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Baden-Württemberg
Where ideas work.

Business Baden-Württemberg

CLUSTERS & INITIATIVES

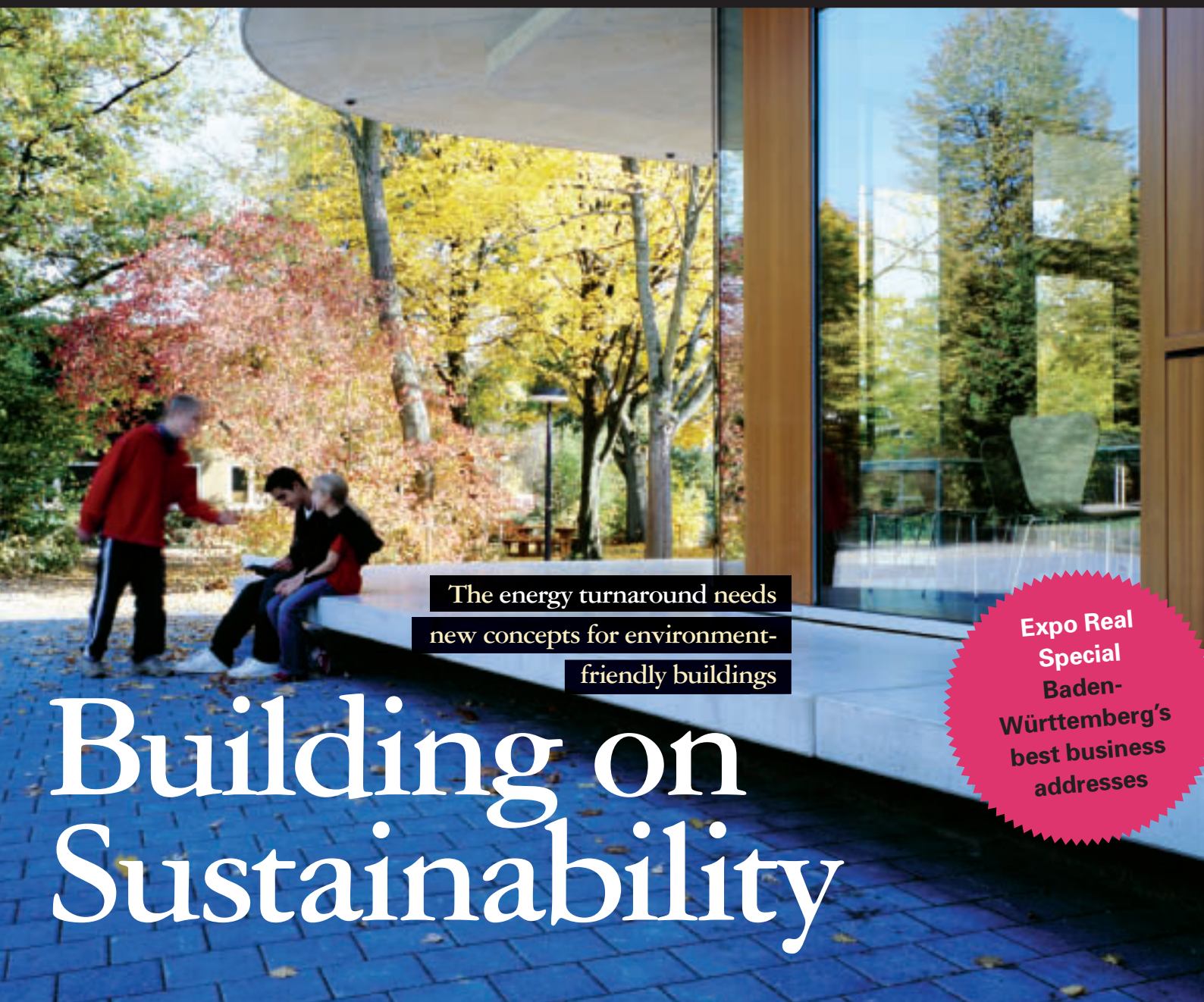
Nils Schmid, the Minister for Finance & Economy, on future technologies

GLOBAL PLAYERS, LOCAL HEROES

Dieter Zetsche, CEO of Daimler on Turkey and the Turks at Mercedes

TEACHING & TALENTS

Bilkay Öney, Integration Minister, on the role of education



The energy turnaround needs
new concepts for environment-
friendly buildings

Building on Sustainability

Expo Real
Special
Baden-
Württemberg's
best business
addresses

Invest in the Future – Invest in Baden-Württemberg



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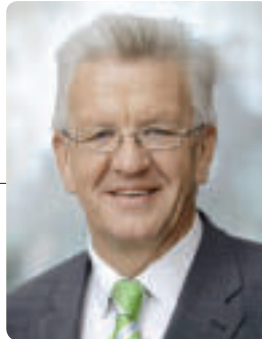
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Environment & Economy

Where ideas work — the subtitle of this magazine most certainly applies to Baden-Württemberg's economy. The products and solutions that our Federal State's researchers, engineers and inventors come up with have a great reputation and are much in demand throughout the world. The newly elected Green/SPD state government wants to keep it that way. We want to defend and enhance the leadership that our universities and companies have acquired. That is the only way we can generate the innovations that we require to create stronger bonds between the environment and the economy. In this respect we have already got to work — we



Staatsministerium BW

Winfried Kretschmann
Minister President
of Baden-Württemberg

challenge and encourage people to generate new ideas that address the world's major environmental and social challenges. You can expect Baden-Württemberg to be a major source of innovative inspiration in electromobility, resource efficiency, "green"

energies and technologies, new-generation IT solutions and in the healthcare sector. We need to harness the creativity, open-mindedness and social responsibility of the people living in Baden-Württemberg to maintain the competitiveness of our new and conventional industries. Therefore an increased level of civic participation will in a substantial measure play an important role in a new pioneering age, in which sustainability, climate protection and environmental compatibility will drive economic growth forward.

Regardless of whether you partner with or are a client of a Baden-Württemberg-based company, whether you study at one of our universities or are employed by a company with global operations — we would like you to join us to enhance and implement our ideas to make economic and business activities sustainable, environmentally focused and responsible.

I cordially invite you to find out more about our Federal State and its people. We in Baden-Württemberg look forward to communicating with the rest of the world. ☼

Freiburg: No.1 in Sustainability

With approximately 2,000 companies, institutions, many pioneers and more than 12,000 jobs, the environmental economy and solar industry in the region of Freiburg is an important economic and location factor. The Cluster Green City Freiburg networks the major players and institutions in this sector: www.greencity-cluster.de

Cluster | **GREENCITY**
FREIBURG



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Business Baden-Württemberg

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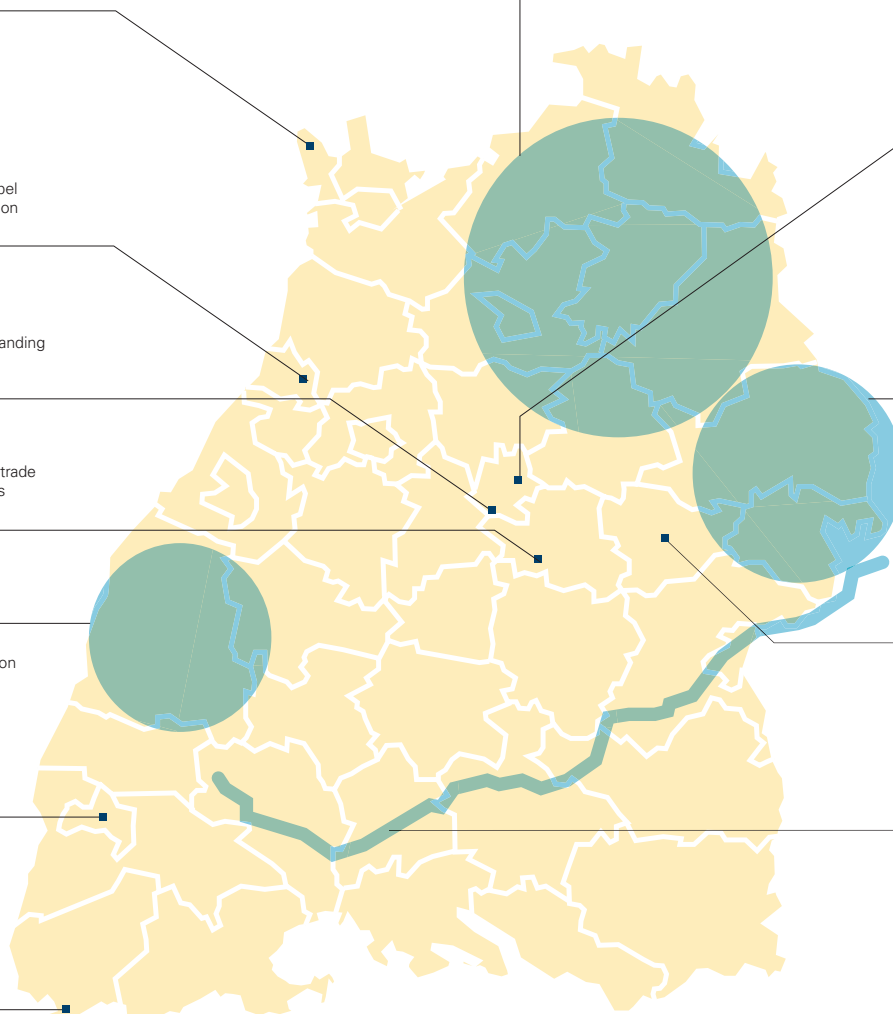
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Baden-Württemberg

MINISTERIUM FÜR FINANZEN UND WIRTSCHAFT



Pretty Cool

Mercedes-Benz has inaugurated two new climatic wind tunnels at its Sindelfingen site, designed to bring extreme weather conditions indoors. Temperatures ranging from minus 40 to plus 60 degrees Celsius, hurricanes with wind speeds of up to 265 km/h, tropical rainfall and heavy snowstorms are all part of the standard repertoire available here to the test engineers. If needs be, they can even provide a realistic simulation of a mercilessly hot sun.

Hard Good



Take a Ride

Fans of these cuddly "Button in Ear" toys can see their favourites up close in a special Giengen setting. The Steiff Museum was opened here in 2005 to celebrate the company's 125th anniversary. More than 2000 cuddly toys have a new home in a total area covering 2400 square metres.

A young boy in a dark blue shirt and jeans is riding a large, brown stuffed horse. In the background, other children are interacting with various Steiff toys, including a large brown bear, a reindeer, and a monkey. The exhibit is set against a backdrop of stylized palm trees and a white wall with arched openings. A large stuffed elephant is also visible on the left.

Software

Number One State

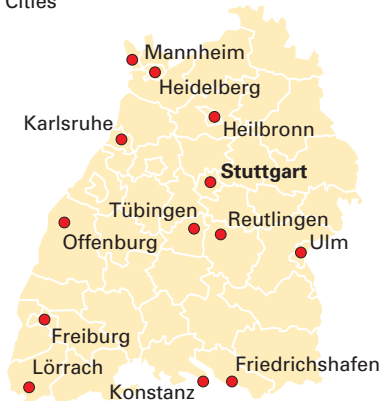
Facts and Figures about Baden-Württemberg



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
- › Government:
Minister president
Winfried Kretschmann (Greens)
Deputy Minister President and Minister for Finance and Economics:
Dr. Nils Schmid (SPD)
- › 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

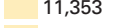
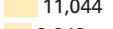
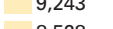
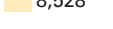
ECONOMY

- › GDP: 361,746 billion euros (2010)
- › 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)
- › Growth rate of GDP (2011):
4% (estimated)
Purchasing power 15,370 per inhabitant

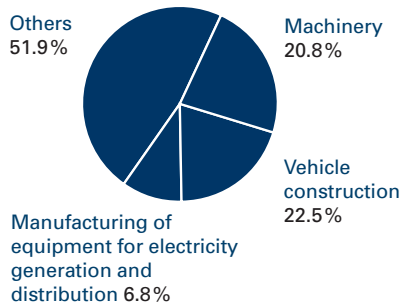
› Top 5 Innovation Index of EU

Baden-Württemberg	71,7
Bayern	57,9
Île de France (FR)	56,7
Berlin	55,9
Schweden	55,0

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

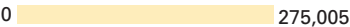
- › Baden-Württemberg has four airports. The international airport in Stuttgart is the sixth largest in Germany
- › Baden-Württemberg's railway system enfolds 3,400 km distance—equivalent to the diameter of the moon
- › Baden-Württemberg's rivers Rhine and Neckar are federal waterways. At their junction 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 4.8 % 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:
1980  133,859
2010  275,005



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Top Cluster MicroTEC Südwest at Motek 2011

10.10.2011, 2pm - 3.30pm,
ICS, Messe Stuttgart

MicroTEC Südwest as one of Germany's top clusters is inviting the audience to an information and networking-session at this year's "Motek" trade fair in Stuttgart, Germany. The Spitzencluster MicroTEC Südwest and its partners bw-i, MST BW, Festo and HSG-IMAT are invite you to an event during this year's "Motek", the leading international trade fair for Assembly & Handling Technology and Automation. The topic of the session "MicroTEC Südwest: Adding Value through Micro Systems Technology".

www.microtec-suedwest.de

Forum e-mobility in California

The Ministry for Finance and Economics together with Baden-Württemberg International and e-mobil BW will organize a BW-Forum in San Francisco and Los Angeles. The delegation from 24-27 October 2011 will be headed by Daniel Rousta, Director General in the Ministry. The forum will showcase innovative solutions for a "E-Mobility Eco System": "This systemic approach is a strength of our companies and offers good perspectives for internationalization", analyses Franz Loogen, president of e-mobil BW, the state agency for electric mobility and fuel-cell technology. A recent study of A.T. Kearney estimates the global market volume of electric mobility to 280 Billion Euros in 2020. But to realize this potential and to build up successful business-models, the very decisive factor is the ability of developing innovative solutions.

www.e-mobilbw.de

"Investing in the future"

*New growth sectors for Baden-Württemberg's
manufacturing industry*

Advantage Environment

Dr. Nils Schmid (SPD) is the new Finance and Economics Minister of the Federal State of Baden-Württemberg. Speaking to Business Baden-Württemberg, he sets out the new State government's industrial policy objectives. The State wants to secure its international competitive position, by applying technologies of the future for environmental and social modernisation purposes.

How do you rate the competitiveness and future of Baden-Württemberg's manufacturing industry, given ongoing globalisation and current economic developments?

Our State is an impressive performer, given its power of innovation, well-qualified specialist human resources and high rate of economic growth. The new State government will continue to enhance Baden-Württemberg's leadership in partnership with chambers of commerce, industry associations and companies. Our dialogue-focused economic policies are focused on the growth sectors of the future. These are "sustainable mobility", environmental technologies, renewable energies and resource efficiency, "healthcare" as well as "ICT".

Many analysts regard the State's export dependency as a weakness, whilst others attribute record growth to excellent performance in markets abroad. What is your perspective on this issue?

Baden-Württemberg is a state with a proud industrial history. Our economy specialises

in producing innovative, premium-quality products and services and is very successful in all global markets. The State government will proactively support these structures. However we should not rely solely on exports. We need attractive employment and investment parameters at home. That is why we intend to make Baden-Württemberg a model of employment best-practice. Employment must entail fair remuneration, must provide access to social security systems and guarantee family/career compatibility.

The new State government attaches a great deal of importance to promoting resource efficiency, electromobility, smart IT solutions and healthcare. Do you see new export opportunities for the State's conventional industrial sector here?

Today all four sectors are already very export-focused. This trend is even set to be intensified, particularly as Baden-Württemberg is powering away on the innovations front. Let's take electromobility as an example of an extremely important market of the future. Baden-Württemberg, as the home of the motor car, has the unique opportunity of now becoming the leading provider of electromobility solutions. The new State government is specifically promoting the development of electromobility in Baden-Württemberg, along the entire

*"We want to make Baden-Württemberg a model of
employment best-practice."*

Dr. Nils Schmid (38) wants to make Baden-Württemberg a model of employment best-practice

 Ministry of Finance and Economics Baden-Württemberg

value chain, because we want cars of the future to be both developed and manufactured here.

How can the Finance and Economics Minister help small and medium-sized businesses to board the sustainability train? What are your objectives in establishing the State's new Technology Fund?

As Economics Minister I know that Baden-Württemberg's medium-sized business sector is already doing an amazing job turning a lot of excellent sustainable business ideas into reality. In order to extend that capability we are enhancing the technology and knowledge transfer infrastructure between science and business and in particular want to support business start-ups in this sector. Innovative start-up companies are especially dependent on venture capital. Their access to such sources of finance is often hampered. This is where the Technology Fund comes in. The Fund enables us to nurture start-up companies and help young entrepreneurs to get venture capital funding. In this respect we are focusing particularly on these four issues of the future — resource efficiency, electromobility, smart IT solutions and healthcare.

How important do you rate the promotion of industrial clusters, of which several occupy leading positions in Baden-Württemberg and indeed in Germany?

Baden-Württemberg has some highly competitive mechanical and electrical engineering as well as vehicle manufacturing clusters. I therefore see cluster strategy playing a key role within our dialogue-based economic policy. It is the key to communication between scientific theory and business practice. This makes clusters the engine of innovation and international competitiveness.

In this regard how important are global markets of the future — the BRIC countries, Turkey, the Gulf States, Latin America? Is the State going to expand its activities in these regions?

Entering and establishing a sustained pres-

ence in the global markets of the future represents a golden opportunity for our export-focused economy. However we want to consolidate Baden-Württemberg's position in these attractive markets. Thus, for example, the new LBBW-sponsored German Centre will open in Moscow next year. In the autumn of this year I am leading the business delegation on Premier Winfried Kretschmann's so-called "MP Trip" to Argentina and Brazil. Turkey is also an exciting market. For that reason I will be accompanying representatives of companies from Baden-Württemberg on a trip to Turkey in 2012 to attend RENEX, a leading trade fair for renewable energies.

Where are you paying your first official visit—and what are your expectations for this trip?

I am paying my first official visit at the beginning of October as part of a delegation to the Czech Republic. The country's most important international mechanical engineering show is being staged in Brno and companies from Baden-Württemberg are showcasing what they have to offer at the shared Baden-Württemberg International stand. I want to use my visit to support the foreign business activities of these core sectors and to intensify political contacts in the region.

What importance do you attach to values such as Corporate Social Responsibility? To what extent can Baden-Württemberg-based companies set global standards in this regard?

We and the Caritas organisation jointly award the SME Prize for Social Responsibility. Here corporate social responsibility plays a key role. It reinforces social cohesion in our society and at the same time improves living conditions for people in other countries. Baden-Württemberg-based companies support a large number of projects, ranging from setting up eye clinics to ensuring the supply of clean drinking water in crisis zones. We are proud of this and are keen to highlight this commitment in the public arena.



“Our medium-sized business sector has great ideas for doing sustained/sustainable business.”

What impact do training, vocational education and life-long learning opportunities that the State and companies can offer to the working population have on Baden-Württemberg's international competitiveness?

Qualified human resources increasingly require international skills, especially in an export-driven economy such as Baden-Württemberg. The Ministry of Finance and Economics (MFW) therefore supports the “Go for Europe” central manpower mobility agency, for example. This agency brokers internships abroad. Baden-Württemberg, with its complement of more than 1200 further education establishments, is also well-positioned as far as life-long learning is concerned.

If you wanted to persuade a foreign businessperson that they should come to Baden-Württemberg, how would you summarise your message in a single sentence?

Baden-Württemberg has the committed human resources, innovative industries and dialogue-based economic policies required to play a pioneering role in the growth sectors of the future, such as environmental technologies. Put succinctly — if you want to invest in the future, you have to come to Baden-Württemberg. ☀

The Energy Turnaround

Baden-Württemberg opts entirely for renewable energies

Change

The new state government wants Baden-Württemberg to become a leading energy and climate conservation region. Phasing out nuclear power is to be an “irreversible process”.

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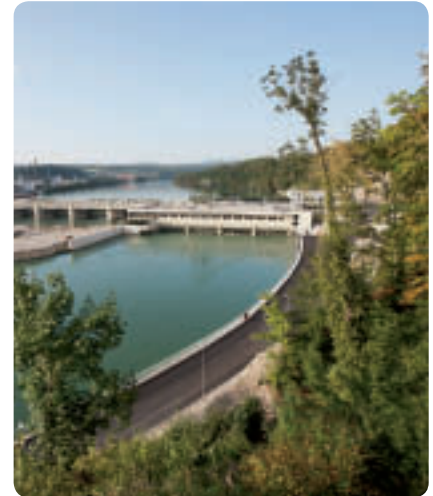
Offshore Wind Power
from the Baltic
Sea—generated by EnBW
EnBW / EnBW Baltic I



01

02

German-Swiss cooperation:
Rheinfelden's hydroelectric
power plant
Energiedienst / R. Horn



02

Baden-Württemberg is to become a leading energy and climate conservation region. Our objective is to play a major role in implementing Germany's energy and climate policy goals", Premier Winfried Kretschmann and Environment Minister Franz Untersteller affirm. Both reactor blocks, Neckarwestheim I and Philippsburg 1, are to remain deactivated and will be decommissioned.

