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Baden-Württemberg
Where ideas work.

Business Baden-Württemberg

TEACHING & TALENTS

The state's universities: revolutionary ideas behind bricks steeped in history

AFTER WORK

Celebrating the art of well-being in Germany's most relaxing spas

GLOBAL BUSINESS

The state's export business is back on track again

Expo Real
Special
Baden-
Württemberg's
best business
addresses

Eco-friendly technology
meets urban life style

Smarter Mobility





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Messe Stuttgart

26 – 27 October 2010

Sustained Growth

Not so long ago you could read a lot of critical articles in Germany about our reliance on exports. Baden-Württemberg, in particular, was supposed to be suffering 'structurally' because, here more than anywhere, developments in global markets were affecting business growth. But since early Summer, the statisticians' figures have started to show a more positive picture. It is precisely because businesses have sought out opportunities in growing markets over the last decade that they have been able to create some room for manoeuvre. China, India, Brazil, the Gulf Region and Turkey are compensating for continued weak growth in Europe.

In order to simultaneously have a presence and be successful in these future markets, businesses require leaders who want to combine the internationalization of their business with an international career of their own. Finding and keeping these talented individuals is one of the most important tasks in developing a sustainable business strategy. In the midst of the crisis, not every company was keen to be told that they ought to approach the recruitment and development of talent in a way that was independent of the economic climate. But public discussion of this topic in Germany has once more started to change.

When German export businesses come together at the GlobalConnect Trade Fair in Stuttgart in October, personal strategies for internationalization will be on the agenda at the edubiz conference. Small and medium-sized businesses, as well as the state itself, must and can adapt to ever fiercer competition for talent. For at the end of the day, it comes down to how sustainable success in foreign markets can be assured. One thing is certain: this will be a hot topic for discussion in German businesses for a long time to come. But they need to act now. ☼



Prof. Dr. Werner G. Faix
Managing Director,
School of International
Business and
Entrepreneurship
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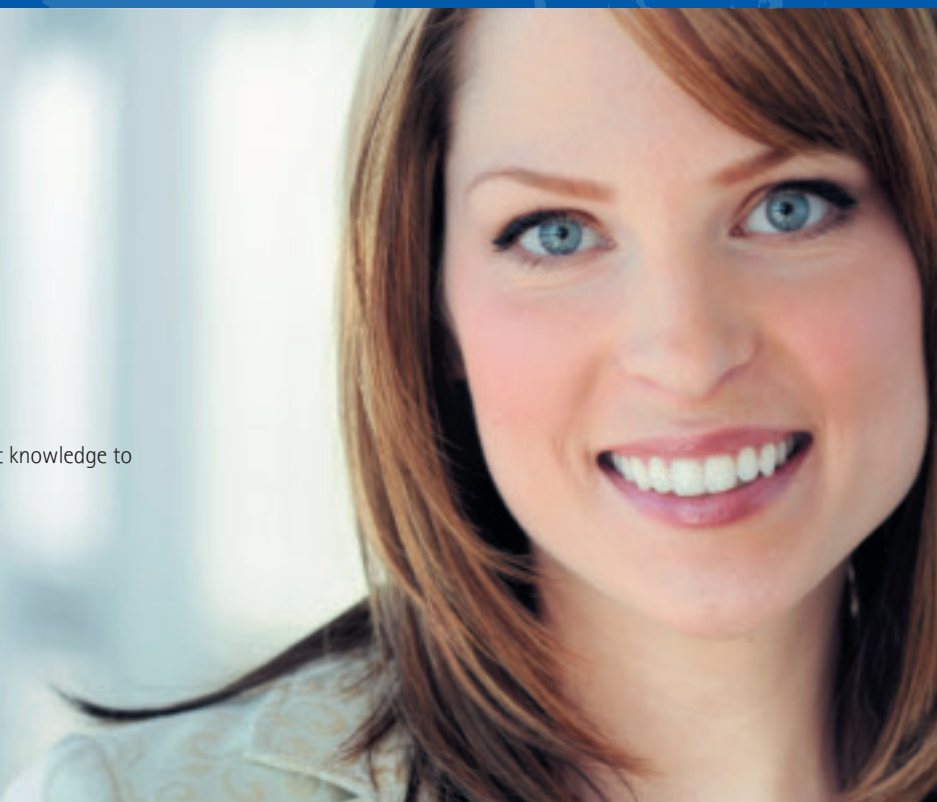
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Business Baden-Württemberg

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1,493 m

The Black Forest with its highest mountain, The Feldberg, offers its visitors over 200 ski lifts, around 250 kilometres of prepared downhill slopes and twelve ski jumps, along with freeride and deep powder slopes. The Black Forest in winter is also a white Eldorado for snowboarders and snowkiters with its special range of facilities.

High Altitude

*When the Black Forest is clothed in white,
winter sports fans from all the country flock here
to indulge in their passion.*

High Growth

5%

Due to the high demand from abroad for industrial goods, Baden-Württemberg's business is back with an impressive five percent economic growth in the first half of 2010. It is once again in first place for the whole of Germany.

Number One State

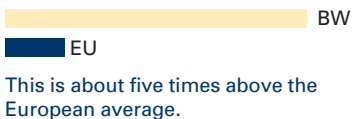
Facts and Figures about Baden-Württemberg



SCIENCE, RESEARCH AND DEVELOPMENT

- › Baden-Württemberg is at the unchallenged European forefront in research. Nowhere in Europe is more money spent on innovations by research and development departments
- › Expenses for research and development amount to 4.2 % of the gross domestic product (BIP) — 1.6 % through vehicle manufacturing (2007)
- › Domestic applications for a patent 2008: 15,081 (24.2 % relative to the whole of Germany)

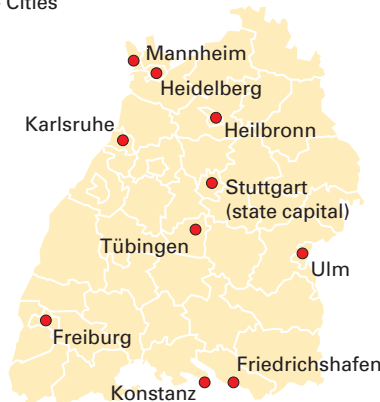
- › 500 patent applications are filed each year for every 1 million inhabitants



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
- › 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 %

› Cities



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

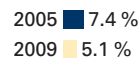
- › Baden-Württemberg is proud of supporting a number of well-known enterprises in the state, for example Daimler AG, Dr. Ing. h.c. F. Porsche, Robert Bosch GmbH (automobile industry), Carl Zeiss AG (optics), SAP AG (largest software enterprise in Europe)
- › A study carried out by the Initiative for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

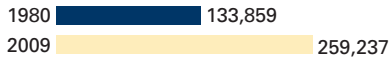


EDUCATION

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

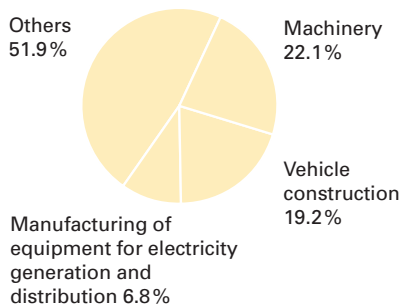
› Four of the nine elite universities listed in the the national Competition of Excellence are located in Baden-Württemberg

› Students in Baden-Württemberg:



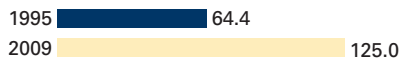
INDUSTRY

› Industry: export rate 2009: 36.4 %
› Industrial structure in 2009

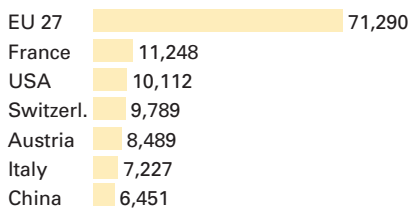


FOREIGN TRADE

› Total exports (in billion euros):



› Ultimate destinations for exports: (in 2009 in million euros)



DIRECT INVESTMENTS

› In Baden-Württemberg from foreign countries 2007: 84.4 billion euros
› In foreign countries from Baden-Württemberg 2007: 113.0 billion euros

LOGISTICS AND TRANSPORTATION

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

GASTRONOMY

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

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

Hall of Fame.



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



Energy from Underground

17 - 19 November 2010, Karlsruhe

The Geothermal Congress (DGK) is the most important conference in the German-speaking world in the area of geothermal energy. Scientists and experts will be presenting the results of their latest research. These will cover all aspects of geothermal energy use in cooling, heating and power generation. This year, the GtV-Bundesverband Geothermie (German Federal Geothermal Association) is expecting around 800 visitors. In parallel with the DGK, the Geoenergia 2010 trade fair will allow businesses to showcase their products and services in all areas of deep and near-surface geothermal energy. The particular focus of the DGK in 2010 is the area of local energy supply. Municipal geothermal power plants ensure a sustainable, stable-priced heat supply from renewable energy sources. The guest country at this year's Congress is Turkey—a country which has excellent geological conditions and huge potential for the use of geothermal energy.

www.geothermie.de

Arab Health

24 - 27 January 2011, Dubai

At Arab Health in Dubai, Baden-Württemberg International (bw-i) will be presenting Germany's South West as a global leading business region for medical technology. More than 100 companies, hospitals and research facilities will be presenting their innovative solutions to a global audience. With 520 companies and more than 70,000 employees, Baden-Württemberg not only has the highest density of enterprises in the field of medical engineering but also the highest employment figures. Arab Health is the leading trade fair and conference for medical issues in the Middle East. In 2009, more than 2,200 exhibitors from 65 countries presented their products and services to 55,000 visitors from all over the world.

www.bw-i.de
www.arabhealthonline.com



 Daimler AG

Easy Come, Easy Go

*With car2go Daimler has set new standards
for urban mobility*



New Mobility

Good reasons for rediscovering city driving can now be found literally on every corner in Ulm. Daimler AG sees to it with car2go—with this new mobility concept, driving a car becomes as easy as using a mobile phone.

TEXT: Daniela Sandmann

01

The cars can be rented in passing out on the street, or they can be pre-booked via mobile phone

 Daimler AG

02

Customers can use the integrated navigation system via a special car2go monitor

 Daimler AG

With car2go, Daimler has launched a completely new mobility concept, providing a future-oriented answer to increasing traffic volume in urban areas. “car2go is an intelligent and creative solution that provides a simple, flexible and value-for-money approach to mobility with environmentally-friendly vehicles”. This is how Dr. Dieter Zetsche, CEO of Daimler AG and Head of Mercedes-Benz Cars, describes the objective of the project.

In October 2008, the first pilot phase started in the southern German city of Ulm where car2go is tested in real-life conditions. “Ulm has been one of our most important research locations for many years, and is therefore the ideal choice for testing this future-oriented mobility concept”, says Dr. Thomas Weber, member of the board of management responsible for research and development at Daimler AG. In supporting car2go, Ulm is promoting efficient individual mobility concepts for inner city traffic and the optimum usage of available parking space, and the city is also setting international standards. The firm Daimler TSS GmbH based in Ulm played a decisive role in the development of the telematics systems, the internet portal and the fleet management systems.

Following the successful completion of the internal pilot phase, car2go with a fleet of 200 smart fortwo cdi is available from now on to all registered residents and visitors to Ulm—every day, around the clock, and at low rates. From Ulm, car2go has gone straight to the international level, to the USA.

From Ulm to Austin

The pilot project in the southern German city of Ulm was not the only one—from the start the concept was planned for in-



01



02

ternational use. Whereas in Ulm the aim was to test the general acceptance of the concept and stabilize the technical systems, the second pilot project is designed to generate know-how for the international use of car2go. The demands include applicability to other cities, language regions and mobility trends as well as adaptation of the business processes to the legal requirements in other countries. Jérôme Guillen, director of the Business Innovation department at Daimler that developed the car2go concept commented:

“We haven't deliberately chosen a large American city. In the USA the car sharing market has the highest growth rates in the world. For this reason we see very good chances of success for car2go there, especially because car2go offers many advantages over the known car sharing offers.” For instance, car2go is distinguished by free availability of the vehicles in the city area without obligation to use certain parking spaces, on-the-spot rental for as long as one likes, as well as a simple and clear price structure. The capital of Texas with

its 750,000 residents is considerably bigger than Ulm and is distinguished by its open-mindedness and its very committed citizens. “Our city is known for its strong sense of environmental responsibility,” says mayor Will Wynn. “car2go fits this wonderfully because this way we can offer the residents of Austin an intelligent mobility concept with a high positive environmental factor.” As in the first phase of the German pilot project, car2go began in Austin with a defined group of users, for example city employees. In the second step car2go was made accessible to the public in Austin.

19 Cent per Minute

And this is how it works: whenever a car is needed, it can be rented spontaneously right in the street, or it can be pre-booked via mobile phone or internet. The car then can be used as long as one likes, and can be returned to any unoccupied public parking space within the area of operation. The cost structure is clear and the use is simple: the 19 euro cents charged per minute covers taxes, insurance, mileage and even fuel. There are low rates for rental by the hour or day: 9.90 euros per hour or 49 euros per day. Sole condition for use is one-time free registration as a customer and a valid driver's license, to which a small seal is affixed. Once a person registers, he or she can access any car2go by means of a card reader placed behind the windshield.

“car2go is an intelligent and creative solution that provides a simple, flexible and value-for-money approach to mobility with environmentally-friendly vehicles.”

Dr. Dieter Zetsche, CEO of Daimler AG and Head of Mercedes-Benz Cars

01

Simple payment system: charges are not based on distance, but on time

 Daimler AG



01

02

After launching the programme in Austin, Daimler is rolling out car2go in further US-cities

 Daimler AG



02

In the first pilot phase, some 500 employees of the Daimler Research Center in Ulm, plus 200 family members, participated as test drivers. The aim was to test the technical systems and gather initial experience with acceptance, user behaviour, and effort for service in practical operation. Robert Henrich, responsible project manager at Daimler AG, sums it up: "The success of the first pilot phase surprised even us and shows how much importance is already attached to forward-looking mobility concepts today.

car2go in Detail

Registering for car2go, the customer's driving license is provided with an electronic chip that enables the driver to unlock the car. Customers have several possibilities for accessing a car2go. A spontaneous "passing" rental, for example—wherever a customer finds a free smart, they can hire it "on-the-spot". To do so, the customer simply holds their driving license up to a reading device behind the windscreen, gets in, enters their PIN number and drives off. Available vehicles can be located quickly and easily via the internet or a telephone service hotline. Alternatively, vehicles can be booked up to 24 hours in advance. In this case the location and directions to the vehicle reserved are sent to the customer in good time via a text message. The rental period can last for as long as desired. The vehicle remains reserved for the customer during any stops made—when shopping, for example. When customers wish to return the car2go, they simply leave the vehicle in a parking space within the city limits. All "non-managed" parking spaces within the city limits can be used, for example the car can be parked at the side of the road or within marked parking spaces. In addition, specially marked car2go parking spaces are provided at railway stations or airports.

High Quality and Reliable Service

A service team cleans the vehicles on a regular basis and handles all technical maintenance work. This guarantees that every customer receives a clean, tidy and undamaged

vehicle for every trip. The service team is also responsible for refilling the fuel tank, or customers can do this themselves using a pre-paid fuel card found in the glove compartment of the car2go in return for free minutes credited against their next trip. Customers can use the integrated navigation system via a special car2go monitor and they can establish a telephone connection to the service center should they have any questions about the vehicle.

The Origin of the Concept

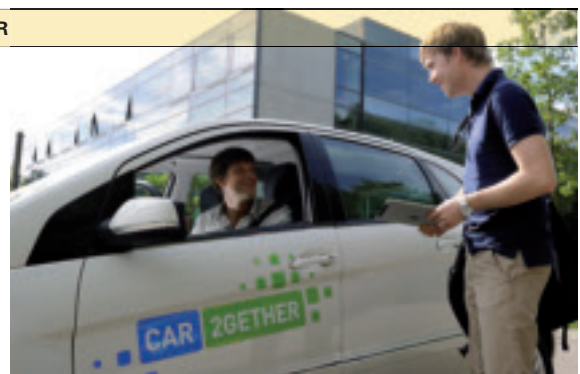
When the first smart was produced in 1997, the new two-seater micro-car also carried with it a vision of mobility in the 21st cen-

tury; tailored to address traffic problems in large urban areas. A host of mobility services, such as special rates for occasional rental of a larger vehicle, cheaper car wash rates, special parking arrangements in large cities and combined usage of car, rail and local public transport all positioned the smart as "not just another car".

The original idea of the smart mobility concept was taken on by Daimler's Business Innovation division. In view of increasing crude oil prices, higher traffic volumes in urban areas and the growing need for individual mobility, Business Innovation devised car2go as a tailor-made response to the issues raised by today's urban mobility. ✧

THE CARSHARING CAR2GETHER

After car2go Daimler AG has now developed a further innovative concept for urban mobility: car2gether starts with a first pilot project in Ulm, that also provides an answer to the question of how flexible and independent mobility can be achieved without car ownership. car2gether is a web-based ride sharing community arranging incoming offers and requests for lifts. Rides can be arranged via smartphones on the way or from a PC at home. Daimler is the



first car company to try this form of mobility in a pilot project that tests intelligent

and contemporary use of a ride sharing system especially for urban areas.



The Electromobile City

The Fraunhofer Institute for Industrial Engineering (IAO) has a clear vision about future of mobility and urban spaces

City Cars

The greatest advantage of electromobility, namely the absence of local emission, is accompanied by a crucial disadvantage: small cruising ranges. Therefore, the urban region becomes the ideal case study for electromobility.

