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Baden - Württemberg
Where ideas work

Business Baden - Württemberg

EU- DANUBE STRATEGY

Fostering growth and employment
in the Danube Region

“DUALE AUSBILDUNG”

Germany's vocational education on
demand worldwide

GLOBAL CONNECT 2014

A meeting place for global
players



Attracting talents for the future

Baden-Württemberg has become one
of the most attractive destinations
for talented and ambitious people
from all over the world



Open
to the
world.

 In the heart of Europe, a marketplace of possibilities awaits for enterprises and people who are innovative, open to the world, and want to make a difference: the state of Baden-Württemberg. As one of the leading high-tech regions in Europe, Baden-Württemberg offers ideal conditions for contacts, investments, and cooperations in business and science. Our state

not only opens the door to success and growth for you – here you can experience optimum working, learning, and living conditions. Welcome to Baden-Württemberg – where ideas work.

www.bw-i.de

www.bw-invest.de



Baden-Württemberg International

Agency for International Economic and
Scientific Cooperation



Baden-Württemberg

Where ideas work.



Jürgen Oswald
CEO of bw-i

Networking Globally

Being linked in to a global network is one of the outstanding features of Baden-Württemberg's business sector. Successful internationalisation is not just limited to the well-known global businesses located in our federal state. Prudent prospecting of new markets, continuous adaptation of products to meet demand in a fast-changing world and the integration of innovative ideas and creative minds from all over the world – that too is the hallmark of the medium-sized industrial business sector in Baden-Württemberg.

Issue 11 of Business Baden-Württemberg tangibly illustrates how the state and businesses aim to secure growth and employment in the future by proactively internationalising their operations.

Baden-Württemberg shares its experiences of implementing successful cluster policies in the EU Strategy for the Danube Region. It is a uniquely attractive location for talented people and start-up businesses seeking to launch a global

career and to establish networks within German industry.

Baden-Württemberg International offers a range of services to proactively support this process. We want small and medium-sized enterprises to recognise and exploit the potential inherent in successful internationalisation to enable them to compete in the global marketplace in the future.

Business delegations and international trade fairs enable any entrepreneur to acquaint themselves with new opportunities abroad. And they are a good opportunity for you to establish contact with potential new business partners from Baden-Württemberg.

We hope that you will use this magazine and communication with companies from Baden-Württemberg to get a personal impression of our federal state. We are looking forward to an international dialogue with you.

Business Baden- Württemberg

Content Issue Eleven

Stuttgart

Bilkay Öney, integration minister of Baden-Württemberg about integration policy and what action still needs to be taken to attract our state

Fritz Kuhn, mayor of Stuttgart about what makes Stuttgart so attractive to immigrants

Uwe Hück, Deputy Head of Works Counsel of Porsche AG about the success of Porsche and the necessity to invest in young people

Ulm

Ivo Gönner, mayor of Ulm about the Danube region and its potential

The Danube

EU Strategy for the Danube Region is supported by Baden-Württemberg

Upper Rhine Valley

The Upper Rhine Valley has acquired a global reputation and has become a symbol of successful European cooperation.

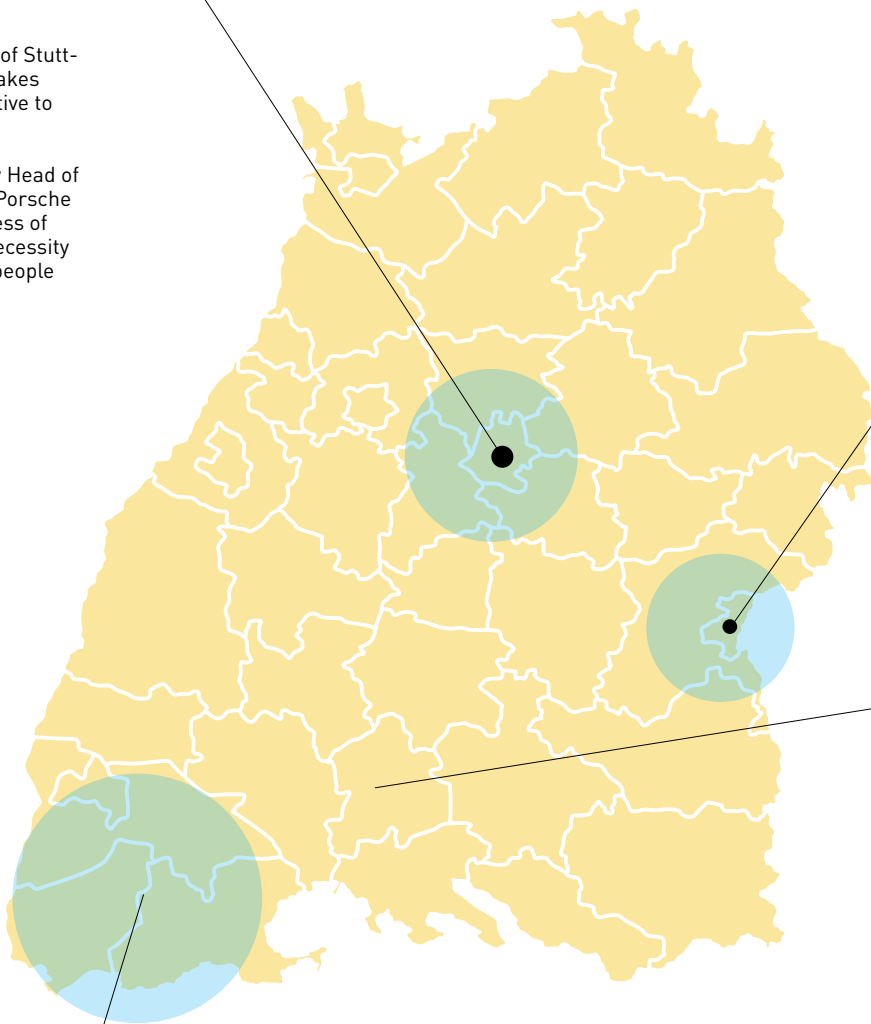


TABLE OF CONTENTS

- 03 Editorial Jürgen Oswald,
CEO of bw-i
- 06 Impressions
- 10 Facts & Figures

EU STRATEGY FOR THE DANUBE REGION

- 12 **Fostering Competitiveness
and Cluster Development**
Baden – Württemberg is actively
involved in the EU Strategy for
the Danube Region
- 13 **Dr. Nils Schmid and Johannes
Hahn** about the Strategy for the
Danube Strategy
- 14 **A strategy for the environment
Events in 2014**
- 15 **Projects for the Future**
Steinbeis Transferzentrum &
DanuClus
Cities cooperate
Ivo Gönner on cooperation bet-
ween cities on the Danube
- 16 **Dual Education in the Danu-
be Region**
The Danube Region in the spot-
light of didacta 2014
- 19 **Career for me**
Developing human capital
- 20 **GlobalConnect2014 – Preview**

WELCOME TO BADEN – WÜRTTEMBERG

- 22 **Willkommen/Bienvenue,
Bienvenidos, Welcome to
Germany!**
Baden Württemberg needs new
ideas, skilled professionals and
new talents
- 25 **"I simply feel at home here"**
Interview with Katerina Tsiati,
young Greek starting her new life
in Germany
- 26 **Diversity is an advantage**
The minister for integration,
Bilkay Öney talks about changes
in integration policy
- 28 **For a tolerant city**
Interview with Fritz Kuhn, May-
or of Stuttgart

GLOBAL PLAYERS – LOCAL HEROES

- 30 **Don't moan, do something**
The work Uwe Hück does is
outstanding
- 32 **The car of the future**
SAP and BMW are researching
into innovative mobility
- 33 **TRUMPF** opens disk laser
production facility in Japan

- 34 **A smart city for China**
Xiaowei Brüggmann on Sino-Ger-
man Technopark

MEETING POINT

- 36 **Trade Fairs in Baden- Würt-
temberg**
Baden-Württemberg Internati-
onal

AFTER WORK

- 37 **Upper Rhine Adventure**
The trinational region Upper
Rhine known as the Upper
Rhine Valley is an adventure for
everyone
- 39 **Young, untouched and beau-
tiful**
A summer experience of
Danube's source at Baden-Würt-
temberg