The Federal government needs the various German states to take the required action to facilitate this energy turnaround. That includes increasing use of renewable energies and modernising the energy infrastructure by upgrading power grids and developing energy storage facilities. "Greater importance will therefore have to be attached to decentralised energy supply, energy efficiency and renewable energies."

The challenge for the Federal government is therefore to champion renewable energies and energy efficiency to an even greater degree, in order to attract investors to commit funds to the necessary process of energy supply restructuring. The State government wants to increase renewable energies as a fraction of total power generation and electricity consumption in Baden-Württemberg to at least 40 percent in each case by 2020.

Ambitious Goals for Wind Energy

Hydropower is set to play a significant role here—Europe's most modern hydroelectric power plant recently went onstream in Rheinfelden. Baden-Württemberg has a lot of catching up to do, in particular as far as wind power is concerned. "We want to increase the wind power fraction of the energy mix from barely one percent today to ten percent by 2020."

However, in upgrading renewable energy resources, Baden-Württemberg does not want to rely solely on offshore wind power. "We support the expansion of offshore wind power, but at the same time we require more decentralised solutions and a range of technologies onshore", says Untersteller.

The intention is to substantially increase combined-heat-and-power (CHP) as a frac-

Rheinfelden Goes Onstream An Innovative Hydroelectric Project

Europe's most modern hydroelectric power plant has gone onstream—a joint venture project involving Energiedienst AG, EnBW Energie Baden-Württemberg AG and the Swiss company, Axpo AG. Swiss Federal Councillor Doris Leuthard commended this "successful example of the proven part-

nership between Germany and Switzerland". Premier Winfried Kretschmann said "Rheinfelden demonstrates what technological and environmental opportunities there are in generating electricity using hydropower." The new power plant—an investment of 380 million Euros—has

an installed capacity of 100 megawatts. It can therefore deliver four times the output of the old plant. In future it will generate around 600 million kilowatt/hours of electricity using the hydropower of the Rhine. That is sufficient to supply green electricity to around 170,000 households.

Power from the Baltic Sea EnBW Invests in Renewable Energy

Almost three years after the project kicked off, the 21 wind turbines and the 1000-tonne transformer station platform are now in position 16 kilometres off the coast of Mecklenburg-West Pomerania in the Baltic Sea. Each wind turbine has an installed capacity of 2.3 megawatts, giving a combined

total of 48.3 megawatts, and they are capable of generating up to 185 gigawatt/hours of electricity per annum, enough to supply 50,000 households. The EnBW Baltic 2 Wind Farm represents a corporate milestone. "We will put the experience we have gained to good use on our next EnBW Baltic II

project, which is six times the size of the first one", says Hans Peter Villis, CEO of EnBW. "We want to create a total of 3000 megawatts renewable energy capacity by 2020. That would signify a doubling of our current capacity and would require a total investment of 8 billion Euros".

“Our objective is to play a major role in implementing Germany’s climate policy goals.”

Franz Untersteller, Minister of the Environment, Climate Protection and the Energy Sector

› tion of net electricity generation, in particular for locality and industrial heating purposes. Energy efficiency potential is to be exploited systematically and smart energy management systems are to be put in place. The State government also views highly efficient, low-pollutant gas-fired power plants as playing an important role. “The construction of flexible-output gas-fired power plants, which are set to replace discontinued nuclear power capacity and also able to make up for wind and solar power fluctuations in particular, is very much in line with our energy policy vision”, Untersteller said. ☼



☐ Ministry of the Environment, Climate Protection and the Energy Sector Baden-Württemberg

The Wind of Change Blowing in from Mannheim

MVV Energie wants to invest in wind power in Baden-Württemberg

Wind Power

The Mannheim-based energy business, MVV Energie, wants to invest in an expansion of wind power in Baden-Württemberg and is looking for regional partnerships to help it achieve this objective.

The Mannheim-based energy business, MVV Energie, wants to invest in an expansion of wind power in Baden-Württemberg and is looking for regional partnerships to help it achieve this objective. The objective of the new Green/SPD State government of increasing wind power as a proportion of total power generation from all sources in Baden-Württemberg to at least 10 percent by 2020 has been described as “ambitious, yet achievable” by the CEO of the Mannheim-based energy business, Dr. Georg Müller. MVV Energie is champion-

ing changes in the level of assistance provided for onshore wind power plants. “Any decline in assistance onshore coupled with a simultaneous improvement in the status of offshore wind farms is sending out the wrong signal”, Müller emphasises. “The benefits of onshore wind farms must be harnessed to facilitate rapid implementation of the energy turnaround. Onshore wind power is a proven, cost-effective technology. The use of onshore wind could therefore enable power generation from renewable sources to be shifted to where consumption is greatest and therefore reduce the need for the North-South power grid to be upgraded and expanded.

MVV Energie insists there are plenty of available sites in Baden-Württemberg. The company adopted a strategy in good time to gear up for the expansion of renewable energies and the use of environmentally compatible CHP combined with district heating. “We intend to utilise our growth programme to invest around 1.5 billion Euros by 2020 in this energy turnaround”, Müller states. In this process MVV Energie would like to partner with regionally based interested parties in southern Germany. ☼

Chemical Sources for Energy

The Karlsruhe Institute of Technology (KIT), BW Bank and the University of Stuttgart, the “Knowledge and Innovation Community (KIC) InnoEnergy” are appealing to small and medium-sized companies to enter into dialogue on the issue of sustainable energy supply. Because fluctuations in the availability of the sun and

wind have to be balanced out, for example via the use of efficient energy storage facilities that are accepted by the public, high-grade chemical energy sources generated from biological and fossil fuels or by processes of synthesis play an important role. “We are seeing a large number of new busi-

ness concepts here. The Steinbeis-Europa-Zentrum is above all a vital link to Europe and to European innovations and partners”, emphasised Professor Norbert Höptner, European Affairs spokesman at the Ministry of Finance and Economics and Director of the Steinbeis-Europa-Zentrum.

Networking is the Future
Göppingen-based Kompetenznetzwerk Mechatronik BW pools resources for all those involved in this technology of the future. The new state-based cluster is intended to initiate innovations and attract new professionals to this industry.

TEXT: Urs Blank

Fledgling Key Technology

*Mechatronik BW GmbH
pools skills in Baden-Württemberg*



“We now have a unique opportunity to foster cross-company/cross-discipline/cross-industry developments and advances in medical technology, mobility, lightweight construction, electronics and in safety and environmental engineering as well as to pool our skills and know-how in an efficient and farsighted manner.”

Volker Schiek, Mechatronik BW GmbH

To coincide with Kompetenznetzwerk Mechatronik BW e. V.'s tenth anniversary, the Swabian cluster is gearing up for a mechatronics offensive. Whilst the KMBW association will primarily concentrate on providing network opportunities and support to member organisations, a new Mechatronik BW GmbH will add fresh impetus to this key technology.

Mechatronik BW GmbH will receive financial assistance from the European Regional Development Fund (ERDF). Baden-Württemberg's Ministry of Finance and Economics and the European Union are providing a grant of 500,000 Euros to enable this state-based cluster to be established and expanded. CEO Volker Schiek regards one of the principal objectives as “motivating future generations of professionals in schools and universities.”

Cross-company Cooperation Required

Furthermore he wants to enhance communication. Project reports and events need to foster the sharing of information and knowledge. A database will provide project transparency, know-how transfer and partner search facilities, as well as research plus training and further education information. “We now have a unique opportunity to foster cross-company/cross-discipline/cross-industry developments and advances in medical technology, mobility, lightweight construction, electronics and in safety and environmental engineering as well as to pool our skills and know-how in an efficient and farsighted manner”, says Schiek.

Kompetenznetzwerk Mechatronik BW e.V. (KMBW) is an industry-driven collaborative alliance with more than 100 members from the business, scientific and political communities. “As a crossover technology mechatronics provides an ideal environment for long-term, constructive interdisciplinary networking”, Schiek emphasises. Members come from a wide range of different industries and include major global players, SMEs and business start-ups.

Focus on Greentech

However universities and research institutions are also members of Kompetenznetzwerk Mechatronik BW. “This benefits the genesis of radical innovation”, says Schiek. Network executives have focused on six global issues since the beginning of 2011. These topics are energy, health, safety, mobility, communication and the environment. The complexity of mechatronics however creates a need for qualification-related projects. A focus on implementation and sustainability are key elements. The network is involved in developing a retrofit upgrade kit, named “EleNa” for diesel-powered vehicles in the “Stuttgart E-Mobility Pilot Region”. Fostering high-tech business start-ups is also part of KMBW's remit. “Currently almost 10 percent of all members can be described as business start-ups”, says Schiek. ☼

For further Information
Kompetenznetzwerke
Mechatronik BW GmbH
www.mechatronik-ev.de

**The Baden-Württemberg
Way of Building**

Architecture has always played a major role in Baden-Württemberg and in the lives of its inhabitants and has a particular status within Germany as well. Construction quality is high and the architecture is multifaceted.

TEXT: Johannes Laible



Buildings Play a Climate Conservation Role

*Energy-optimised construction to
become one of Baden-Württemberg's
major export goods*

The Black Forest, with its almost inexhaustible supply of construction timber, plays an important role in architectural tradition, as does the state's low population density, which can accommodate plenty of spacious owner-occupied homes. The above-average incomes of Baden-Württemberg's inhabitants during the last few decades have also been a crucial factor in the particularly brisk level of construction activity. Yet Baden-Württemberg would not be a land of inventors, if it did not act as an important source of inspiration for the construction industry of the future. Indeed when addressing the future of the construction industry, we keep having to revert back to Germany's south-western corner.

The future of the construction industry is "energy-optimised" or "energy-efficient" building. Energy efficiency issues are at the



Passive houses in Lörrach.
You can't spot energy-efficient
buildings just from their
architecture

 siedlungswerkstatt

the neighbouring State of Hesse for many years before being lured to the University of Innsbruck in Austria in 2008. He and his passive house concept suffered the same fate as the proverbial prophet in his own land. Whilst energy-efficient construction is only slowly gaining acceptance in Germany, in Austria it is almost standard, especially in its most systematic form — the passive house. So the passive house concept has also become a genuine export hit. There are now around 30,000 such buildings throughout Europe, and around 50 % of these are located in Germany. In terms of passive house distribution many neighbouring countries are catching up at pace or have already overtaken the homeland of energy-efficient construction. The federal states of Bavaria and Baden-Württemberg lead the way in Germany by a mile, as far as the energy efficiency of buildings is concerned. So in relation to the number of inhabitants, there are three times as many passive houses in the south of the Federal Republic than in the rest of Germany.

A native of Baden-Württemberg also provided a particularly explicit answer to the second question concerning power generation on the plot of land where a building is located. Rolf Disch is an architect in Freiburg and for about ten years now has been building 'PlusEnergy' houses, i.e. buildings that on balance generate more energy than they consume over the course of a year. The energy surplus is fed into the electricity grid. This is facilitated by installing large-scale photovoltaic units usually on the roof of the building. Admittedly a particularly efficient building, e.g. the passive house, needs to be used as the basis for achieving a net-negative energy footprint. Since every kilowatt-hour saved does not need to be generated any more.

Regulations and Subsidies

Initially only a few people in Germany took an interest in those developments by inventors, who wanted to revolutionise architecture. Politicians in particular failed for a long time to provide any kind of appropriate support. A whole raft of more or

The rate of home ownership, i.e. the proportion of people owning rather than renting their homes, is particularly high in Baden-Württemberg, compared to other federal states.

less effective measures has now been put in place to achieve climate conservation objectives and the recently agreed nuclear power phase-out. "Facilitating and challenging" is the name of the game. Regulations are forcing principals to opt for energy-optimised construction, whilst financial incentives are designed to lighten the supplementary cost burden or promote particularly energy-efficient buildings.

Of particular note in this regard is the German Energy Saving Regulation (EnEV), where regular amendments constantly tighten up legal requirements in respect of energy efficiency in new and refurbished buildings every two to three years. The EnEV is still miles away from coercing people to build passive houses, but a passive-house-equivalent standard will become law in Germany and in the rest of the EU by no later than the end of the decade. In this part of the world, principals, who now go beyond what the EnEV requires of them, receive attractive incentives from the state-owned development bank. Particularly cheap loans and repayment grants beckon — the higher the energy efficiency standard, the higher the grants. There are also so-called "market incentive programmes", which make grants available to principals for specific measures, such as installing solar panels or heat pumps. From time to time the relevant authority announces that "all funds have been used up". This practice of providing subsidies is problematic and results in a windfall effect. Many principals plan their investments without factoring in market >

heart of all sustainable or environmentally-compatible construction methods. Essentially this issue involves two questions: 1.) Energy efficiency — how does a particularly energy-efficient building need to be designed and built, in order to consume a minimum of energy when in operation? 2.) Power generation: how can power be generated on site and used to operate the building?

The answer to the question about optimum energy efficiency was provided around 20 years ago by Wolfgang Feist, when he defined the "Passive House" — a building with a minimum heating requirement, the relatively low incremental costs of which are amortised quickly. Feist grew up in the Baden-Württemberg town of Herrenberg and studied in Tübingen. He headed up the Passive House Institute in

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You can generate more power by incorporating photovoltaic systems

 siedlungswerkstatt

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Johannes Laible is the publisher of the "Passivhaus Compendium" annuals

 Johannes Laible



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The future of the construction industry are "energy-optimised" or "energy-efficient" buildings.

› incentive programmes and are delighted when they receive an unexpected windfall from the State.

One German success story of note is the Renewable Energy Sources Act (EEG), which became law in 2000. The objective of this law is to reduce dependency of fossil fuels, such as oil, gas and coal, as well as on nuclear power by promoting the generation of electricity from renewable sources, such as solar, wind and hydro. Mini power generation plants in particular, such as those located on a large number of properties, benefit from high rates of reimbursement, when their operators feed the electricity they generate into the national grid. With the support of the Act, power from renewable sources as a fraction of total power consumption in Germany rose from just over five percent prior to the Act becoming law in 2000 to nearly 17 percent in 2010. In Germany this Act has not only changed the fuel mix but architecture or building methods as well. Nowadays it is difficult to conceive of a modern building not featuring photovoltaic modules. The EEG has

also had a global impact—according to the Federal Environment Ministry it served as a model in 47 countries introducing their own action programmes.

Since 2009 there has been an obligation in Germany to use renewable energies to heat buildings. The specifically enacted Renewable Energies Heat Act (EEWärmeG) envisages that up to 50 percent of heating requirements are solar/thermal-, biomass- (e.g. wood pellets) or geothermal-sourced (e.g. heat pumps). However these requirements only apply to new buildings and also permit a wide range of offset measures, such as a reduction in heat consumption through improved insulation.

Only one federal state in Germany has taken the next step and that is Baden-Württemberg. It has enacted its own Renewables Heating Act (EWärmeG), which stipulates the use of heat generated from renewable sources not just in new but also in refurbished buildings. To date the law requires that at least 20 percent of annual heating requirements are sourced from renewable sources in the case of new residential buildings.

Baden-Württemberg's Own Heat Generation Modus Operandi

A ten percent renewable energies rate has been prescribed for existing buildings since 2010, when heating systems or essential components thereof are replaced. The Heating Act is also regarded as having been complied with if the legal requirements relating to buildings' energy efficiency have been exceeded by 30 percent. In 2013 the federal state in the south of Germany intends to tighten up its requirements considerably by amending the Act.

If reading this article makes you dizzy, you are by no means alone. Indeed the wide range of different applicable laws, regulations, programmes and assistance action elicits a mixed response. Energy-optimised construction could be further advanced in both Germany and Baden-Württemberg if the politicians were more systematic and reliable in applying their policy of "facilitating and challenging". Our European

Nevertheless Baden-Württemberg should be commended for demonstrating such pioneering spirit and for being so closely involved in blueprinting the future of architecture.

neighbours are adopting concepts such as passive house construction or the 'PlusEnergy House' with enthusiasm and are apparently generating the political tools in next to no time to achieve climate conservation objectives fast. Meanwhile all those involved in the energy-efficient buildings sector in a frequently hesitant Germany are looking incredulously to Berlin and waiting for that major step forward that renders energy-optimised construction and refurbishment obligatory and genuinely systematic. Nevertheless Baden-Württemberg should be commended for demonstrating such pioneering spirit and for being so closely involved in blueprinting the future of architecture. ☼

About Passivhaus Kompendium

This annual provides information about all aspects of passive houses to principals and construction professionals. The current edition deals with topics including passive-built residential and non-residential buildings or insulation materials, ventilation and heating systems for passive houses. Principals will find the supplement, featuring the "Kleines Passivhaus 1x1" (Mini Passive House ABC) and an A-to-Z glossary of terminology, useful.



Allensbach: PHK-Verlag
2010, 176 pages, 7.40 Euros.
Available in German from booksellers
or via www.phk-verlag.de

The "Passivhaus Kompendium 2012" will be published in December 2011.



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Sustainable Building

Sustainable action has become an indispensable element of the building and real estate sectors, and is a matter of course in the planning of many new buildings. It is therefore even more important to place priority on optimizing existing buildings. With its certificate for existing buildings and an instrument for the analysis of existing buildings, the DGNB is focusing on this building segment and offering new solutions.



“Meaningful instruments, which offer a means of achieving transparency with respect to the condition of a building, constitute an essential foundation for greater sustainability in existing buildings.”

Dr. Christine Lemaître, CEO of the DGNB
DGNB

Existing Buildings in Focus

DGNB presents analytical instrument and certificate for existing buildings

The German Sustainable Building Council (DGNB) existing building analysis produces a comprehensive picture of a building in terms of its sustainability. Based on the DGNB's established criteria catalog, it provides investors, building operators and planners with a sound basis for their decisions about the future of their properties: Are modernization or revitalization measures necessary? Which measures are economically expedient? How sustainable are the management and control measures

and how can they be improved? Is it possible to optimize energy and resources management? Can operating costs be reduced? Based on the quality of the solid DGNB certification system, the new instrument ensures maximum transparency and reliability.

Outstanding Building Stock

The DGNB has added another important module to its certification system with the certificate for existing buildings. Unlike the

“Existing buildings can exert great leverage to promote sustainability.”

Dr. Christine Lemaitre, CEO of the DGNB
DGNB

planning-based certification of new buildings, real data are used in the process for existing buildings. This means, for example, that the assessment is based on actual energy and drinking water consumption values, as well as operating and running costs. Maintenance and resources management, documentation, strategy and financial reporting are also taken into account in order to acquire detailed information concerning sustainable building management. Furthermore, an appraisal is carried out to determine the actual condition of the property—in terms of accessibility, efficient use of available space or technical quality, for example.

Optimizing Existing Buildings

The assessment of an existing building is based on the principles of the comprehensive DGNB system. This means that a building is considered from six points of view:

- › Environmental Quality
- › Economic Quality
- › Sociocultural and Functional Quality
- › Process Quality
- › Technical quality
- › Site Quality

All of the relevant international certification systems were subjected to a year-long intensive trial and testing process before Denmark's Green Building Council finally decided in favor of the system developed by the DGNB—German Sustainable Building Council—which will be used for future building certification assessments in Germany's northern neighbor.

The DGNB system has also been applied successfully in other regions such as Eastern Europe. Several office buildings and a shopping mall are already undergoing the certification process in Bulgaria, for example. The Bulgarian Green Building Council, the DGNB's partner organization, has around 45 members and is already able to provide the first qualified auditors for local projects. DGNB auditors are currently involved in the preliminary work for the first certification processes in Hungary and Russia, where auditor training courses are already

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An office building in Stuttgart. Architect: Blocher Blocher Partners
Blocher Blocher Partners



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Quartier Mailänder Platz. Architect: Jost Hering / Gisela Simon
ECE, Stuttgart



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The OWP 11 office building has been awarded the DGNB Gold Certificate
Dress & Sommer AG



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being conducted locally. A partner organization is being established in Slovenia and auditor training is due to commence shortly in the Czech Republic. “We are actively involved in several places at the same time. There is tremendous interest in the DGNB system at the international level,” concludes Dr. Lemaitre.