TEXT: Karola Rath,
Florian Rothfuss

Accordingly, cities have the chance to serve as true incubators for electromobility. Although in 2020 conventional combustion engine vehicles will still reach highest sales volume, other driving concepts like Hybrid, Plug-In Hybrid, Range Extended (REEV), Battery (BEV) and Fuel Cell will gain more and more market share in Europe, Asia and the USA over the next years. But it is still unclear, how the different drive concepts will emerge and penetrate the market in the next years. A multitude of factors influence the attractiveness, and thereby, the diffusion of different electric vehicle concepts, like

the development of the oil price, possible technological breakthrough in battery technology as well as governmental restrictions concerning the CO₂-emission. The greatest advantage of electromobility — being locally emission free — is still accompanied by the crucial disadvantage of small cruising ranges. Experts therefore agree: the electromobility of the near future will be a city car. So far the research concerning electromobility mainly focused on the vehicle related technology development. But beside the automotive industry also cities and municipalities, urban planners, housing societies and

ROADMAP CITY CARS							
Hybrid vehicle Power-Split/Parallel	Honda Insight	Mercedes Benz S400 Hybrid	Lexus RX450h Hybrid	Mercedes Benz E-Class Hybrid			
Plug-in Hybrid Electric Vehicle	BYD f3dm		Fisker Karma	Toyota Prius Plug-In	Mercedes Benz S500 Plug-In		
REEV Range Extended EV			Chevy Volt	Opel Ampera			
BEV Battery Electric Vehicle	Tesla Roadster	BYD e6	Mitsubishi i MiEV	Nissa Leaf	Smart ED	VW e-UP	BMW Megacity Vehicle
FC Full-Cell Vehicle	Honda FC X Clarity small series	Mercedes Benz F-Cell B-Class small series				Mercedes Benz F-Cell B-Class	
	Today	2010	2011	2012	2013	2014	2015

Especially urban regions will play a central role concerning the reasonable use of electric cars and the broad distribution of electric vehicles concepts.

Fraunhofer IAO

architects as well as energy providers and the public transportation system are confronted with the enormous change towards electromobility. In fact, on the one hand electric driving concepts make demands on urban planning, and on the other hand, they offer a multiplicity of new possibilities with regards to urban planning, which comprise infrastructure, processes, organisation and planning of a city. But how can urban planning be adjusted to encourage electromobility, so that cities do profit from emission-free mobility? The Fraunhofer-Institute for Industrial Engineering (IAO) currently works on this question in the frame of publicly funded research projects and in direct cooperation with industry and municipal partners.

People and Mobility

According to the Federal Environment Agency, the critical limit of respirable dust is exceeded at the Neckartor in Stuttgart on one day out of ten annually. Furthermore, 65 percent of the inhabitants of Stuttgart complain about the noise impact caused by traffic. Despite of all efforts to expand the public light rail system and to enhance citizens' enthusiasm to walk or go by bike, the majority of around 40 percent of all distances — concerning the traffic study "Mobility in Germany" — is covered by individual motor car traffic. This percentage remained approximately the same over the last decades. Electromobile vehicle concepts now offer a great chance for cities. No matter whether pedelecs, scooters, automobiles, transporters or busses — apart from long distance load traffic, battery electric drives are nowadays tested in almost every type of vehicle. Of course, also the power for the drive capacity has to be generated. As long

as there is no shift towards renewable energies, electromobility will not be a CO₂ neutral mobility. But for the quality of life in cities it is much more important that electromobility is already locally emission free. A city that is seriously concerned about the health and quality of life of its inhabitants inevitably has to engage in electromobility.

Electromobility and Cities

According to a 2009 survey, already 20 percent of all cities in Germany initiated activities in the field of electromobility and 50 percent of the cities with more than 100,000 inhabitants active in that field. These figures are quite astonishing with regards to the fact that fully electrically driven vehicles are not available in large scale production up until now.

An important issue for electromobility in cities is the planning, development and construction of a charging infrastructure. How charging stations can be integrated into the cityscape and how they can be adapted to the customer's needs in an optimal way is one question addressed to the research landscape. A LED based street light integrating a charging point is one solution currently developed by the Fraunhofer IAO together with the industry partner Langmatz GmbH. Another high influence on the diffusion of electromobility has the integration of electric vehicles into municipal or taxi fleets. Municipal vehicles, with their, in most cases, clearly defined application profiles and daily routes of less than 100 km are ideal for the performance profile of electromobile vehicles, and moreover, offer a great opportunity for citizens to experience electromobility in daily life. Apart from cities and local authorities, car manufacturers engage in initiatives con-



The challenge cities are facing today is the lack of experience for expertise electric vehicle concepts. Cities should serve as incubators of electromobility but lack the experience with electric cars as well as its potentials and limitations.

Fraunhofer IAO

EFFECTS CITY CARS

The Good

- › Reduction of respirable dust
- › Clean city centers
- › Noise reduction
- › Local absence of CO₂

The Bad

- › Small cruising range
- › High purchasing costs
- › Long charging time
- › Missing standards

The Result

Environment profits more than driver

› cerning urban electromobility as well. For instance, BMW is building a “Megacity Vehicle”, adapted to the needs of urban inhabitants. Moreover, Audi just donated an architecture prize concerning concepts that connect mobility and city development. For this purpose, Audi invited different architecture offices to take part at the so called “Audi Urban Future Award” and to develop concepts for the urban space and mobility of the future. In addition, Daimler introduced the “car2go” concept in Ulm (Germany) and Austin (Texas, USA), an innovative car-sharing concept, which allows spontaneous use of cars that are spread over the whole city area. Users can find non-occupied vehicles via the internet, mobile phone or directly in the streets and just pay for the distance covered. While in Austin around 1,400 customers use this innovative car-sharing system, in Ulm car2go already has 17,400 customers and more than 98 percent of the inhabitants of Ulm know car2go.

Cities as Incubators for Electromobility

A diffusion of technology is to be expected in the urban texture as a result of the performance profile of electric cars. Also, it has to be identified why the “Early Adopters”, that is to say, the first-time buyers living in cities, were keen to use these cars.

On top of that a great awareness and visibility of new technologies can be achieved in cities with a high density of population, thereby influencing the acceptance of new technologies. Moreover, the high density of population is also a requirement for the functioning of alternative operator models, such as car-sharing concepts. These sharing-concepts provide an interesting application field for electromobility — whether electromobility are integrated in the car pool or owners of electromobility are able to rent conventional cars for long distance drives. Furthermore, a city offers concerted local promotion possibilities for electric vehicles, such as the creation of parking spaces free of charge or the permission of driving on bus lanes in the city centre.

Provided a certain market penetration cities will profit from electromobility especially. In particular congested urban areas where the trade-off between the urgent mobility need of people and goods as well as the negative impact of traffic (e.g. noise emission, pollution burden, resource and space requirements) becomes exceedingly apparent, electromobility offer great advantages.

Comparing the advantages of electric vehicles, namely the reduction of respirable dust, clean city centres, the noise reduction and the local absence of CO₂, with the disadvantages of electromobility, like the small cruising range, high purchasing costs, long charging times and missing standards, it becomes clear that the environment profits more than the driver itself.

Therefore, urban concepts as well as business models are needed that become effective even after the current period of government aid. Cities as subsequent great profiteers should consequently be ready to serve as true incubators for electromobility with the means available to them.

“Electromobile City”

The challenge cities are facing today is the lack of experience and expertise for electric vehicle concepts. Cities should serve as incubators of electromobility but lack the experience with electric cars as well as its potentials and limitations. For instance, insufficient placement of infrastructure as well as misleading or wrong investments can lead to a loss of image and customer dissatisfaction. Also, the limited availability of electric vehicles as well as the existing uncertainty with regards to the question of which technology alternative will penetrate the market is a challenge cities have to meet.

Therefore the Fraunhofer IAO together with Protoscar SA is going to initialize the innovation network “Electromobile City”, providing a profound knowledge basis for everyone involved in the change towards electromobility vehicle concepts and urban planning. This network addresses cities and municipalities, architects, urban as well as traffic planners, energy providers, public utility companies, providers of local light traffic systems, building societies, car sharing providers and companies of the automobile industry.

Open Network

The Fraunhofer IAO and Protoscar, offering both a broad experience in the field of electromobility and demonstration projects such as the Mendrisio “VEL-1” project, provide information in the field of infrastructure, education, equipment acquisition, business models as well as legislation concerning electric mobility to the members of the network. Interested companies are invited to join the network. ☼

www.electromobile-city.com

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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. ☀

For further information

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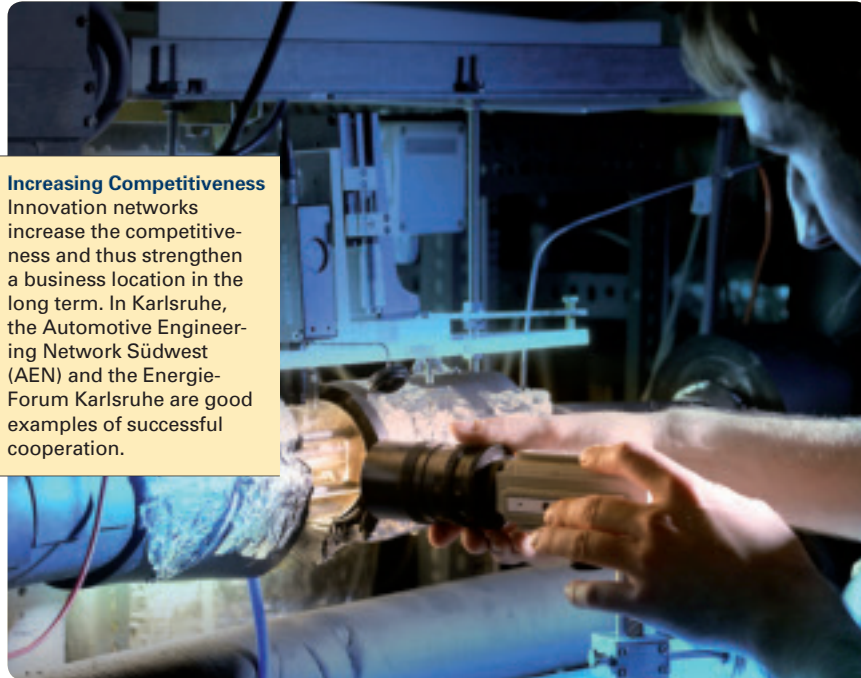
www.kinderbetreuung-neckaralb.de

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Tübingen
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Region Neckar Alb

Your future is our business.



Increasing Competitiveness
Innovation networks increase the competitiveness and thus strengthen a business location in the long term. In Karlsruhe, the Automotive Engineering Network Südwest (AEN) and the EnergieForum Karlsruhe are good examples of successful cooperation.

Knowledge Transfer

Karlsruhe has excellent innovation networks consisting of universities, research institutions, and companies.

The free transfer of goods and services in globalised market economies as well as the fact that markets tend to be saturated pose increasing challenges for the local industry as well. The companies intend to combat markedly higher competitive pressure with their own innovation power. But innovations do not simply grow on trees. Successful innovations depend on the proper balance of use of human, resource and financial capital, but even more on knowledge. According to studies about 60 percent of the total economic growth is built on invest-

ments in research and development. Innovation networks consisting of universities, research institutions, and companies, such as the Automotive Engineering Network Südwest, which has been initiated by the Economic Development Agency Karlsruhe, or the EnergieForum Karlsruhe, contribute very significantly to increasing the competitiveness of the local economy.

For two years, the Automotive Engineering Network Südwest has had in Dr. Klaus Neb a chairman who as the former Managing Director of Michelin Deutschland has

Economy and research—as shown here at the Karlsruhe Institute of Technology—work closely together in Karlsruhe: an important location factor for the economic area.

considerable experience in the automotive sector. But there is also another reason why 2008 was an important year for the AEN: the network performed so well in the state-wide competition to strengthen regional clusters that it now receives EU funding. The AEN is open to all companies which operate in the automotive industry, but are not yet members of the network. Among these are the classic suppliers, but also out-fitters as well as mechanical engineering and engineering services companies. The AEN offers direct contacts among members and initiates specific projects. The focus of innovation in the next few years will be in resource conservation, with the key topics being light-weight construction, more efficient drives, and alternative drive concepts, among others. Additionally, connections between companies and research institutions will be consolidated and members will be supported in the hiring of qualified manpower. The AEN is also represented at events such as the commercial vehicle trade fair NUFAM or the Mechatronic Karlsruhe.

Expert Forum Counsels Company Leaders

Four years after being founded by the Economic Development Agency Karlsruhe, the EnergieForum Karlsruhe—an association made up of 30 research and development institutions and 60 commercial enterprises from the energy sector—today represents the know-how and experience of far more than 220 experts from a wide range of specialist disciplines. Conceived as a network for technology transfer from universities and research institutions into companies, the forum now operates as a competent consultant for all issues related to active and passive energy generation and energy utilisation.

Correspondingly, the interest of the members to intensify their collaboration and broaden the perspective of their own enterprises is very high. Therefore the Economic Development Agency Karlsruhe has kicked off the “Hot Spot Tour Energy” project. The project offers periodical excursions to

successfully realised projects in and around Karlsruhe. Here interested persons can get information on technology and profitability as well as on practical experience. The first Hot Spot Tour "Solar Energy" led the participants to the solar roof of the Stadwerke Karlsruhe and the new administrative building of the Volksbank Karlsruhe, which is outstanding from an architectural as well as energetic point of view. But non-members can also find out more about the activities of Karlsruhe-based companies in terms of using renewable energies and increasing energy efficiency. For example, the EnergieForum's homepage on the web shows and describes the energy hot spots in Karlsruhe on a virtual map. Within the network, companies have joined forces to form an expert roundtable focusing on energy, which reconstitutes itself depending on the kind of queries by investors, project developers, and house builders. In the proc-

ess the energy experts advise and support the planning of new commercial buildings, expansions, and overall refurbishments. The advantage: interested parties are being advised comprehensively and receive all services from a single source.

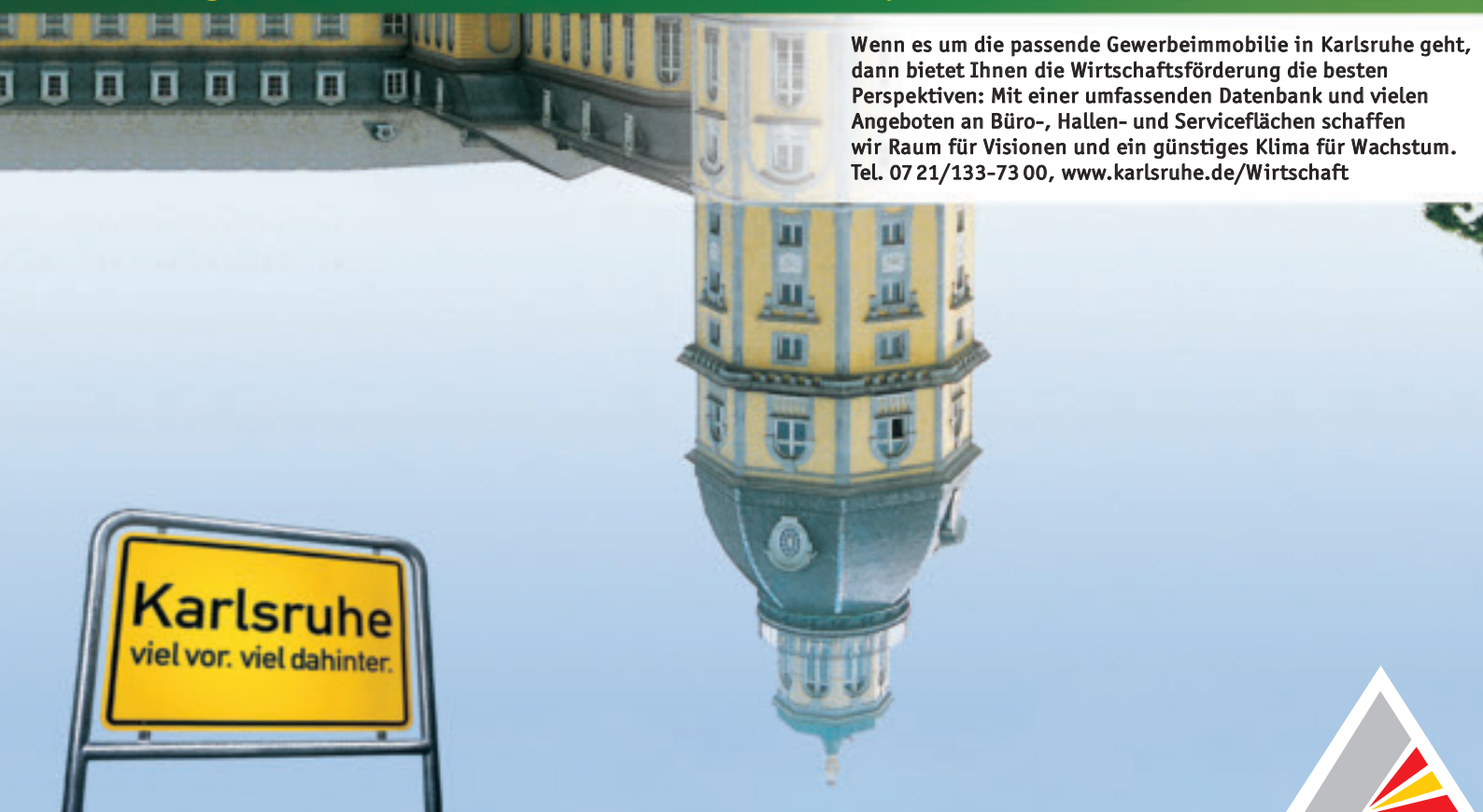
Providing Energy Consulting Services

These are mainly entrepreneurs who intend to invest in new locations or production facilities, or plan extensive restorations of existing buildings or plants, and are looking for systemic turnkey solutions. In order to serve this demand the EnergieForum Karlsruhe, with its energy expert roundtable based on occasion and customer, has established itself as a provider of energy turnkey solutions. The consulting services, which are provided free of charge, are arranged using a cross-system and comprehensive approach according to the desires and plans of

the entrepreneur. In other words, the expert roundtable may consist of experts in project and energy management, in photovoltaics and solar energy, thermal energy, wind and hydro power, or biomass as well as of architects and planners. Furthermore local banks as the financing institutions are included from the very beginning. If needed, even the University of Arts and Design can be involved in the planning process — either to harmoniously integrate the energy technology in the building structure or to consciously highlight the antithesis of conventional forms. The panel of energy experts is currently supervising a planned new building designed to be supplied with environmentally friendly energy with an investment volume of about two million euro. ☼

For further information
www.ae-network.de
www.energieforum-karlsruhe.de

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Backbone of the Economy

"Thanks to the high demand from abroad for industrial goods, the economy has recovered much more quickly than expected, and in 2010 it is once again back at a similar level to that achieved before the financial crisis", claims Baden-Württemberg's Minister of Economic Affairs, Ernst Pfister. The State Government has stated publicly that "the export of goods is the most important growth engine for Baden-Württemberg's economic performance."

