support our students and each other to become positive participants in a changing world."

TEXT: Valerie Lark-Webler



Perspective view of the extension / ISS



25 years:
everybody learning

ISS

In no other part of Germany are industry and business so actively engaged in the global economy than in Baden-Württemberg—and thus also the employees. Today Stuttgart, next year Hong Kong or Toronto.... For many internationally mobile families with children access to a school with a truly international curriculum is decisive when choosing the workplace.

The International School of Stuttgart (ISS) has been meeting this demand for the last 25 years. With 700 students, from Nursery School to High School the school has long been approved by the state of Baden-Württemberg as a state approved complementary school. ISS is also internationally accredited by the Council of International Schools and 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 worldwide, which is authorised to deliver all three International Baccalaureate programmes—from the Primary Years Programme (Pre-Kindergarten through grade 5) to the IB Diploma Programme (grades 11 and 12).

The International Baccalaureate Diploma is an internationally accredited school-

leaving qualification that can be compared to the German Abitur and is internationally accepted as a university entrance qualification.

Plans for the Next 25 Years

With increasing student numbers, the school has recently looked at options for expansion at its Stuttgart campus. Following an architectural competition local architects Ackermann & Raff have been contracted to develop plans for an extension which, financing permitting, will house an additional sports hall and state-of-the-art classrooms and science facilities.

Together with representatives of the state, city, business and industry, former and current students and staff will celebrate 25 years of learning this coming autumn. Throughout that time not only language and literacy skills have been promoted at ISS. "We want to accompany the students during their development to self-confident and lifelong-learning individuals", explains Director Timothy Kelley. "I want them to become positive participants in our changing world." ☼

www.international-school-stuttgart.de



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parts2clean** www.messe-stuttgart.de/parts2clean	12.10. – 14.10.10
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Vision www.messe-stuttgart.de/vision	09.11. – 11.11.10
Logimat** www.messe-stuttgart.de/logimat	08.02. – 10.02.11
Fastener Fair** www.messe-stuttgart.de/fastener	22.02. – 24.02.11
Sicherheit + Automation www.messe-stuttgart.de/sicherheitundautomation	15.03.11
3C Contamination Control and Cleanroom Products** www.messe-stuttgart.de/3c	22.03. – 24.03.11
Südtec** www.messe-stuttgart.de/suedtec	22.03. – 24.03.11
eltefa www.messe-stuttgart.de/eltefa	23.03. – 25.03.11
Resale www.messe-stuttgart.de/resale	06.04. – 08.04.11

Lifestyle & Leisure

Pferd Stuttgart www.messe-stuttgart.de/pferd	22.10. – 24.10.10
Animal www.messe-stuttgart.de/animal	22.10. – 24.10.10
Internationale Mineralien- und Fossilienbörse www.messe-stuttgart.de/mineralien	12.11. – 14.11.10
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Modellbau Süd www.messe-stuttgart.de/modell	18.11. – 21.11.10
Süddeutsche Spielemesse www.messe-stuttgart.de/spiele	18.11. – 21.11.10

Kreativ- und Bastelwelt www.messe-stuttgart.de/kreativ	18.11. – 21.11.10
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CMT www.messe-stuttgart.de/cmt	15.01. – 23.01.11
Golf- & WellnessReisen www.messe-stuttgart.de/golf	20.01. – 23.01.11

Medical Industry & Health

Interbad www.messe-stuttgart.de/interbad	13.10. – 16.10.10
Fachdental Südwest www.messe-stuttgart.de/fachdental	29.10. – 30.10.10
Pet Vet www.messe-stuttgart.de/petvet	27.11. – 28.11.10
Medizin www.messe-stuttgart.de/medizin	28.01. – 30.01.11
Medtec** www.messe-stuttgart.de/medtec	22.03. – 24.03.11

Food & Beverage Technology

Südback www.messe-stuttgart.de/suedback	16.10. – 19.10.10
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Business & Education

Global Connect www.messe-stuttgart.de/global-connect	26.10. – 27.10.10
IT & Business www.messe-stuttgart.de/it-business	26.10. – 28.10.10
didacta www.messe-stuttgart.de/didacta	22.02. – 26.02.11
Invest www.messe-stuttgart.de/invest	18.03. – 20.03.11
NewCome www.messe-stuttgart.de/newcome	01.04. – 02.04.11

Landesmesse Stuttgart GmbH

Messeplatz 1, 70629 Stuttgart (Germany), Tel.: +49 (0)711 18560-0
info@messe-stuttgart.de, www.messe-stuttgart.de

Save the Dates: Trade Fairs in Baden-Württemberg

21 - 25 July 2010, Offenburg
eurocheval

European horse fair—special exhibition for equestrian sports, horse breeding, horse keeping—international meeting place for horse lovers

1 - 4 September 2010,
Friedrichshafen
EUROBIKE

International bicycle trade exhibition

13 - 16 September 2010, Stuttgart
MOTEK 2010

The international trade fair for assembly and handling technology

18 - 26 September 2010,
Friedrichshafen
INTERBOOT

International water sports exhibition, with INTERSURF—international surf exhibition

28 September - 2 October, Stuttgart
AMB

International exhibition for metal working

12 - 14 October 2010, Stuttgart
parts2clean

International leading trade fair for cleaning in the production and maintenance processes

13 - 16 October 2010, Sinsheim
DRUCK+FORM

Trade fair for the graphic industry

20 - 21 October, Offenburg
Biogas

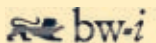
Exposition and congress on the biogas market in Germany, France and Switzerland

26 - 27 October, Stuttgart
Global Connect

Forum for international contacts and investments

15 - 23 January 2011, Stuttgart
CMT

International exhibition for caravanning, motoring and tourism



Baden-Württemberg International

“Make Things Happen with the Help of Regional Networks”

Britta Wirtz about the opportunities of her new job as head of Karlsruher Messe- und Kongress-GmbH and the strengths of the Karlsruhe region

Ms. Wirtz, you have come to Karlsruhe from Reed Exhibitions, the world's largest capital market-driven exhibition organizer. What fascinates you about leading a medium-sized trade fair company that is closely connected with the region?

