



invest  
in  
bavaria

# Cluster Initiative Bavaria – Enhancing Bavaria's role as a top location for business and research

Dr. Wolfgang Hübschle | 02.05.2014

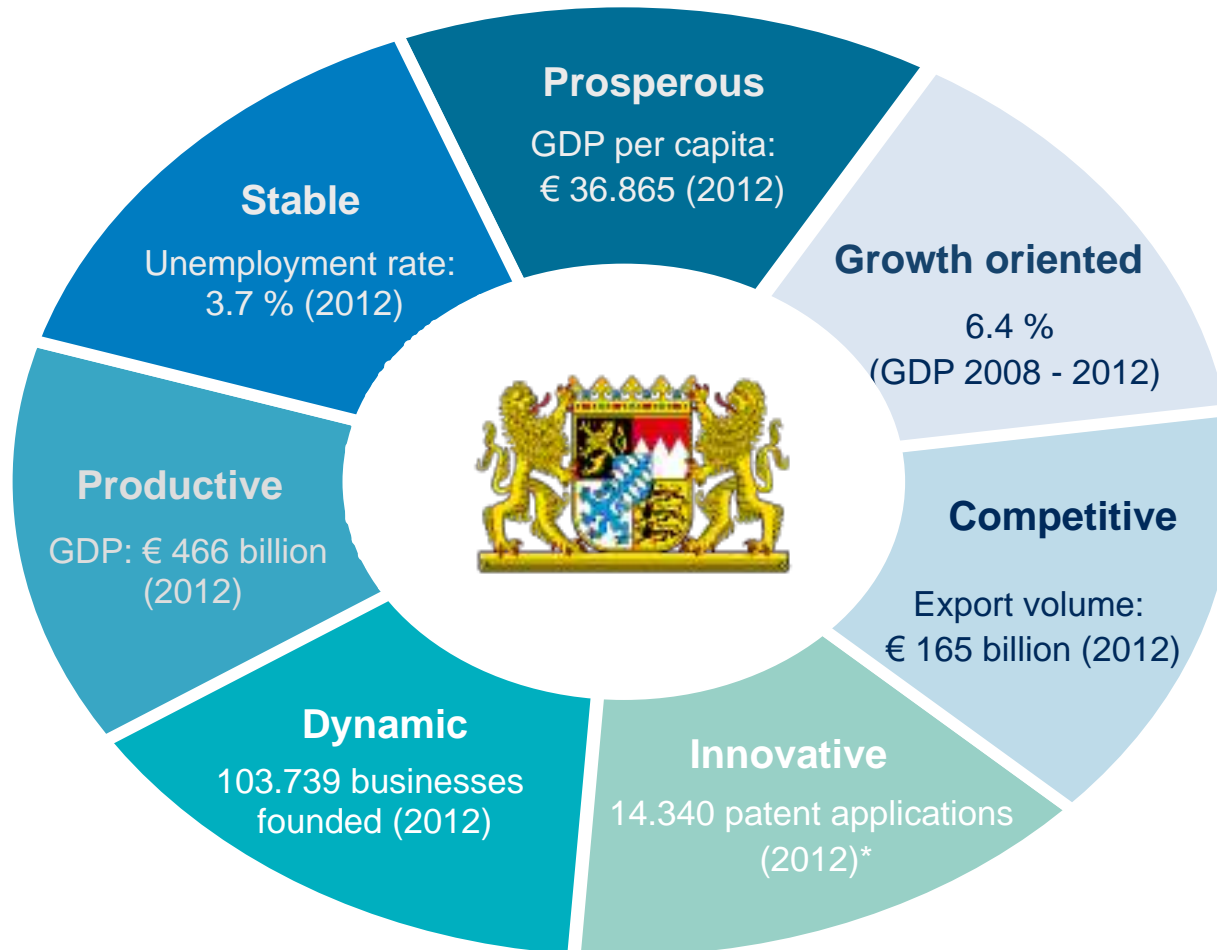




# Bavaria:

## Strong and Successful

- Bavaria is among the most dynamic sites worldwide

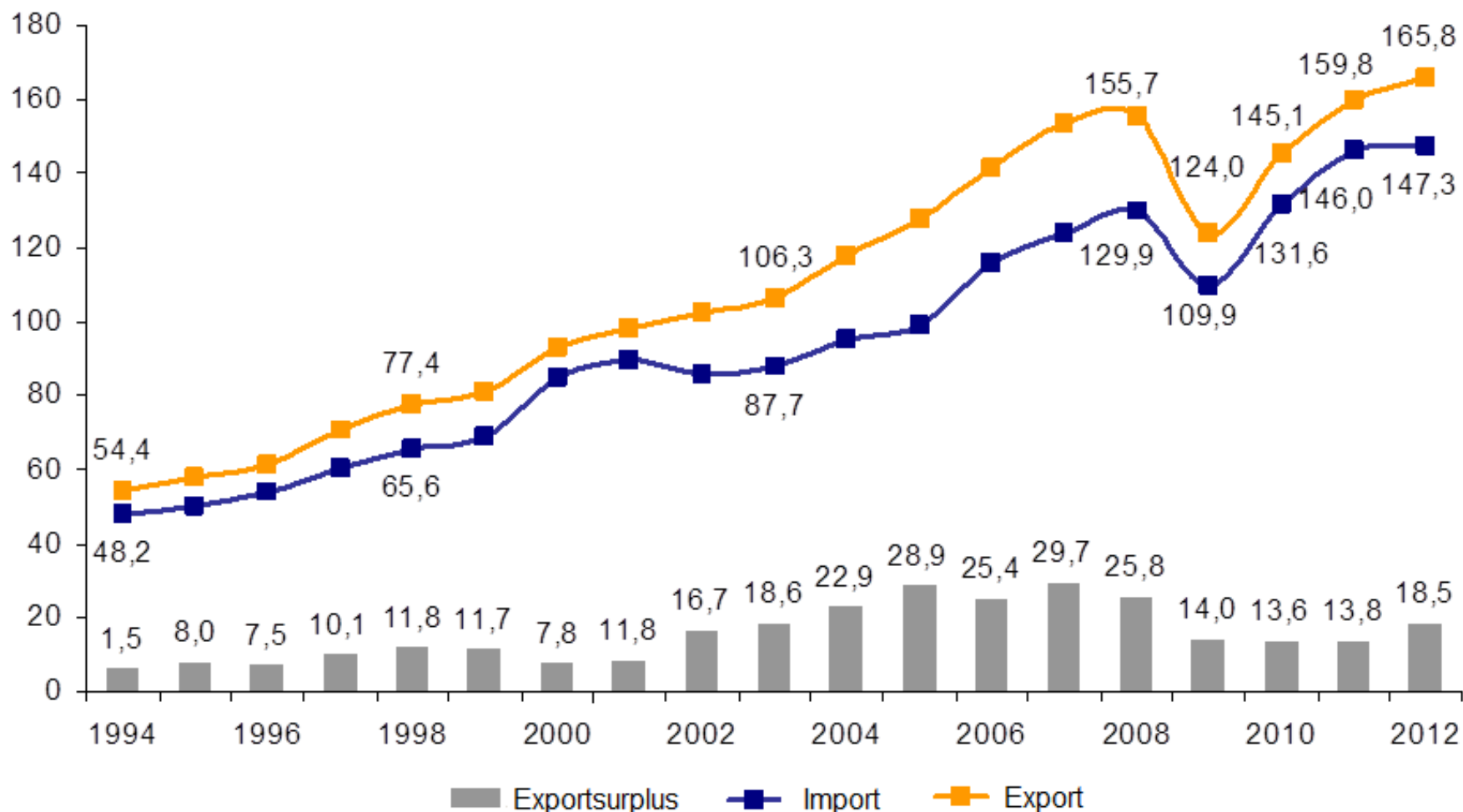


\* (30 % of total German applications)

