



The Stuttgart Region –  
Where Growth  
Meets Innovation



*Wirtschaftsförderung  
Region Stuttgart*



## The Stuttgart Region at a Glance

Situated in the federal state of Baden-Württemberg in the southwest of Germany, the Stuttgart Region comprises the City of Stuttgart (the state capital) and its five surrounding counties. With a population of 2.7 million, the area boasts a highly advanced industrial infrastructure and enjoys a well-earned reputation for its economic strength, cutting-edge technology and exceptionally high quality of life. The region has its own parliamentary assembly, ensuring fast and effective decision-making on regional issues such as local public transport, regional planning and business development.

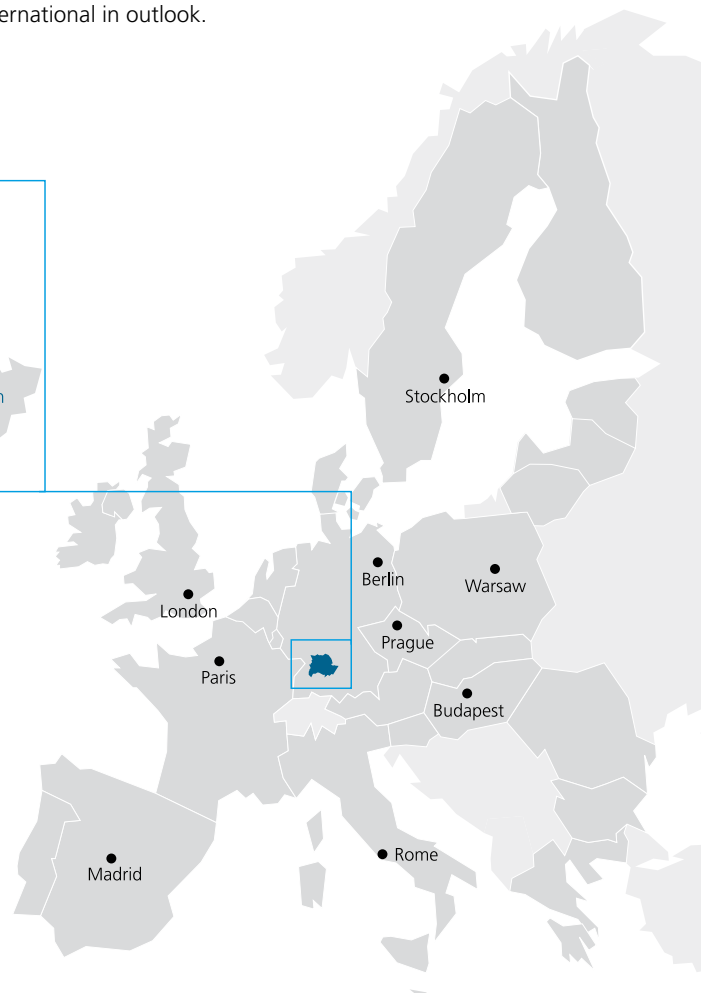
The Stuttgart Region is the birthplace and home of Gottlieb Daimler and Robert Bosch, two important figures in the history of the motor car. Even today, vehicle design and production as well as engineering in general are a vital part of the region's economy. Besides its traditional strengths, the Stuttgart Region is also well known for its strong creative industries and its enthusiasm for research and development.

All these factors make the Stuttgart Region one of the most dynamic and efficient regions in the world – innovative in approach, international in outlook.

### Stuttgart Region Key Economic Data

- Population: 2.7 million from 170 countries
- Area: 3,654 km<sup>2</sup>
- Population density: 724 per km<sup>2</sup>
- People in employment: 1.5 million
- Stuttgart Region GDP: 109.8 billion €
- Corporate R&D expenditure as % of GDP: 7.5
- Export rate of manufacturing industry: 63.4 %
- Productivity: 72,991 €/employee
- Per capita income: 37,936 €

Data based on reports by Wirtschaftsförderung Region Stuttgart GmbH, Verband Region Stuttgart, IHK Region Stuttgart and Statistisches Landesamt Baden-Württemberg, 2014





## A Great Place to Live and Work

The Stuttgart Region is a strong economic centre located in the south-west of Germany. Important transport axes such as motorways, waterways and rail links meet here. Thanks to the airport international cities are only a few hours away. Since 2007 the Messe Stuttgart, the most modern exhibition centre in Europe, is located in close proximity to the airport.