Successfully in other Regions

Dynamic growth is evident in the development of the partner organizations that have already been established in Austria and Switzerland. The Austrian Society for Sustainable Real Estate (ÖGNI) has around 250 members and has certified almost 30 projects. The Swiss Sustainable Building Council (SGNI) has completed the process of adapting the DGNB system to the country's alpine conditions and is getting ready to certify its first projects. The coveted certificate has already been awarded to real estate projects in Luxembourg and—as in Switzerland—these are soon to be followed by city districts.

The DGNB is conducting partnership negotiations with interested organizations in many other countries. One example is the office which the DGNB has set up in China, where the first project is going through the certification procedure. The DGNB is very actively involved in international networks. One of its members has been elected to the Board of the World



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Green Building Council, the umbrella association for organizations in the sustainable building sector. This is supplemented by the DGNB's commitment to EU projects. The non-profit organization is one of the partners in the GreenConServe project, for example. The European Commission program helps small and medium-sized enterprises prepare themselves for sustainable building. The DGNB also contributes its widely diversified expertise in sustainable building issues to EU research and knowledge-transfer projects such as OpenHouse and Construction21. ☼

For further Information
www.dgnb.de
www.dgnb-international.com

If it says Organic on the Label, the Content must be Organic

Increasingly more consumers are reverting to organic foods and rightly have certain expectations about what they buy — “if it says organic on the label, the content must be organic”, explains Consumer Affairs Minister, Alexander Bonde.

TEXT: Daniela Sandmann



On the Right Track

Organic farming has a long history in Baden-Württemberg



A chickens' paradise.
Organic farming allows
chickens to move
around freely
📷 Christoph Eberle

Sales of milk, vegetables, potatoes and fruit in particular forged ahead in 2010. Carrots, along with potatoes and eggs, are the discounters' best-selling organic products.

"67 percent of those living in Baden-Württemberg regularly buy organically grown produce, whilst 80 percent would be willing to buy more organic produce from the region. However demand is increasing at a faster rate than regional supply. This provides many agricultural businesses in Baden-Württemberg with a major market opportunity", explains the Minister for Agricultural and Consumer Affairs, Alexander Bonde.

Producing premium-quality organic produce represents considerable business potential, particularly for small and medium-sized enterprises. Organic farming also makes a significant contribution to society, in particular by being environment- and climate-compatible, because it uses resources sparingly and incorporates transparent production processes. With its 10.7 million inhabitants, Baden-Württemberg has to date been one of Europe's importers of organic produce. "These days organic farming is economically important", Bonde emphasises. "If every second organic carrot has to be imported from abroad to satisfy demand, then something's not right." The state also sponsors the marketing of organic produce from the region, using the "Bio-Zeichen Baden Württemberg" (Baden-Württemberg Organic Mark). "Organic and regional are a great fit, because both aspects are important in generating consumer confidence", Bonde says.

Organic + Regional = Optimum

People wanting to take the direct route to consuming organic produce should look out for the "Bio-Zeichen Baden-Württemberg" when they are shopping. In addition to guaranteeing that produce originates from Baden-Württemberg, this quality mark also indicates that producers have switched over to purely organic farming. Baden-Württemberg was the first federal state to introduce a seal of quality for regionally grown organic produce, in cooperation

"Organic farming is economically important."

Alexander Bonde, Minister of Rural Affairs and Consumer Protection
📷 Baden-Württemberg Ministry of State



with organic growers' associations. The "Bio-Zeichen Baden-Württemberg" adds to the perception of quality that produce from Baden-Württemberg has and complements the "Qualitätszeichen Baden-Württemberg" (Baden-Württemberg Quality Mark). The Organic Mark may only be used if EU Eco-Regulation requirements have been complied with. Produce bearing the Organic Mark may only be sold if it has been grown by producers that have switched to purely organic farming and whose production chain is verifiably located in Baden-Württemberg. "The production and processing of organic produce are sub-

ORIENTATION REGIONAL SEALS



The Baden-Württemberg quality mark stands for products that are manufactured and processed in the region. The entire production process from farm to the shop counter, is also checked regularly.

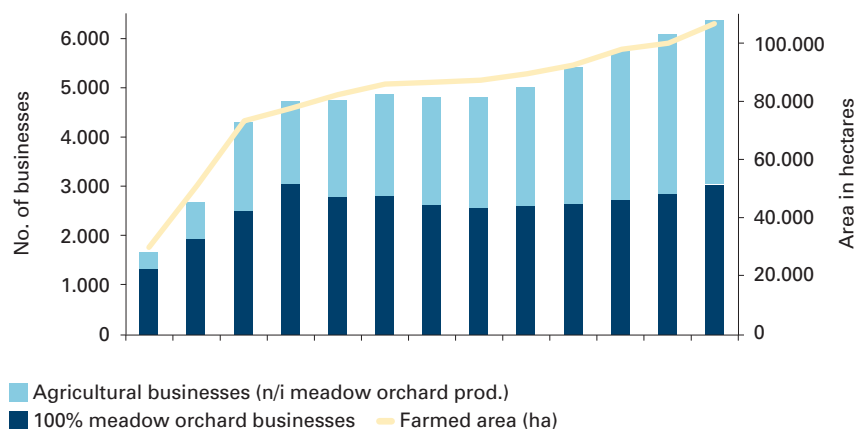


The "Bio-Zeichen Baden-Württemberg" adds to the perception of quality that produce from Baden-Württemberg has.

Organic farming has a long history in Baden-Württemberg. A stable market has now been established—the amount of organically farmed land has increased from 73,000 to 107,000 hectares out of a total area under cultivation of 1.4 million hectares. This means that 7.5 percent of agricultural land is devoted to organic farming. In contrast, almost 20 percent of agricultural land in Austria was devoted to organic farming in 2009. Sales of organically grown produce have increased steadily—from 2000 to 2010 sales in fact tripled. The organic market is thus one of the few growth segments in the German food industry.

CHART DEVELOPMENT OF ORGANIC FARMING IN BADEN-WÜRTTEMBERG SINCE 1994

No. of organic farming businesses and amount of organically farmed land in Baden-Württemberg. Source: Regierungspräsidium Karlsruhe 2011



An Organic Growth—Bioland celebrates its 40th Anniversary



“Bioland, which is now Germany’s largest organic farming association, has its roots in Baden-Württemberg, although the idea originated from Switzerland”, Christian Eichert, CEO of Bioland Baden-Württemberg, explains. In 1971 twelve committed men and women established “bio-gemüse e.V.” in the foothills of the Swabian Alps, which was renamed “Bioland-Verband” (Bioland Association) in 1978.

From those initial 28 producers, this “agricultural movement” has now grown to incorporate 5,500 producers and more than 900 processing partners throughout Germany, who farm in compliance with Bioland guidelines. Alone in Baden-Württemberg 1163 businesses farm an area of 46,491 hectares in accordance with Bioland Association guidelines. Bioland products meet premium quality standards.

All partners use standard Bioland raw materials and process these in compliance with Bioland’s strict specifications. One of the most important objectives is resource-friendly processing. Controversial methods, such as genetic engineering or food irradiation are taboo, as are a majority of the additives licensed for use throughout the EU. Healthy products, which are produced in an environmentally compatible manner, are available directly from farmers or processors, as well as from health food stores, weekly farmers’ markets and supermarkets.

ject to EU Eco-Regulation requirements. Consumers must therefore be able to rely on the state’s seal of organic quality. According to the results that we have, they can”, says the Minister.

Results Validate the Premium Quality of Organic Produce

Last year as part of the state’s Organic Monitoring programme, more than 700 product samples were analysed and examined to validate organic claims relating to ingredients, residues and contaminants. The scope of the investigation ranged from pesticide residues in fruit and vegetables via dioxin in poultry, mildew toxins in cereals, genetically modified organisms in maize, soya and linseed to additives in ready-meals and confectionary. These organic products were also compared with equivalent, conventionally farmed products. In line with the steadily increasing range of products on offer, processed foods, such as ready-meals, wines and juices were also included. “Consumers are particularly sensitive as far as organic products are concerned. They expect organic products in particular to be residue-free, since organic growers promise in their product claims that they completely avoid the use of chemical/synthetic pesticides”, says Bonde. “More and more consumers want to avoid consuming the flavour enhancer, glutamate. The use of the additive glutamate as a flavour enhancer in organically grown products is banned by law.”

Organic Farmers are Businesspeople

Previously they were all called nutcases, now they are smart businesspeople. Baden-Württemberg’s organic farmers have a tradition that goes back many years. This includes Joachim Schneider, a passionate organic farmer, who took over his parents’ long-established business. When he was a teenager he was very active in helping his parents. “I drove a tractor at an early age and weeded the fields, although it was not always fun running across the fields in 30°C heat. The weeds caused scratches everywhere and I preferred to drive the tractor”, Schneider recounts. “Nevertheless I was

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Sales of organically grown produce have increased steadily—from 2000 to 2010 sales in fact tripled

 Alnatura

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67 percent of those living in Baden-Württemberg regularly buy organically grown produce...

 Alnatura

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... whilst 80 percent would be willing to buy more organic produce from the region

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glad to spend most of my leisure time helping out.” After completing his “Abitur” (German university entrance qualification), he first of all studied agriculture, prior to joining his parents’ business.

Major Challenge

At the beginning of the 1970s, Schneider’s parents were giving increasingly more thought to organic farming. “I recall the switch to organic farming as posing a major challenge. The risk of failure was immense”, Schneider explains. Back then farmers were not able to compare notes as easily as now. Only a handful knew how organic farming worked. “My parents were initially confronted by a number of problems”, Schneider adds. These problems resulted in Schneider’s father one day writing a letter of resignation to the Bioland Association. “Luckily he did not send his letter of resignation off”, Schneider recounts. At the end of the 1980s poultry keeping at the farm went organic. Back then, a well-organised organic farmers’ association, which really supported the farmers, did not exist.

This frequently gave rise to tangible problems, since each farmer was left to his own devices to gain plenty of experience. “Many thought that by ceasing to use fertilisers and pesticides, they were organic farmers. But it was/is not that easy. Farmers had to learn the ropes as far as this ‘organic system’ was concerned.” Back then there was definite hostility from external sources. “Snide remarks such as ‘so you just spray the fertilizer at night’ were frequently made. Fortunately all the organic farmers stuck together”.

“Organic Farmers were all regarded as Nutcases.”

It is only nowadays that organic farming is able for the first time to elicit a positive emotional response from people. “Back then organic farmers were all regarded as nutcases. There was only limited acceptance of what they were doing”, Schneider recounts. At that time there was no properly organised marketing infrastructure. Only a few shops stocked organic cereals, for example,



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“Back then they were drop-outs, who attempted to do something different, based on a strong inner conviction.”

Joachim Schneider, Organic Farmer

 Daniela Sandmann

because there was little demand. “Back then they were drop-outs, who attempted to do something different, based on a strong inner conviction. These days you find organic products in almost every discounter.”

Schneider’s farm is a member of the Bioland Association. “There are a lot of rules and guidelines that apply to organic farming. Bioland provides assistance by answering questions and dealing with issues.” In addition to eggs, he sells cereals, pasta and animal feed. Joachim Schneider is proud of his organic farm. “We are well-known in the district for our organic eggs. We look after our chickens really well here.” ☼

For further Information
www.bioland-bw.de

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Laiz, the hometown of Minister President Winfried Kretschmann, is showing the natural beauty of the Danube
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Peter Friedrich, Minister for the Bundesrat, Europe and International Affairs
Staatsministerium
Baden-Württemberg



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Strategy for the Danube Region

Implementing projects to foster economic growth, environment protection and cultural cooperation

EU Project for the Danube
Baden-Württemberg will support the strategy of the EU for the development of the entire Danube region. It will place the same weight on economic growth and on the protection of the environment. Baden-Württemberg will also enhance the educational opportunities as well as strengthen the civil society.

TEXT: Hans Gäng

I am truly optimistic that we will initiate a number of projects and implement them over the course of time of which the people in the Danube area will directly benefit", stated the Minister President Winfried when he received State Guests from Romania, Bulgaria and Croatia on the occasion of the opening event "The EU Danube Region Strategy — Opportunities and Perspectives" in July 2011 in Stuttgart.

"The EU strategy for the Danube region is very promising for Baden-Württemberg. It gives us the opportunity and potential we are looking for", said Kretschmann. He emphasised the unique opportunity for

Baden-Württemberg provided by the EU Danube Strategy to place the same weight on economic growth and protection of the environment. It will support the expansion of transport routes and improve the infrastructure. Another added value of the cooperation between the Danube riparian states are better research and science. It will also enhance the educational opportunities as well as strengthen the civil society.

The River as Symbol for Europe

"Today, the Danube more than any other river has become a symbol for the European integration", underlined Minister President Kretschmann. "The Danube is an integral part of every single riparian state and thus part of the national identity; however, it is first and foremost a part of our European identity."

Baden-Württemberg was the first region within Europe to recognise the economic, political and cultural potential of this macro region. At the Danube summit in 2009 in Ulm, Baden-Württemberg, Bavaria, Austria, Slovakia, Hungary, Croatia, Serbia, Romania and Bulgaria signed a joint declaration, which underlined the political intention to give more emphasis to the Danube area in the future.

03

EU Commissioner Günther H. Oettinger, the Romanian Deputy Foreign Minister Dr. Doru Costea, Minister President Kretschmann, Bulgarian

Deputy Minister for Regional Development, Dr. Liliyana Pavlova, the Croatian Under Secretary in the Ministry for International

Affairs and European Integration, Andrej Plenkovic, Peter Friedrich (02) and Ulm's Mayor Ivo Gönner
Staatsministerium BW



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In June 2009, the European Council charged the Commission with the task of designing a strategy for the Danube region by the end of 2010. Baden-Württemberg together with Croatia took on the task as coordinator for the priority area 'economy' for the whole Danube region.

Action Plan for the Region

The EU Danube strategy breaks down into an action plan, which substantiates the priorities with actions and project cases.

- › Connecting the Danube region: improving mobility, encouraging the use of sustainable energies, promoting culture and tourism;
- › Protecting the environment in the Danube region: water quality, managing environmental risks, preserving biodiversity;
- › Building prosperity in the Danube region: developing a knowledge society through research, education and information technologies, supporting the competitiveness of enterprises including the formation of clusters, investing in people's skills;
- › Strengthening the Danube region: stepping up institutional capacity, cooperating to enhance security and fighting severe and organised crime.

"The EU strategy for the Danube region is very promising for Baden-Württemberg. It gives us the opportunity and potential we are looking for."

Winfried Kretschmann, Minister President

Minister for European Affairs Peter Friedrich had been nominated as special representative for the implementation of the EUSDR in the State of Baden-Württemberg.

The Minister for European Affairs will be charged as special representative with the appropriate political activities for the strategy. The special representative will be supported by an office which will serve as the first point of contact for all matters of the EUSDR in Baden-Württemberg. An inter-ministerial working group will make it their concern to constantly add new impulses to the strategic alignment. ☼

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**Best Practice:
The SME sector**

World 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 World Market Leaders' Convention

"What they do, they do extremely well", were words of praise expressed by Baden-Württemberg's Premier Stefan Mappus during the World 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 world 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 world 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 world 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,

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

02

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

03

The award ceremony at the world 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 world 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

Have a Seat in the Region of the World Market Leaders

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EXPO REAL, Munich 4-6 October 2011, Hall B1, Booth B1.222



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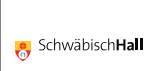
ksk-heilbronn.de



directpark.de



wfgonline.de



schwaebischhall.de



craillsheim.de



wih-hohenlohe.de



Employing the Motto

"The most European Economic Region", the Urban Community of Strasbourg (CUS) and the Offenburg/Ortenau Economic Region (WRO) are conducting a cross-border location marketing campaign. A shared booth at both the world's largest commercial real estate shows, this year's ExpoReal in Munich (Booth B1.030) and MIPIM in Cannes (March 2012) are sure to attract a great deal of attention.

The most European Economic Region

The Strasbourg-Ortenau Eurodistrict conducts cross-border marketing

Strasbourg, one of the capitals of Europe, and the Ortenau region have combined to form the Strasbourg-Ortenau Eurodistrict—a metropolitan region with almost one million inhabitants, 500,000 jobs and 60,000 students at 18 universities and research establishments. An effective political and business network, organised by WRO and CAFA, the Franco-German Business Club, ensures close ties between universities and companies.

Partners to Co-Exhibit

The 600-hectare "startkLahr Airport & Business Park Raum Lahr" site is located

right next to the A5 Rhine Valley motorway in the Germany/France/Switzerland tri-border region. Transport links are multimodal—the Rhine port of Kehl is located nearby and the Black Forest Airport Lahr provides this business park with efficient cargo airport facilities. The business park is able to offer logistics and large-scale manufacturing companies as well as smaller industrial firms and craftsman's businesses suitable plots of land. That is why 170 companies employing a total of 3,000 people have now relocated here.

Kehl, as a business location, is home to a number of innovative medium-sized

companies with global operations. These companies and their qualified specialist and executive human resources have a major impact on local creativity and productivity. A range of attractive commercial real estate is on offer in the Franco-German border region. Both Rhine ports of Kehl and Strasbourg provide locational benefits to complement the French and German motorway networks and close proximity to Strasbourg airport. The Ba-Sic intermunicipal business park is fully integrated into national and international transportation networks, providing an attractive environment for business activities.

A cross-border location marketing campaign: Strasbourg-Ortenau booth at ExpoReal and MIPIM

WRO GmbH

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Offenburg (at 60,000 inhabitants and 35,000 jobs) is the largest town in the Ortenau district and the employment centre of the Mid-Baden economic region respectively. The municipality has managed to create an attractive industrial and business park—the hoch³ business park. Given its central location and net building area of 21.5 hectares, the hoch³ business park provides excellent business development opportunities for the future.

An Attractive Industrial and Business Park

B.I.W. GmbH is the site operator at Willstätt Industrial Park. More than 25 innovative, high-productivity companies from a very wide range of industrial sectors have established operations in an area of around 35 hectares (approximately 86 acres). B.I.W. GmbH is responsible for providing those companies operating on this site with all the services they require, including energy supply (electricity, natural gas, steam and pressurized air), HVAC, fire-fighting and security services, electrical and technical maintenance services, business location management, approval regulations and environmental protection management. The

area is a dedicated industrial site. There is more than 90,000 square metres of production, warehousing and office space available.

'Experts in construction software' is the claim of Offenburg-based BIB GmbH. Specialising in meeting turnkey construction requirements, the company recognised early on how important it is to plan and organise the complex structures involved in turnkey construction. The quality that BIB GmbH delivers is based on the specialist knowledge of 25 qualified members of staff—construction engineers, architects, IT specialists and sales professionals.

Stolzer Parkhaus GmbH & Co. KG is an Achern-based global player. The automated car parking systems specialists install both small- and large-scale parking systems primarily in Europe and North America. The company's flagship projects in the Spanish cities of Segovia and Valencia and in New York provide a more-than-reliable service.

"We want to use Strasbourg's positioning as a City of Europe to promote our region and anticipate that joint participation will once again generate a very large amount of trans-regional interest", says WRO's CEO Manfred Hammes. "Showcase

focus is both on Strasbourg's urban development strategy to the year 2020 and on the Ortenau district's commercial real estate." A large number of co-exhibitors from the Ortenau have already committed to participating. The Chamber of Commerce and Industry (CCI) and the Port of Strasbourg are representing the French side.

Germany and France are some of the world's top-rated countries as far as locational advantages are concerned. And these facts are significantly more in evidence on the Upper Rhine than in other parts of the country—ranging from infrastructure via demographics and education through to purchasing power and innovation capability. ☀

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Why not visit the Eurodistrict at the "Strasbourg-Ortenau" booth at ExpoReal. Booth number: B1.030.

MAHLE Expands in India

MAHLE Filter Systems India in Chennai, a new filter production plant of the MAHLE Group, takes up series production. It will supply Indian vehicle manufacturers with air filter modules. The factory is located at two hour's drive from the harbour of the metropolis of Chennai. "The proximity to the vehicle manufacturers strengthens our position in the Indian market", states Prof. Dr. Heinz K. Junker, Chairman of the Management Board of the MAHLE Group.

www.mahle.com



 Mahle

DEKRA Contributes to Improved Safety

Intelligent light and assistant systems in modern vehicles improve safety on the road and help reduce the number of accidents. "DEKRA is actively involved in this highly promising development," explained Stefan Kölbl, Chairman of the Management Board of DEKRA e.V. and DEKRA SE, talking at a press conference at the Frankfurt Motor Show. "With the certification procedure and product testing offered by our high-tech laboratories for light technology in China, the Netherlands and Germany we are making a sustained contribution to the development work of vehicle manufacturers and their suppliers." According to Kölbl these are examples of services fuelling and expanding DEKRA's international growth.

www.dekra.com

Double Anniversary at Bosch

Double anniversary at Bosch: in 2011, the Bosch Group is celebrating its 125th anniversary, as well as the 150th anniversary of its founder's birth. During his lifetime Robert Bosch already set the course for the international success of his company. Today, the Bosch Group is a leading global supplier of technology and services with more than 350 subsidiaries and regional companies with a workforce of approximately 285 000 employees.