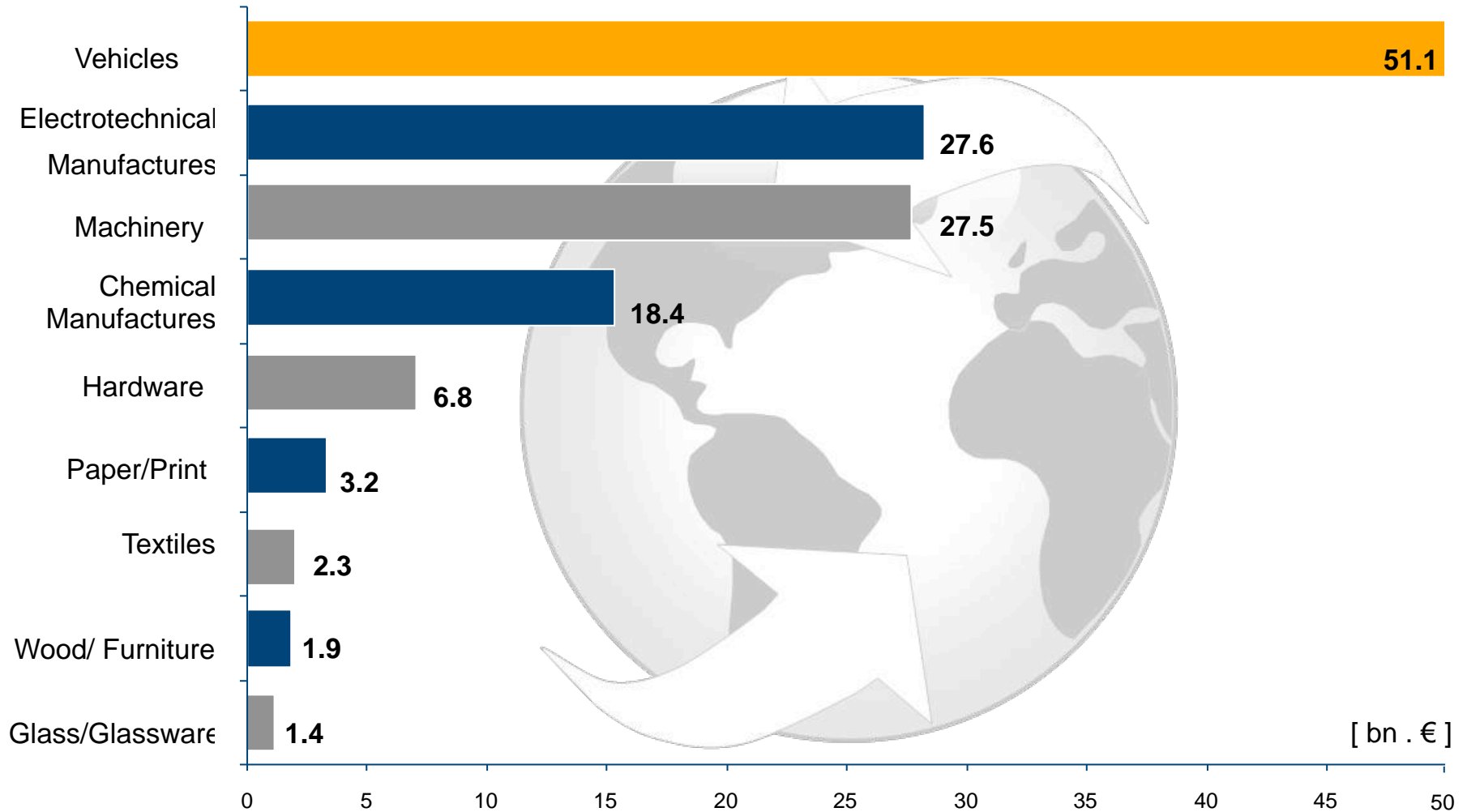
# Bavaria: Strong and Successful



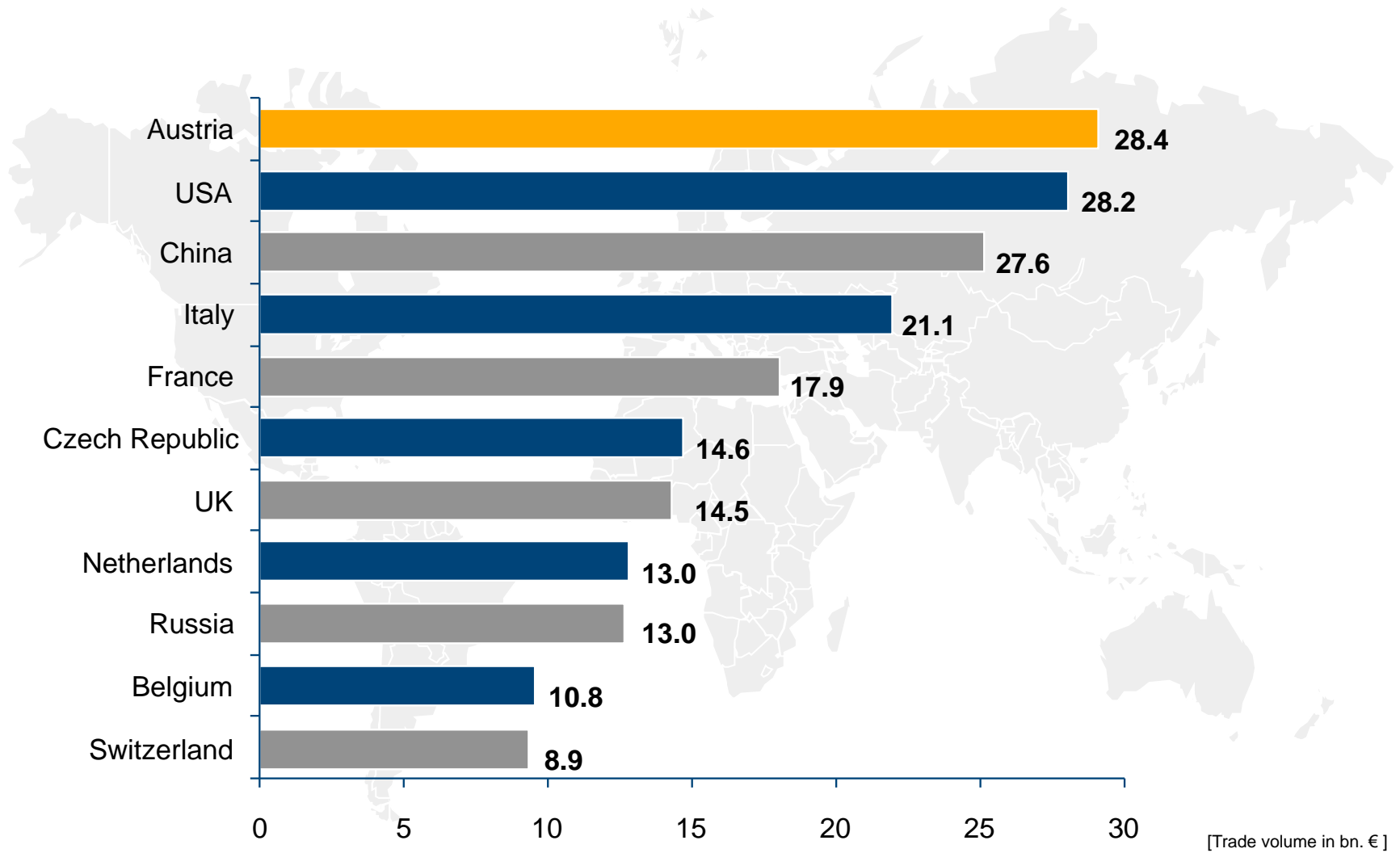
- **Bavaria: worldwide demand : Every second euro is generated through exports**



