



Issue Eight / April 2011
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Baden-Württemberg
Where ideas work.

Business Baden-Württemberg

CLUSTERS & INITIATIVES

Where the heart of Germany's
Mechanical Engineering is beating

TEACHING & TALENTS

Facing a global challenge:
Diversity Management at Daimler

AFTER WORK

Silent and beautiful: The Swabian
Alps and the High Rhine



At the "Automobilsommer 2011"
Baden-Württemberg celebrates its
most successful export product

A Passion for Mobility

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But perhaps a better way of putting it would be to say that we can learn from you. We are looking forward to having you here as well as helping you make your ideas and dreams come true, here in Baden-Württemberg. Pay us a visit at: www.bw-jobs.de. 

bw-jobs is an initiative of the Ministry of Economics of Baden-Württemberg aimed at securing the supply of qualified, specialist employees.



Baden-Württemberg

Where ideas work.

Civil Society and the Economy

Baden-Württemberg has hit the headlines. Not on account of the figures that have enabled the Federal State to emerge from the severest of economic crises. The State has announced record export figures—an increase of 25 percent. The 150 billion Euros threshold was exceeded for the first time in 2010.

No, the headlines generated by this particular land of the economic miracle were political—the popular movement opposing the conversion of Stuttgart Central Station, the alliance against continued use of nuclear power and now the new coalition government. By its own admission the latter feels particularly duty-bound to fall into line with civil society's wishes, as expressed by people power.

Will civic participation and environmental awareness be an impediment to or provide new momentum for growth in Baden-Württemberg's economy? Businesses started gearing up for new challenges well before the recent elections to the State's parliament. Baden-Württemberg's vehicle manufacturers and automotive regions intend to retain pole position as far as electric mobility and its field trials are concerned. On the issue of energy efficiency the mechanical engineering sector is demonstrating just how massive industry's energy-saving potential is. As far as renewables—water, wind, solar and geothermal energy—are concerned, both the State government and companies, including the recently “nationalised” EnBW, have set ambitious agendas.

Environmentally focused creativity, supreme engineering skills, civic open-mindedness to new products and processes—will these three factors underpin green-inspired growth in the sunny south-west of Germany? Will the State even be a pioneering trailblazer like California is in the USA? Being at the forefront of sustainable industrial production and new forms of mobility could pay dividends for Baden-Württemberg's economy. Rapidly and globally. ☼



Hans Gäng
Editor-in-Chief



Ideas need the power of networks.

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**Innovation Agency
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Business Baden-Württemberg

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Spirit

Ingenuity – that's what they say the Swabians and Badener have. We take a look at the innovative mechanical engineering sector in Baden-Württemberg.

“Tüftler” and “Schrauber”

Ambitious engineers and highly qualified technicians are now meeting the innovation and engineering challenge in the place where the car was invented 125 years ago. They are working hard to secure the State's mobility future. The passion to generate viable technical solutions is the key factor driving the State's vehicle industry forward. Premium quality workmanship from Baden-Württemberg is still a genuine global benchmark.

Inspiration

*The Swabian have a very ambivalent feeling
about the Swabian Alb. It is raw, it is capricious.
Like some of its inhabitants.*

The Landscape

The Swabian Alps enable you to get away from it all, find peace and quiet. Here you can stop off at a really cosy inn and regain your overall sense of perspective when you look across the mountain ridges. People returning from here often feel as if they have been reborn.

Number One State

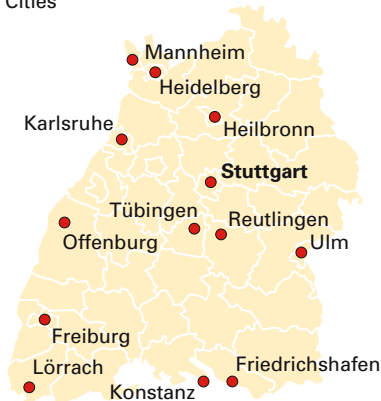
Facts and Figures about Baden-Württemberg



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: 35,751 km²
Population: 10,745,000 inhabitants (both almost equivalent to all of Belgium)
- › Population Density: 301/km²
- › Population in proportion to Germany: 13.1%

Cities



ADMINISTRATION

- › Foundation on: 25 April 1952
- › Campaign sticker: "We can do everything except [speak] standard German."
- › Parliamentary Elections of 27 March 2011 (Percent/Seats)
CDU 39/60
Greens 24,2/36
SPD 23,1/35
FDP 5,3/7
- › 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
- › Neighbour Countries: Switzerland, France, Austria
Neighbour States: Bavaria, Rheinland-Palatinate, Hesse

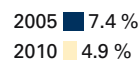
ECONOMY

- › GDP: 343,736
- › 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

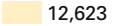
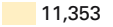
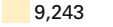
- › Disposable private-household income (in million euros):



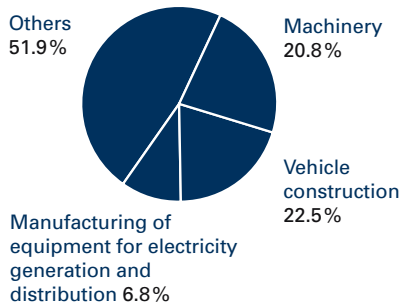
- › Baden-Württemberg is a state with a traditionally low unemployment rate:



FOREIGN TRADE

- › Industry: export rate 2009: 36.4 %
 - › Total exports (in billion euros):
1995  64.4
2010  153.9
 - › Ultimate destinations for exports:
(in 2010 in million euros)
- | | |
|-----------|--|
| EU 27 |  81,410 |
| USA |  13,618 |
| France |  12,625 |
| Switzerl. |  12,623 |
| Netherl. |  11,353 |
| China |  11,044 |
| Austria |  9,243 |
| Italy |  8,528 |

- › Industrial structure in 2009



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

SCIENCE, RESEARCH AND DEVELOPMENT

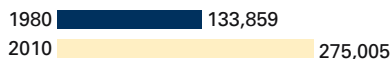
- › Baden-Württemberg is at the unchallenged European forefront in research. Nowhere in Europe is more money spent on innovations by research and development departments
- › Expenses for research and development amount to 4.2 % of the gross domestic product (GDP) — 1.6 % through vehicle manufacturing
- › 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



EDUCATION

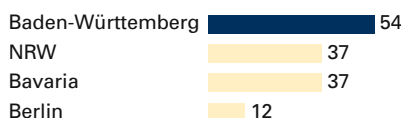
- › Universities: Heidelberg, Mannheim, Karlsruhe, Freiburg, Konstanz, Tübingen, Ulm, Stuttgart, Stuttgart-Hohenheim plus eight DHBW-locations
- › Four of the nine German elite universities listed in the the national Competition of Excellence are located in Baden-Württemberg

- › Students in Baden-Württemberg:



GASTRONOMY

Baden-Württemberg is a gourmet mekka: 54 of its restaurants have received one or several of the coveted Michelin stars:



Addressing Global Players

local global is focusing the new global challenges. In addition to magazines and websites we are organizing and communicating your conferences: We are the specialists for global business.

Our communications solutions:

Deutsche Messe

- › Hannover Messe 1998-2011
- › Partner Country Russia 2005
- › Partner Country India 2006
- › Partner Country Turkey 2007
- › Partner Country Italy 2010
- › Partner Country France 2011
- › CeBIT Flat World Forum 2009-2011

Foreign Trade

- › Deutscher Außenwirtschaftstag 1999-2011
- › Global Connect 2008-2012
- › sourcing_asia 2004-2011
- › Asia-Pacific Sourcing 2007-2011
- › Baden-Württemberg 2007-2012
Magazine Business Baden-Württemberg
- › Niedersachsen 2007-2010
Website, Magazine Niedersachsen Global
- › AFIDA, AUMA 2005-2010
Exhibition Markets China, Central & Eastern Europe, Latin America


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Silently from 0 to 100 in 3 seconds

In its role as technical partner to the French company Formulec, DEKRA, the technical experts' organisation, has unveiled a revolutionary racing car. The "EF01", developed by Formulec in collaboration with other well-known partners, is currently the world's fastest, 100 percent electrically powered Formula racing car. This superfast car can accelerate from 0 to 100 in just three seconds. DEKRA's technical experts are adding their experience, which they have acquired since 2010 as part of their partnership with Formula Student Electric (FSE), the electric offshoot of Formula Student Germany, to the new racing series. This commitment and the partnership with Formulec are a portion of DEKRA's e-mobility-related activities.

Blechexpo with Hybrid Technology

06.-09.06.2011,
Landesmesse Stuttgart

The 10th BLECHexpo and the 3rd SCHWEISStec have a leading position in Europe. It holds second place in the world rankings of trade fairs for sheet metal processing. position in Europe. The fields of "hybrid technology" has been newly added to the nomenclature for BLECHexpo 2011, because material combinations are gaining more and more significance in the production process. The addition of these topics makes good sense, because the process sequence idea is doubtless an important success factor for BLECHexpo, on which its entire concept is based, and which is also embodied in the concurrently promoted SCHWEISStec trade fair. In actual practice, the sheet metal processing and joining/bonding sequences merge smoothly into one another anyway, and thus the entire manufacturing sequence for modules and parts made of sheet metal and profiles is clearly demonstrated to interested parties at the event.

www.blechexpo-messe.de

The New War for Talents

Baden-Württemberg is competing to attract qualified human resources

Employer Branding

Due to an increasingly competitive landscape and demographic shifts, recruiting and retaining skilled workforce has become quite a challenge for numerous companies. An initiative of the Federal State communicates that the south-west of Germany is the ideal place to launch a career with great prospects.

Everybody is happy when businesses of all sizes are able to grow. But that is not the case. HR executives at Baden-Württemberg's companies have to confront new challenges. If companies grow rapidly following a crisis, they require the necessary human resources. Right now as well as in a few years' time. The "War to Attract Talented Professionals" is hotting up around

"Talent Management is Key" Interview with Alfred Goll



Do you sense that the "war for talent" is intensifying, in Germany at any rate?

We are noticing that the "war for talent" is hotting up, particularly as far as specialists and engineers are concerned. We are still able to fill all our vacancies; however the process of recruiting people from the above-mentioned groups is taking more time. In this respect we are also very much aware of how important Festo's brand positioning in the jobs market is.

"Our objective is to get our talented people to recognize added benefit for themselves."

Alfred Goll, Festo AG

 Festo AG

the world. This is what companies everywhere are saying. Evens champions, such as SAP and Festo, both of which are amongst Germany's top employers, are finding that recruitment is not getting any easier. Two years ago in this publication, Professor Werner Faix from Steinbeis University challenged SMEs in particular to invest in training and retaining specialist and executive human resources, despite the crisis. He now feels vindicated. "Companies that want to grow in emerging markets as well require the appropriate resources right now, both here and in these target markets."

Boosting Vocational Training

A tangible demographic trend now needs to be factored in too. All forecasts state that there could soon be a serious shortage of engineers and technicians—in particular in the SME sector, which does not really want to compete with the big industrial groups when it comes to paying salaries and wages. So action needs to be taken. And that is exactly the reason why the Federal State has

committed to a qualified human resources initiative, which has four objectives:

- › Boosting vocational **basic and advanced training**
- › Increasing participation in the labour force by **older people, women and people of an immigrant background**
- › Increasing the number of graduates in the **MENT professions** (Mathematics, Engineering, Natural Sciences, Technology)
- › Facilitating immigration by **highly qualified professionals**

bw-i, Baden-Württemberg's successful business location marketing agency has been commissioned by the Ministry of Economic Affairs to take a proactive approach and provide momentum in both the local and supra-regional labour markets. Herbert Bossinger, a member of bw-i's Board of Management, describes how the initiative intends to fulfil its objective of assisting SMEs with recruitment. "We intend implementing a whole range of measures to enable Baden-Württemberg to remain

Germany's most attractive employment location for specialist and executive human resources." Thus for example joint recruitment events are planned in cooperation with Baden-Württemberg's regional economic development organisations. An online jobs market has been co-inaugurated—Bw-jobs.de is designed to enable the approximately 15,000 vacancies in the MENT professions to be filled more quickly.

New Media for New Target Groups

bw-i also promotes Baden-Württemberg by targeting young professionals and executives at national trade shows and events at universities throughout Germany. The careers portal XING is also used to flag professional opportunities in the South-West. And The Ministry of Economics is also breaking new ground in addressing immigrants. Features on Turkish TV are specifically aimed at parents, to get them to encourage their children to obtain school-leaving qualifications and take up apprenticeships. ☼

How is Festo addressing the challenge of demographic change?

We have addressed the issue of demographic change for some considerable time now and an award from the Federal Minister for Economics in 2007 enabled us to demonstrate that we are taking broad-based action to proactively tackle this problem. We view the main challenge in the so-called MINT professions (Mathematics /IT/Natural Sciences/Technology). We have a range of actionable measures in place to meet this challenge, such as a corporate HR strategy, head-hunting and graduate recruitment plus advanced training and qualification programmes. We also attach great importance to people managing their health and achieving a satisfactory work-life balance.

In Germany you are regarded as one of the most popular employers.
How do you communicate this feedback to foreign applicants?

At this juncture I should like to partially contradict you. We are not only one of the most popular employers in Germany but

also in Europe. We participate in a range of different popularity surveys and proactively communicate this in the jobs market using a range of different advertising methods. Given the current situation I should like to quote you two examples. In the Netherlands we are rated as one of the most popular employers by "Great Place to Work" and in Bulgaria we have been rated as a "Preferred Employer" since the start of this year. Furthermore we action a range of activities in other countries, e.g. head-hunting at targeted universities in Germany and abroad, where we specifically contact students. Given this global challenge, Festo is attaching increasing importance to positioning itself internationally as an "Employer of Choice".

What is Festo doing not only to recruit but also to retain and develop talented human resources?

Talent management is a key element of our international HR strategy and our HR management work will focus on this issue during the next few years as well. We identify the talent pool that we have around the

world by applying an internationally structured HR process and combine this with action to foster this talent. Our objective is to get our talented people to recognize added benefit for themselves and to identify their opportunities within the company.

Does Festo have a corporate culture that can be communicated and put into practise across national and cultural borders?

As a family business Festo has a distinctive corporate culture, where long-term thinking and innovation—but also the awareness that it is our employees that enable us to differentiate ourselves from our competitors—all play a particular role. We regularly conduct global employee surveys and then take action not only to communicate our culture but also to enhance it on a continuous basis. Indeed we regard this as a distinguishing feature that sets Festo apart from other companies and also makes it such a successful business. ☼

For further information
www.festo.com



**Best Practice:
The SME sector**

Global market leaders, of which there are a large number in Heilbronn-Franconia often occupy niche segments, employ 600 people, turn over 100 million Euros, are to 70 percent family-owned and exports represent 62 percent of their total sales.

01



02

Be Aware of Megatrends

The Heilbronn-Franconia region, where many medium-sized businesses are based, staged Germany's first ever Global Market Leaders' Convention

"What they do, they do extremely well", were words of praise expressed by Baden-Württemberg's Premier Stefan Mappus during the Global Market Leaders' Convention. This event, in contrast to the World Economic Forum taking place in Davos at the same time, is less theoretical and addresses the specific problems and characteristics of medium-sized businesses.

Many Medium-sized Businesses are Based in Heilbronn-Franconia

Indeed many of Germany's approximately 1,500 global market leaders are benefiting from the current upturn in the global economy and are even enhancing their current positions of strength. Yet despite all the euphoria amongst the approximately 300 delegates to this first-ever convention, caution was called for. If there was a message that current and potential global market leaders were able to take away with them, then it was that they could not afford to regard their futures as being secure, based on the status quo now.

"To do business successfully as a company is actually quite simple", said Hans-Jochen Beilke, CEO of EBM-Papst. "You must listen to what your customers want and you have to be aware of megatrends." Beilke is definitely in a good position to talk. His company, which is committed to the engine and ventilator business, increased its sales between 1994 and 2009 by an average of 13.2 percent per annum to the current figure of 986 million Euros.

Great Challenges

Yet it is not quite that simple, as strategy expert Bernd Venohr found out from research he performed. Of 218 medium-sized global market leaders in 1994, 20 percent have ceased to exist, due to bankruptcy or restructuring, whilst 18 percent have lost their positions. The greatest challenges are posed by changes in technology, shrinking markets, over-estimation of corporate capabilities and disagreements within owner families.

The growing lack of qualified human resources is also a risk, which Michael Hüther,

01

First-ever global market leaders convention at Heilbronn-Franconia
Wirtschaftsregion
Heilbronn-Franken GmbH

02

Many of Germany's global market leaders are benefiting from the current upturn
Wirtschaftsregion
Heilbronn-Franken GmbH

03

The award ceremony at the global market leaders' convention
Wirtschaftsregion
Heilbronn-Franken GmbH

Director of the Cologne Institute for Economic Research, pointed out. A population decline of up to 30 percent is anticipated in some regions. "Some 150,000 of the working population are lost to the labour market year on year".

Hüther recommended three strategies to the convention delegates to counteract this problem — increasing productivity by improving the level of qualification, providing clear incentives to and simplifying procedures for immigrants as well as increasing work volumes in relation to annual working hours and working lifetimes. His bottom line: "Those companies that want to remain global market leaders have to take changed HR Policy requirements seriously." ✱



03

"To do business successfully as a company is actually quite simple: You must listen to what your customers want and you have to be aware of megatrends."

Hans-Jochen Beilke, CEO of EBM-Papst

The Powerhouse: Home of global market leaders

Heilbronn-Franken
Baden-Württemberg

Handwerkskammer
Heilbronn-Franken
hwk-heilbronn.de

Stadt Heilbronn
heilbronn.de

Heilbronn-Franken
Baden-Württemberg
heilbronn-franken.com

IHK Industrie- und Handelskammer
Heilbronn-Franken
heilbronn.ihk.de

REGIONALVERBAND
HEILBRONN-FRANKEN
regionalverband-heilbronn-franken.de

WIRTSCHAFTS-ÖRDNUNG
RAUM HEILBRONN
wfgheilbronn.de

WFG SCHWÄBISCH
HALL
wfgonline.de

Wirtschaftsinitiative
Hohenlohe
wih-hohenlohe.de

wmt
Wirtschaftsförderung
Main-Tauber GmbH
wmt-gmbh.eu

WELTMARKT
FÜHRER

The global market leader trophy, exclusively conferred upon the Heilbronn-Franken region and the region's global market leader.

We are very pleased to be prominently recognised as an innovative and successful region with the highest concentration of global market leaders. If you are interested and would like to know more, please ask us.
Home of global market leaders: www.heilbronn-franken.com

Intertwined With the Region

The textile industry in the Neckar-Alb region has deep roots

In the Heart of Baden-Württemberg

It is not just world-famous fashion labels that have prospered in the long-established Zollernalb textiles region, a number of specialist technical textiles manufacturers are located here, too. Germany is the world's leading exporter of technical textiles, followed by the USA and China.

TEXT Daniela Sandmann

The Neckar-Alb region is located in the heart of Baden-Württemberg, south of Stuttgart, and it is a major player in the pan-European textile sector. It is even Germany's leading apparel manufacturing region. For several years now technical textiles have also been making major inroads into the market. A large number of companies now generate an impressive amount of value-added in this segment. "The Neckar-Alb region is very well-positioned in the textile sector. 60 percent of Germany's apparel manufacturing capacity is located here. We have benchmark facilities that others simply cannot compete with. The factory outlets in Metzingen—the outlet city par excellence—are one example. And the likes of Hugo Boss and MarcCain have implemented sales strategies, which serve as paradigms and are emulated by other firms", is how Dr. Stefan Engelhard, Head of "Innovation and Environment" at Reutlingen CCI describes the textile region. The strength of this economic zone lies in the interaction of the various textile segments, which in the Neckar-Alb region also includes manufacturers of textile machinery and chemical additives. This network is of major importance to the manufacturing and innovation process. The textile machinery manufacturing and textile subcontracting infrastructure in Neckar-Alb is ideally suited to deliver innovations. A range of research organisations and universities, specializing in the textile industry, such as Albstadt-Sigmaringen University, where

students can take degree courses for example in Textile Product Engineering /Technical Textiles, are located in Reutlingen and Albstadt-Sigmaringen. The region is also home to some 220 textile and clothing companies, such as Hugo Boss, MarcCain Trigema, Rösch, Sanetta and Einhorn.

A Long Tradition

The barren soil of the Swabian Alps was sheep farming country for a long time. For this reason there was always a plentiful supply of wool, a perfect foundation for the textile industry to establish. There were around 72 master linen weavers on the Alb in 1732, and a spinning mill was established in Reutlingen in 1828. Nowadays, there are now more than 60 techtext businesses located in the region. They develop and manufacture products for the automotive, medical and aerospace sectors.