TEXT *Esad Fazlic*



Bosch Solar
systems that
automatically
track the position
of the sun
 Bosch

GLOBAL PLAYERS, LOCAL HEROES
BOSCH

*The Bosch Group is Celebrating its
125th Anniversary*

A Global Player Going Green

When Robert Bosch on November 15, 1886, established his “Workshop for Precision Mechanics and Electrical Engineering” in Stuttgart, nobody could have anticipated that he was laying the foundations for what has since become a leading global supplier of technology and services.

Quality and Innovation Lead to Success

The construction of a low-voltage magneto ignition device for vehicle engines in 1897 is the start of a long list of Bosch innovations. It was succeeded in 1902 by the Bosch high-voltage magneto ignition system. This was the decisive commercial breakthrough in the company's rise to a successful, leading automotive supplier. From the very beginning, Bosch played a decisive part in shaping the automobile's evolution into the mass means of transport of the 20th century. The product range was steadily expanded. The year 1913 saw the launch of the Bosch automotive lighting system, with its own power supply from a generator and a battery. It was followed by innovations such as electric starters, horns, windshield wipers, power-assisted brakes, and direction indicators. These Bosch products made the cars of the time more suitable for everyday driving, and made a major contribution to more comfort and safety.

Poster for Bosch
spark plugs
(1928)
 Bosch



In 1927, a groundbreaking technology was finally ready for series production: the diesel injection pump. Initially for trucks, it was installed in the first diesel-powered passenger cars in 1936. In 1951, Bosch introduced gasoline injection into the automotive market.

Bosch also steadily expanded its portfolio in the field of automotive electrics. In the latter half of the 20th century, semiconductors became the decisive component in electronic systems, featuring in everything from engine management systems to driver assistance systems.

With automotive electronics playing an ever more important role, Bosch opened a new plant in Reutlingen near Stuttgart in 1970. This facility was exclusively devoted to semiconductor manufacturing. Without Bosch's innovative semiconductor technology, the lambda sensor (1976), which allowed a catalytic converter to be used to make exhaust cleaner, would not have been conceivable. Nor would the ABS antilock braking system (1978) or the ESP® electronic stability program (1995) have been ›

01

New Bosch Headquarters
in Shanghai

 Bosch



01

02

A Chinese associate working
on electrical drive technology

 Bosch



02

possible. With the company continuing to focus on these future-oriented technologies, the year 2010 saw the inauguration of a new, ultra-modern semiconductor fab in Reutlingen. This new facility is the largest single capital investment ever made by the Bosch Group in its 125-year history—an investment totaling some 600 million euros.

A Global Objective: Increased Energy Efficiency and e-Mobility

Around the world, a clear objective for both gasoline and diesel engines is to reduce fuel consumption and carbon dioxide emissions. Bosch offers the technology to reduce both figures by around a third in the latest generation of engines. In 2013, Bosch

plans to sell 7.2 million gasoline-injection systems—three times as many as in 2010. Over the same period, sales of the common-rail diesel-injection system are set to rise from nine million units per year to over twelve million units. This kind of technology is lessening the environmental impact of the increase in mobility. “To us, developing ecologically sound technologies makes economic sense,” said Franz Fehrenbach, CEO of the Bosch Group, during the International Automobile Exhibition in Frankfurt.

One example of ecologically sound technology is electromobility powered by renewable energy sources. Bosch is currently investing 400 million euros annually en route to the electric vehicle—above all

in traction batteries, electric motors, and power electronics. By 2013 the company will be delivering products from its electromobility portfolio to almost 20 projects for twelve automakers. Daimler AG and Robert Bosch GmbH are also working to set up a joint venture that will develop and manufacture electric motors. Called EM-motive GmbH, it will supply traction machines for Mercedes-Benz and smart electric vehicles from 2012.

Green Business

In its three business sectors—Automotive Technology, Industrial Technology, and Consumer Goods and Building Technology—Bosch is stepping up its focus on the technology of the future. Typical examples of the products Bosch offers in this area include components for wind power plants, photovoltaic installations, modern heating systems, microsystems technology, and alternative powertrain designs, including advanced storage batteries for electric vehicles. Megatrends such as climate change, increased use of renewable energy, demographic change, and sustainable mobility present the Bosch Group with a variety of opportunities all over the world. That is why Bosch invests 3.8 billion euros each year in research and development, in order to provide compelling technical answers to the most pressing questions of our time.

With over 3,800 patent applications filed each year and around 3.8 billion euros invested annually in research and development, Bosch aims to maintain its focus on innovation in the future, and in this way to lay the foundations for further sustainable growth. The Bosch industrial technology business sector is a recognized specialist in drive and control technologies. The business sector also includes the packaging technology and solar energy divisions.

The acquisition of the solar cell manufacturer Ersol in 2008 marked Bosch's entry into the photovoltaics market. Since then, the company has expanded its portfolio of services in this key industry through a number of additional acquisitions. Bosch now develops, produces, and distributes

Robert Bosch The Philanthropist



Robert Bosch's life and work are inextricably linked to his entrepreneurial success. Robert Bosch always aimed to contribute to improving people's conditions of life and play a part in shaping society and the state. This desire to initiate social improvement guides the work of the Robert Bosch Stiftung and the projects it funds.

The Robert Bosch Stiftung is one of the major German foundations associated with a private company and has managed the philanthropic bequest of its founder for more than 40 years.

The foundation exclusively and directly serves charitable purposes and does not engage in corporate activity.

www.bosch-stiftung.de

a broad spectrum of silicon-based photovoltaic products as well as offering complete plant construction solutions.

Success through Internationalization and Diversification

Robert Bosch was so successful because he realized how important it was to branch out from Stuttgart and set up business internationally. He quickly saw the benefits of marketing his products worldwide, establishing his first international sales office in the United Kingdom in 1898 and setting up a sales company for the French and Belgian markets in Paris in 1899. Over the next few years, the company established additional subsidiaries in the United States (1906), South Africa (1906), Australia and New Zealand (1907), China (1909), Brazil (1910), and Japan (1911). In the decades that followed, Bosch produced numerous innovations in response to tremendous growth in the automotive sector and began to develop a worldwide development, manufacturing, and sales network. Local production in the key markets of Europe, the Americas, and Asia—especially China—safeguards the company's competitive position while providing a solid basis for long-term success.

Bosch and China—a Success Story

The first magneto ignition system to be sold by a Bosch representative in China passed over the shop counter back in 1909. But Bosch's position in China today is not the result of continuous development since that time. It was not until the economic liberalization of the country, a process which began in 1978, that Bosch was able to become fully active in the Chinese market. After setting up numerous joint ventures with Chinese partners in the 1990's, Bosch in China has grown with the local market. In 2010, Bosch China reported a revenue of 4,1 billion EUR, an increase of 36 percent over 2009. Over the past four years, Bosch sales in China have grown by an annual average of 30 percent, making China the third largest market after Germany and the United States.

In order to account to the importance of the Chinese market, in April 2011 the Bosch Group has opened its new headquarters in Shanghai. "The new building is a shining example of commitment to sustainable development. Many of its energy-efficient features were developed and produced by Bosch divisions. "The new headquarters symbolizes our lasting commitment to the country, and represents our belief in the long-term potential of Bosch China.", says Franz Fehrenbach, the chairman of the Bosch board of management.

The headquarters also provides extensive R&D facilities such as an advanced materials laboratory. In addition, it will house the Bosch China Training Center. In 2011, Bosch will invest some 400 Mio. EUR towards enhancing its activities in China. Bosch China currently employs over 26,000 associates and intends to hire another 7,000 associates by the end of this year. By the end of 2015, Bosch aims to have some 50,000 associates working in China.

The Challenge for Qualified Local Talents

In China, qualified employees are highly coveted and not always easy to retain. Bosch therefore also believes in training and developing a strong local workforce to meet local customer needs. Besides continuous hiring efforts in China, the number of management positions at Bosch China will double to some 1,500 by 2015. Almost all of these new positions will be filled by Chinese associates. Meanwhile, the new headquarters features training facilities that cater to several of Bosch's business areas. In 2011, 200 courses alone will be offered by the Bosch Training Center to some 7,300 participants. "Developing the knowledge and expertise of local associates has long been an integral part of our strategy. A strong local presence not only provides better understanding of local needs, but also builds a global network, from which Chinese specialists can benefit and share information." says Bosch CEO Franz Fehrenbach.

State-of-the-art energy efficiency technologies and alternative energy models



 Bosch

"The new headquarters in Shanghai symbolizes our lasting commitment to the country, and represents our belief in the long-term potential of Bosch China."

Franz Fehrenbach, Chairman of the board of Management

are also a focal point of the InterCampus program in China. As part of its collaboration with universities, Bosch is investing a further five million euros over a ten-year period to drive forward research into eco-friendly technologies in China. The company is significantly expanding five existing professorships in applied scientific activities related to alternative energy technologies. The chairs focus in particular on electromobility, lithium-ion battery technology, and photovoltaics. "We hope to gain new knowledge from collaborating with the universities in China—knowledge that will enable us to cut energy consumption and therefore increase use of alternative energy technologies. This will lead to a cleaner environment in China and worldwide," says Uwe Raschke, the member of the Bosch board of management responsible for Asia Pacific. For 2011, Bosch is planning to employ 2700 Chinese graduates. ☼

Half a Billion for the Eastern Swabian Alps Region

Carl Zeiss is championing Germany. The company intends to invest 500 million Euros here. Medical technology, expansion of office and production facilities in the Semi-conductor Systems division, a site logistics centre at headquarters in Oberkochen: these are the projects currently being implemented at Carl Zeiss.



Technology of the future: lithography lenses by Carl Zeiss enable smaller and more efficient microchips to be produced

Carl Zeiss AG

A substantial portion of this investment is to be applied to enhance the Semiconductor Systems division. The plan is to invest not only in expanding office and production facilities but also in new manufacturing technologies, in order to extend manufacturing capacity to accommodate a new technology, so-called Extreme Ultra Violet (EUV) lithography. When applied to microchip manufacturing this technology generates structures of less than 20 nanometres, facilitating the production of smaller and more efficient microchips.

Carl Zeiss is the Largest Employer in the Region

During the last few years Carl Zeiss has invested continuously in developing this EUV technology. "We are gearing up to meet future market challenges by investing in the expansion of production facilities at our Semiconductor Systems division", explains Dr. Hermann Gerlinger, who is responsible on the Executive Board of Carl Zeiss AG for the Semiconductor Systems division. "We want to play a leading role in the technology switch to EUV lithography and are already laying the foundations to achieve this." Construction activities to expand the Semiconductor Systems division plant are due to commence later this year. The new EUV production facilities are scheduled to go on-stream in 2013.

Logistics Services are to be Concentrated in a New Building

The new site logistics centre, covering an area of approximately 11,000 square metres, is due to be built on a plot close to the Semiconductor Systems plant and to the new Medical Solutions building complex. Carl Zeiss will acquire the remaining land available in the inter-municipal business park for this purpose.

Logistics departments that were previously spread right around the site are to be concentrated in the Centre and logistics processes are to be reconfigured to make them fit for the future. Plans for the Logistics Centre have existed for several years. However this construction project was re-

One Good Deed Every Day

Two new patents are filed by Carl Zeiss every day

viewed as a result of the economic crisis. The Executive Board of Carl Zeiss AG has now decided to proceed with the plans, given the company's positive business performance.

Modern Facilities for Research & Development

Carl Zeiss has already commenced other construction activities. A new staff facilities building is being built at the company's main plant, and these facilities will include the staff restaurant. New Semiconductor Systems division clean rooms have been installed at the Jena site. New R&D facilities are also currently being built and additional parking spaces are being provided. In addition to planned investment in infrastructure, Carl Zeiss will also continue to invest in innovation in particular. Because "investment pays dividends in the long term", says Dr. Michael Kaschke. ✱

"We are planning to invest a total of up to 500 million Euros in enhancing our sites in Germany during the next few years. That boosts both the sites and the regions."

Dr. Michael Kaschke, CEO of Carl Zeiss AG
 Carl Zeiss AG



Mirror system for a sample EUV (Extreme Ultra Violet) lighting system for next-generation microchips

 Carl Zeiss AG



Carl Zeiss is growing **worldwide**

Nowadays Carl Zeiss, which was established in 1846 in Jena as a workshop for precision mechanics and optics, is a leading global player in the optics and opto-electronics industry, employing 24,000 people. This group of companies is represented by more than 50 sales and distribution businesses in more than 30 countries around the world. In 2009/2010 it generated

sales of 2.98 billion Euros. The company's production facilities are located in Europe, North and Central America and in Asia.

Carl Zeiss is headquartered in Oberkochen in Baden-Württemberg. The company designs and sells surgical microscopes, ophthalmology diagnostic systems, microscopes, optical systems for lithography, in-

dustrial metrology systems, eyeglass lenses, planetarium solutions, optronic products, camera and cine lenses as well as binoculars and spotting scopes.

Every day Carl Zeiss files two patent applications. The company can only achieve all this because it invests annually more than ten percent of sales in research and development.



Addressing Global Players

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

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- ✱ Exhibition Markets China, Central & Eastern Europe, Latin America
- ✱ edubiz Boosting Corporate Brain 2010 -2012
- ✱ Hyperfair.com 2010 -2012



local global
www.localglobal.de



A Poetic World Full of Emotions

The small Swabian town of Giengen an der Brenz is famed as the home and the birthplace of the teddy bear. The history of Margarete Steiff GmbH began with an exceptional woman, who, despite being physically handicapped, managed to establish a successful company employing 1400 people around the world.

TEXT: Daniela Sandmann



Steiff

The Stuff that Teddy Bears are Made of

The Margarete Steiff GmbH success story



Margarete Steiff,
company founder

*“Only
the best is
good enough
for children.”*

Margarete Steiff laid the foundations in Giengen an der Brenz for what was later to become Margarete Steiff GmbH. Back then that was an extraordinary achievement in itself, as she was physically handicapped. Nevertheless she trained as a dressmaker and opened a felt clothing shop.

After all, the idea that Margarete Steiff had at the end of the 19th century, of producing a soft toy made of felt, played a major role in providing generations of children with a tailor-made toy. Demand for these

Steiff has a recognition factor of more than 90 percent and the “Steiff — Knopf im Ohr” (Button in Ear) seal of quality makes it one of Germany’s oldest brands

Steiff

animals soared. The collection started off with small felt elephants and monkeys, donkeys and camels were soon added. This marked the start of toy manufacturing and the emergence of Steiff as a global player.

Going international

A flourishing Steiff cuddly toy mail-order business soon developed. The company expanded at a rapid pace. As early as 1899 Steiff was supplying products to the United Kingdom, followed by Italy and the Netherlands. Just a short time later, Steiff animals were also available in France, Russia and the USA. Nowadays Steiff products continue to be enormously popular around the world and the company’s export ratio is more than 40 percent. 1902 was ultimately a landmark year in the company’s history and evolution. After countless experiments and sketches, Richard Steiff designed the first toy teddy bears with movable arms and legs. When he showcased his bears at the 1903 Leipzig Toy Fair for the first time, nobody initially took any interest in this toy innovation. It was only at the end of the Fair that an American showed up and ordered 3000 bears in one go. And so the teddy bear’s global success story gathered pace. Four years later Steiff had already sold almost one million bears.

A Day-Trip Destination for the Whole Family

Fans of these cuddly “Button in Ear” toys can see their favourites up close in a special Giengen setting. The Steiff Museum was opened here in 2005 to celebrate the company’s 125th anniversary. More than 2000 cuddly toys have a new home in a total area covering 2400 square metres. Visitors can learn all about the world of teddy bears in either German, English or Japanese. ☼

Steiff Museum

Margarete-Steiff-Platz 1, 89537 Giengen
Open daily:

April to October, 9.30 am to 7 pm

November to March, 10 am to 6 pm

www.steiff.de

**Pioneering Achievement
Made in Heidenheim**

Pioneering engineering achievement has been inextricably linked with the name Voith for more than 140 years. A quarter of the electricity generated from hydro-power is produced using turbines by Voith Hydro.

Drive for a Green Future

*Voith makes the
world go around*

Voith employs almost 40,000 people and turns over 5.2 billion Euros, making it one of the market leaders in the paper, energy, mobility and industrial services sectors. The Voith Group is headed by the holding company, Voith GmbH, which is based in Heidenheim an der Brenz in the east of Baden-Württemberg. It is designated as an operations management holding company, as its executive directors are directly responsible for determining the Voith Group's general corporate strategy. Approximately 4,500 people out of the global headcount of 39,754 work at the company's Heidenheim site. Voith is represented in all key global markets by manufacturing companies and distributorships.

Drive and Braking Systems

The Voith Turbo division enables millions of people and millions of tonnes of goods

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Special vessel Offshore
Windcarrier with Voith-Schneider propulsion system for
setting up wind power plants

 Voith Hydro



01

and machinery to be reliably transported every day. Cutting-edge technologies transmit and control power under extreme conditions—safely and resource-efficiently.

Hydrodynamics is the Key

Voith Turbo designs and manufactures drive and braking systems for industrial, rail, road and marine applications. Or to be more exact, for trains, trucks, buses and ships as well as for industrial applications and wind power plants. The division focuses on technologies that control machinery efficiently, and propel vehicles on land and vessels at sea safely, reliably and in comfort, that save energy and reduce emissions.

Hydrodynamics is a key component of many Voith Turbo solutions. There is a wide range of applications, from non-wearing brakes to zero-emission drive systems. Aside from environmental aspects, Voith Turbo focuses in particular on customer benefit, reliability, safety and energy efficiency. Voith Turbo offers a range of hydrodynamic, mechanical and electronic solutions for both standard and custom applications and therefore always provides a link between power-generation and process machinery, between input and output. The company invests around five percent of total annual turnover in research and development. Voith holds more than 10,000 patents around the world and each year 400 new ones are added.

02

Today the bulk of global
paper output is
manufactured using Voith
paper machinery

 Voith Paper



02

Voith supplies innovative components and systems, tailored to the needs of its customers all over the world. Customers from a wide range of different industries—e.g. oil & gas, power generation, mining, chemicals and petrochemicals—rely on Voith technology solutions. Other applications include mechanical engineering/machine tools and the steel industry.

Marine Propulsion Systems

Voith Turbo Marine is synonymous with environmentally compatible propulsion systems for safe use at sea, on rivers and in port. Voith has been design-engineering such systems to benefit people and their environment for more than 80 years. Voith Turbo Marine provides integrated marine concepts and tailored propulsion systems for a wide range of different applications.

Getting the World's Trains Moving

Voith Turbo Rail provides systems and components for rail vehicles all the way up to full-spec locomotives. There are hardly any goods or passenger trains in operation anywhere around the world that do not feature Voith systems or components. The product portfolio ranges from single components via engines to full-spec diesel-hydraulic shunting and main-line locomotives. ☼

For further Information
www.voith.de

The initiative "CODE_n"

The idea was launched by Ulrich Dietz, the visionary founder of GFT Technologies AG. His aim is to seek out and promote the world's most innovative start-ups involved in the development of new business models for the internet or mobile devices.

TEXT Hans Gäng

"Good ideas can come from anywhere. But they need friends, critical opinions and the necessary support to help them develop into attractive business models."

Ulrich Dietz,
CEO of GFT Technologies AG

Code_N for New

GFT CEO and founder Ulrich Dietz initiates a worldwide competition for IT start-ups at CeBIT

CODE_n will present the 50 most promising companies in a spectacular setting at the CeBIT 2012 fair from March 6 to 10, 2012 in Hanover, Germany. The competition motto is "Shaping Mobile Life". A topic landscape will be specially created for CODE_n12 in CeBIT's Hall 16 by the artist Tobias Rehberger and architect Jürgen Mayer H.

"Good ideas can come from anywhere. But they need friends, critical opinions and the necessary support to help them develop into attractive business models," explains Ulrich Dietz, CEO of GFT Technologies AG and CODE_n initiator. "IT innovations are a global topic. They originate all over the world and can be successful anywhere. As the leading business location for technology, Germany must fly the flag by developing and promoting IT innovations. With CODE_n, we have now created the necessary platform."