For me it has been a done deal for years that, if I wanted to continue my career in the German trade fair sector, I would have to join a public trade fair organizer sooner or later. After about thirteen years in charge of a trade fair and a congress for modernising the public authorities sector there were plenty of opportunities to acquire a good overview over the existing challenges in the administration sector, at least from an external perspective. Nonetheless: My tasks here in Karlsruhe are more diverse and more determined by regional affinities than those at Reed Exhibitions. I consider the possibility to make things happen with the help of regional networks a great advantage and something private organizers are often denied. For me one thing is certain: The technology region Karlsruhe is an extremely interesting location that combines high-tech with the culture in Baden on a broader basis.

Where are economic potentials in the Karlsruhe region the trade fair can exploit?

We have a total of four business units which are based in the region and therefore are valuable to the region. We think that we are well-positioned in the trade fair area with our themes technology & IT, art & creative industries as well as the medical and leisure sectors, given that we have a short trade

Committed to Trade Fairs

Britta Wirtz, Spokesperson of the Management Board of Karlsruher Messe- und Kongress-GmbH (KMK), has 13 years of experience in the trade fair business. No wonder that she has become Germany's most important female trade fair maker.

INTERVIEW: Hans Gäng

fair history compared to, let's say, Frankfurt with a 795 year head start. Themes, such as the Learntec, cover the interface between IT and education which is a very important topic for Germany.

The IT-Trans supplies innovative system solutions for passenger management, safety and entertainment to the Transport Services sector. In this field Karlsruhe-based companies are leading providers on a global scale and the Karlsruhe transport model receives worldwide attention. art Karlsruhe and Eunique are our main pillars in the areas of art and high-quality craftsmanship. The fact that exactly 40 years ago Karlsruhe laid the foundations for the Medica in Düsseldorf—today's leading global trade fair for the medical sector—is still reflected by the high number of medical conventions and also by our own doctor seminars. Using the MIT in the US as a role model, we are also going to expand the Convention business sector by means of Europe's most important research institute, KIT (Karlsruhe Institute for Technology).



Messe Karlsruhe

MEETING POINT
MESSE KARLSRUHE

“I see my role in representing future-oriented themes in the region and at the same time securing jobs and creating leisure-related, cultural and shopping experiences.”

Britta Wirtz, Spokeswoman of Karlsruher Messe- und Kongress-GmbH

The events business unit focuses on exciting sports events but also renowned celebrity events such as the Radio Regenbogen Award. The Tourism business unit strategically concentrates on cultural tourism, business travel and to an increasing extent also on Karlsruhe as an excellent city for cycling — this fits particularly well to Karlsruhe being situated at the Rhine and being the hometown of Drais, inventor of the bicycle.

How do you define Karlsruhe's role in the competition among the large trade fair locations in Germany and even in Baden-Württemberg?

Karlsruhe has managed within a short space of time to exploit on a number of themes that are relevant for our future. Many of these themes must be further developed and expanded. Our capacity utilisation has increased to a very healthy level and our clear and service-oriented structures put us very close to our customers. This gives us an edge in the competition. Baden-Württemberg is a very multifaceted state with a large population and strong economy. Therefore it is important for trade fair locations to de-

velop their individual profiles. The close cooperation with regional organizers, namely Hinte (Intergeo, Inventa, Giardina, Offerta, Focus Reseller among others) plus our own events give KMK a clearly defined profile. But the strong competition for new exhibition themes does not exclude cooperation on the regional level. With Resale we have created a win-win-situation with Landesmesse Stuttgart to keep a global event in Baden-Württemberg.

When discovering and working on IT themes the role of the economy is especially important — at the same time the competition is tough. What can Karlsruhe offer to exhibitors and visitors?

Karlsruhe is a special IT region: 36,000 jobs, 750 companies forming the third largest European IT cluster “Cyberforum” and top players such as 1&1, SAP and Fiducia are located here. Global specialized providers such as CAS, PTV, POET and Gameforge are based in the area. Our range of IT trade fairs comprises Learntec, IT-Trans and Focus@Reseller as well as Webtech and Open Source Expo, among others. In the Convention field there are forums such as

the Notes User Days, the Trend Convention or just recently the E12 Summit on the agenda. The combination of our IT history — the founding of the first IT professorship, the first German email 25 years ago and the globally unique ZKM Center for Art and Media are special things for exhibitors and visitors alike.

Which prospects do art and creativity have in the Karlsruhe trade fair programme? Are you able to use Karlsruhe's central location within Europe for Eunique?

Together with our curator, Ewald Karl Schrade, the art Karlsruhe has accomplished something hardly anyone would have thought possible: it has become one of the leading art exhibitions in Europe. We will keep the art Karlsruhe on the highest quality level possible. The exhibition newcomer Eunique which is a different kind of event offers top-class handicrafts a platform that doesn't exist anywhere else in Germany. Already the first event had a very international character which is a feature we will continue to build upon.

Your career path qualifies you as a global player. Do you have plans to align the trade fair portfolio even more to the international market and how do you want to do this?

We have systematically extended our foreign network in recent months. Now KMK has representatives in Austria, the Netherlands, France, India, China and Italy. We are following the path that some other trade fair companies have trodden for decades or centuries at an accelerated pace. ☼

JOINT PROJECT RESALE TO REMAIN IN BADEN-WÜRTTEMBERG

The world's leading trade fair for used machinery and equipment, will be held for the first time at the Stuttgart trade fairgrounds from 6 to 8 April 2011 as a joint project between

Messe Stuttgart and Karlsruher Messe- und Kongress-GmbH. Leading trade associations, such as EAMTM (European Association of Machine Tool Merchants) will act as

partners. Despite its change of venue RESALE, which has been in existence for 16 years, will still be staged in Baden-Württemberg in the heartland of the German machinery industry.



Eunique

Creativity Connects

Eunique: European trade fair for applied arts & design

A European Success Story

In June, the international craft and design community met at Eunique in Karlsruhe. Eunique is the only trade fair in Continental Europe focusing exclusively on the area of applied arts & design.

A great success for Karlsruhe: 7,800 visitors attended the second Eunique, the European trade fair with an unrivalled selection of applied arts and design which was held in Karlsruhe from 11 to 13 June 2010. Over 400 top designers from 21 countries presented one-of-a-kind pieces and limited-edition series in the fields of interior design, outdoors, fashion, jewellery and toys. Held for the second time in 2010, Eunique attracted almost twice as many exhibitors and 20 percent more visitors than attended its 2009 premiere in Karlsruhe. This made the second Eunique Europe's largest show of unique arts and crafts.