IMPRESSUM

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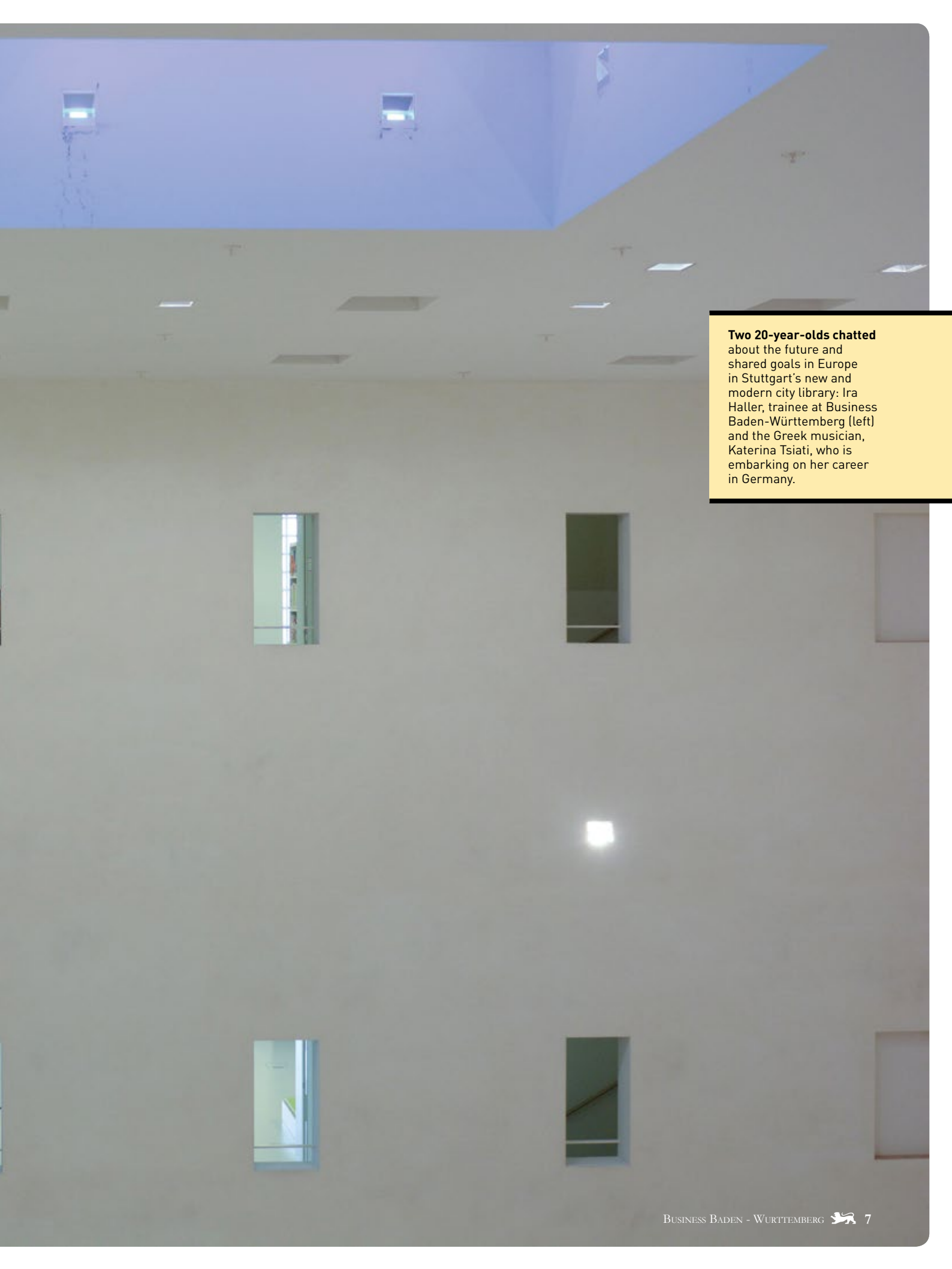
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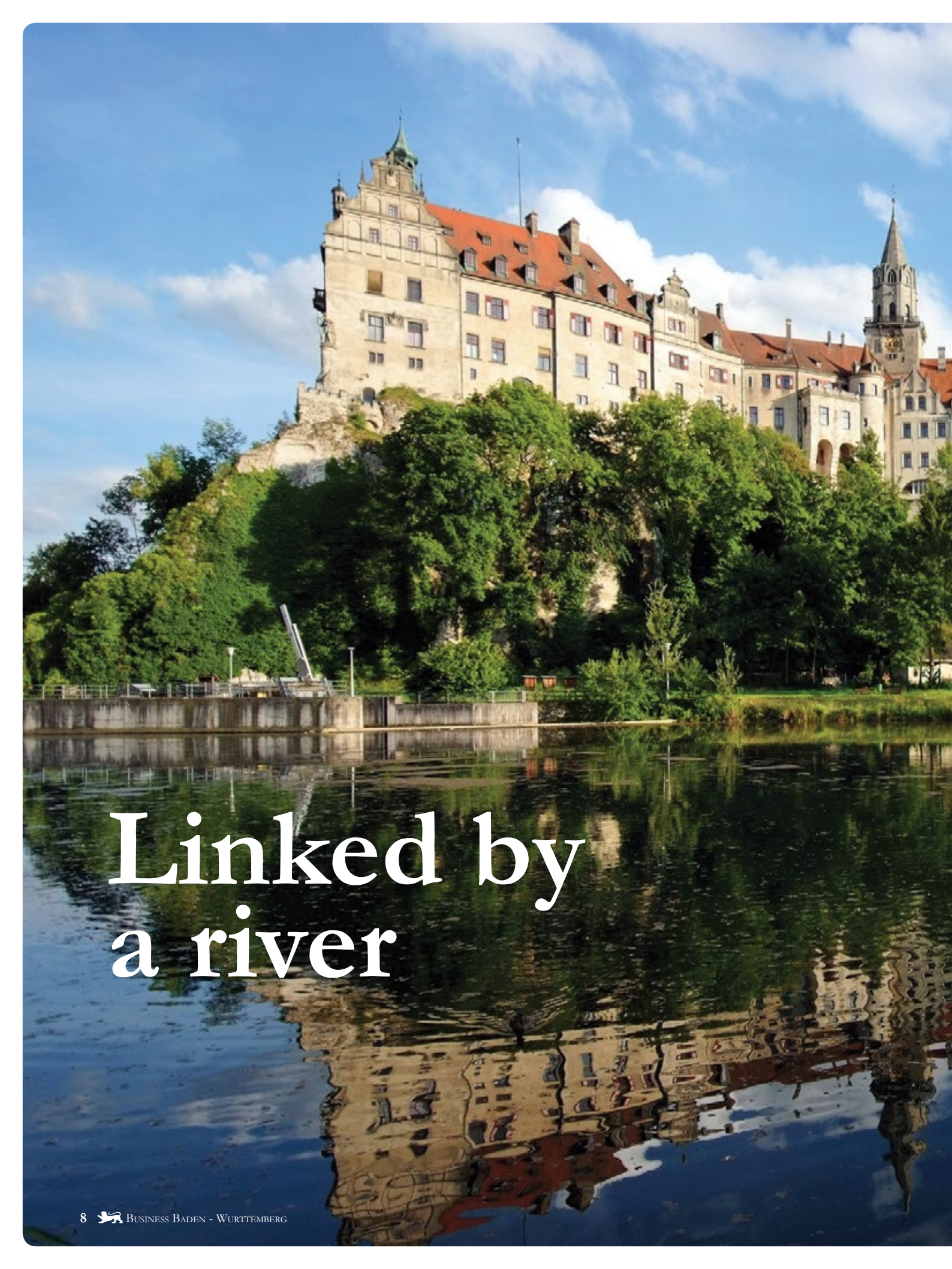




Young people in Europe



Two 20-year-olds chatted about the future and shared goals in Europe in Stuttgart's new and modern city library: Ira Haller, trainee at Business Baden-Württemberg (left) and the Greek musician, Katerina Tsiati, who is embarking on her career in Germany.



Linked by a river



The Danube has its source in Baden-Württemberg. It links people, cultures and economic areas. The idyllic town of Sigmaringen with its castle on the still emergent and unspoilt Danube is not the only place with a long history and close links with the Danube region.

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 Kreschmann (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: 389,49 billion euros (2012)
- > 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)

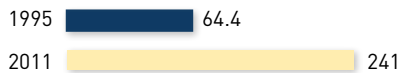
Purchasing power 15,370 per inhabitant

> Top 5 Innovation Index of EU

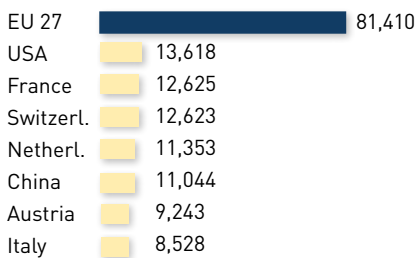
Baden-Württemberg	71,7
Bayern	57,9
Ile de France (FR)	56,7
Berlin	55,9
Schweden	55,0

FOREIGN TRADE

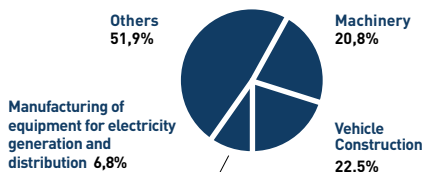
- › Industry: export rate 2013: 45,0%
- › Total exports (in billion euros):



- › Ultimate destinations for exports: (in 2010 in million euros)



- › Industrial structure in 2009



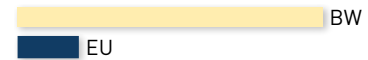
LOGISTICS AND TRANSPORTATION

- › 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 domestic ports in Europe is located

SCIENCE, RESEARCH AND DEVELOPMENT

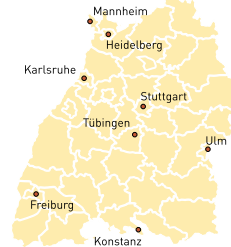
- › Baden-Württemberg is at the unchallenged European forefront in research. Nowhere in Europe is more money spent on innovations by research and development departments
- › Expenses for research and development amount to 4,8% of the gross domestic product (GDP) — 1,6% through vehicle manufacturing
- › 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



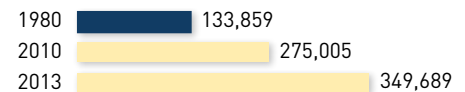
EDUCATION

Universities



- Plus eight DHBW - locations
- › Four of the nine German elite universities listed in the national Competition of Excellence are located in Baden - Württemberg

- › Students in Baden-Württemberg:



- › Students from abroad in Baden-Württemberg



Addressing Global Players

Stuttgart based local global GmbH and its multilingual team is your partner for conferences and media solutions to reach the internationally active business world.

Contact us for new ideas for your communication!

Projects and Media

- › Hannover Messe 1998-2014
- › Partner Country Russia 2005, 2013
- › Partner Country India 2006
- › Partner Country Turkey 2007
- › Partner Country Italy 2010
- › Partner Country France 2011
- › Partner Country China 2012
- › CeBIT Flat World Forum 2009-2012
- › CeBIT International Business Area 2013-2014
- › Deutscher Außenwirtschaftstag 1999-2013
- › Global Connect 2008-2014
- › sourcing_asia 2004-2011
- › Asia-Pacific Sourcing 2007-2011
- › Business Baden-Württemberg 2007-2013
- › Niedersachsen 2007-2010
- › AFIDA, AUMA 2005-2014
- › Exhibition Markets China, Central & Eastern Europe, Latin America

- › Hannover Messe Partnerland Holland 2014
- › edubiz Boosting Corporate Brain 2010 -2014
- › greenr.biz 2012-2014
- › Health - Made in Germany 2012





Fostering Competitiveness and Cluster Development

Baden-Württemberg is actively involved in the EU Strategy for the Danube Region

The State of Baden-Württemberg – in which the Danube has its source – has a strong historical relationship with the Danube region. Nowadays it maintains close business, scientific and cultural ties with neighbouring countries along the Danube. Baden-Württemberg is therefore actively involved in actioning the European Commission's Strategy for the Danube Region (EUSDR).

The objective and purpose of the initiative is to promote sustainable growth and prosperity. The EUSDR's foundation is an action plan drafted by 14 participating countries and backed by the European Commission. This is based on four mainstays – transportation, environment, prosperity and security and encompasses a total of 11 Priority Areas of Activity.

The European Commission and the EU member states have assigned the role

of "Supporting the Competitiveness of Enterprises" Priority Area coordinator throughout the Danube region to Baden-Württemberg and to Croatia. Projects include support for innovation, technology transfer and cluster activities as well as the promotion of vocational education, based on the German dual system.

The Baden-Württemberg Ministry of Finance and Economic Affairs and Croatia's Ministry for Entrepreneurship and Trade regard the dual education system as an important contribution to economic development in the Danube region. The successful dual vocational education model is currently being discussed throughout Europe as the way forward to secure employment and competitiveness in the long term.

Developing the competitiveness of companies and industrial clusters is one of

Baden-Württemberg's key skills and is in demand internationally. The objective is to promote interregional economic development in accordance with the subsidiarity principle. Institutions and organisations from both the public and private sectors throughout the Danube Region are invited to initiate and action sustainable and funding-eligible industrial, environmental, research and educational projects.

The Priority Area platforms in the Internet enable visitors to address the network and to get an update to the already established projects. So it is very easy to connect with initiatives in various fields and to benefit from the structures and networks already and successfully built in the EUSDR context.

www.eu-danubestrategy.de
www.danube-region.eu



Dr. Nils Schmid, Deputy Prime Minister of the state of Baden-Württemberg and Minister of Financial and Economic Affairs

"The EUSDR's foundation is an action plan drafted by the 14 participating countries with the support of the European Commission. It is based on four mainstays – transportation, environment, prosperity and security – and features 11 priority areas of activity. The European Commission and the EU member states have assigned Baden-Württemberg the role of coordinator throughout the Danube region for the "To Support the Competitiveness of Enterprises" Priority Area, together with junior partner, Croatia. Projects include support for innovation, technology transfer and cluster activities as well as the promotion of vocational education, based on our dual system. The opportunities for Baden-Württemberg's business sector lie in long-term market development, backed up by secure EU funding. The countries of South-East Europe, for example, require state-of-the-art environmental technologies. Baden-Württemberg has the requisite know-how and experience."



