

Grüß Gott.

(OUR WAY OF SAYING HELLO)



Baden-Württemberg



~~5/16~~ I'm delighted that you've expressed an interest in Baden-Württemberg. The aim of this small brochure is to lead you on a voyage of discovery – showing you new things about our region and arousing your interest even more. I hope you enjoy reading it.

A handwritten signature in black ink, which appears to read 'Günther Oettinger'. The signature is stylized and fluid, with a long horizontal stroke extending to the right.


Günther H. Oettinger, Minister President of Baden-Württemberg

We are perfect. If you ignore our accent.

🦊 How do you explain the fact that the safety match (1832), the petrol engine (1883 and 1885) and the wall plug (1958) were all invented in the same area? Why do all the place names sound like they were chosen during play-time at a nursery school (Himmelreich, Billigheim, Upflamör...)? And how can this region apply for the most patents nationwide and also produce more apple juice than anywhere else in Germany? Obviously, the 10.7 million Baden-Württembergers are a pretty versatile lot. Together we can do everything. Well, almost. One thing we can't do is keep quiet about the rich variety of

different accents within our federal state. But while the idiom shifts from Baden to Württemberg, from the Upper Swabian to Kurpfalz, Hohenloh and the Alemannic, – we all take great pride in what we are. The same goes for the people who have brought their international flavour from elsewhere and made Baden-Württemberg their home: from Americans to Zimbabweans and beyond. So when the remains of the earliest known Baden-Württemberger were discovered in a wall near Heidelberg (dating back around 600,000 years), it seems hardly surprising that all they found was the lower jaw!

There's always something to be done in Baden-Württemberg.

 Why are the people of Baden-Württemberg regarded as particularly industrious? Simple. Because they work. The region's overall unemployment rate has been the lowest in Germany for some time. Major investment in education and research, coupled with sound economic and employment policies, ensure that jobs are secure. Meanwhile numerous new employment opportunities are being created, especially in the high-tech and service sectors – thanks in part to the large number of start-ups in the region. Baden-Württemberg

features high on the list of the best locations in Germany for setting up a business (GEM surveys 2001–2004: 6 of the 12 parts of the region in the top 10 for Germany). In fact, the Stuttgart region is even considered to be the best in Europe when it comes to supporting start-up businesses. And the economy in Baden-Württemberg is developing so fast that the demand for skilled staff is outstripping supply. In other words, newcomers with specialist skills and expertise are more than welcome to show just how industrious they can be here too.




UNEMPLOYMENT RATE
IN JUNE 2005



Reinhold Würth from Künzelsau-Gaisbach, world leader in the global screw market (scene from the Baden-Württemberg TV commercial)

If it were a country, Baden-Württemberg would be the world's top economic nation.

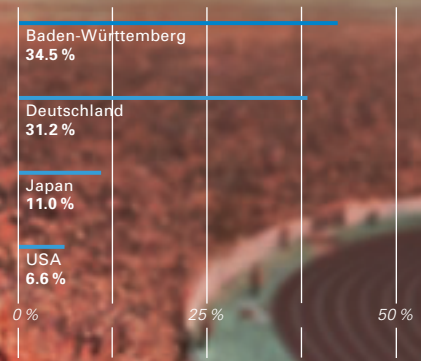
(BUT WE'D NEVER SHOUT ABOUT IT.)

 Here in Baden-Württemberg, arrogance is not part of our nature. We don't want to make a big thing of our economy – we'd rather let the facts speak for themselves. So what are the facts? Well, for a start, when it comes to innovation, Baden-Württemberg leads the way in Europe and invests more money in R&D than anywhere else. And in terms of GDP, the state is one of the most productive places in the world. In 2003, the value of exports per capita was €10,070, putting us ahead of even Japan and the USA. In light of

all this, it is hardly surprising that economics is the most popular course at our universities. Or that Baden-Württemberg has the lowest bankruptcy rate in the country at just 78 bankruptcies per 10,000 businesses. And it's always good to hear that purchasing power in Baden-Württemberg is higher than in any other comparable region in Germany (2003: 7% above the national average). And although we're not into blowing our own trumpet, word has obviously got around, as Baden-Württemberg just doesn't stop attracting investors.




EXPORT VOLUME (PERCENTAGE OF GDP GENERATED BY EXPORTS, 2003)



VfB Stuttgart fans in the Gottlieb Daimler Stadium during the victorious match against Bayern Munich (scene from the Baden-Württemberg Jubilee TV commercial)

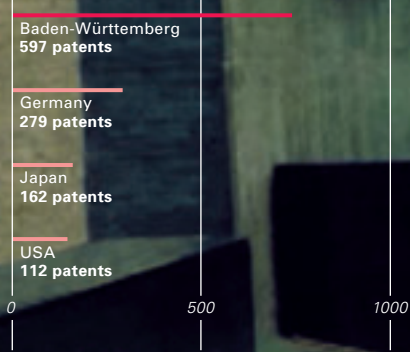
If it doesn't exist, we just invent it.

