

# ***Economic Development in the Stuttgart Region***

Wirtschaftsförderung Region Stuttgart GmbH

# Facts and Figures

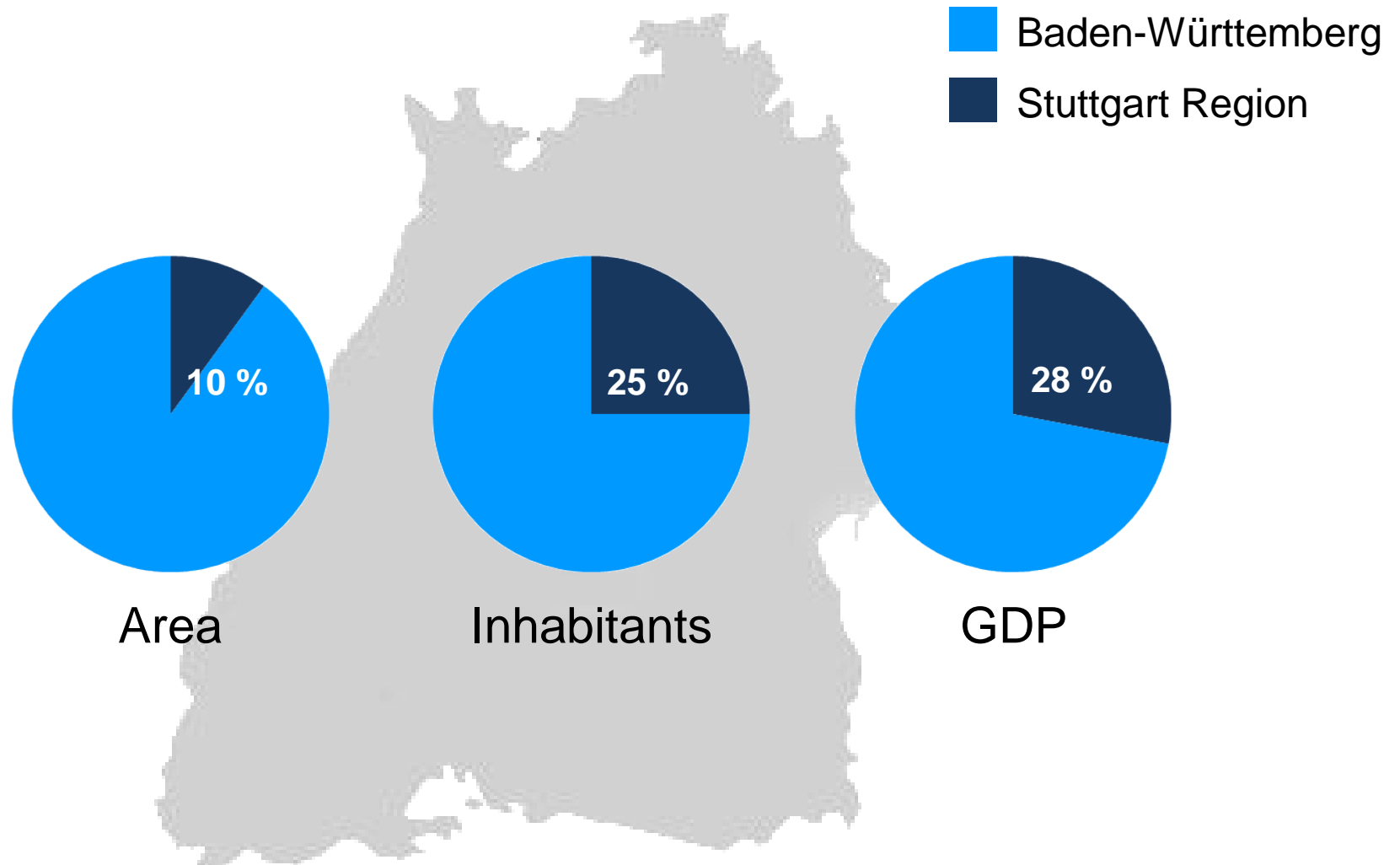
## Stuttgart Region



- Metropolitan region with 2.7 m inhabitants from 170 countries
- High-technology region
- High population density of 732 inhabitants per km<sup>2</sup>
- Region of poets, philosophers and inventors