Johannes Hahn
Member of the European Commission

"The Danube Strategy has made an excellent start. But it will not continue to deliver if it goes on autopilot, or if it is assumed that the European Commission will do all the heavy lifting."

What I do know, is that the heart of the issue is commitment. Commitment means active participation, following up the agreed targets and translating common strategic objectives into action. It means the active involvement of all members of the strategy, and of all parts of their governments."

Above all it means travelling as drivers not as passengers. The Commission can help you maintain the vehicle – but you have to be at the front of the bus steering."

3rd Annual Forum of The EU Strategy for the Danube Region

26 & 27 June 2014 – Vienna City Hall, Austria



Growing together

The main event of the year for the Danube Region, organized by the European Commission together with the Republic of Austria and the City of Vienna.

The Annual Forum is assembling stakeholders from the whole Danube area to give strategic direction, exchange,

showcase opinions and experiences, as well as to discuss vital questions of the Strategy's prospects and challenges.

We grow together - Integration of the Danube region in this sense it has the ambition to jointly create a region which is characterized by shared prosperity, inclusiveness and

equal opportunities.

Together we grow - Integration will be for the benefit of everybody involved, that inclusive development is a guarantor of peace and well-being, and that co-operation will contribute considerably to the growth and international competitiveness of the Danube Region.



A strategy for the environment - ETNDR

The Environmental Technology Network Danube Region (ETNDR) was established in April 2013 as part of the EU Strategy for the Danube Region and is operated by Umwelttechnik BW – Technologie und Innovationszentrum Umwelttechnik und Ressourceneffizienz Baden-Württemberg GmbH, a 100% Baden-Württemberg-owned corporation. Its objective is to increase the market opportunities for environmental technologies. Bringing potential project partners together serves to achieve this objective. This initiative is aimed at helping to improve environmental conditions in countries along the Danube on a sustainable basis. The project is funded by the Ministry of the State Premier of Baden-Württemberg and by the Baden-Württemberg Ministry of the Environment, Climate Protection and the Energy Sector.

In Baden-Württemberg existing business, scientific and public-sector networks are being brought on board and enlarged. Parallel networks (incl. the

corresponding points of contact and stakeholders) are being established in other Danube Region countries. This will enhance and support the formation of partnerships as well as project initiation and implementation between partners in the countries along the Danube.

The ETNDR has now grown to include over 100 companies and institutions and is set to grow even more.

What added value does the Environmental Technology Network Danube Region provide?

- brings collaborative partners together
- supports projects and initiatives in the Danube region
- gives the collaborative partners a media presence e.g. Internet, flyers, brochures, publications
- organises collaborative meetings and events, e.g. trade fair showcases, workshops

EVENTS IN 2014

- 9th International Danube Festival from 4 to 13 July 2014 in Ulm. A specialist conference on sustainable mobility and the green economy in the Danube Region will take place on 4 and 5 July 2014 as part of the International Danube Festival in Ulm. The ETNDR is participating in the accompanying exhibition.

www.donaubueror.de/fachkonferenz

- Environmental Technology Forum: "How to develop wastewater management in Bulgaria and Romania" from 25 to 27 September 2014 in Ruse, Bulgaria.

The ETNDR is organising the Forum together with representatives and partners from Bulgaria and Romania. www.umwelttechnik-bw.de/events.html

- Project-related trade mission from 15 to 17 October 2014 to Split, Croatia. The ETNDR is organising visits to water and waste management project sites in cooperation with Baden-Württemberg International (BW-i) and the county of Split-Dalmatia.

www.umwelttechnik-bw.de/events.html

www.umwelttechnik-bw.de/environmental-technology-network.html

Projects for the Future

Baden-Württemberg supports Danube Region initiatives that focus on the future. Sustainability is an important criterion here.

Steinbeis

STEINBEIS AND THE EUROPEAN UNION STRATEGY FOR THE DANUBE REGION

Our Steinbeis-Danube-Center takes a presenting role in the complex process of development and realization of the European Danube Strategy. The Center was founded in March 2011 and is contact partner for every actor of Danube Strategy. Long-term experiences in the work in South-eastern Europe and international professional competence come together in Steinbeis-Danube-Center. This competence is provided to effect the Danube Strategy. Together we want to contribute to the overall and lasting achievement of ambitious aims of the Danube Strategy.



Jürgen Raizner, founder and director of the Danube-Center at Steinbeis, is directly included to the work of many important committees: such as the work of Steering Groups of Priority Area 7 (Knowledge Society), 8 (Competitiveness & Clusters) and 9 (People & Skills). He is a member of the Romanian Advisory Board of Danube Strategy, member of the Executive Board in the Council of Danube Cities and Regions and in other important functions in organizations of members of the Danube Alliance. Those connections are used within the meaning of the Danube Strategy, for the development of useful and lasting projects. The Danube-Center is Part of the Steinbeis Innovation GmbH and has status of a non-profit organization which is part of Steinbeis network.



DANUCLUS (DANUBE CLUSTER NETWORKS)

DanuClus is a project with attempts to cater to different clusters in Danube Region to their needs in order to support development in the whole Danube Region and thereby increase competitiveness and prosperity. Cooperation platform is preparing different projects in three thematic areas: cross-sectoral innovation projects based on a challenges approach, cluster optimization projects and projects on horizontal topics.

DanuClus has goal to boost prosperity and strengthen Europe's position as a global economic power by better integrating yet untapped potential in the Danube Region. It brings together players from different countries in order to form coherent innovation and value chains across borders and to foster innovative capacity.

Cities cooperate

Text: Ivo Gönner, President of the Council of Danube Cities and Regions

*Ivo Gönner, Mayor of Ulm,
on cooperation between cities
on the Danube*

The EU Strategy for the Danube Region, which was initiated in 2011, is also a great opportunity for the cities along the Danube. That is why these cities have joined forces to form the Council of Danube Cities and Regions. The objective of the Council is to promote and enhance cooperation and knowledge/information-sharing between the cities, metropolitan networks and city associations. This enhanced cooperation will help people living in these cities and will make Europe and the Danube Region Strategy a tangible concept that they can relate to.

Therefore the cities have also decided to develop an "Urban Platform for the Danube Region" to enhance cooperation and the sharing of ideas/experience between the cities, city administrations and local wparliaments in cities along the Danube.

Local government autonomy is the basis



for all European activities. The principle of subsidiarity must become a European social principle – not everything has to be decided and implemented by the state or the city administration. Being proactive and autonomous and therefore displaying a willingness to assume responsibility for the community need to feature more in day-to-day local politics.

Modern Ulm

The historic city of Ulm is a modern location for future-focused industrial activity and scientific excellence. The EU-SDR's 4th Annual Forum will take place in Ulm in October 2015.

www.ulm.de

Dual Education in the Danube Region



didacta - the trade fair for education and training took place for the eighth time at Messe Stuttgart. As the biggest international trade fair for education and training it provides offers from over 900 exhibitors and a comprehensive further education programme for teachers, educators, trainers and educational staff. High-ranking representatives from politics, business, science and society come to didacta in order to find ways for the education and training of the future and to exchange information and ideas.



The Danube Region in the spotlight at didacta 2014: The event offered impulses for the education policy and companies, which would like to extend their business in the Danube region. Conference, Workshop and On-Site Visits in Baden-Württemberg local businesses offered a perfect opportunity to extend international network and to find new business partners in the field of education. The event was organised by the Ministry of Finance and Economic Affairs Baden-Württemberg and Croatian Ministry of Entrepreneurship and Crafts.



Peter Friedrich,
Baden-Württemberg's Minister for the
Bundesrat, Europe and International Affairs

As representatives of the State of Baden-Württemberg, we regard the Danube Region Strategy as a key operational framework for contributing the State's immense wealth of vocational qualifications experience to European cooperation. Baden-Württemberg was the first region in Europe to recognise the economic, political and cultural potential within the Danube Region and is now an important champion of continuous development of this joint trans-national project. Progress has already been made across a whole series of tangible projects. For example we can report on a cross-border collaborative project focusing on developing the skills of teachers at vocational schools in the Danube Region. The Baden-Württemberg Ministry of Culture teamed up with the State Academy for Advanced

"Baden-Württemberg is an important champion of continuous development of this joint trans-national project."

Teacher Training in Esslingen to train up multipliers from Romania, Bulgaria and Hungary in the arts of advanced teacher training in commercial/engineering disciplines for the metalworking, electrical engineering and vehicle engineering professions. In the future the major challenge in the Danube region will be to merge this commitment into existing regional structures and systems and, for example, to develop uniform examination rules and standards.



Gordan Maras,
Croatian Minister for Entrepreneurship
and Trade

The Danube Region Strategy harbours major potential for enhancing and championing the education and training of entrepreneurs. It provides a platform to all countries involved, including pre-accession regions, to cooperate and thus strengthen their economic development and competitiveness, especially in the SME sector. Dual education is an effective approach enabling young people to acquire the skills necessary for the workforce to be competitive. It is one of the most important parts of any country's educational system because of its ability to link the economy and education system and to build social partnerships between schools and businesses at state and local level. In the Republic of Croatia the education model for craft/skilled

"Dual education is an effective approach enabling young people to acquire the skills necessary for the workforce to be competitive."

trades, the so-called "Unique Educational Model", as a component of vocational education, is an excellent example of the implementation of educational standards regarded as imperative in the European Union. The strengthening of the Danube Region's economic power could be achieved by developing new forms of business cooperation, especially between SMEs, and by developing processing and manufacturing industries.



Stefan Chudoba,
State Secretary at the Slovak Republic's
Ministry of Education, Science, Research
and Sport

I am delighted that Slovakia is cooperating closely with Baden-Württemberg on this issue. VW, which ran a mechatronics further education / retraining course, is an example of successful partnership in the field of training and hands-on work in Slovakia. We want to put this positive experience, which we have had in our dealings with VW and the State of Baden-Württemberg, to good use in our partnerships with the Baden-Württemberg Ministry of Culture, Youth and Sport, the Baden-Württemberg Ministry of Finance and Economic Affairs, the German Chambers of Industry and Commerce, the Federal Institute for Vocational Education and Training, the Austrian Economic Chambers and other stakeholders. The introduction of certain components of the dual education system in collaboration with Austria

"The in-the-pipeline Danube Dual Education Academy is intended to serve as a centre of vocational training for students and teachers at national level as well as for partners from other countries along the Danube"

has already proved successful in Slovakia. The in-the-pipeline Danube Dual Education Academy is intended to serve as a centre of vocational training for students and teachers at national level as well as for partners from other countries along the Danube, focusing on preparing people for the world of hands-on work.



Vocational Education Conference as part of GlobalConnect 2014

Vocational education provided and made in Germany – in demand worldwide!

International experts illustrate best-practice examples of how the provision of German vocational training abroad can be used to attract skilled professionals, what business opportunities the export of vocational education and training generates and how young people from abroad can successfully complete a course of training in Germany.



On the last trade fair for education and training didacta 2014, Tatiana Shevchenko represented Republic of Moldova. Tatiana is part of Ad Astra Group working on issues of faster transition of young people from education to employment.