Technical Textile Innovation

Close cooperation with regional automotive, mechanical engineering and medical technology clusters is a key location advantage for the forward-looking technical textiles market in the Neckar-Alb region. A hitherto unrivalled innovation is located in Albstadt-Lautlingen on the Zollernalb: Groz-Beckert's textile-reinforced concrete bridge. This structure highlights the potential of technical textiles, as this textile-reinforced concrete bridge is considerably lighter and more durable than conventional ferroconcrete bridges. At a length of approximately 100 metres the bridge is the longest of its kind anywhere in the world. Designed as a footbridge, it consists of six prefabricated sections, each featuring a maximum length of 17.20 metres and a superstructure height of just 43.50 metres. A major advantage that textile-reinforced concrete bridges have in comparison to



01

From cotton yarn to the finished T-shirt—everything happens under one roof

 Trigema



01

02

Mattes & Ammann manufacture seating fabrics for trains like the ICE

 Mattes & Ammann



02

03

The headquarters of the textile company MarcCain

 MarcCain



03

conventional solutions is that textiles are not susceptible to corrosion. All in all, this textile-reinforced concrete bridge can be regarded as a first-class technological innovation—and it's very impressive to look at. This flagship project is intended to illustrate what modern textile manufacturing is capable of and also serves as a signature landmark for Albstadt and the region as a whole. Many other sectors besides the construction industry, e.g. the medical and environmental engineering sectors, the automotive industry or the mechanical engineering sector, are set to increase their use of technical textiles. Companies in the Neckar-Alb region can only benefit from this trend. The "Expertenforum Textil"—a network which enables people in the textile business and professionals working at universities and research organisations in the Neckar-Alb region to communicate, also plays an important role. The market for technical textiles can be segmented into medical, mobility, protective, industrial and functional textiles.

Medical Textiles

There is a wide range of textiles for medical and orthopaedic requirements on the market, ranging from uniform clothing as used in doctors' surgeries via cleaning textiles through to stents, vascular implants and bandages. Products also include operating theatre sheets, dressings and bedding. Special fibres and finishes are used to manufacture these products. A large number of textile enterprises in the Neckar-Alb region, e.g. Mattes & Ammann or Peter Müller, are active in this segment and cooperate closely with the local medical engineering sector.

Mobility Textiles

Mobility textiles are used for all modes of transport. The first items you would think of in this respect are seatbelts, airbags and seating fabrics, such as those manufactured by Mattes & Ammann, which manufactures seating fabrics for trains. Yet textile technologies are increasingly being applied to load-bearing components. In his presentation entitled "From the artificial vein to the

A380", Prof. Dallmann, Vice-President of Reutlingen University, explains that the ultra-modern A380 widebody jet consists to around 40 percent of technical textiles. The vehicle manufacturing industry in particular makes major use of textile products from the Neckar-Alb region. Manufacturers include Gaenslen & Völter or Raiss-Textil.

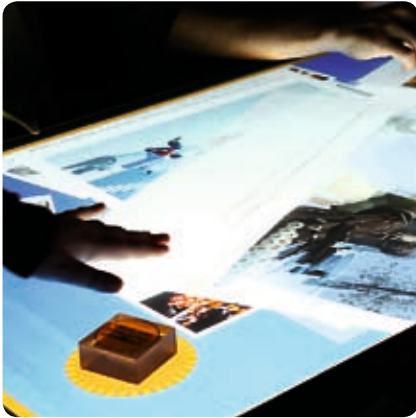
Protective Textiles

Ever since, clothing has protected us from the elements. However, these days it can do so much more. Protective clothing facilitates human freedom of movement and at the same time guards against hazards such as heat or injuries. Such textiles are frequently used in sport, for example in fencing outfits. Protective clothing is also used extensively in many professions, such as the fire brigade, the police or the armed forces. And such clothing is frequently developed in the Neckar-Alb region, for example by Fuchshuber or Seiz.

Industrial Textiles

Existing applications of textile products are just as varied as industrial production itself. Some examples from the Neckar-Alb textile region include Reutlingen-based Kullen GmbH & Co. KG, which manufactures industrial brushes. Companies such as Villforth also manufacture industrial textiles. Functional finish textiles are also referred to as weather-proof fabrics, breathable

fabrics or functional-finish apparel. They are defined as textiles which are structured along physiological lines and are primarily designed to protect the human body against moisture. Ideally, they do not let water or air to pass through from the outside, yet facilitate the expulsion of water vapour, e.g. in the form of perspiration. Mountaineers, winter athletes, runners or cyclists—there is hardly any group of sportspeople which doesn't attach importance to functional clothing. The necessary know-how for this "smart" clothing is based for example on the Hohenstein Institute's skin and climate models. Manufacturers of functional apparel in the Neckar-Alb region include Erima and Uhlsport. ☼



MFG

New Networks

Strong partnerships and dynamic networks are more and more important. As public innovation agency for ICT and Media, MFG serves as successful networker. In the areas of ICT and creative industries MFG offers gained know-how to already existing initiatives and networks, establishes new dialogues between sectors.

“Tomorrow’s most successful business models will be based on networked strategies.”

Klaus Haasis, CEO,
MFG Baden-Württemberg

Future Mobility

Schwarzwald Tourismus GmbH (STG) was kicked off 2011 by initiating Germany’s only pilot project looking at mobility in the future and has already begun to create the future of the tourism industry.

New Networks

Creative industries cluster Baden-Württemberg

Baden-Württemberg is well positioned for IT and creative industries. A glance at a few statistics and some resident companies verifies: traditional publishing houses are native to southwest Germany, as well as innovative multimedia and interactive agencies. Baden-Württemberg boasts a broad-based and highly diversified agency scene, several successful games companies and leading interaction designers. Numerous specialist service providers for spatial communication and 3D visualisation likewise operate in the region.

Innovations Occur at the Interfaces

Innovations in the ICT and creative sectors frequently occur at the interfaces between different disciplines and user industries. Right here the Creative Industries Cluster Baden-Württemberg comes in. In the context of this initiative, MFG Baden-Württemberg and about 50 partners are networking the sub-sectors of Baden-Württemberg’s cultural, creative and ICT industries systematically to strengthen the sector-specific and interdisciplinary dialogue.

“The boundaries between traditionally distinct business fields and sub-sectors such as print, film, software and games are becoming increasingly blurred as a result of digital value chains. Tomorrow’s most successful business models will be based on

networked strategies. The goal of the Creative Industries Cluster Baden-Württemberg is to build a strong network for employees in South-West Germany’s cultural, creative and ICT industries”, says Klaus Haasis, CEO of MFG.

Identifying Potential and Intensifying Exchange

The Creative Industries Cluster is a powerful initiative that will cast a spotlight on the industries’ enormous potential and position Baden-Württemberg as a leading location for creative industries. Regular information—for example concerning financing options, start-up projects or sponsorship programmes—and matchmaking events will establish dialogues even between different sectors. A more intensive exchange will help IT, media and creative enterprises in the southwest optimise their existing value creation processes, so that new products and services can be developed and marketed jointly with partners. The cluster is funded by the Baden-Württemberg Ministry of Economic Affairs with resources from the European Regional Development Fund (ERDF). ☼

For further information

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Holiday with a Difference

Traveling with vehicles of the future

STG is offering a one-week holiday package from 30.07 to 10.09.2011 in Baden-Württemberg, which focuses entirely on climate- and environment-compatible mobility. Visitors can travel as they please through the attractive Black Forest countryside almost silently and certainly in a green, carbon-neutral manner using climate-compatible cars, Segways, e-bikes

and KONUS—the Black Forest’s free bus and rail travel scheme. Visitors can head for tourist attractions, enjoy the clean air and stay overnight in environmentally friendly accommodation. Packages combining mobility and activities will be provided. ☼

For further information

www.zukunftsmobilitaet.info
www.zukunftsmobilitaet.de

Pushing “Glocalisation”

Internationalization of the IT sector calls for more foreign language competence

Future Strategy

MFG Baden-Württemberg and IHK Zetis develop joint future strategies for a successful IT region in the Upper Rhine Valley

In the framework of a current study, which is scheduled to run for three years, IHK Zetis GmbH, a subsidiary of the Palatinate region's Chamber of Industry and Commerce specialising in innovation projects, and MFG Baden-Württemberg, Public Innovation Agency for ICT and Media, are investigating competitive factors relevant for the successful expansion of the Upper Rhine IT region. The first—but also unexpected—outcome of the survey is that even though English is the lingua franca in the IT industry, linguistic barriers that inhibit economic relations in the three-country border area of Germany, France and Switzerland continue to exist.

In the opinion of the experts, the notion that fluency in English is the most important door-opener to markets, careers and knowledge appears to be only partially accurate. The survey has yielded a more subtly differentiated picture of the Upper Rhine region: the general tenor among IT firms in the border triangle is that the use of, say, French and German on an equal footing not only makes sense but is actually essential, because it creates business opportunities. Companies with a multilingual leaning report up to 20 percent more orders in practice.

MFG: Partner and Coach

This “glocalisation”—the desire to combine globalisation with linguistic identification in the respective local region—gives rise to specific educational and further training needs. In future, one of the chief aims must therefore be to strengthen the foreign language competence of IT specialists.

The study was initiated by IT2Rhine, a tri-national network that is the only one of



MFG

its kind to date. The objective of the initiative, which is being financed by the European Union, is to successively improve the general underlying conditions for the Upper Rhine Valley's IT industry and encourage the region's development as a strong and competitive ICT location. MFG Baden-Württemberg is supporting the IT2Rhine network as a partner and coach. MFG's broad methodological knowledge has stood

it in good stead, for example, in the execution of a so-called Delphi survey. This scientific technique has already been successfully employed by MFG on a previous occasion in its pioneering research project FAZIT (www.fazit-forschung.de). ☼

For further information

www.it2rhine.de
www.innovation.mfg.de
www.zetis.de

About IT2Rhine

The European Union's “INTERREG IV A Oberrhein” funding programme supports the efforts of the Upper Rhine region to further strengthen its position as a European centre for information technologies. For many years now, the Upper Rhine Valley has enjoyed a reputation as an international IT pioneer, as home to

several excellent universities and globally renowned IT companies. Collaboration in the ICT sector in this three-country border area of France, Germany and Switzerland is now being given a lasting boost under the umbrella of IT2Rhine. The project is actively supported by fifteen institutions and IT networks, representing

over 2000 companies in the ICT industry. Together, they hope to point the region in a bold, new direction for the future. Numerous international events are being organised in France, Germany and Switzerland during the life of the project (2009 to 2011).

Textile Cluster Neckar-Alb

The textile and fashion industry is a key economic factor of the Neckar-Alb region. Driven by straight brandings, new selling concepts, conclusive logistic solutions and technically demanding products, the regional companies meet the challenges of globalisation.



Neckar-Alb is the region in the south west of Germany within Baden-Württemberg close to Stuttgart, Munich and Zürich

Standortagentur Tübingen - Reutlingen - Zollernalb GmbH

give the textile region Neckar-Alb a great advantage. The total Textile cluster of the region of some 220 companies has more than 15,000 employees. A great benefit is the presence of manufacturers of textile machines in the region, the main one being STOLL, and in particular producers of chemical auxiliaries like CHT R. Beitlich.

Textile Visions

Technical textiles are applied in various fields and exhibit sustainable potential. They provide mobility, improve medical technology, facilitate environment friendliness and make industrial processes possible. The carbon-based light and strong construction used in Formula 1 cars will be integrated to a greater extent in car manufacturing. Medicine can be provided smoothly by shirts through skin. Innovative structures of buildings will be realised. For these and other future challenges technical textiles are essential.

A Strong Network

The textile region Neckar-Alb has a dynamic network: manufacturers, especially of knitwear, are in close contact with the important dyeing and finishing sector. Exchanges with the making-up and the machinery companies are also essential to improve products. In addition the regional producers of auxiliaries are a vital element of the network in the Neckar-Alb region: Chemical auxiliaries bring advanced properties to the products. All together they build an important connection: This interaction guarantees that the technical textiles companies of Neckar-Alb region are the right partner for challenging products. ✨

Your Future is Our Business

Home of fashion and technical textiles

Over the past years the textile cluster Neckar-Alb has grown strongly: A large number of companies made extensive investments in this location, often many millions of Euro. To face future challenges new training possibilities have been created, like the bachelor course "Technical Textiles"

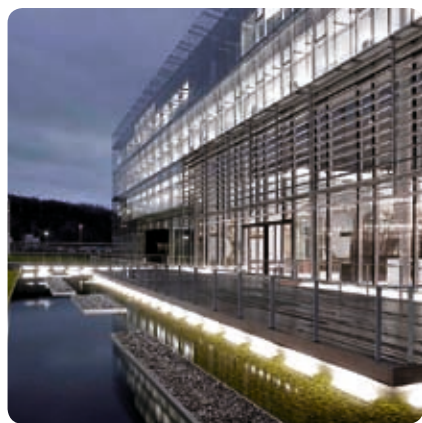
at Albstadt-Sigmaringen University or "Transportation Interior Design" at Reutlingen University.

Textile Region Neckar-Alb

Neckar-Alb is the region in the south west of Germany within Baden-Württemberg close to Stuttgart, Munich and Zürich. The federal state Baden-Württemberg is famous for the Black Forest, Lake Constance, Heidelberg and big companies like Mercedes, Porsche, Robert Bosch and SAP. Best known in the Neckar-Alb region is the textile company Hugo Boss. The Outlet City Metzingen as well as the university city of Tübingen and the Swabian Alb are other touristic highlights of the area with some 700,000 inhabitants.

Interacting Branches

Automotive, mechanical engineering, electronics, medical technology and the textile industry are the most important industries. The interaction between the branches and the close contact to the regional universities



Hugo Boss

Hugo Boss Headquarter in Metzingen

For further Information

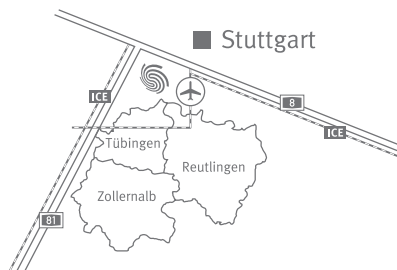
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We don't just follow the latest fashion trends. We set them.



Neckar-Alb – A Trendsetting Region

- Degrees in textile design for tomorrow's trendsetters.
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- Internationally recognized manufacturers of textile machines, needles and textiles on site.
- Optimum prerequisites for fashion and textile companies.



www.neckaralb.de
www.kinderbetreuung-neckaralb.de
www.bildungsportal-neckaralb.de

Tübingen
Reutlingen
Zollernalb |  RegionNeckarAlb

Your future is our business.



A Pretty Place to Live

Homeland is there where memories and thoughts are at home. And when Hubert Burda, native of Offenburg, stands at the top of the Media Tower and looks out over the Rhine Valley, wherein the Ortenau region lies, it must be true when he says: "There is only one other valley in the world that was and is as innovative as here: Silicon Valley in California".

Ortenau shares a 60 kilometers border with France and new bridges over the Rhine guarantee quick access

WRO GmbH

The first time visitor to the Ortenau — the region between Basel and Frankfurt — will probably not recognize the region's economic prowess. Offenburg, the largest city and capital of the Ortenau, counts about 60.000 inhabitants. And even though the Ortenau with its 1,861 square kilometers is the largest county in Baden-Württemberg, only 420,000 people live here. But low unemployment, a vibrant economy and high quality of life draw an ever increasing number of people to live and work in the region.

Quick Access

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

With the 6-lane motorway A5 and the ICE and French TGV-high-speed train line three of the most important traffic arteries run through the region. The river ports in Kehl and Strasbourg enable the easy transport of heavy and bulk goods, while the regional Airports in Lahr, Baden-Baden and Strasbourg are the international airports in Frankfurt and Basel ensure quick connections. The arrival of the TGV-Est in Strasbourg was celebrated on both sides of the Rhine — Paris now being just a quick two hour train ride away. This excellent infrastructure attracts many companies to the Ortenau.

Strength Through Unity

But in today's competitive environment, companies demand more than just excellent transport links. The region's universities in Ortenau and Strasbourg, the European capital, currently count approximately 60,000 students. The number of students continues to grow, while the study courses are targeted to the needs of local companies. In addition, comprehensive support for existing and future investors is provided by

Thinking ahead

The economic region of Ortenau: Where working and living go hand in hand...

FACTS WITHOUT THE PEOPLE AND THE COMPANIES IN THE ORTENAU REGION

- › the airbags of Daimler, Ford and BMW would not be sure to go off (PWO)
- › there would be no Gotthard Tunnel in Switzerland (Herrenknecht)
- › the Airbus and Boeing aircrafts would be poorly maintained (Hydro)
- › the doors of Berlin's Reichstag and those of the Strasbourg EU Parliament would not have been bazooka-proof (Blasi)
- › there would be no FOCUS and only one Hamburg monopoly (Burda)

01

The Badische Stahlwerke is one of the most productive electric steel plants

WRO GmbH



01

02

The Ortenau is proud of its mechanical engineering companies

WRO GmbH



02

03

Products "Made in the Ortenau" can be found all over the world

WRO GmbH



03

the Wirtschaftsregion Offenburg / Ortenau (Economic Region Offenburg / Ortenau; WRO). The communities of the Ortenau and more than 150 of the region's largest companies have joined together in the WRO to make outsiders aware of the excellent opportunities available in the region.

The WRO region, is the economic core of the Upper Rhine a most significant site for industry and commerce in the country.

Proud Engineers

Yet far more people in the Ortenau region work in the mechanical engineering and construction fields — more than twelve thousand. This diversity is characterized by companies that have experienced great success by means of their niche strategy, even to become world market leaders. Whether it has to do with the manufacturers of commercial dishwashers such as Meiko or Hobart, or the motor home manufacturer Buerstner: Their strong market position has been acquired through great innovation and customer proximity. Brand names known by everyone come from here: From Vivit to Weberhaus and on to sanitary ware by Duravit, which is sold mainly in foreign countries and continually becoming more successful.

The Ortenau is proud of its mechanical engineering companies. Products made in the Ortenau can be found almost anywhere in the world. Be it Zehnder radiators or Herrenknecht. Take the example of Herrenknecht: Established in 1975, the company has become the world leader in tunneling solutions. Be it the Gotthard base tunnel in Switzerland, the construction of

the Guangzhou metro network in China, or the 4th Elbe River Tunnel in Hamburg, Germany — almost everywhere tunnels are constructed by using mechanized techniques, Herrenknecht machines are being used.

Embedded in this environment is the University of Offenburg, which is considered to be one of the most reform-happy and innovative universities in all of Germany. Only by profiting from the technical infrastructure of the university can the transfer of technology to the companies take place successfully through the development of new applications in collaboration with professors and students as, for example, in the production of prototypes.

The innovative force in the region, however, can most visibly and vividly be sensed in the media landscape. The Burda Holding, now Hubert Burda Media, is not only the largest employer in the Ortenau region but acts, due to its variety of business fields and skills, also as an impetus and locational factor for the region.

Nature and Tourism

Even though the Ortenau has successfully branched out into new sectors, forestry remains important for the region. With 84,000 hectares covered with forests, the Ortenau is the biggest timber supplier in Baden-Württemberg. And the beautiful Black Forest is one of the reasons for tourists to come. Besides the Black Forest itself, the region has many attractions: The Vogtsbau-

ernhöfe, an open air museum that consists of up to 400 year old farmhouses and presents how people used to live and work in Black Forest farmhouses; but also castles such as the Schloss Staufenburg in Durbach.

Naturally, the Ortenau region does not include all of the Upper Rhine Valley, which is advancing to become a European model region, along with the Alsace and North-West Switzerland. In any case, with six million people and 175 billion Euros in economic strength — so weighty as Norway — the Ortenau region is far more than just a piece of the Rhine Valley. ☼

Herrenknecht has become the world leader in tunneling solutions. Be it the Gotthard base tunnel in Switzerland or the construction of the Guangzhou metro network in China.

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Wet Welcome at Stuttgart Airport

Qatar Airways launches flights to Stuttgart

Route Start-Up in Stuttgart

Qatar Airways celebrated the launch of scheduled flights to Stuttgart following the arrival of its inaugural service from Doha to the Capital of Baden-Wuerttemberg, Germany's sixth largest city and one of the country's economic powerhouses.

Qatar Airways is the only Gulf carrier and Five Star ranked airline to operate services to Stuttgart, establishing vital links between this highly important German automotive centre and rest of the world through convenient connections via its Doha hub.

Stuttgart becomes the airline's fourth German gateway and represents the first step in capacity increases across Germany during March 2011, when additional flights to Frankfurt and Munich will be introduced. The Berlin route remains daily non-stop from Doha.

Up in the Air

On board the maiden flight to Stuttgart was Qatar Airways' Chief Executive Officer Akbar Al Baker, who led a high-profile delegation, including the German Ambassador to Qatar, Mrs Anne Ruth Herkes, and key media from across the Gulf. Following the touchdown of Qatar Airways' inaugural flight QR937 at Stuttgart Airport, the aircraft was welcomed by a dramatic water salute and met by senior airport officials and local dignitaries.