# The Economic Motor of Baden-Württemberg

Stuttgart Region



# ***Economic Data***

## Business Location Stuttgart Region

- About 160,000 registered companies
- 1.5 million economically active people
- GDP: 110 billion EUR
- R&D expenses by the companies: 7.5% of GDP
- High international competitiveness: more than 60% of turnover in manufacturing is generated abroad
- Low unemployment rate: 4.2% (01/2015)

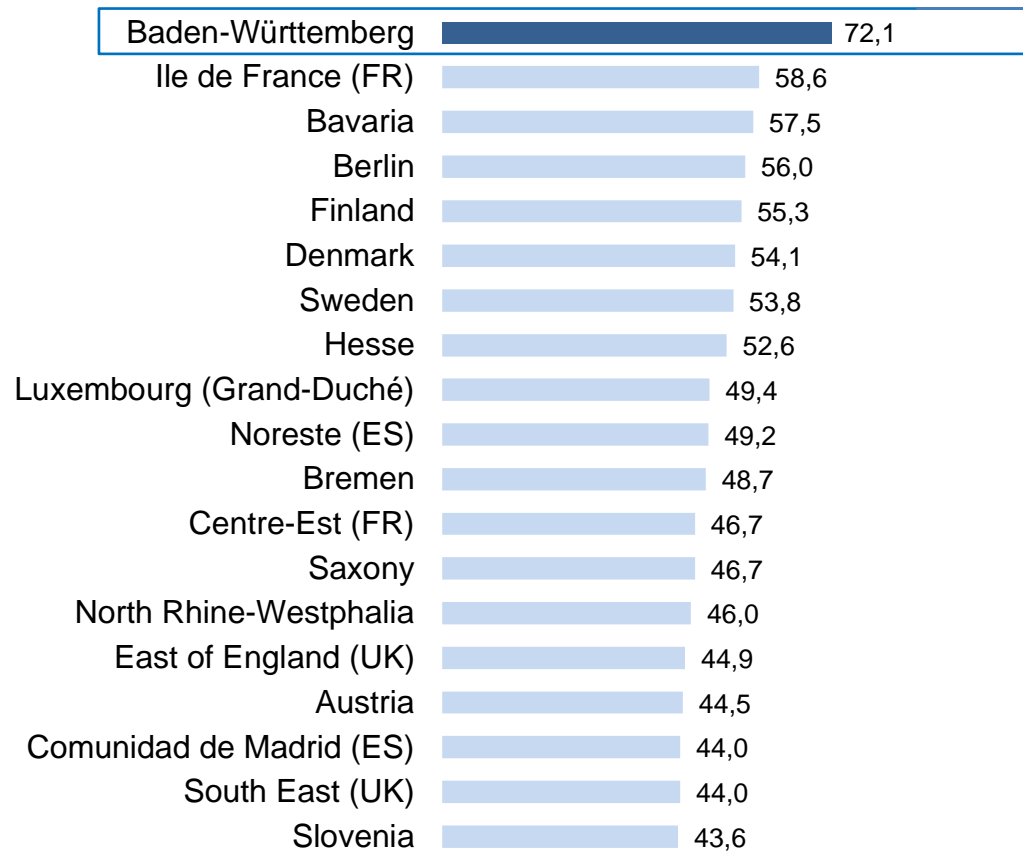
# ***Sustainable Value Added through Innovative Industries***

Business Location Stuttgart Region

- Manufacturing dominated region with a very high research density
- Sound sectoral mix, comprising internationally renowned enterprises and innovative SMEs (so called "Hidden Champions")
- Key industries:
  - Automotive industry
  - Mechanical engineering
  - Environmental technology
  - Creative industries