TEXT: Hans Gäng

The Old New Growth Engine

The state's export business has once again reached the level it was at before the financial crisis. The bw-i helps to position businesses in international markets

Export is the backbone of the German economy in general. Indeed, the big improvement in exports has boosted the economy in the second quarter of 2010 far more than expected.

This success is also mirrored at state level. According to Baden-Württemberg's Statistical Office, goods to the value of 72.9 billion euros were exported from the state in the first half of 2010. This is a good one-fifth (22 percent) more than the export figures achieved in the months for January to June 2009.

Crisis Overcome

"Our export business is going really well", was Pfister's conclusion. The state's business in international markets is apparently returning to those levels seen before the financial crisis, when nominal export volumes between 2000 and 2008 increased by 76 percent to 149 billion euros. According to Pfister: "We should see recognizable growth in exports in the coming months too, as evidenced by our industries' full order books".

Europe remains the most important customer for Baden-Württemberg's goods, taking over 60 percent of the state's exports. The emerging markets in Brazil, Russia, India and China (BRIC) are, however, becoming more and more important. China has become one of the most important importers: at 8.2 percent of exports in the first half of 2010, the Middle Kingdom has become the fourth biggest international

customer for Baden-Württemberg's goods; in 2009 it was only the eighth biggest trading partner.

State Supports Exports

In order to ensure sustained business in export markets and to open up new markets, the Ministry of Economic Affairs, in conjunction with Baden-Württemberg International (bw-i), will once again be active both at home and abroad. Dr Michael Hagenmeyer, Chairman of the Board of bw-i, sees the focus of bw-i's programme for 2011 as being "to promote the economic and scientific potential of the region in the world's growing markets".

The 2011 programme to develop business in international markets will range from participation in trade fairs, cooperation forums, company presentations and the newly-developed Baden-Württemberg Forums through to fact-finding trips. The programme will also offer support for small and medium-sized businesses, advice and information services as well as financial support for group participation at international trade fairs.

The main focus for the region will be the BRIC and ASEAN countries, as well as markets in the Arab region. Added to this will be collective business stands at the big international trade fairs in Germany, as well as special presentations abroad.

Minister of Economic Affairs Pfister underlines the fact that "members of bw-i have collectively put together a very prom-



For further information

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www.bw-global.de
Phone: +49 711 22787 -0



The state's business in international markets is apparently returning to those levels seen before the financial crisis, when nominal export volumes between 2000 and 2008 increased by 76 percent to 149 billion euros.

Dachser

ising programme". The Baden-Württemberg Forums have been developed as a new type of event and have already been tried out this year in Saudi Arabia and China. In November they will be held in Malaysia and Singapore, under the leadership of Prime Minister Stefan Mappus. The bw-i members involved in putting together the programme include the Baden-Württemberg Chamber of Industry and Commerce, the Industry Association LVI and the Baden-Württemberg Handwerkstag (trade association) as well as large economic organisations and the regional technology

and innovations networks, such as BIO-PRO Baden-Württemberg GmbH, and the media and film company MFG — Medien- und Filmgesellschaft Baden-Württemberg.

"With the trade fair and congress event GlobalConnect, we want to give small and medium-sized businesses in particular the opportunity to prepare themselves for entry into international emerging markets" said Pfister. GlobalConnect, which has become the leading trade fair in Germany for export business, will focus this year on the attractive markets of the BRIC countries, the Arab region and southern Europe.

GlobalConnect, with its associated foreign trade congress, will take place on 26 and 27 October 2010 at the Stuttgart Trade Fair Centre.

Green Technology "Made in Baden-Württemberg"

"Future markets will be green. That's why LVI, the Baden-Württemberg Industry Association, started to focus more intensively on environmental technology over ten years ago" explains Wolfgang Wolf, Managing Director of LVI. There is a huge growth in market potential for Baden-Württem- >

Target Markets in 2011

bw-i Supports International Activities



Fotolia

Europe

bw-i will offer four events in Western Europe in 2011. This will include participation in the composite materials trade fair in France and an aeronautical and aerospace event in Italy. It will also offer events for digital media and solar energy in Spain.

The main countries of interest for the bw-i programme in CEE, in terms of their economic development, are Bulgaria, Romania, Croatia, the Czech Republic and Slovakia. The main areas of focus in Central and Eastern Europe are environmental technology and renewable energies as well as mechanical engineering and plant engineering and construction.

China

To help with the development of the huge and ever-faster growing markets in Asia, bw-i offers inter-industry contact and cooperation forums in China.

India

Mechanical engineering and the automobile industry are amongst the most promising industries in India and will therefore be a focus of Baden-Württemberg Forums in Chennai and Pune in February 2011.

The Near and Middle East, Western Asia

bw-i is helping Baden-Württemberg businesses to enter markets in the Middle East with events in Saudi Arabia and the United Arab Emirates.

Russia and Central Asia

The pressing need for modernisation and diversification of the local economies and the huge reserves of natural resources in this region guarantee that in the future opportunities to market goods that are "made in Germany" will continue to grow.

North America

The main focus in 2011 will be alternative drive systems for the automobile industry and, in this connection, also renewable energy solutions and IT.

South / Central America

There will be many opportunities for German businesses, especially in Brazil, in the areas of stadium and sports facility construction, the safety and modernisation of municipal infrastructure and public transport.

berg's businesses as they offer a wide range of innovative and high-quality energy and resource-saving technologies, products and services. Together with representatives from industry, LVI founded Plattform Umwelttechnik (PU), an environmental technology platform. Businesses profit through an exchange of information and experience, joint marketing activities as well as assistance in entering new markets. In the medium-term, the platform is to be expanded into a region-wide "environmental technology network".

"There have been huge developments in environmental technology in recent years. Turnover has grown to nearly 6.3 billion Euros. During this time, more than 20 percent of German environmental products and services have come from Baden-Württemberg", says businessman and PU Chairman Michael Auer. This Friesenheim businessman's own environmental technology firm is itself active in Brazil.

Clusters and Networks Going International

The Ministry of Economic Affairs has also developed a programme to internationalize the region's cluster initiatives and regional networks. The programme is aimed at regional cluster initiatives, which are listed in the Cluster Atlas produced by the Ministry of Economic Affairs, and at innovation and technology networks that operate region-wide and which are not state bodies.

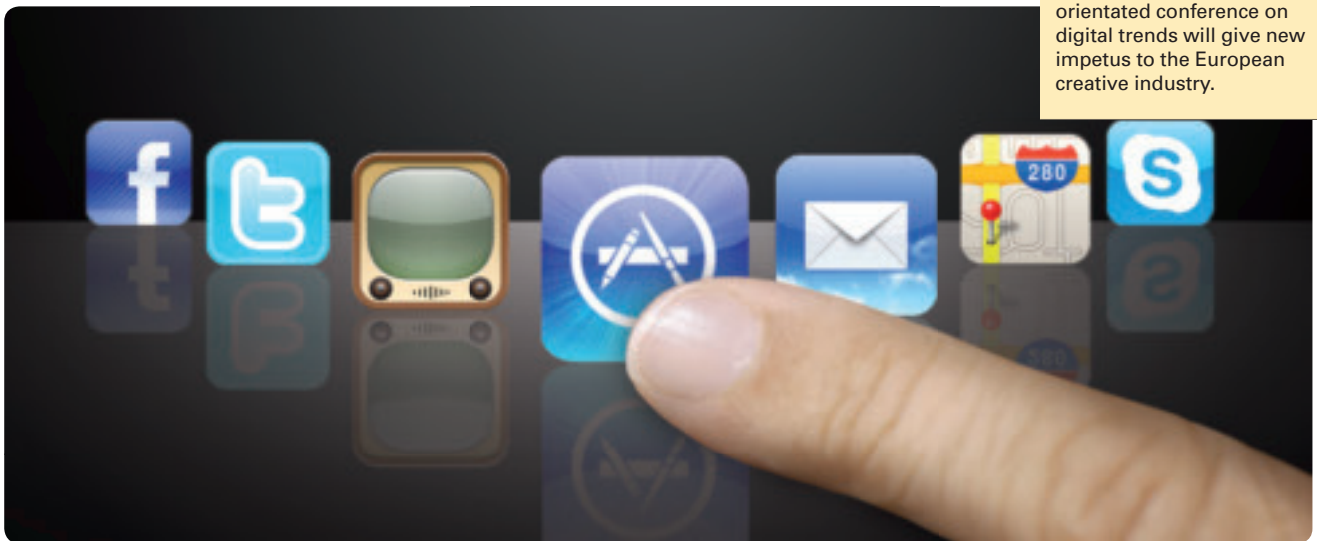
"With internationalization vouchers, it is possible to take part in support initiatives offered by Baden-Württemberg International in the area of foreign trade at a discount price", explains Minister of Economic Affairs Pfister. Cluster managers can, for example, take part in market survey trips and cooperation forums abroad at a reduced price. In addition, region-wide networks and regional cluster initiatives can apply for support in developing an international positioning strategy, in undertaking cluster-expert trips to countries identified specifically for individual clusters or networks or in organising presentation events both at home and abroad. ☼

Finger on the Pulse

Taking a look at tomorrow's visualisation technologies and interaction capabilities

Conference on Creative Industries

Create10 is a follow-up to the Creativity World Forum 2009 in Stuttgart, which set new standards for cross-border exchange for the European creative industry. In duet with the German Multimedia congress (DMMK), this future-orientated conference on digital trends will give new impetus to the European creative industry.



Business Baden-Württemberg

How will mobile internet applications change our professional and private lives? How will users and producers create shared values in the future? And what do we have to do to set the course to create efficient clusters which have an edge on international competitors? At the conference Create10 researchers, analysts and cluster initiatives try to identify the most important future trends for the creative industry and solutions. The conference which is a follow-up to the Creativity World Forum 2009 in Stuttgart will be divided into different sections.

New Business Horizons

At the CReATE forum, conference participants together with researchers, analysts and cluster initiatives from over 10 countries will take a look at tomorrow's visualisation technologies and interaction capabilities. Completely new horizons for business success are also opened up in the interactive workshops on trend issues in the creative

industry. These temporary Create10 think-tanks allow researchers and businesses to experience the forces that the creative interaction between various disciplines and lines of business release when it comes to the development and use of futuristic digital interdisciplinary technologies.

Digital Turbo for Technology Sectors

How companies from different user sectors today are already using digital technologies as an engine for their corporate and brand communication is shown by concrete examples in the user forum. Here the marketing, internet and sales leaders from industry and medium-sized businesses can learn how to raise communication with their clients to a new level. Successful projects that have been implemented comprehensively show how producers involve their customers in design and development processes, how intelligent IT solutions lead to efficiency gains in marketing processes, and how export-oriented companies can successfully market their

products with B2B solutions from Baden-Wuerttemberg. Create10 presents itself in an attractive duet with this year's DMMK Digitale Wirtschaft, the leading conference of the digital economy in Germany.

Acting in Concert

The joint platform for both summits is the Kreativzentrum Römerkastell in Stuttgart. Thus, this extraordinarily powerful double event brings together not only the top creative minds from Germany and Europe, but also expresses an obvious trend: creative sectors and digital economy are closing ranks—for the benefit of both. Cross-border exchange of experience, networking and inspiration—that is the joint mission of Create10 and DMMK. ✨

Create10

10 - 11 November 2010, Stuttgart
www.create20.de

Bosch: 100 years in Turkey

In September 2010, the Bosch Group has celebrated its centennial in Turkey as one hundred years ago the company opened its first office. Since Bosch opened its first manufacturing site in Turkey in 1973, the company has invested 1.4 billion euros there, including one billion over the past decade alone. An additional investment of almost 500 million euros is planned by the end of 2013 and will be used to expand production and development, in particular for diesel- and gasoline-injection technology. Bosch Group sales in the Turkish market amounted to over 630 million euros in 2009. In 2010, sales are expected to grow by nearly 20 percent to 750 million euros. If all exports are included, the sales of the Bosch companies in Turkey will come to 1.6 billion euros in 2010, a year-on-year rise of nearly 20 percent.

www.bosch.com

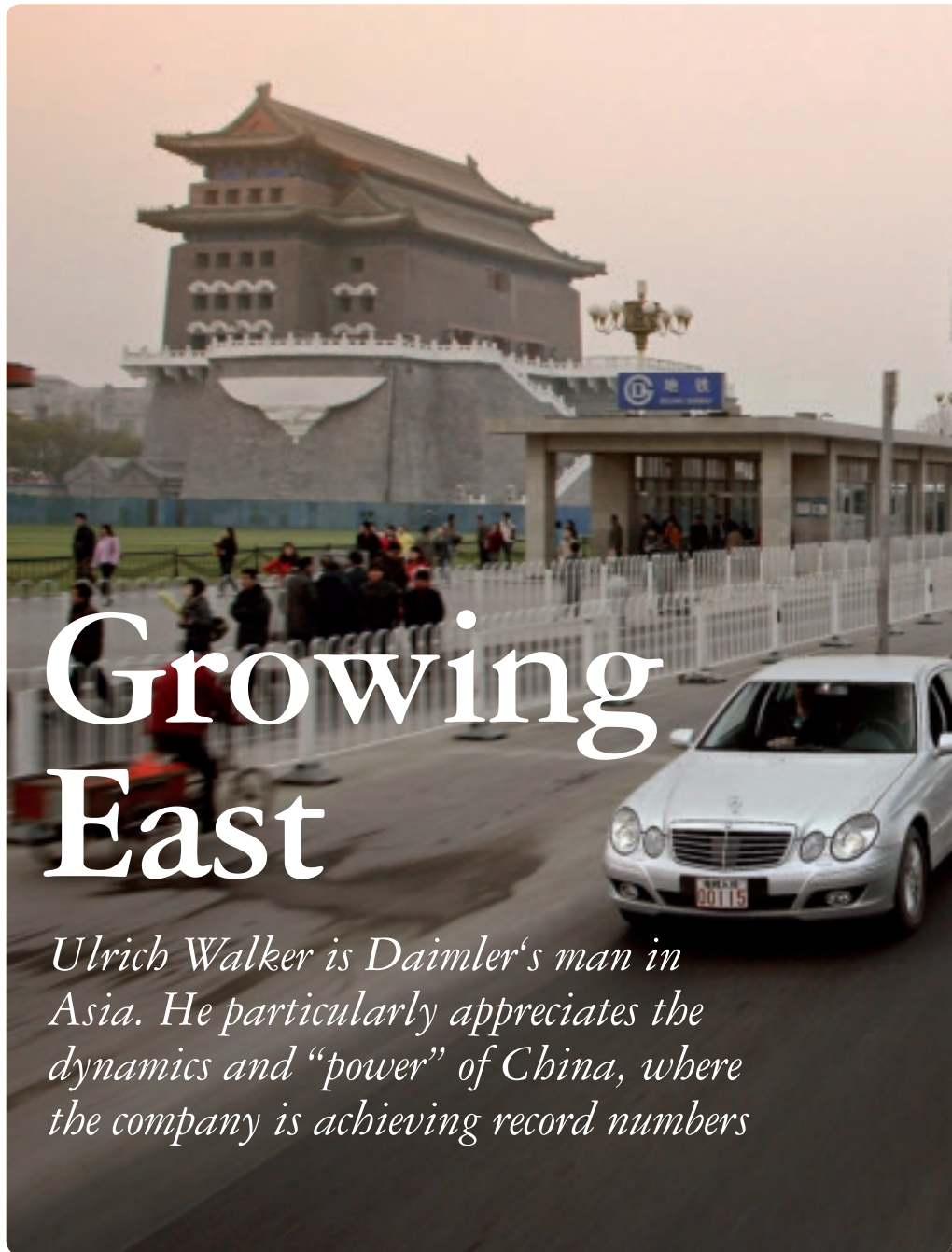


 Bosch

Mahle Takes over Shares in Behr

The automotive suppliers Mahle and Behr have agreed that Mahle will take over shares in Behr in several stages. Prof. Dr. Heinz Junker, Chairman of the Management Board of the Mahle Group, explains: "Mahle's participation in Behr opens up significant additional potential for the future of both companies." Examples include complete exhaust gas recirculation modules and intake systems with integrated charge air coolers. In addition, the subject of efficient thermal management, including heating and cooling, is particularly significant for new generations of vehicles, as fuel consumption and CO₂ emissions are further reduced. This can also be seen in conjunction with the increasing significance of alternative drive systems, from hybrids to vehicles with purely electric or fuel cell drive

www.mahle.com



Growing East

Ulrich Walker is Daimler's man in Asia. He particularly appreciates the dynamics and "power" of China, where the company is achieving record numbers

Mr. Walker, the automobile market in China is growing and growing, but Mercedes is growing faster. Is this all down to a longer E-Class?

Ulrich Walker: No, it is not all due to a longer E-Class, but rather the result of a number of measures. In the last three years we have massively expanded our product portfolio; we have further increased our local production of C-Class and E-Class models with the help of joint ventures and supported our product and market campaign with considerable marketing activities. Although we only started our local production in China in 2005 in contrast to our competitors, we have made good progress in closing the gap in the last few years. Our Chinese customers can choose

from more than 50 models, which we offer in the region. This model diversity as well as our sales, marketing, and communications efforts have contributed to Mercedes-Benz recording the strongest growth of all premium brands in China in the last three years with a 280 percent increase.

Who are your customers in China then?

In China our customers are almost exclusively a wide range of private individuals: There are urban singles who buy a Mercedes with their first salary, young families, and successful managers and entrepreneurs who want to allow themselves an E-Class, S-Class or even a Maybach. Our portfolio is broad enough to make every target group an appropriate offer. In comparison with

Daimler's Man in China

Ulrich Walker is responsible for a large area in the Eastern hemisphere of the Daimler world: China, Taiwan, Hong Kong, and Korea. Since April this year, he has also been the Chairman of the German-Chinese Chamber of Commerce in Beijing. The local companies know and appreciate him as active chairman of the Committee on External Economic Relations of the IHK Region Stuttgart, to which he has been contributing his experience as a passionate 'Global Player' since 2005.

INTERVIEW: *Esad Fazlic*

 Daimler AG

the past, when Mercedes-Benz was almost always associated with the S-Class, there has been a considerable change in customer experience.

What kind of sales network is required in China to facilitate this kind of growth?

There were about 25 - 30 new Mercedes dealers on average in the last few years. By the end of this year we will have more than 160 dealers in all of China. Our goal is for the dealer network to continue to grow strongly in the coming years. This massive expansion will be very important to achieve our planned sales volume in China. After all we want to sell more than 300,000 cars annually in China beginning in 2015.