## ▪ Bavaria's key exports (2012)



## ▪ Bavaria's leading trading partners (2012)



[Trade volume in bn. €]



# Bavaria:

## In great company

# Bavaria : In great company

- **Global Player Bavaria**

- More than one quarter of the German DAX-companies are located in Bavaria






## Bavaria : In great company




- **More than 20 % of the german world market leaders are from Bavaria**

 World's leading insurance company



World market leader in gas and engineering sectors

 World's leading company in Industry, Energy and Health Sectors



World market leader in the development of cyclodextrins (ring-shaped sugar molecules)



World's leading premium car manufacturer



Second-biggest sportswear manufacturer in the world



World market leader for diesel engines



World's third-largest sporting goods manufacturer



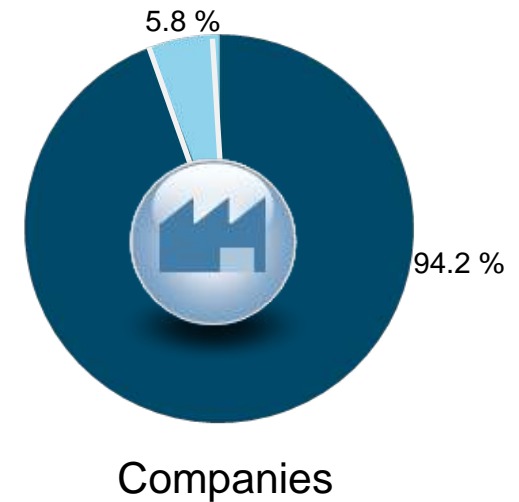
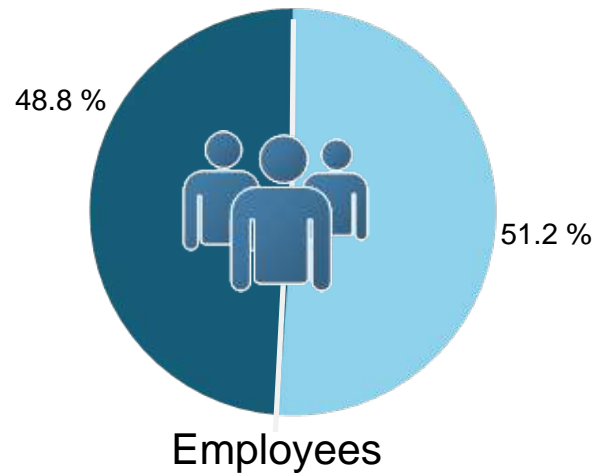
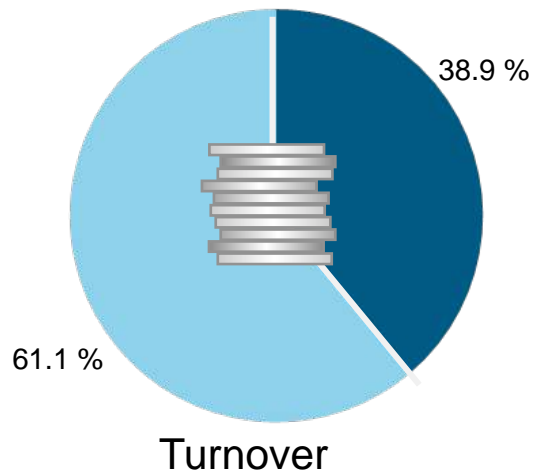
Second-biggest aerospace manufacturer in the world



Global market leader in power semiconductors

## Bavaria : In great company

- Bavaria has a rich and diverse SME population



- Companies with more than 500 employees
- Companies with less than 500 employees