"Eunique aims to establish an international meeting place for applied arts and design in Karlsruhe—and we have come a step closer to achieving this objective. True to our motto of 'quality first', we were able to present our visitors innovative and pioneering top designers and artists from Germany, Europe and beyond, emphasises Britta Wirtz, Spokesperson of the Management Board of Karlsruher Messe- und Kongress-GmbH (KMK).

Bernd Roeter, President of the World Crafts Council-Europe, adds, "Eunique offers artists in the applied arts in Europe a very special platform where they can present

“Eunique aims to establish an international meeting place for applied arts and design in Karlsruhe — and we have come a step closer to achieving this objective. The second Eunique certainly had an international flair.”

Britta Wirtz, Spokeswoman of the Management of Karlsruher Messe- und Kongress-GmbH

themselves and their one-of-a-kind pieces in a pleasant atmosphere. At the same time, the extensive accompanying programme makes the exhibition an attractive meeting point for designers and artists from all over Europe. The major leap from 230 to 400 exhibitors underlines the importance of this trade fair within the crafts scene.”

Unique Objects with High Quality

Whether furniture, home accessories or objets d'art made from ceramics, glass, metal or wood, whether unique handmade fashions, one-of-a-kind jewellery or toys — the objects that visitors could purchase at Eunique lived up to high artistic and quality standards. A review of the visitor surveys shows that visitors were even more pleased with the event this year than in 2009.

One in two visitors, compared with one in four in 2009, rated the range of items on exhibit with the best possible score. And over 90 percent of the visitors were highly satisfied with the quality of the projects. Satisfaction is also demonstrated by the intention to return in 2011: eighty-three percent of the visitors plan to attend the next Eunique as well, compared with 68 percent at last year's event.

01
Over 400 top designers from 21 countries presented their pieces at this year's Eunique
Eunique



01

02
State of the art of arts, interior design, jewellery, fashion, toys and outdoor
Eunique



02

In addition, the survey showed that Eunique also appealed to an increasing number of international visitors. The percentage of attendees from outside Germany doubled in 2010, with an especially high number of visitors coming from France, Switzerland, Italy, Belgium and the Scandinavian nations. Exhibitors were also pleased with how things went at the second Eunique trade fair. “It was an especially positive experience for me to participate in the fashion show held during the vernissage, because I was able to present my hat designs as well as sell pieces immediately”, says Stefanie Wesle of Atelier Autruche, who exhibited her work at the joint stand of Ateliers d'Art de France.

Young artist Hiawatha Seiffert adds: “I finished my art degree in metalworking/design in January and exhibited in the young artist's section at Eunique for the first time. I consider my participation a success because I was able to hold some useful conversations and forge contacts not only to gallery owners.”

Creativity “Made in Belgium”

One of the highlights of Eunique 2010 was the presentation by partner country Belgium, a nation that is known around the world for its trend-setting art and design scene. Twenty-five Belgian artists attended Eunique and presented their latest designs in the fields of ceramics, interior design,



03

jewellery and textiles. The special Belgian show was organised by Design Flanders and WCC-Belgique Francophone. One particular highlight occasioned by the partnership with Belgium was the successful European Prize for Applied Arts (EPAA) exhibition, which presented a selection of works by participating artists from the European Prize for Applied Arts show in Mons, Belgium. ✨

More Information:

Eunique 2011, 27 - 29 May 2011, Karlsruhe
www.eu-nique.eu

Inspiring Location

Klaus Wellmann, CEO of Messe Friedrichshafen, is in the lucky situation to work where others spend their holidays. The product portfolio of his trade fairs reflects the close distances to the Alps and the location of the fair ground right by the Constance Lake.

INTERVIEW: Hans Gäng

Mr. Wellmann, it has repeatedly been requested that trade fair organizers give structural policy impulses to the regional economy. How can trade fairs in general and the Messe Friedrichshafen in particular conform to this requirement?

Our portfolio includes a number of trade fairs which give structural policy impulses to the regional economy. The international trade fair Fruchtwelt Bodensee focuses on regional fruit production and marketing. The international water sports exhibition Interboot is a very important stage for local shipyards, marinas and service providers from the Switzerland, Austria and Germany tri-border region. And our spring fair IBO is characterized by the exceptionally strong integration of the local economy. In addition, the Messe Friedrichshafen also strengthens the buying power within the region: According to a study by Konstanz University our two leading international fairs OutDoor and Eurobike provide indirect returns of around 60 million euros per year within a 25 kilometre radius. Through interviewing exhibitors and visitors of the OutDoor and Eurobike fairs, the scientists determined a factor of 6. This means: Every euro spent at the trade fair provides a turnover of six euros in the region. This study was based on exhibitors' and visitors' expenses for shopping, accommodation, catering for staff and customers, stand construction and many other expenses for additional services.

And vice versa: What competitive advantages can the Messe Friedrichshafen derive from the structure of the regional economy? How do you connect Lake Constance and the nearby Alps with your events—particularly in your strong outdoor sector?

The advantageous location of the Messe Friedrichshafen in the Lake Constance recreational area and with the Alps nearby is of course always an important factor for many fairs. Just considering that exhibitors and visitors are able to pursue their business matters in an easy-going and relaxed atmosphere is a clear advantage in our deliberations. For example many exhibitors use the opportunity to invite their customers and also their employees to events and seminars at the lakeside or on the lake after the fair. One day before the Eurobike starts we stage a so-called Demo Day in the Allgäu – bike testing in a beautiful setting. The Interboot harbour at the Lake Constance also provides an ideal business meeting point directly at the lakeside. We simply work in an area where others spend their holidays—doesn't that just sound great?

What is the particular role of the aerospace clusters and traditions at Lake Constance? Must the Aero's success also be seen against this backdrop?

The success of our aviation trade fair Aero should be seen exactly against this backdrop. The roots of aviation lie at Lake Constance: Zeppelin and Dornier have done the pioneering work in this field that we can build upon these days. And there is obviously a natural location advantage for an aerospace fair which not only takes place next to an airport but also has a direct connection to the fair premises. This is a crucial plus for aeroplane manufacturers. The enormous boost the Aero has experienced on the new fairgrounds is due to the fact that we can offer the industry unique locational advantages. This is one of the reasons why

“Structural Impulses”

Klaus Wellmann, CEO of Messe Friedrichshafen, about the interaction of his trade fairs and the local economy of the Bodenseekreis District

the Aero is the number one in Europe in the general aviation sector today.