How do you bring dealers and service in China up to the global Mercedes level?

First of all Mercedes-Benz has dealer standards which are valid worldwide and therefore also serve as the guideline for our Chinese dealers. Not least, the necessary investment will have to be made. What really sets Mercedes-Benz apart is the qualification and quality orientation of our employees—our trained sales and service staff. Today we have a global training and qualification programme which literally every employee has to complete. We also have external institutes check whether the standards are complied with and are really experienced by the customer.

What does this mean in terms of human resource capacities which need to be developed?

The central sales organisation in China—without the dealer's organisation—is around 800 people strong at Mercedes Cars. The dealers themselves employ about another 10,000 people. We do not qualify for the short term, but strategically for the long term. Only a strong, qualified and motivated dealer's organisation will put us in a position to achieve the goals we've set for ourselves in the upcoming years. We also check our strategic alignment constantly by asking questions such as: how many dealers do we need? Where are the best locations? Which new partners do we want to >

01

Ulrich Walker at the Mercedes-Benz cars premiere night at the eve of the Beijing Auto Show 2010

 Daimler AG



01

02

In July, Daimler and Foton Motor have signed a joint venture contract for truck production in China

 Daimler AG



02

“We want to sell more than 300,000 cars annually in China beginning in 2015.”

Ulrich Walker,
President Daimler
Northeast Asia

employees there impart the Mercedes quality philosophy to their Chinese counterparts, who in turn pass it on to their colleagues in their respective locations.

What part does a globally oriented qualification concept play in that respect?

It is an advantage that global education and training has been of great importance at Daimler in the past decades already. The transfer of knowledge and experience has always played a central role—such as for the building of automobile plants in Bremen, and later in Tuscaloosa, U.S.A., or in Juiz de Fora in Brazil. How to transfer this knowledge to achieve Mercedes standards in China as well is one of our many assets in the company and something we are all proud of. In our car joint venture BBAC in Beijing, for example, we have initiated a dual vocational training for future employees. The whole thing is headed and organised by a qualified and determined Mercedes-Benz shop foreman who trains the junior employees with all his long-standing experience and enthusiasm.

And what role do the suppliers play in that respect?

Our company follows two general rules. For one: “Follow the sources,” in other words, go wherever the suppliers are, with whom we already work together. For another: “Open sources.” Within this process we look for new suppliers in China which can meet our demand for components and parts. Of course it will be quicker and easier to achieve the required quality level with the suppliers whom we already know and who took their knowledge, their experience, and their processes to China. For new suppliers we have developed comprehensive qualification programmes to introduce them as quickly as possible to the quality standards of Mercedes-Benz. In China we have had positive experiences with both approaches. ☼

› be our dealer? Another significant question is: How do we maintain and increase the loyalty of our employees? Already today we invest money and resources in the qualification of our employees, and of course we would like to keep hold of this investment and the know-how we develop instead of losing it. This requires not only an intensive education and training programme, but also attractive and competitive compensation.

For cooperations with Chinese manufacturers, corporate culture also plays a major role...

This is right and important. On the one hand, there is basically the encounter between German and Chinese cultures; on the other hand, it is also a clash between very different corporate cultures. Take BYD, for example: Since the end of May we have an agreement on a joint venture for the common development of an electric car. This joint venture brings together the oldest car manufacturer in the world, the inventor of the automobile, and one of the youngest car companies in existence: An automobile firm which has become large and successful mainly through the production of batteries. Different kinds of business experience from various industries, regions, and cultures are mingling here. The same is true for our future truck joint venture with Beiqi Foton.

Only a couple of weeks ago, the corresponding contract was signed in the presence of the German Chancellor and the Chinese Prime Minister. In all our joint ventures—be it the existing car joint venture BBAC in Beijing or our van joint venture FJDA in Fujian—two corporate, management, and country cultures are clashing. Our challenge was to develop our own specific kind of cooperation for our joint ventures, which allows us to benefit from these different cultures, the diverse knowledge, and the various experiences to produce optimal results. From my point of view, we have done a good job in this respect.

How does the quality awareness at Daimler fit in with the production targets in China?

Take, for example, the C-Class or the new E-Class, which we build here in China. These cars comply with exactly the same standards which we use in our plants in Bremen, Sindelfingen, and Rastatt. We conduct audits everywhere to ensure that our uniform quality processes valid worldwide are adhered to and quality targets are achieved. These processes and audits start with the suppliers who must meet the same requirements as those in Europe. Furthermore, colleagues from China are trained in Untertürkheim, Sindelfingen, Düsseldorf, or in the van plant in Vitoria in Spain. Our

Back on the Road to Success

The automotive supplier ZF is growing again in all regions and segments

Rising Sales

With its sales results rising between January and August by over 40 percent relative to the same period of the previous year, Friedrichshafen based auto supplier ZF has managed to get back on track in 2010.

TEXT: Hans Gäng

ZF expects a turnover of twelve billion euros for the full year, an increase of more than 25 percent over 2009. "We're growing in all segments and all regions," reported ZF CEO Hans-Georg Härter. "Kurzarbeit", Germany's state-subsidized short-time-work programme, has now almost entirely been phased out across the Group. Meanwhile, the number of ZF employees worldwide rose by 2,000 by the end of August. "The rapid economic recovery and an even faster-growing demand for our products have been a pleasant surprise for us," explains Härter.

Export Driven Growth

ZF is achieving high sales growth in all regions this year in comparison with 2009. The rise in Europe's car production has been mainly driven by exports, while the commercial vehicle segment is enjoying a significant boost in orders. In Russia, the joint enterprise ZF Kama Ltd. has recorded a strong increase in truck sales. "Especially in the commercial vehicles segment, which is still on a low level, we see good worldwide prospects ahead in 2011," predicted Härter.

Market growth in China's premium car segment has led to an increasing demand for automatic transmissions and power steering systems, yet there are also opportunities for ZF to gain new customers in other booming Chinese segments, such as construction machinery.

Cooperation with Foton

At the IAA Commercial Vehicles in Hannover, ZF Friedrichshafen AG and Beiqi Foton Motor Co. Ltd., headquartered in Beijing, decided to renew their agreement

on strategic cooperation in China. For two years now, the German supplier and the leading Chinese commercial vehicle manufacturer have been cooperating closely. ZF and Foton developed a transmission variant in unison which is specially adapted to the requirements and demands of the Chinese market.

In India meanwhile, the production of suspension technology components with joint enterprise partner Hero Motors has begun successfully. In Brazil, ZF is achieving high growth rates, particularly in the agricultural machinery and truck segments.

Gearboxes for Vestas

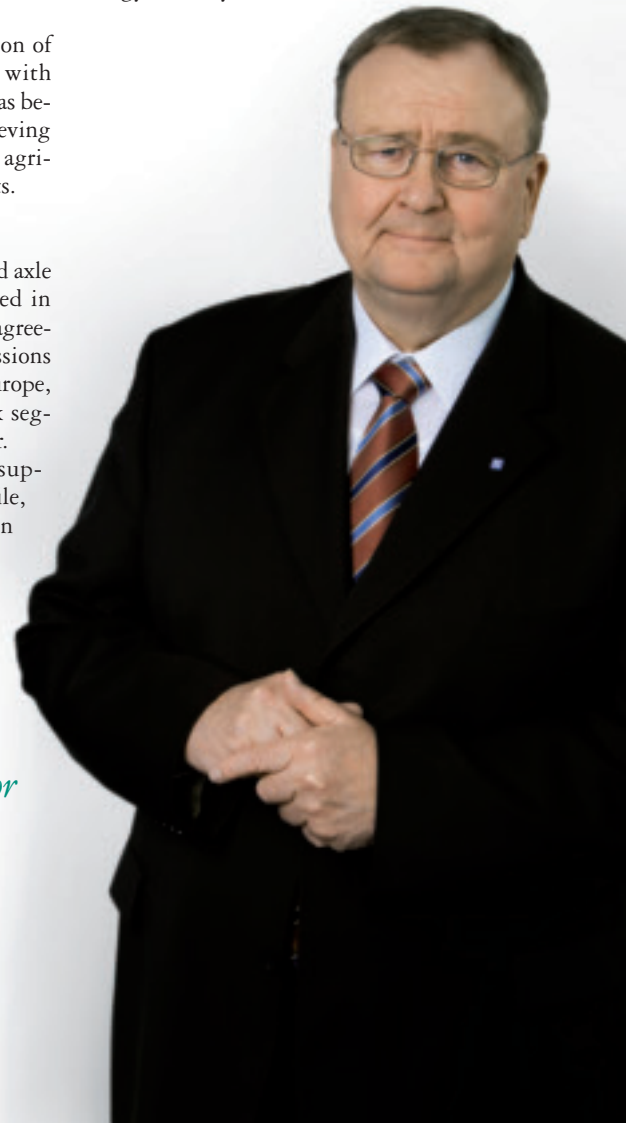
In the United States, a new ZF axle and axle drive production plant was completed in 2009, and a major supply and license agreement for 8-speed automatic transmissions was signed. ZF is also growing in Europe, where strong demand from the truck segment is driving ZF Group sales higher.

In addition to the automotive supplier's increasingly international profile, Härter underlined "the diversification of our core business" as a further ZF trend going forward. Currently in Gainesville, Georgia (USA), a plant

is being built that will produce wind power gearboxes for Vestas, the Danish-based world leader in wind turbines. Production is to begin in 2012. ZF ultimately aims to produce well over 1,000 of these large-scale gearboxes annually for the growing wind energy industry. ☼

"The rapid economic recovery and an even faster-growing demand for our products have been a pleasant surprise for us."

Hans-Georg Härter,
CEO of ZF



Fine Wines

Oberkirch's cooperative wine-growers association and the fruit distillery Fies are exclusive suppliers for the German Pavilion

Oberkirch's Wine Experts

Going strong at the Expo in Shanghai

The trip to China was a big success for Oberkirch's cooperative wine-growers association and the fruit distillery Fies. For the experts of wine and schnapps culture it is an ideal door opener to the Chinese market to be exclusive suppliers for the German Pavilion during the World-Expo.

"It is now important to take along the impulse of the Expo and to establish a strong distribution network" emphasizes Markus Ell, the managing director of Oberkirch's cooperative wine-growers association, after his trip to the World-Expo in Shanghai. "Being a supplier of the Expo is a good reference for us in China." There will already be another shipment of 10,000 bot-

tles of both companies to China next week. The company "Wine Discoveries" of Birgit Schmiederer-Reiser und René Reiser is an ideal sales partner.

They operate with a lot of experience on the Chinese market. Furthermore, Birgit Schmiederer-Reiser has her roots in the Rench valley which is certainly an advantage for the business relations. The contribution to the Expo provided the opportunity to intensify the cooperation and to establish a network there. "The focus for us is on web-shops, specialized trade, gastronomy and the hotel sector", says Eva-Maria Fies, assistant of the company management of the Fies fruit distillery.

The Grand Hyatt, Shanghai's highest building and first class hotel, already serves wines from Oberkirch and brandy from the fruit distillery Fies. The same applies to the award-winning restaurant Stiller in Shanghai, reports Markus Ell of the first footholds in the desired branches. The reasons why Oberkirch's wine experts became suppliers for the Expo so spontaneously were the already existing business relations to "Wine Discoveries" and the fact that the wines were already on location. Therefore, the souvenir shop and the restaurant in the German Pavilion could be supplied punctually and reliably without having to process time-consuming formalities. Wines from Oberkirch were also served at the state reception of the German embassy. Approximately 2,000 guests, including the former German Federal President Horst Köhler and his wife, tasted the Riesling (white wine) and the Spätburgunder (red wine).

Positive Reactions

During their eight-day trip the team from Oberkirch also visited Peking where they had some meetings. Many appointments and hardly any time to sleep increased the jetleg. "After a while, you even feel a bit like a Chinese. You just follow the crowd and you make use of the few minutes in the taxi and take a little nap", reports Ell.

In China all signs point to consumption, emphasizes the managing director of the cooperative wine-growers association. This is not a bad precondition for selling German wine. "Those who tasted our wines reacted very positively". The Chinese people were also impressed by the fruit distillates that have so far been completely unknown there. Up to that moment, they have only known brandy on the basis of rice or corn.

Consistency is Required

"It is now important for us to develop the subject effectively. Consistency is also required in China." It is planned to further intensify the successful cooperation. The cooperative wine-growers association has been in contact with China via Schmiederer-Reiser for two years. "It has been a premiere

01

Indian summer in the vineyards

 Oberkircher

Winzergenossenschaft



01

02

Frank Männle, Markus Ell and Martin Bäuerle

 Oberkircher

Winzergenossenschaft



02

for the fruit distillery Fies", says Eva-Maria Fies. It is the target of both companies, to attend the "Vin Expo" in Hong Kong in 2012. Both companies emphasize that persistence is needed. Furthermore, the Chinese people are person-orientated and they want to know where the products are from. During the Expo there was a high demand for everything that is German. The number of visitors in the German Pavilion was described as extraordinary. The World-Expo is an exhibition where the countries from all over the world present their strengths and typical products. ☼

www.oberkircher-winzer.de



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can go very deep! »
Tatjana Haas - Wine queen of Oberkirch

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Oberkircher
Winzergenossenschaft

eMobility Professorship

ZF—the worldwide leading automotive supplier for driveline and chassis technology—has established an endowed professorship for electrical drive engineering at Konstanz University of Applied Sciences (HTWG). The named chair is set up for five years. Additionally the Friedrichshafen-based company supports four endowed professorships in Stuttgart and the Lake Constance region. By supporting the academic courses ZF wants to recruit suitably qualified university graduates as well as qualify existing employees.

www.zf.com



istockphoto

Reliability of Energy Forecasts

Scientific scenarios relating to future energy supply are the basis for energy and climate-political decisions. The question as to how reliable these energy scenarios actually are, is the main focus of the new research group "Limits and Objectivity of Scientific Foreknowledge: The Case of Energy Outlooks". The research group is based at the Karlsruhe Institute of Technology (KIT). Scientists are trying to determine how long-term energy forecasts are actually made and what status the resulting energy futures have—whether they are forecasts that are likely to come true or simply possible scenarios. KIT is one of the leading energy research establishments in Europe: it brings together fundamental and applied research into all relevant forms of energy for industry, households, services and mobility.

www.kit.edu

Centre of Knowledge

Eberhard Karls University in Tübingen

Since its foundation in 1477 the university has attracted and brought forth numerous great European minds: Kepler, Hölderlin, Hegel, and Mörike lived and studied in Tübingen. Some of the famous professors are the physician and botanist Leonhart Fuchs, the inventor of the calculating machine Wilhelm Schickard, Ludwig Uhland, and the philosopher Ernst Bloch. Among the living alumni of Tübingen University are the three Nobel prize laureates, Christiane Nüsslein-Volhard, Hartmut Michel and Günter Blobel.

Today the university with its University Hospital employs approx. 10,000 people and is the largest employer in the region. More than 400 professors and over 2,000 scientists teach and conduct research in its facilities. Science and research determine the city's rhythm of life and mark its intellectual and cultural flair.

From Tübingen to the World

Tübingen University is open to the global exchange of scientists and students. Within the European student mobility programme "Erasmus", there are agreements with 380 universities. In addition, the university maintains established relationships to 180 educational institutions in 45 countries, mainly in North America, Asia, Latin America, and all European countries. Agreements with foreign universities in selected disciplines allow for joint diplomas. In China and Japan Tübingen University runs its own centres at the University of Beijing and Doshisha University in Kyoto.

Also on offer are international Master courses taught in English, such as in the areas of applied environmental and earth sciences, neuroscience and behavioural research as well as computer linguistics. About 15

City of Education and Research

There is hardly another German city that is so strongly defined by its university as Tübingen. It is a city characterised by education and research. With a resident population of 88,000, it accommodates 24,000 domestic and international students.

TEXT: Daniela Sandmann

percent of the students at Tübingen University come from abroad. Currently this amounts to 3,000 foreign students.

Good to Know

By organising public events, Tübingen University presents academic and cultural highlights time after time. Within the context of the Studium Generale numerous topical lecture series from all the university's disciplines are offered. The global ethics address has become known far beyond the borders of Tübingen, as the university in cooperation with the Stiftung Weltethos succeeds in inviting speakers such as Desmond Tutu, Helmut Schmidt, and Horst Köhler to the town on the River Neckar. Tübingen's poetry lectureship offers opportunities to meet outstanding domestic and international literary characters in readings and conversations. The children's university in Tübingen not only excites its young audience, it was also invented here. ☼

For further information

- › Foundation in 1477
- › 24,473 students (WS 2009/10)
- › External funding 93.8 million euros (2007)
- › Over 100 study courses
- › 180 partnership agreements with universities in 45 countries



University of Tübingen

“Science is International by Definition”

Bernd Engler, Rector of Tübingen University, on global networks and the University’s international reputation

Maintaining International Contacts

“International” is a label every university likes to adorn itself with. But how important is it really for a university to cooperate with foreign partners in education and research? Business Baden-Württemberg asked Rector Bernd Engler how Tübingen University cultivates and develops its international networks.

The University of Tübingen regards itself as an international research university. What do you do to live up to this claim?

Bernd Engler: Your question addresses an important issue by bringing together the terms “international” and “research university”. Research, in particular, will play a major role in our future strategy of internationalization. This is not to say that we will cut back international contacts for the regular exchange of students on the bachelor or master levels. It will, however, be essential to extend international collaboration to the research level and promote specific areas of top level research in order to give them the necessary international edge. Collaboration with outstanding European and American research institutions has played a major role in the past, but the University is currently also engaged in establishing new strategic

research partnerships in Asia as well as in South America. We intend to intensify and realign existing contacts and raise them to a level that will make us and our research partners more successful in the global competition we experience nowadays.

Moreover, until now, the forms of cooperation that scientists in Tübingen were part of have often been highly individual ones; we sometimes learn about them by accident only. In a recent gathering of researchers who cooperate closely with China on individual projects, some of them were quite astonished to find out that they worked with the same Chinese universities without even knowing it. By coordinating our research endeavours internally, we obviously can achieve a more effective exchange of ideas with our international partners. Another important facet of our new strategy of

› internationalization accentuates multilateral networking instead of bilateral collaboration. Large-scale research initiatives increasingly depend on bringing the best international research institutions together by coordinating their formerly individual activities.

How important is internationality in practice and where are its limits?