Career for me

Career For Me Developing human capital

Leveraging IT to Connect Students and Companies

Youth unemployment is a global problem being tackled by transnational organizations, local governments, and grassroots initiatives, alike. In the Republic of Moldova policy and curriculum changes take time leaving young people feeling uncertain and apathetic about their future. For youth labor migration is the answer, but for Moldovan businesses and society this creates a brain drain.

In the Republic of Moldova, Ad Astra Group is working on combating the disconnect between youth and business. By leveraging IT technologies to connect young professionals with Small and Medium Size enterprises, the Career For Me online platform and the Ad Astra Career Center helps young people better understand market trends and make smooth transitions from education to employment.

4+1 From Theory to Practice

The 4 + 1 Youth Employment Model designed by Ad Astra is derived from the 4 weekly workshops organized by Ad Astra Career Center + 1 online platform called Career For Me which connects young people with companies and thus bridges the gap between theoretical knowledge and practical skills, market supply and demand and, education and employment.

Connect and Grow Together

The Ad Astra career center leads offline career trainings 4 times per month. Career coaches, entrepreneurs, representatives of the public and private sector discuss market trends and opportunities with students.

Learning about the experience of professionals, students discover new methods of personal branding, business and career development. Participants better understand the labor market and learn how to align their skills with needs. Applying the theoretical knowledge gained at Ad Astra events, young professionals are ready to gain hard skills by becoming active on Career For Me.

Career For Me is an online platform where companies and students collaborate on short and long-term business projects. Combining task-based hiring approach, the dual education model and the freelancing concept, Career For Me helps students engage with companies on tasks in order to gain practical skills and vet their experience, ultimately getting a full time job in a company of their liking.

Companies communicate their needs directly to the target audience by posting on Career For Me. Students dynamically grow their profile as they complete each task. By working with young professionals early on, companies can groom young talent according to their needs. Small and Medium Size Enterprises can help youth discover their passion while providing their business with a loyal and competent workforce.



Ideas flowing, business growing

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The **danubiz.eu** SME conference will take place at **Global-Connect** -the Forum for Exports and Internationalisation:

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- ▶ Reception of the State Government

**4-5 November 2014,
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Register at www.global-connect.de

Connecting people, ideas and businesses

Berislav Čížmek has more than 20 years of experience in the international trade fair industry. His main goal is „connecting people, ideas and businesses“ mainly by helping small and medium size companies from Central/SE Europe in launching new business ideas, entering international markets and to start new partnerships and projects.

During his career Mr. Berislav Čížmek realized importance of trade fair industry as an ideal marketing, learning, networking platform for companies to get information about the latest innovations, developments and knowledge as well as to meet with the existing and new customers. Therefore, he emphasizes that “A small and medium-sized businesses have to realize the importance of appearances at trade fairs because it gives them the ability to in-

ternationalize and enter new markets. It is also important to mention that small and medium-sized enterprises are supported by the government, various agencies and chambers of commerce for the participation and performance in international trade fairs.”

With understanding of possibilities on the market, as a key factor for the successful entrepreneurship development in Danube Region, Mr. Berislav Čížmek sees education, research, innovation and integration. Highlighting all above with reminding us on the fact that „The small enterprises are backbone of the European economy employing some 75 million people and must be considered as a main driver for innovation, employment and as well as social and local integration in Europe”.



Berislav Čížmek, CEO of CBBS Management Consulting & Business Building Co. Ltd, Zagreb

Presenting global markets



Forum for exports
and internationalisation
4 – 5 November 2014
Messe Stuttgart

Every two years GlobalConnect plays host in Stuttgart to the world of international trade. The Forum for Exports and Internationalisation brings together companies which are interested in foreign markets, and experts who provide information on how to get started in international business. The 4th GlobalConnect will be the meeting point for export and country managers, as well as business promoters and providers of export services.

GOOD REASONS FOR GLOBALCONNECT

1. WEALTH OF INFORMATION

GlobalConnect features numerous ways to acquire information. More than 250 industry experts pass on their knowledge and experience of exports and internationalisation to all interested parties during the exhibition, the GlobalConnect Congress and countless guest events and conferences.

2. 46 COUNTRIES IN ONE PLACE

Who can actually maintain that he/she has knowledge of the market conditions in more than 46 countries? GlobalConnect provides in-depth insights – in just one place. A large number of country representatives describe the general conditions in their country and provide advice on starting international business.

3. INTERNATIONAL CONTACTS

GlobalConnect is ideally suitable for establishing and cultivating valuable international contacts. The cooperation exchange Enterprise Europe Network and the International Consultancy Days (IBT) provide assistance in looking for suitable discussion partners. It will be possible to increase the newly established contacts during the evening reception given by the Deputy Minister-President and Minister of Finance and Economics of Baden-Württemberg, Dr. Nils Schmid, Member of the Baden-Württemberg State Parliament.

4. EXCELLENT LOCATION CONDITIONS

4.4 per cent economic growth, 9 per cent growth in manufacturing industry, plus a rise in exports by €2.4 billion to the new record figure of €72.4 billion: practically no other region in Europe is as

dynamic as Baden-Württemberg. The companies here are active investors and cooperation partners – all over the world.

5. GLOBALCONNECT – UNIQUE IN GERMANY

The Forum for Exports and Internationalisation is the only one of its kind in German-speaking countries. Every second participant attends no other comparable event. High-ranking representatives from industry, politics and commerce meet here.

6. STRONG PARTNERS FOR A SUCCESSFUL EVENT

Thanks to the know-how of our partners, i.e. the Chambers of Industry and Commerce, Handwerk International, Baden-Württemberg International and the Baden-Württemberg Ministry of Finance and Economics, we can guarantee you a first-class event and topics which are right up to date.

Recruiting young and talented qualified personnel is getting more and more important not only for Germany but especially for the state of Baden-Württemberg, in order to maintain the status of Europe's most efficient and attractive region for economy.

Text: Ira Haller



Willkommen, Bienvenue, Bienvenidos, Welcome to Germany!

Baden-Württemberg needs new ideas, skilled professionals and new talents. However finding these human resources in Germany is becoming increasingly more difficult. The trend is to recruit foreign professionals to come and work in Germany. But that is not so easy.

Baden-Württemberg in particular is a key business and economic location that is reliant on highly qualified professionals.

Foreign qualifications have to be accepted more readily. To date getting foreign qualifications accepted in Germany has been a difficult process. Far too often well-educated immigrants have to take employment for which they are significantly over-qualified.

Professions that fall within the legislative remit of the federal states require Recognition of Foreign Qualifications laws to be enacted at federal state level. On 9 July 2013 the government of Baden-Württemberg approved draft Recognition of Foreign Qualifications legislation to be debated in the state parliament. The intention of this Act is to introduce a standardised acceptance procedure, increase decision-making transparency and create clear areas of responsibility. The objective is to enable as many people as possible to benefit from these new regulations. For we cannot afford to lose this potential – not only given the existing and worsening shortage of professionals, but also from a social policy perspective.

Baden-Württemberg in particular is a key business and economic location that is reliant on highly qualified professionals. The opportunity to foster integration is just one of the many benefits of this legislation. The State Recognition of Foreign Qualifications Act complements the Federal Recognition of Foreign Qualifications Act, which deals with equivalence decisions for professions regulated at federal level. A distinction is made between so-called regulated professions and non-regulated professions. People are only permitted to practice a regulated profession if they have certain qualifications. The acceptance/recognition of qualifications is therefore a mandatory requirement for obtaining a government license to practice a profession, such as that of a doctor, architect, engineer, tea-

cher and educator. People can practice non-regulated professions, such as that of an economist, mathematician or technician, even without formal recognition of their qualifications.

“The State Recognition of Foreign Qualifications Act will enable us to create a legal entitlement to have professional qualifications obtained abroad validated for equivalence with the matching German reference profession and to determine the legal parameters and conditions for this process.”, says the Minister for Integration, Bilkay Öney.

However in most cases the procedure is very complicated, protracted and costly. Last year the number of applications throughout Germany was a mere 2600, and equivalence could only be verified in 100 of those cases.

Acceptance/recognition of their professional qualifications is not the only hurdle faced by foreign professionals coming to Germany, so is the language. Many of these people come to Germany with few or no German language skills. Germany's Immigration Act entered into force on 1 January 2005. Since then many new immigrants have been given the opportunity to acquire an adequate knowledge of the German language.

The Federal Office for Migration and Refugees (BAMF) funds the majority of these so-called integration courses with the objective of encouraging these people to acquire sufficient language skills to enable them to play “their role in society”. That means being able to communicate in German in everyday situations so that they are understood and getting their bearings in their new environment. The Goethe Institute has been helping immigrants to integrate as far as language skills are concerned for many years now.

Many companies already offer in-house

Last year the number of applications throughout Germany was a mere 2600, and equivalence could only be verified in 100 of those cases.

German courses or make arrangements with external providers to enable their new employees to acquire German language skills.

That applies, for example, to the branches of SAP AG, a major provider of corporate and business software, located in more than 50 countries. More than 80 different nationalities are represented amongst the staff at SAP's headquarters in Walldorf near Heidelberg. SAP's management regards its multi-national headcount as one of the foundations on which its success is built. To manage such cultural diversity within the company, English is the corporate lingua franca throughout SAP AG. Telephone and written communication and internal meetings are all in English, to enable staff from different countries to manage their everyday working lives from the word go without encountering language barriers.

In some cases this has already worked very well. I visited the Goethe Institute in Schwäbisch-Hall and during the course of my research met Inigo Turrillas Aranaz by chance. He is 28 years old, born in Spain, a qualified engineer and seeking employment. He is currently doing a language course at the Goethe Institute in Schwäbisch Hall. “I would like to perfect my German, before I look for a job. Companies have to understand that we need time to learn the language.”

Estibaliz Alzueta, 27 years old, also an engineer from Spain, joined us and

outlined what she thinks: “Germany is a country with a very strong industrial base. German is an important language and the country has a very high standard of living.”

Both of them have only been in Germany for a month. Every day they set a good example by attempting to get to grips with German culture without preconceptions and making new contacts. They feel very much at ease and welcome here and are constantly meeting new and very kind people. In response to the question as to whether they wanted to return to Spain, they both shook their head with self-confidence.

“We are both young and want to work. Here we have got the opportunity to do so, whilst in Spain it is very difficult. Perhaps we will go back some day, but for now and in the future we want to stay here.”, Estibaliz Alzueta explains.

Not only companies but government institutions are attempting to make it easier for new immigrants to get their bearings in Germany by providing a range of different online information portals. The Federal Economic Affairs and Labour Ministries and the Federal Employment Agency have named the website, which functions as an Internet portal and provides new immigrants with information about funding a degree course, visa applications or seeking employment, “Make it in Germany”. “It is more than just an information portal – it is the expression of a culture of welcome.”, the website states.

Germany with its culture of welcome has progressed to become a country of immigration during the last decade.

More than one million people relocated to the Federal Republic from abroad in 2012 – 369,000 more than emigrated. As in the previous year the highest number of immigrants, at 68,100, continues to come from Poland. Yet considerably more immigrants came from Eurozone countries in Southern Europe, where unemployment is high.

But what is the greatest challenge for companies initially? The CEO of the



Germany with its culture of welcome has progressed to become a country of immigration during the last decade.