You have always reasoned that Friedrichshafen is not situated at the edge of Germany but in the middle of Europe from an international point of view. Is that sufficient when striving to successfully internationalise your events?

The Messe Friedrichshafen is really located in the middle of Europe, and the Germany, Austria and Switzerland tri-border region constitutes a strong business location. Italy and France are close by and even Eastern Europe is an important business area for many trade fairs. The large international fairs OutDoor, Eurobike, Aero and Fakuma draw exhibitors and visitors from all over the world to Friedrichshafen. This is clear proof that here at Lake Constance we have built up competence and a leading role particularly for our specialized events which

has a strong international appeal and attracts both exhibitors and visitors.

Talking in clinical figures, where do you stand in terms of the internationalisation of visitor flows and the exhibitor structure? And what additional potentials do you see?

The 16th OutDoor in Friedrichshafen, for example, set a new record as the leading European fair with 19,300 professional visitors from 90 countries. The international bicycle show, Eurobike, drew 39,000 professional visitors from 75 countries and 1,556 journalists from 36 countries to Lake Constance. 1,028 exhibitors came from 42 countries. This shows an outstanding international participation at both events. And in both cases we are doing an excellent job in confirming our leading role. The important thing in this respect is that we have still been able to improve on our high standard over the years. ☼



“Every euro spent at the trade fair provides a turnover of six euros in the region.”

☼ Messe Friedrichshafen

Hall of Fame.



You can recognise famous halls by their architecture – and by those who go in and out.



2,813 highly qualified visitors came to the first GlobalConnect to obtain information about all aspects of international trade
Messe Stuttgart

Aspects of Global Trade

With its exhibition, congress, matchmaking events as well as country and exhibitor presentations, GlobalConnect contains an interesting programme for both SMEs and global players.

TEXT: Hans Gäng



PROGRAM GLOBAL CONNECT

26 October South Eastern Europe Conference
GCC-Germany Investment and Business Forum
GCC-Session Saudi-Arabia
GCC-Session United Arab Emirates
BRIC Panel Discussion
BRIC Best Practice Brazil
BRIC Best Practice India
International Consultancy Days (IBT)
Matchmaking b2fair

27 October BRIC Best Practice Russia
BRIC Best Practice China
GCC-Session Qatar / Bahrain
GCC-Session Health Care
GCC-Session Oman / Kuwait
GCC-Session Bau/Ing/Tech
GCC-Session legal and financial framework
Customs Duty Forum
Customs Duty Forum Russia
Export Guarantees and Export Financing
Supporting Germany Enterprises Going Global
Export of Services
Export Newcomer

Meeting the Export Business

The trade fair and conference GlobalConnect gives new impetus to global trade for SMEs

The most important organisations and facilities in German international trade are supporting the trade fair and conference platform GlobalConnect, which will take place on 26 and 27 October 2010 in Stuttgart. The event, which is organised by Landesmesse Stuttgart and which attracted approximately 2,800 visitors at its premiere in 2008, will host high-quality conferences and introduce innovative service concepts from numerous companies and businesses from throughout Germany. "The innovative concept of GlobalConnect was already well-received at the debut event two years ago. Now the event can help companies to find their feet again in foreign markets after the economic crisis", stated Ulrich Kromer, Managing Director of Messe Stuttgart, while emphasising the aim of GlobalConnect.

The partners and co-organisers of GlobalConnect are, in addition to the Federal

Government of Baden-Württemberg, the Chambers of Commerce and Industry in the region, as well as Handwerk International (export agency for skilled crafts) and Baden-Württemberg International.

Analysing the Markets

The two-day international business congress of GlobalConnect addresses the developments in markets that are most important for German international business. A joint congress by the Ministry of State and the German Committee on Eastern European Relations focuses on the economic development in neighbouring countries along the Danube. Numerous delegations from countries in Southeast Europe will travel to GlobalConnect. The Serbian Minister of State, Tadic, and the Baden-Württemberg Minister-President, Mappus, as well as the Chancellor of the Federal Republic of Germany, Merkel, and the President of DIHK,

Driftmann, are expected as speakers at the opening ceremony of GlobalConnect 2010.

National associations for Latin America and Asia, Baden-Württemberg International and the Chambers of Industry and Commerce are jointly organising conferences and workshops on the "BRIC countries" Brazil, Russia, India and China. Here the primary focus is on the exchange of business experiences and ideas. An investment conference organised by Ghorfa, the Arab-German Chamber of Commerce and Industry, will take place for the first time and discuss future projects of German businesses in the Gulf region. High-ranking participants, who will explain the investment strategies of the Gulf countries, are looking to make contact with German companies at GlobalConnect. Practical knowledge for export-

"The innovative concept of GlobalConnect was already well-received at the debut event two years ago. Now the event can help companies to find their feet again in foreign markets after the economic crisis."

Ulrich Kromer, Managing Director of Messe Stuttgart

ing and specific support platforms are other modules of GlobalConnect which will also be to the fore. The Chambers of Industry and Commerce will provide information on the main topic after the crisis, export finance and guarantees, as well as on changes in the promotion of international business.

In the exhibition area of GlobalConnect in the ICS of Messe Stuttgart, leading service providers will, with their range of services, provide support to companies engaged in international activities. An exhibi-

tor forum in the trade fair centre aims to provide trade fair visitors with an overview of recently developed development and promotion opportunities, consultations and information on locations. ✨

GlobalConnect

26 - 27 October 2010
Messe Stuttgart

www.global-connect.de

edubiz

How to turn
a good
employee into
a global one

Regarding the internationalisation of a company, human resource development is one of the key factors. At GlobalConnect, globally active companies can find the best strategies, instruments and methods to prepare their future expatriates for the target country or to train the local staff abroad. The education providers, which offer those services, will be exhibitors of edubiz, a new platform for international vocational training, which will have its premiere in Stuttgart and be exported in countries like Turkey and Brazil within the next years.

The exhibitors of edubiz will be part of the exhibition of GlobalConnect and present their products at the edubiz forum. Additionally, on the second day of the trade



Istockphoto

fair, the edubiz conference with representatives of well-known international companies and institutions will intensify the topic with interesting discussions and best-practice examples, apart from four different workshops for education providers and HR representatives.

edubiz is sponsored and supported by many notable institutions of the education sector in Germany, like Inwent, the Stein-

beis University Berlin or the IHK Exportakademie, academy of export of the German Chambers of Commerce and Trade. ✨

edubiz (part of GlobalConnect)

26 - 27 October 2010
GlobalConnect, Messe Stuttgart

www.edubiz.eu

Ludwigsburg Schloss Festival

03.6. - 1.8.2010, Ludwigsburg
International Baden-Württemberg
festival with concerts, musical
theatre, drama, dance, performance.