(AND THE MYTH THAT BADEN-WÜRTTEMBERGERS NEVER SLEEP IS PURE INVENTION TOO.)

 The first ski lift – invented by Robert Winterhalder and put into operation in 1908 – may not have solved the most pressing problems facing mankind. But it does provide a fine example of the creativity and inventive spirit that are characteristic of life in Baden-Württemberg. No other region in Europe generates so many patent applications per head. Indeed, the impressive concentration of research activity here means that some things actually get invented twice! Like the car, for instance. This innovation was unveiled almost simultaneously in both Mannheim and Bad Cannstatt. (Whether

Gottlieb Daimler or Karl Benz got there first remains a matter of some contention.) There are ample opportunities for research in the numerous institutes, universities and industrial R&D centres throughout the region. Which means more and more people who share the Baden-Württemberg mentality are coming here, leading to even more inventions. So the cliché that the typical Baden-Württemberger likes fiddling around inventing new things is not a cliché. It's the truth.


**PATENT REGISTRATIONS AT THE
EUROPEAN PATENT OFFICE IN 2004 (2002)
(PER 1 MILLION INHABITANTS)**



Jörg Schlaich, engineer from Stetten im Remstal (scene from the Baden-Württemberg TV commercial)

Moving to Baden-Württemberg could save your marriage.

(WE CAN'T GUARANTEE IT, BUT WE DO HAVE ONE OF THE LOWEST DIVORCE RATES IN GERMANY.)

 What do families look for? Somewhere nice to live (with clean air, excellent environmental quality, open countryside), safe surroundings (Baden-Württemberg has few traffic accidents and a low crime rate), friendly neighbours (how many would you like? Our smallest community is Böllen with just 100 inhabitants and our largest town is Stuttgart with 590,972. Incidentally, Baden-Württemberg also has the youngest and healthiest neighbours in the whole country), attractive jobs, good education facilities (our school system is regarded as exemplary) and a wide range of leisure activities

(Baden-Württemberg has no fewer than 11,258 sports clubs and boasts 23% of all the music schools in Germany, to give just two examples). So it's hardly surprising to learn that Baden-Württembergers are the happiest people in the entire nation. And if you would like to grow old here, you can, because life expectancy here is longer than anywhere else in Germany. (Not moving to Baden-Württemberg until later in life doesn't really count – but it's better than nothing.)



CRIME RATE

**RECORDED CASES
PER 100,000 INHABITANTS (2004)**

| | |
|-------|-------------------|
| 5,784 | Baden-Württemberg |
| 8,037 | Germany |


**CRIMES SOLVED
(2004)**

| | |
|-------|-------------------|
| 58.2% | Baden-Württemberg |
| 54.2% | Germany |

Renate Lingor from Karlsruhe, world champion in women's football (scene from the Baden-Württemberg TV commercial)

What you don't find in New York, you will find in Donaueschingen.

(AND WHAT YOU DON'T FIND IN DONAUESCHINGEN, YOU WILL FIND ELSEWHERE IN BADEN-WÜRTTEMBERG.)


 Baden-Württemberg is known as the region of poets and philosophers. But it's also the region of ballerinas, piano virtuosi, actors and artists. If you're interested in culture, Baden-Württemberg offers a supreme wealth of choice. The Donaueschingen Music Festival is an absolute must for lovers of modern music. But if atonal 12-tone symphonies are not your style, you're bound to find something more in tune with your taste among the over 1,500 theatres,

concert halls, opera houses and museums across the region. And if your mind is set on discovering things you won't even find in New York, then Stuttgart – the capital of Baden-Württemberg – is clearly the place to go. Stuttgart is one of Germany's top hip hop locations. And if that means nothing to you, we recommend a pleasant evening at the award-winning Stuttgart State Opera or the world-famous Stuttgart Ballet instead.