Science is international by definition and very often top-level research only thrives where a lively professional exchange with other scientists exists worldwide. The limits of internationalisation are reached, however, when marketing activities only serve the purpose of temporarily increasing a university's international visibility. Strategic partnerships should only be entered into when sustainable, long-term relationships are envisaged and are likely to generate a recognisable benefit for joint research. Moreover, strategic partnerships can only bring about the intended long-term results if they rest on the firm basis of well established personal as well as institutional collaboration. We are not interested in short-term gains and we do not want our scientists to be drawn into the hustle of the international stage unless there is a serious prospect for enduring success.

What significance do international rankings have for a university's appeal?

A remarkable significance—in spite of the recent debate on the validity of the criteria that determine the rankings and give American and British universities a considerable advantage. Whenever we travel abroad we find that the people we are talking with are very well informed about the performance and the research potential of the University of Tübingen—seemingly well illustrated by such rankings. Even if the reliability of many international rankings can be contested, they have an effect that cannot be denied. In the past, foreign universities were willing to cooperate with us as a matter of principle; now we are often subjected to very thorough performance checks first. And cooperation partners abroad want to know exactly what we can offer them. Yet, although many foreign universities tend to

base their willingness to cooperate on international rankings, they are very much interested in getting detailed information about areas of top-level research, information that cannot be gathered from the unspecific results of international rankings at all.

How attractive is Tübingen for students, doctoral candidates, junior scientists, and foreign professors?

Tübingen is known as a top research location in many fields, but it is also attractive in terms of the “soft factors”: it offers a liveable and likeable environment, and it is located in a charming city. Both students and researchers are interested in its high quality of life. Foreign universities hold Tübingen in high regard as an exchange partner and appreciate the chance to send their students to us. Top-class scientists are also interested in coming to Tübingen or sending junior researchers, particularly if they know our own scientists' expertise. But even then, they want to know, for instance, whether our laboratory facilities are internationally competitive and enable cutting-edge research. In this respect, we need to advertise our excellent facilities more effectively than before. An overall good reputation is no longer good enough. The competition has become tougher. We have to increase our international visibility by appropriate advertising efforts in order to make clear in which areas top-level research is being performed, and we also have to point out Tübingen's attractive “soft factors”. Another important medium-term goal is to offer 15 to 20 percent of courses relevant for advanced foreign students in English.

What can you tell us about the integration of foreign guests in Tübingen?

We still have to tackle some shortcomings. Usually researchers are given a warm welcome by their host institutes, but before they arrive they already have to overcome many bureaucratic hurdles. That is why we plan to set up a “Welcome Center”, which assists guest professors, doctoral candidates and students in getting started in their new surroundings, and which provides them

with mentors who help them to solve all foreseeable difficulties. On the other hand, we also need to prepare our future guests for the details of getting settled in Tübingen well in advance of their arrival.

What do you offer German students who would like to study abroad?

Tübingen offers ideal conditions as we have about 180 partner universities all over the world. Erasmus programmes included, the number of partners increases to about 380. In this context it is very important to point out that our exchange agreements with tuition waivers allow many of our students to study at renowned universities worldwide which, given the often high tuition fees, they could not otherwise afford to study at. This way, our students can save more than two million US dollars in tuition fees that otherwise would have to be paid at the host institutions. With respect to the numerous partnerships and exchange programs, Tübingen is without a doubt among the top universities in Germany.

Does the university need foreign branches?

Yes and no. Subsidiaries just for the sake of having subsidiaries are certainly not necessary; such branches are expensive and they have to be an integral part of the university's overall strategy of internationalization. Therefore we are currently very carefully investigating the option of setting up new branches. We are very much interested in providing our students with an excellent education in many foreign countries. With branches at renowned foreign research universities such as the European Center for Chinese Studies at Beida (Beijing University) and the Center for Japanese Language at Doshisha University in Kyoto and the upcoming Tübingen Study and Research Center at Korea University in Seoul (to be opened in 2011) we provide our students with the best possible study programme at outstanding partner universities, which puts us in an almost unique position. If a university can benefit from overseas branches to such an extent, then establishing them is definitely worthwhile—but only then. ☼

The Boozer Project

Twelve years ago, the University of Offenburg set up the so-called "Schluck-specht-project" (Boozer project). Since that time, the vehicle, which until now has been powered by a fuel cell, has twice finished first and twice finished second at the Shell Eco-Marathon. Sebastian Sinz reports on his normal everyday life working on the Boozer project.

TEXT: Sebastian Sinz

01

About 30 students plan, build and test the Boozer vehicles

Fachhochschule Offenburg



01

02

The first test-run to collect data of the energy consumption

Fachhochschule Offenburg



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The main aim of the project is participation in the annual Shell Eco-Marathon in May

Fachhochschule Offenburg



02

Eco-Racer

Students from Offenburg compete with the world's best at the Shell Eco-Marathon

"We students at the University of Offenburg are not normally very tight-fisted — until it comes to the energy consumption of our small test-racer "Boozer" that is. The aim of this project, which has been running for twelve years, is to try to develop an efficient city vehicle for everyday use. The final version of the "Boozer City" will be driven by four wheel hub motors. Energy will be provided by two hydrogen fuel cells or lithium-ion batteries. After the test-runs at the annual Shell Eco-Marathon we will be able to evaluate the actual energy consumption of the vehicle.

We start planning for the Shell Eco-Marathon at the beginning of the winter semester in October. Ideally, we will have built a driveable vehicle, ready for testing, by the end of the semester in February. It's not always easy, but I have never regretted being involved for one second. It's fun measuring the capacity of the fuel cell; the engine running on its test bench sounds fantastic; the

light weight of the new carbon fibre body is incredibly impressive; but that moment when the fully built vehicle runs it's first few meters is indescribable. However poetic that might sound, the road to reaching this goal is often very rocky. Hours of testing the systems to find nothing works. Defects that appear and disappear faster than they can be documented. Test runs that only last 1-2 minutes before the vehicle disappears into the garage or the laboratory for another few days or weeks of checking. But what makes it all worthwhile is definitely the Shell Eco-Marathon.

24/7

Nights are spent on camp sites near the track. To be accepted for entry in the competition, the vehicle has to fulfill all the organizer's criteria. The vehicle is meticulously tested and every time there is a discrepancy the vehicle has to be brought back to the pit, only to be tested again after the

problem has been resolved. Throughout this time, it's not unusual for people to have to work frenetically to get the system up and running properly and not to leave the pit unless absolutely necessary. If there is an electronic defect, the relevant specialist may well be dragged out of his sleeping bag at 3 o'clock in the morning.

Despite the rivalry on the road, there is a great sense of camaraderie and cooperation at the Eco-Marathon. Lost a tool? No problem. Just ask your neighbour. A missing adapter? The next German hydrogen team's tent is only 20 metres away. All in all, it's a great experience, which becomes even better when all that hard work is rewarded with a good result. ☼



03

Eco-friendly Flight
Zero emissions: the
fuel-cell powered
Antares H3 can fly carbon
dioxide-neutrally.

TEXT: Daniela Sandmann

The Antares H3 will set
new range and endurance
benchmarks
German
Aerospace Center

Flying in its Finest Form

Increased performance to save the environment

The German Aerospace Center is developing the Antares H3 in cooperation with Lange Research Aircraft GmbH. The Antares H3 is a higher-performance successor of the Antares DLR-H2, the world's first piloted aircraft capable of performing a complete flight powered by fuel cells alone. The project started in August 2010 and the first flight is scheduled to take place in 2011. Technically, the new aircraft is based upon the Antares 20E as well as the fuel-cell powered Antares DLR-H2. The Lange Aviation Antares 20E is a self-launching motorised glider with battery-powered electrical propulsion, which has been in series production since 2004. The fuel cells, which replace the batteries, use hydrogen as fuel. The hydrogen is transformed into electrical energy in a direct and non-combustive electrochemical reaction with oxygen taken from the surrounding air. The only reaction product is water. The aircraft flies carbon dioxide-neutral, if the hydrogen is created using energy from a renewable source.

In 2010, the project partners tested how fuel cells perform in aviation using a flying test-bed, the Antares DLR-H2. During one of these tests, an altitude record of 2560 metres was set. The Antares H3 will demonstrate significantly increased per-

formance—the developers plan to achieve a range of up to 6,000 kilometres and endurance of more than 50 hours. For the Antares H2, these values were 700 kilometres and five hours respectively. The aircraft will have a wingspan of 23 metres, a maximum take-off weight of 1.25 metric tons, and it will carry payloads of up to 200 kilogrammes. The aircraft will use four external pods to house the fuel cells and fuel.

Carbon Dioxide-neutral

"The fuel-cell powered Antares flies carbon dioxide-neutral, and emits significantly less noise than other comparable motorised gliders. It represents a new milestone in the area of efficient, emission-free energy transformation," said Dr Josef Kallo, Head of Electrochemical Systems at DLR's Institute of Technical Thermodynamics (Institut für Technische Thermodynamik). "We will continue to expand our partnership with Lange Research Aircraft over the next three years," Dr Kallo added.

The Stuttgart-based institute will assemble the modular fuel-cell system and perform the technical evaluation. Lange Research Aircraft GmbH is responsible for the overall integration and for operating the aircraft. The project is being supported

by the German Federal Ministry of Transport, Building and Urban Development (Bundesministerium für Verkehr, Bau und Stadtentwicklung; BMVBS) in the framework of a national innovation programme for hydrogen and fuel cell technology (Nationale Innovationsprogramm Wasserstoff-und Brennstoffzellentechnologie).

"The efficiency, dynamics and endurance of Antares set new benchmarks in the area of aviation systems. This opens up completely new applications," explained Axel Lange, CEO of Lange Research Aircraft GmbH. The optimised flight qualities and the simple handling will allow the Antares to fly both piloted and, at a later point in the development, unmanned. As an unmanned aerial vehicle, the Antares H3 could perform numerous tasks, for example, earth observation and surveying. As a first cooperative step towards a commercial product, the developers at Lange and DLR have set their sights on the maiden flight, which is planned for 2011. ☼

For further information
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search profiles in all Europe

Heidelberg University is a comprehensive university, offering the full spectrum of disciplines in the humanities, law and the social sciences alongside the natural and life sciences, including medicine. As a comprehensive university, Heidelberg aims to continue to strengthen the individual disciplines and to further interdisciplinary cooperation, as well as to carry research results over into society and industry. In 2011, the Ruperto Carola will celebrate its 625th anniversary and, in accordance with its motto, Semper Apertus — Always Open, is charting a course toward a successful future. With its aspiration of connecting traditional values with future-oriented scientific concepts in research and teaching, the Ruperto Carola is building bridges to the future.

Research

The Excellence Initiative enabled the Ruperto Carola to establish three Graduate Schools and two Clusters of Excellence, "Asia and Europe in a Global Context" and "Cellular Networks Cluster." Among the university's most prominent research areas are transcultural studies and the molecular life sciences, as well as medicine, physics and astronomy, chemistry, mathematics and scientific computing. Furthermore, political

economy is being developed into a new core research area. As a comprehensive university, Heidelberg also draws its strength from its cooperation with numerous local non-university research institutes. Heidelberg is deeply involved in two Leading Edge Clusters proposed to the Federal Ministry of Education and Research in which partners from sciences and research-oriented industries are working together.

Teaching

A total of 28,000 students are enrolled in Heidelberg's 12 faculties, including the two medical faculties in Heidelberg and Mannheim. The Graduate Academy, the central location for all interdisciplinary consulting support and education for Ph.D. candidates

and post-docs, ensures and supports the high quality of the structured Ph.D. programmes at Heidelberg University. In addition to the three graduate schools financed via Excellence Initiative funding that belong to the natural sciences, Heidelberg also offers graduate programmes in the humanities and social sciences, as well as several research training groups and doctoral certification and Ph.D. programmes.

Heidelberg International

Heidelberg's traditional focus on international cooperation is visible in and tied into its worldwide network of researching and teaching partnerships. Exchange programmes are in place with more than 300 universities worldwide. The Ruperto Carola's marked international integration is also seen in its 19 university partnerships and five international graduate schools and doctoral certification programmes, as well as its membership in European networks such as the Coimbra Group and the League of European Research Universities. A multitude of cooperations are also in place at the faculty, institute and chair levels. ☼

www.uni-heidelberg.de

01

The university library includes more over 3 million books and periodicals
📖 Heidelberg University



01

02

Bricks steeped in history:
Heidelberg University is the
oldest one in Germany
🏰 Heidelberg University

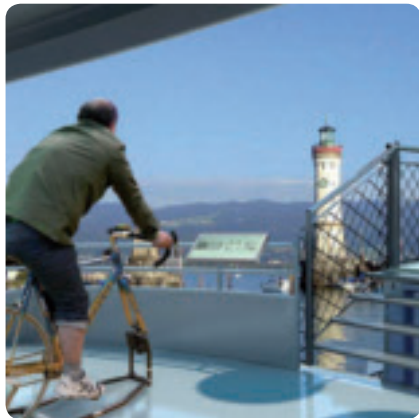


02

01

Life without fossil fuels?
Three students of Zeppelin
University explain how

Zeppelin University



01

02

How to convert an old ferry
into a research station for
green energies

Zeppelin University



02

Future Ahoy!

To conduct research and to study right on Lake Constance is an idea of Zeppelin University students. In future, research on renewable energies is to be conducted on board the decommissioned Lake Constance ferry "Fritz Arnold".

TEXT: Daniela Sandmann

Energy Island

The Knowledge Engine on Lake Constance

The three Zeppelin University (ZU) students Simone Leneis, Max Stralka and Malte Windwehr won first prize in the nation-wide "Energy for Ideas" student competition organised by the Federal Ministry of Education and Research (BMBF).

The team received 10,000 euro for the implementation of the idea presented in the competition called "Energy Island". It consists of converting a decommissioned Lake Constance ferry to a research and education station for renewable energies and arousing everyone's interest from child to senior. "We are very happy to have gained the BMBF as a partner and sponsor already in this early phase of the project," commented Simone Leneis, Max Stralka and Malte Windwehr on the award. For us, our successful participation in the competition is an encouraging signal and shows that we are on the right track. The prize supports our efforts to convince the people around the lake of our idea and to find partners for technology solutions."

Platform for Education and Ideas

The idea developed during a first-year workshop in the course of an introductory week at the Zeppelin University: The decommissioned Lake Constance ferry "Fritz Arnold" is to become an education and idea platform. As "Energy Island" it is being equipped with innovations from all areas of zero-emission energy generation. At the same time it enables both learning and performing research on the lake. The starting signal for converting the ferry will come as early as this autumn. The three ZU students are currently preparing a special exhibition to be shown in the summer. It was kicked

off on board the ferry where they presented their own "Energy" programme as part of the "Long Night of Science" in Constance. In addition the team plans a tour to the future harbours of the "Energy Island". A 40-foot container with laboratory and energy course is going to give a first impression of the planned exhibition on the car ferry before the zero-emission project even launches.

The Future of Energy

The goal of the "Year of Science 2010—The Future of Energy" was to find creative and unusual ideas by students, which help to make children and teenagers understand what energy research is all about and what everyone can do for to benefit the future of energy. The goal of the BMBF's student competition, that has been integrated in the Years of Science since 2007, is to further promote the direct dialogue between universities and the public. The "Energy for Ideas" competition is part of the "Year of Science 2010—The Future of Energy". The "Year of Science—Energy" is organised by the BMBF jointly with the "Science in Dialogue" initiative and the Helmholtz Association of German Research Centres. The focus is on the significance of energy research for securing a sustainable energy supply.

Generation-D

This is already the second time that the three ZU students have been able to have success with their ambitious project. Already in November last year they had won a prize in the nation-wide idea competition "Generation-D. Ideen für Deutschland. Gemeinsam Anpacken." (Generation-D. Ideas for Germany. Acting Together.) and prevailed against more than 100 teams consisting of almost 450 students from 13 German states and 85 different fields of study. ☼

For further information
www.zeppelin-university.de
www.energie-fuer-ideen.de
www.zukunft-der-energie.de

Excellence Cluster for Sourcing and Logistics

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Savings in the Millions

To keep up with the ever intensifying competition, companies not only have to develop new sales markets, they also have to cut costs and educate young professionals. With its new masters' programmes Steinbeis University combines both targets.

Finding and developing new suppliers to cut costs is becoming more and more important to produce as efficiently as possible and thus to be able to keep up with the competition. Also trading has become more and more international. According to calculations of the Deutsche Bank AG global trading has grown twice as much as the global BIP. This enormous growth of trading has boosted global logistics as well.

Due to this rising international importance of sourcing and logistics the Steinbeis-School of International Business and Entrepreneurship (SIBE), the biggest Business School of the Steinbeis-University Berlin, has developed a masters' programme specifically tailored to the companies' needs and demands concerning sourcing and logistics projects. The Master of Science in International Management gives young professionals the opportunity to develop and to run a project, focusing on sourcing and

logistics within the companies cooperating with Steinbeis. Not only do the seminar blocks deliver current management know how helpful to implement their projects. The students are also coached by experts, like Prof. Dr. Dirk Engelhardt, Managing Director of the Logistics Department at the Raiffeisen Waren-Zentrale Rhein-Main eG and professor for Logistics Management at the SIBE, or Prof. Dr. Dr. h.c. Ulli Arnold, who is leading the chair of Sourcing and Supply Management at the University of Stuttgart. With the help of their individual support the master students are able to realise and implement their company projects step by step and thus generate savings for the companies in the range of millions. ☺

For further information

Steinbeis University Berlin
Sylvia Temmler, Phone +49 7032 9458-65
www.steinbeis-sibe.de

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*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 International Baccalaureate (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 IB 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

Fit for Global Business

Business success is the result of good communication. At a time of globalisation, the number of international professionals and managers is increasing in Germany as well. Due to its expertise and experience, the Goethe Institute Schwäbisch Hall is an ideal contact for language and intercultural training of employees from all over the world.

How to Understand the Germans

Certificated intercultural and language courses at the Goethe Institute in Schwäbisch Hall

The Goethe Institute is the world market leader in effective and targeted courses in German. Over 20,000 German learners value the perfectly trained, interculturally experienced language teachers, a modern infrastructure and, of course, the strong ties that bind together a global network. In the courses offered by the Goethe Institute, people from all over the world come together who are interested in the German language, enjoying an international atmosphere and benefiting from an exciting leisure programme.