Phone: +49 7141 939636
www.schlossfestspiele.com

Miró: The Colours of Poetry

2.7. - 14.11.2010, Baden-Baden
With one hundred outstanding
works by Joan Miró, this summer's
major exhibition at the Museum
Frieder Burda in Baden-Baden covers
six decades of this Catalan artist's
production.

Open:
Tuesday - Sunday: 10 a.m. - 6 p.m.
Closed on Monday
Phone: +49 7221 / 3 98 98-0
www.sammlung-frieder-burda.de

Voices Festival 2010

14 July - 8 August 2010, Lörrach
International choral festival with art-
ists and projects in the corner where
three nations meet.

Phone: +49 7621 9408965
www.stimmen.com



Jazzopen

15.7. - 25.7.2010, Stuttgart
The very best of jazz with
Katie Melua, Till Brönner,
Randy Crawford, etc.

www.jazzopen.com



Reduced to its chemical formula water is simply the sum of a lot of connections of hydrogen and oxygen. The the region in the heart of Europe the water of Lake Constance means so much more than that, it is its elixir of life. It formed its profile as glacier ice millions of years ago and made diversified and fertile cultivated landscapes prosper. Nowadays up to five million households are provided with drinking water every day from the depths of Lake Constance. And with its maritime flair in front of the

unique backdrop of the Alps it is a popular paradise for sailing, diving and bathing at once every year.

Sprawling Border Crosser

Lake Constance connects three countries: About 50 billion cubic metres of water spread on a total area of 536 square kilometres separate the south of Germany from the north of Switzerland and the west of Austria. Due to the changing thermal in spring and autumn the eastern, wide upper lake



AFTER WORK
LAKE CONSTANCE

One place to Stay

Sails disappearing on the horizon, palms at the lakeside promenade, vineyards and meadows with apple trees at the gently slopes of the waterside regions. Beyond, within one's reach on clear days, the mountain range of the Alps. Lake Constance combines maritime flair with the charm of the indulating pre-Alps landscape. The third largest inland lake of Europe borders on three countries. It is located in the south of Germany, in the north of Switzerland and in the west of Austria. Accordingly diverse and international is the offer around the lake. And it is only a stone's throw away from high alpine hiking and skiing regions.

TEXT: Daniela Sandmann

 Bodensee Tourismus GmbH / Tobias Storkle

in the pre-Alps region often shows its fury. In the west Lake Constance's water gently reaches for the soft, volcanic and hilly landscape of the Hegau with two strong inlets. In the northwest it forms the Überlinger See which edges a landscape with its very own charm along tree-covered heights of the Bodanrück in the south up to Mainau Island, the island of flowers. The lower lake with its sections Gnaden- and Zellersee forms with a 63 square kilometres large water area the natural border to Switzerland.

Extensive lakeside and land areas of this region retained their original character and are protected.

An Island Made of Flowers

The best-known excursion destination on the German side of the lake is the island of flowers Mainau, famous for the magnificent parks and gardens around the baroque castle of the count's family Bernadotte. Count Lennart Bernadotte af Wisborg, who died in 2004, was directly descended from

the Swedish royal house. As a big lover of plants, he made Mainau since 1936 to the paradise of flowers which it is today.

Opposite, amidst vineyards, lies Meersburg, whose medieval castle—it is the oldest inhabited castle in Germany—and baroque castle grounds characterise the city's skyline already from a distance. Old cities, which kept their historical character, are found everywhere around the lake. Peculiarly worth seeing are in Germany Konstanz, Überlingen, Wasserburg and of ›

High above the lake and in the middle of the pitoresque vineyards the tower of the splendour baroque pilgrims church Birnau point to the sky.

IBT



FACTS & FIGURES LAKE CONSTANCE

- › With 536 square kilometres it is the third largest inland lake in Europe
- › Shore length: 273 km
- › Biggest depth: 254 m
- › Lake Constance is Germany's biggest drinking water reservoir. Five million households are daily provided with drinking water from Lake Constance
- › 30 fish species live in the lake
- › The biggest fish in the lake, the wels catfish, can become two metres long
- › The island Reichenau has been part of the UNESCO cultural heritage since November 2009

› course the Bavarian island city Lindau. On top of that one should not miss a trip to the island Reichenau. With its medieval cloister and church buildings it is listed among the UNESCO world cultural heritage since November 2000.

Zeppelin City Friedrichshafen

One of the most important business locations at the lake and birthplace of the zeppelin is Friedrichshafen. For only a few years the zeppelin is flying again—the famous airship was not built any more after the explosion of “Hindenburg” in Lakehurst / U.S.A. in 1937. Today there are already two

zeppelins circling above Lake Constance. Filled with harmless helium, they are a real tourist attraction—although it is not that easy to snatch one of the highly coveted seats. The zeppelin museum gives insight into the airshipbuilding history. Here you have access to the passenger cabins and the promenade deck of the 33 metres long reconstruction of a part of the legendary LZ 129 “Hindenburg”.

Via Stein am Rhein to Europe's Biggest Waterfall

Where the lower lake narrows into the Rhine, Stein am Rhein is located. The

small town is a special place. Characteristic are the paintings on the bowfronts from the 15th to the 20th century and the magnificent renaissance town hall. The shipping from Stein am Rhein to Schaffhausen is listed among the most beautiful river trips in Europe. Unspoiled countryside alternates with historic buildings which drift by in contemplative slowness. In front of the famous Rheinfall one should better get off. On a width of 150 metres an average amount of 800.000 litres of water per second plunges down 23 metres. The biggest waterfall in Europe is with its over two million visitors a year one of the most popular excursion destinations in Switzerland.