CODE_n will also be presenting the CODE_n12 Award at the CeBIT 2012. With prize money of 25,000 Euros, the award is designed to honor the company with the most outstanding and innovative web and IT business idea. In addition, the award winner will be coached for two years by leading managers of the partner companies. The final selection of the 50 entrepreneurs chosen to present their solutions at the CeBIT, and the ultimate winner of the CODE_n12 Award, will be decided by a

"Good ideas are important, but without a strong business plan they are virtually worthless."

Gerhard Müller, Ernst & Young

jury of renowned IT specialists, top managers and lateral thinkers. The jurors include Prof. Peter Weibel, head of the ZKM, and XING founder Lars Hinrichs.

Strong Partners

The Strategic Partners of CODE_n are Deutsche Messe, Ernst & Young, Fujitsu Technology Solutions and the German ICT sector association BITKOM. The initiative is also supported by its cooperation partner, the Center for Art and Media Karlsruhe (ZKM).

With its extensive technological know-how, Fujitsu Technology Solutions will play a vital role in assessing and shortlisting the submitted solutions. "The CODE_n initiative is an ideal opportunity for us to demonstrate the CeBIT's function as a focal point for global innovation in the digital economy," comments Ernst Raue, Member of Deutsche Messe AG's Board of Management. As part of the CODE_n initiative, Ernst & Young will be helping promising web and IT start-ups to fine tune their business models. "Good ideas are important,

"The CODE_n initiative is an ideal opportunity for us to demonstrate the CeBIT's function as a focal point for global innovation in the digital economy."

Ernst Raue, Deutsche Messe AG

but without a strong business plan they are virtually worthless," explains Gerhard Müller, Partner of the consulting company Ernst & Young. CODE_n is also supported by the German ICT sector association BITKOM e.V. BITKOM's President Prof. Dieter Kempf: "A network of excellence like CODE_n is the right approach to help them achieve international success." ☼

The application Deadline
November 30, 2011.
www.code-n.de/en



Fresh ideas for CeBIT, the world's most important IT exhibition. Ulrich Dietz found strong partners for the launch of code_n

**One of the Most
Respected Media Theorists
in the World**

A former action artist who, at the height of the student unrest of 1968, gave a diatribe against the Austrian government while wearing a burning glove. Today Peter Weibel, born in 1944 in Odessa, Ukraine, is one of the most respected media theorists in the world and an extremely wide-ranging exhibition organizer. Since 1999 Weibel has been director of the Zentrum für Kunst und Medientechnologie (ZKM) in Karlsruhe.

“The new comes in a form that one does not recognize. This is the reason why it is rejected, even though people actually long for its arrival.”

Peter Weibel, ZKM

📷 GFT

“Without the new, we would have no chance for survival.”

*GFT CEO and founder Ulrich Dietz
and Peter Weibel, Director of Karlsruhe's
ZKM in a debate on innovation*

ULRICH DIETZ: How do you define the new?

PETER WEIBEL: I think it's essential to use a new definition of new. On the one hand, the new signifies a danger, an upending of values, a break with tradition, for the new is measurable only in relation to tradition. On the other hand, the new is an imperative. It is a rule of both our economy and our culture that academics, artists, and entrepreneurs must invent new products, create new markets, and thereby inevitably break with traditions.

ULRICH DIETZ: What is your theory of the new?

PETER WEIBEL: It is based on the future not being a disease to live in fear of. The new is not based on tradition, but on the future, and to that extent possesses a sort of function of messianic salvation. The new is awaited like a messiah who will free us from the misery of the present and of the past. Thus one cannot invent the light bulb (standing for the future) if one only aspires to improve the candle (as a symbol for the past). But what is fundamental: The new is always on its way.

ULRICH DIETZ: How is the new recognized?

PETER WEIBEL: The question is not how, but when. What matters is recognizing it promptly. Yet most people are not prepared to recognize the new in its current form — namely, as the light bulb. They see only the past form, the candle. The new comes in a form that one does not recognize. This is the reason why it is rejected, even though people actually long for its arrival. This is the tragic dialectic of the new.

ULRICH DIETZ: Obviously you recognize the new promptly. How do you achieve that?

PETER WEIBEL: I can grasp a situation on the basis of very few data points. With those data points, I can create a valid model of the



facts, as with a puzzle. I need only to turn a map around to recognize the rest of the puzzle image. That is why I see the new earlier than others do. When I discover themes and needs more quickly than my fellow humans, I gain time. Someone who has a feel for the fine nuances can filter the data and trends quicker than others can. Yet of course it can happen that one will recognize a trend too early. Gorbachev was wrong: Life does not punish those who come too late. It punishes those who come too early.

ULRICH DIETZ: But what is the new new?

PETER WEIBEL: At this point I should point out that the new is not always so new as it seems at first. In many cases, what goes into creating something new is distilling what is already known and joining it together with other things that are already known. The ability to rewrite the existing information is enough. Rewriting is the key word. Being creative means being able to rewrite.

ULRICH DIETZ: The new, in other words, must not push out the old. No one can invent a motor without knowing how to build it.

PETER WEIBEL: That's how it is. It's also exciting to consider the relationship of the new to evolution. Evolution allows new things to arise through adaptation and selection. Not through upheaval or destruction, but through slow rewriting. The factor of time, out to eternity, plays a decisive role in amphibians turning into fish, then land animals, birds, mammals, primates. We can learn from evolution: Without the new, we would have no chance for survival

and no future. Translated onto culture, this means: The people who make new things despite all obstacles are precious. They guarantee the survival of society. Each society lives only by the next society that is always creating the new. In this regard, the new is a priority of evolution...

ULRICH DIETZ: Otherwise we would be on the level of the dinosaurs. Humans apparently have a limitless drive to do new things.

PETER WEIBEL: Exactly. But the new is often so radical that it triggers massive resistance. Every partisan of the new encounters the experience of having ideas while others have objections.

ULRICH DIETZ: You said it. Unfortunately, the majority of people want to keep to the status quo, even when it leads to their own ruin. Everything should stay the way it always was. A good example is the auto industry. It wants nothing so much as to live another century off internal combustion engines run on gas, and refuses to recognize the advantages of, or to see that the future lies in, electric motors.

PETER WEIBEL: What stands behind this is the fear of losing familiar coordinates. I can understand this to an extent. People are afraid of the foreignness of the new.

ULRICH DIETZ: We have to alleviate their fear. Make clear to them that they will not lose anything by being curious and open, but indeed will make important gains, and that things will ultimately be better for everyone.

PETER WEIBEL: Unfortunately, the dominant power structures are almost always hostile to innovation. The resistance to the new is systemic. It is well known that every system seeks equilibrium, stability, the maintenance of the status quo. Therefore every change is regarded as destabilization, as a threat to the system, and the renewers are considered to be system destroyers. A dom-

“Creative destruction is what gives the economy its dynamic in which new branches of economic activity drive out old ones.”

Peter Weibel, ZKM

inant system only comes apart or implodes once a very large majority no longer profits from it. You may not believe it, but that even happens in art.

ULRICH DIETZ: In other words, you were one of those radicals who destroyed their icons, the heroes of art history. Is destruction a kind of creativity? An energy from which new things come about? Put another way, must one destroy the old on behalf of the new? Are revolutions innovative or destructive?

PETER WEIBEL: Joseph Schumpeter, the Austrian economist, coined the term for the phenomenon you mention of “creative destruction.” He believed that every innovation in the capitalist system is destructive. This is what gives the economy its dynamic in which new branches of economic activity drive out old ones. The old must vanish for the new to arise, a concept derived from the theory of evolution. What really matters, though, is to keep sounding out the relationship between the old and the new. It is helpful to hold onto the curiosity of a child. “Never lose a childlike wonder.” Children are not yet conformist. Many inventors—has this struck you too?—retain childlike traits at an advanced age. This childlike openness to the new must be practiced throughout one's lifetime. ☼

“Unfortunately, the majority of people want to keep to the status quo, even when it leads to their own ruin.”

Ulrich Dietz, CEO of GFT Technologies AG



“The new New”
GFT CEO Ulrich Dietz has personally visited 18 radical innovators worldwide. An inspiring collection of conversations.
www.thenewnew.gft.com

**A Different Approach
to Integration**

The workplace is playing a major role in enabling people with an immigrant background to really feel at home in this part of the world. Plenty of employees of Turkish descent have found a second home at Daimler. Dieter Zetsche explains why. Courtesy of Herder Verlag: please see the review

The Crescent and the Mercedes Star

Dieter Zetsche on Turkey and migration

“Süper, süper” —people in Germany also understand this Turkish phrase, without having to look it up in the dictionary. A colleague used these words to post a congratulatory message on our corporate Intranet on the 125th anniversary of the invention of the motorcar by Gottlieb Daimler and Carl Benz. What makes this forum post so extraordinary? The answer is simple —nothing. It is one of a large number of congratulatory messages sent by employees with Turkish names. Actually our anniversary guestbook reveals what I keep experiencing in everyday working life. Irrespective of whether congratulatory messages are written in Turkish, German, English, Portuguese or any other language — they all reveal the same identification with Daimler and the same pride in shared achievement. That means that while the debate about the success or failure of integration rages outside the factory gates with varying degrees of intensity, integration has long been a reality in our offices and production facilities. What’s the reason for this?

A Common Goal: Working Together for the Mercedes Star

As Daimler employees, we are delighted when a new product wins an award or is top-rated by the media, when customer acceptance is positive or when other guests in a café turn and watch a Mercedes driving past. Our employees know that their performance contributes to the company’s success. This pride generates a sense of bonding and enables Daimler to create a shared identity — the company becomes a kind of spiritual home.

At the same time companies not only facilitate the integration of immigrants, they of course also benefit from it. Half a century

ago Germany and Turkey signed a labour recruitment agreement, because the enormous demand for labour during the years of the German Economic Miracle could not have been satisfied without recruiting additional human resources. Daimler-Benz AG, as it was back then, dispatched entire bus convoys to the Bosphorus, to recruit local labour. Many came to the Federal Republic with no professional qualifications and practically no German language skills. Hardly any of them intended to settle here. Most of them wanted to return home after completing the standard two-year contract and use their savings to set up their own businesses. However for many of them things turned out differently — frequently because their satisfied employer offered them permanent employment.

What has changed since then? Our attitude to immigration in particular. Nowadays we no longer regard cultural diversity in our company as a stop-gap solution. On the contrary, we know that cultural diversity in our workforce is critical to our future success. There are many reasons for this. On the one hand our customers are at home all over the world. On cultural grounds they frequently have different needs and aspirations — and the wide range of perspectives of our employees enables us to understand these needs and aspirations better. On the other hand the structure of the Germany’s population is changing. The average age is increasing. In a mere 15 years’ time the workforce is therefore expected to have contracted by around 6.5 million, compared with 2010. That means that in future we need more professionals to immigrate to this country. And that we need to make better use of the potential inherent in people of an immigrant background. After all, ›

“Many employees of Turkish origin have found a second home at Daimler. And that’s a good thing. Yet at the same time ties between Germany and Turkey are not just a one-way street.”

Dieter Zetsche, Chairman Daimler AG

Born in **Istanbul**

in 1953 Dieter Zetsche and his family returned to Germany two years later. He studied electrical engineering in Karlsruhe and obtained his doctorate in 1982 from Paderborn University. Zetsche joined what was then Daimler-Benz AG in 1976. His career included postings to Brazil, Argentina and the USA and in 2006 Zetsche was appointed Chairman of the Board of Management of Daimler AG.

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Around 12,000 Turkish citizens currently work for the company around the world

 Daimler AG



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The Hoşdere factory in Turkey is an engineering centre for Electromobility

 Daimler AG



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› this group includes almost 20 percent of those people resident in Germany. Amongst young people this fraction is significantly higher.

Daimler's HR policy therefore follows a very simple credo — first-class performance is not dependent on nationality, gender or social background. And we want to attract the best talent to our company — after all Carl Benz's motto was "Vom Guten das Beste" (take the crème de la crème). The fact that this approach serves us well is illustrated by the large number of co-workers with Turkish roots that we employ. We estimate that around 12,000 Turkish citizens currently work for our company around the world — as well as many more with German passports and Turkish roots. They include families, for whom working at Daimler has almost become a tradition — frequently a very successful one.

I recall a typical example — the grandmother came with her husband from Anatolia to Stuttgart in the 1960s and worked in the Daimler canteen until she retired. Her son is a machine fitter at our Untertürkheim plant. And his daughter recently joined

us as a financial controller, after graduating in Business Studies. Stories such as this one show that nowadays employees of Turkish origin are accessing all levels of the company, from the assembly lines to executive management.

For example, we have been manufacturing Mercedes-Benz commercial vehicles in Turkey for more than 40 years. When it opened in 1968, our bus plant in Hoşdere near Istanbul was one of the first-ever Daimler production facilities established outside of Germany. That was a mini-sensation. Yet even in the mid-1970s — when I began working for the company — some Daimler engineers virtually believed that "abroad" commenced in Bavaria. Two questions were being asked. "Can the Turks really handle this?" and "Should we allow a Mercedes to be built outside of Swabia?" Meanwhile even the most sceptical of observers have now had to concede that "Yes, it can" and "Yes, the Turks can". That is also validated by our factory in the Anatolian town of Aksaray, where Mercedes-Benz trucks have been rolling off the production lines for 25 years now. For many of our colleagues — ir-

respective of what nationality they are — it is almost a "matter of honour" that the work they do matches the Mercedes-Benz brand's quality pledge. It is this attitude that makes Mercedes so strong. You could also say that "German quality" is no longer just a specifically German virtue. The success of our Turkish-manufactured products validates this. Production of Mercedes-Benz brand coaches and city buses in Hoşdere is of such a high standard, that we have now concentrated a major portion of our bus manufacturing capacity there — in one of the world's most modern bus plants. And as far as the Mercedes-Benz trucks that are manufactured in Aksaray are concerned, we are market leader in Turkey and export to more than 50 other countries. In terms of truck sales Turkey is our third most important market after Germany and Brazil.

"Bosporus Tiger"

Overall the automotive industry is the Turkish economy's most important dynamo. And the country's economic performance is more than impressive — Turkey is so to speak "a Near Eastern tiger economy". Statistical per-capita income has tripled since 2002. In 2010 only India's and China's economies grew at a similar pace — according to forecasts Turkey's economy is likely to double in size in the next fifteen years. Turkey is already ranked 15 among the world's largest economies. And the global recession has had far less of an impact on the country than many other markets. This is all great news for Germany — after all we are the Turkish economy's most important trading partner by far.

I am convinced that Germany and Turkey have a bright shared future. The many people, who are shaped by the cultures of both countries, are what link us. We experience how beneficial this is every day at Daimler. So let's focus our energies in the future on discovering what we have in common. And let's learn from our differences, instead of concentrating too much on what separates us. Then the relationship between both countries will remain what it actually already is today: Süper süper. ☼

"We not only regard Turkey as a major manufacturing centre, but also as a key market."

Dieter Zetsche, Chairman Daimler AG

Our Engineers will invent Watt-ever you wish.



 As inventor of the Automobile, we've always been something of a live wire. The story of the automobile started in Baden-Württemberg and it will be continued here. Ever since Carl Benz and Gottlieb Daimler developed the first automobiles with internal-combustion engines in 1886, the world has got smaller and our region has got bigger – much bigger. Today, Baden-

Württemberg is automobile-country number 1. We say this in all modesty, for we are not just resting on the laurels of the past. We are driving towards a motor for the electromobile future that conserves our resources and on the road to that end, we are a live wire from time to time. We'd love to pick you up to join us on this ride at www.bw-invest.de and www.e-mobilbw.de

e-mobil BW 
Landesagentur für Elektromobilität und
Brennstoffzellentechnologie Baden-Württemberg GmbH



Baden-Württemberg

The German Southwest
Where ideas work.

Merhaba Stuttgart

**50th Anniversary of the
German-Turkish Labour Recruitment
Agreement**
05.06. - 18.12., Stuttgart

To mark the 50th anniversary of the German-Turkish Labour Recruitment Agreement, the Linden Museum in Stuttgart is staging a special exhibition—“Merhaba Stuttgart”. The people, who came to Stuttgart after the Labour Recruitment Agreement between Germany and Turkey had been signed in 1961, have had a major impact on everyday life here. The exhibition looks back at half a century of German-Turkish municipal history and showcases extracts from four generations of Swabian-Turkish interaction. More than 100 interviews chronicle the lives of Stuttgart's citizens with Turkish roots. Personal mementos and photographs tell stories about people, who migrated from Turkey to the “Ländle” (Baden-Württemberg) and made the transition from guests to citizens.
www.lindenmuseum.de

Excellence Initiative

**The South-West is in contention with
30 applications**

Baden-Württemberg's universities have submitted a total of 30 projects for the final round of Excellence Initiative II, of which three applications have been submitted by the Karlsruhe Institute of Technology (KIT). All universities have until 1 September to submit their applications to the German Research Foundation (DFG); these will be reviewed from October to February and the decision will be announced on 15 June 2012.

Universities Announce Record Figures

In some cases there are 20 times as many applicants as there are undergraduate university places in Baden-Württemberg. Baden-Württemberg's universities have announced record applicant figures. Yet at the same time the next generation of students fear not being accepted into university—particularly if they are applying to universities in Baden-Württemberg.



Education and Employment

Bilkey Öney, born in Malatya/Turkey, is Baden-Württemberg's new Minister for Integration. She regards improved education and employment opportunities as the most persuasive arguments in efforts to attract talent from abroad to this Federal State.

 Ministry of Integration Baden-Württemberg

Greater Creativity, More Diversity

*Integration minister Bilkey Öney
wants to make better use of the potential
that immigrants offer*

What are your objectives and prospects for this newly-created Ministry?

In Baden-Württemberg the issue of integration involves bringing about legal, economic and social improvements for immigrants. I regard integration as a trinity of ability, will and opportunity. People must want integration and play a proactive role in this process. They must want to integrate using education and training as a means of doing so. And they must be allowed to integrate, without being impeded. Politicians have to specify the necessary parameters to allow this to happen. My political agenda also focuses on education, employment and the economy, and I gauge the success of integration using these fields of activity as benchmarks. There is currently a shortage of qualified human resources in Baden-Württemberg's labour market. Given demographic trends, this shortage is set to be exacerbated. In order to keep this shortage of qualified human resources as small as possible, we need every individual to get involved and need to harness unused potential.

Why are you launching a Bundesrat initiative on dual nationality at this time?

The children of immigrants are treated differently as far as dual nationality is concerned. Immigrants from the European Union can have two passports, as can children from bi-national families or people whose countries of origin do not allow for denaturalisation. Why don't we grant all young adults with foreign roots the same right? This inequality is in my view inexplicable—it divides the population into first- and second-class citizens. The option model that we currently have burdens us with "temporary citizens"—that is not a good basis for integration.

Highly qualified immigrants, foreign university graduates—what has to happen to prevent Germany becoming a "country of emigration"?

Employment conditions and parameters have to stack up. Foreign university graduates initially seek career prospects and challenging employment in Germany. But they also expect good quality of life, good child-care facilities and a good education system. What is key to quality of life is the feeling of belonging, of acceptance.

What do you personally understand the term "welcoming culture" to mean in Baden-Württemberg?

A welcoming culture sounds great, but it cannot be prescribed by law. I regard it as meaning where the locals see social diversity as an opportunity. They appreciate the contribution that immigrants make and are amenable to the life stories and life-time achievements of other people.

How does that then apply to the public sector and to companies?

A higher percentage of immigrants working in the public sector is not just an issue of equality but also of labour market efficiency. As a service provider for our citizens, we should do all that we can to provide effective, high-quality services.

Since companies are managed as commercial businesses, HR decisions are very much based on cost/benefit relationships. Many companies have no issues with employing foreign staff. On the contrary, diversity is rated as positive in management literature. Workforce diversity adds more expertise, more creativity and more innovation to the mix. Those represent competitive and business location advantages in an ever more complex world.

"More effective use of the skills and qualifications that immigrants bring with them is a political priority and equally a key contribution to professional and social integration."

Businesspeople are demanding a new level of acceptance of international (educational) careers, in order to counter the shortage of skilled manpower. What action is being taken to facilitate this in practice?

Immigrants often have vocational and university qualifications, which are not recognised in this country. These people are then employed in jobs for which they are over-qualified and cannot earn a more reasonable living. This situation is both economically absurd and unacceptable from an equality of opportunity point of view. More effective use of the skills and qualifications that immigrants bring with them is a political priority and equally a key contribution to professional and social integration.