Why is life so good in the Stuttgart Region? The more than 1,800 hours of sunshine per year are only one reason why people enjoy living here. Is there any better way to relax than in one of the many open-air restaurants, beer gardens, or street cafés, where guests can savour a glass of the highly rated local beer or wine?

Hip-hop festival or opera house, museum or musical theatre – Stuttgart was reelected as Germany's capital of culture for the second time. The region has a rich and vibrant cultural life, which benefits from the truly diverse cultural background of its residents: people from 170 countries have found a home in the region. Its many excellent museums and galleries are major attractions for art lovers. The area also boasts architectural treasures and the world's first concrete-built TV tower, which has served as a model for many others.

With 5.6 km<sup>2</sup> of parks and gardens, Stuttgart is one of Europe's greenest cities. Just a short train ride takes all nature-lovers away from the bustling city and into a scenic countryside of rolling hills, woods, and lakes. For those in need of a weekend break, the Black Forest, Lake Constance and the Swiss and Austrian Alps are all within easy travelling distance.

### Top Quality of Life

#### Germany's Culture Capitals

1. **Stuttgart**
2. Munich
3. Dresden
4. Berlin
5. Bonn
6. Düsseldorf
7. Hamburg
8. Cologne
9. Karlsruhe
10. Frankfurt a. M.

Data based on Hamburgisches Weltwirtschafts-Institut, 2014

### Culture – Entertainment – Sports

State Theatres Stuttgart	German Opera House of the Year several times
International Bach Academy	Concerts and international workshops
Ludwigsburg Palace Festival	Classic music festival at a baroque palace
Stuttgart Ballet	Famous ensemble in the tradition of former director John Cranko
Theaterhaus Stuttgart	Contemporary theatre and cultural events
Stuttgart State Gallery	One of Europe's leading art museums
Kunstmuseum Stuttgart	Cube-shaped home of modern and contemporary art
Schiller National Museum, Marbach am Neckar	Honouring the poet and playwright Friedrich Schiller
German Literature Archives, Marbach am Neckar	Germany's most prestigious literary collection
Mercedes-Benz Museum	Daimler's history of cars
Porsche Museum	The legendary sports cars
Stuttgart International Festival of Animated Film	Regular fixture on the international animation scene
Stuttgart Jazz Open	International jazz festival
Musical Theatres	Staging popular international musical shows
Cannstatter Volksfest	Funfair and beer festival
Stuttgart Weindorf	Wine festival
VfB Stuttgart	German football/soccer team
Porsche Grand Prix	Indoor tennis tournament (WTA Tour)
Stuttgart German Masters	International horse riding tournament

For further information please visit [region-stuttgart.de/englisch](http://region-stuttgart.de/englisch) and [stuttgart-tourist.de/en](http://stuttgart-tourist.de/en)



## High-Tech Economy Meets International Corporations

The Stuttgart Region is one of the leading economic areas in Europe. The world or German headquarters of global players such as Daimler, Porsche, Bosch, IBM or Hewlett-Packard are based in the region. All in all there are 160,000 registered companies and 1.5 million economically active people.

However, what characterises the Stuttgart Region best is a well-balanced mix of global brands and a large number of extremely innovative, small and medium sized companies. This mixture creates a stable economic structure. They all are highly export-oriented: in fact, the region's manufacturing companies constantly generate more than half of their sales abroad.