"We are delighted to add Stuttgart to our international route network and further

enhance our presence in Germany, clearly proving how important this dynamic market is for Qatar Airways, Al Baker said. "Stuttgart, as an attractive business location and driving force behind Germany's strong economy, is a destination of great appeal and potential for Qatar Airways. The State of Qatar has one of the fastest growing economies in the world and we are delighted to link the two dynamic powerhouses with non-stop flights, fostering business and tourism ties. This is the start of a busy week for Qatar Airways in Germany. In three days' time we will increase the number of flights between Doha and Munich from daily to eleven flights a week. And towards the end of the month, our Frankfurt route will be upgraded from 10 to 13 flights a week with some of the services operated by our flagship Boeing 777 aircraft. All in all, frequency of flights between Qatar and Germany will rise from 24 to 34 flights a week, our biggest ever capacity increase to Germany in such a short timeframe."

Stuttgart Airport Chief Executive Officer Professor Georg Fundel added: "For travellers from Stuttgart, Qatar Airways offers excellent travel options to a wide range



Flughafen Stuttgart

Qatar Airways' inaugural flight to Stuttgart—the airline's fourth German gateway—arrives to a traditional water salute.

in the European Union. The introduction of thrice-weekly non-stop flights to Stuttgart, together with the airline's additional German frequencies will take the total number of flights between Qatar and Germany from 24 to 34 services each week.

Being Connected

The Stuttgart route is operated with an Airbus A319 aircraft featuring eight seats in Business Class and 102 in Economy. The aircraft is equipped with the state-of-the-art Oryx Entertainment system offering individual TV touch screens in every seat and over 700 audio video entertainment options.

The aircraft also features OnAir mobile telecommunication technology allowing passengers to send and receive SMS and MMS messages, as well as browse the web using their internet-enabled mobile device. Stuttgart becomes the award-winning airline's 99th destination and fourth new route of 2011. In January, the airline expanded its European presence with the launch of scheduled flights from Doha to Bucharest, Budapest and Brussels. With Stuttgart, Qatar Airways now flies to 25 cities across Europe, representing 25 percent of its global coverage.

The Syrian city of Aleppo becomes the carrier's 100th destination, being launched on April 6. On June 5, Qatar Airways will commence flights from Doha to the Iranian city of Shiraz, followed by daily flights to Venice on June 15, the airline's third destination in Italy. On June 29, Qatar Airways will make its first entry into Canada with thrice-weekly flights to Montreal. Today, Qatar Airways operates a modern fleet of 94 aircraft to 99 diverse cities across Europe, Middle East, Africa, Asia Pacific, South Asia and North and South America. The airline has more than 200 aircraft on order worth over 40 billion US dollar. ✨

For further information
www.qatarairways.com/de

of over 60 attractive destinations. The new route via Doha is highly customer-friendly as it is a quick and convenient connection to the entire Gulf region and destinations beyond. As gateway to this region, Stuttgart Airport looks forward to welcome travellers from the Middle East and elsewhere, and thanks Qatar Airways for its commitment to include Baden-Wuerttemberg into its route portfolio."

An Ideal Gateway for Business

Passengers from Stuttgart and the surrounding area can connect through Doha International Airport to an exciting range of business and leisure destinations across the Middle East, Africa, Asia Pacific and South Asia.

For visitors to Germany, Stuttgart is an ideal gateway for business or leisure trips with the Black Forest and the beautiful Lake Constance among the key attractions. The Stuttgart service comes at a time of high economic activity between the State of Qatar and Germany. Germany is the second largest exporter to Qatar, and Baden-Wuerttemberg takes up a major part of the growing trade exchange. Recently, Qatar made headlines through its investment vehicle in renowned German companies such as Stuttgart-based automobile giant Porsche. As a major exporter, Baden-Wuerttemberg is well-known internationally for its strong manufacturing industry and innovative medium-sized companies, and has propelled itself to the seventh largest economy

"Stuttgart, as an attractive business location and driving force behind Germany's strong economy, is a destination of great appeal and potential for Qatar Airways."

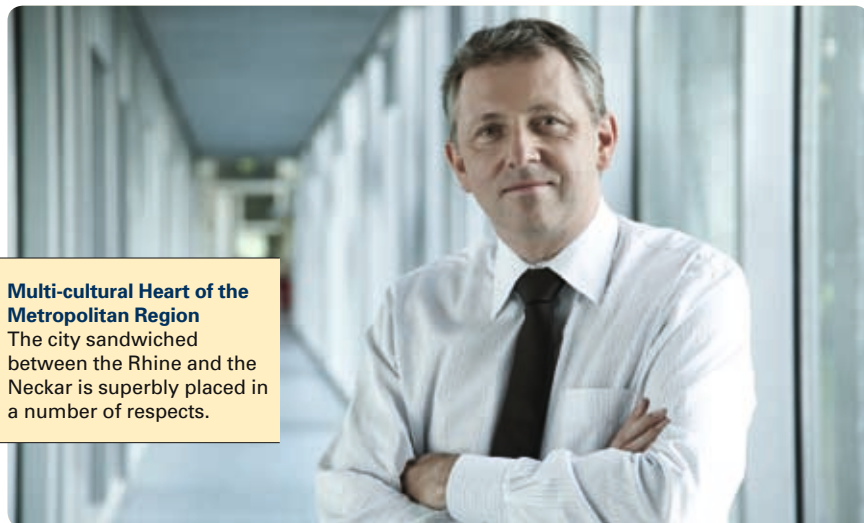
Qatar Airways Chief Executive Officer Akbar Al Baker

Al Baker has guided the airline into the aviation industry's premier league

Qatar Airways



Multi-cultural Heart of the Metropolitan Region
The city sandwiched between the Rhine and the Neckar is superbly placed in a number of respects.



Stadt Mannheim

“The Mini-Metropolis”

The grid-plan city of Mannheim is one of the five most innovative, most progressive cities in Germany

Mannheim already has one huge fan — its mayor, Dr. Peter Kurz. He extols the virtues of his city as follows. “I always call Mannheim “the mini-metropolis”, because it provides all the amenities of a major city, yet is of a manageable size and does not feature the anonymity prevalent in major metropolitan regions. Mannheim is a city where you can live and work. People can find and achieve their own personal work-life balance here. The city is green, is located on two rivers, provides an exceptional range of cultural activities, has excellent shopping facilities, great surroundings with a well-developed public transport network and features a melange of different cultures. Mannheim is a city of science and research, creativity, a superb spot to make something of your life, a career stepping stone and a great place to settle down.”

If you take a look at life in the city, at its history, its flair, its future plans and projects,

you soon realise that Mannheim has a lot to offer. For example did you know that not only bicycles, tractors and cars are “made in Mannheim”, but also the elevators? Or that Mannheim is a primary and secondary education role model — the current schooling system is derived from Mannheim’s 1901 system — and that one of Baden-Württemberg’s first all-day primary schools was set up in Mannheim in 1998. Did you know that you can study pop music in Mannheim and become a “pop academic”? Or that the city has its own music industry start-up centre?

Practical Quality of Life

In order to meet current and future challenges, Mannheim has initiated an extensive urban development process. The city put its Change2 programme in place in 2008 with the objective of achieving seven strategic goals by 2013. They are key to de-

“Cultural and religious diversity is characteristic of our city. Where else would you find a mosque in the city centre, located next door to a Catholic church, in which a former Protestant clergyman conducts guided tours?”

Dr. Peter Kurz, Mayor

termining where municipal action should focus and develop issues such as education, culture, business and the economy, integration, an urban mind-set and participation of the citizens. In this respect the city is very ambitious. Mannheim wants to become a “metropolitan model of co-existence”. This is a particular challenge, given that 37 percent of Mannheim’s population has an migration background: people from around 170 different countries continue to leave their mark on the city. Do people have any preconceptions? This is practically impossible in a city like Mannheim. Therefore not only does a glance at the city’s history demonstrate that integration and tolerance have always been part of the fabric of Mannheim society. “Multiculti” — almost everybody from Mannheim, when asked to describe their city, lists that as one of its advantages.

Driving Urban Development Forward

Mannheim appreciates its diversity and regards it as an opportunity. The creative sector is one of the businesses that Mannheim is focusing on and in which it intends to play a pioneering role by providing targeted assistance. The city’s range of skills also includes medical technology, energy & environmental engineering as well as manufacturing and process technology, whilst regional strengths — the automotive industry, chemicals and logistics — are to be enhanced as well. This is the intention expressed in Mannheim’s economic policy strategy, which was agreed at the beginning of 2010 — also as part of Change2. Mannheim is therefore positioning itself as a distinctive business location and concentrates on those sectors, in which it has been in the forefront ever since. ✨

www.mannheim.de

The Rise of the Elephant

The Rhine-Neckar Chamber of Commerce and Industry Sets Focus on India

India: One of the Fastest Growing Markets

India's economic success story continues. Together with the Chinese dragon the Indian elephant is the world's second fastest growing economy.

TEXT: Ulla Cramer

Dr. Hans-Jochen Hückting, First Vice President of the Rhine-Neckar Chamber of Commerce and Industry and head of the Joint Committee on Foreign Affairs of the three Chambers of Commerce and Industry in the Rhine-Neckar Metropolitan Region, is convinced: "Companies and entrepreneurs have shifted their foreign trade strategies to include India in their long-term focus." Numerous companies in the Rhine-Neckar Metropolitan Region are already active in the Indian market. Products from BASF and the Freudenberg Group have added great value to India's world famous minicar—the "Tata Nano". Also the Walldorf-based software giant SAP, another of the region's most prominent companies, is present in India. SAP has located large Research & Development and Global Services & Support centers in India—second in size only to the one at the Walldorf headquarters. More than 4,300 software specialists in Bangalore and Gurgaon contribute to all areas of the company's product value chain including Research & Breakthrough Innovation.

The Rhine-Neckar Chamber of Commerce and Industry supports its member companies in setting up businesses and/or expanding into the promising Indian market. Already in 2007, the Chamber was included into the India Desk Network of the German-Indian Chamber of Commerce that

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The Weinheim-based Freudenberg Group is one of many companies of the region that are active in India

 IHK Rhein-Neckar



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The „lightning of the lamp“, was part of the opening ceremony of the Centre of Competence for India

 Manfred Rinderspacher



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PROMISING MARKET

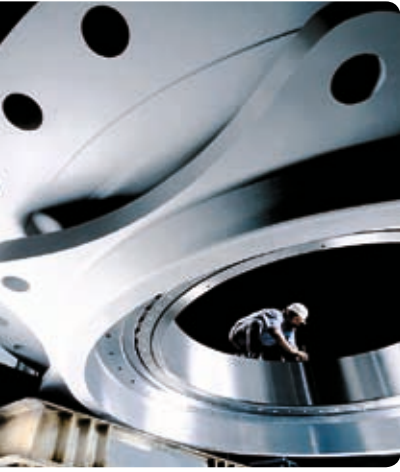
The Rhine-Neckar Chamber of Commerce and Industry supports the member companies which are interested in expanding into the Indian region. The Centre of Competence for India of the Rhine-Neckar Chamber of Commerce and Industry offers special advice to companies which look for information about this growing market.

offers expert information on India. Since September 2010, the Chamber has expanded its services to offer its members the full range of services of a Centre of Competence for India. "Being the first of its kind in southern Germany, the Centre of Competence will host annual business events during which people will receive detailed information on key developments in the Indian market," says Sabrina Weigold, head of the Centre of Competence team. Together with Gabriele Borchard, she serves as the Rhine-Neckar Chamber of Commerce and Industry's point of contact for all questions and inquiries concerning India. The team keeps interested companies posted on issues such as import regulations and trade fairs. It also offers valuable advice to those searching for the matching local distributor, suitable locations, and personnel. Besides topics such as starting a business in India companies

can profit from one-on-one consultations in case of special inquiries. A comprehensive and up-to-date service is available online. "By setting up the Centre of Competence for India, the Chambers of Commerce and Industry in the Rhine-Neckar Metropolitan Region provide consulting and support for all four BRIC countries," says Hückting. "The Palatinate Chamber of Commerce and Industry specialises in China and Brazil, while the Rhine-Neckar Chamber of Commerce and Industry has now added the newly established Centre of Competence for India to its longstanding Centre of Competence for Russia." ❖

For further information

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Schäffler KG

The Mechanical Engineering Heart of Europe

“Made in Baden-Württemberg” — a global mechanical engineering brand

Locational advantage

The heart of the German mechanical engineering industry beats in Baden-Württemberg. Companies based here have achieved leadership status in global markets.

TEXT: Daniela Sandmann

Thanks to its long-standing traditions and a strong domestic mechanical engineering market, Germany is Europe's leading manufacturer of machinery. The mechanical engineering sector incorporates more than 19,000 companies, employing around 912,000 people. At turnover of around 174 billion Euros, Germany accounts for around a third of pan-European sector sales.

Baden-Württemberg is the centre of the German mechanical and plant engineering industry. The high level of concentration of mechanical engineering companies in Baden-Württemberg enables other sectors of industry to benefit. At an annual average headcount of 275,000, the mechanical engineering sector is one of the industries in the south-west of Germany with the highest rates of employment. No other Federal State features such a high rate of concentration of industrial businesses, sub-

contractors, customers as well as research and training organisations. More than 50 percent of all German machine tool and precision tool manufacturers are based in Baden-Württemberg. The State has a pool of highly qualified human resources, whilst science and business are closely interlinked.

Export Ratio: 75 Percent

At total sales of 55 billion Euros, an increase of ten percent compared with 2009, Baden-Württemberg accounts for 32 percent of the German mechanical engineering sector. In Baden-Württemberg mechanical engineering is very much an SME-based sector. 60 percent of all employees work for medium-sized businesses. 65 percent of companies employ less than 100 people. 20 percent of Baden-Württemberg's working population is employed by companies such as Robert Bosch GmbH, Voith AG, Tognum AG or TRUMPF GmbH + Co. KG. Small- and medium-sized mechanical engineering companies are based in Baden-Württemberg, from where they export their products all over the world. The products manufactured here benefit from strong demand both in Germany and abroad. In 2010 exports were estimated at 123 billion Euros (2009: 110.9 billion Euros). The export ratio in 2010 increased to 74.8 percent (2009: 73.6 percent).

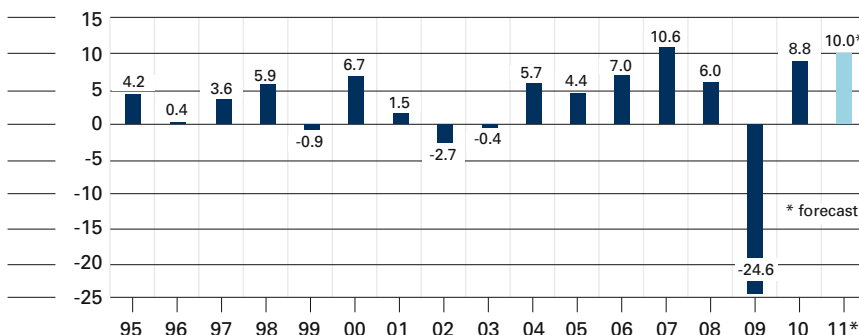
Dynamic Pace of Growth Continues in January

At the beginning of 2011 practically all the important sectors of industry in the south-

The German mechanical engineering industry increased production, compared with the previous year

Statistisches Bundesamt, VDMA

CHART PRODUCTION FORECAST FOR THE REAL MACHINE PRODUCTION



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The industry was able to increase its production by 8.8 percent in 2010

 SMS AG / 2005

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The mechanical engineering sector incorporates around 912,000 employees

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More than 50 percent of all German machine tool are based in Baden-Württemberg

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west benefitted from the positive business climate. In January 2011 they increased production, compared with the previous year. "Order intake in the mechanical engineering sector continued on its dynamic, upward path in January. Particularly gratifying was domestic demand at 58 percent and demand from abroad at 60 percent.

Baden-Württemberg: the Centre of the Mechanical Engineering Industry

Large-scale plant projects provided added momentum to "bread-and-butter" business that was going well anyhow. In a three-month comparison (November-January) only three sectors posted comparatively low negative rates", was how the VDMA's chief economist, Dr. Ralph Wiechers, commented on results. At 59 percent Baden-Württemberg's rate of growth is once again 13 percentage points higher than in the rest of Germany. Order intake in Baden-Württemberg's mechanical engineering sector increased in real terms by 45 percent in 2010, which is higher than the German average of 36 percent.

According to calculations by the State Office of Statistics manufacturing growth increased by 15.5 percent in Baden-Württemberg, significantly more than in the rest of Germany at 8.8 percent. In the second half of 2010 the Baden-Württemberg mechanical engineering sector had again created 2,500 new jobs.

Cutting-edge Technology from the Mechanical Engineering Sector

Cutting-edge technology is the hallmark of Baden-Württemberg's mechanical engineering sector. The South-West features the highest level of machine-tool manufacturing skills concentration of any Federal State. Machine tools currently account for around a third of global production engineering market volumes. Machine tool manufacturing is a source of momentum and is therefore an important partner to the entire mechanical engineering sector as well as to the automotive, electrical and aerospace industries. Baden-Württemberg makes every attempt to create its own qualified workforce.



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The concentration of engineers, scientists and technicians here is extremely high. The most important universities, as far as mechanical engineering is concerned, include the universities of Karlsruhe and Stuttgart as well as the universities of applied sciences in Aalen, Esslingen, Karlsruhe, Pforzheim, Ravensburg-Weingarten and Ulm. 15,231 students in Baden-Württemberg are currently doing degree courses in mechanical engineering. Baden-Württemberg is therefore positioned above the German average.

Baden-Württemberg — a Superb R&D location

Baden-Württemberg can boast a wide range of high-performance, innovative research activities covering all aspects of mechanical engineering. Nowhere in Germany is more invested in mechanical engineering research and development than here in the South-West.

The R&D infrastructure is supported and enhanced by the commitment to innovation of the mechanical engineering sector. A large number of high-ranking research institutes in the State address a wide range of mechanical engineering issues. Organisations include the major research institution, the Karlsruhe Institute of technology (KIT) as well as DLR centres and a large number of Fraunhofer and Max Planck Institutes plus research facilities at universities and universities of applied sciences. ☼



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"Baden-Württemberg can boast a wide range of high-performance, innovative research activities covering all aspects of mechanical engineering."

Dr. Ralph Wiechers, VDMA's chief economist

Daimler and Bosch Join Forces

Daimler AG and Robert Bosch GmbH plan to expand their long-standing partnership and cooperate in the development and production of electric motors for all-electric vehicles in Europe. The companies have signed a letter of intent and begun negotiations to establish a 50:50 joint venture that should be concluded in the first half of 2011.

Both companies aim to accelerate development advances in electric motors as well as to make accordant synergies accessible. Joint production should start in 2012. It is envisioned that the electric motors developed will be used in Mercedes-Benz and smart electric vehicles from 2012. Subsequent sales to other automakers are to be handled by Bosch. The joint activities will be located in the greater Stuttgart area and in Hildesheim.

www.bosch.com, www.daimler.com



IBM

First Female Leader

IBM has appointed Martina Koederitz as CEO of its German subsidiary IBM Deutschland GmbH effective from 4 May 2011. Koederitz, 47, was responsible for the business with small and medium-sized enterprises (SMEs) and with partners of IBM Deutschland and is now chief of the sales department of the company. Koederitz will replace current CEO Martin Jetter who will become the new strategy chief at IBM headquarters in the US state of New York. Jetter, 51, will also join the supervisory board of IBM Deutschland.

www.ibm.com/de/de/

Clear Water

Diversification of an automotive supplier

At its Ludwigsburg headquarters, filtration specialists Mann+Hummel develop membrane filter elements for the effective and cost-effective treatment of water. Membranes represent the heart of water treatment systems. Membrane technology uses a mechanical separation procedure to carry out filtering, consumes less energy than traditional thermal systems, gives a better filter performance and takes up less space. Hollow plastic fibres made by Mann+Hummel remove more than 99.999 percent of bacteria thanks to highly developed membrane technology, and deliver a consistent water quality. Membranes developed in the future will provide effective resistance against germs and viruses.

Further Applications

The Water division is headquartered in Singapore. It is here that the Group is setting up a second research laboratory, enabling their membrane experts to support production and sales on-site. This will include further development of current ultrafiltration membranes for decentralised sewage treatment plants, development of nanofiltration membranes and the corresponding modules, for example for drinking water applications, and further development of current systems into highly modular units to which—similar to a modular assembly system—pre- and post-treatment units for example for the chlorination of water can be connected easily for longer preservation.

One task for both development divisions—advanced development in Ludwigs-

burg and application development in Singapore—will be to open up further fields of application for membrane technology for Mann+Hummel. The teams will look into automotive and non-automotive applications and benefit from the plastics-processing know-how built up over the decades.