Fun Factor Lake Constance

For those who do not just want to look at water but also want to feel it are spoilt for choice. Those who like it fast chooses the banana boat alternative in Kressbronn. Pulled by a strong motorboat up to eight persons whoosh on a huge, yellow towboat across the lake. Daring ones conquer the lake on two slats doing water ski, a fresh breeze around their noses. Several water sport schools offer surf lessons or, after date arrangement, water ski and wakeboard lessons. A comfortable pedal boat ride on the wide area of the upper lake is waiting for those wanting to take it easy instead. In numerous harbour cities such as Constance, Wasserburg or the Swiss Rorschach the popular excursion boats in different sizes and models are ready for hire. One floats in a canoe shortly of the water surface. Between Überlingen and Schaffhausen am Rhein rental companies also offer guided tours. But Lake Constance's region also offers varied outdoor fun for those who do not like water. The region's diversity can be explored on cycling tours around the lake or small side step into the interior. Along the south bank the Thurgauer Skaters Paradise attracts inline skaters with perfect tarmacs. Hiker and mountainbiker dare to go further south and explore the pre-alpine landscape around St. Gallen and the Principality of Liechtenstein. For those who always wanted to swing in trees in a height of ten metres

01
1.2 million visitors come to the island Mainau every year
📷 Daniel Schlapp



01

02
Tasting the lake: gourmets appreciate the high density of outstanding restaurants
📷 IBT



02

03
600 m³ of water rushes over the cliffs of the Rhine Falls each second
📷 IBT



03

like Tarzan finds a perfect playground in Immenstaad in the “Adventure Park”. Nine different climbing parcours with different difficulty level always present the sporting visitors always with new challenges in this high rope course.

Gourmandise Lake Constance-like

No wonder that you get hungry while doing all those activities. The culinary side definitely does not come off badly at Lake Constance. Deliciously fine combined aromes on the tongue, the fruity smell of a Hagnau white wine or the substantial bouquet of a pinot bleu in the nose, accompanied by the calmly burbling Lake Constance with mountain panorama in sight and the gentle breeze of the sun-spoilt south on the skin – that is enjoyment in perfection. The Lake Constance region has every component of such an aesthetic and culinary cocktail by nature. What inspires master chefs and makes gourmet hearts leap for joy grows plenty in its mediterranean climate and the fertile plains. But delicacies are also hidden in the lake. Whether smoked or steamed: The whitefish is still the best-known and most popular food fish of Lake Constance. For those who are interested in how whitefish, zander, char etc. swap life in the lake for a short-term stay on potatoes or leek puree with beetroot foam can join one of the 200 fishing men of Lake Constance before dawn when reeling in weirs, laces or gillnets.

Lake View as that Extra Something

The food culture formatived the scenery of Lake Constance's region. Especially fruit and viticulture have an old tradition here. From late summer on, meadows with scattered fruit trees and large fruit plantations all around the lake turn into a colourful sea of red apples, bright red cherries, sweet smelling Williams-pears and dark purple coloured lines of plum trees. Those who want to learn more about apples and pears can do that on the nine kilometre long fruit educational trail in the Swiss Altnau. On the fruit and vine hiking trail of Hagnau experience hiker on four kilometres a lot of knowledge about the regional culti-

vated types of fruit and vine. The stations guide along the Willhelm height, passing the most beautiful lookouts of Hagnau. Besides fruits and vine cheese influenced and formed whole settlement areas around Lake Constance. A pre-alpine nature experience, farming delicacies and unique panorama views present themselves to hikers along the cheese educational trail. On the three-hour-tour a lot of cheese is savoured during a visit of an alpine dairy. Twelve boards along the trail lively explain all stages of the cheese production—from the pitchfork to the one for eating.

First Fun, then Enjoyment

When the sun slowly sets and the first lake-side lights come on, the day is still not over. Lake Constance's nightlife puts several surprises forward. In summer “The Boat” is anchored in the harbour of Constance and invites to party on Lake Constance until the early hours. Directly at Airport Friedrichshafen the Halbhuber Airport invites year-round to Salsa Party, Tango Aero and Dinner & Jazz Live at the Airport. At Montfort castle in Langenau you can dance in Club Hugo. In the summer months there are beach bars everywhere. The Sealounge is located at the lakeshore of Kreuzlingen, in Constance the Seezeit beach bar at the bank of the Rhine offers cold cocktails in a sandy area and in Friedrichshafen you enjoy all-day beach club flair at the harbour. ☼

180 Destinations, One Card
The Lake Constance Discovery Card entitles you to free or reduced admission to nearly all excursion and leisure destinations around Lake Constance.



www.bodensee.eu
www.mainau.de
www.reichenau.de
www.friedrichshafen.de



Oberschwaben-Tourismus

Attractive Locations for Camper Vans

Upper Swabia — the home region of the big camping car manufacturers — is covered with a dense network of sites for camper vans

Routes of Special Interest for Mobile Nomads

Users of camper vans love spontaneous and laid-back travel, being close to the land and its people. In Upper Swabia, home to the big manufacturers of recreational vehicles, this has been understood. Nearly all places and towns of interest to tourists own centrally located sites for camper vans. The Upper Swabian Tourist Board has now elaborated "Genießer-routen", i.e. itineraries of special interest introducing the visitor to the very best sites in the region.

Upper Swabia is a varied region between Lake Constance and the Danube, covering the area between the Allgäu and the Swabian Alb. The region combines outstanding features: unique natural reserves, baroque churches and monasteries, picturesque small towns as well as idyllic rural scenery. Add to it numerous natural lakes for bathing and thermal spas steeped in tradition and here is the backdrop for a perfect holiday. Over the last few years, the region has turned into one of the most important German areas for users of camper vans, also thanks to the efforts of the Upper Swabian Tourist Board. Many a camper van nomad has discovered Upper Swabia on their way to some Southern holiday spot — and has since then chosen Upper Swabia as the final destination for their vacation.

Caring for you and for your Dog

There is culture and nature right and left. For camping car enthusiasts travelling along the Routes of Special Interest, the "Genießerouten", both spots of natural beauty and the comforts of urban life are within constant reach. A free brochure gives hands-on information on 21 towns and communes for the mobile traveller:

where to find fresh, regional produce for the camping stove, which site offers freshly baked bread rolls for your breakfast table as well as information on distances — by foot or on bike — to places of interest and popular destinations in the area. Culinary specialities and places of cultural interest are sure to turn your holiday into a feast for all senses. Baroque churches and breweries are awaiting your visit. And there are day-care centres for your dog (who might not be able to value baroque art and breweries the same way), too. Both of you will, though, no doubt, appreciate details on the dog trails in our brochure as well as information on factory sales points for dog food.