More than Standard Courses

And yet, the Goethe Institute offers much more than this: in addition to 'standard' language courses, the Goethe Institute in Schwäbisch Hall also offers certificated German lessons to non-German-speaking employees working in companies that are based in Germany. By means of company or individual courses, students are taught how to act in a confident way in their day-to-day work in Germany and how to develop their intercultural expertise.

Their motivation is also improved thanks to their inclusion in a social environment. In this context, their requirements and needs are analysed together with the company, and a teaching programme is tailored to their guidelines. The selected language trainers orientate themselves towards the individual goals and specialist requirements



f1Online/Goethe Institute

of the corresponding company and provide courses either in the company's rooms or in the Goethe Institute's well equipped seminar rooms.

The wide ranging know-how of language teaching not only supports the international employees, for which a knowledge of German is indispensable and it also may help to integrate their family members into German society. ☼

For further information

Goethe-Institut Schwäbisch Hall
Am Spitalbach 8
D-74523 Schwäbisch Hall
Phone + 49 791 97887-0
Schwaebisch-hall@goethe.de
www.goethe.de/schwaebisch-hall

Save the Dates: Trade Fairs in Baden-Württemberg

12 - 14 October 2010, Stuttgart **parts2clean**

The leading trade fair for cleaning
in production

20 - 21 October 2010, Offenburg **biogas - expo & congress** Congress and trade fair for biogas

26 - 27 October 2010, Stuttgart **GlobalConnect**

Forum for international contacts
and investments

9 - 11 November 2010, Stuttgart **VISION**

International trade fair for machine
vision and identification technologies

17 - 19 November 2010, Karlsruhe **Geothermal Congress**

17 - 18 November 2010, Karlsruhe **geoENERGIA**

Trade fair for shallow and
deep geothermal energy

24 - 25 November 2010, Karlsruhe

IWRM Karlsruhe
Integrated water resources
management

15 - 23 January 2011, Stuttgart **CMT - The Holiday Exhibition**

International exhibition for
caravanning, motoring, tourism
with cycling and adventure holidays,
golf and wellness holidays, cruises
and ship travel

28 - 30 January 2011, Stuttgart **MEDIZIN**

Medical trade fair and congress

10 - 12 February 2011, Stuttgart **Clean Energy Power & Passive House**

International trade fair for
renewable energies & energy
efficient building and renovation

11 - 15 February 2011, Stuttgart **Intergastra**

International trade fair for hotels,
restaurants, catering, confectionery
and cafés

 **bw-i**
Baden-Württemberg International

Export Economy Meets at GlobalConnect

*Stuttgart's GlobalConnect — the driving force
for middle market foreign business*

Export is currently proving to be the supporting pillar of new growth in Germany. The trade fair and conference platform GlobalConnect, which will be taking place on 26 and 27 October 2010 in Stuttgart, supports companies looking to branch out internationally and provides the decision-makers with valuable information regarding such a move. The German government, Baden-Württemberg International, the Chambers of Industry and Commerce and Handwerk International are partners of the event, which was first organised in 2008 by Landesmesse Stuttgart. "It is important to open up the way to international markets,

New Impetus to Global Trade

The trade fair and conference platform GlobalConnect, which attracted approx. 2,800 visitors at its premiere in 2008, will host high-quality conferences on international trade business and introduce innovative service concepts from numerous companies and businesses from throughout Germany.

particularly for the small and medium-sized companies", explains Baden-Württemberg's Minister President Stefan Mappus regarding the state support provided for Global-



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“It is important to open up the way to international markets, particularly for the small and medium-sized companies.”

Stefan Mappus, Minister President of Baden-Württemberg

Connect. The most important elements of German foreign trade are addressed at GlobalConnect during the many top-class conferences taking place, for which over 3,000 participants are expected. Speaking at the opening of the event will be Minister President Mappus and Cornelia Pieper, Minister of State at the Federal Foreign Office, followed by high-ranking representatives of the German economy. International state guests include Serbia's President Boris Tadic and the Foreign Trade Minister of the United Arab Emirates, Sheikha Lubna Al Qasimi.

Growth Perspectives

The economic perspectives of southeast Europe, the Gulf region and the BRIC States (Brazil, Russia, India and China) will be addressed during their own individual conferences. The Committee on Eastern European Economic Relations, together with the Southeast European Conference organised by the Ministry of State, will be taking a look at the opportunities open to the middle market in the region. A forum organised by the Baden-Württemberg Economics Ministry, together with the Arab-German Chamber of Commerce and Industry (Ghorfa) and the Association of Arab Chambers of Commerce, will debate the development and perspectives of mutual economic relations and highlight the opportunities for German exporters and investors in the Gulf region. German Minister of Economics Ernst Pfister: “The market potential of the Gulf region is far from exhausted. A forum such as this one, taking place during the most important German event for foreign trade, is providing investors with a unique opportunity to make new contacts and develop partnerships further.”

The Chambers of Industry and Commerce in Baden-Württemberg, along with Baden-Württemberg International and in cooperation with Lateinamerika-Verein

(Latin America Association) and the German Asia-Pacific Business Association, are organising a conference for the “BRIC States” Brazil, Russia, India and China. The focus during the workshops here will be on the exchange of international trade experi-

ence. During the new conference “edubiz”, businesses and education providers will come together to discuss the current theme of internationally trained employees and management, looking at how these people can be found and how they can be trained further.

The first day of GlobalConnect will come to close with a festive reception hosted by the federal state government for the trade fair guests, stressing the importance Baden-Württemberg accords to the export economy. The GlobalConnect Award will be presented once again, a prize awarded to companies in three different categories for their superb export concepts and exemplary success in international business.

Focus on Experience Exchange

The exchange of business experience and the encouragement of small and medium-sized companies to make that step onto the ›

GlobalConnect

26 - 27 October, Messe Stuttgart

PROGRAMME DAY 1, 26 OCTOBER

South Eastern Europe Conference

- › Transport and Logistics
- › Environmental Technologies
- › Economy and Tourism
- › Energy and Industry

GCC-Germany Investment and Business Forum

- › Bahrain, Kuwait, Saudi Arabia, Oman, Qatar, UAE

BRIC Best Practices

- › Brazil and India

International Consultancy Days

Matchmaking b2fair

Exhibition

PROGRAMME DAY 2, 27 OCTOBER

GCC-Germany Investment and Business Forums

- › Planning and Construction
- › Health and Life Sciences
- › Information Technologies
- › Business Culture

BRIC Best Practices

- › Russia
- › China

Customs Duty Forums

- › Challenge Export
- › Customs in Russia

Forums

- › Successful start in foreign markets
- › Export Financing and Export Guarantees
- › International Biddings

- › Promotion for the development of foreign markets
- › Export of Services

International Consultancy Days

Matchmaking b2fair

Exhibition

› international stage will be the focus of a great number of events at GlobalConnect. The Chambers of Industry and Commerce will be providing information on topics of particular interest following the recent economic crisis, namely export financing and export guarantee, as well as about the changes being made to foreign trade promotion. A seminar organised by the newly founded IHK-Exportakademie (IHK Export Academy) will throw some light onto the increasingly complex theme of custom duties while Handwerk International will be looking at the export opportunities open to small businesses who, as “newcomers”, are looking to break into the international markets for the first time. The GlobalConnect partners also have plenty of export specialists and experienced market players on board who will be taking part in the workshops and seminars. Overall, around 250 guests will be sharing their expertise with the GlobalConnect visitors.

60 Destinations in Stuttgart

There will also be approximately 150 exhibitors sharing international market knowledge and innovative service concepts during the accompanying international trade exhibition. The sponsors of GlobalConnect — HypoVereinsbank, Ernst&Young and InterGest — support businesses in their international activities though their international networks. The German Chambers of Commerce Abroad also have a constant presence at the event: together with the foreign business developers, they represent around 60 target destinations for German export and, with the IBT International Consultancy Days, are providing medium-sized companies with the support needed for setting up new projects in these respective markets. Visitors to GlobalConnect also have the opportunity to take part in a cooperation exchange, which is being organised by the European network b2fair.

Ulrich Kromer, Managing Director of Messe Stuttgart, also sees GlobalConnect as a driving force for the specialist trade fairs which are taking place at the same time: “The innovative concept of GlobalConnect met with a very good response when it first started two years ago. The parallelism of GlobalConnect, IT&Business and DMS is now creating interesting synergy effects for the corporate decision-makers attending these events.” ☼

edubiz Conference on international human resource development

The international conference edubiz at GlobalConnect discusses current education concepts and education technologies, brings together global players of politics and economy and allows an intensive dialog with public and private institutions from all over Europe.

Companies and educational establishments work together to develop best possible programmes of advanced training for their staff and students. From the service of new machines to stabilization of management skills — lifelong learning is today indispensable in working life. ☼

edubiz

27 October, Messe Stuttgart (as part of GlobalConnect)

PROGRAMME EVENTS 9.30 - 12.15 H

09.30 - 09.45 h Opening
Ernst Pfister, Minister of Economic Affairs of Baden-Württemberg

09.45 - 10.40 h Keynotes
› Ulrich Dietz, Chairman of the Board, GFT Technologies AG, Presidential Member of BITKOM: Export of know-how as basis for international growth
› Ursula Schwarzenbart, Director Global Diversity

Management, Daimler AG: Diversity Management as competitive factor

10.40 - 11.20 h Best-Practice
› Dr. Christoph Mehl, HR Development, Dürr Systems
› Holger Regber, Training und Consulting, Festo Didactic GmbH & Co. KG

11.20 - 12.15 h Panel
Qualification and Globalisation — New Resources for

middle-sized companies?
› Prof. Dr. Werner G. Faix, Director, School of International Business and Entrepreneurship
› Sabine Gummersbach-Majoroh, Director iMOVE
› Dr. Fritz Audebert, CEO, ICUnet.AG
› Jeanette Funke, Inwent Capacity Building International
› Monika Jurowicz-König, UniCredit Bank AG

PROGRAMME WORKSHOPS 14.00 - 17.30 H

Workshop for Education Providers
Industry and Qualification on International Markets: Training — Made in Germany (iMOVE)

Workshop for HR Representatives and Universities

Fit for Global Competition — The contribution of Universities (bw-i)

Workshop for International Education Providers and Apprenticing Companies
Dual education crossing borders (IHK Exportakademie)

Workshop for Country Managers and HR Representatives
Diversity Management: Teamwork crossing borders (School of International Business and Entrepreneurship)



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www.messe-stuttgart.de

Industrial Solutions

Motek** www.messe-stuttgart.de/motek	13.09. – 16.09.10
Bondexpo** www.messe-stuttgart.de/bondexpo	13.09. – 16.09.10
AMB www.messe-stuttgart.de/amb	28.09. – 02.10.10
parts2clean** www.messe-stuttgart.de/parts2clean	12.10. – 14.10.10
Corosave** www.messe-stuttgart.de/corosave	12.10. – 14.10.10
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
Control** www.messe-stuttgart.de/control	03.05. – 06.05.11
Automotive Testing Expo** www.messe-stuttgart.de/automotive_testing	17.05. – 19.05.11

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
Wir heiraten! www.messe-stuttgart.de/heiraten	06.11. – 07.11.10
Internationale Mineralien- und Fossilienbörse www.messe-stuttgart.de/mineralien	12.11. – 14.11.10
Familie & Heim www.messe-stuttgart.de/familie	13.11. – 21.11.10
Hobby & Elektronik www.messe-stuttgart.de/hobby	18.11. – 21.11.10

Modellbau Süd www.messe-stuttgart.de/modell	18.11. – 21.11.10
Süddeutsche Spielmesse www.messe-stuttgart.de/spiele	18.11. – 21.11.10
Kreativ- und Bastelwelt www.messe-stuttgart.de/kreativ	18.11. – 21.11.10
Babywelt www.messe-stuttgart.de/babywelt	19.11. – 21.11.10
eat'n Style www.messe-stuttgart.de/eat	19.11. – 21.11.10
hair & style management www.messe-stuttgart.de/hair	28.11. – 29.11.10

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
DMS www.messe-stuttgart.de/dms-expo	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



Learntec

Investment in Training

Companies that invest in vocational training lay the foundations for a successful future. But how should companies go about making this important investment? And how can they maximise the benefits that this offers? All the answers can be found at Learntec 2011.

Learntec 2011

1 - 3 February 2011,
Karlsruhe Trade Fair Center

www.learntec.de

Exhibition Areas (Excerpt)

Content/content production

Web-based training (WBT), computer-based training (CBT), game-based learning

Tools and technologies

Learning management systems (LMS), content management systems (CMS), authoring tools, Web 2.0

Hardware/equipment

Presentation technology, mobile solutions, smart media

Training and coaching

Face-to-face training, e-coaching/e-tutoring, project management

Knowledge management:

knowledge services, knowledge databases

Training management

Learning methods: e-learning/blended learning, change management, training concepts

Education Management

Learntec: exploiting growth potential with vocational education and training

Vocational education and the challenges it entails, continues to be a hot topic for decision-makers in the fields of industry, public administration and politics—as was clearly demonstrated by Learntec 2010. 5,623 trade visitors came to the international trade fair and convention for vocational education, learning and IT in order to find out about the latest trends in learning using digital media and blended learning. This marked an eight percent increase in the number of visitors for the sector's flagship event.

Learntec has once again shown itself to be the most important marketplace for professional education management in Germany. It is the only place where you can encounter a highly qualified audience of users and educators from the e-learning industry. And it is only at Learntec that you will find

the most important providers of e-learning and vocational education solutions.

The Learntec convention offers a look at the future of the e-learning and education industries. Every day during the event, prominent keynote speakers and representatives from business and academia will present, in five central thematic areas such as Didactics, Technology, Management, Special and Workshop, successful education projects from the world of business and link these to the products and services offered by exhibitors at the trade fair.

Patrons of the next Learntec, which will take place from 1 to 3 February in Karlsruhe, will be Annette Schavan, Federal Minister of Education and Research, and Rainer Brüderle, Federal Minister of Economics and Technology. ☀



Potential for growth in vocational education and training.

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CONNECTING IDEAS.

Karlsruhe –
Messen und Kongresse

1 – 3 February 2011

Karlsruhe Trade Fair Center

LEARNTEC
www.learntec.de



Places for Growth

*Baden-Württemberg's top regions
at Expo Real 2010 in Munich*

Properties and Development Projects

At Expo Real 2010 in Munich, nearly all regions of the state of Baden-Württemberg will be presenting their most attractive properties and development projects to an international public and will be offering a platform for business-oriented networking relating to projects, investments and financing in diverse sectors and countries.



Expo Real

Expo Real

4 - 6 October 2010, Munich
Baden-Württemberg at Expo Real

Baden-Württemberg Joint Stand Hall B1.222

- › Wirtschaftsförderung Schwarzwald-Baar-Heuberg
- › Wirtschaftsregion Heilbronn-Franken GmbH
- › WRF — Wirtschaftsförderung Region Freiburg e.V.
- › Standortagentur Tübingen-Reutlingen-Zollernalb GmbH
- › Wirtschaftsförderung Nordschwarzwald GmbH
- › Wirtschaftsförderungsgesellschaft mbH Region Ostwürttemberg
- › Wirtschaftsregion Südwest GmbH

- › **Wirtschaftsförderung
Region Stuttgart GmbH, Hall B1.120**
- › **Stadt Karlsruhe Wirtschaftsförderung,
Hall B1.130**
- › **Die Innovationsregion Ulm e.V.,
Hall B1.020**
- › **Metropolregion Rhein-Neckar GmbH
Standortmarketing, Hall B1.222**
- › **Wirtschaftsförderung Bodenseekreis
GmbH, Hall C2.221**

On the joint Baden-Württemberg stand in hall B1.222, which is being organised by Baden-Württemberg International, various regions will be presenting themselves together, including Heilbronn-Franken, Schwarzwald-Baar-Heuberg, Nordschwarzwald, Ostwürttemberg and, this year for the first time, the Freiburg, Südwest and Neckar-Alb regions together with their various boroughs, local communities and companies. In hall B1, there will be additional joint stands for the Stuttgart, Ulm and Karlsruhe regions as well as for Offenburg-Ortenau. The Rhein-Neckar metropolitan region will be represented in hall C1 while the Bodenseeland region will have its own trade fair presence in hall C2.

The special highlight of the joint Baden-Württemberg stand will be the state reception of Ernst Pfister, MdL, Minister of Economics of the state of Baden-Württemberg, at 6.00 p.m. on 5 October. More than 500 guests from Germany and abroad are expected. With over 707,000 companies and around 3.8 million employees, the real-estate industry is not only one of the largest but also one of the most dynamic economic

sectors in Germany. The industry includes 22 percent of all companies and 10 percent of all people in gainful employment. In 2009, the real-estate industry accounted for 390 billion euros of the total economic value added—compared to 242 billion euros in 1991.

The Baden-Württemberg real-estate market also did well despite the financial crisis, according to Prof. Stephan Kippes from the Institute of the German Real-estate Association. For 2009, Baden-Württemberg was found to have achieved considerable real-estate turnover of almost 20 billion euros. Real-estate turnover in the first six months of 2010 amounted to 10.4 billion euros. A further increase can therefore be expected. ☼

For further information

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Member of the Board of Management
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70174 Stuttgart
www.bw-i.de
www.bw-invest.de
www.bw-estate.de

Well Connected

Region of world market leaders

Extensive, connected and reasonably priced plots are available at the inter-municipal Hohenlohe Industrial Estate near Künzelsau, Kupferzell and Waldenburg, the industrial park Schwäbisch Hall, and also at the Böllinger Höfe Industrial Park and the "Zukunftspark Wohlgelegen" in Heilbronn (for R&D high-tech companies). Further space is on offer in the trading estate "am Seehof" in Boxberg, in the Tauber Business Park in Tauberbischofsheim and in the Unteres Kochertal business and industrial park in Neuenstadt. Commercial property can also be found in the region's towns such as Öhringen, Schwäbisch Hall, Crailsheim, Bad Mergentheim, Brackenheim, Eppin-

gen and Möckmühl as well as in the smaller municipalities such as Niedernhall, Schöntal, Ilshofen/Kirchberg, Grünsfeld, Weikersheim, Vellberg, Satteldorf or Rot am See. Space can be found to suit every kind of business requirement from the establishment of large companies and logistic sites to property for service providers, new businesses, craft industries and trading firms. The Heilbronn-Franken region covers an area of 4,765 square kilometres and is the largest region in Baden-Württemberg in terms of surface area. It is also one of the strongest economic regions in Germany. The density of world market leaders per 100,000 inhabitants is unusually high. ☼

Heilbronn-Franken

The Heilbronn-Franken region offers commercial and industrial space at reasonable prices. Situated at the heart of the south German industrial conurbations of Stuttgart, Nuremberg and Frankfurt, the region boasts a superior infrastructure and excellent transport links by road, rail, air and water.