Mann+Hummel entered the water filtration market in 2009 and took over of Singapore membrane specialists Ultra-Flo Pte. Ltd. in 2010. As a result, the company expanded its technology base and product portfolio and used reference products to pave the way towards accelerated market penetration. "The expansion of interlinked development capacity in Singapore/Ludwigsburg is another important step for our growth and diversification strategy," says Manfred Wolf, President and General Manager Automotive + Industrial Business. "We want to further growth at all levels within the group and realize a disproportionate expansion of the non-automotive sector. The filtration market has a worldwide volume of around 40 billion euros, of which automotive and automotive-related applications account for only approximately 23 percent. Machine and power plant construction account for around nine percent. Water treatment amounts to almost a quarter of the total volume, with this showing a strong upward trend. We want to make the most of this potential and explore new fields of application as well." The percentage of sales for the non-automotive business is expected to grow more than the equivalent figure for the automotive business, which is currently >

New Markets

Filtration specialists Mann+Hummel are developing membrane filters for water treatment at their Ludwigsburg headquarters. As part of its growth and diversification strategy, the Group is extending its business activities and setting up a second development team in Singapore.

ABOUT MANN+HUMMEL

The Mann+Hummel Group is a development partner and original equipment supplier to the international automotive and mechanical engineering industries. Employing 11,800 people at 41 locations world-wide, the company achieved turnover of 1.67 billion Euros in 2009. The Group's

product portfolio includes air filter systems, intake manifold systems, liquid filter systems, cabin filters and cylinder head covers made of plastic with many integrated functions for the automotive industry, as well as filter elements for vehicle servicing and repair. For general engineering,

process engineering and industrial manufacturing sectors the company's product range includes industrial filters, a series of products to reduce carbon emission levels in diesel engines, membrane filters for water filtration and water systems.



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Mann+Hummel filtering laboratories in Ludwigsburg

Mann+Hummel



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An eye on new applications for the industry

Mann+Hummel



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The long lines of the walter filtering elements

Mann+Hummel



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› at around 90 percent. “In the medium term, the automotive series production, the automotive aftermarket and the non-automotive sectors are each set to account for a third of our turnover.”

“Increasing industrialisation and a growing population in Asia are leading to a constant increase in water consumption and water pollution,” says Ulrich Winter, Managing Director of Mann+Hummel Singapore. “One of the many advantages with our systems is their very straightforward operation. Well-trained specialist personnel are few and far between in many parts of Asia, but these are also unnecessary for operation of our systems. After Southeast Asia, we are targeting the NAFTA region and Europe as markets for our water filtration systems. More stringent legal requirements, a general shortage of water and even the need to increase product quality, in industries such as pharmaceuticals, medicine or electronics, all lead to an enormous demand for reliable and cost-efficient water treatment.”

Examples of customer groups purchasing Mann+Hummel water filtration systems include local authorities, the oil and gas industry, electric power plants, the food industry, the construction industry, the mining industry and many more besides. Mann+Hummel also supplies products suitable for use in disaster zones. Mann+Hummel Singapore donated these water treatment systems. ☼

Rapid Upturn

Manfred Wolf on Mann+Hummel's world wide ambitions

Did you imagine back in 2009 that Mann+Hummel would emerge so quickly from the crisis? How resilient do you believe current market trends are, what objectives do Mann+Hummel have for 2011?

The rapid economic upturn surprised everybody. Who would have thought that the automotive sector would make the transition from short-time working to full employment and then straightway to overtime working so seamlessly? In 2010 we generated record sales of more than 2 billion Euros. In 2011 we are continuing where we left off, even though the trend will not be quite as dynamic as last year. We want to grow further. Our objective is to double our 2009 sales figure to around 3.4 billion Euros by 2018.

What role does Asia play in the group's progress? Will China and India continue to drive Mann+Hummel's growth in the future?

More than a third of the world's population live in China and India—we regard Asia as a key growth market! Indeed both in the vehicle business and in non-automotive

filtration segments. Of course we want to grow in all markets and business segments, and disproportionately more so in Asia. Our intention is that Asia accounts for some 25 percent of sales; that figure is currently below 20 percent. The prerequisites and opportunities already exist. Vehicle frequency in Asia is to some extent below ten cars per 1000 inhabitants. In Western industrialised countries frequency is 400 to 600 vehicles, depending on which markets you look at. In China and India in particular the governments are supporting economic growth by investing billions of dollars in major infrastructure projects. These countries are building roads, airports, ports and much more. Therefore the market potential for our filtration solutions is correspondingly high. We have located one of our portfolio's relatively new business units, water filtration, in Asia, in Singapore. And for good reason. The growing world population combined with increasing industrialisation means that water treatment and water recycling are now key issues. We are observing both these megatrends in Asia. Other

growth markets include Eastern Europe, NAFTA and Brazil.

What role does local content play in Mann+Hummel's global operations—and what status do your facilities in Baden-Württemberg have within your global manufacturing network?

Our customers operate worldwide and expect the same from their partners. Mann+Hummel first ventured abroad at the end of the 1950s, and to this day we have always maintained a presence in the same markets as our customers. This customer focus has proved to be a major advantage. We have the internal corporate infrastructure and above all qualified human resources to enable us to execute international customer projects at an international level. There are very few filtration specialists that have this capability. It is a major benefit to our customers that we are able to perform localisation work directly on site and manufacture locally. And one more key factor must be taken into account. If you consider our high-volume air filters or our air intake systems—it soon becomes clear that it makes little business sense to transport these products over long distances for any length of time. Decentralised manufacturing is a must, given our size and portfolio. Our head office in Ludwigsburg functions as the primary factory for certain defined products, processes and procedures.

How do Mann+Hummel recruit and retain the specialists and executives required in those growth markets, where sustained rates of growth have intensified the "battle to attract talented people"?

We establish contact with potential employees at a whole range of different levels and invest resources to try to get children and teenagers—and especially girls—interested in technology. For example we collaborate with schools on a number of teaching and mentoring projects, for instance the virtual enterprise, New Dimension Mann+Hummel GmbH, staffed by pupils at Ludwigsburg's Erich Bracher School. We are involved with the "Jugendbegleiter", a

project that is also supported by the Federal State of Baden-Württemberg. We provide apprenticeships for students at the Baden-Württemberg Cooperative State University and collaborate with other universities, either in the form of lectures or student projects, such as Formula Student. One example at an international level is our collaboration with Tongji University in Shanghai. Exciting challenges ranging from engine sound design via building prototypes and addressing issues of thermodynamics through to the fields of bionics and biomaterials, internationality and a group-wide management development programme are standard features that our employees take for granted. Yet we offer them so much more—we really encourage our people to work abroad and this provides us with a major benefit. We give qualified employees responsibility and the scope to be creative and of course expect them to meet our standards. We are large enough to enable our employees to pursue careers at home and abroad. And we are small enough to enable employees to make the content of their specific jobs exceptionally diverse, be proactive and apply their own ideas, thereby enhancing their career experience.

How much importance do you attach to diversification into new segments, such as environmental engineering and water technology? What proportion of group sales and profits do you wish to achieve in non-automotive segments in the medium term?

We currently generate 85 to 90 percent of sales in the automotive sector. The global filtration market is worth around 40 billion Euros per annum. The automotive sector accounts for around a quarter of this figure. Water filtration/treatment accounts for almost a further 25 percent. Other filtration markets also include the packaging, electronics, pharmaceutical and food industries. We investigate which segments are worthwhile entering. Our objective is to grow in all the segments we operate in. We are aiming for disproportionately high growth in non-automotive segments. The intention by 2018 is to generate around one third of



Mann+Hummel

"One third of sales from the vehicle manufacturers, one third in the vehicle spare parts market and one third outside the automotive industry."

Manfred Wolf, CEO Mann+Hummel

sales from the vehicle manufacturers, one third in the vehicle spare parts market and one third outside the automotive industry, for example in water treatment and other industrial applications.

What synergies with conventional industrial business do you hope to achieve in this segment?

We are au fait with doing business with industrial customers, whose requirements are quite different to those of automotive customers. They have other customization requirements, different batch sizes and therefore different production requirements, and we, as suppliers, require completely different sales structures and logistics systems to cater for such customers. Mann+Hummel are very much aware of this and have the facilities in place. We have been a successful market player for 70 years. Other technical advantages that we have include our specialist filter know-how and our synthetic materials handling skills. We have been processing high-tech plastics for more than 20 years, and water filtration membranes are also made of high-tech plastics. ☼

For further information
www.mann-hummel.com/water

Zero-emission

Three Mercedes-Benz B-Class, featuring a local zero-emissions electric drive system powered by a fuel cell, set out from Stuttgart on a 125-day drive around the world. The three B-Class F-CELLs are to drive across four continents and through 14 countries, starting and finishing in Stuttgart, where the "world comes full circle". Mercedes-Benz is using F-CELL World Drive to demonstrate how well-engineered fuel cell technology is and how suitable these vehicles are for everyday use.



 Daimler AG

Around the World in 125 Days

F-Cell world drive by Mercedes-Benz

On 29 January 1886 Carl Benz applied for a patent (Number 37435) for his three-wheeled "gas engine-powered vehicle" and thus put down the first marker for a completely new form of mobility. 125 years later Daimler AG is not only using this date to celebrate the past and highlight the milestones in motor car history but also to provide tangible perspectives on mobility in the future. As they travel a 30,000 km route, the three Mercedes-Benz B-Class F-CELLs are designed to demonstrate that they handle safely and reliably in a wide range of different road and climate conditions. "125 years after the invention of the motor car, we regard the B-Class F-CELL as being representative of its reinvention", is how Dr. Dieter Zetsche, Chairman of the Daimler AG Board of Management, describes the significance of this innovative, fuel-cell-powered vehicle. "This hitherto unique round-the-world trip in roadworthy, fuel-cell-powered vehicles once again shows that we have more than enough pioneering spirit for at least a further 125 years' worth of innovations."

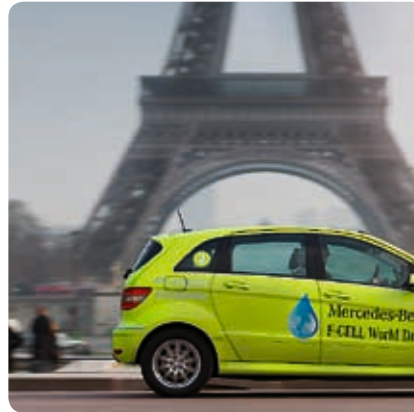
Zero-emissions Mobility

Fuel-cell-powered electric vehicles combine the benefits of long range with short refuelling times. They can therefore facilitate both zero-emission mobility locally in conurbations as well as over long distances. Furthermore, a fuel-cell-powered drive system can be applied to other types of vehicles, e.g. city buses. Mercedes-Benz identified this potential at an early stage and back in 1994 unveiled NECAR 1, the first vehicle to be powered by fuel cells. Since then Mercedes-Benz has made substantial progress in developing this technology and from an engineering perspective it has meanwhile really come of age. Thus, in the case of the B-Class F-CELL, for example, all the relevant development and manufacturing standards governing serial production were applied for the first time to an electric vehicle featuring a fuel cell. All F-CELL components comply with Mercedes-Benz's stringent quality, reliability and service life standards. In staging F-CELL World

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From Stuttgart to Paris: The F-Cell vehicle finally arrived at Paris on 31st January

 Daimler AG



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Refuelling stop: the vehicle driving emission free

 Daimler AG

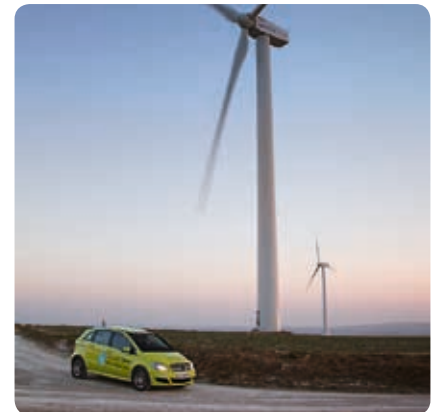


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Renewable energy meets zero emission during the trip

 Daimler AG



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Drive Mercedes-Benz wants to demonstrate the high degree of maturity that fuel cell technology has achieved and highlight its global potential. At the same time this trip around the world also highlights a major challenge – hydrogen supply infrastructure. “This type of electric-powered mobility can only be actioned extensively if there is a demand-based network of hydrogen filling stations in place. The objective must now be to pool resources to put this filling station network in place”, says Dr. Thomas Weber, the Daimler AG Director in charge of Group Research & Mercedes-Benz Cars Development. “We have done our homework — the B-Class F-CELL impressively demonstrates what contribution fuel-cell-powered electric vehicles can currently make to mobility in the future. This vehicle facilitates local zero-emissions motoring both over short and longer distances. This is what our F-CELL World Drive initiative is designed to demonstrate”, Dr. Thomas Weber affirms.

4 Continents, 14 Countries and 30,000 Kilometres in 125 Days

The tour kicked off in Stuttgart on 30 January, initially heading south via Paris, Barcelona and Madrid to the Portuguese capital, Lisbon. That's where the vehicles departed European territory and continued their journey by plane to the Eastern USA. The route now extends right across the continent of North America, heading westwards from Fort Lauderdale in Florida along the Gulf of Mexico to Los Angeles in California. From there, F-CELL World Drive is scheduled to head north along the US West Coast as far as Vancouver in Canada. After about a month on the road, covering a distance of more than 7,500 kilometres, the vehicles are due to leave North America to continue their tour in Eastern Australia. Starting in Sydney, the B-Class F-CELLs will travel more than 5,000 kilometres along the fifth continent's southern coast to Perth, with en-route stopovers in Melbourne and Adelaide. The final intercontinental transfer on this round-the-world tour will then take F-CELL World Drive to the continent of

Asia, to the Chinese city of Shanghai. The fuel-cell-powered vehicles will travel across the Eurasian continent, via the Chinese capital Beijing, through the Kazakh cities of Almaty and Astana, as far as Moscow, covering a distance of more than 10,000 kilometres. This is a route Mercedes-Benz is already very familiar with. In 2006, 33 Mercedes-Benz E-Class travelled through these regions already as part of the “E-Class Experience”, but in the opposite direction from Paris to Beijing. On the final few legs the route passes through Northern Europe. The vehicles will head from St. Petersburg in Russia via Finland to the Swedish capital, Stockholm. The Norwegian capital, Oslo, is also part of the route, before the vehicles return via Denmark to Germany, where the tour will include a stopover in Hamburg. After a further 70 days on the road the 125-day tour will finish back in Stuttgart at the beginning of June.

The Infrastructure Challenge

The development of an extensive hydrogen filling station infrastructure for fuel-cell-powered electric vehicles is a key factor in whether this technology has a commercial breakthrough. There are currently about 200 filling stations around the world where fuel-cell-powered vehicles can be refueled. Given this patchy supply network, demand-based supply of hydrogen for the tour vehicles represents a major logistical challenge. ☼

“This type of electric-powered mobility can only be actioned extensively if there is a demand-based network of hydrogen filling stations in place. The objective must now be to pool resources to put this filling station network in place.”

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

Electric Car Batteries

The project focuses on developing and manufacturing high-energy-density cells and battery systems for electric vehicles.

Invented for Life

Innovative battery technology for the "Big Three"

LITHIUM-ION BATTERIES

The functional principle behind lithium ion cells is that, during a charging process, a lithium ion is deintercalated from the oxidic transition metal oxide, moves through the electrolyte component and the separator, and is intercalated (taken into stock) between graphite layers. This means that no hazardous metallic lithium is produced. This procedure is reversed when discharging the lithium-ion cell; and is defined in literature as the "rocking chair" principle, meaning that it is reversible. A lithium-ion cell can therefore be charged and discharged on numerous occasions.

The US vehicle manufacturers GM, Ford and Chrysler have commissioned a subsidiary of the world's largest automotive supplier, Bosch, to develop batteries for electric vehicles. "We are proud that we are able to play a role in developing innovative technologies for the US market as part of this forward-looking partnership between the three major US vehicle manufacturers", said Reinhard Peper, CEO of SB Limotive North America and Cobasys LLC.

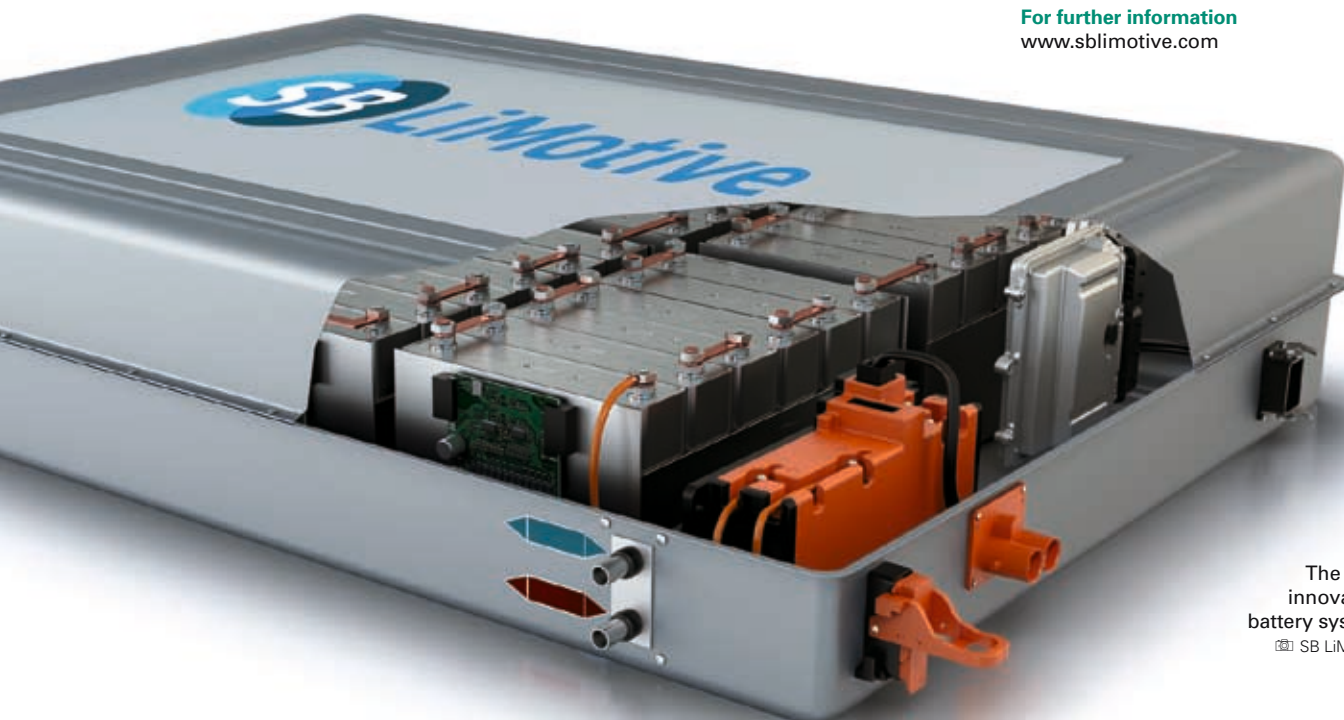
This joint project focuses on developing and manufacturing high-energy-density cells and battery systems for electric vehicles. SB Limotive's objective is to increase energy density levels by 50 percent within the next three years. "This joint project with USABC enables us to match our developments with the requirements of

North American vehicle manufacturers at a pre-competitive stage, to ensure that we provide optimum quality and safety as far as battery technology is concerned", said Peper. "The manner in which we have performed in a range of electric vehicle projects demonstrates our ability to harmonise what we develop with our clients' expectations and thereby provide innovative and cost-effective products", Peper added.

New Battery System for GM, Ford and Chrysler

Cobasys is a subsidiary of SB Limotive, itself a joint-venture between Bosch and the Samsung Group that produces batteries for electric and hybrid vehicles. Cobasys' mission is to develop lithium-ion cells and configure a 40 kWh-capacity battery system to function as a technology demonstrator. ☼

For further information
www.sblimotive.com



The new innovative battery system
SB LiMotive



Global Expertise in Automotive Solutions

MBtech's engineers always think outside the box: the company has achieved a leading position in the worldwide automotive market

Beyond the Daimler Group

Knowledge pays off. The global and technological transformations in the automobile industry demand know-how and new solutions. MBtech provides both on a worldwide-basis. Successfully and for numerous customers beyond the Daimler Group. The Presidents, Werner Kropsbauer and Hartmut Tresp, in an interview about the perspectives for automotive expertise.

The center of the MBtech Group GmbH & Co. KGaA is located in and around Sindelfingen, there are another ten branches throughout Germany. Despite the local association, the MBtech Group regards itself as a global player. The company has achieved a leading position as a successful engineering and consulting service provider in the worldwide automotive market. In the year 2010 the MBtech Group employed approximately 2,600 people worldwide at locations in Europe, North America and Asia and generated a turnover of 300 million euros—a growth of 25 percent in comparison to the previous year. MBtech's

engineers always think outside the box: The development and consulting services are closely interlinked along the entire automotive value chain.