# Bavaria : In great company

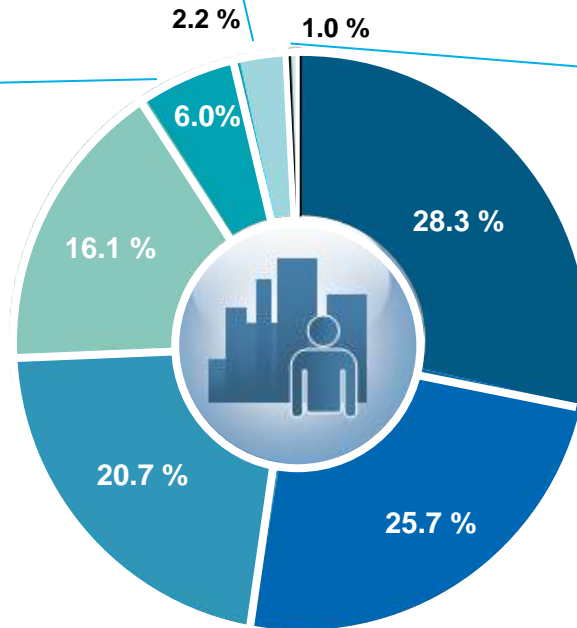
- **Strong industries, Strong services**

Agriculture / Forestry  
Fishery

Building industry

Financing, Renting,  
B2B services

Manufacturing  
Sector



Other

Public & Private  
Service Providers

Trade, Transport  
& Tourism



# Bavaria:

## Innovation and Quality

## ▪ Research in Bavaria

U 11 Universities, among them  
U 2 Elite Universities (LMU & TUM)  
+ 6 further successful Universities  
within the Initiative of Excellence