Black-Forest-Baar-Heuberg Region business development agency, Heinz-Rudi Link, takes the following view: “The greatest challenge is implementing the culture of welcome consistently. It is important that new employees

are appreciated not only by the boss but also by their colleagues. They must be prepared to help integrate their new colleagues and to respect them.”

But why can't we fill our vacancies with locals?

There are two main reasons for this. German women have 1.3 children on average. To enable vacancies to be filled in the future that average number of children would have to be 2.2. There is a shortage of new blood coming through in this country. A second reason is demographic change. Many companies don't consider how many of their core workforce will retire in 10 years' time.

“The trend seems to be that there will be up to 20,000 job vacancies in the next five years, which cannot be filled, given the shortage of qualified professionals.”, Heinz-Rudi Link continues.

Therefore we need to attract well-qualified people from abroad to our region. That works particularly well with Spanish people, according to Heinz-Rudi Link. In his experience Spanish engineers can demonstrate that they have an in some respects unexpectedly excellent knowledge of German, but he does not regard this as a prerequisite. Furthermore he has seen Spanish people with a high degree of motivation and interest coming to our country. They integrate really well, which certainly can also be attributed to the fact they come from the same cultural environment. Of course Spanish immigrants are not the only success stories, but this experience speaks for itself.

But how exactly does an immigrant conduct themselves in a country with a foreign culture and language? What are their greatest challenges? What do immigrants need to be aware of and at what point does this process of so-called integration actually start? Four students/ immigrants revealed their responses to me.

"I simply feel at home here"

Katerina Tsiati is 20 years old and comes from Athens. She packed up all she had in Greece and is in the process of rebuilding her life here together with her partner. Studying in Greece is no longer as simple as you might imagine. The familiar problems also cause prospective students major headaches. Katerina's solution was to pack her bags and make a new start here in Germany, in Waiblingen to be exact. She would like to study in Tübingen as well as live and work in Germany. She is ambitious, full of joie de vivre, open-minded and her life story to date is an impressive one.

Interview: Ira Haller



You can doubtless say that Katerina is virtually a textbook example of a foreign immigrant. She has come to Germany with the aim of integrating into German society and standing on her own two feet. Her knowledge of German seems to have improved every time I meet up with her. She sings at music night events at hostels in and around Stuttgart and in her free time she always tries to meet new people, together with her partner. In a couple of weeks she will apply to university for the autumn semester. A combination of will-power, conviction and plenty of self-confidence enabled her to take the plunge and leave her homeland, Greece, aged just 19, and start a new life here in Germany. If other immigrants from abroad succeed in making it here in the future, Germany is set to gain an incredible number of young, contented graduates.

How long have you been learning German for? I started 2 years ago in Greece and have

been learning German in Germany for 4 months now.

How long have you been here? I have been in Germany for 8 months now together with my partner, Alexandros.

Would you like to stay here? I would really love to remain here, even after I have graduated.

Why Germany exactly? What appeals to you here? Germany has always been the country that really inspired me. I have always felt drawn towards the country, even as a child. I really like the language and the people.

Do you find Germany an attractive country for foreign students and those at the start of their careers? Yes, Baden-Württemberg is one of the leading industrial and innovation regions in Europe, with attractive employment and career options for professionals from all over the world. Nearly 36,000

young men and women from abroad come here to study at Baden-Württemberg's universities.

What is your understanding of integration? On the one hand learning a new language, since I am relocating to a(n) (initially) foreign country. In the process I am learning to understand the associated cultural skills required, e.g. the messages sent out by a range of different gestures (politeness) or local traditions and customs, festivals and regional cuisine etc. Here it is not absolutely necessary to adopt everything from the new culture – such as traditions or cuisine – but rather to develop a basic understanding of the new culture, to respect and tolerate it.

Are there certain challenges or difficulties that you still face? Of course. My overall undertaking – that is a major challenge for me because I am in a different country ... New people, new culture, new life... But fortunately I have always had help from kind people, who have enabled me to move forward. I have therefore always been able to overcome difficulties.

How much assistance have you been given to enable you to get your bearings and to integrate? (Assistance with searching for language courses or leisure activities such as sports or music etc.) I have received a lot of help from other immigrants, such as the Moutas family, or from Petra Liaka, who grew up here. They have really supported me and been a great help. They showed me how to get around and get my bearings here. I have even found a job. I would like to thank them all for everything they have done for me.

Is there anything you don't like about Germany? Swabian dialect, (grins) – no, I simply feel at home here.

Diversity is an advantage

The minister for integration, Bilkay Öney talks about changes in integration policy, what action still need to be taken to attract our state and how the access to universities can be made easier for foreign students.

Looking back over the last 2 years, what changes have you been able to make to Baden-Württemberg's culture of welcome?

Right at the start of our period in office we liberalised naturalisation procedures in Baden-Württemberg and introduced draft legislation covering general acceptance of multiple nationality and the abolition of the obligation to choose a single nationality into the Bundesrat. Germany is a country of immigration. We need modern immigration laws. Furthermore studies validate the fact that naturalisation sends a strong integration message – naturalised citizens gain higher educational qualifications, are more successful on the employment market and have higher incomes. We have initiated a naturalisation campaign to promote German citizenship to immigrants. Those interested can obtain full information about German citizenship at www.mein-deutscher-pass.de.

Baden-Württemberg's Recognition of Foreign Qualifications Act has enabled us to establish binding standards applying to the equivalence of qualifications obtained abroad verification procedure for the approximately 260 professions that are governed by federal state law. We pool areas of responsibility and provide transparency. This law is an important milestone in our efforts to provide greater equality of opportunity to immigrants and enable them to participate in society. It is the expression of a vibrant culture of welcome and at the same time



"This culture of welcome needs to be accepted in the hearts and minds of the people."

an important contribution to attracting well-qualified human resources to Baden-Württemberg and making it fit to face the future.

The Green/SPD state government is also setting a new tone as far as refugee policy is concerned. The amended Refugee Accommodation Act will improve the circumstances of asylum-applicants and enhance the level of advisory, educational and psycho-social support we can provide.

The policy of listening is also reflected in the issue of integration. A good example of this is the Islam Roundtable, which I initiated. This dialogue with Muslims is now beginning to bear fruit - both the inspiration for changing the law applying to funerals and extending Islamic religious education came from this body.

In the next two and a half years we will campaign to raise levels of intercultural awareness within Baden-Württemberg's administrative infrastructure. Our state is characterised by diversity and that needs to be reflected throughout all our public authorities. Intercultural awareness and skills facilitate equality of opportunity and lead to more effective administration.

What concrete action still needs to be taken to attract foreign professionals to our state in the long term?

The above-mentioned Recognition of Foreign Qualifications Act plays an important role in attracting and retaining professionals. People from abroad, who want to live and work in Germany, can already have their qualifications checked whilst still in their home countries. This process is transparent and quick. The results provide certainty.

The much-talked-about culture of wel-



come must on the one hand be reflected in the federal state's/country's laws and parameters. This is a challenge for politicians in particular. On the other hand this culture of welcome needs to be accepted in the hearts and minds of the people living here. That is a challenge for society as a whole.

How exactly can access to our universities be made easier for foreign students?

The Green/SPD state government has abolished the annual tuition fee of 1000 Euros because it was not socially acceptable. That facilitates access to our universities, for foreign students as well. Because the state government also regards it as a matter of importance to help young people from abroad access university education as much as possible, the State Universities Act will in future dispense with the requirement to submit evidence of a residence permit when applying to a university. This will give tolerated aliens and asylum applicants, who meet university

entrance requirements, the opportunity to study in Baden-Württemberg. The Ministry of Science has also established a programme that can accommodate a range of different educational backgrounds – “the variable-speed study model”. That takes account of the fact that only around half of the students have the conventional ‘Abitur’ (university entrance) qualification and that there are many other ways of qualifying for entrance to higher education. The programme offers preparatory courses to make sure that the start of a degree course goes as smoothly as successful university entrance.

Can you name a couple of companies by way of example that already assist their new employees from abroad to find an appropriate German language course?

We know from the Fraunhofer Institute in Stuttgart that it has provided German language courses to foreign scientists since the beginning of 2013.

WELCOME TO BADEN – WÜRTTEMBERG

"We want everybody to feel they are part of the social fabric of Stuttgart."

Since January, 7 2013 Fritz Kuhn is the mayor of Stuttgart. It was a major achievement for his party because for first time in history a German Green party member has become mayor in a federal state capital of Germany.



For a tolerant city

One of Fritz Kuhn's major projects is the change making in integration policy of Stuttgart. In this interview he points out the attractiveness of Stuttgart abroad and what's behind twinning and the relationship with Łódź.

How appealing is Stuttgart to immigrants?

Stuttgart has been an international city for many years. Around 40 percent of Stuttgart's population has roots abroad. People from more than 170 different countries live side-by-side in peace in our city. They have all opted to live in Stuttgart, because it is open-minded and tolerant, a city worth living in, which gives everybody the space to develop and do their own thing. And a further indication of this appeal is the growing number of immigrants wan-

ting to become German citizens.

We want everybody to feel they are part of the social fabric of Stuttgart. An example of this is our "Alliance for Integration" – this initiative is supported by committed citizens, political and government institutions as well public agencies and the business community. This bolsters peaceful coexistence and encourages intercultural communication. Both our immigrants and the city of Stuttgart benefit equally from this. It generates more cultural diversity!

How exactly does Stuttgart promote itself abroad?

Of course we promote Stuttgart as a tourist destination, yet we also take our message to businesspeople and companies, for instance in the form of conferences. Stuttgart-based companies, of which a large number are already competing successfully abroad, effectively act as ambassadors for our city. Beyond that we attract attention by displaying a strong level of political will and commitment.

Stuttgart has for many years been well-positioned and continues to be extremely proactive as far as external relations and policies are concerned. Leaving our twinning arrangements with other cities aside, that is demonstrated, for example, by a number of projects that we have actioned. Stuttgart lead-manages the EU's "2Move2" project, which deals with the issue of sustainable and urban-compatible mobility. For several years we have played a major role in CLIP, a network of European cities that collaborate on integration policies.

Furthermore Stuttgart is involved at an international level in municipal development partnerships. We support local authorities and partners in developing countries on issues such as waste management, urban planning or safety and security. Furthermore Stuttgart is a member of international networks such as Energy Cities, which champions sustainable energy policies at a local level. And in 2006 we founded the international mobility network, "Cities for Mobility", which now boasts a membership of almost 700 from around 80 different countries, including more than 300 municipalities.

What role does twinning play?

Twinning brings people together and generates understanding for other lifestyles and cultures. It forms an important basis for European unity and its importance for global understanding and communication should not be underestimated. As Mayor I attach particular importance in the relationships with our ten twinned cities to analysing how the relationships have progressed and what path do we want to go down together? When it's clear that a relationship is more of an economic one or more of a cultural one, for example, you are then in a better position to build

"Twinning brings people together and generates understanding for their lifestyles and cultures. Its importance should not be underestimated."

something substantive on those particular foundations. Incidentally on the 25th anniversary of our two cities being twinned, I visited our Polish twin, the City of Lodz, last year and also hosted a return visit by the Lady Mayor and her delegation. And this spring a trip to Brno in the Czech Republic is planned.