What needs to be changed in order to recognise university qualifications from abroad?

Many immigrants and ethnic German repatriates perceive the procedure of having the qualifications that they have acquired in their countries of origin recognised and accepted in Germany as complicated and bureaucratic. Recognition and acceptance are being extended, simplified and improved by granting an entitlement to a specific assessment of foreign vocational qualifications parity. The objective of the ruling is to provide employers with a reliable statement of qualifications that can be incorporated into any offer-of-employment decision. The State government will establish a single point of contact for those affected and for potential employers. Those seeking advice will in future be able to obtain information about the process, prerequisites and opportunities involved in obtaining modified qualifications and attending vocational language courses. ☼

"Workforce diversity adds more expertise, more creativity and more innovation to the mix. Those represent competitive advantages in an ever more complex world."

A Hunger for Education

'Mitten in Deutschland' Turkish immigrants write a storybook about integration

50 Years of Immigration

People who have made it to the heart of German society and play an active role in shaping it: Stuttgart's Mayor Schuster and Green Party Chairman Cem Özdemir have edited a great storybook about five decades of Turkish immigration.

Anatolian Spaetzle



📷 Daniela Sandmann

It really isn't just a commemorative publication intended for state visits, in which almost 40 authors put pen to paper. "Mitten in Deutschland" is a very readable and expressive book, in which various people with links to Turkey reveal their life stories and thoughts. The Freiburg-based Catholic-inspired Herder-Verlag published this anthology.

Schuster and Özdemir enable a large number of "Swabian Turks" to have their say. 400,000 people with Turkish roots live in Baden-Württemberg, which after all represents one-fifth of all Turkish immigrants in Germany. They do not live in concentrated pockets, as in Kreuzberg or in Cologne, but are located throughout the State and even in small towns, just like

Some of the migrants with Turkish roots are an essential part of daily life in Baden-Württemberg. Swabian pockets, roasts, spaetzle and potato salad: in his restaurant in the centre of Stuttgart Burhan Sabanoglu creates culinary delights as well as any Swabian grandma. At the age of 62 the man from the Black Sea coast wanted to start afresh and took over the "Murrhardter Hof" located at Wilhelmsplatz. "I have fun doing what I do", he writes. "If you work hard, things will take care of themselves."

Murrhardter Hof

Wilhelmsplatz 6, Stuttgart
Phone: +49 711 51890112

Baden-Württemberg's industrial firms. In the 1960s these firms recruited manpower from throughout the Mediterranean. There were never a superior number of immigrants from a specific country in any of the major factories or medium-sized businesses in the provinces. Buses made in Mannheim and limousines made in Sindelfingen could equally have been classed as Turkish, Italian or Yugoslav. For that first generation of Mediterranean immigrants it was important to learn the lingua franca on the production lines, in canteens and in sports clubs—elementary but most definitely Swabian.

Swabian Turks

Many children of guest workers, who have achieved something in life, still cannot speak Standard German. They have the same accent as the State premiers, who practically come from the same small towns or villages. Yet many children of guest workers are the products of exactly the same open education system, of which German reformist politicians in the 1970s were so proud. Just as proud as the Anatolian parents of the doctors, journalists, engineers, designers and lawyers that feature in this book are today. An uneducated class? Absolutely not.

The hunger for education that the children of immigrants have is the major and indeed only theme of this book. It provides an important source of inspiration for the debate about immigration in Germany today, not because it promotes cultural folklore, but because it addresses the issue of social background. And because it recalls education as a means of social advancement, which is no longer taken for granted. ☼



Cem Özdemir/
Wolfgang Schuster
(Publ.)

Mitten in Deutschland
Herder-Verlag
327 pages, 19.95 Euros
ISBN 978-3-451-30469-9
www.herdershop24.de



Global network of learning.



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2 February 2012

Karlsruhe Trade Fair Center

LEARNTEC



Bilingual Learning

Nearly 750 students from more than 40 different nations are taught both in English and in German in Stuttgart and Sindelfingen. School Director Timothy Kelley explains the philosophy of his school: "Our mission is to inspire, challenge and actively support our students and each other to become positive participants in a changing world."

When you upgrade a school, every child has a different perception of what the new school should look like.

ISS

Sindelfingen campus had been searching for a home of its own and finally found it in the former "Landeszentralbank" in Sindelfingen. The school moved during the Easter vacation 2011 and instead of millions of euros, the light and airy rooms now house around 120 students. The children learn in both English and German. Their new campus will ultimately be able to house around 200 such "treasures".

Children from over 40 Nations Learn in both English and German

With increasing student numbers, ISS had been actively looking at options for expansion at its Stuttgart campus as well. Following an architectural competition local architects Ackermann & Raff were contracted to develop plans for an extension to house an additional sports hall and state of the art classrooms. In May 2011 the Degerloch firm Gustav Eppe Bauunternehmung won the contract to build the extension and a month later representatives of the state, city and business again joined students, parents and staff of the school to celebrate the ground breaking.

With students from Pre-School to High School, the school has long been approved by the state of Baden-Württemberg as a state approved complementary school. ISS is also internationally accredited by the Council of International Schools and the New England Association of Schools and Colleges. In addition to a High School Diploma the school also offers the International Baccalaureate Diploma, an internationally accredited school leaving qualification that can be compared to the German "Abitur" and which is internationally accepted as a university entrance qualification.

Multicultural Inspiration

"These new facilities in both Stuttgart and Sindelfingen will support us in achieving our aspiration", adds Kelley. "Our vision is to place learning at the core of all that we do." ☀

For further Information
www.issev.de

Learning at the Core of All We Do

*The International School of Stuttgart
celebrates 25 years of learning with an
expansion of its facilities*

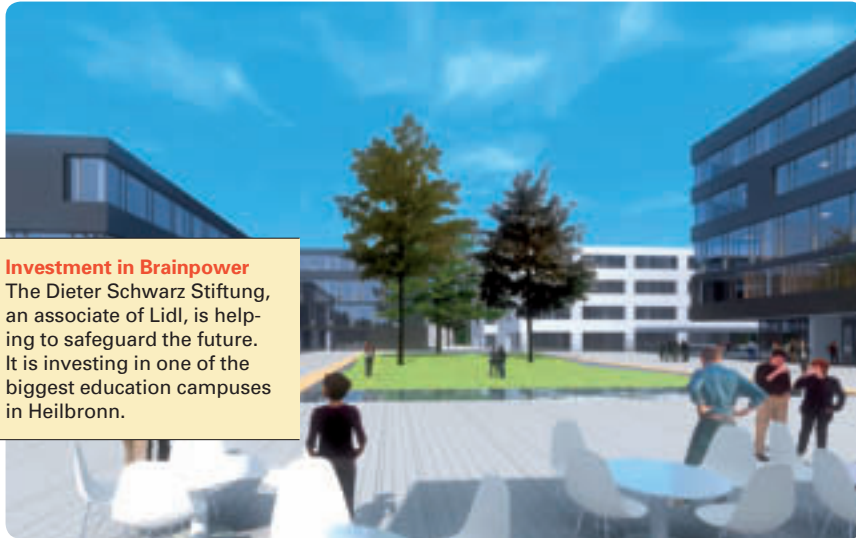


ISS

The ground-breaking ceremony at the International School of Stuttgart

Today Stuttgart, next year Singapore or Sydney.... For many internationally mobile families with children access to a school with a truly international curriculum is decisive when choosing the workplace.

The International School of Stuttgart (ISS) celebrated 25 years of learning and of supporting international business in Baden-Württemberg last October. Since then there have been other major causes for celebration. For several years the school's



Investment in Brainpower

The Dieter Schwarz Stiftung, an associate of Lidl, is helping to safeguard the future. It is investing in one of the biggest education campuses in Heilbronn.

Dieter Schwarz Stiftung gGmbH

Dieter Schwarz Stiftung gGmbH inaugurated a corporate education campus in Heilbronn on 30 September 2011. The German Graduate School of Management and Law

(GGS), the Akademie für Innovative Bildung und Management Heilbronn-Franken (AIM) and Baden-Württemberg Cooperative State University (DHBW), Mosbach

Heilbronn Campus

An area covering 12,000m², dedicated to education

are to be merged on the one site. "Campus Forum" is the centrepiece of this 12,000m² campus and this is where an assembly hall accommodating 400 people, a university library, a cafeteria and a canteen are being built. The facilities provided in the lecture theatres and seminar rooms for the more than 1,250 students include plenty of greenery, fountains and seating and have an all-round appeal. ☼



International
School
Stuttgart
www.lssev.de

BaSICS
Böblingen & Sindelfingen
International
Community School

25

years

of supporting international business in Baden-Württemberg

Biogas 2011

26. - 27.10.2011, Offenburg

The Biogas—expo & congress event is being staged for the fourth time in Offenburg. The 20th annual "Biogas and Bioenergy in Agriculture" convention is being staged in parallel to this year's trade fair and conference at the Messe Offenburg grounds. Combining both events last year generated major synergy benefits and we are delighted to be able to continue this partnership", Werner Bock, CEO of Messe Offenburg, explains. The event will be declared open on 26 October by Prof. Dr. Ernst Ulrich Freiherr von Weizsäcker and Mr. Herr Werner Rapp, President of the Baden Agricultural Federation. Event venue and organiser: Messe Offenburg, Schutterwälder Str. 3, 77656 Offenburg, Germany. www.biogas-offenburg.de



Messe Offenburg

Plaza Culinaria

04. - 06.11.2011, Freiburg

Plaza Culinaria is southern Germany's most important culinary experience and consumer show. Regional circumstances and the particular climate here make Freiburg the ideal venue for this gourmet show. www.plaza-culinaria.de



Messe Freiburg

One Brand, Top Locations

Nearly all regions of Baden-Wuerttemberg are present at Expo Real

Joint Stand Hall B1.222

Munich based Expo Real from 4 to 6 October 2011 is the leading trade fair for the international real-estate industry. Baden-Württemberg International is the organizer of the state's pavilion.

01 02

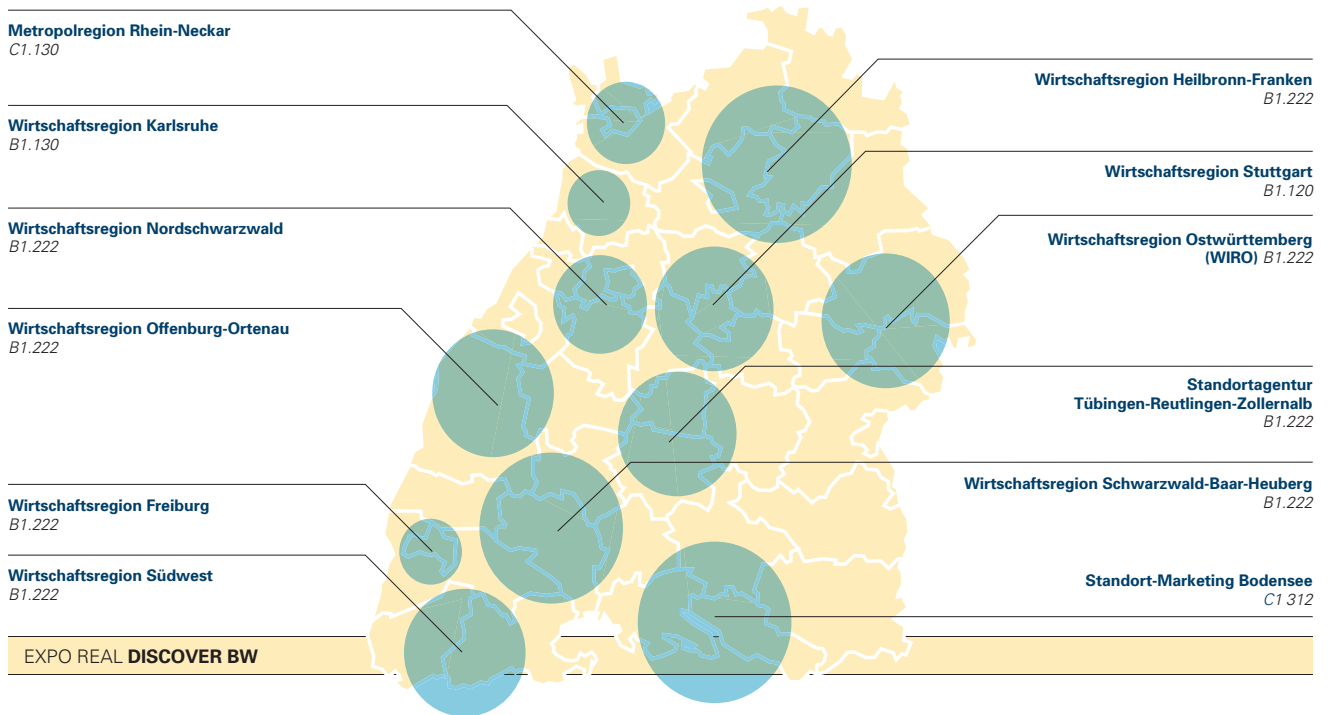
The joint stand of Baden-Württemberg regions attracts international visitors

bw-i

In 2010 1,645 exhibitors from 35 nations and around 21,000 visitors from 71 countries gathered at the New Munich Trade Fair Centre. On the joint Baden-Wuerttemberg stand in hall B1.222, many of the dynamic economic regions are present. Heilbronn-Franken, Schwarzwald-Baar-Heuberg, Nordschwarzwald, Ostwürttemberg, Freiburg, Südwest and Neckar-Alb regions, among others, will be showcasing their real-estate projects. But that is not all: In order to complete the strong presence of Baden Wuerttemberg in the Bavarian capital, other regions of Baden-Wuerttemberg with own stands and many co-exhibitors



01



such as the Stuttgart region, the Karlsruhe region and the region Offenburg-Ortenau region will be presenting themselves as well—in the direct vicinity of the strongly black and yellow branded joint stand of Baden-Württemberg.

Growth of Real-estate Industry

The large 14.6 per cent increase in real-estate sales in Baden-Wuerttemberg in the year 2010 was notably greater than in all other federal states in Germany. “In 2010”, according to Prof. Stephan Kippes, head of the IVD market research institute of the real-estate association of Germany, “real-

estate sales amounting to a remarkable 22.6 billion euros were recorded.” In addition, he continued, the real-estate market is no longer dominated by owner-occupiers but rather by investors. In the course of the financial crisis, he said, many investors had “rediscovered” real estate as a desirable investment opportunity.

Investing in Baden-Wuerttemberg Pays

Investing in Baden-Wuerttemberg is especially worthwhile due to the state’s excellent position in different industrial areas, the stable economic situation and the high

degree of networking between industry and science. “Talk to the experts of Baden-Wuerttemberg International and participating regions; they will show you where there are concrete opportunities for investment”, said Herbert Bossinger, member of the Management Board of bw-i. ☼

For further Information

Baden-Wuerttemberg International
Herbert Bossinger
Member of the Management Board
Willi-Bleicher-Str. 19
70174 Stuttgart
www.bw-estate.de



“Vauban for business” The Green City Freiburg Plans a Zero Emission Industrial Business Area

In developing a new business area, the city goes green. Similar to the residential neighbourhood “Vauban”, famous for its advanced concept of sustainability all over Europe, a new business area with an ecological footprint is about to be born just West of the suburb St. Georgen.

Equivalent to the size of twenty football fields, it

will be one of the most progressive new business areas in Germany with zero-emissions guaranteed. The head of Freiburg’s economic development agency, Bernd Dallmann, says “Haid-South is going to be an eco-hub for business.”

Located at the outer borders of the Freiburg area, Bernd Dallmann focuses his attention on the settlement

of high-quality enterprises with little land consumption and with a high interest in the city’s ambitious goals in terms of energy policy. A zero-emission-business-area includes companies with the highest possible energy-saving production which at the same time has a renewable energy output as high as their energy consumption. In absolute terms: emission-free.

Göppingen at Expo Real

The city's most attractive piece of commercial real estate is a success story. Göppingen's 34-hectare Stauferpark currently has 130 tenants, 10 hectares are still available.

TEXT: Urs Blank

The City of Göppingen currently has six potential tenants on the waiting list for the Stauferpark, which is where the Mechatronics Skills Network Baden-Württemberg is based. That is the reason why this 56,000-inhabitant district town in Stuttgart's commuter belt is able to raise its IT profile.

Market and technology leaders, such as the machine tool manufacturer MAG, the press manufacturer Schuler, the crusher manufacturer Kleemann, Mink Bürsten, Märklin or the car care products manufacturer Makra are all based in the town, consisting of seven urban districts. Even the long-established "Frisch Auf" handball club or the Christophsbad clinic, with its geriatric and paediatric psychiatry departments, are housed directly on the A8 and the B10. The "Hohenstaufenstadt" on the Stuttgart-Ulm/Munich rail route has also acquired a reputation throughout Germany as the host of the "Göppinger Schmerztage" (a major pain relief conference).

And just recently in September 61,500 visitors came to the International Model



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Railway Exhibition (IMA) and to Märklin's Model Railway Days event in the Stauferpark. Here the so-called "Werfthalle", which features 2000 m² of exhibition space in the centre of the 20,000m² exhibition grounds, provides an eyecatching environment for motor car, living/lifestyle or further education shows.

However regular "Staufer-Festspiele" (a music/culture festival) and beach parties ensure a seriously high volume of visitors and make this university town, which specialises in engineering degree courses, a

commercial centre with prime purchasing power. The Stauferpark, where almost 1000 people are employed, currently comprises the 5-storey Business House, two new manufacturing buildings and 17 old buildings, featuring total space of 21,000 m², shared by 110 tenants. One particular focus is on industrial services, such as IT, engineering and marketing. ✨

For further information

www.stauferpark.de

www.wirtschaftsfoerderung.goeppingen.de

01

Staufenpark offers space for addressing a high volume of visitors

🏢 Kleemann GmbH

02

Business development executive Christine Kumpf

🏢 Gruppe für Gestaltung

Attractive Areas in Göppingen

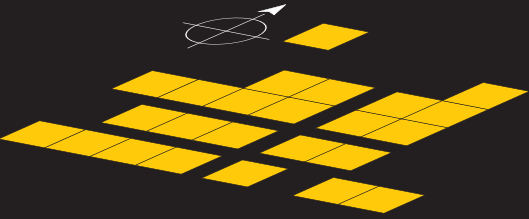
The business location Stauferpark cultivates the "work, live and play" principle



Plots ranging from **1.000** bis **30.000** **m²** available

Innovative Ideas need space!

**Göppingen -
A great location for your business**



Christine Kumpf City of Göppingen Business Development Agency
📞 07161 - 650 250 www.goeppingen.de

the blue way

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Why not join us.

01

Pilot projects: Okmeydani and Göztepe Training and Research Hospitals

HWP

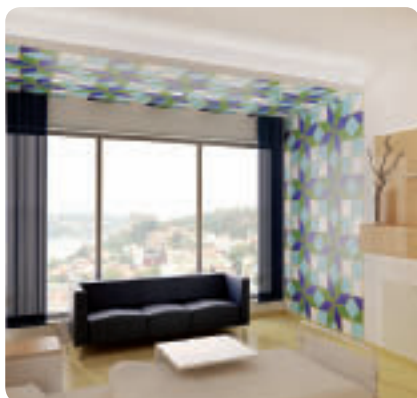


01

02

Patient room concept visualisation for Okmeydani Training and Research Hospital

HWP



02

03

Cladding study: main entrance area designed by HWP

HWP



03

Protection of the people

Okmeydani Training and Research Hospital and Göztepe Training and Research Hospital are two current key projects being realized and rebuilt as earthquake resistant buildings. Both hospitals will be designed by HWP.

With approximately 13.1 million inhabitants, Istanbul is one of the most populous cities in the world and due to its geographical location, at the convergence point of two tectonic plates, one of the biggest challenges for the region is the protection of the population against the effects of earthquakes.

Together with its Turkish subsidiary company, HWP is managing both of these projects. "We are proud to be able to ensure high quality engineering in collaboration with our local HWP Istanbul operational office, which enables productive support of our partners in Turkey," says Mr. Frank Wachholz, Managing Director of HWP and Head of the Architecture and Engineering division.

Pilot Projects

"It is a personal matter of the heart, having the opportunity to design such large scale and beneficial hospitals in Istanbul, creating a pilot character for future hospitals for the whole region. In doing so, we hope that the Okmeydani and Göztepe Training and

Research Hospitals projects inspire further hospital projects", adds Mr. Türker Köksal, a Managing Director of HWP Istanbul and Senior Leading Architect.