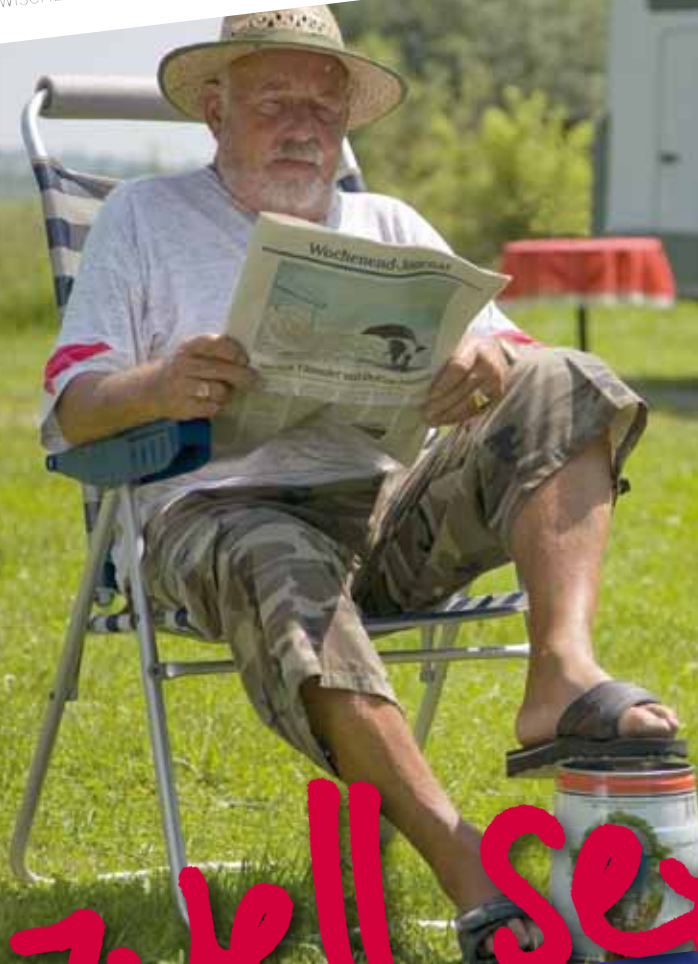
Relaxing after your Drive

"Our routes lead mobile van users through very special scenery," assures Jürgen Jankowiak, Manager of Oberschwaben-Tourismus, the region's tourist board. There is one route devoted to the Danube Valles. Another itinerary will guide you around Lake Federsee. Follow the course of the river Schussen, or discover the Allgäu region, bordering Austria and Switzerland. The brochure also contains many suggestions about how to best discover local life. Such as by visiting the thermal spas of Aulendorf, Bad Waldsee, Bad Saulgau, Bad Buchau or Bad Wurzach. Mudbaths, thermal water and wellness treatments are there to make the tired driver forget about the stresses and strains of the journey. Staying at camper van sites is sometimes free of charge; prices range to a maximum of twelve euros, according to the facilities and services offered. All sites are close to places of special interest and near spots favouring relaxation. ☼

INFO BROCHURE

The brochure "Genießerouten" may be ordered free of charge from: Oberschwaben-Tourismus GmbH
Neues Kloster 1, 88427 Bad Schussenried
Phone +49 (0)7583/ 331060
Fax: +49 (0)7583/ 331020
info@oberschwaben-tourismus.de
or may be downloaded from the website
www.oberschwaben-tourismus.de





well settled



Reading the Paper in Peace

In Upper Swabia you can spend your days the way you desire: Well-delineated pitches as the starting point for your explorations, gastronomic temptations created from regionally produced ingredients and, additionally, a spa area with healing waters and relaxing moors. On top of that: We have the most beautiful baroque skies in Germany! Just contact us to request our motor home brochure "Genießerouten" with a complete site description.



Genießerland

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© Dornier Museum

Living History

Dornier has made history. The company's development is inseparably linked with the visionary Claude Dornier, whose affection for technology and fascination with flying have made the Dornier Werke one of the most innovative German companies.

TEXT: Daniela Sandmann

Conquer the Sky

The Dornier Museum in Friedrichshafen

Dornier Museum

May to October: daily 9 a.m. - 5 p.m.
www.dorniermuseum.de

**14th Meeting of Dornier's
famous aircraft DO 27**
13 - 15 August 2010, Friedrichshafen



© Brigda Gonzales

The hangar documents the countless world records, patents and outstanding technical achievements of Dornier

The Dornier Museum's goal is not only to showcase the most outstanding technical achievements in aerospace history, but also to help understand how revolutionary ideas come into being against the background of contemporary history. The museum is living history and wants to provide inspiration. "The Dornier Museum is not only an emotional experience for technophiles. We would like to get everyone – those interested in history, people with curious minds, families with children and teenagers – to reflect on our exhibits and to be inspired to great ideas," says Cornelius Dornier, son of Silvius Dornier and the museum's Project Manager.

100 Years of Learning How to Fly

The museum is divided into three sections: The "Museumsbox" demonstrates 100 years of aeronautic history and the most important steps of the Dornier company's development. The Gallery provides technological background and documents how Dornier's

achievements resulted in progress in other scientific fields as well. In the Hangar, numerous giant exhibits are on display, including classics like the Dornier DO 27, the legendary vertical take-off aircraft DO 31, or the replica of the original Merkur.

Visiting Space

As Claude Dornier influenced the technological progress in cosmonautics as well, visitors can also admire parts of an original space lab and scientific research satellites, which deliver insight into planet research, astronomy and earth observation.

All models are legendary classics of the history of aviation, around which many myths and stories have been created. The Dornier Merkur, a commercial aircraft in the nineteen-twenties, is also a highlight. Individual exhibits are proof as to how technical achievements facilitated progress in other disciplines as well thanks to the vision and interconnected thinking of Dornier. ✨

Anything but Cheesy

Cheese Spätzle is the national dish in the Allgäu



istockphoto

The Leading Role

Spätzle—a term generally attributed to the Swabian diminutive of ‘Spatz’, i.e. little sparrow—are an egg noodle of soft texture. They typically accompany meat dishes prepared with an abundant sauce or gravy, but they can also take on the leading role—such as in the Allgäu Cheese Spätzle.

TEXT: Daniela Sandmann

Basic Spätzle dough consists of flour, eggs, salt and water. Unlike the dough of German noodles, it is not left to dry but is shaped and dropped into boiling water while still being soft. Traditionally, Spätzle are made by either scraping the thick dough off a wooden board into the water or they are formed by hand or with a spoon—resulting in various shapes ranging from ‘small sparrows’ to ‘small buttons’, a more com-

pact variety. Some say though that the word comes from the Italian verb spezzare (to break or split) or pezzo, a piece, of dough in this case. Monks seem to have imported the speciality along with the Christian faith in the first half of the last millenium, and the Swabians, more often than not toiling on poor land, may well have gratefully adopted the nutritious recipe with its affordable ingredients.