What collaborative potential do you see in the relationship between Stuttgart and Lodz?

Lodz and Stuttgart have been twinned for more than 25 years. This has given rise to partnerships between a large number of institutions, such as the 'Stadtjugendring' (an umbrella organisation for young people's associations in various cities) or schools and clubs/societies. Furthermore twinning has led to the creation of initiatives and a range of networks, in which the municipal authorities of both cities now work together, for example student exchanges or promoting transregional innovation.

Besides as Poland's third largest city, Lodz is an important market for the entertainment and electronics industries, it boasts an extensive, vibrant and diverse cultural community, a major university and a film academy of international renown. In this respect we can learn something from Lodz and conversely also see what Stuttgart can offer. We therefore still have many opportunities to enhance our partnership in a wide range of different domains.

What is the planned Welcome Centre in Stuttgart all about?

Our Welcome Centre in Stuttgart is intended to take account of the particular circumstances that immigrants find themselves in, irrespective of whether they are professionals, students or family members, irrespective of whether they come to us from abroad or from the North of Germany. Many of them often do not know whom to contact first. The Welcome Centre is therefore intended to enable new 'Stuttgarters' to get their bearings and guide them through the array of specialist advice centres and municipal agencies, even clubs/societies and other institutions. And it is designed to facilitate integration into the social fabric of our city.

We are planning to establish our Stuttgart Welcome Centre in a central location in the city centre. The Region of Stuttgart is also establishing a Welcome Centre that caters primarily for professionals looking for employment in Stuttgart and the surrounding region. Encouraging discussions are currently being held with a view to establishing both centres under one roof.

Why does Stuttgart need such a Welcome Centre in the first place? Is the city not appealing enough?

This is not so much an issue of Stuttgart's attractiveness or appeal to the outside world, but rather the focus is on services provided especially to those people who have chosen Stuttgart as their place or residence. The Welcome Centre aims to help new Stuttgarters make the best possible start in their new home. The aim is to enable these new citizens to get their bearings and feel at ease in our city as quickly as possible.

Don't just moan, do something

The work Uwe Hück does is outstanding. He is working hard in order to make changes. His exceptional work spirit for more integration of excluded and disadvantaged teenagers brought him the Regine-Hildebrandt award.

Text: Ira Haller



Uwe Hück - the Thai boxer, the Head of Work Council of Porsche. The unionist. Uwe Hück - the education ambassador and the campaigner for fair schooling.

What we know about Uwe Hück is that he grew up in various children's homes in the Stuttgart region. His parents were killed in a traffic accident when he was just two years old. His five siblings were separated from each other. The family tragedy later caused his brother Detlef to suffer a mental breakdown and commit suicide. "As a child I had no family, nobody loved

me.", Hück once said in a FOCUS interview.

In the fifth grade he ended up at a special-needs school. Hück protested and was able to switch to a lower secondary school. "Here a teacher finally realised that I am not stupid." He skipped two grades at once and was able to leave the

home aged 15 as an apprentice. As a sideline he put plenty of passion into training to be a boxer and several years later he realised his dream and became a professional Thai boxer. He was twice European Champion. After he found out that his manager had misappropriated 90% of his earnings, he fired him on the spot. He was plagued by financial difficulties, whereupon he applied for a job at Porsche. But the HR department rejected Hück's application because of his "lack of qualifications". He immediately went to see the manager responsible in person: "If you're



"We need to provide sufficient apprenticeships and create sufficient employment. We need a balance between white-collar and blue-collar professions. We also need the people to build our fantastic products. Our education system must not be allowed to provide opportunities only to those young people, whose parents can financially afford it."

ner for employees' rights at Porsche. He acquired the necessary knowledge about collective wage agreements, employment law and productivity via evening classes and reading plenty of specialist literature. In an interview he reveals why Porsche is successful, why it is important to invest in people and what urgently needs to be done to give young people in Germany a sense of optimism about their future prospects.

What is the correlation between Porsche's success and investment in people?

A massive one! We could never be as successful as we are without the brainpower of the people working here. For that reason we have to invest in educating young people in the future and we can't afford to abandon them. They are too valuable an asset for our society. We must provide them with opportunities and prospects and must treat them with respect. That is the secret. If we don't do that, it will come back to haunt us, because young people will then rebel at some stage. Our company has always understood this, since Porsche would not be Porsche if it were not for the brainpower of all our colleagues. And our job as members of the works council – as well

as mine as deputy chairman of the Supervisory Board – is to keep an eye on making sure that we preserve this unique Porsche culture, which gives everybody an opportunity and which nurtures young people in particular, who would otherwise never get this opportunity. That is what makes Porsche such a great company and marks it out as a truly premium brand.

Is this model of investing in people also a model for Europe in your opinion?

Yes, absolutely. What applies to Porsche, also applies equally to other companies, to Baden-Württemberg, to the Federal Republic of Germany and to Europe. Perhaps we are playing a pioneering role, we are not any better, we just do things differently. If you don't invest in the young generation you will come a cropper at some stage.

Are we in Germany doing all we can to give young people a sense of optimism about their future prospects? What needs to be done?

NO! Not enough is being done!

Firstly there is always something you can do in this domain. Secondly the realisation of how important it is to nurture and encourage young people has not yet become embedded in everybody's mind. Many people still underestimate the explosiveness of this issue. There is still plenty to be done. We need to provide sufficient apprenticeships and create sufficient employment. We need a balance between white-collar and blue-collar professions. We also need the people to build our fantastic products. Our education system must not be allowed to provide opportunities only to those young people, whose parents can financially afford it. That is unfair and unjust. We must tackle these issues. That's why I have also established a learning foundation, to set a good example. My motto is: "Don't just moan about things, do something about them."

telling me you don't have any vacancies I can accept that. But don't tell me I am too stupid.", he recounted in the same FOCUS interview. Hück got the job.

His career at Porsche began by working night-shifts. He soon came to realise how badly line managers were treating the ordinary workers and began to organise protests. His talent quickly came to the attention of the IG Metall trade union and he was initially appointed a shop steward, then a member of the works council and in 2003 the most senior campaign-

The car of the future

SAP and BMW are researching into innovative mobility and added-value services for the car of the future

As part of a joint innovation project, SAP AG and BMW Forschung und Technik GmbH have developed the research-stage flexible infrastructure prototype for an extensive range of in-vehicle mobility services based on the SAP HANA Cloud Platform. The idea is to

aggregate location- and route-related information derived from services provided by external partners and to display this information to drivers in their vehicles in the form of offerings tailored to their personal preferences. In actioning this project SAP is continuing to

champion its vision of the connected car. SAP's cloud-based platform functions as an intermediary between BMW and the services provided by external partners. A virtual marketplace pools the information from a wide range of different providers and it could enable BMW to provide specific offerings to its clients in their vehicles in the future. Care is taken to ensure that duplications are deleted or summarised and that drivers are not overloaded with information. These offerings can also be enhanced by incorporating other sources of information. Furthermore combining services and thus generating brand new offerings based on up-to-date information is a definite option for the future. SAP and BMW Forschung und Technik GmbH have already actioned two prototype applications – parking and couponing. The parking prototype searches for suitable parking options in the vicinity of the driver's destination based on a user profile and current availability. Associated detailed information, e.g. pricing and suitability for particular vehicles, is also displayed. The location of a parking facility selected by the driver can be simply adopted by the driver's navigation system. The long-term vision is to enhance the vehicle user's driving experience across the board – from getting into the car via searching for parking places, shopping and visiting restaurants through to driving home. This generates attractive opportunities for service providers – an information channel to the vehicle provides them with a brand new opportunity to reach out to customers. At the same time vehicle manufacturers can gain flexible access to a large number of service providers using a standardised platform, without having to set up a specific interface for each one. The project is based on a joint research initiative by SAP and BMW Forschung und Technik GmbH.





TRUMPF opens disk laser production facility in Japan

TRUMPF was founded in 1923 as a mechanical workshop in Stuttgart. Ever since, it has developed to one of the world's leading companies in production and medical technology. In fiscal year 2012/13, the company with 9925 employees achieved sales of 2.34 billion euros.

TRUMPF opened an Asian production facility for disk lasers at TRUMPF Japan in Yokohama. Dr. Peter Leibinger, deputy chairman of the Management Board, officially inaugurated the new TruDisk production facility in Yokohama on 1 June 2012. This is now TRUMPF's third disk laser production facility, in addition to Schramberg (Germany) and Farmington (USA). TRUMPF Japan is due initially to assemble 40 lasers a year. The objective of the new facility is to distribute this locally-made disk laser technology in the Japanese market. Japanese customers can therefore see the quality of TRUMPF's manufacturing processes and products for themselves locally. Produc-

tion employees were specially trained at TRUMPF's development and production site in Schramberg. Local manufacturing will enable TRUMPF in the long term to meet the requirements of Japanese customers more effectively.

The 120 invited guests included customers, decision-makers from Japanese companies, professors from Japanese universities and representatives of the media. A high-ranking official from METI, the Japanese Ministry of Economy, Trade and Industry, also came along to express his best wishes. He thanked TRUMPF in particular for investing in Japan following the nuclear disaster at Fukushima.

A smart city for China

Xiaowei Brüggmann studied at the Hochschule der Medien in Stuttgart. As a true doer from Baden-Württemberg she returned to her home town Qingdao in China and managed the Sino-German EcoPark, a role model for sustainable and future-focused urban planning.

Chinese cities are growing and growing. The effects of urbanisation and the climate change are about to clash. The consequences are inevitable, unless we start to make a change.

Xiaowei studied infonomics at Stuttgart Media University, completed a large number of internships and lived in Germany for 11 years. During this time she went from being a young student to a 38-year-old career lady with two children and a German husband. She is undoubtedly a good example of the fact that Baden-Württemberg is a state of movers

and shakers that turns future- and success-focused young students into people, who view global communication as their mission.

Xiaowei is one of the organisational management team working at the Sino-German EcoPark pilot project in Qingdao, a port city located in Shandong Province in eastern China. Not only does

the city's name do the project credit. If you take a look back at the history of this city with a population of 8.7 million, you will understand exactly why Germany is participating in this major project. For up till a century ago this city was still a German colony. The cityscape in particular reveals the close historical ties to and the affinity with Germany.

The EcoPark's foundation stone ceremony took place in December 2011, after the German Minister for Economic Affairs, Rainer Brüderle, and the Chinese Trade Minister Chen Deming had agreed in December 2009 to set up the EcoPark and the German Chancellor Angela Merkel together with Chinese Prime Minister Wen Jiabao declared the Park to be their most important collaborative project. The park has been under construction since then.