The Stuttgart Region is home to a large number of mechanical and electrical engineering companies. Many of them are world leaders in their specialised market segments, the so called hidden champions. Moreover, the region also takes pride in its publishing and media industries – both having a long tradition and a bright outlook for the future in a digital era.

The region systematically develops its strengths and potential. It stands at the top of the European league regarding emerging industries such as clean energy, fuel cell, nano-technology and bionics. Many extremely innovative companies from these fields have set up operations in the Stuttgart Region in recent years. Due to this there is no other place in Germany where more engineers work.

### Some of Our Inventions

- Coffee machine
- Lever arch file
- Office copy machine
- Spark plug
- Ski wax
- Airbag
- Handle drill
- Sherbet
- TV Tower
- Portable chain saw

### Not just Daimler, Porsche, Bosch, IBM, and HP ...

Festo	Pneumatics, engineering
Holtzbrinck	Publishing group
Kärcher	Cleaning equipment, high-pressure cleaners
Mackevision	3D visualisation, animation, and visual effects
Mahle	Automotive components
Milla & Partner	Agency for multi-dimensional communication
Modine Europe	Heat transfer products, thermal management
Ritter Sport	Chocolate bars
Schuler	Automotive press technology
Stihl	Power tools and chain saws
Tesat Spacecom	Communication systems for satellites
Thales	Technology enterprise
Trumpf	Machine and power tools, laser technology
Valeo	Car components and integrated systems
Wala	Medicine and natural skin care products





## Top-Level Innovation and Research

The Stuttgart Region has a first-class research infrastructure with many leading universities and institutes developing cutting-edge technologies. The companies in the region invest more on research and development than anywhere else in Europe, accounting for 16 percent of corporate R&D expenditures in Germany.

The result is an outstanding environment for innovation, and a consistent place at the top of the German league table regarding the number of patent applications. Many of the everyday conveniences we now take for granted – for example lever arch files, spark plugs or even ski wax – were once invented in the Stuttgart Region.

When it comes to education, the Stuttgart Region has a long and successful history of innovation: The world's first Waldorf (Rudolf Steiner) Schools and Universities of Cooperative Education were formed here – so there is no shortage of pioneering educational concepts. Altogether there are 80,000 students registered in more than 20 universities, colleges or academies.

Particularly with regard to engineering, automotive and natural sciences, the region's universities enjoy an excellent reputation – with good cause. Graduates are not only up to date with the latest scientific developments, but also have hands-on experience which they can easily transfer to the workplace.

The close cooperation between universities, research establishments and companies benefits all sides and the regional economy. Therefore, it is no coincidence that Eurostat figures reveal the Stuttgart Region to be one of Europe's leading high-tech areas.

Down to earth and visionary: The region is a world renowned location of aeronautics and astronautics. Besides the German Aerospace Center (DLR) there are also Europe's largest Aerospace Faculty at the University of Stuttgart.

### Universities in the Stuttgart Region – A Selection

University of Stuttgart	Engineering sciences, natural sciences, and humanities
University of Hohenheim	Agricultural, natural, economic, and social sciences
University of Applied Sciences Esslingen	Engineering, economic, social, and nursing sciences
University of Applied Sciences Nürtingen-Geislingen	Business economics, law, planning, and the environment
HFT Stuttgart	Architecture, building, and ICT
Cooperative State University Baden-Württemberg	Economics, engineering, and social work
University of Media Stuttgart	Media sciences
Academy of Art Stuttgart	Architecture, fine arts, design
Baden-Württemberg Film Academy	Film and media
University of Music and the Performing Arts Stuttgart	Artistic and pedagogical music

### Private Research Institutions

5 Fraunhofer institutes	Industrial engineering, manufacturing engineering and automation, interfacial engineering and biotechnology, building physics, planning and building
2 Max Planck institutes	Solid state research, intelligent systems
5 research institutes of the German Aerospace Center (DLR)	Structures and design, technical thermodynamics, combustion technology, technical physics, vehicle concepts, solar research



e-mobil BW/KD Busch



PEC

## Networks and Clusters

The Stuttgart Region Economic Development Corporation (WRS) cooperates closely with universities, research establishments, and companies to promote regional economic development. Activities focus on those industrial sectors in which the region has established particular strengths which are fostered in long-grown networks and clusters as well as regional Competence and Innovation Centers.