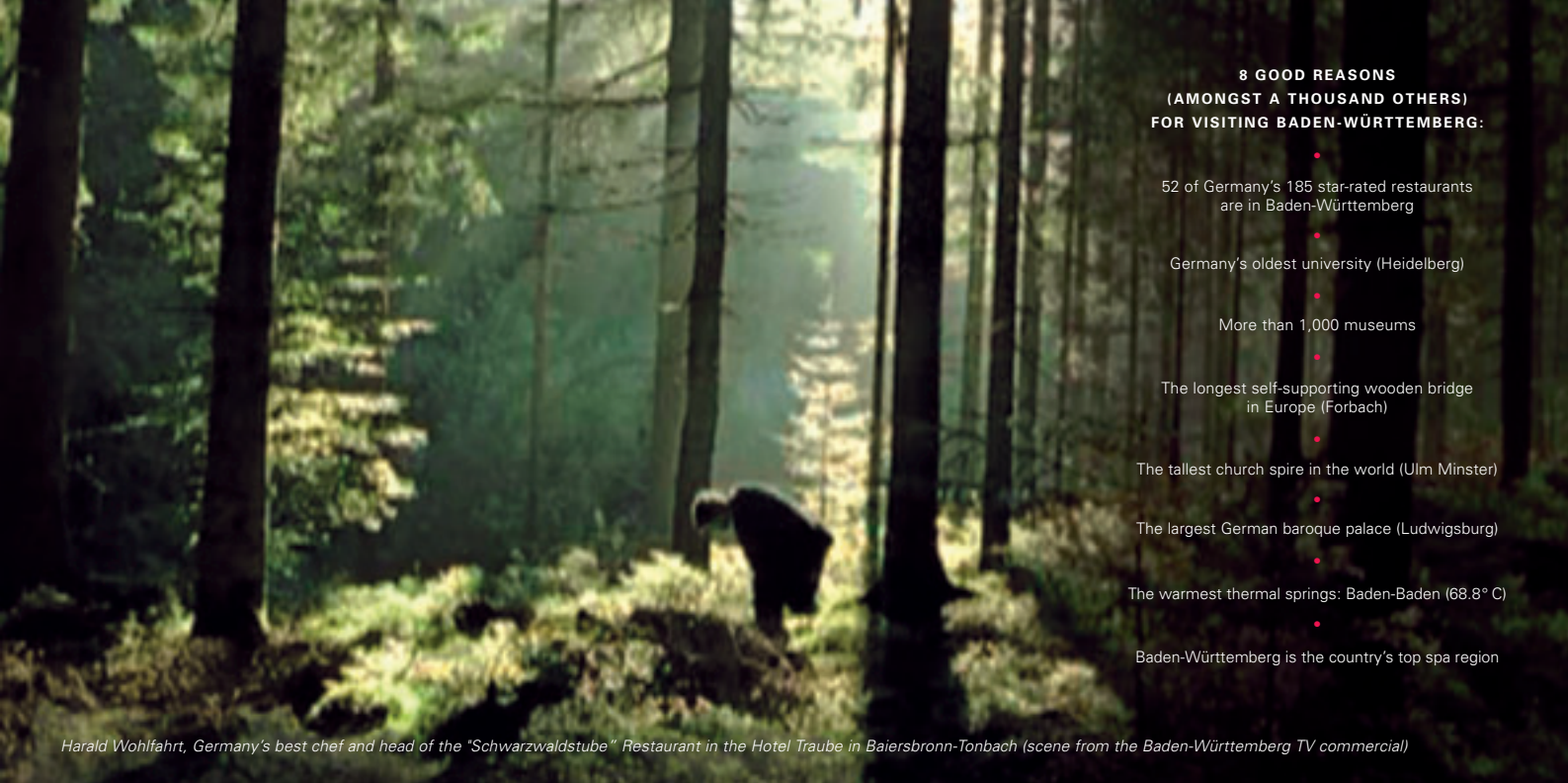


Marcia Haydée, dancer and choreographer, with Ismael Ivo, dancer (scene from the Baden-Württemberg TV commercial)

Beyond Heidelberg.

 Heidelberg in the north and Lake Constance in the south are both firmly on the tourist map. Less well known are the places in between. And here a journey of discovery awaits. You can go up high (Feldberg, 4,898 feet above sea level) or down low (Lake Constance, 833 feet deep), bask in sunshine (Freiburg, over 1,740 hours of sunlight per annum), walk through snow (Southern Black Forest, up to 350 cm of snowfall a year) or be fully protected from the weather (Falkenstein Cave near Grabenstetten, around 2.5 miles long). Whether you're the active type or on a cultural quest, you'll discover plenty

to enjoy – from the stark beauty of the Swabian Alb to enchanted trails through the Black Forest, from the Kaiserstuhl bathed in sunlight to the baroque churches of Upper Swabia. But whatever you end up doing, you've definitely come to the right place if you want to eat well. The choice is wide, from hearty meals in country pubs to the most exclusive haute cuisine. 52 of the 185 star-rated restaurants in Germany are to be found in Baden-Württemberg. And if you've eaten too much or played too hard, simply stay in one spot and relax – Baden-Württemberg has more spas than any other region in Germany.



**8 GOOD REASONS
(AMONGST A THOUSAND OTHERS)
FOR VISITING BADEN-WÜRTTEMBERG:**

•
52 of Germany's 185 star-rated restaurants
are in Baden-Württemberg

•
Germany's oldest university (Heidelberg)

•
More than 1,000 museums

•
The longest self-supporting wooden bridge
in Europe (Forbach)

•
The tallest church spire in the world (Ulm Minster)

•
The largest German baroque palace (Ludwigsburg)

•
The warmest thermal springs: Baden-Baden (68.8° C)

•
Baden-Württemberg is the country's top spa region

Harald Wohlfahrt, Germany's best chef and head of the "Schwarzwaldstube" Restaurant in the Hotel Traube in Baiersbronn-Tonbach (scene from the Baden-Württemberg TV commercial)

Further information

For investors: bw-i +49 7 11 22 78 70, www.bw-i.de

For visitors: tourist office +49 7 11 23 85 80, www.tourismus-bw.de

For everyone: www.baden-wuerttemberg.de



Baden-Württemberg