The MBtech brand combines all of its products and services into four segments: MBtech vehicle engineering, MBtech powertrain solutions, MBtech electronics solutions and MBtech consulting. Regardless of whether components, systems or modules, whether new development or production planning, vehicle integration, design or testing: MBtech supports automobile manufacturers and suppliers beginning with the detailed specification onward to

Presidents MBtech Group:
Hartmut Tresp
and Werner Kropsbauer
 MBtech



“New Challenges” MBtech Provides Support For E-Mobility

MBtech belongs to the Daimler Group. Who are the external customers for whom MBtech, as a group subsidiary, provide know how?

We support our customers, namely companies from the international automotive industry, with the unique combination of development and consulting know-how—in the product development process and also throughout the entire product life cycle.

Our customers are first and foremost automotive OEMs in Germany and Europe and also in the USA and Asia. Some of our customers are cooperation partners with Daimler and other OEMs.

Which active role does MBtech play in electromobility and new drive systems? Do you—as with almost the entire vehicle industry—have to reposition yourself?

We repositioned ourselves three years ago. Since then we have successfully established and constantly continued to develop our competencies in the field of e-mobility in all of our segments. We have more than 650 employees working in the electrical and electronics fields and more than 100 employees active in e-mobility. As such we provide our customers with highly successful support when implementing the broadest range of alternative drive systems projects.

The increasing amount of electronics and the increasing electrification of the powertrain are also presenting OEMs with new challenges with regard to the EMC validation. Our third EMC testing center, the new EMC hall in Mönsheim—one of the most advanced testing facilities in the

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MBtech's innovative vehicle concept study MBtech REPORTER

MBtech



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"Identiface" — a new front design display which provides customizable options

MBtech



02

the development, calculation and testing onward to series maturity. MBtech combines these engineering competencies with tailored consulting services. The goal is to enable customers to rapidly and efficiently realize innovations—so that they can keep up with the international competition and the sustainable mobility.

Identiface and REPORTER

Premiere in Geneva: At the Auto Salon, the MBtech Group presented the "Identiface"—a new display which provides the first interactive and customizable options for passenger vehicle front design. The object of the application: The Identiface on the visionary Rinspeed BamBoo electric vehicle study remains easily visible during the day thanks to state-of-the-art LCD LED technology while its ability to display personal messages from virtual networks such as Twitter or Facebook on the vehicle is

another highlight. MBtech's designers and engineers used the MBtech REPORTER's Identity Light as an inspiration. MBtech presented the innovative vehicle concept study at last year's IAA Commercial Vehi-

cles with great success. The REPORTER makes MBtech's combined full-vehicle competence transparent by means of the innovative design, the mobile solar top on the pick-up see-through model. ☀

"We are a top service provider for the international automotive industry."

Hartmut Tresp, President MBtech Group

world—enables us to fulfill all of the requirements for testing the electromagnetic compatibility of current and future vehicle generations.

As a global player you are active on the world markets. Where do you see focal areas for growth?

We see ourselves as a top service provider for the international automotive industry. Our consistent customer orientation has enabled us to earn a leading position in the market, which we now aim to expand. For MBtech dynamic and customer-oriented growth and worldwide expansion are important. As such, we aim to continue ad-

vancing into related fields outside the automotive industry. At the same time, MBtech is also advancing innovations along the path toward emission-free mobility.

The classic BRIC states, Brazil, Russia, India and China are also a powerful force of growth in the automotive branch and are thus extremely important for us.

What role do the locations in Baden-Württemberg play in all of this?

The core of our know-how is located in the competence center in Baden-Württemberg. In many of our international projects we draw on the expertise of our local core team. This means that the project work is performed in an international cooperation with the teams on-site with the customer.

How does MBtech safeguard the minds and the talents that are needed for future growth both nationally and worldwide?

After an intensive familiarization phase our employees can rapidly take on responsibility—in projects, in direct contact with

our customers. MBtech offers its employees worldwide exciting and diverse tasks and projects on the cutting edge of technology. Intensive and interdisciplinary project work worldwide provides our employees with good chances of internal advancement, e.g. as a project manager.

In addition, we also offer continuous additional training—for both the professional and also for personal development. Naturally, the classic automotive know-how locations in Stuttgart, Mannheim and Ulm are also relevant with regard to the highly trained specialists.

"We have more than 650 employees working in the electrical and electronics fields and more than 100 employees active in e-mobility."

Werner Kropsbauer, President MBtech Group

bodenseeairea — A Cluster to Start

The AERO general aviation show in Friedrichshafen marked the start of regular networking activities by the "bodenseeairea" aerospace cluster. The cluster was initiated by Wirtschaftsförderungsgesellschaft Bodenseekreis (WFB) in cooperation with the Fraunhofer Institute for Industrial Engineering (IAO) at its Technology Management Centre in Friedrichshafen, the Baden-Württemberg Cooperative State University (Friedrichshafen Campus) and Zeppelin University. 75 companies employing more than 5000 people plus a range of other organisations constitute a regional aerospace industry centre.

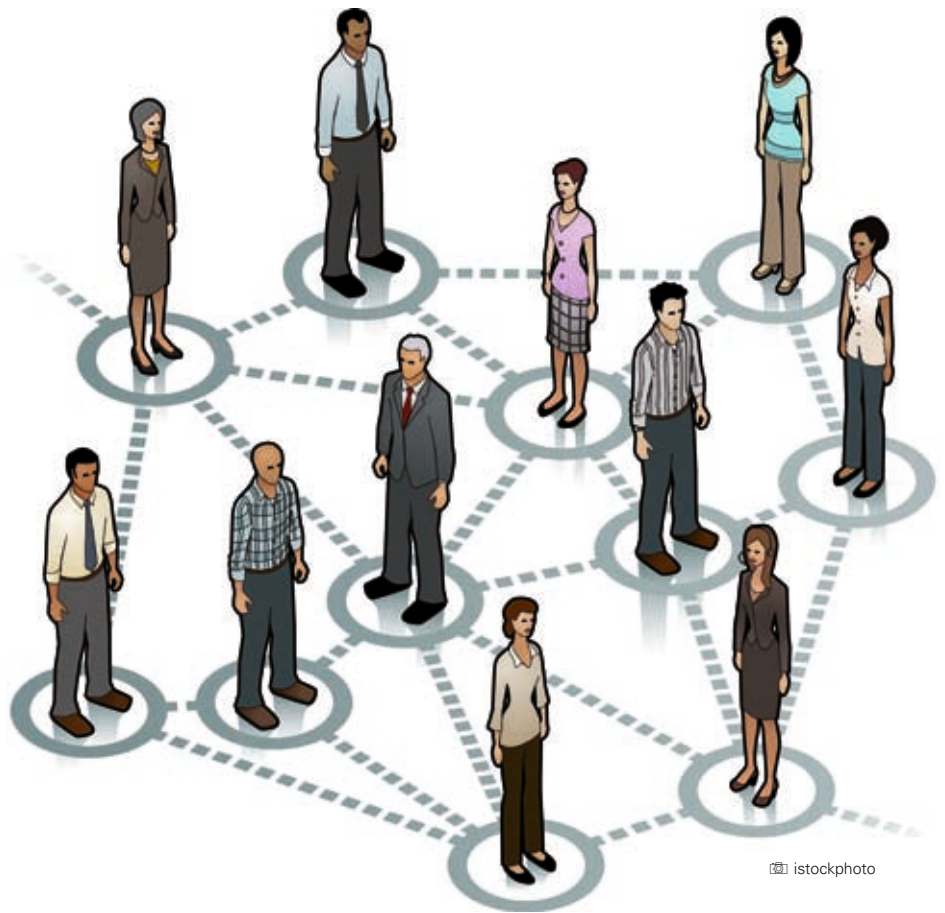
www.bodensee-airea.de



Explore

"Space refuelling station" initiated

As part of the Explore project, students, including a large number from Stuttgart University, are researching into technology to enable rockets to be refuelled in space, with the support of space experts. These "space refuelling stations" are an important prerequisite for manned space missions in the future. This student experiment has proceeded at breakneck speed, from conceptual design to production of the ready-to-fly module. At the end of February the experimental rocket lifted off from Kiruna in northern Sweden to fly to the edge of space.



istockphoto

"An Important Requirement for Companies"

*Ursula Schwarzenbart about
diversity management*

Human Mosaic

Diversity management is a key issue in an age when skilled human resources are at a premium. It involves appreciating the diverse range of life and career experience offered by employees and being able to integrate this experience into various fields of corporate activity.

Major companies like Lufthansa, Deutsche Bank or Daimler already have their own departments with responsibility for diversity management implementation. Ursula Schwarzenbart, Director of Global Diversity Management at Daimler AG has provided us with answers to questions about the HR policy challenges that companies face in a globalised economy.

What role does diversity management play in today's globalised world?

Diversity management is an important requirement for companies with international operations to be globally competitive. Our experience clearly shows that teams with a wide range of different skills perform better. Business success is ensured by product diversity, the diversity of our employees and management diversity. Diversity management is therefore not a "nice to have" item but a vital business necessity.

To what extent is diversity put into practice at Daimler AG?

At Daimler we have deliberately chosen to focus initially on gender diversity. Since 2006 we have had target ranges in place to promote women to executive positions, coupled with the objective of having 20 percent of such posts held by women by 2020. Furthermore we have actioned a range of measures, such as mentoring, awareness

training, transition to flexible working, childcare, conferences etc., to support the necessary change processes in our company. In the meantime we have added two more diversity factors, i.e. generational and international. Furthermore there are employee networks that we also partner with. Our objective is to create mixed teams that verifiably perform with greater creativity and innovation than homogeneous teams.

In your opinion, how can companies effectively combat the impending lack of qualified and executive personnel?

Forward-looking HR planning is vital. Today we already recruit the qualified personnel we need tomorrow. In this respect our approach is based on vocational training, which has a long tradition at Daimler, on studying at the Cooperative State University combined with gaining practical experience at Daimler and on our CAREer trainee programme. We have initiated our "Gen-

ius" education campaign to get children and teenagers to take an active interest in science and technology. This we hope will enable us to secure the long-term supply of young talents to our technology and engineering professions.

Do you believe that proactive diversity management can also give medium-sized global players international competitive advantage?

Irrespective of how big a company is, proactive diversity management will increase in importance in the future. To be commercially successful requires companies to develop new target groups, markets and the skills of all those working in any particular company more effectively. ☼

For further information
www.daimler.com/unternehmen/organisation-und-fuehrung/diversity

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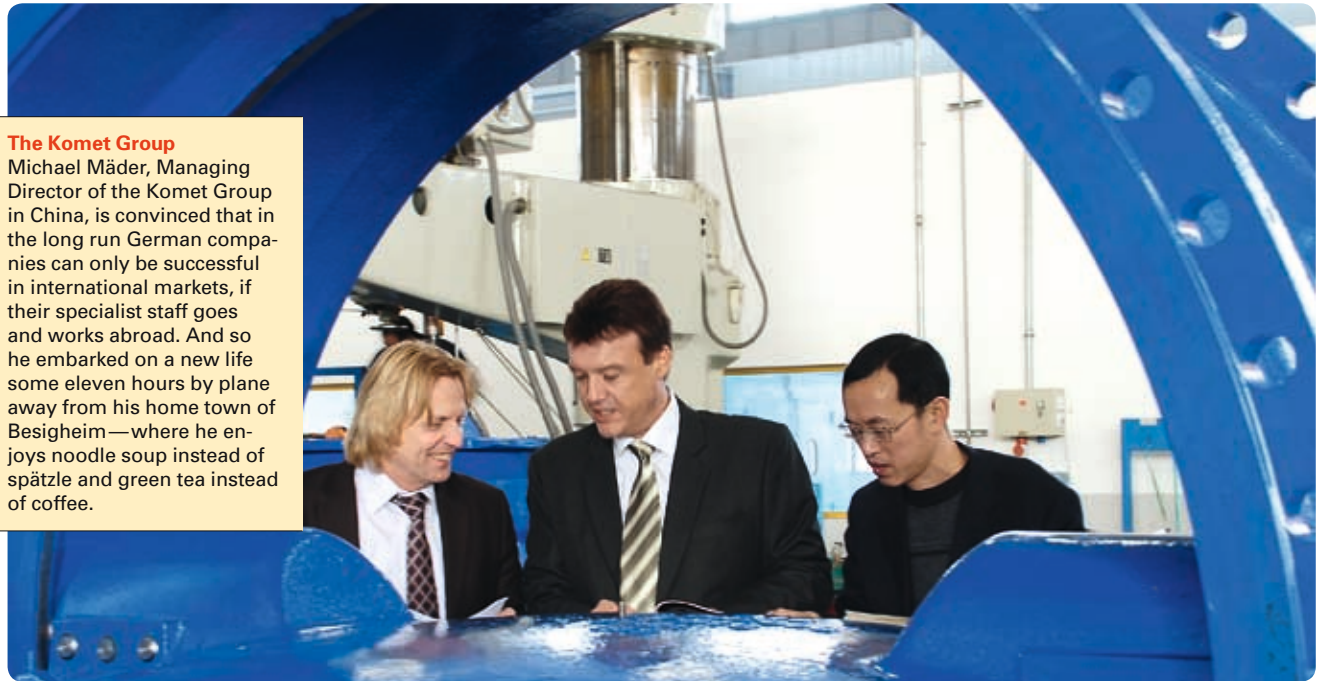
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The Komet Group

Michael Mäder, Managing Director of the Komet Group in China, is convinced that in the long run German companies can only be successful in international markets, if their specialist staff goes and works abroad. And so he embarked on a new life some eleven hours by plane away from his home town of Besigheim—where he enjoys noodle soup instead of spätzle and green tea instead of coffee.



Komet Group

“I have put down roots here”

The foundations to enter the Middle Kingdom market

The offer appealed to him. At the end of 2004, Michael Mäder was posted to China by his employer, the medium-sized Komet Group, to take up the position of Managing Director of its Chinese operations. His task was to lay the foundations to enable this leading precision tool systems provider to enter the Middle Kingdom market.

A real challenge that the native of Baden-Württemberg gladly accepted. “To start with I had to improvise. I started setting up our Chinese branch in my hotel room”, said Mäder with a laugh, as he looked back on his first few weeks in Taicang. He subsequently rented an office and employed a secretary. After just over six years, 60 employees now work at Komet’s headquarters in Taicang, around 50 kilometres north-west of Shanghai’s city centre. A further 35 employees work for the Komet Group at seven Chinese sales offices.

Fostering Team Spirit

There is substantial demand for the Komet Group’s products and know-how in China. The long-established German company has

a superb reputation and the spirit of enterprise that holds sway at the main factory at its home base in Besigheim, has also caught hold of the people that work in its Chinese operations. “Here we regard ourselves as one family”, is how Mäder describes the local working atmosphere. This has enabled the long-established Baden-Württemberg firm to build bridges abroad in a business as well as in a social sense.

“Initially my posting here was intended to last just three years. Yet as you can see, I am still here”, says Mäder with a laugh. Mäder proactively wanted to take advantage of China’s breathtaking economic growth and its associated opportunities on behalf of the Komet Group. It is not just him that has stayed on but also the bulk of the start-up team. Mäder attributes this low rate of fluctuation within the team to factors such as excellent career opportunities for Komet employees.

“In our company all employees are promoted and given challenging assignments in line with their qualifications,” he says. Employees are invited to proactively con-

tribute their own ideas. You can sense the team and innovative spirit everywhere.

Focus on International Interaction

“Our employees get the opportunity to be posted abroad, to some extent as early as during their training”, Mäder highlights. Shortly the first vocational college student and a third-year apprentice will begin their apprenticeship at the Komet Group’s Chinese headquarters. “A win-win situation—these young professionals get to know the company better and we benefit here locally from their know-how.” The group of companies, with its 20 subsidiaries and 1,350 employees, is currently represented in around 50 countries. Established in 1918 by the garage inventor, Robert Breuning, the Komet Group, with its KOMET®, DIHART® and JEL® brands, has progressed to become an internationally active innovation leader in precision tools with drilling, reaming and threading applications. ✱

For further information
www.kometgroup.com

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Driving a Global Future

At the “Duale Hochschule Ravensburg” 40 percent study and work in an international environment



01

Going International

Be it Ravensburg puzzles or ZF gears, you find “Made in Upper Swabia” and “Made at Lake Constance” all over the world. Very few medium-to large-sized businesses can afford not to have branches or offices in other countries. So it is little wonder that students at the “Duale Hochschule Ravensburg” are becoming increasingly more cosmopolitan.

01 The Global Formula Racing Team entered international terrain through a cooperation with the University of Oregon.

📷 DHBW

And just how cosmopolitan DHBW students really are is thoroughly validated by International Office figures. Of the approximately 900 DHBW graduates in 2009, 356 gained international experience when they were students—an impressive 246 acquired it working for their companies and 110 during the Theory Phase of their degree courses at the DHBW. That equates to around 40 percent—a figure that speaks for itself. It also documents how much importance companies attach to having an international focus. “Cross-border issues are having an increasing impact in a globalised working environment. Sending our students on a semester abroad fosters independence and flexibility, intercultural and language skills as well as corporate loyalty in young employees”, says, for example, Annemarie Scheuermann, Head of Training at EADS.

The DHBW’s International Office is responsible for dealing with all these issues and it currently manages partnerships with 45 universities throughout the world. Thomas Schieber has managed these relationships for 13 years, during seven of which he had sole responsibility. Since 1st April the native of Upper Swabia has been supported by Swedish-born Ingela Lundin, who works for him for 50 percent of her time. This too

is an indication of the growing importance of international experience.

Tourism Degree Course is the Origin

“The tourism degree course was the origin of all these international contacts”, Schieber recalls. Nowadays it is not just prospective travel professionals, who are attracted to faraway countries. Meanwhile degree courses such as Commerce, Industry, Engineering and Management and International Business also feature high rates of students spending semesters abroad. Schieber sees further potential amongst Engineering students, who to date have primarily gone abroad during the practical phase of their degree courses. “I am certain that things will also start to happen in the theory phases of degree courses during the next few years”, the international relations expert reckons.

A sign that international thinking is firmly embedded at the Engineering Campus in Friedrichshafen is this year’s racing car project. As a result of first-time cooperation with Oregon State University, two identical speedsters, incorporating concentrated German-American know-how, were built at Lake Constance and overseas. In 2010 this racing car regularly finished in the Formula Student top ten.

The most popular destination amongst the 110 students, who spent a theory semester abroad during the 2008/2009 academic year, was South Africa (49 students). These links with Durban, Johannesburg or Cape Town were forged ten years ago. “South Africa rapidly developed into a sure-fire success and is a specific feature of ours here at Ravensburg”, says Thomas Schieber. Other popular destinations include Great Britain (22) and the USA (10). Starting with those first partners in Europe, this network of contacts now spans the entire globe. Asia is still relatively uncharted territory, but that is very likely to change soon.

Principle of Creative Randomness

And how did DHBW acquire all these international contacts? Schieber describes this process as the “principle of creative ran-

FACTS & FIGURES DUALE HOCHSCHULE RAVENSBURG GOING INTERNATIONAL

2009 Year / 897 graduates

- › of which 356 spent a semester abroad: 39.7 %
- Business Faculty 269
- › thus 37.5 % graduates spent time abroad
- › during their Theory Phase: 102
- › during their Practical Phase: 167
- Engineering Faculty 87
- › thus 48.3 % graduates spent time abroad
- › during their Theory Phase: 8
- › during their Practical Phase: 79

2008/2009 academic year:

- › Semester abroad during Theory Phase: 110 students

2009/2010 estimate (125-140 students) of which in

- › South Africa 49 (2009/2010: 50)
- › Great Britain 22 (22)
- › USA 10 (26)
- › Scandinavia and the Netherlands 8 (8)
- › Spain 7 (12)
- › Central and South America 5 (4)

In 2008/2009 36 guests

students attended the DHBW; they came from Palma de Mallorca, Alicante, Naples, Viana do Castelo, Antwerp, Liege, Durban, Johannesburg, Curitiba (Brazil) and Ufa (Russia).

24 lecturers from partner universities taught at the DHBW, whilst 18 DHBW lecturers gave lectures at universities abroad.

domness". A lot depends on personal contact and on the passion a particular partner has. Roy du Pré, a driving force behind the South African partnership and for many years the Vice Chancellor of Durban University said "My country was isolated from 1950 to 1990. It is all the more important that we now open up. And so student exchanges are a great opportunity to help achieve this". In his case the passion is definitely there. Thomas Schieber knows how much a partnership needs to be carefully managed. "What is clear is that it mostly functions on the basis of reciprocity." Every individual student also networks internationally. Those who excel at this are in with

a chance of winning the CCI's "Student International" award. In 2010 Nezahat Bolat and Turgay Caliskan won it, as both broke new ground on behalf of the DHBW and spent their semester abroad in Turkey. The International Office also keeps breaking new ground. For instance it is currently at-

tempting to attract foreign students to do a full degree course in Ravensburg and thereby establish contacts with German Schools abroad. Therefore this much is clear—the International Office is not about to run out of challenges any time soon. ☼
www.dhbw-ravensburg.de

How-to guide to "International careers"?