For further information

Wirtschaftsregion
Heilbronn-Franken GmbH
Weipertstraße 8-10
74076 Heilbronn
Phone +49 7131 7669 860
info@heilbronn-franken.com
www.heilbronn-franken.com

The home of world market leaders

Heilbronn-
Franken
Baden-Württemberg



Powerhouse in the
german south west

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

EXPO REAL, Munich 4-6 October 2010, Hall B1, Booth B1.222



Expo Real
Hall B1
Booth 222

Driving Force

In the past the economic region of Pforzheim was well-known as a location for the jewellery and watch making industries. Today, however, top international firms in the field of precision engineering and fine mechanics are the main driving force behind the economic development of the area.

More than Just the “Gold City”

Pforzheim — from jewellery and watch making to precision and design

The figures for Pforzheim indicate the clear trend that around 70 percent of employees and turnover are connected to manufacturing industries based on metal processing, mechanical engineering and precision engineering. In comparison, the field of jewellery now only accounts for about 18 percent of the employees and turnover. In the local district of the Enzkreis the corresponding figures are 70 to seven percent. “The importance of this development together with its associated structural transformation for the Pforzheim economic region cannot be overstressed”, explains Reiner Müller, manager of the business division for the promotion of business in the Pforzheim municipal undertaking for business and city market-

ing (WSP), with regard to this dynamic trend. “Precision engineering is currently the strongest business field at the location of Pforzheim”, emphasises Müller.

The fact that so many companies from the field of precision engineering are located in Pforzheim is not a coincidence. Many of them have diversified from the fields of jewellery and watch making. They were able to exploit the expertise and skills of the so-called traditional industries found in Pforzheim. Design skills and the ability to work precisely were always very important in the fields of jewellery and watch making and today these remain essential for the new precision industries. Regardless of whether the parts are for the field of medical engi-

Pforzheim ist not only the mecca of jewellery and watch making but also home to many companies from the field of precision engineering.

☐ Achim Mende

neering with a stent for a cerebral artery, or whether the parts are destined for the highly complex field of aerospace engineering: highest manufacturing precision is required. In order to support the special fields of expertise which have developed in recent years, the Pforzheim business and city marketing organisation WSP has started the Hochform initiative. It is directed towards companies in the fields of precision metalworking, dental engineering and medical engineering. The Hochform initiative offers a range of special events, seminars, workshops and advice on public funding together with the important component of selective marketing designed to highlight the importance of specialist technical fields.

The city of Pforzheim will exhibit at this year's industrial real estate trade fair Expo Real, which takes place from 4-6 October, 2010 in Munich with the concept “Pforzheim. The Precision. The Design. The Location.” The primary objective of the trade fair stand is to reposition and develop the image of Pforzheim as a precision and design location. “The public should be informed about the special qualities of Pforzheim”, says Müller. “This is particularly effective if Pforzheim focuses on its strengths and communicates these to the public.”

And Pforzheim doesn't have to live in the shadow of other large cities in the state of Baden-Württemberg. Pforzheim possesses an innovative corporate landscape with a creative background. Excellent connections to the German autobahn, attractive industrial real estate, the University of Pforzheim and numerous economic institutions mean that the location of Pforzheim offers potential investors the best possible conditions. Pforzheim is much more than just the “Gold City”, the city famous for its jewellery. ☼

For further information

Wirtschaft und Stadtmarketing
Pforzheim (WSP)
Geschäftsbereich Wirtschaftsförderung
Phone +49 7231 / 391698
reiner.mueller@ws-pforzheim.de
www.ws-pforzheim.de



PFORZHEIM

THE PRECISION. THE DESIGN. THE LOCATION.



Get to know our core areas of expertise!

Visit us from 4th to 6th October 2010
at the Expo Real in Munich.

Hall B1 | Stand 222

Pforzheim has developed from its traditional roots in the areas of jewellery and watchmaking to become an emergent centre for modern, high-precision metalworking applications and enjoys an international reputation as a design centre. In the city of Pforzheim investors benefit from excellent location conditions in combination with an innovative corporate landscape and creative environment.

www.ws-pforzheim.de

Expo Real
Hall C2
Booth 221

**More than a
Holiday Destination**

As a vacation paradise the Bodenseekreis district has been renowned and acknowledged as such for many years now. But the region can also score points with its entirely different assets. Again and again, Bodenseekreis district is acclaimed as a top region for business.



The Bodenseekreis District has a long history in manufacturing and developing aircraft and aerospace solutions.

☒ Achim Mende

corporate groups, the region has also a wide variety of small and medium-sized enterprises with a sustainable branch structure today. The only difference being that the air and space industries are no longer the only key industrial branches in Bodenseekreis district. Machine construction, the automotive supply industry, information and communication technology, electronics as well as education and training, research and development are now also counted among the key industries.

*Internationality Which
Speaks for Itself*

Another reason for the district county's success is its very international character. The region is part of the border triangle of Germany, Austria, and Switzerland. It has a superb transportation infrastructure with excellent international connections and can be reached by road, rail, air, and water. A great advantage for all travellers is the international Bodensee-Airport which is currently being expanded for several million euros. The Neue Messe Friedrichshafen trade fair location is just as primed for international business. With a total exhibition space of 85,000 square meters in twelve exhibition halls, it has already become one of Germany's most significant trade show venues. The Economic Development Agency of Bodenseekreis district also provides an overview of industrial real estate around Bodensee in Germany, Austria and Switzerland with its online portal www.immoportal-bodensee.net. Companies and investors can enter different search criteria to find a suitable commercial property, offices or retail premises in prime locations, or the perfect production space. ☼

For further information

Wirtschaftsförderung Bodenseekreis GmbH
Economic Development Agency
of Bodenseekreis district
Leutholdstraße 30, D-88045 Friedrichshafen
Phone: +49 (0) 75 41/385 88-0
Heiligenbreite 34, D-88662 Überlingen
Phone: +49 (0) 75 51/947 19 37
info@wf-bodenseekreis.de
www.expedition-zukunft.de

Bright Prospects

Business venue of the Bodenseekreis district

According to Focus-Money 2009, Bodenseekreis was the second strongest district county in all of Germany and number one in Baden-Württemberg. And Bodenseekreis district is also the only rural region which provides ideal prerequisites for qualified executives and specialists. Bodenseekreis district is definitely one of the most sustainable business venues in Germany. A region with bright prospects.

It All Began with Zeppelin

The cornerstone for this sustainable structure was laid by Ferdinand Count von

Zeppelin and Claude Dornier in the early 1920s. Thanks to their inventive spirit, many other creative minds moved here as well, and the region is still characterized by aerospace technology today. For example, such successful enterprises as EADS, ZF, Zeppelin GmbH (construction machinery, silos, and systems), or the drive and energy systems specialist Tognum (mtu) all emerged from the Luftschiffbau Zeppelin airship construction company. Indirectly, this also resulted in the founding of many small and medium-sized, highly specialized technology firms. In addition to large

Region Südwest

The innovative region at the border triangle

The South-West Economic Region is located at the meeting point of three countries. Swiss, French and Germans naturally live here in cross-border co-existence as they go about working, relaxing and shopping in the neighbouring countries. The young people of the region grow up with a natural cultural competence.

Equally, local companies had been thinking and dealing in international terms long before the word 'globalisation' became common. Therefore the proximity of two international airports; the EuroAirport Basel-Mulhouse and the Zurich Airport is highly appreciated by the regional companies. Europe's leading cluster of life-science companies has also been set on a trinational basis. German, Alsatian and Swiss firms collaborate not only with the universities of Freiburg, Basel, Mulhouse and Strasbourg,

but also with outstanding public and private research institutes located in all three countries. In few other locations of the world can one find a greater density of biotechnology, life-science, pharmaceutical and chemicals firms. A multitude of smaller, highly specialised biotech firms have grown up around global players such as Novartis, Roche, BASF, Bayer, Evonik and "DSM Nutritional Products". This is the region where innovations are made, naturally, trinationally. ☼

For further information

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Wirtschaftsregion Südwest

Located in the very South-West of Baden-Württemberg, the "Region Südwest" has grown to form a dynamic, cross-border trinational entity. Companies, universities and private research institutions function and work together as part of the leading European Life-Sciences Cluster.

Expo Real
Hall B1
Booth 222

BA Lörrach



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

You will find here your new location.



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www.expedition-zukunft.de

www.immportal-bodensee.net

Expo Real
Hall C2
Booth 221

Lake Constance Economic Area

The international economic area around Lake Constance combines the potentials and resources of four highly developed countries—Germany, Switzerland, Austria, and Liechtenstein—and thus forms one of the most dynamic economic regions in Europe.



☒ Achim Mende

Lake Constance

*International economic region to be
represented at EXPO REAL*

The Lake Constance international economic region will be represented at EXPO REAL in Munich from 4th-6th October 2010. This year Lake Constance will present itself to an international professional audience under the banner “Bodensee-land — UNITEDINNOVATIONS” with a new and exclusive exhibition stand concept. Europe’s largest international trade fair for commercial property and investment brings together experts from all areas of the real estate business—from investors, project developers, architects and planners to representatives of cities and economic regions.

A large map on the floor of the new exhibition stand serves to illustrate that the region’s real potential lies in the four countries that surround Lake Constance—a fact supported by the slogan “Together we are strong”. Of course there will be emotionally appealing photos of this popular holiday

area, but the theme of the new trade fair concept is that Lake Constance is first and foremost a high tech region. Visitors can learn all about the region’s core competencies

at stand 221 in hall C2. “Participation at Expo Real is very important in terms of positioning the region in the international market. Those regions that are not represented will miss the opportunity to be recognized by the industry. This is why we will be there for the eighth time”, stressed Thorsten Leupold, head of Bodensee Standort Marketing GmbH (BSM).

This year, some very special experiences await visitors to the stand. On the 5th October at 3pm, the Baden-Württemberg Minister for Economic Affairs, Ernst Pfister will open the VIP event at the stand. Afterwards the different economic areas will present themselves to the audience under the heading of a “Journey around Lake Constance”. Prospective customers will also be able to find out more from the region’s top class building and real estate businesses about their current projects. To finish off there will be a prize draw for a 60-minute zeppelin flight. On each of the three days of the trade fair there will also be two free flights from InterSky Luftfahrt GmbH to be won. Another special feature of the stand is the unique Milk and Juice Bar, which the stand has become famous for throughout the whole exhibition centre. Under the slogan “Fit for Business” visitors will be invited to enjoy delicious shakes, snacks and fruit kebabs made from fresh fruit and to have a chat about the Lake Constance region. ☼

For further information

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RANKINGS LAKE CONSTANCE REGION

► FOCUS 2009

In a study of the economic potential of all German administrative districts, Lake Constance district placed 2nd, and first overall within Baden-Württemberg

► Prognos survey “Future Atlas 2009”

Lake Constance district placed 20th of 413 German administrative districts and municipalities; on the map of Germany, Lake Constance district was rated as “above average” and scored particularly highly

in the health care management category where it was rated as “strongly above average”

► **INSM 2009 and 2007 regional and start-up ranking**
administrative districts within the Lake Constance region placed in the top 25% in Germany in the unemployment category; the Upper Rhine-Lake Constance region was 3rd in the start-up category; the Lake Constance region was the leader in terms of soft location factors

► **agiplan GmbH**

Creative Class in Germany 2010 (country-wide location ranking)
Lake Constance district placed 4th, Constance district 18th amongst all German administrative districts (using technology, talent and tolerance indices)

► **Futurologist and trend researcher Mathias Horx**

As a thriving business region, the Lake Constance Region is amongst the top 10 regions in Europe



One Lake, One Region, Four Countries, A Thousand Opportunities

Partners:



With its unrivalled mix of thriving business, tourism and residential areas, the Lake Constance region is one of Europe's hot spots for investors, innovators and developers alike.

The potential of the Lake Constance region has long been recognized by countless well-known companies and global market leaders. The region's internationality, inventive talent and development dynamics are complemented by an exceptional quality of life.

Our Lake Constance commercial real estate portal offers you a clear cross-border view of available properties. Whether you are looking for office space, commercial property or a technology park, you'll find the right location at

www.immportal-bodensee.net

Your consultants for the Lake Constance region:

Bodensee Standort Marketing GmbH

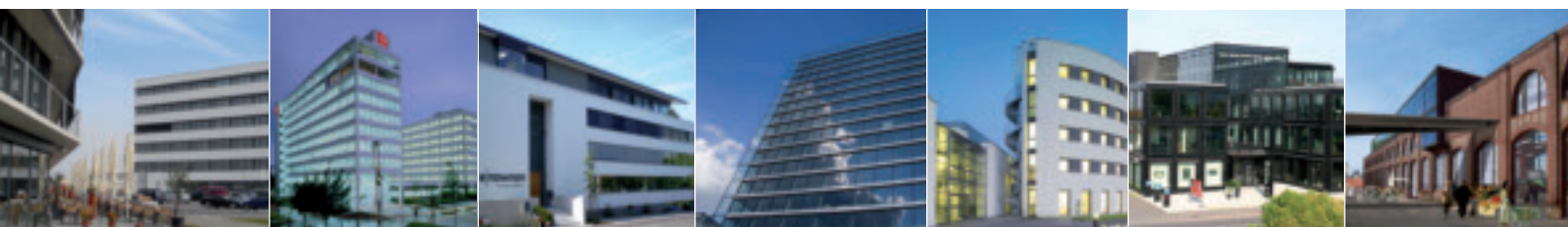
Phone +49 (0) 7531 80 01 145

info@bodensee-standortmarketing.com

www.bodensee-standortmarketing.com



BODENSEE STANDORT MARKETING



Enjoy Jazz

02.10. - 19.11.2010, Heidelberg

The festival includes concerts by international stars, but less well-known musicians can also be discovered. At various locations in Mannheim, Heidelberg and Ludwigshafen.

Phone: +49 6221 5835850
www.enjoyjazz.de



Baden-Baden Kur & Tourismus GmbH

International Gallop Races

"Sales & Racing Festival"

23.10. - 24.10.2010, Iffezheim

The international gallop races in Iffezheim near Baden-Baden offer a tingly atmosphere, thrill and fascinating races

Phone: +49 7229 1870
www.baden-racing.com

59th International Film Festival

11.11. - 21.11.2010, Mannheim

Festival for new films, market square for the "intelligent cinema", meeting point of the film business at the Mannheim Festival.

Phone: +49 621 15699031
www.mannheim-filmfestival.com

Archaeology and Playmobil

21.11. - 27.02.2011, Konstanz

More than 1,000 Playmobil figures present a unique experience. Archaeological information about knights, Vikings, Romans and Egyptians is presented for the "young and old" from a completely different angle with great attention to detail.

Phone: +49 7531 9804-0
www.konstanz.alm-bw.de

The Swabian Spa Route

How to be well-prepared for the cold season



Breathe freely. Switch off. Have a rest. The spas along the Swabian Spa Route, with their health and wellness centres, offer many opportunities: movement and endurance as well as relaxation and recreation are as much a part of the package as the relief from and cure of discomforts. The most important natural remedies of the Swabian Spa Route are the moor, having emerged in the course of thousands of years, and the thermal water from the depths of the earth.

The thermal spring water, containing sulphur, brine, and fluoride, comes to the earth's surface from a depth of up to 1,800 metres. It is not only of therapeutic sig-

nificance, the minerals in the water and the natural heat also create a blissfully relaxed sensation.

Thanks to their elaborately designed swimming complexes, the thermal baths along the Swabian Spa Route offer pool fun for the entire family. Indoor and outdoor pools at various temperatures with whirlpool seats and massage jets make the visit of a thermal bath a year-round option for fun.

The "Black Gold"

A specialty of the region are the extensive moor areas. The Black Gold, as it is also called, comes directly to the tub from

For Wellness Fans

Moor baths in Bad Wurzach, underwater shiatsu in Überlingen, holistic Kneipp treatments in Bad Wörishofen, hydrotherapy in Aulendorf, or massages in Bad Waldsee.

TEXT: Daniela Sandmann



Heilbäder- und Kurorte Marketing
Baden-Württemberg GmbH

mother nature, freshly collected and prepared on a daily basis. It is rich in valuable mineral nutrients, promotes even circulation, relaxes muscles, and alleviates pain.

Healing Powers

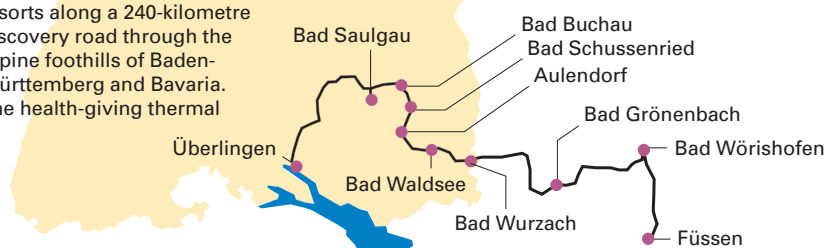
The secret of the moor's healing powers lies in the special way it transfers heat to the human body. If the moor bath is administered in a paste-like consistency, the temperature of 42° Celsius passes into the body slowly and heats up colder body regions more intensively than core areas. This gentle warming greatly increases circulation and activates the immune system.

MAP SWABIAN SPA ROUTE

The Swabian Spa Route is a well-known wellness route in the south of Germany. Like a string of pearls, this route connects ten spas and health resorts along a 240-kilometre discovery road through the Alpine foothills of Baden-Württemberg and Bavaria. The health-giving thermal

spas are a source of renewed strength and increased energy, not to mention the healing powers of the moor

mud baths, the warmth of thermal water and the healthy therapies of Sebastian Kneipp.