F 24 Universities of Applied Science

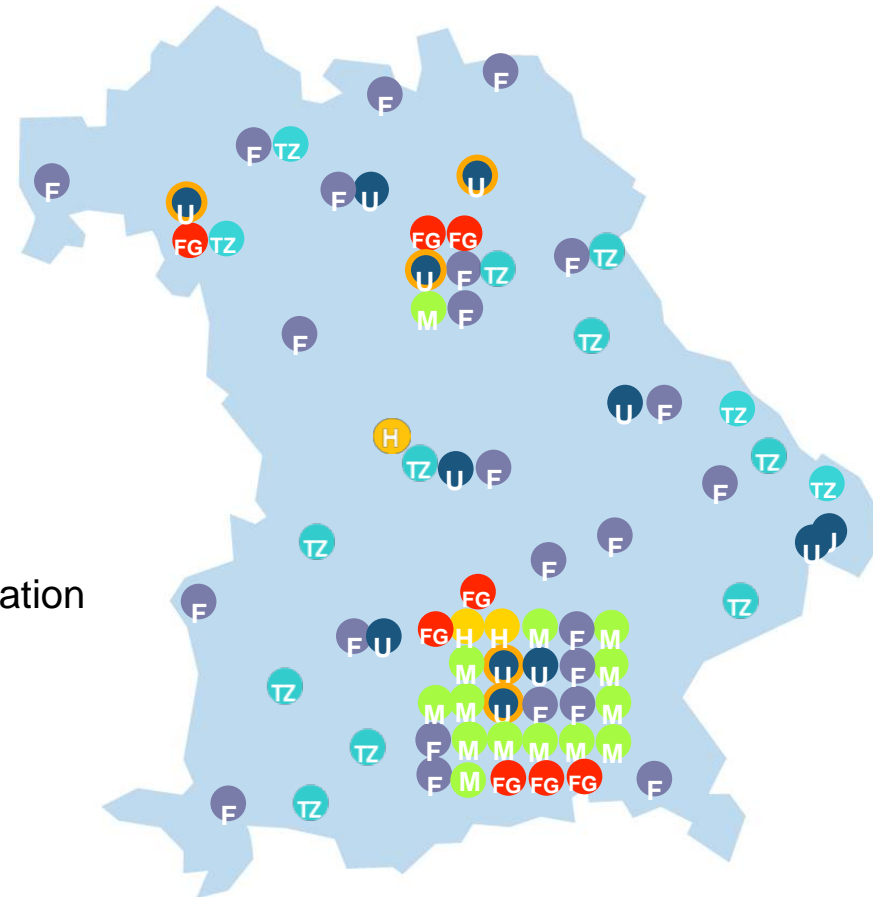
M 14 Max Planck Institutes

H 2 Centers and 1 Institute of the Helmholtz association

FG 8 Institutions of the Fraunhofer Society

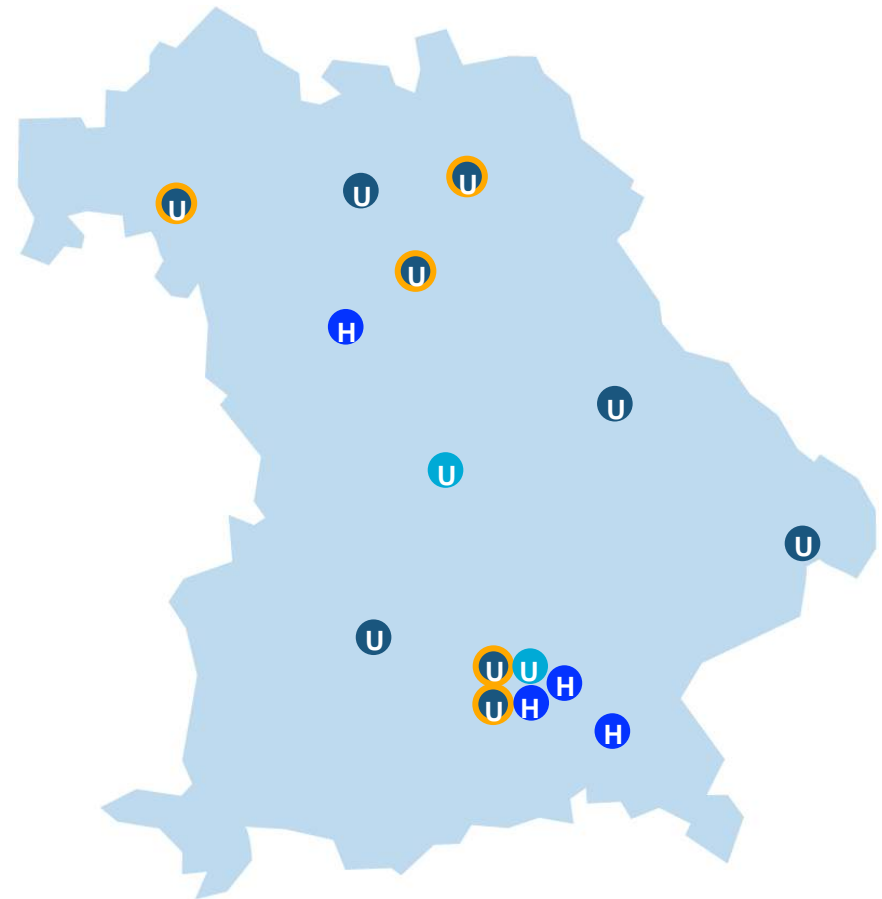
TZ 14 Research and Transfer centres