This was the topic of a DHBW symposium

What characterises a successful international career? That was one of the questions posed by the students to panel discussion participants during the course of this "International Day". Those with overseas experience naturally mentioned flexibility and the ability to build bridges between cultures and people. "But you also have to be able to deal with uncertainties and handle the fact that people sometimes misunderstand each other, not just verbally", Norbert Reichert, Head of International Human Resources at ZF AG, pointed out. Prior to spending three years in the USA, he also thought that over there "everything is just like it is here in Germany". He came to realise "that is not the case at all!" Different cultures have different ways of thinking. According to Matthias Jobmann, Head of Human Resources at Tognum AG, everybody who works abroad experiences this.

Just an example—in Asia for instance it is standard practice to work 50-60 hours a week; we cannot compete with our 35-hour week." Can women also carve out careers abroad? was another question put to the panel. "There is nothing to stop you",

Katrin Schöpf, Head of Executive Development at IBM, stated in anticipation. But it depends which country you are talking about. The speakers view Japan as putting "major obstacles" in the way of women, whilst in the USA "women are significantly better off than here in Germany".

The Interantional Office Arranges Contacs

But this is not a challenge that cannot be tackled. "What is key is that you want to go abroad", is how the management consultant Dr. Wolfgang Reinhard reassured the students. "Just go for it; you will appreciate what great experience you acquire and the fantastic people you meet", was his advice. And what would the speakers advise the students and young professionals to take with them for their assignments abroad? "Be willing to learn and be open-minded, accept the challenge and you'll be just fine", was how Stephan Daurer from KaVo Dental GmbH phrased it.

The panel discussion was moderated by Professor Karin Reinhard, Head of the International Business faculty. Prior to that,

"But you also have to be able to deal with uncertainties and handle the fact that people sometimes misunderstand each other, not just verbally."

Norbert Reichert, Head of International Human Resources at ZF AG

Thomas Schieber, Head of the DHBW International Office, had welcomed Professor Roy du Pré from Durban University, South Africa. Students at the DHBW can gain international experience not just once they have embarked on their careers, but also prior to that at one of the many partner universities abroad. In this respect South Africa is one of the most popular destinations among students. They are most welcome there down at the Cape, said du Pré. His country was isolated from 1950 to 1990. It is now all the more important to open up. "And so student exchanges are a great opportunity to help achieve this." ☼

Studying at Steinbeis

After studying software engineering at Fontys University of Applied Sciences in Venlo (Netherlands) Bastian Epskamp opted to do a combined work-study Master's degree in management. This makes him both a student and an employee at Cloud Factory, a provider of cloud computing solutions. The particular feature of this development process is that his team is not in the next room but 4,000 kilometres away in Armenia.

TEXT: Fabian Dirks



Steinbeis

Between Germany and Armenia

The Steinbeis University: Opening international careers

Bastian Epskamp, a Master's student at Steinbeis University Berlin (SHB), closes his laptop, finishes his coffee and looks out of the window, feeling a little drained. It's been another very late night and Munich, the Bavarian metropolis, is already fast asleep.

Epskamp has spent the last few hours guiding his Armenia-based team of developers through documents and discussing with his Eurasian colleagues how best to proceed for the next release of their new piece of software engineering. Of course he

is tired after such a long working day. "But also in a positive sense. At the moment I cannot really see myself in a regular nine-to-five job."

During his Bachelor study in the Netherlands, Epskamp completed an internship in Sydney. He wrote his thesis on the subject of "cloud computing" at a start-up company in Panama. Despite gaining all this international experience, Epskamp opted to return. "The idea of working abroad is very appealing, but the educational opportunities in Germany, such as the combined

"The combined work-study degree course at Steinbeis University is just excellent."

Bastian Epskamp, Student

work-study degree course at Steinbeis University, are just excellent."

Once back in Germany, he was soon spotted by the SHB recruitment team and asked if he wanted to apply to do a Master's degree at one of Germany's largest business schools. "IT specialists and engineers in particular have a great chance of being accepted to do this degree course. However our key criterion is that applicants not only have a good university degree but can also convince us that they really want to make a difference in the following two years", Bettina Rominger, CEO of SAPHIR Deutschland GmbH, provider of HR services to Steinbeis University Berlin, explains. "Our postgraduate management degree is of particular interest to graduates in these disciplines, because it gives them the opportunity of moving up the executive ladder as well as pursuing a more technical career."

Practice-Oriented Approach

This prospect also appealed to Bastian Epskamp—and to his new employer, who recruits new, motivated young professionals via Steinbeis. "In contrast to universities of cooperative education, which frequently have 3-month tuition-only blocks, the employee works for us practically full-time", Florian Goette, CEO of Cloud Factory GmbH, explains. Furthermore, what is important in this project-skills-based degree course is to apply what has been learned in everyday business practice—an approach that is reflected in how successful the projects are.

"The strategy and project planning seminars were of direct benefit for my German-Armenian project. Topics such as employee development are perhaps something to bear in mind for the future", Bastian says with a grin—and perhaps with one eye on his future as an executive. At any rate he will have completed his education in one year's time. ☼

For Further Information

Steinbeis University Berlin
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At least you might think so if you took a look at his schedule. For years, Jürgen Lindenberg – CEO of LINDY-Elektronik GmbH of Mannheim, Germany – has made China his second (business) home. His company has expanded its business relationships in Asia with the help of the Rhine-Neckar Chamber of Commerce.

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Technorama 2011

07. - 08.05.2011, Ulm

Vintage car fans from all over Europe have gathered in Ulm on the first weekend in May for more than 30 years. The restored and non-restored vintage cars, motorbikes and tractors on show at Technorama really stir the blood of classic vehicle enthusiasts. Much-sought-after spare parts, tools and restoration materials plus first-hand advice from experts have a tradition of attracting visitors to Ulm. Featuring more than 800 exhibitors, spread across 7 exhibition halls and approximately 25,00 square metres of outdoor space, Technorama is well on its way to becoming a mecca for classic car enthusiasts. A wide range of parts, collectors' vehicles, the major classic car meet, club booths and special shows are just some of its many attractions.

www.technorama.de



Messe Offenburg

Baden Wine Show

07. - 08.05.2011, Offenburg

The Baden Wine Show is again set to whisk visitors off on a voyage of culinary discovery this year. Baden wines, brandies and vintners' own sparkling wines will be on offer at the gourmet show, wine experts and culinary wizards will be on hand to reveal valuable tricks of their trades and visitors can make direct contact with producers. A culinary highlight, which is set to accentuate the premium products provided by Baden's vintners and cellar masters, is the "Brandheiß auf Badisch" (literally: red hot the Baden way) event. This will not only be a treat for visitors' taste buds but will also appeal to their other senses. It is Germany's only wine show that specialises exclusively in Baden wines and focuses on Baden, which is Germany's most southerly wine-growing region.

www.badische-weinmesse.de



Hannover Messe

Meeting the World

*In Hannover Baden-Württemberg
was showcasing its innovative power*

Hannover Messe 2011

At Hannover Messe hundreds of exhibitors from Baden-Württemberg were heading for international markets

The Baden-Württemberg presentation at the Industrial Supply fair has made it possible for international visitors to find out about and exchange experience regarding efficient and energy-saving product solutions in the area of industrial parts-supply

solutions and lightweight construction. More than 50 innovative companies as well as numerous company locations were represented on the joint stand of this year.

Recovering the Crisis

For years, Baden-Württemberg has enjoyed a reputation as one of the most innovative regions worldwide in respect of the parts-supply industry. One of its typical virtues is continuous development of innovative technologies. The industry has recovered from the crisis in 2009 and is picking up speed again. In the long term, the demand

01
And the Festo bionic bird really flew -surprising Hannover
Festo

02
Baden-Württemberg is a technology location for electromobility
Hannover Messe

03
The largest pavilion ever: b-wi stand in Hannover
Hannover Messe

for mobility, safety and comfort will increase and is leading to an approximately six percent increase in vehicle sales in the overall market as forecast.

The low-cost area is the fastest growing segment in the automotive market and therefore demands new inexpensive innovations. The central innovation issues in the industry are emissions, consumption and weight. Due to the increasing shortage of resources and current demands for climate protection and CO₂ reduction, lightweight systems are gaining in importance. Lightweight construction is the driving force behind innovations in product development and is thus ensuring decisive competitive advantages.

MobiliTec

MobiliTec is the international Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions at Hannover Messe. Baden-Württemberg International (bw-i) and e-mobil BW, the state agency for electro-mobility and fuel cell technology, were joining innovative companies, research institutes and clusters to present Baden-Württemberg as a location for industry and science at MobiliTec. First time there was a joint stand of bw-i presenting Baden-Württemberg as a technology leader in e-mobility to an international audience.

Excellent Researchers

More than a quarter of the people involved in automobile construction in Germany—around 240,000 employees—work in Baden-Württemberg, the heart of the car manufacturing industry, and generate an annual turnover of around 74 billion euros. In addition, there are approximately 140,000 employees who work in Baden-Württemberg companies that belong to other parts of the automotive industry and form a unique vehicle parts supply network. “As a technology location for electro-mobility, Baden-Württemberg is exceedingly well equipped. In the important areas of battery technology, vehicle engineering,



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lightweight construction, infrastructure and fuel cell technology, there are companies, research institutes and universities that are already engaged in numerous initiatives and projects which show how sustainable and environment-friendly mobility solutions can be created successfully”, said Franz Loogen, executive director of e-mobil BW, the state agency for electro-mobility and fuel cell technology. When it comes to important questions about how to link mobility to intelligent energy networks and new business models by means of innovative IT applications for mobility solutions, the German Southwest possesses enormous know-how as well. It is not for nothing that the Baden-Württemberg IT industry leads

the field in Europe in terms of registered patents.

Outstanding Know-how

“Baden-Württemberg can offer excellent research, innovative companies and outstanding, superbly qualified specialist employees. The experts of Baden-Württemberg International and e-mobil BW have been advising companies from Germany and abroad attending MobiliTec 2011 on opportunities for investment and cooperation and have pointed out our state’s ideal conditions for companies interested in doing business here”, reports Herbert Bossinger, member of the board of management of Baden-Württemberg International. ☼



Focus on Sustainability

With inspiring conferences Messe Stuttgart and DGNB (Deutsche Gesellschaft für Nachhaltiges Bauen) will be providing international guests from the building and property industry with the ideal platform to exchange ideas.

Green Buildings

Sustainable impulses for the building and property industry at Consense Stuttgart

Consense, the international trade fair and congress for sustainable building, investment and operation, is heading into its fourth year. With an innovative programme of events, Messe Stuttgart and the German Sustainable Building Council DGNB (Deutsche Gesellschaft für Nachhaltiges Bauen) will be providing international guests from the building and property industry with the ideal platform to exchange ideas and information on 29 and 30 June at the Stuttgart Trade Fair Centre. The combination of trade fair and congress makes Consense particularly attractive. Directly

addressing both practical and scientific aspects, this is an event that sets the pace both at home and abroad, offering multidisciplinary solutions for those pressing questions of the future.

Canadian designer Bruce Mau and philosopher Peter Sloterdijk will be speaking at the opening of the congress as an introduction to the two-day event. Sloterdijk is regarded as one of the forerunners of a school of philosophy that looks at the relationship between architecture, people and spaces.

The exhibition part of Consense succeeds in bringing many interesting ideas

"Presenting "green" products for building investors."

Landesmesse Stuttgart

together. Take, for example, the various pavilions, each of which address a separate theme. One of the new features this year will be the "Facility Management Software" Pavilion. Here, companies will be presenting their software solutions for business applications in property and facility management. Using these computer applications, it is possible, for example, to keep costs for the management of buildings stable or to even reduce them.

"Energy saving products"

Also making an appearance for the first time will be the "Sustainable Building with Windows and Facades" Pavilion from ift Rosenheim, the scientific service provider for manufacturers of the most varied components. Using component parts, the experts will be highlighting how energy saving measures are implemented through the targeted use of windows and facades. Furthermore, ift Rosenheim will be informing visitors about the technology, standards and documents important for any investment decision. Returning once again in 2011 will be the "Technical Forum on Sun Protection Systems" Pavilion, which is set to be further expanded following its tremendous popularity last year. This pavilion will be presenting building products for sun protection during both the summer and winter, as well as discussing the potential for saving with energy requirements.

Handwerk International, business division of the Chamber of Crafts and Trades in the region of Stuttgart, will be taking part for the first time this year. "Consense is an important platform for sustainable building. Handwerk International supports member companies as they tap into international markets and deal with the increased competitiveness that this involves. At Consense, we organise meetings between exhibitors, visitors and congress participants from both home and abroad," explains Gabriele Hanisch, deputy Managing Director of Handwerk International. ☼

For further information
messe-stuttgart.de/consense



Trade Fair Programme*

Europe's most modern trade fairgrounds | clear hall layout | directly linked to the airport, A8 motorway, B27 trunk road and rapid-transit railway services | situated in Europe's primary high-tech region | Messe Stuttgart – the key to markets

www.messe-stuttgart.de

Industrial Solutions

Control** www.messe-stuttgart.de/control	03.05. – 06.05.11
careers4engineers automotive** www.messe-stuttgart.de/careers4engineers	07.05.11
Automotive Testing Expo** www.messe-stuttgart.de/automotive_testing	17.05. – 19.05.11
Engine Expo** www.messe-stuttgart.de/engine_expo	17.05. – 19.05.11
European Automotive Components Expo** www.messe-stuttgart.de/european	17.05. – 19.05.11
Vehicle Dynamics Expo** www.messe-stuttgart.de/vehicle	17.05. – 19.05.11
automotive interiors Expo** www.messe-stuttgart.de/automotive_interiors	17.05. – 19.05.11
Int. Engine of the Year Awards** www.messe-stuttgart.de/engine_awards	18.05.11
Blechexpo** www.messe-stuttgart.de/blechexpo	06.06. – 09.06.11
Schweisstec** www.messe-stuttgart.de/schweisstec	06.06. – 09.06.11
Consense www.messe-stuttgart.de/consense	29.06. – 30.06.11
Composites Europe** www.messe-stuttgart.de/composites	27.09. – 29.09.11
Post Expo** www.messe-stuttgart.de/postexpo	27.09. – 29.09.11
Courier and Parcel Logistics Expo** www.messe-stuttgart.de/courierandparcel	27.09. – 29.09.11
Interpellets** www.messe-stuttgart.de/interpellets	05.10. – 07.10.11
Bondexpo** www.messe-stuttgart.de/bondexpo	10.10. – 13.10.11
Motek** www.messe-stuttgart.de/motek	10.10. – 13.10.11
Microsys** www.messe-stuttgart.de/microsys	10.10. – 13.10.11
parts2clean** mit Corosave** www.messe-stuttgart.de/parts2clean	25.10. – 27.10.11

Vision www.messe-stuttgart.de/vision	08.11. – 10.11.11
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Lifestyle & Leisure

125 Jahre Auto – Die Eröffnungsveranstaltung zum Automobilsommer www.messe-stuttgart.de/automobilsommer	07.05. – 08.05.11
Cosmetica** www.messe-stuttgart.de/cosmetica	28.05. – 29.05.11
Animal www.messe-stuttgart.de/animal	05.11. – 06.11.11
Wir heiraten** www.messe-stuttgart.de/heiraten	05.11. – 06.11.11

Food & Beverage Technology

Süffa www.messe-stuttgart.de/sueffa	02.10. – 04.10.11
Südback www.messe-stuttgart.de/suedback	22.10. – 25.10.11

Business & Education

azubi- und studientage** www.messe-stuttgart.de/azubi	13.05. – 14.05.11
IT & Business www.messe-stuttgart.de/it-business	20.09. – 22.09.11
DMS EXPO www.messe-stuttgart.de/dms-expo	20.09. – 22.09.11
Focusreseller www.messe-stuttgart.de/focusreseller	20.09. – 22.09.11

You can call up the complete schedule on www.messe-stuttgart.de or on your Smartphone: mobil.messe-stuttgart.de/en/



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info@messe-stuttgart.de, www.messe-stuttgart.de

Learning Via Social Networks

Learntec in Karlsruhe was and is Baden-Württemberg's prime venue for the education sector

Learntec 2011

Hans-Joachim Otto, the Parliamentary State Secretary to the Federal Minister of Economics and Technology, stressed the vital economic importance of the education and training sector at the opening event of the 2011 show.

A total of 180 exhibitors from ten countries were represented at Learntec 2011. "We are delighted to have increased the number of exhibitors this year", Britta Wirtz, Speaker of the KMK Management Board, states. "This shows that the education sector continues to regard our leading international trade show for professional education, learning and IT as the right setting to showcase their products and solutions to a specialist audience. Technological, po-

litical and economic momentum has made Learntec a thorough success."

Visitor numbers, at 5,785, exceeded last year's figures. There was universally positive feedback about the quality of visitors and their targeted enquiries. "The catchment area radius validates Learntec's domestic and international importance and thus confirms that it is a leading international trade fair and conference", team leader Jochen Georg explains. Visitors to the Karlsruhe show were essentially CEOs and HR decision-makers, thus confirming how highly professional the event is.

Learning Via Social Networks and Media Skills

In his public keynote address, Professor Steve Wheeler from the University of Plymouth gave a presentation on "The Future of Web 2.0 Technologies in Learning". He highlighted the fact that social media platforms are also used as informational and learning environments. During a discussion session on the subject of "Knowledge is power – does the Internet raise awareness?", Lars Lehne, Country Director of Google Deutschland, also stressed that the way knowledge is handled has changed considerably through use of the Internet. Media skills and knowing how to handle the various media are playing an increasingly important role, meaning it would be a good idea to add a new academic subject, "Media Skills", to the curriculum.

Greater Degree of Dovetailing Between Trade Fair and Conference

Learntec's conceptual redesign has seen the implementation of a greater degree of dovetailing between the trade fair and conference. Insights obtained at the conference can be assessed in the form of solutions and strategies and best-practice case studies straightaway at the trade fair.

The 20th edition of Learntec will take place from 31 January to 2 February 2012 at Messe Karlsruhe. ☼

Fur further Information
www.learntec.de

Next Stop Karlsruhe

edubiz provides information about global human resource strategies

edubiz 2012

Companies that want to grow abroad require a long-term HR strategy. This is the conclusion reached by a representative survey of companies with operations abroad, conducted by the DIHK, and where the edubiz conference platform kicks in. It put companies with global operations in touch with education and training providers at the GlobalConnect event in Karlsruhe and Hannover.

internationalisation of companies. "Germany's global players do not really have an alternative to recruiting and developing human resources in those emerging markets, where they have to build up manufacturing capacities to meet the demand for local content" says Prof. Werner Faix from Steinbeis University, one of the first edubiz sponsors. Germany's dual education system is widely seen as an important advantage in the global "battle to attract talented people".

Alliance with Corporate Sector

The combination of academic education with practical vocational experience helps to develop the skills required at manufacturing plants and provides employees with long-term career perspectives. Plus it is also helping to ensure quality standards are maintained. The edubiz event at Learntec will enable medium sized global players to meet and compare notes. The objective of edubiz is to create an alliance of businesses, public organisations and education providers interested in actioning joint vocational education and international training projects. ☼

Fur further Information
www.edubiz.eu

After its successful premiere at Stuttgart's Global Connect, a stage at CeBIT's Flat World Forum and Hannover Messe 2011 the next edubiz conference will be staged at Learntec Karlsruhe 2012. Education has for a long time been one of the major issues of Learntec. local global, the Stuttgart based media company which founded edubiz in 2010, was partner of Learntec already in the early years of the show, at that time providing media specials and seminars on global learning concepts.

No Alternative to Globalisation of HR

Since then local global developed publications and conferences related to the ongoing

Unique in Germany

The Meeting- and Convention destination of the Rhine-Neckar Metropolitan Region

A non-profit organisation—the Convention Bureau
The Rhine-Neckar Metropolitan Region is one of Germany's top convention and meetings venues

Where the Rhine and the Neckar rivers flow, rural idyll meets big city chic, history encounters innovation and economic/business strength goes hand-in-glove with a rich cultural heritage. Vineyards and industrial locations, long established universities and state-of-the-art research labs, regional ties and international diversity meet in this very region.

As one of Europe's most dynamic cultural and business locations, the Rhine-Neckar Metropolitan Region (MRN) attracts more than seven million German and international convention visitors every year. MRN provides a wide range of wonderful locations, sunny spots and attractive facilities for all kinds of events. Around 200 meeting and event locations, including 30 convention centres, focus on business events, whilst the 1,200 hotels in the metropolitan region feature capacity of almost 60,000 beds. The favourable climate in the Rhine Valley enables figs to grow, almond trees to blossom and wine to be produced. In short this is the place to live, work, meet and celebrate.

Partnership not Competition

The Convention Bureau of the Rhine-Neckar Metropolitan Region was established in August 2008 as one of the first MICE bureau offering comprehensive regional coverage and currently has more than 20 members. MRN is one of Germany's top convention and meetings venues. ✨



Fur further Information
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of the Rhine-Neckar
Metropolitan Region
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D-69120 Heidelberg

Phone +49 (0)6221 5860 301
Fax +49 (0)6221 5860 321
conventionbureau@m-r-n.com
www.convention-mrn.com



Life in motion

Seven million winners.

