

# 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.



### INNOVATION REGION NO. 1 IN EUROPE

We invest 5.7% of our GDP in research and development (2023) and have 135 patent applications per 100,000 inhabitants (2025)

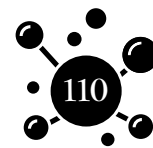
## FACTS & FIGURES

GDP (2025)	<b>667.1 billion euros</b> Approx. 15% of Germany, 59,335 euros/inhabitant
Export volume (2025)	<b>241.4 billion euros</b> 21,388 euros/inhabitant
Expenditure on R&D (2023)	<b>36.1 billion euros</b> 5.7% of GDP
Inhabitants (2025)	<b>11.2 million inhabitants</b> Approx. 13.5% of Germany
Area	<b>35,750 km<sup>2</sup></b> Approx. 10% of Germany

### ABOUT

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OF THE GERMAN GLOBAL  
MARKET LEADERS ARE  
AT HOME IN BW

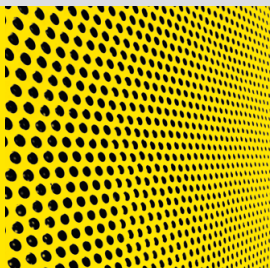


CLUSTERS AND  
NETWORKS

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



STRONG AND  
STABLE ECONOMY



### YOUR GATEWAY TO THE MARKETS OF THE EU



GERMANY'S  
BIGGEST EXPORTER

# THE LÄND



Baden-Württemberg

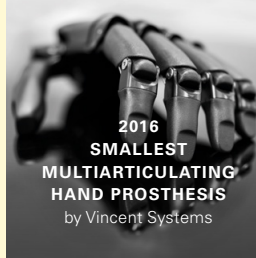


### EXCELLENT RESEARCH

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](http://www.expaend.com)



### STRONG

### WELCOMING CULTURE

People from more than 190  
different countries live in BW



Baden  
Württemberg  
International

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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.