Rd. 10 Research Associations



## ▪ Research in Bavaria

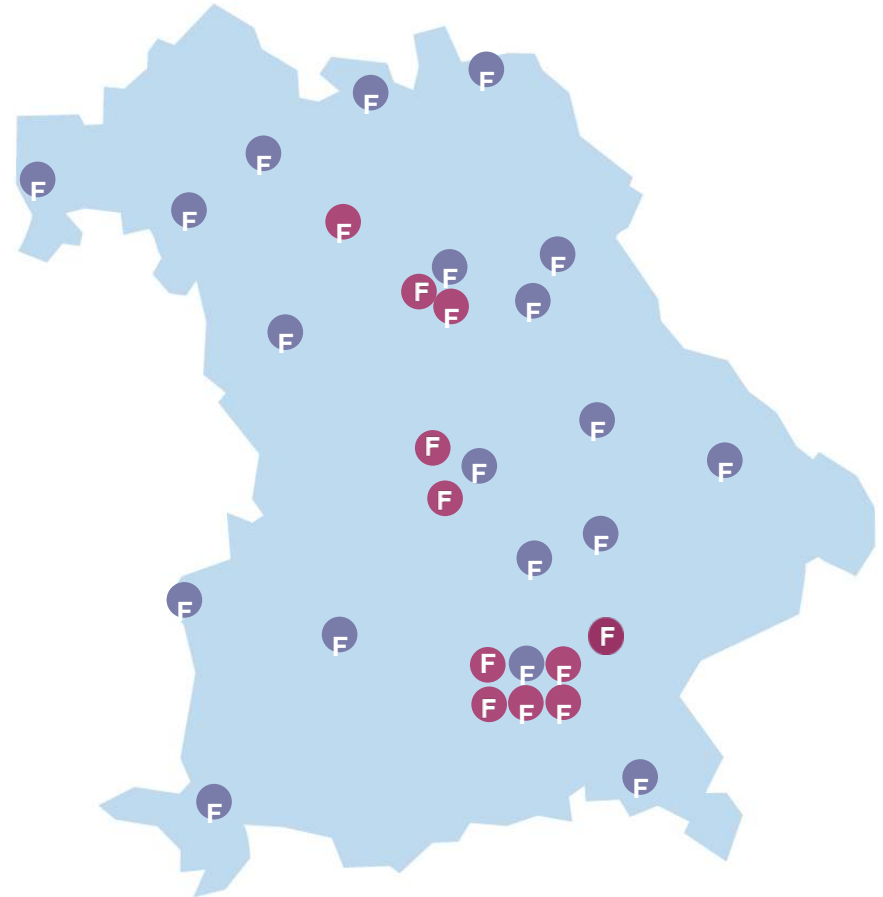
- U 11 Universities, among them
  - U 2 Elite Universities (LMU & TUM)  
+ 6 further successful Universities in the Initiative for Excellence
- U 2 Private Universities
- H 4 Scientific Colleges