Every year the Rhine-Neckar Metropolitan Region attracts more than seven million national and international congress delegates. For it has so much to offer – extremely attractive locations, outgoing people, cultural highlights and a strong business environment. 30 minutes away from Frankfurt International Airport and three hours from Paris, this is not only where two large rivers converge. Here you will encounter an extremely broad range of opportunities. And on top of that the sun shines for 1,800 hours a year.

Why not talk to us?

The Convention Bureau of the Rhine-Neckar Metropolitan Region is your partner for events in a region where you too can only benefit.

www.convention-mrn.com


**Metropolregion
Rhein-Neckar**
Convention Bureau

Intersolar Europe

Connecting the solar business

Twenty Years of Growth

On June 8, the opening of Intersolar Europe will mark a special day in the history of the world's largest exhibition for the solar industry: Intersolar Europe is turning 20.

From June 8 to 10, the Munich Trade Fair Center will once again revel in the warmth of the sun as Intersolar Europe reopens its gates to the international solar technology industry. 2011 will be a special year for the world's largest exhibition for the solar industry: the year of its 20th anniversary.

The cradle of Intersolar is Pforzheim. This is where it all started in 1991, then under the name of Solar'91. The exhibition's steady growth led to a change of location at the turn of the millennium, when Intersolar moved from Pforzheim to Messe Freiburg. By 2008, Freiburg, too, had become too small to accommodate the growing demand for exhibition space, leading Intersolar to find a new home at the New Munich Trade Fair Center. Intersolar Europe is organized by Solar Promotion GmbH, Pforzheim and, since 2000, by Freiburg Wirtschaft Touristik und Messe GmbH (FWTM), Freiburg. "We started Intersolar to create a meeting point for all the solar industry's players, which would give them the opportunity to share their

experience of the international solar markets as well as product innovations and services. We wanted to actively promote the development of solar technology. Intersolar Europe today is firmly established as the world's largest exhibition for the solar industry. It brings together players and markets in the international solar industry and has made a considerable contribution to solar technology covering an important part of energy supply today," says Markus Elsässer, CEO of Solar Promotion GmbH.

20th Anniversary

Further growth is expected for the year of the anniversary. Fourteen halls and 155,000 Squaremeters of exhibition space will be available for exhibitors and visitors, which corresponds to more than 15 percent growth over the previous year. In addition to its size, the range of services offered at Intersolar Europe is striking. The areas of Photovoltaics, PV Production Technology and Solar Thermal Technology together cover all aspects of solar technology. ☼

For further information

www.intersolar.de
08. - 10.06.2011,
Munich

Trade Fairs in Baden-Württemberg

13.04. - 16.04.2011, Friedrichshafen

AERO

International Trade Exhibition for
General Aviation

14.04. - 17.04.2011, Karlsruhe

NUFAM

Trade Fair for commercial vehicles

03.05. - 06.05.2011, Stuttgart

Control 2011

International Trade Fair for
Quality Assurance

05.05. - 08.05.2011, Friedrichshafen

Car + Sound 2011

The leading International Show for Mobile
Electronics

08.05.2011, Friedrichshafen

TUNING WORLD BODENSEE

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

17.05. - 19.05.2011, Stuttgart

Engine Expo 2011

International trade fair for engine design,
components, manufacturing, test and
development

28.05. - 29.05.2011, Offenburg

RegioMotoClassica

Show for Classic Cars, US Cars and
Accessories with TUNING OFFENBURG



Baden-Württemberg International

03.06. - 06.06.2011 Friedrichshafen

The electric avenue

Expo for sustainable mobility

29.06. - 30.06.2011, Stuttgart

Consense

International congress and trade fair for
sustainable building

13.09. - 16.09.2011, Stuttgart

BONDexpo

Trade Fair for Industrial Bonding
Technology ? The Business Platform for
Forward-Looking Joining Technologies
Bonding—a Modern Key Technology

Source: Baden-Württemberg
International (www.bw-fairs.de)



Global network of learning.



CONNECTING IDEAS.
Karlsruhe –
Messen und Kongresse

www.learntec.de

31 January -
2 February 2012

Karlsruhe Trade Fair Center

LEARNTEC

Niki de Saint Phalle—Play With Me

17.04. - 16.10.2011, Schwäbisch Hall
The Kunsthalle Würth in Schwäbisch Hall shows the wide-ranging oeuvre of the multifaceted artist Niki de Saint Phalle, undoubtedly one of the most important artists of the 20th century, in a large survey exhibition. Through her paintings, assemblages, shooting paintings, sculptures and installations, this artist created a unique cosmos which established her international reputation. Like no one before her, she found a valid form for the elemental force of femininity, particularly in her Nanas. The exhibition at the Kunsthalle Würth will provide an extensive overview of her oeuvre, from the early paintings to the late sculptures.

www.kunst.wuerth.com



Würth / Ufuk Arslan

Black Forest Open-Air Museum Vogtsbauernhof

27.03. - 06.11.2011, Gutach
Established over 40 years ago as the Black Forest's architecture museum, these days the Open-Air Museum Vogtsbauernhof in Gutach appeals to all the senses and enables visitors to experience how people in the Black Forest lived and worked. A total of six fully furnished Black Forest farmhouses, dating from the 16th to 19th centuries, a day labourer's cottage as well as 15 outbuildings, such as mills, sawmills, chapels and storehouses can be visited. The slogan of the 2011 programme is "Typically Black Forest". What's new is the "Schwarzwaldkabinett" — subtle mises-en-scène provide information about the Bollenhut (ladies' pom-pom hat), cuckoo clocks, Black Forest gâteau and inventors.

www.vogtsbauernhof.org



Celebrating Mobility

Automobile Summer in Baden-Württemberg commemorates the invention of the motor car

The Federal State in the south-west of Germany is celebrating the motor car's 125th anniversary for a period of 125 days, from 7 May to 10 September. For this is where the motor car was invented 125 years ago, by Carl Benz on 29 January 1886, when he applied for Patent No. 37435, and where it was refined by Messrs. Daimler and Maybach. Furthermore Baden-Württemberg was not only where the motor car's maiden

drive took place, but also where Mercedes, Porsche and Audi factories are still located. Well-known automotive suppliers such as Bosch and ZF Friedrichshafen complete the picture.

To commemorate the 125th anniversary, Baden-Württemberg's Ministry for Economic Affairs is organising "Automobile Summer 2011", in collaboration with Tourismus Marketing GmbH Baden-Württemberg.

125 Days of Celebrations
The Automobile Summer series of events is a fitting celebration and commemoration of the birth of the motor car. The car's 125th anniversary will be celebrated over the course of 125 days in the place where it was invented - in Baden-Württemberg.

TEXT: *Daniela Sandmann*

© TMBW/Dick

berg (TMBW). This is designed to cover all aspects of the motor car, from its traditions and history to its innovative future. The organisers of the wide range of events can be as creative as they like. This applies to the transport and engineering museums, the major vehicle brands, the race track or the many fan meets, themed guided tours, vintage car events, or taking a look into the future and behind the scenes at the major vehicle manufacturers. The 11 km Solitudering, the picturesque setting for the first racing events held in Germany will be closed completely in July and will again be the venue for an historic race. Just like back then in the early 1920s, when everything started and hundreds of thousands of people flocked to this major Stuttgart event. The Solitude Revival is one of the highlights of the Automobile Summer.

The Ministry for Economic Affairs and TMBW have specified eight topic areas, which are intended to cover the entire spectrum of the overall theme of "the motor car from yesterday to tomorrow". These topic areas are: Origins & History; Travel and

DATES WHICH EVENTS ARE AN ABSOLUTE MUST-SEE FOR VISITORS?

- › **Kick-off events**
07. – 08.05., Stuttgart and surrounding area
The following events get the show on the road:
› Technology & Innovation Show
› Stuttgart seeks the Super Car (07.05.)
› Birthday Parade—125 years of the motor car (08.05.)
www.messe-stuttgart.de/automobilsommer
- › **Karlsruhe Institute of Technology Open Day—the Future of Mobility**
02.07., Karlsruhe, Black Forest
www.kit.edu/besuchen/automobilsommer_2011.php
- › **Cities for Mobility' City Network Future Congress**
03 - 05.07., Stuttgart and surrounding area'
www.cities-for-mobility.org
- › **Solitude Revival**
22 to 24 July 2011, Leonberg, Stuttgart and surrounding area
www.retropromotion.de
- › **Remstal Journey Through Time—125 Hours of Cars**
08. - 13.06., Stuttgart and surrounding area
www.automobilsommer-remstal.de; www.zeitreise-remstal.de
- › **DLR Stuttgart Open Day**
16.07., Stuttgart and surrounding area
www.dlr.de/stuttgart2011
- › **Special exhibition with two highlight events, Neckarsulm, Kraichgau Stromberg—The Beloved Minis on Four Wheels**
28.05.11 - 30.01.12
www.neckarsulm.de; www.zweirad-museum.de
- › **Lake Constance—Südweststerne Tour for Connoisseurs**
The whole year 2011, all over Baden-Württemberg
www.badhotel-staufferland.de
- › **Sinsheim Cleeborn, Kraichgau Stromberg**
07.05. - 10.09.
Two days of fun at the Auto & Sinsheim Car and Technology Museum and Tripsdrill Adventure Park
www.tripsdrill.de ; www.technik-museum.de
- › **Black Forest—Future Mobility in the Holiday Region of the Black Forest**
30.07. - 10.09.
www.zukunftsmobilität.de

01

Germany's oldest panoramic road runs between Baden-Baden and Freudenstadt

TMBW/Dick

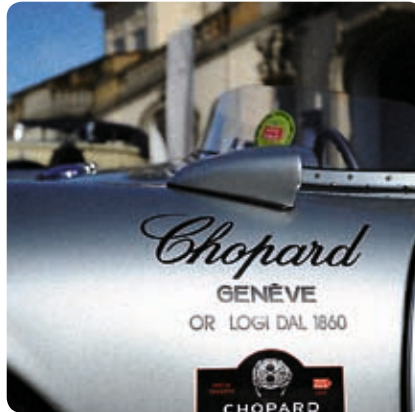


01

02

Towns and administrative districts will be focusing on the car in all its aspects

TMBW/Dick



02

03

Oldtimer for sale—a special stage for rarities at Klassikwelt Bodensee

Klassikwelt Bodensee



03

› Food & Drink; Technology & Research; Health & Wellbeing; Culture, Art & Lifestyle; Family & Children; Environment & Sustainability; Motor Sports & Tuning.

It's already well worth visitors heading to Baden-Württemberg to pick up the trail of the motor car. The Mercedes-Benz Museum, which opened in 2006 and has attracted one million visitors, is one of the world's most important vehicle showcases.

The Porsche Museum, which opened last year, and the Audi Forum in Neckarsulm provide an equally fascinating experience. Special-purpose vehicle enthusiasts can visit the Unimog Museum in Gaggenau or discover the Prince of Hohenlohe's private classic car collection in the delightful setting of Schloss Langenburg. More than 40 museums in Baden-Württemberg are dedicated to the themes of the motor car and

technology. Visitors can also marvel at one of the legendary Concorde aircraft at the Technology Museum in Sinsheim.

Of course the pioneers of vehicle manufacturing also have museums dedicated to them. The Carl Benz Museum is located in the Electoral Palatinate town of Ladenburg, whilst the one dedicated to Gottlieb Daimler is located in the Württemberg town of Schorndorf, where an actress dressed as Emma Pauline Daimler gives visitors a guided tour of the town. Nearly all the vehicle factories can be visited and in most cases free of charge. Also free of charge is a drive along the Black Forest High Road, Germany's first ever scenic route built especially for motoring tourists.

The Automobile Summer in Baden-Württemberg is intended to pool the wide range of existing facilities with special events and all-inclusive offers for the whole of the 2011 event period. Gourmet travelers and art lovers will definitely get their money's worth, and health and wellness holidaymakers can keenly anticipate what the spa resorts will come up to make their holidays memorable ones. The natural world and the environment will also play a major role; promotions and information days are intended to familiarise the general public with alternative drivetrain systems. ☼

Klassikwelt Bodensee

The Classics Show—on land, on the water and in the air

People, who are keen to get their hands on a "modern" classic, have a huge choice at this show. Twelve exhibition halls full of everything that the classic vehicle community has to offer will be the hallmark of the fourth edition of Klassikwelt Bodensee.

The age of those magnificent men in their flying machines will be brought alive again in exhibition hall A3's aircraft hangar. Many a visitor will be amazed to

learn that these aviation pioneers required a lot of courage when making their first attempts to take to the air. In June 2011 there will again be a large number of meticulously restored vintage aircraft on show and they can also be heard to some extent during the daily air show. The Flying Bulls will be attending for the first time in a P-38 Lightning and a Fairchild PT-19, as well as in the legendary Corsair with its folding wings, which saw

aircraft carrier-based action in World War II. People, who fancy taking a journey back in time, should on no account miss out on a flight in "Auntie Ju" (Junkers Ju 52).

02 - 05-06., Friedrichshafen

Klassikwelt Bodensee

Open: 10 a.m. – 6 p.m.
Klassikwelt Bodensee is an Automobile Summer partner
www.klassikwelt-bodensee.de

For further informations
www.automobilssommer2011.de

A Journey Through Time

Vintage and modern cars congregate at Electric Avenue

Time Machines

Electric speedsters, vintage cars and modern classics pitch up at the “the electric avenue” expo and the parallel “Klassikwelt Bodensee” event. These twin shows are inviting visitors to take an eventful journey through time from the past into the future from 2 to 5 June 2011. While the sustainable mobility expo is showcasing alternative powertrain systems, the focus at the classic car show is on driving, flying and floating curios.

Preparations for “the electric avenue” and “Klassikwelt Bodensee”, the twin mobility shows, are currently shifting into top gear at Lake Constance, where mobility on the water, on land and in the air has its roots. A wide range of events and activities, such as a test track, a parade around the fairgrounds, the E-Car Awards and an experts’ conference will provide the vintage car community and fans of electric vehicles with a vibrant vehicle showcase.

Messe Friedrichshafen is staging this “the electric avenue” expo for the third time, after it debuted in 2009. In 2011 the exhibitors will be showcasing their visions of emissions-free mobility in Hall A2 and will provide visitors with insights into electric mobility of the present and the future. “Our objective is to inform consumers and the media about the current R&D status quo and to promote driving using alternative powertrains”, is how by Roland Bosch, “the electric avenue’s” project manager, explains the show’s concept. The test track

at the fairgrounds, where visitors can test-drive electric vehicles, will again be a major attraction. However, the sustainable mobility expo is also a great platform for industry professionals to compare notes. “We are hosting a blue-ribbon conference that will address the e-mobility issue, the INCOVISion Experts’ Forum and the E-Car Awards are also eagerly anticipated”, Roland Bosch reports. “During the next edition of the show we also want to offer corporate presentations that facilitate even more contact between exhibitors and visitors.”

New Mobility

Mobility of the past meets mobility of the future at “Klassikwelt Bodensee”, which is being staged in parallel to the “the electric avenue” expo. The classic car show is one of Europe’s largest and most important; 405 exhibitors showcased a wide range of premium products in 2010. The classic car event’s supporting programme also has a very dynamic character. Visitors to the show will experience vintage mobility not only from a static perspective but also live and in a way that appeals to all the senses. On the Saturday of the show, vintage cars and electric vehicles will be showing exactly what they are made of during the Classic Car Parade around the fairgrounds. ☼

For further information

www.klassikwelt-bodensee.de , www.tea-expo.de

01

The world record “Rennzi-garre”: an electric racing car of 1899 by Camille Jenatzy

the electric avenue Expo

02

Visionary in electric drive: Frank M. Rinderknecht, Rinspeed CEO

the electric avenue Expo

03

Curious kids gaze at the eco-friendly, fast and noise-free “Elmoto”

the electric avenue Expo



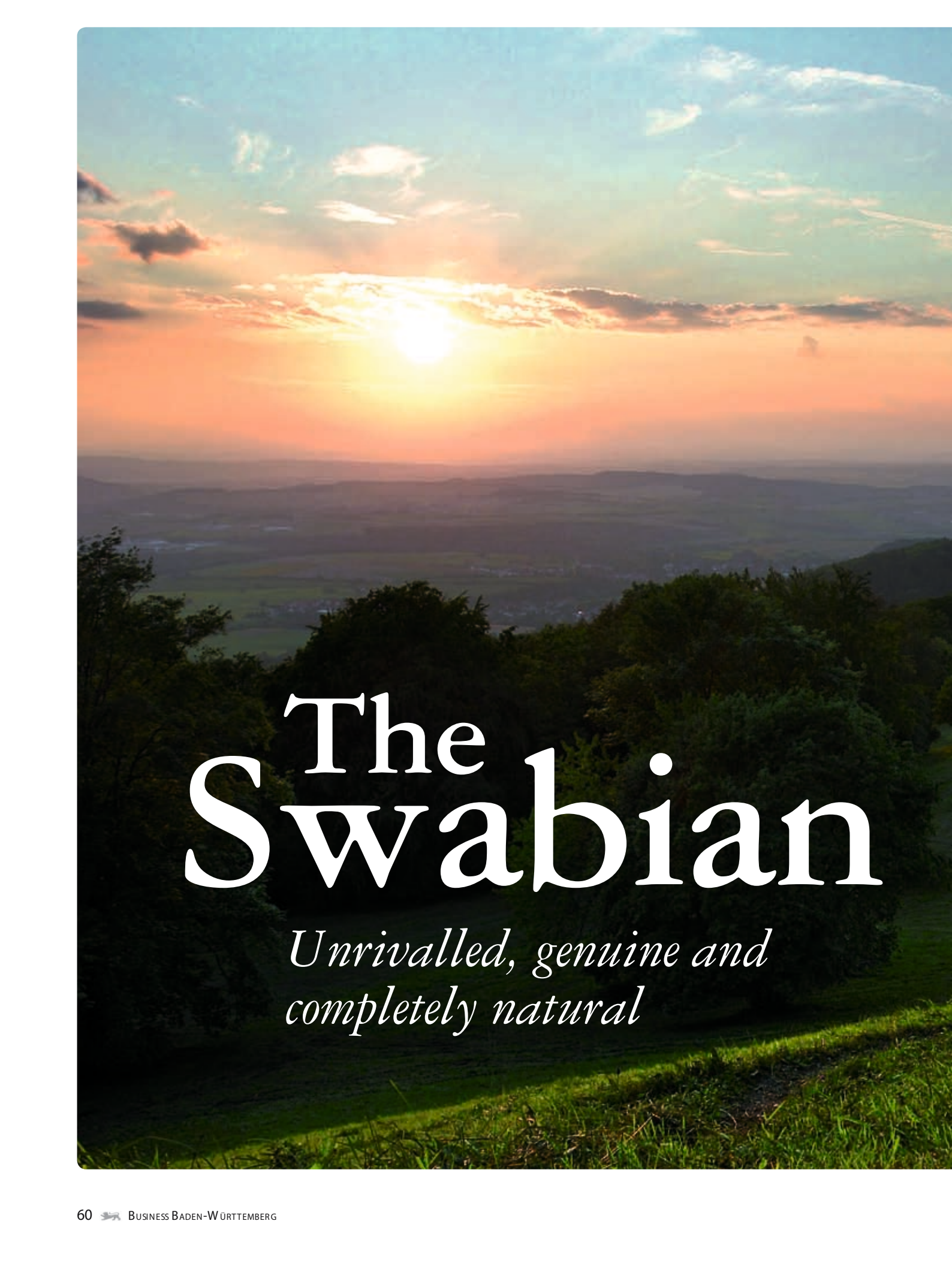
01



02



03



The Swabian

*Unrivalled, genuine and
completely natural*

In the South of Germany
Whether you are in
magnificent countryside at
altitude or further down in
romantic towns and cities,
on hiking or Segway tours.
You can discover so much
in so many different ways
in the Swabian Alps.

TEXT: *Daniela Sandmann*

Alps

01

The Bike-Crossing-Trail Swabian Alps

 Schw. Alb Tourismusverband



01

02

Over 50 rocks are approved for mountain climbers

 Schw. Alb Tourismusverband

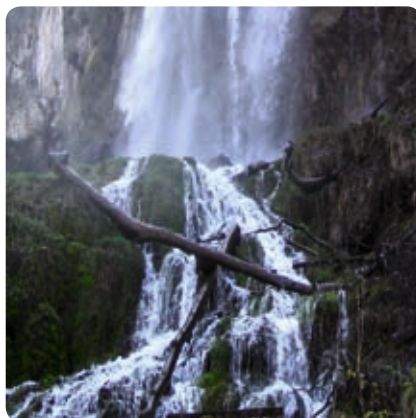


02

03

Uracher Waterfall: roaring heart of the Swabian Alps

 Schw. Alb Tourismusverband



03

The Swabian Alps, which emerged from the Jurassic seabed millions of years ago, not only have a bizarre structure but also form a striking low mountain range that extends for some 200 kilometres right across Baden-Württemberg. It is difficult to imagine red-hot volcanic rocks shooting skywards millions of years ago in places where sheep graze nowadays. The Swabian Alps are one of the world's regions with the highest concentration of volcanoes.

