BADEN-WÜRTTEMBERG – THE LÄND of innovation & ideas.

YOUR INVESTMENT LOCATION IN THE GERMAN SOUTHWEST

Baden-Württemberg is one of the strongest economic regions in Germany and Europe and has a lot to offer to investors. Our state stands out due to its high productivity and innovativeness. Alongside enterprises with global operations, thousands of successful small and medium-sized companies drive our economy. THE LÄND enjoys an excellent global reputation as a high-tech, industrial and service-oriented location and occupies leading positions in industries that traditionally typify the German Southwest, such as mechanical engineering, the automotive and healthcare sectors as well as information and communication technologies. Great growth potential is also exhibited by future technologies: artificial intelligence, quantum computing and green technology. A strong welcoming culture, the high quality of life and the cultural charm of our state attract skilled people from all over the world.

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INNOVATION REGION NO. 1 IN EUROPE

We invest 5.7% of our GDP in research and development (2023) and have 137 patent applications per 100,000 inhabitants (2024)

FACTS & FIGURES

GDP (2024)	**650.2 billion euros** Approx. 15% of Germany, 57,294 euros/inhabitant
Export volume (2024)	**240.2 billion euros** 21,358 euros/inhabitant
Expenditure on R&D (2023)	**36.1 billion euros** 5.7% of GDP
Inhabitants (2024)	**11.2 million inhabitants** Approx. 13.4% of Germany
Area	**35,673 km²** Approx. 10% of Germany

ABOUT

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OF THE GERMAN GLOBAL MARKET LEADERS ARE AT HOME IN BW

110

CLUSTERS AND NETWORKS

HOME OF

Mercedes-Benz Group, Bosch, SAP, Porsche, Trumpf, Festo, Boss and many more

AA+

STRONG AND STABLE ECONOMY

GERMANY'S BIGGEST EXPORTER

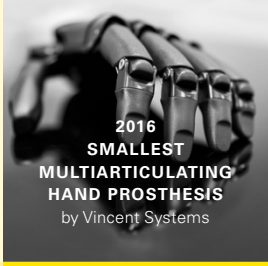
YOUR GATEWAY TO THE MARKETS OF THE EU

THE LÄND

Baden-Württemberg

EXCELLENT RESEARCH
Over 70 universities and
100 non-university research institutions

1972
SAP SOFTWARE
by SAP founders



2016
SMALLEST MULTIARTICULATING HAND PROSTHESIS
by Vincent Systems

1958
FISCHER PLUG
by Artur Fischer

1886
BENZ PATENT MOTOR CAR
by Carl Benz

HIGHLY QUALIFIED WORKERS
thanks to first-class educational & training system

LARGE EDUCATIONAL OFFERING
Over 3,500 study courses

WE ARE HOME OF
The Black Forest
Lake Constance
Albert Einstein
Pretzels
The Cuckoo clock
and much more

MORE THAN 7,000 FOREIGN COMPANIES
are located in Baden-Württemberg; including Roche, IBM, P&G, Magna, HP, Sany, FANUC and many more

HIGH QUALITY OF LIFE
thanks to a wide range of leisure and cultural activities

Find out more about Baden-Württemberg (BW) as a business location and your opportunities to invest:
www.expaend.com

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STRONG WELCOMING CULTURE
People from more than 190 different countries live in BW

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WE ARE YOUR PARTNER
on the path to success!

Baden-Württemberg International is the central point of contact for foreign investors in Baden-Württemberg (BW) and provides assistance to companies and research institutions that either wish to settle or expand their operations in the German Southwest. Talk to us!

We provide information about BW.

We find the right partner and location for you.

We connect you with all important players.

We support you in administrative procedures.

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