### Mobility

The Stuttgart Region has a unique cluster of automotive manufacturers, component suppliers, engineering service providers, and research facilities. With its pioneer work in the fields of fuel cell technology, electro mobility, IT for cars, and virtual engineering, the region consistently sets standards within the scientific community. Consequently, the Federal Ministry of Transport has granted the Stuttgart Region the status Electric Mobility Pilot Region. Therefore there is a close cooperation with Baden-Württemberg's state agency for electric mobility "e-mobil BW".

### Engineering

Machine tools, robots or laser technology: the Stuttgart Region is a leading center of mechanical and electrical engineering. Whether world market leader or hidden champion – what characterises the region's engineering industry is the development and production of a wide spectrum of innovative and highly specialised solutions and services fully meeting individual customer demands.

### Creative Industries

The Stuttgart Region is also a stronghold of the creative industries: about 400 publishing houses, several trendsetting advertising, marketing and communication agencies as well as numerous design and architectural firms are based in the region but work on projects all around the globe. In sum, there are almost 10,000 companies working in the creative field. Not least, the Stuttgart Region is also a hot spot of the German and European film industry with an emphasis on special effects, animations and animated film.

### Information and Communication Technology

Regarding the ICT sector, open source, virtual engineering, and software development are but a few examples of those fields in which the region's companies are especially involved and closely connected to other business sectors.

### Clean Energy

To be prepared for future challenges, the Stuttgart Region also focuses on promising growth markets such as renewable energy and efficiency technology. With an existing clean energy cluster that already numbers nearly 300 companies – ranging from small start-ups to global players – the region is pursuing the ambitious goal to become one of Europe's most important locations for clean energy technologies.

### Regional Innovation and Competence Centers

The Stuttgart Region Economic Development Corporation has established several Innovation and Competence Centers. They act as key drivers of technological progress and help to further develop existing potential within the region.

### Regional Competence and Innovation Centers

CEC	Industrial components and surface cleaning
Energetikom	Energy efficiency
DeSK	Satellite communications
ITS BW	Telematics, mobile computing, and customer care
ITV	Technical textiles
KLOK	Logistics
KMBW	Mechatronics
KURS	Environmental technologies
PEC	Packaging technology
SBS	Software development, network technologies, and other services
VDC	Virtual engineering

For further information please visit [kompetenzzentren.region-stuttgart.de](http://kompetenzzentren.region-stuttgart.de)



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## Our Mission: Promoting an Already Strong Economy

Founded in 1995 the Stuttgart Region Economic Development Corporation (WRS) provides companies and investors with ideas and active support necessary to stay ahead of the competition. With our expertise, resources and personal commitment, we make a real difference to enterprises and investors that are either already based in the region or wish to locate here. In order to represent the Stuttgart Region in the centre of the European Union and as a link to international projects, the region has an office in Brussels.

Above-average growth rates, an ideal mix of global players and medium-sized companies, close cooperation between industry, education, and research – these are the main factors on which the Stuttgart Region's enduring economic success is based. Add to these the excellent quality of life, and it is easy to understand why many investors consider the region to be one of the best places in Europe to set up business.

To make sure that the region maintains its leading position in the long term, the Stuttgart Region Economic Development Corporation identifies future trends at the earliest possible stage and responds to them with its services in a flexible way.

Our team is looking forward to meeting you!

### Overview of Services

- Investor information and services
- Assistance with selection of commercial premises
- Promotion of emerging technologies
- Innovation networks and competence centers
- International networks and technology projects
- Support of start-ups as well as university and research institution spin-offs
- Dialogue boards on recruiting, training, and retention management
- Marketing and communication

### Contact Information



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