The Park covers a total area of more than 10 square kilometres, which equates in size to Central Berlin. In layout terms 30 percent of the Park has been designated as green spaces, 45 percent as industrial sites and 25 percent as residential areas. As far as the cityscape is concerned, the urban planners have drawn inspiration from Qingdao's natural environment and they want to design the individual districts so that they match the city's natural stone and rock formations. Accordingly the eight urban districts feature a similar or analogous geometric and internal structure. Minimising the number of roads is intended to enable people to reach shops, public facilities and residential homes within 10 minutes on foot or by bike. "This city is intended to act as a role model for other Chinese cities. It must act as a model for others over the long-term. This project is a pilot project for an all-encompassing eco-park.", Xiaowei explains. The project is designed above all to act as a role model for fast-growing Chinese cities that tend to neglect the issue of environmentally compatible architecture, as all buildings need to be built as quickly and cheaply as possible. Furthermore the project planners want to focus on sustainable mobility concepts. Only a small number of vehicles are envisaged in this new, smart city, since CO₂ emissions in particular need to be kept at low levels. Instead the planners are opting for e-mobility and renewable energies to make this already



Xiaowei Brüggman: studies in Stuttgart, projects for the globe.

green city even greener. Furthermore a focus on quality, cost-effectiveness and a sustainable improvement in quality of life will be retained. "I regard this project to a certain extent as a vocation. It is important for us to get German companies to locate here, because we regard German technology and education as two essentials. We are designing our own new vocational education model based on the German dual vocational education system", Xiaowei explains further. She is proud of the fact that the project is attracting a great deal of attention and is being acknowledged as the way forward in China itself. China has major challenges to contend with as far as air pollution is concerned. Most are familiar with pictures of the capital that literally takes your breath away. In actioning the Sino-German EcoPark the architects and urban planners are heading in a promising, sustainable and green direction. It is therefore all the more important that these problems are clearly explained as early as possible.

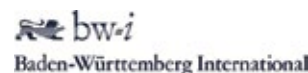
The project envisages a so-called German Energy Center & College. It is multi-functional and provides office space, training facilities and a showcase for German technologies. Furthermore

"The project is designed to act as a role model for fast-growing Chinese cities that tend to neglect the issue of environmentally compatible architecture, as all buildings need to be built as quickly and cheaply as possible."

toolmaker training partnerships are being planned with local schools and the curricula and teaching materials will be in line with German standards. "So if you look at things this way, this project has a great deal of German content, yet somehow I believe that there is a lack of political support from Germany.", Xiaowei openly admits at the end.

To date only the Chinese government has invested in the project. They are proud of the fact that they are able to fund the project from their own resources, yet there are challenges to be overcome. The most important task currently is completion of the infrastructure - since the Park is supposed to dovetail with the surrounding city of Qingdao via special roads. After completion the Park will be linked with Qingdao via the Jiaozhou Bay sea-bridge and tunnel. The Park is 30 minutes from Qingdao's business centre and linked to the national rail network via a railway line. The Park is located 6 km from China's third largest container port and is thus in a business and technology development zone. The Sino-German Ecopark is not only an international location but also an eco-park designed to champion lower CO₂ emissions and environmental protection. A park intended to encourage a more environmentally aware lifestyle and drive industrial transformation forward - a park that showcases an environmental culture.

Trade fairs in Baden-Württemberg



09. April 2015 - 12. April 2015
Messe Stuttgart
www.messe-stuttgart.de

AUTO MOTOR UND SPORT I-MOBILITY

Exhibition for intelligent mobility, electro mobility, ecology, automobile

12. November 2014 - 06-12
Messe Offenburg
www.messe-offenburg.de

ECOMOBIL – EXPO & CONGRESS

The next "ECOMOBIL" will be held for the fifth time on 12th and 13th November 2014 within the grounds of Messe Offenburg.

16. September 2014 - 20. September 2014
Messe Stuttgart
www.messe-stuttgart.de

AMB 2014

The new AMB will be held at the New Trade Centre in Stuttgart in 2014. Supported by the entire industry, including the German Engineering Federation (VDMA) and the Association of German Machine Tool Manufacturers (VDW), AMB is becoming one of the most important international meeting-points for the metal working industry. This is also underlined by its location in the heart of Baden-Württemberg, which is officially recognised as the leading high-tech region in Europe. Here in the key to markets, at the centre of the machine tool and tool

manufacturing industry and in the home region of numerous leading users, exhibitors and visitors will find ideal conditions to present their products and services and obtain relevant information. The most important companies in the industry, specialists from small and medium-sized enterprises, and innovative newcomers will make use of this opportunity in 2008. They will make the new AMB a first-rate marketing platform with a trade visitor proportion of almost 100 %.



24. February 2015 - 28. February 2015
Messe Stuttgart
www.messe-stuttgart.de

R+T

R+T is the number 1 worldwide. It is a meeting point, an indus-

try barometer and an innovation platform. The heart of the industry beats to the rhythm of the leading world trade fair for roller shutters, doors/gates and sun protection systems. New products are developed for R+T and presented at R+T.



10. July 2014 - 13. July 2014
Messe Friedrichshafen
www.messe-friedrichshafen.de/

OUTDOOR

Focus: apparel, mountaineering apparel and equipment, climbing equipment, water sports equipment, fabrics, camping equipment, specialist literature, shoes, sleeping bags, care products, backpacks, navigation systems, rescue technologies, travel equipment, first aid kits, water preparations, merchandising systems, tents and accessories.

Thomas Totz Flickr



The Upper Rhine has acquired a global reputation and become a symbol of successful European cooperation.

Upper Rhine Adventure

The trinational region Upper Rhine known as the Upper Rhine Valley is truly an adventure for young and old.

The Rhine has its source in the Swiss Alps, in the Canton of Grisons to be exact, and makes its way through Central Europe until it finally flows into the North Sea in the Netherlands. At a length of 1233 kilometres, it features a range of exceptional natural settings or environments that can be explored in a large number of different ways. The region known as the Upper Rhine Valley has acquired a global reputation and become a symbol of European cooperation. There is a great deal to discover here.

The cosmopolitan, innovative and international city of the arts, Basle, with its lovingly cared-for houses and squares,

features one of Europe's best-preserved Old Towns. Irrespective of the season, winter or summer, the city of Basle pulls in the visitors by staging art exhibitions and theatrical productions that really appeal.

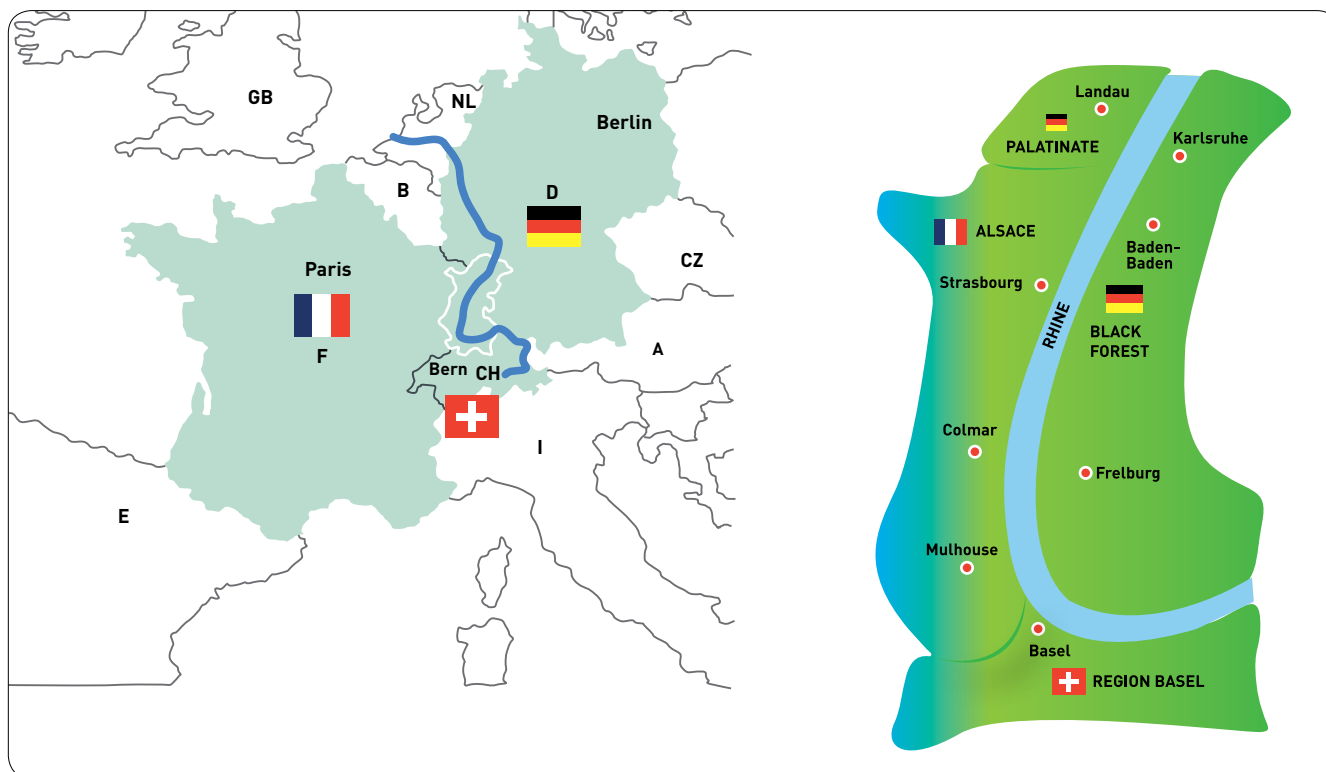
The German spa town of Baden-Baden offers pure relaxation in the form of its Mediterranean ambiance and more than 350-year-old "Lichtentaler Allee" garden and park complex. The Festival Hall, Europe's second largest concert hall and opera house is world-famous for its unique acoustics and stages more than 300 events a year. The jewel in the park's crown is the Museum Frieder Burda, built

Yet if you want to travel about outside the major cities, you can explore the spectacular landscapes of the Upper Rhine Valley - hiking, climbing, canoeing or biking and keep in tune with the natural world.

by architect Richard Meier, which houses works of Classical Modernity.

In Freiburg, where countless visitors have already wandered through the secluded alleyways and marvelled at the centuries-old town houses, there is plenty to explore in and around Freiburg Minster and Minster Square. Cultural highlights on stage and outdoors, concerts, carnival processions and the autumn wine festivals attract thousands of visitors from all over the world to Freiburg throughout the year.

Karlsruhe, which features more than 800 hectares of public parks and green spaces, provides a rich variety of green oases of tranquility and relaxation found nowhere else in Germany. Street cafés, beer-gardens and squares are inviting places to relax and unwind. Baden's longest shopping boulevard, the Kaiserstraße and the largest shopping centre in Southern Germany, the Ettlinger Tor Center, are a shopping paradise. The city also features other remarkable museums and art collections, such as the Museum für Neue Kunst, the Badische Landesmuseum in the castle or the Staatliche Kunsthalle. Of course you can also enjoy cordon-bleu cuisine in Karlsruhe – Baden cuisine has a worldwide reputation. You get a magnificent view of the district of Durlach from the local Turmberg mountain. You reach the top of the Turmberg on the "Turmbergbahn", Germany's oldest funicular railway. From up there you can see the Black Forest as well as the picturesque Marktplatz (Market Square) and the narrow alleyways of the Old Town.



Mulhouse is idyllically located between the Rhine and the Vosges Mountains, close to Freiburg and Basle. The city boasts a unique history and an industrial heritage dating from the 18th and 19th centuries. These testimonials to a past era of technological and engineering greatness are showcased in unique museums, which attract visitors from around the world – the Textile Printing Museum, the Automobile Museum and the Wallpaper Museum are unique collections that are only to be found in Mulhouse. The city has championed modern art for several years now.