## ▪ Research in Bavaria

 17 State Universities of Applied Sciences

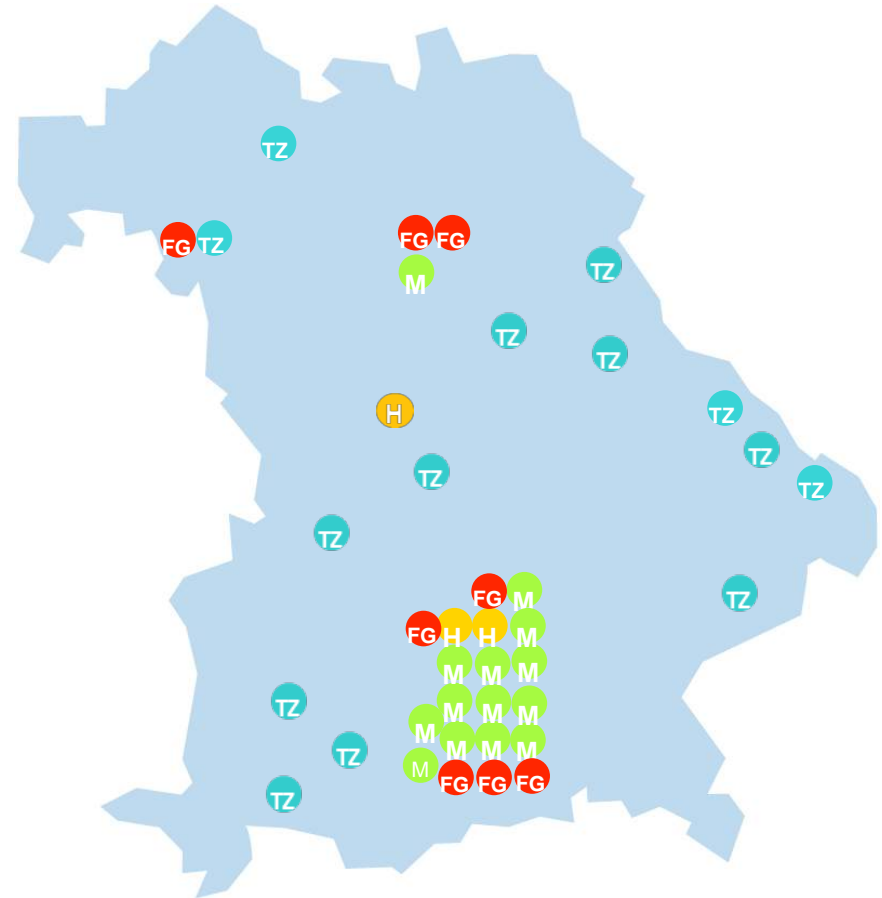
 10 Private Universities of Applied Sciences



## ▪ Research in Bavaria

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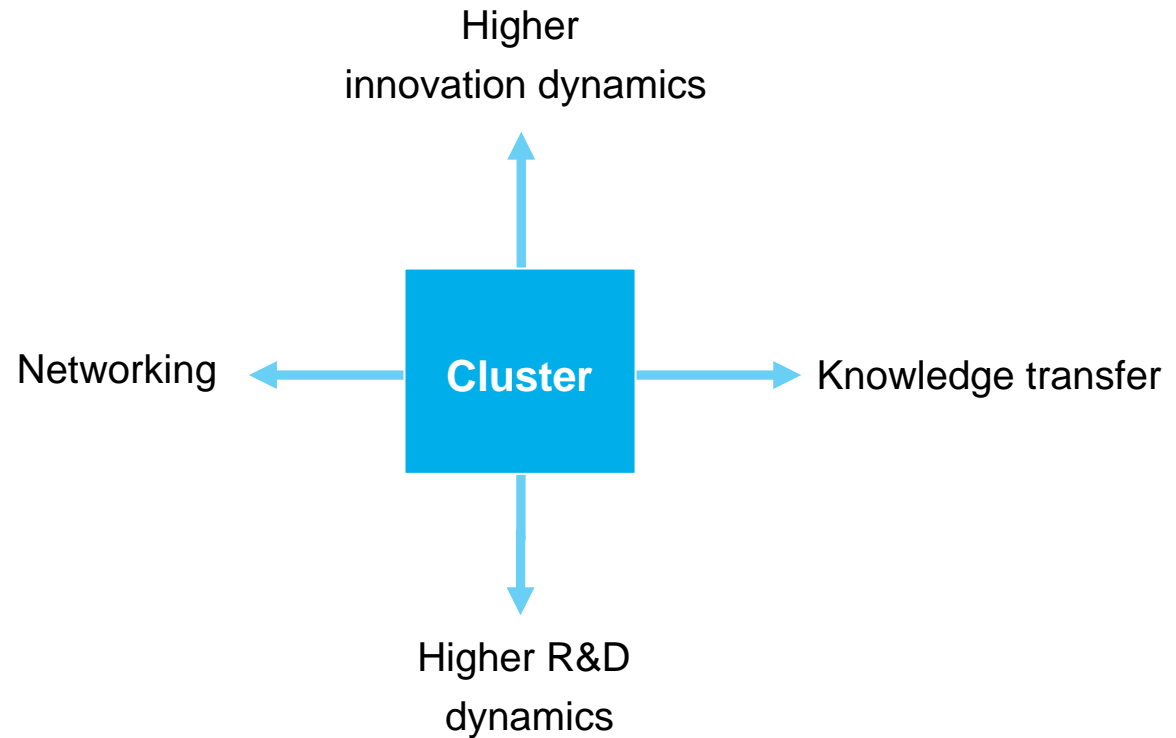