Earthquake Resistant

Within a planning phase of only 14 months, the two hospitals will be planned in a way so that the projects can be realized without any interruption to their daily operations. Both of the hospitals will be engineered with the Seismic Base Isolation System, structural design—as planned by Werner Sobek from Stuttgart. In the design the hospitals are grounded on columns with base isolators linked to a solid foundation mat.

Whereas the foundation mat is fixed inside the ground as well as the retaining walls with permanent soil nails, the trench around the building enables flexible movements of the hospital buildings.

Future Outlook

HWP Group is not only leading all architectural and engineering design aspects but has also taken on the roles of Management Consultancy and Operational Planning, as well as Medical and Laboratory Engineering, two more divisions within HWP's portfolio of services that create collaboratively, a holistic solution by the use of a proven interdisciplinary approach.

For 40 years, HWP has been planning and creating complex architectural and development projects in many different sectors—including healthcare, education, scientific research and high-tech industry. HWP helps to realise universities, special clinics, general hospitals, research centres, production plants and even efficient production systems for pharmaceuticals and biotechnology companies. Based in Stuttgart, HWP has subsidiaries in Istanbul, Cairo and Tripoli and a local partnership in China. ☼

For further Information

Türker Köksal, Managing Director of HWP Istanbul and Senior Leading Architect of HWP
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t.koeksal@hwp-planung.de
www.hwp-planung.de

Pilot Projects in Turkey

HWP designs two earthquake resistant hospital buildings in Istanbul

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. ✨



For further Information

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of the Rhine-Neckar
Metropolitan Region
Ziegelhäuser Landstrasse 3
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?

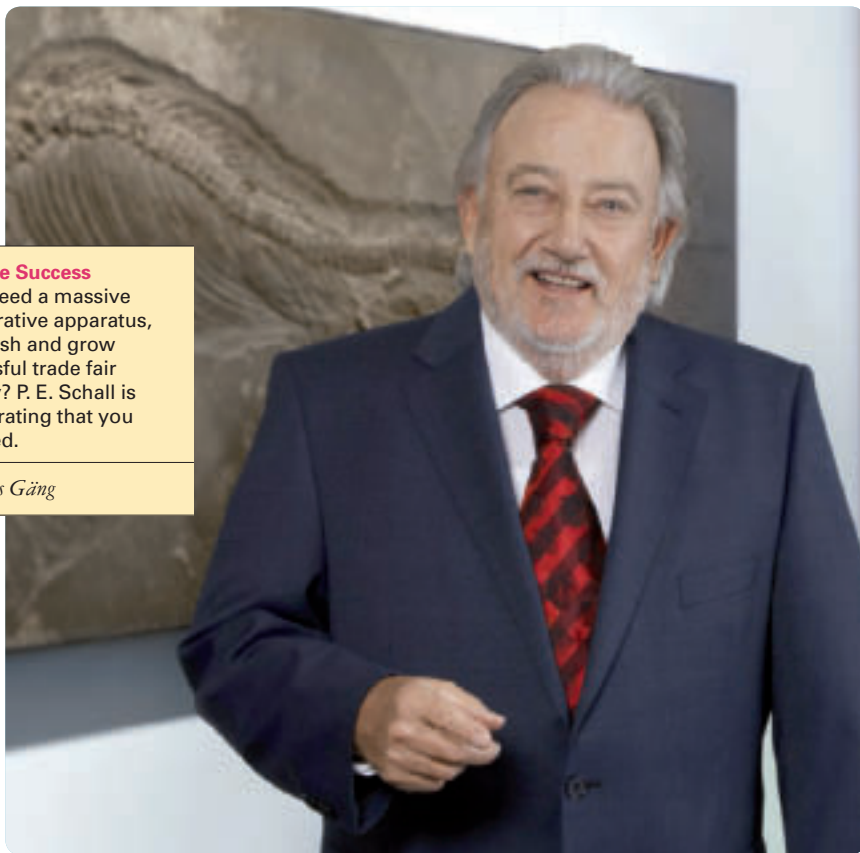
The Convention Bureau of the Rhine-Neckar Metropolitan Region is your partner for events in a region where you too can only benefit.

www.convention-mrn.com

Self-Made Success

Do you need a massive administrative apparatus, to establish and grow a successful trade fair company? P. E. Schall is demonstrating that you don't need.

TEXT: Hans Gäng



P.E. Schall—a veteran of German exhibition business—remains at the helm of his Frickenhausen based firm

PE. SCHALL GmbH & Co. KG

Autumn Campaign

The technology trade fairs generate both national and international business contacts for medium-sized companies

People, who meet with Paul E. Schall at his company headquarters in Frickenhausen—in the shadow of the Swabian Alps, encounter a real veteran of the German trade fair industry. Ever since he started designing and organising trade fairs, he knows that “the market does not come knocking at my door—I have to go out into the market.”

And Schall has always taken this customer-focus credo to mean that he primarily has to personally persuade market leaders in the most important industrial segments covered by his trade fairs of the benefits of his concept. P. E. Schall GmbH & Co. KG

therefore proudly includes the number of years or of successful events in the title of its trade fairs.

Schall has above all managed to retain exhibitors for his flagship fairs. For instance Control, which over the course of 25 events has progressed to become the leading global quality assurance fair. Stephan Gais, CEO of the Göttingen-based gauge/meter manufacturer, Mahr, is actively involved in Control as a member of its exhibitor advisory council and admires Schall's ability to adapt to change and to add that personal touch to his client relationships. “It is no coincidence that year on year Control is our

most important client event.” And not only in Germany. When Motek (the assembly and handling technology show), Bondexpo (bonding technology) and Microsys (innovations in micro- and nanotechnology) are once again staged concurrently in Stuttgart in October, this promises to provide both exhibitors and trade visitors with considerable synergies.

Following a long period of organic growth at his old location in Sinsheim, Schall relocated to the new Messe Stuttgart, “We have achieved a good rate of growth here. In Friedrichshafen Fakuma has made great strides, substantially internationalising its appeal, and is now considered a serious rival to Düsseldorf's plastics trade fair, K. Mid-October the approximately 1650 registered exhibitors from 34 countries are expecting some 40,000 visitors. Schall's personality is characterised by a genuinely Swabian virtue—that of prudence. That applies to new topics, where Schall says, “I have only ever tackled subjects that I really have some understanding of myself.” That also applies to business abroad.

First Events in Korea Back in 1976

However since exhibitors have also ventured abroad, taking their manufacturing capabilities with them, Schall has followed them into these markets. Schall has taken Control to China, since as market leader on the subject of quality assurance, he just had to. Schall has found an effective partnership model in Sweden, where his partner organises Motek for the Scandinavian market in the industrial city of Jönköping.

Paul E. Schall organised trade fairs long before the word globalisation became a part of everyday parlance. But he has obviously not tired of organising and staging trade fairs. Now that his wife Bettina has joined the management board, he sees absolutely no grounds to consider changing the shareholder structure or even contemplate selling. Even the smart vintage cars that this car buff has accumulated in the garage at the company's head office will have to be patient. Because for the time being Paul E. Schall will remain at the helm of his business. ✱

2011



17th Druck+Form

Trade Fair for the
Graphic Industry
12. – 15.10.2011 Exhibition Centre Sinsheim



21st Fakuma

The International Trade Fair
for Plastics Processing
18. – 22.10.2011 Exhibition Centre Friedrichshafen



10th Faszination Modellbau FRIEDRICHSHAFEN

Sale Exhibition for Model
Railways and Model Sport
04. – 06.11.2011 Exhibition Centre Friedrichshafen



16th Echtdampf-Hallentreffen

Exhibition – Vehicle Operation – Sales
13. – 15.01.2012 Exhibition Centre Karlsruhe



21st Faszination Motorrad

Sales Exhibit – Everything for the Motorcycle
20. – 22.01.2012 Exhibition Centre Karlsruhe



11th Control Italy

The Trade Fair
for Quality Assurance
29. – 31.03.2012 Exhibition Centre Parma / Italy



11th Motek Italy

The Trade Fair for Assembly
and Handling Technology
29. – 31.03.2012 Exhibition Centre Parma / Italy



18th Faszination Modellbau KARLSRUHE

Sale Exhibition for Model
Railways and Model Sport
22. – 25.03.2012 Exhibition Centre Karlsruhe



8th Control France

The Trade Fair
for Quality Assurance
April 2012 Paris-Nord Villepinte / France



14th Agri Historica

Tractors – Parts Market – Demonstrations
28.+29.04.2012 Exhibition Centre Sinsheim



26th Control

The International Trade Fair
for Quality Assurance
08. – 11.05.2012 Trade Fair Centre Stuttgart



4th Motek Schweden

The Trade Fair for Assembly
and Handling Technology
08. – 11.05.2012 Exhibition Centre Jönköping / Sweden



11th Optatec

The International Trade Fair for Future Optical Technology,
Components, Systems and Manufacturing
22. – 25.05.2012 Exhibition Centre Frankfurt / M.



3rd Stanztec

The Trade Fair for
Stamping Technology
19. – 21.06.2012 Congress Centre Pforzheim



31st Motek

The International Trade Fair for Assembly and
Handling Technology, and Automation
08. – 11.10.2012 Trade Fair Centre Stuttgart



6th Bondexpo

Trade Fair for Industrial
Bonding Technology
08. – 11.10.2012 Trade Fair Centre Stuttgart



6th Microsys

Theme park for Micro and Nano-Technology in R&D,
Production and Applications Engineering
08. – 11.10.2012 Trade Fair Centre Stuttgart



18th Druck+Form

Trade Fair for the
Graphic Industry
10. – 13.10.2012 Exhibition Centre Sinsheim



22nd Fakuma

The International Trade Fair
for Plastics Processing
16. – 20.10.2012 Exhibition Centre Friedrichshafen



11th Faszination Modellbau FRIEDRICHSHAFEN

Sale Exhibition for Model
Railways and Model Sport
01 – 04.11.2012 Exhibition Centre Friedrichshafen



28th Modellbahn

International Model
Railroad Exhibition
22. – 25.11.2012 Cologne Exhibition Centre



27th Control

The International Trade Fair
for Quality Assurance
14. – 17.05.2013 Trade Fair Centre Stuttgart



11th Blechexpo

The International Trade Fair
for Sheet Metal Working
07. – 07.11.2013 Trade Fair Centre Stuttgart



4th Schweisstec

The International Trade Fair
for Joining Technology
04. – 07.11.2013 Trade Fair Centre Stuttgart

2013



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Trade Fairs in Baden-Württemberg



27.09. - 29.09.2011, Stuttgart

Composites Europe

European trade fair and forum for composite materials, technology and applications.

27.09. - 29.09.2011, Karlsruhe

WTT-Expo 2011

WTT-Expo - Trade Fair for Industrial Heating and Cooling Technology

10.10. - 13.10.2011, Stuttgart

BondExpo — Trade Fair for Industrial Bonding Technology

The Business Platform for Forward-Looking Joining Technologies

18.10. - 22.10.2011, Friedrichshafen

Fakuma

International Trade Fair for Plastics Processing

26.10. - 27.10.2011, Offenburg

Biogas — Expo & Congress

The Conference and Exhibition is devoted to exclusively to the subject of biogas and convinces through its tri-national Alignment to the target markets of Germany, France and Switzerland.

09.11. - 11.11.2011, Stuttgart

Vision

International trade fair for machine vision and identification technologies

16.11. - 17.11.2011, Offenburg

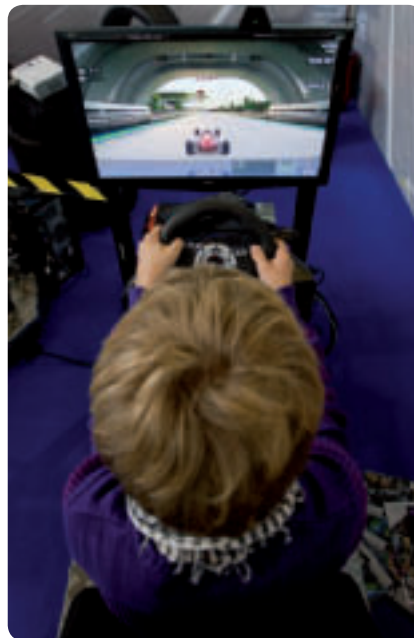
Ecomobil

With the congress on sustainable mobility EcoMobil on 16 and 17 November 2011 extended the Messe Offenburg their innovative series of technical conferences on future technologies.

17.10. - 20.10.2011, Stuttgart

Hobby & Elektronik

Organized by Messe Stuttgart International, the Hobby+Elektronik is an established event for computer and electronics. Held at Messe Stuttgart from 17 to 20 November, this event embraces fans of computer, electronics, eGaming and entertainment electronics.



Messe Stuttgart

23.01. - 26.01.2012, Freiburg

International Kulturbörse Freiburg

The meeting place for the culture and events business

27.01. - 29.01.2012, Stuttgart

Medizin

Medical Trade Fair and Congress

31.01. - 02.02.2012, Karlsruhe

Learntec

LEARNTEC provides information about different approaches to learning, using online and traditional media, which are both effective and free of time constraints. Providers will be showcasing their solutions for vocational education, e-learning and knowledge management. Renowned experts from the realms of business, science and academia will also be presenting the future of learning at Germany's largest congress, complete with best practice examples.



Messe Karlsruhe

11.02. - 15.02.2012, Stuttgart

Intergastra

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

01.03. - 02.03.2012, Offenburg

GeoTherm — Expo & Congress

Products and services for the use of geothermal energy

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



Trade Fair Programme*

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www.messe-stuttgart.de

Industrial Solutions

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Motek** www.messe-stuttgart.de/motek	10.10. – 13.10.11
Microsys** www.messe-stuttgart.de/microsys	10.10. – 13.10.11
parts2clean** www.messe-stuttgart.de/parts2clean	25.10. – 27.10.11
Corosave** www.messe-stuttgart.de/corosave	25.10. – 27.10.11
Vision www.messe-stuttgart.de/vision	08.11. – 10.11.11
Dach+Holz International** www.messe-stuttgart.de/dach	31.01. – 03.02.12
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Lifestyle & Leisure

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hair & style management www.messe-stuttgart.de/hair	27.11. – 28.11.11
CMT www.messe-stuttgart.de/cmt	14.01. – 22.01.12
Retro Classics www.messe-stuttgart.de/retro	22.03. – 25.03.12

Medical Industry & Health

Fachdental Südwest www.messe-stuttgart.de/fachdental	14.10. – 15.10.11
Pet-Vet www.messe-stuttgart.de/petvet	26.11. – 27.11.11
Medizin www.messe-stuttgart.de/medizin	27.01. – 29.01.12
Medtec** www.messe-stuttgart.de/medtec	13.03. – 15.03.12

Food & Beverage Technology

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Intergastra www.messe-stuttgart.de/intergastra	11.02. – 15.02.12
Gelatissimo www.messe-stuttgart.de/gelatissimo	11.02. – 15.02.12

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01
With Hyperfair virtual
tradeshows have become
reality
Hyperfair



01

02
Hyperfair features the
whole range of trade fair
related activities
Hyperfair



02

03
Take a walk through
the fair with your
customizable avatar
Hyperfair

Ecco, Eco *Cleantech fair goes virtual*

Virtual and Environmentally Compatible

Stuttgart-based Mesago Holding is championing Ecofactory—an environmentally compatible virtual trade fair concept. And not just for China.

TEXT: Urs Blank



03

Klaus Michael Hilligardt is back in business in Beijing. The Stuttgart-based trade fair impresario built up an extensive portfolio of successful international technology events from his base in Stuttgart/Feuersee. After partnering for many years with Messe Frankfurt, he sold the brand to the latter. Thereafter Hilligardt concentrated on China. He entered the local advertising and trade fair business and has to date only enjoyed “patchy success”. But now Hilligardt’s Mesago Holding is actioning a new global project in China: Ecofactory—engineering and solutions for environmentally compatible industrial production, presented in online trade fair format.

Germany Has What China Needs

An issue of the future, Hilligardt is certain of that. “During the next few years China’s industrial companies are going to have to invest heavily in making their production processes environmentally compatible.” German vendors have appropriate solutions and products both for the market in China and for other emerging industrial countries. Vendors are able to showcase energy-efficient, resource-efficient and low-emission manufacturing methods at Mesago Holding’s new virtual trade fair platform, Ecofactory. “There must be alternatives to transporting systems, machinery and people too halfway around the world,

and then all that happens is that business cards are exchanged at an exhibition stand, a machinery video is shown and the visitors take bags of brochures away with them”, Hilligardt argues.

Cleantech for Factories Around the World

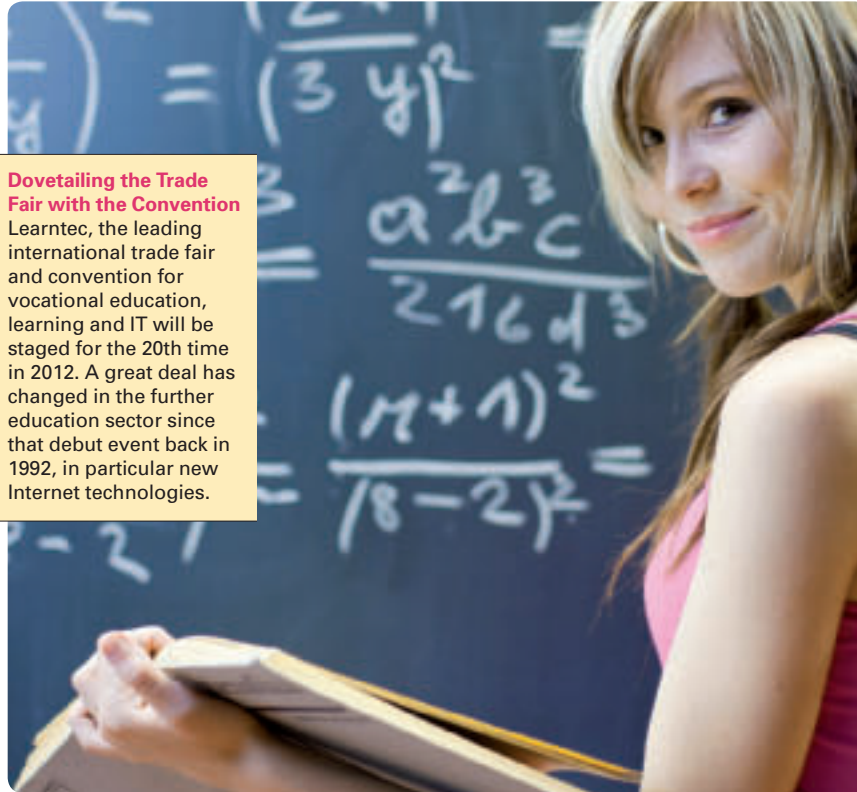
He therefore looked for a way of combining digital communication with the personal interaction you would encounter at a trade fair. Mesago Holding has now struck it lucky as far as Ecofactory is concerned—in Italy. The Milan-based start-up, Hyperfair, delivers the interactive trade fair on the Internet, ready to go and just as Hilligardt imagined it would be.

It features 3D representation of trade fair halls and stands, which facilitate genuine brand communication, including customised stands, which can be set up in a matter of minutes and modified at any time. Access to the trade fair does not require additional software, just a browser and a password. Exhibitors and visitors make their way like avatars across the exhibition site and interact live and in real-time by chatting or using Skype. The debut virtual trade fair is now scheduled to take place on 6 and 7 December 2011.

Saving Travel Expenses

“Medium-sized technology businesses from Baden-Württemberg in particular, which now have to manage trade fairs in a large number of countries, will quickly spot the potential of this concept.” Saving on travel expenses and the effort and aggravation of erecting a stand that alone is worth the very real stand fee at Ecofactory. There is enough travelling to be done after the trade fair. Hilligardt states “the objective of the virtual Ecofactory is to initiate these processes of personal dialogue efficiently and to reproduce these on the Web in an environmentally compatible manner.” ☼

14.02 - 15.02.2012
ecofactory
www.ecofactory.biz



Dovetailing the Trade Fair with the Convention

Learntec, the leading international trade fair and convention for vocational education, learning and IT will be staged for the 20th time in 2012. A great deal has changed in the further education sector since that debut event back in 1992, in particular new Internet technologies.

Learning and IT

Learntec 2012 to celebrate its 20th anniversary. Broad-based programme with substantial degree of practical relevance

Learntec's key capability is being able to link both Learning and IT in a meaningful way. This is also reflected in the large number of collaborative partners, who provide support and who will be in attendance from 31 January to 2 February 2012 in the dm-Arena, such as MFG Baden-Württemberg, create.at, Baden-Württemberg State Media Centre, The Baden Württemberg Foundation, CHECK.point eLearning or Cicero. The fact that Learntec also plays an important role in federal politics is demonstrated by who the two patrons are—the Federal Minister of Economics and Technology, Dr. Philipp Rösler, and the Federal

Minister for Education and Research, Professor Annette Schavan. Learntec was the first ever trade fair of its kind. Constantly high quality standards have enabled it to defend its market leadership for two decades and that is to continue in the future.