Carry on the Tradition

While in Italy ‘spezzare’ became obsolete from around 1800 and the famous pasta established itself, the South of Germany has kept to the traditional production. Like their Italian cousins, Spätzle are a somehow comforting food. The Allgäu cows are responsible for the, perhaps even more satisfying, local cheese variety. An guada! Bon appetit! ☼

RECIPE SERVES 4 CHEESE SPÄTZLE

Ingredients 800 g wheat or spelt flour
8 eggs
2 level teaspoons of sea salt
300 g grated cheese such as Allgäu Emmenthal
100 g clarified butter
24 tablespoons of water
4 onions

Preparation Sieve flour into a bowl. Make a well in the centre where you add eggs, salt and water. Stir with a wooden spoon. Beat the dough until bubbles appear, taking care that no lumps form. The dough should be smooth and thick. Bring a generous amount of salted water to a boil and add small portions of the dough into the water: the dough can either be scraped off a wooden board with the back of a knife or a scraper or a Spätzle press may be used. Spätzle floating on the surface are sufficiently cooked. Gather and drain them with a large slotted spoon and briefly dip into warm water. Then transfer them to an ovenproof serving dish and place them in the oven. Add grated cheese onto the layer of Spätzle and proceed likewise for the remaining dough. The top layer should be cheese. Cut onions and fry in clarified butter until golden yellow and place over the Cheese Spätzle just before serving.



istockphoto

01

The festival is mainly dedicated to Indian Arthouse Cinema and documentaries

by Daniel Schlapp

02

Beyond cinema: the festival has become an important institution for cultural exchange

by IBT



01



02

1001 Movie Nights

“Bollywood and beyond” in Stuttgart

Indian Spirit

A powerful visual film language, spellbinding live dances, exotic musical performances and culinary delights... This all and more offers the Indian film festival in Stuttgart.

With 50 new films and world premieres in its program, the 7th Indian film festival ‘Bollywood and beyond’ is one of the biggest film festivals outside of India. It will be held from the 21st to the 25th July 2010 at the SI-Centrum in Stuttgart. The festival is unique in Europe and promises to be an extraordinary experience at an extraordinary location for the whole family.

For five days the festival opens the gates to a magical faraway land, in which athletic heroes and gorgeous goddesses dance in sumptuous saris under a rain of flowers.

Managing Director Oliver Mahn is the driving force behind the festival. The great success is of “Bollywood and beyond” is not least attributed to his passion for fabulous narrated stories and his worthwhile business contacts.

The big screen offers a memorable glance on the traditional as well as the modern India. The films lure with charming romantic comedies in which the desire for ‘never ending love’ is deeply embedded. The ‘beyond’ in the festival title stands for the films that commit to showing the simple life and social problems in different regions of India.

Whether Bollywood or beyond – the screened films benefit from the age-old fabulous art of narration, which reflects the cultural abundance of the land between the Himalayas and the Indian Ocean. The movies show day to day life in an enormous country with 1.2 billion inhabitants, a turbulent history and a wealth of different religions. This unique mixture of tradition and modernity constitutes the secret behind the success of the festival, at which the film nation of India presents itself with great movies and enchanting stories.

‘Bollywood and beyond’ is a fantastic experience that includes a high quality competition in the categories feature film, documentary, animation and short film. After the international jury elects the winners, organizers and sponsors throw a glamorous award show with gala dinner. Awarded are the prestigious ‘German Star of India’, donated by the main sponsor and honorary consul of India, Andreas Lapp. ☼

Bollywood and beyond

21 - 25 July 2010, Stuttgart

www.bollywood-festival.de/

Indo-German Business Forum

22 July, Stuttgart

Within the framework of the Indian film festival, the Indo-German business forum has established itself as one of the most important platforms of the Indo-German dialogue. Thanks to the close cooperation with the KPMG Wirtschaftsprüfungsgesellschaft a high-profile panel of experts will offer their inside-views on India.

www.indo-german-businessforum.de

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The Essence of Things

The Vitra Design Museum in Weil am Rhein presents design and art of reduction

Table lamp by
Sybold van Ravesteyn (1926)
Andreas Sütterlin, Vitra Design Museum

Passion of Design

The Vitra Design Museum ranks among the greatest design museums worldwide. With the extraordinary construction of the museum the Californian architect Frank Gehry realised his first building in Europe.

TEXT: Daniela Sandmann

The Vitra Design Museum is a design museum for varying exhibitions and events in Weil am Rhein. Originally the building was planned for the permanent exhibition of the furniture producer Vitra. In 1989 though Alexander von Vegesack decided jointly with the Vitra-owner Rolf Fehlbaum to build it up as the Vitra Design Museum which is run by Vegesack as director since.

The Vitra Design Museum is known for its extraordinary architecture. Responsible for it is the California-based Frank Gehry who first became famous for his furniture made of corrugated paper, later on by his deconstructivist buildings. The most important basis of the Vitra Design Museum is an extensive collection of furniture: mainly chairs, but also lamps and other furnishing. At the moment visitors can admire the exhibition "The Essence of things. Design and the Art of Reduction". The Japanese culture and its design are represented at this exhibition with numerous objects including the carbon fibre chair of Shigeru Ban. "I have always been interested in the influence of the Japanese culture on the culture and the design of the west, not least because I have a principled preference for its concentration on the basics, both the functional and the aesthetic perspective", says Alexander von Vegesack. The exhibition's curator is Mathias Schwartz-Clauss. He was already in charge of numerous exhibitions which went on from Weil am Rhein to museums in Europe, the U.S.A., Australia and Japan. His last project was the previous exhibition "Antikörper". ☼



Vitra

Design and the Art of Reduction

20 March - 19 September, Weil am Rhein
opening hours: Monday to Sunday
10 am - 6 pm, Wednesdays 10 am - 8 pm

www.design-museum.de



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that Baden-Württemberg is the number one innovation region in Europe. Inventive genius and creative power become an unbeatable combination here. Where the best minds and most industrious hands push progress forward, your investments will also pay off. Do you feel inspired? You can obtain more good information about the advantages of Baden-Württemberg at:
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