Strasbourg is a city that has managed to be both modern and traditional at the same time. The extensive pedestrian precinct, the tranquillity of the canals, the visually striking city districts, the numerous parks and green spaces – all this makes Strasbourg a truly memorable experience, irrespective of whether you are on foot or travelling by boat, mini-tram or bike. A wide range of restaurants enlivens the

cityscape, including gourmet restaurants, which are amongst the best in France. The Minster, described by Victor Hugo as a “marvel of monumentalism and intricacy”, is visible from far away. Featuring a 142-metre-high tower, it was the tallest building in Christendom until well into the 19th century.

Yet if you want to travel about outside the major cities, you can explore the spectacular landscapes of the Upper Rhine Valley – hiking, climbing, canoeing or biking and keep in tune with the natural world. Whether on foot, on a bike or in a canoe – the varied landscape of the Upper Rhine Valley is the perfect place to pursue your own leisure activities. The Rhine is the ideal location for water sports enthusiasts to holiday, no matter whether it's swimming or canoe tours that they enjoy. Ashore you can tackle some 22,000 kilometres of biking trails, divided into nearly 600 bike routes. Hikers can look forward to getting stuck into a network of

trails totalling more than 24,000 kilometres. If you want to aim high, then you can scale any number of summits in the Jura and Vosges mountains – and enjoy the panoramic view all the way to the Alps. The hiking campsites along the Southern Wine Route are unique in Germany, because hikers can overnight here in nature conservation zones and light camp fires. The areas between the Gutenberg Castle ruins, Mount Kalmthut and the Donnersberger & Lauter Land are well away from civilisation and off the beaten track and are only accessible on foot. You can experience the Rhine in all its beauty on board a day cruiser. You cruise at a leisurely pace past pristine nature conservation areas, idyllic Rhine meadows and an impressive watershed – all the various landscapes that make the region so alluring. Stopovers enable you to unwind in one of the many riverside hostels and enjoy both typical culinary delights from the region and a view of the river.

A young Danube, later flowing through half of Europe, in its first 120 kilometers in Baden-Württemberg offers opportunities to explore it by bike, canoe or with climbing ropes.

Text: Georgiana Apatroaei



Young, untouched and beautiful

A summer experience of Danube's source at Baden-Württemberg

I love to ride my bike. And as summer has come so late this year in southern Germany, I decided not to waste time and to enjoy the days of really good weather by taking a trip I've been thinking about for a while now. Living so very close to one of the longest rivers in Europe – and taking advantage of the German ambition of having roads everywhere, I figured I could follow the bike trail along the Danube, the snake path starting from Donaueschingen that goes all the way to Vienna. Yes, rather ambitious you might

think. No worries, I only went until Sigmaringen. But first, some facts and figures.

The Danube is the most well-known river in Europe, running through the center of the continent from West to East, being the second longest on the continent after the Volga in SW Russia. On its way, it gathers the river flows of 19 countries and silently passes through four large European capitals (Vienna, Belgrad, Budapest, Bratislava), finding its way from source in the Black Forest Mountains, Germany, until it spills through

a large delta in the Black Sea, Romania. Not only that, but it passes or touches the borders of 10 countries, namely Germany, Austria, Hungary, Serbia, Slovakia, Croatia, Bulgaria, Moldova, Ukraine and Romania. The Danube is currently classified as an international waterway and in the past it represented a border of the Roman Empire; even today it stands as the natural border between Romania and Bulgaria.

Its reputation as the second longest river in Europe is well deserved, as it covers 2,860



km from source to mouth, with a basin of a staggering 817,000 sq km. The Danube is unquestionably the largest and most economically important river in Western and Central Europe, easily connecting countries as a channel of transport, and there's no surprise that along its course magnificent cities were built and communities flourished.

The early stages of the Danube are in the land of Baden Württemberg, Germany and as it gathers flow and speed, the river passes through quite a few lovely cities and forms of landscape, creating a window of opportunity for people living and traveling to the area.

Donaueschingen - The source of magic

In Donaueschingen is the official source of the river, being the confluence of the two smaller flows of water that create the Danube. Just outside in the eastern part of the city, Breg meets the Brigach to form the Donau (German name for Danube). Donaueschingen is a rather small town, with a population of approximately 21,000, but being the whereabouts the Danube starts its long way across Europe, it has become an attraction for people all over the world. Donaueschingen is located in the Baar region, a plateau bordered by the Black Forest and the Swabian Alps, situated at an altitude between 600 and 900m. This particular landscape offers great opportunities for hiking, camping, trek-

king, biking, jogging and a rather wide palette of outdoor activities. Music lovers will also find a pleasurable event in October, when the annual Donaueschinger Musiktage offers a lovely compilation of live contemporary music.

The Danube flows by several smaller cities on its way through Baden Württemberg, and the outdoor activities to be conducted in the area are quite similar to the ones available in Donaueschingen.

Tuttlingen - a Danube meandering beauty

The next location on the Danube course that stands as an attraction for travelers is Tuttlingen, a town built around the Honberg Mountain. On the peaks, a fortress rules upon the surroundings, and within its ruins, open air concerts and festivals are held annually, including the renowned Honberg Summer festival that features live music, beer gardens and cabaret artists.

The industry of the city is concentrated around the surgical equipment production and more than 200 surgical companies' headquarters manufacture 50% of the world's surgical equipment in small Tuttlingen on the Danube river (Aesculap, Karl Storz GmbH, KLS Martin etc). For those interested in the surgical world, ACIG, the permanent exhibition features more than 170 companies that showcase historical and modern

instruments and surgical appliances in a giant space open all year round, with a free entry.

Besides the beautiful pedestrian center and the local attractions that include old churches, shops and cafes on the river banks, Tuttlingen is also situated in the Baaralb region, featuring widespread forests, endless fields and amazing opportunity for outdoor sports and activities ranging from camping to hiking, biking and climbing.

Moving further along the course of the Danube, I came across Mühlheim an der Donau, a small yet lovely town dating way back to the Roman Empire, when the first watermills were built in the area. Today, for a tourist hiking or biking along the blue line of the Danube, a short stop in Mühlheim will offer sights such as a gorgeous timber framed Gothic city hall and a castle dating back to the 1200s. Of course worth mentioning is the majestic view over the meandering Danube valley, from the high point on the yellow rock.

After slithering out of Mühlheim, the Danube goes through a rather unique landscape, carving its way through the Swabian Alb, and leaving behind a rich trail of forests, valleys and absolutely majestic panoramas that feature chalk rock peaks and narrow seepages. This is the Upper Danube Nature Park or Reserve, a veritable German natural treasure. Along with the intricate path of the Danube in this area come a huge number of castles; yes Germans love their castles and have ne-



ver missed an opportunity to build one, especially on the peaks of the numerous rocks that rule this upper part of the river's course. Some of them are: Schloss Bronnen, Altwildenstein, Unterwildenstein, Wildensteiner Burg Hexenturm, Wildensteiner Burg Hahnenkamm, Burg Wildenstein, Schloss Werenwag, Schloss Gutenstein, Ruine Dietfurt. So, as I left Fridingen behind, I followed the bike path south and soon started east again. This part of the country is so beautiful that the expression "you had to be there" makes a lot of sense. Thick forests interrupted by tall peaks of white rock, the random castle or fort touring the heights and obviously the young Danube quietly but definitively carving its way deeper into the rocks. Goethe is known to have once wandered these magnificent places, so it's pretty clear where he gathered his inspiration. Touristically interesting are also the Danube seepages to the south of

Fridingen.

In this particular area on the upper flow of the river, extremely appealing are the outdoor activities. Apart from mouth gaping at the majestic panorama, one might think to try rock climbing. And in Beuron, the next small town I found on the Danube course, an outdoor sports enthusiast can find all the benefits and equipment, not to mention the perfect landscape to engage in: hiking, trekking, rock-climbing, jogging, camping, biking – on land, and canoeing and swimming in the Young Danube. I've been pleasantly reassured to find a large number of camping sites, equipped with everything you might need for in the middle of the wilderness. A cultural attraction I found in quiet Beuron is the Abbey, a rather large venue built amongst the sharp hills and completely surrounded by forests.

The area between Fridingen and Sigmaringen features tall enough hills, actual part of the Swabian Alb that in the winter makes

pretty cool destinations for ski enthusiasts. With slopes up to 1 km long, the entire venue surrounding the slithering Danube offers an easy-to-find and rather safe opportunity to learn and perfect winter sports' skills before trying the speedy and sleek slopes of the Alps.

Sigmaringen - Outdoor pearl of Danube

Leaving behind the rich natural bounty of Upper Danube, I headed to Sigmaringen, one of the largest and most popular tourist attraction-cities in Baden Württemberg. And that's not just because the Hohenzollern family has a large, gorgeous castle on a hill, with a magnificent view on the Danube and overlooking the entire city. That's just a bonus!

This city has indeed quite a bunch of tasty dishes on its tourist menu, including music festivals, city fairs, numerous museums and



dining-out locations that will certainly pop-up every time you think of Baden Württemberg. Not to mention the fun opportunities on the Danube, such as canoeing, climbing in the limestone hills nearby and bike riding along the river, as the trail continues its way towards Vienna. The outdoor climbing park Kletterpark Sigmaringen means a day of summer fun for the entire family, as well as the outdoor pool and the golf and mini-golf courses.

With a heavy heart I left Sigmaringen behind, after having an awesome time and enjoying at least partly all the goodies this sweet town has to offer. Following the path the Danube has carved for thousands of years – and the bike path built along it only years ago, I found myself crossing endless green and yellow fields, lovely manicured crops and the well-deserved shade of the forest trees. As the river starts to go north, it passes through several small towns, such as Riedlin-

gen, Obermachtal, Untermachtal, south to Munderkingen, Rottenacker, only to slither again north where it reach Ehingen and afterwards Ulm.

Ehingen - Bierkulturstadt

with about 25,000 inhabitants, is quite a small, yet charming town, rather like most of the ones I found on Danube's course. And like all of them, Ehingen supports numerous outdoor activities, for those who enjoy a day of hiking, biking, trekking or simply having a beer under a large white tent (in Germany, beer fests are very popular, starting with Oktoberfest, Wasen, Sommerfest – the most popular and highly organized ones, and ending with local festivities in every populated town). Ehingen is unique in Baden-Württemberg with its four centuries-old breweries, open for tourist visits, and with a large variety of fine beer products. They call it proudly Bierkulturstadt Ehingen and will not

disappoint, with tours of the breweries, beer tasting, the history and information on all of that on the Ehingen-App for smartphones.

I would heartily return to any of the cities I visited along the Danube, each having a specific charm and appeal, one lovelier than the other. The landscape in this part of Germany is truly amazing, with fields and endless forests, mountains not too tall, but perfect for a day of hiking, cliffs not too steep, yet well suited for climbing buffs, fresh air and incomparable panoramas. Oh, and there's the Danube! My faithful companion on this trip, and as I watched its development and growth from Donaueschingen to Sigmaringen, I realized how magnificent the course of a river of this magnitude is. And gazing upon it from a tall cliff near Beuron I imagined how many things it has seen in its lifetime and how many more are to come. The Danube is truly timeless.

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