- **The Dual Education System**
- **Advantages for the industry**
  - High workforce competence
  - Ensurance of skilled labour required
  - Accurately fitting staff qualification

- **Clusterinitiative : Easier access to a branch**



## ▪ 19 Cluster: Strength through Networking

### Mobility

Automotive  
Engineering  
Railway Technology  
Logistics  
Aerospace  
Satellite Navigation

### Material Development

New Materials  
Chemicals  
Nanotechnology

### Man and Environment

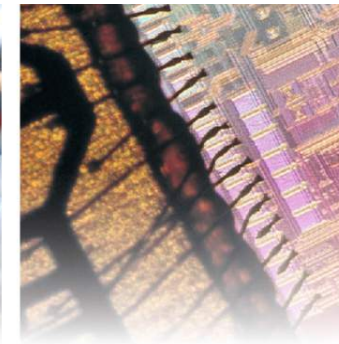
Biotechnology  
Medical Technology  
Energy Technology  
Environmental  
Technology  
Forestry and Wood  
Food and Nutrition

### Information and Electrotechnology

ICT  
Sensor & Power  
Electronics  
Mechatronics /  
Robotics

### Services and Media

Financial Services  
Media



- **Bavaria: Engine of the economy**

Research landscape,  
Business incubators, Cluster



Support of  
Invest in Bavaria  
for setting-up  
a business

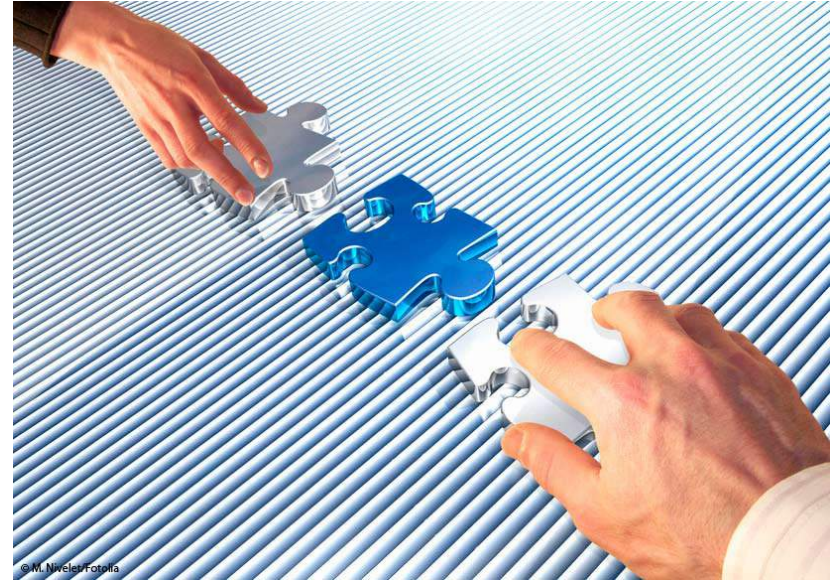


Strong Funding  
Programmes



Financing information:  
LfA Förderbank Bayern, BayBG, Bayern Kapital

- **Invest in Bavaria: Business promotion agency of the Free State of Bavaria**
  - First point of contact for interested investors in case of setting up a new business or expanding present facilities in Bavaria
  - One-stop service for investors



Fullservice for your company:

**comprehensive | customized | confidential | free**

## Worldwide: 25 Bavarian Representative Offices



## ▪ Invest in Bavaria: References

**DACHSER**  
Intelligent Logistics



**OLYMPUS**

Google™

**BOREALIS**

**SANDOZ**  
Eine gesunde Entscheidung



**MYLLYKOSKI**

**OMV**  
OMV



**INGRAM  
MICRO**

amazon®



**Nexans**



**Oberbank**



**SAINT-GOBAIN  
CORPORATION**



**Global Logistics**

**MERCK**

- Foreign trade promotion services offered by the Free State of Bavaria

Participation in overseas Trade Fairs

Bayern – Fit for Partnership

Sector-specific (overseas) business trips to key markets

**BAYERN INTERNATIONAL**  
Kompetenz für Auslandsmärkte

Go International

[www.bayern-international.de](http://www.bayern-international.de)

Official outgoing and incoming trade delegations

Funding and financial support via LfA Förderbank Bayern



**Your Partner**



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# See you in Bavaria !