Also, you can find rare fossils in both a large number of globally unique museums as well as in the great outdoors. Mountain ridges up to 1000 metres high plus castles and palaces, give the Swabian Alps their unmistakable natural beauty. Many

romantic castles and majestic palaces are perched on hilltops, on the edges of valleys and on rocks and are a distinctive feature of the landscape. The "Swabian Neuschwanstein" — Hohenzollern Castle — is the ancestral seat of the Brandenburg-Prussian as well as the Swabian lines of the House of Hohenzollern. Its romantic architectural style makes it one of Europe's most beautiful castles. What would a visit to the Hohenzollern Castle be like without having seen the magnificent interior rooms? Right: the pleasure would not be complete. The panoramic view across the highlands between the rivers Neckar and Danube, which Kaiser Wilhelm II also admired, is spectacular. The building of Lichtenstein Castle was inspired by the novel with the same title. A knight's castle was built in a mediaeval style from 1840 until 1842, based on this literary source material written by Wilhelm Hauff.

Far Away From Everyday Life

Attractive, historic towns often lie at the foot of castles and in the Swabian Alps. Many times, you can instantly sense a particular charm and a recreational flair, well away from everyday hustle and bustle, in these towns that are steeped in tradition. A large number of museums and places of interest reflect the rich history of the Swabian Alps as a cultural landscape and provide insights into a multifaceted tradition.

People with a penchant for flocks of sheep, juniper heathland or chalk cliffs and waterfalls will find it all here. Furthermore, you will also find mineral springs in this region. Mineral springs, a human boon, have bubbled up from deep inside the Swabian Alps since prehistoric times. The warm, mineral-enriched water from the bowels of the Earth is a source of health-giving properties at many thermal spas and health resorts, such as Bad Urach or Sonnenbühl.

The Blautopf is not only one of Germany's most beautiful springs, but it is also its second most water-abundant karst spring. It is the source of the River Blau, which flows into the Danube about 15 kilometres away from its spring. This diversity is unique in

For further information
www.tourism-bw.com
<http://en.s-alb.de>

“The Swabian Alps are a wild paradise.”

Eduard Mörike, German romantic poet, 1804 – 1875

 Schloß Lichtenstein, Schwäbische Alb Tourismusverband

Germany and its geological composition has had a considerable impact on its appearance. A large number of rivers have carved their beds into the white limestone. As a result, water seepage has produced many fabulous stalactite caves. The Swabian Alps are one of the regions in Europe with the highest number of caves, and that is only one reason why the region was selected to become a “National GeoPark”. Today you can still see traces of Stone Age human activity in over 25 stalactite caves.

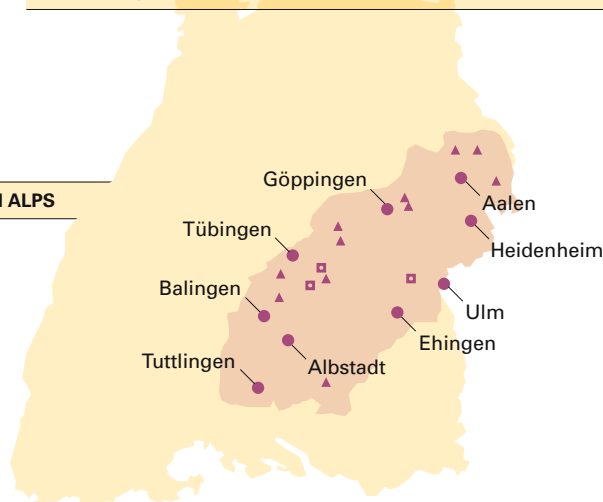
A National Geo-Park

Nature lovers appreciate the tranquillity and the beauty of an as-yet unspoiled recreational region. Gently rolling mountains and ridges, winding valleys, green meadows and bright forests provide variety in the natural landscape. You can admire this natural beauty on hiking and bike tours and even see as far as the Alps, the Black Forest and the foothills of the Swabian Alps. The northern part of the Swabian Alps is ideal territory for gliding, hang-gliding and paragliding. People who find that too dangerous can enjoy touring round on a Segway and see nature from a different perspective. You can travel almost silently and at zero emissions through secluded parts of the Swabian Alps. There are also plenty of rock-climbing opportunities, from which you can literally abseil.

Besides relaxation and peace and quiet, a general feeling of well-being of course also includes culinary delights. After you have explored the Swabian Alps, it's time to enjoy fabulous Swabian cuisine featuring local produce at a typical country inn. ☼



MAP CITIES, CASTLES AND CAVES



Romantic but modern towns that have developed organically over the centuries, with ornately decorated half-timbered houses, magnificent churches await you on the Swabian Alps.

▲ Most Swabian fortifications date back to the Middle Ages. Katzenstein Castle is the best preserved example of a medieval Hohens- taufen castle.

■ The geological varieties are unique in Germany; this also applies to the many caves and their fantastic subterranean scenery.

GOURMETS-TIPS THE TASTE OF THE SWABIAN ALPS

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Phone: + 49 (0) 7123 / 946 -0

Schloss Haigerloch Gastschloss, Haigerloch,

Phone: + 49 (0) 7474 / 6930

Restaurant Wilder Mann, Bad Urach

Phone: + 49 (0) 7125 / 947330

The High Rhine Region

Cascading down the Rhine Falls – yes, you can in the cross-border High Rhine region. Both Swiss and Germans regard this as an attractive recreational area.

TEXT: Daniela Sandmann



Sleeping Beauty *The High Rhine*

The High Rhine, which begins where the Rhine exits Lake Constance near Stein am Rhein, flows through picturesque countryside. It continues through Basle, where it merges into the Upper Rhine. At around the 160km mark the Rhine, which flows through various types of countryside, features 160-metre falls between Constance and Basle. These facilitated the construction of hydroelectric power plants, which not only advanced the industrial development of the region, but also changed the landscape. In the past the Rhine was a torrential river with plenty of falls, until humans began harnessing this power by building run-of-the-river power plants. This resulted in the construction of eleven hydroelectric power stations, which left their mark on the High Rhine region and became a tourist attraction at the same time.

The Most Southerly Holiday Region in the Black Forest

The High Rhine region is the Black Forest's most southerly holiday region and incorporates the districts of Constance, Lörrach and Waldshut. What they all share is a common border with the High Rhine and Switzerland. This area features unspoilt towns, mediaeval buildings and castles. Located in the centre of this tri-state area, the region is a great starting point for a range of 1-day excursions. Basle and Zurich in Switzerland, Colmar and Strasbourg in Alsace and towns such as St. Blasien in the Black Forest can be reached quickly and easily. In the district of Lörrach in the western High Rhine region, you can go hiking, cycling or mountain biking in pristine countryside. The southern part of the district, where the towns of Weil am Rhein, Lörrach and Rheinfelden are located, is in the immediate vicinity of the Swiss city of Basle. This area features a range of cultural events and facilities, such as the Stimmen (Voices) Festival in Lörrach or the Vitra Design Museum in Weil am Rhein.

Small streams plunge headlong over the rocks, almost like large rivers, conjuring up a wildly romantic atmosphere. Just a short distance away along the trail the heads

01
Bad Säckingen is inviting for a rest
📍 Bad Säckingen

02
The peace in nature—fishing at the High Rhine
📍 Bad Säckingen

03
The power of gravity: The Rhine Fall in Schaffhausen
📍 www.schaffhauserland.ch



02



03

of sunflowers growing in the glades and meadows sway gently in the breeze. Why not just pause, breathe in deeply and enjoy this moment of tranquillity—here along the High Rhine you will encounter a thoroughly delightful hiking area, which is rich in contrasts and has fantastic views as well as unique flora and fauna.

Europe's Longest Wooden Bridge

The town of Bad Säckingen, with its 17,000 inhabitants and almost Mediterranean climate, has a lot to offer as well. Europe's longest wooden bridge, which takes you across the Rhine into Switzerland, is located in this spa town. From there you don't have much further to go to reach the High Alps and the Black Forest's high-

MAP THE HIGH RHINE REGION

The High Rhine is the south-western extremity of Baden-Württemberg and borders with France and Switzerland

Lörrach Schopfheim Waldshut-Tiengen
Rheinfelden Bad Säckingen

01

Waldshut-Tiengen: Twin-city
between the Rhine and the
Black Forest

 Tourist-Inform, Waldshut-Tiengen



01



 Stimmen Festival

STIMMEN Festival

07.07. - 31.07.2011, Stimmen

During the summertime, songs can be heard over the sky of Lörrach. Open air concerts can even be heard on the other side of the Rhine, e.g. in the canton Basel-Landschaft or in the former Dominican monastery in the Alsatian Guebwiller. The event that started in Lörrach in 1994 became the biggest music event of the Upper Rhine region.

Phone: +49 7621 9408911/-12
www.stimmen.com

est peaks. The romantic old town, with its winding lanes, the venerable cathedral and the small, historic castle, has a long-established spa tradition. Just relax, enjoy and recharge your batteries. Guests have enjoyed themselves in Bad Säckingen ever since the Middle Ages. Nowadays this centuries-old spa tradition is continued at the Aqualon Therme. The town offers both a large number of museums and culinary diversity as well as an unspoilt natural environment and sense of vibrancy. Sometimes the Rhine flows through narrow ravines, sometimes through sparsely populated farm land and sometimes through port facilities and industrial zones near Basle.

Bridge Across to Switzerland, Gateway to the Black Forest

The administrative district of Waldshut is one of Baden-Württemberg's most important health resort and holiday regions. Varied and unique landscapes characterise the district of Waldshut, which is located to a large extent in the Southern Black Forest Nature Park. The district extends for around 1,131 square kilometres from the Black Forest peaks in the north to the Swiss border on the High Rhine in the

The administrative district of Waldshut — located to a large extent in the Southern Black Forest Nature Park — is one of Baden-Württemberg's most important health resort and holiday regions.

south. One of the most well-known towns in the district of Waldshut is the idyllic and historic town of Laufenburg. The Rhine separates the Swiss and the German parts of Laufenburg. The magic of the winding cobbled lanes, gateways and towers with small squares, wells and castle ruins, which arch up above the densely packed mansions and townhouses in the Old Town, characterise this picturesque frontier town. Few other places have been captured on canvas by famous artists as often as Laufenburg. The scenic surrounding countryside is an invitation to take some time out and relax. When hiking along the 800-year-old town of Laufenburg's Jubilee and Nature Trail or cycling/mountain biking along the Rhine Valley and in the Hotzenwald, you can just forget about the daily grind and leave it behind you. The town of Waldshut-Tiengen is also worth a visit. The twin-town, which was formed in 1975 by the merger of the two independent towns of Tiengen and Waldshut, is hosting the World Town Festival for the fifth time. In keeping with its "Music from the World's Cultures" motto, the festival begins with a musical journey from Ireland via Africa to Eastern Europe, accompanied by the sounds of Irish ethno-folk, African harp, Scottish folk and klezmer music.

Europe's Second Largest Waterfall

In the Swiss city of Schaffhausen you feel as if you have turned the clock back 500 years. The old town, featuring 171 bay windows, works its magical charm. This city on the Rhine is one of Europe's best-preserved mediaeval cities. Schaffhausen has around 35,000 inhabitants and is one of Switzerland's medium-sized cities and the capital of the Canton of Schaffhausen. The largest,

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01

The Vitra Design Museum presents design and art of reduction

 Vitra Design Museum



01

02

Two countries and one city—this is Laufenburg

 Laufenburg Tourismus



02

03

Bad Säckingen: A unique location situated between the Black Forest and Switzerland

 Bad Säckingen



03

Zoom. Italian Design and the Photography of Aldo and Marirosa

Vitra Design Museum
26 March 2011 – 03 October 2011

The exhibition offering a new way of interpreting the history of Italian design through an exhibition of furnishings, lights, objects, books and a vast series of photographs from the Ballo archive.

www.design-museum.de

most impassable obstacle to navigability on the Rhine is the Rhine Falls, four kilometres downriver of the city. At a width of 150 metres and a height of 23 metres they are Europe's second largest waterfall. Around 400 cubic metres of water per second plunge downwards, accompanied by a deafening noise. What would the Rhine Falls be like without the monumental rocks in the midst of this huge body of water? Approaching and climbing the rocks are one of the highlights of any visit to the Rhine Falls. The captain guides his narrow boat from the Schlössli Wörth boat pier through awesomely wild, tossing rapids, moors in the middle of the Rhine Falls and enables his passengers to disembark in order to ascend the rocks. This spot provides an in-

comparable panoramic view, surrounded by up 400 cubic metres of water per second.

Take in the View or Take Up the Challenge

If you want to see the Rhine falls from another perspective, you should visit the Neuhausen Adventure Park in Switzerland. The Park is guaranteed to provide you with an unforgettable experience – a breathtaking view of the Rhine Falls from the treetops. People with a thirst for adventure can take on more than 140 obstacles. Why not try to keep your balance as you make your way from tree to tree over eleven different obstacle courses, or free-fall from a platform over 13 metres high and land gently. People, who prefer to take things at a more leisurely pace, can also enjoy the Rhine Falls paddling in a canoe. Behind the Rhine Falls you can paddle downstream along the unspoiled, slow-flowing section of the river as part of a guided or non-guided tour. Or why not simply lie on a lilo and float along for a couple of kilometres, and then catch a train back to where you started. Along the way there are so many opportunities to take a break, barbecue or picnic. You can have just as much fun here as at Lake Constance. The district of Constance, at more than 1.8 million overnight stays per annum, is one of the most attractive tourist areas at Lake Constance. Characterised by cultural-historical and scenic beauty, the district extends from Hegau via the western section of Lake Constance to Constance itself.

From Basle to Schaffhausen

The Rhine Valley cycle route follows the High Rhine upstream from Basle heading east. You can explore the region by bike as you please, passing through a sizeable number of German-Swiss twin-towns on your way to Europe's most magnificent waterfall, the Rhine Falls. The route passes mainly through the territory of Baden-Württemberg, with the Rhine as a constant companion. Cycling along the Rhine enables you to find out on which side of the river the beer is more quaffable and the tranquillity is more intense. ☼



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The Royal Vegetable

Be it the queen of vegetables, spears of spring air or edible ivory. Even though it has a range of different nicknames, demand for this particular vegetable, which people just cannot get enough of, is equally high wherever you look.

TEXT: Daniela Sandmann

White Gold

*In Schwetzingen
everything revolves
around asparagus*

DID YOU KNOW THAT...

- › 345 hectares of land in the Rhine-Neckar district are dedicated to asparagus growing? Of which 279 hectares yielded crops last year.
- › in the Schwetzingen municipality it was 16 hectares, of which 14 yielded crops?



istockphoto

01

During the season, everybody assists

 Stadtinformation Schwetzingen



01

02

Fresh asparagus from Schwetzingen

 Stadtinformation Schwetzingen



02

03

The asparagus monument in Schwetzingen

 WikiCommons



03

After a long, hard winter people's appetite for fresh vegetables is much greater than at any other time of year. The hype surrounding the first spring crops of vegetables is unbelievable. With the exception of mushrooms, strawberries and pumpkins, which are also only available in season, no other vegetable is in such high demand as the queen of vegetables, which is still regarded as a delicacy. The benefits of asparagus include the fact that it is extremely healthy and low in calories. It's no wonder that people can't wait for this spring greeting. So it's quite normal for asparagus lovers each year again to make the pilgrimage to Schwetzingen in the north-west of Baden-Württemberg during the asparagus season. Everything revolves around asparagus here on the Baden Asparagus Route. Asparagus, or to give it its Latin name — asparagus officinalis — is a species of herbaceous, monocotyledonous, dioecious perennial that belongs to the genus Asparagus. Yet why is Schwetzingen asparagus so world-famous and why is Schwetzingen regarded as the asparagus capital of the world? Read on, and we will tell you.

The Input-intensive Vegetable

The asparagus season is an integral part of the Schwetzingen calendar. Although the asparagus fields require a great deal of attention throughout the year, during peak season this vegetable is at its most demanding. People standing between the earth mounds can immediately spot where the soil begins to open up slightly in a radial pattern and asparagus shoots emerge into the fresh air. In contrast to white or purple “pale asparagus”, green asparagus grows above ground and thus is not covered in soil when harvested. Therefore it benefits from sunlight and ultimately turns green. This input-intensive vegetable is cut twice a day and brought to collection points where it is washed, peeled and sold direct to customers. Asparagus was already a luxury item in the ancient world. Even today the high price of these delicate spears is a topic of heated discussion. The main reason for its price is the complex, high-maintenance,

labour-intensive and therefore expensive process of cultivation. Suffering from lower back pains and the effects of working in direct sunlight, an army of seasonal workers, many of whom come from further afield, harvest the queen of vegetables by hand. So people who want to eat fresh local asparagus have to be prepared to pay for this pleasure, as has been the case for centuries.

Agriculture played a major role in Roman civilisation and so the Romans were very interested in horticultural and agricultural processes. Their guides to cultivation have been passed down to us, but these differ from modern cultivation methods and inputs. Very little is known about cultivation in German-speaking regions. However it is assumed that the Romans brought the

asparagus with them to Germany. In this part of the world asparagus was initially grown for medical purposes rather than as a vegetable. It was valued not only for its taste, but also for its curative impact. And so it was listed in the official pharmacopoeia and was approved for sale in pharmacies.

Asparagus — the Panacea For Men

The minerals in asparagus are said to increase men's sexual prowess. In the ancient world asparagus was ascribed to Aphrodite, the goddess of love. Since asparagus consists to 93 % of water, it also has only a few calories and is extremely healthy. It not only has a dehydrating, diuretic effect and stimulates the function of the kidneys, but also contains a wide range of vitamins. But beware — as healthy as it may be, you cancel out any health benefits if you eat it together with a fatty hollandaise sauce. >

“Only Schwetzingen asparagus tastes like the genuine article — you cannot get such premium quality asparagus anywhere else but in our town.”

Max Brenner, asparagus farmer



Fotolia

ASPARAGUS SERVED THE CLASSIC WAY

4 persons

- › 1,500 g asparagus
- › 150 g butter

Side dishes:

- › 600 g new potatoes
- › 200 g boiled ham (slices)
- › 200 g dry-cured ham (slices)

Add the cleaned asparagus to a stout stock flavored with salt and sugar and leave to boil for about 15 to 20 minutes at moderate heat. In the meantime prepare the jacket potatoes, melt the butter carefully and arrange the ham on a large plate. Serve the cooked asparagus together with the hot butter, the potatoes and the ham.

- › Karl Ludwig, the Elector of the Palatinate, also appreciated its benefits and in 1668 started growing “white gold”, as he called it, in his vegetable garden at his hunting lodge in Schwetzingen. Elector Carl Theodor then began cultivating asparagus around the middle of the 18th century. At the beginning of the 20th century asparagus gained increasing importance and Schwetzingen

was styled the “Asparagus Capital of the World” and “Asparagus City”.

Asparagus Season

In 2010, the asparagus season was accompanied for the first time by a series of events, which cemented Schwetzingen’s reputation as the asparagus capital of the world. These include the Schwetzingen Asparagus Race, which is being staged on 3rd April for the second time, and the coronation of the Asparagus Queen at the end of the season.

The asparagus harvest kicks off round about the end of April, depending on the weather conditions. At this early stage, demand for the white gold by far exceeds that of any other vegetable, but by mid-June many people’s appetite and desire are on the wane. For this reason many asparagus growers also grow strawberries, which they sell along with the asparagus. This gave rise to asparagus as a main course and strawberries as a dessert. “When the cherries are red, the asparagus is dead” is a well-known country saying. That means that the asparagus harvest should be over by 24th June.

Worldwide Fame

However, in 1875, Max Bassermann had a brilliant idea to appeal to people who

wished to enjoy asparagus out-of-season. He established the identically named canned food factory in Schwetzingen and specialised in canning asparagus. Exporting “white gold” around the world brought the Asparagus City of Schwetzingen international fame. Canning enabled and continues to enable people to enjoy asparagus all year round. And what goes so well with a delicious asparagus dish? Wine of course. The way that asparagus and wine harmonise depends on how the asparagus is prepared. ☼

ASPARAGUS PERFECT COMBINATIONS

Asparagus with melted butter

- › Crisp, dry white wines like Sauvignon Blanc, Pinot Blanc, Chardonnay

Asparagus with hollandaise sauce

- › Matured dry white wines like Pinot Blanc, Sauvignon Blanc

Asparagus with

a fruity frothed sauce

- › Fruity white wines like medium-dry Riesling, Muscat d’Alsace

Green asparagus salad

- › Lighter, drier white wines like Sauvignon Blanc, Silvaner, Rivaner (Müller-Thurgau)

Freude, schöner Götterfunke.



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