31.01 - 02.02.2012, Karlsruhe eduBiz

"By enhancing Learntec, we have managed to add more key partners", Britta Wirtz, CEO of Karlsruher Messe- und

Kongress GmbH, emphasises. "edubiz focuses on the demand for qualified human resources in companies with international operations. Our cooperation with local global and staging edubiz as part of Learntec are key

elements in our internationalisation strategy.

The topics that we discuss jointly underline the role of Learntec as a source of inspiration for the education industry in Europe", the Messe CEO continues.

31.01 - 02.02.2012, Karlsruhe

Learntec

Fotolia

Exhibitors unanimously welcome Learntec's new strategy of closely interlinking the trade fair and the convention. "We can only report successes on this front. From this year's exhibitors we have received thoroughly positive feedback, and this is also apparent in the large number of re-bookings for 2012, which we have now received", says Learntec project manager René Naumann with satisfaction. At a more detailed level the focus was more on practical application than on imparting scientific insights. The knowledge gained at the convention could then be appraised directly at the trade fair in the form of actual solutions and best-practice case studies.

Innovative Learning Methods

Learntec Convention Committee members, Sünne Eichler and Professor Dr. Peter A. Henning, are responsible for delivering all this. They not only have a proper grasp of what current issues are, but are also constantly aware that increasing sales figures depend on innovative further education products and effective e-learning modules. A Call for Papers process in 2011 enabled the community to get involved in designing the convention and setting the topics agenda. "Key issues of the future and scientific theory and practice submissions with an international focus will play an important role at Learntec 2012", Professor Dr. Henning explains. "A key focus is on the issues of Mobile Learning and Game-Based Learning. Innovative topics, such as Augmented Reality and Media Convergence will also be addressed. Management topics include Enterprise 2.0, Diversity and Performance Management—wholly in keeping with what is concerning business and industry at present", Henning continues. ✪

Of Beauty and Death—Animal Still Life Art

19.11.2011 - 19.02.2012, Karlsruhe

The Staatliche Kunsthalle Karlsruhe is staging a major exhibition, which will help to visualise the multi-faceted history of the animal still life art form from the 16th to the 20th century. Enjoyment of the natural world's abundant richness or an expression of aristocratic hunting pleasure—a wide range of different statements is associated with a genre that is still waiting to be discovered. 120 works of art are being exhibited—paintings, watercolours and reliefs by famous artists, such as Dürer, Rubens, Metsu, Weenix, Chardin, Goya, Houdon, Manet, Ensor and Beckmann.

www.kunsthalle-karlsruhe.de



Museo Thyssen-Bornemisza, Madrid

The Amphibious Vehicle from Germany

01.07.2011 - 31.01.2012, Sinsheim

One of the most well-known civilian-use amphibious vehicles, the Amphicar—designed and built in Germany—is celebrating its 50th birthday this year. Surrounded by a few more military “hybrids” such as the legendary VW Type 166 Schwimmwagen and a GAZ amphibious vehicle, this spritely veteran is on show to visitors as part of a special mini-exhibition at the Auto & Technik Museum Sinsheim.

www.technik-museum.de



Museum Sinsheim

Dance and Let Dance

Freiburg: the city with a secret disco entrance and a Bermuda Triangle.

Declaring Their Love for Freiburg

“You know you’re from Freiburg, if...”—this is the name of a Facebook page that has recently become very popular. People living in the Breisgau metropolis can perpetuate their names by completing the title sentence, thus declaring their love for their city. A fair number refer to the nightlife in this wonderful place, and that is, by Freiburg’s standards, pretty diverse.

TEXT: Felix Holm



See-and-be-seen joints, such as Kagan, located on the 17th and 18th floors of Freiburg's tallest building, or Schneerot, located in Münsterplatz, compete with genuine alternative-scene oldies, such as long-on-heavy-metal Crash on the Station Mile or the agreeably punk-rock Atlantik at the Schwabentor. Student tastes are also catered for—après-ski-style on the base-ment dance floor at Tacheles, in the indie joint, Kamikaze, or in the city's oldest student disco, ELPI, which has tried unsuccessfully for decades to hide from its visitors behind Germany's most unobtrusive disco entrance.

And then there is also the Bermuda Triangle—so called because all of Freiburg's party animals simply get lost without trace here late at night. The bar generating the highest revenues in the city centre is to be found in "Schlappen", which has Germany's most extensive whisky menu. Directly opposite school kids and others get on down to chart music in Nachtschicht, whilst dolled-up female students cool their attractive heels in front of the Black Beats night spot, Agar. It's the coexistence of the many different genres and the non-existent need for assertiveness of any one particular genre that characterises Freiburg's nightlife.

The city's partygoers live by the motto "dance and let dance", which mirrors the way in which the city showcases itself to the world. Or put another way—you know you're from Freiburg, if you have been in all the above-mentioned joints at least once—and will pay another visit, because each one has its own specific appeal. ☼

◀ Schneerot

Students College Clubbing

(Dance Classics, House, R'n'B)
Wednesday: 11 pm

Exclusive Friday

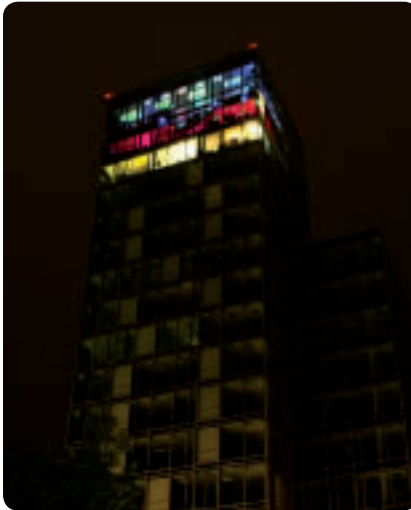
(House & Black) Friday: 11 pm - 5 am

Meet & Greet

(House & Black) Saturday: 11 pm - 5 am

Infos

Phone: +49 761 68 191 75
www.schneerot.de



◀ Kagan

Lounge: 17th floor

Thursday, Friday, Saturday: 8 pm - 5 am

Club: 18th floor

Jazz, Salsa, Deep House, Funky Classics

Students Bounce Club

Thursday: 10 pm - 5 am

Just Friday

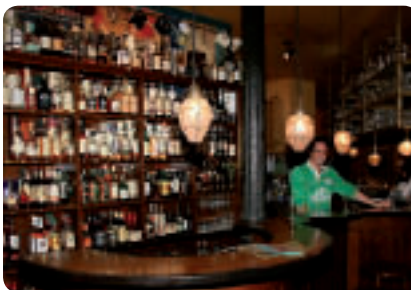
Friday: 10 pm - 5 am

Style Night

Saturday: 10 pm - 5 am

Infos

Phone: +49 761 76766
www.kagan-lounge.de



◀ Schlappen

Bar/Restaurant

Warm food served till 11 pm

Monday - Wednesday: 11 am - 1 am

Thursday: 11 am - 2 am

Friday/Saturday: 11 am - 3 am

Sunday: 3 pm - 1 am

Whisky-Nights Seminar from 7.30 pm

Absinth-Tastings Seminar from 7.30 pm

Infos

Phone: +49 761 33494
www.schlappen.com



◀ Agar

Students Day

Tuesday: 11 pm - 4 am

Be Different

(Music from the past to the future)

Thursday: 10.30 pm - 3.30 am

Black & Beats

Friday: 11 pm - 5 am

Mix Move Club (We love to move you)

Saturday: 11 pm - 5 am

Forever Young

(Classic, House, Latin, Rock)

Sunday: 9 pm - 2 am

Infos

Phone: +49 761 380 650
www.agar-disco.de



◀ Jazzhaus Freiburg

Party/Events

Disco (Charts, House, Black, Classics,

Hip Hop, Ragga) Friday & Saturday:

11 pm - 4 am

I love 80s, First Friday of the month

Summer of Love, Last Saturday of the month

Concerts Monday - Sunday (Music from the past to the future) from 8 pm -

Infos

Phone: +49 761 79197814
www.jazzhaus.de

For further Information

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**Stuttgart's Nightlife
Caters for all Tastes**

Stuttgart does not need a skyline—the city centre is located in a small valley, surrounded by hilly vineyards, residential areas and busy streets. And when night falls, its urban core turns into a pulsating, multifaceted melting pot with more than enough opportunities to enjoy a wonderful night out.

TEXT: Jan Votteler

A Pulsating, Multifaced Melting Pot

Stuttgart: the city
with enough opportunities
to enjoy a wonderful night

It is no surprise that one of the city's nightlife-hotspots is located on a 4-lane dual carriageway—after all Stuttgart is Germany's version of Motor City. Theodor-Heuss-Straße is lined with dozens of hip and stylish lounges, all featuring DJs, long bars and chic furniture. Two of them in particular need to be pointed out—"Suite 212" with its minimalistic, metropolitan interior and the attractive, classy, two-storey lounge, "Barcode".

Just a few metres away, a more alternative crowd gathers around the Hans-im-Glück-Brunnen ("Hans-in-Luck fountain").

The wide choice of down-to-earth clubs includes the legendary Café Weiss, an old roadhouse, which looks as if time has stood still for the past 40 years.

The multifunctional bar-lounge-club hybrid "Schocken" is located just around the corner. Here, anything goes—in the basement you can dance to house, on the ever-crowded ground floor you can enjoy indie music, and the first floor is designed for a relaxing break.

If you prefer to have a quiet glass of wine in a sophisticated atmosphere, then "Fou Fou", a stylish night club within a stone's

throw of the city's red light district, is the place to be. The best club for long nights of electronic ecstasy, "Rocker 33", is located opposite Stuttgart's central railway station. Here, the best local DJs and international celebrities play the latest electronic sounds, from house to dubstep—three nights a week. However, "Aer Club", with its shiny light bulb ceiling and posh lounges, is probably the most attractive club in the city.

There seems to be at least a grain of truth in the rumour that Swabians are perfectionists: Stuttgart's nightlife caters for all tastes. ☼

◀ Aer Club

Discodance

(Dance Classics, Funk, R'nB, Disco)

Friday: 11 pm - 5 am

House-Nights

(House & Electro)

Saturday: 11 pm - 5 am

Infos

Phone: +49 178 474 63 37

www.aer-club.de



◀ Suite 212

Bar

Monday-Wednesday 11 am - 2 am

Thursday 11 am - 3 am

Friday-Saturday 11 am - 5 am

Sunday 2 pm - 2 am

Events/Party

No Room for Squares

(Soul & Jazz) Tuesday: 7 pm -

Discodisco

(Disco, House, Funk) Friday: 10 pm -

Elektroelektro

(Electro & House) Saturday: 10 pm -

Infos

Phone: +49 711 253 61 13

www.suite212.org

◀ Fou Fou

Bar

Monday-Wednesday 5 pm - 1 am

Thursday 6 pm - 2 am

Friday-Saturday 8 pm - 3 am

Events/Party

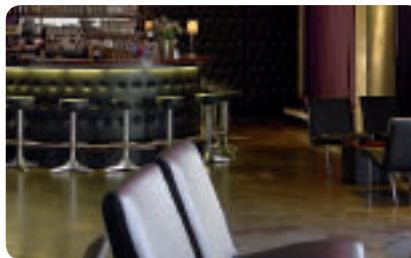
Friday & Saturday

(House, Funk and Soul) 10 pm -

Infos

Phone: +49 711 51 89 15 11

www.bar-foufou.de



Barcode

Bar

Monday-Thursday 11 am - 1 am

Friday 11 am - 5 am

Saturday 2 pm - 5 am

Events/Party

Regulars' Table

(Special drinks menu and Lounge music)

Thursday: 7 pm -

Local DJs spinning House

Friday & Saturday 10.30 pm -

Infos

Phone: +49 711 887 81 04

www.barcode-stuttgart.de



◀ Schocken

Bar

Monday 3 pm - 1 am

Tuesday - Wednesday 3 pm - 2 am

Thursday 3 pm - 3 am

Friday 3 pm - 5 am

Saturday 11 am - 5 am

Sunday 5 pm - 1 am

Events/Party

Indie, Indietronics & Mixed Music

Thursday 10 pm -

Various local DJs spinning HipHop,

House, Electro, Indie,

Friday & Saturday: 10 pm -

plus various concerts

Infos

Phone: +49 711 284 61 22

www.club-schocken.de

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stuttgart.prinz.de

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01

Part-time winegrower
Günter Hensle. However,
vines are still his hobby
Badischer Weinbauverband e.V.



01

02

The birch-brooms that are
hung in front of the doors
enable you to spot them
Christoph Eberle



02

03

Perfect combination:
Swabian onion tart with
new wine
istockphoto



03

Cheers!

New Wine and Onion Tart

The Land of Bon Vivants

Connoisseurs drink wine made in Baden-Württemberg. The Baden growing region extends from Lake Constance to the Tauberfranken region. Württemberg grapes are grown in an area extending from the Swabian Alps and along the Neckar.

If you not only want to do your body but also the natural environment a favour, you should consider organically made wine. Vintners work in tandem with nature for the benefit of the vines and vineyards. The rules of organic farming are simple—only organic and mineral fertilizers are used.

Many natives of Württemberg are avowed wine aficionados. Swabian cuisine combined with an excellent drop of wine is synonymous with Swabian savoir vivre. There is no better place to enjoy these combined culinary delights than the “Besenwirtschaften”, as the natives of Württemberg lovingly call these seasonally open

taverns selling home-grown wine, or in Baden’s “Straußenwirtschaften”. You can not only enjoy the best wines in a cordial, homely atmosphere but also partake of some really good down-to-earth food. The birch-brooms that are hung in front of the doors enable you to spot them. This tells wine connoisseurs that they have come to the right place. Their recipe for success consists of home-grown wine, regional specialties and a superb atmosphere. The most well-known specialties from the region include tarte flambée or onion tart, “Maultaschen” or Swabian Pockets and cheese spätzle. What more could your heart desire? ☼

ONION TART INGREDIENTS

yeast dough:

- › 10 g fresh yeast
- › ~1/8 l lukewarm milk
- › 250 g wheat flour
- › 60 g lard or clarified butter
- › 1 pinch salt
- › 1 egg

topping:

- › 1 kg onions
- › 80 g diced smoked bacon or greaves
- › 30 g clarified butter
- › 60 g wheat flour
- › ¼ l sour cream
- › 3-4 eggs, yolks/whites separated
- › some salt
- › 1 tbsp. caraway seeds knobs of butter

The dough

Crumble the yeast and mix in some milk and 2 tablespoons of flour. Sieve the rest of the flour into a bowl, hollow out the centre, add the preferment and dust with a little flour. Let the dough rise in a warm, draught-free place, until cracks appear in its flour-covered skin. Now mix all the other ingredients well with the preferment and knead the dough until you can remove it in one piece

from the bowl. Cover the dough and allow it to rise until it has almost doubled in volume. The yeast dough can also be prepared using dried yeast and with the aid of a food processor.

The topping

Finely dice the peeled onions, add the diced bacon or greaves and fry till translucent in the melted lard. Stir the flour and cream until smooth and fold in the egg yolks, salt, caraway seeds

and finally the stiffly beaten egg whites. Retain a cupful of the cream/egg mixture. Grease a springform pan well, roll out the yeast dough, place in the pan and raise the edges slightly. Spread the topping evenly across the dough, and pour the rest of the cream/egg mixture on top. Place one or two knobs of butter on top. Bake the onion tart in a pre-heated oven at 200-225°C for about 35-40 minutes (gas mark 3-4)

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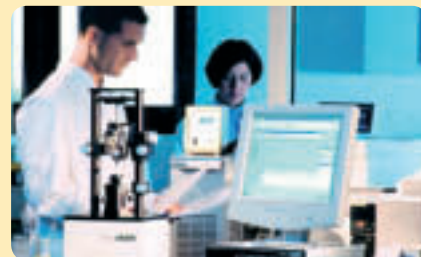
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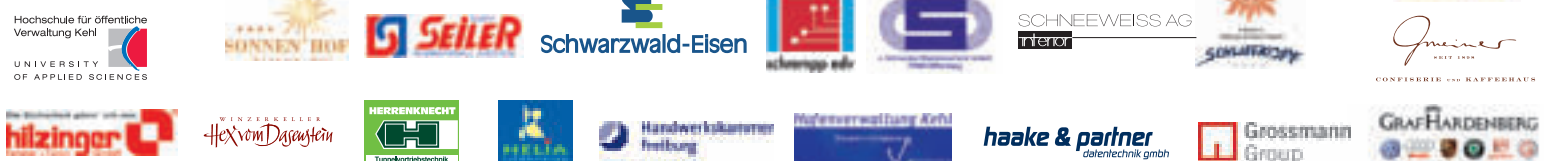
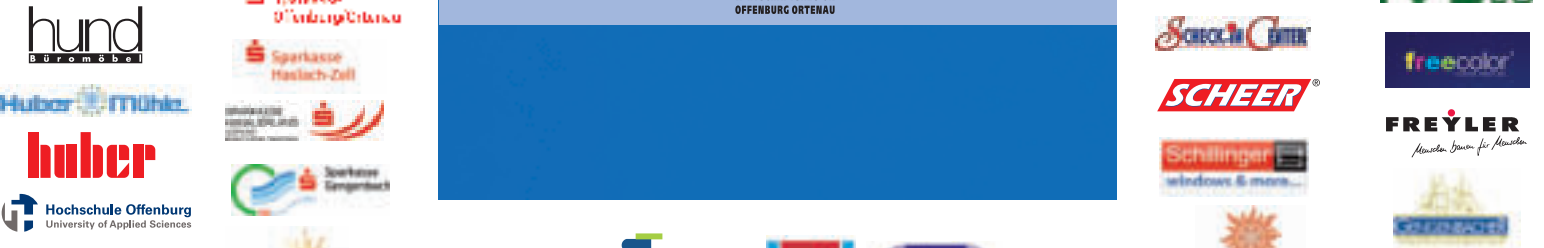
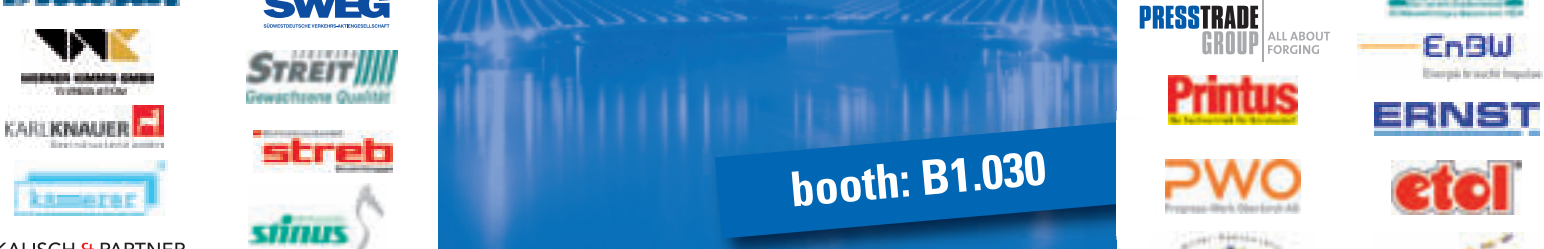
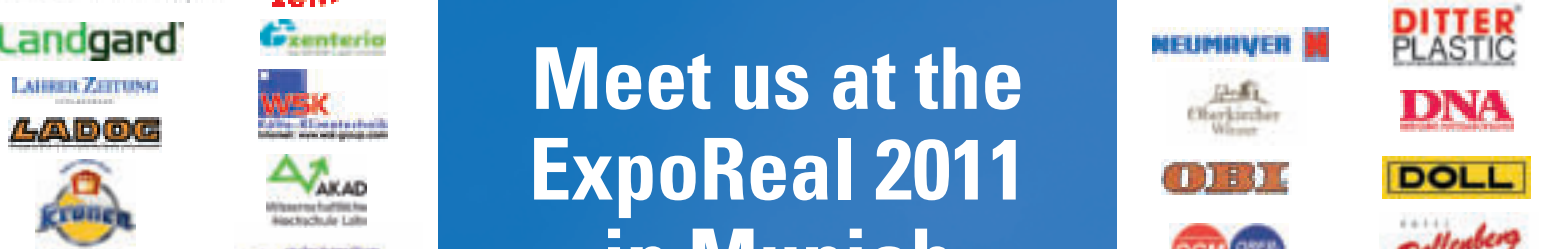
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