Überlingen/
Schwäbische Bäderstraße

ÜBERLINGEN

Since the 15th century patients have come to the proud city on the shores of Lake Constance to cure their gout and diseases with the wonderful, acidulous spring water. Today, the Bodensee-Therme, fed by thermal waters from a depth of 1,000 metres, builds upon this century-old spa tradition. Meditative underwater sounds, light projections, a panoramic view over Lake Constance, pleasant infusions and scents in the sauna guarantee a perfect holiday.

www.bodensee-therme.de

BAD SAULGAU

The spa town Bad Saulgau, with its healing springs, is an exquisite location, set between the River Danube and Lake Constance. At a



Bad Saulgau, TMBW

depth of 690 metres, valuable sulphurous thermal water accumulated over the course of several thousand years. The Sonnenhof spa is particularly recommendable. Massage and neck jets, or underwater bubblers relax your tense muscles very quickly.

www.sonnenhof-therme.de
www.bad-saulgau.de

BAD BUCHAU

The spa facilities of Bad Buchau are situated between the city of Ulm and Lake Constance. Moor and thermal baths are the cornerstones of the city on the Federsee. The Adelindis spa is embedded in the romantic spa park and, with three outdoor and three indoor pools and a modern sauna landscape, ensures pool fun all year round.

www.adelindistherme.de
www.badbuchau.de

BAD SCHUSSENRIED

In the middle of Upper Swabia, between lakes, moorlands, forests and hills, lies the small, former monastery city of Bad Schussenried, with its many baroque sights. Set in one of the most beautiful and pristine landscapes, it is the ideal place to enjoy peace and quiet.

www.bad-schussenried.de

AULENDORF

Aulendorf is situated in the heart of Upper Swabia and offers a harmonious combination of historic sights and modern spa, leisure and wellness facilities. Aulendorf is not only well-known for its diverse surroundings and beautiful habitat, but also for its spa. This combination of spa and recreational pool, sauna and Roman bath beneath a huge glass dome has become the region's bathing attraction.

www.aulendorf.de



Bad Waldsee/Schwäbische
Bäderstraße

BAD WALDSEE

Bad Waldsee, Kneipp location and moor spa, has the hottest spring in Upper Swabia. A bath in the thermal water, which is cooled down to between 37° and 28° Celsius, is far more than just a delight for body and soul. The thermal water, containing fluoride sulphur, is known for its manifold healing powers.

www.bad-waldsee.de

BAD WURZACH

Travelling to Bad Wurzach and enjoying the waters is an old tradition. Already in 1936 the healing, beneficial effects of the moor, the so-called



Bad Buchau, Oberschwaben Tourismus GmbH

"Black Gold", were put to good use. The flagship of the pretty spa town at the Wurzacher Ach, however, is not just its many years of experience in spa therapies, but also its link to modern age by sporting one of the youngest and most modern spas in Baden-Württemberg.

www.bad-wurzach.de
www.vitalium-bad-wurzach.de

BAD GRÖNENBACH

This traditional Kneipp spa is the Allgäu region at its best. Since the 16th century, treatments against all kinds of illnesses have been developed and applied here. Since 1996, Bad Grönenbach has been an approved Kneipp spa and offers spa guests a complete care portfolio

in terms of health and wellness—from classic Kneipp applications to medical rehabilitation. Additionally, several sanatoriums and hospitals, one of which specialises in naturopathic treatments, combine old and new know-how at the service of wellness, physical health and slimmer body lines.

www.bad-groenenbach.de

BAD WÖRISHOFEN

For more than 150 years, the people in Bad Wörishofen have relied on Kneipp's knowledge. Those who prefer things a little more contemporary may consider visiting the Südseetherme Bad Wörishofen. This exotic South Seas paradise, covering an area of 5,000 square metres under huge palm trees, is the ideal location for a relaxing and active holiday.

www.therme-badwoerishofen.de
www.bad-woerishofen.de



TMBW

FÜSSEN

Situated between the gentle Allgäu hills, wild mountain ranges, and idyllic lakes, Füssen provides a wide range of worthwhile health and feel-good programmes, and is an approved Kneipp spa.

www.fuessen.de



from bikes to baths



Pedale totale

The finish line is in sight – with a refreshing tour of the thermal baths along the Danube-Lake Constance Cycle Route. For a fabulous, hassle-free cycling experience book the “Pedale totale” holiday package, with 3, 4 or 5 nights’ accommodation and luggage transportation from only EUR 179 per person in a double room – now with free entry to the thermal baths! Don’t forget to ask us for the free cycle route guide, full of great places to stop and cycle-friendly accommodation.





01



02

01 02 03

"I always feel a kind of longing for Baden-Baden, anyway..."

Johannes Brahms (1833-1897), composer

Baden-Baden Kur & Tourismus



03

"Baden-Baden is so nice, you have to name it twice"

Spa and culture in the high-class resort

Spa and Beyond

Baden-Baden is recognized both nationally and internationally as a spa and culture town, but that is only half the story.

TEXT: Daniela Sandmann

Baden-Baden stands for enjoyment, well-being and "joie de vivre": The Black Forest Mountains surround the town on three sides, offering ideal protection from bitter winds, but simultaneously providing fresh, clean air on a daily basis. To the west of the town lies the broad, sunny Rhine Valley. It funnels warm air from the south allowing spring in Baden-Baden to always have a head start. As the last remnants of snow are melting on the surrounding Black Forest peaks, the gardens in Baden-Baden are already bursting into bloom. Painstaking care throughout the summer ensures that the town always presents itself in a kaleidoscope of natural colours. The autumn is treasured by many, when the yellow and red leaves from the countless trees and bushes

glisten in the sunlight. The winter is generally mild. Ski fans, however, have fresh powder snow on the doorstep; simply by going one step higher to the Black Forest.

Mediterranean Flair

The parks and gardens in the centre of the town are one of Baden-Baden's showpieces. They represent a three kilometre long oasis of tranquillity and relaxation.

This is the true heart of the town with an open, English styled park landscape and lush botanical gardens featuring exotic flora and fauna. In between there are fountains, small streams and ponds. Romantic pavilions, marble and bronze busts, irises and rhododendrons are dotted around the area. Roses are simply everywhere.

01
The parks of Baden-Baden are famous for their great variety of trees and plants
Baden-Baden Kur & Tourismus



01

02
With 2,500 seats, the Festspielhaus is one of the largest opera houses in Europe
Baden-Baden Kur & Tourismus



02

03
The Kurhaus is a well-known landmark all over the world
Baden-Baden Kur & Tourismus



03

In Germany Baden-Baden is already the most important City of Roses. In Europe it is among the cities which have the most beautiful gardens, along with Rome, Madrid, and Paris. Each year in summer rose enthusiasts, growers, and more than 100 jury members meet in Baden-Baden to select the most beautiful of all roses.

Numerous paths weave their way alongside the river Oos, past the dainty bridges and the sound of water splashing over the cobbled river bed. This whole area is known as the Lichtentaler Allee — Baden-Baden's natural masterpiece. For over 350 years, the Lichtentaler Allee has been Baden-Baden's flowering showpiece: in 1655, Moritz von Lassolaye, the chamberlain of the famous Marquis Ludwig Wilhelm of Baden, allowed an avenue of oak trees to be planted. It began at today's theatre building and stretched approximately 800 meters in the direction of the village of Lichtental. The Lichtentaler Allee was born. A great deal of planning, planting and beautifying had to be addressed before it reached the status of one of Germany's finest park landscapes, however. Only at the start of the 19th century, when the small town on the River Oos became the favoured summer residence of the rich and famous, did this green oasis develop an identity of its own. With the building of the Promenade House (today's Kurhaus) the adjacent avenue of chestnut trees arose, under which simple shopping booths offered their wares (the forerunner to today's elegant Kurhaus colonnade). The leading garden architects of their time imprinted their mark on the park landscape between the "Badischer Hof" and the Cistercian abbey in Lichtental.

A cascading stream and small steps lead up to the Stourdza Chapel located on top of the Michaelsberg, behind the Trinkhalle. An ideal panoramic view of the town can be gained from this vantage point — the elegant mansions and hotels surrounding the Lichtentaler Allee, the tangled rooftops of the Altstadt, the church steeples, the bathing quarter and the Neues Schloss. Bill Clinton, the former President of the United States, is a friend of Baden-Baden, which he

has visited several times, also with his wife Hillary Clinton. One of the many, often poetic quotes about our city comes from him. "Baden-Baden is so nice you have to name it twice", Clinton is alleged to have said.

For Body and Soul

Baden-Baden's thermal waters are ideal for helping you unwind and for doing your body some good. And when the weather outside takes a turn for the worse, this bodily reat becomes an even greater thrill. In the architecturally charming Friedrichsbad all emphasis revolves around tranquillity, leisure and health.

It is a bathing palace of timeless beauty, built in the renaissance style over one hundred years ago. Marble, brass, stucco, narrow pillars, frescos and painted tiles decorate its interior and exterior. Every detail is a work of art in its own right. Behind the scenes, however, all technology is 21st century.

Baden-Baden has over the years made every effort to lovingly restore its heritage, but, at the same time, bring everything technically up to date. The building is therefore now exactly what it was following its inauguration — one of the finest thermal baths ›

FACTS & FIGURES BADEN-BADEN

- › The largest percentage of millionaires in Germany live in Baden-Baden
- › 61 (8.5 hectares) of the entire area is forested
- › 800,000 litres of healthy, 69 degree hot water rise daily from 12 thermal springs
- › Caracalla Therme: one of the finest baths in Europe
- › Europe's 2nd largest opera house is located in Baden-Baden
- › The oldest and largest casino in Germany is located there
- › home to Europe's largest hot air balloon fleet with 26 balloons
- › First tennis club and one of the first golf courses of Germany were founded in Baden-Baden
- › The only remaining German dwelling of the grand composer Brahms is to be found here

01

The brasseries tempt their visitors with a fine selections of French-inspired cuisine

Baden-Baden Kur & Tourismus



01

02

According to Marlene Dietrich, Baden-Baden has the world's most beautiful casino

Baden-Baden Kur & Tourismus



02

03

The nearby Black Forest offers plenty of winter sport opportunities

TMBW



03

in the world. The Roman-Irish Bath within the Friedrichsbad is unique. It is two hours of invigorating pleasure. The ritual involves a sequence of stages including showers, soap and brush massages, steam baths, hot air baths and thermal baths. A compulsory respite follows the active phase. Afterwards, you feel as if you have been reborn! Directly opposite, the architects Hübsch and Belzer erected another bath house, the "Alte Dampfbad". The list of crowned heads of state and famous artists who have taken a cure here is impressive.

One reason to keep coming back to Baden-Baden is the Caracalla-Therme. It is one of the largest and most beautiful thermal bathing complexes in Europe. It is named after the Roman Emperor Caracalla, who

was one of the first to recognise the healing powers of Baden-Baden's thermal springs. It is an invigorating bathing experience and, above all, a healthy one too — thermal bathing at its best. Approximately 800,000 litres of thermal water, with a temperature of up to 69°C, rises daily from springs deep underneath the Florentinerberg hill and flow into the seven different pools at the Caracalla-Therme. The advanced, behind the scenes, technology means that the 1065 cubic metres of water in the pools is completely refreshed every 75 minutes. This ensures constant water and air temperatures. The 3,100 metre squared bathing complex is a source of health and vitality with a touch of luxury. Over one thousand square metres of white and blue marble gives the complex its classic elegance, while the glazed frontage allows the bathing paradise to be flooded with natural light. The different constant temperatures of the pools allows outside bathing in the fresh air all year round. Due to the health promoting effects of the water, a modern therapy centre has also been attached, where preventative and recuperative therapies are offered. The Caracalla-Therme — another milestone in Baden-Baden's long bathing tradition, with its hot and cold water grottos, whirlpools, saunas and solarium. Here, daily problems just vanish into thin air. Fresh and revived you can return to the town centre within minutes to carry on your day.

With the inauguration of the Festspielhaus in 1998, Baden-Baden's international concert venue, a long standing wish was finally fulfilled. Even Richard Wagner considered performing "The Ring" in Baden-Baden, but, having been born in Bavaria, opted for Bayreuth instead. Over one hundred years later, Baden-Baden, with its close ties to European musical history, finally became what it had so long wished for. The Festspielhaus brings pleasure to artists and visitors alike.

"Rien ne va Plus"

Just as fascinating and unique is an evening in the Baden-Baden Casino. The ball has been rolling in the roulette wheel for over 200 years in Baden-Baden, and since 1824 in its present home of the Kurhaus. But it only became "the most beautiful casino in the world" (Marlene Dietrich) when Edouard Bénazet took over at the helm. In the middle of the 19th century, he commissioned Parisian interior designers and artists to transform the right wing of the Kurhaus into ceremonial rooms that could not be matched. Whoever has walked through these magnificent rooms and sensed the luxurious, elegant ambience will easily agree with what Marlene Dietrich had to say.

"Baden-Baden is one stone in the mosaic of Russian history."

Naina Yeltsina, wife of Boris Yeltsin

French and American Roulette, Black Jack, Baccarat and Poker can be played on the tables every evening. The casino's restaurant offers a tempting menu of Mediterranean delicacies, serving these in summer on its courtyard terrace. The stylish bars, here, serve a variety of cocktails and fine cigars. In the basement, visitors can experience a slice of Las Vegas in a room full of one-arm bandits. The five digit jackpot is awaiting visitors from all over the world. There are guided tours of the historical rooms every

morning; these can be arranged in English, French or Russian if booked in advance.

Baden-Baden, Little Russia

Baden-Baden is not only deemed to be the only Russian city outside of Russia, but has also been nicknamed the “European Summer Capital” since Tsarist times. For most travellers from the East Baden-Baden is a dream destination. Turgenev’s “Smoke”, required reading in Soviet Union schools, made Baden-Baden the most well-known German city in Russia. The spa became the summer capital. Already in the middle of the 19th century 500 Russians visited the city and thus doubled the population at that time. Even today many Russians, Georgians, and other well-heeled citizens from the former Soviet Union have acquired real estate and are resident here. The rouble is rolling into Baden-Baden. Many businesses generate half of their sales with Russians.

Baden-Baden in Pole Position

The sleepy village of Iffezheim, near Baden-Baden, has turned over the years, into a Mecca for German and international racing. Race week in Iffezheim is a mixture of racing and glamour, thoroughbreds and society girls, fun and suspense and a great deal more. The Spring Meeting (end of May/start of June), the Grand Week (end of August to the start of September) and the Sales & Racing Festival in October are the three social highlights of the year. The fun factor of the race meetings is all inclusive; it eludes nobody. Businessmen, in pin-striped suits, spring to their feet in exactly the same frenzy of excitement as the neighbouring down-to-earth horse lover. Everybody is fixated when the four-legged stars come pounding down the home straight. The world’s most expensive thoroughbreds along with the international jockey elite ride it out for prizes worth millions. The main race of the year is the “Große Preis von Baden”. You don’t have to be an oil sheik to get into the big money. The record winnings in German racing history were paid out in Baden-Baden: a triple bet produced a return of 64,749.49 euro from a 1.28 euro stake! ☼

01
Gregory Crewdson: Untitled (Forest Clearing), 2006, digital pigment print
Gregory Crewdson, 2010



01

02
Aya Takano: Di Yue Quan Xi, 2004, acrylic on canvas and wood
Aya Takano/Kaikai Kiki Co.



02

03
Joan Miró, La Sieste, 1925, oil on canvas
Successió Miró / VG Bild-Kunst



03

Museum Frieder Burda World-class art in Baden-Baden

The Museum Frieder Burda in Baden-Baden, created by New York building designer Richard Meier, proves to be a true crowd puller. Since the opening in October 2004, more than 800,000 art lovers have visited the museum.

The snow-white building is situated in Baden-Baden’s famous Lichtentaler Allee and adjoins the old National Gallery, built 100 years ago. In Germany, this is the first time that a national and a private cultural institution work together in such a unique way. This internationally-renowned private collection now includes a total of almost 500 works of modern and contemporary art. ☼

Joan Miró. The colours of Poetry

2 July - 14 November 2010
opening hours: Tuesday to Sunday 10 am - 6 pm

Aya Takano

23 September - 14 November 2010

Duane Hanson Gregory Crewdson

26 November 2010 - 6 March 2011

www.museum-frieder-burda.de

Not Just any Dish

Potatoes in Baden-Württemberg are, thank goodness, not always served up as globally uniform French fries. Their local fate is more often than not to end up in potato salad.

TEXT: Hans Gäng

istockphoto

Lifelong Potato Salad

An original Swabian delicatess

There are many regional names for the potato, like the Swabian word “Grumbiere” or crooked pear, while someone from Baden would call potatoes “Erdaepfel”, like the French “pommes de terre”. For many people, a good potato salad is a sign of great cooking in Swabia and Baden. Celebrity chef Vincent Klink agrees: “There are a surprising number of people who know exactly how a Swabian potato salad should taste. There’s no room for manoeuvre.”

The secret of a good potato salad can only be learned by observation and years of practice. The basic ingredients seem quite straightforward: potatoes, an onion, vinegar, oil, salt, pepper and hot broth. But: which potatoes are best? How long do they need to cook for? How cold can they be when they are peeled? In what quantities and in what order should the other ingredients be added? How do you fold the sauce gently, but also briskly and evenly into the potatoes? And above all: how firm and moist should a real potato salad feel in the mouth? The local ladies say nothing; they just keep on making it. Sometimes by the ton, if there is a local party. Men, on the other hand, like to reminisce about the times and places where they were served the best potato salad. At the end of the day they all agree, of course, that the one and only true potato salad is the one made at home by their mother, grandmother or

aunt, who still serve it, even in old age, when the “Bua” — the son — finally comes home from the big city or a foreign land, as in the author’s case. And then the salad still tastes as good as it did twenty or forty years earlier.

When do you eat the salad? Potato salad usually makes its big entrance as a star performer, alongside the obligatory mixed salad, to accompany meat dishes during a traditional Sunday lunch. But it is also often served with sausages. For a truly traditional dish, the salad is served as the only accompaniment to a real Viennese Schnitzel made of thinly-beaten veal.

Potato salad also comforted the traditional rural mourners after a funeral in my home village, as an accompaniment to the obligatory bratwurst sausage. Potato salad—a passion from the cradle to the grave. As Vinzenz Klink puts it: “Our childhood dishes are the experiences we carry with us our whole life. Those who don’t have these experiences are all the poorer for it.” ☼



For Insiders

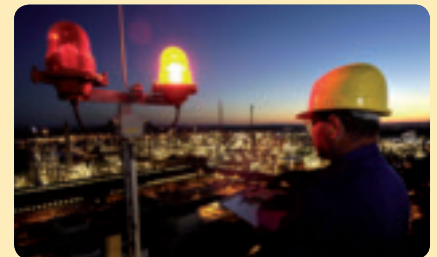
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