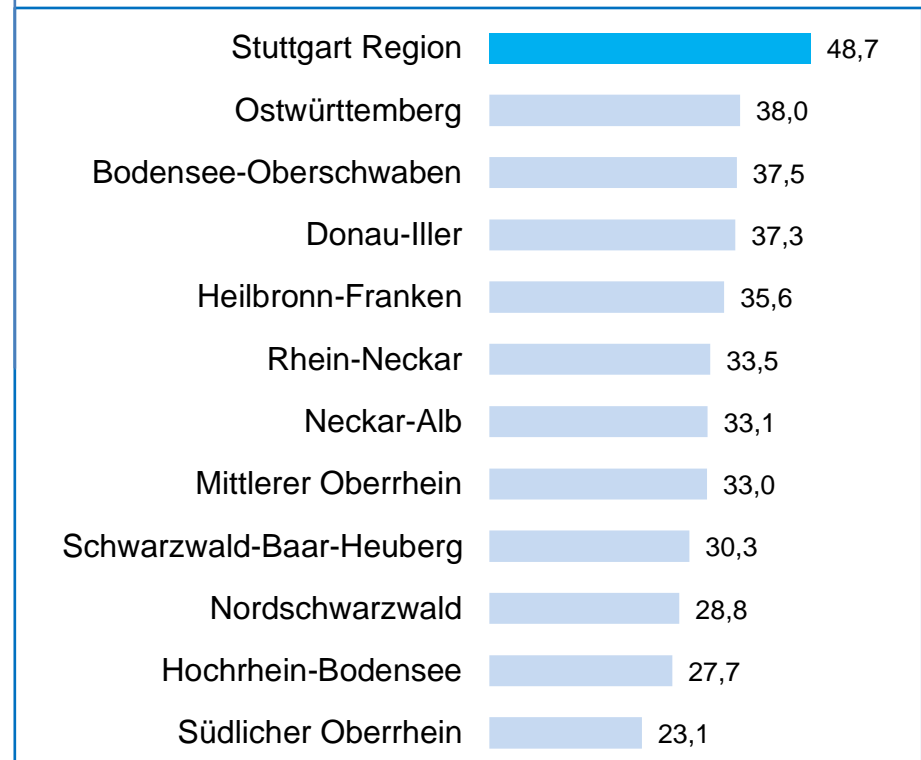
# Europe's Number 1 in Innovation

## Business Location Stuttgart Region



Innovation index for the countries and regions of the European Union and the regions of Baden-Württemberg 2012

Source: Statistisches Landesamt Baden-Württemberg



# Important Company Headquarters

Business Location Stuttgart Region

**STIHL**

**SCHULER**



 **Thieme**



**THALES**

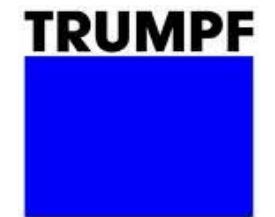


**DAIMLER**

**IBM**



**metabo**  
work. don't play.



**märklin**

**celesio**  
the healthcare group



**Bauknecht**

 **KÄRCHER**

**FESTO**

**BOSCH**

 **MAIRDUMONT  
MEDIA**

**MAHLE**

*Driven by performance*

**ALLGAIER**

# Innovation and Cluster Policy in the Stuttgart Region

Regional Development

Industry-oriented Cluster Initiatives	Competence Center Programme	Horizontal Measures
Automotive	Virtual Engineering	Start-up Support
Mechanical Engineering	Packaging Technology	Business Angel Forum
Environmental Technology	Mechatronics	Labour Market/Talent
ICT	Satellite Communication	...
Creative Industries	Software	...
...	...	...



# Criteria for attracting businesses

Market oportunities  
Customers Suppliers

Know how  
potentials  
Clustering

Skilled labour

Costs  
Financing  
Incentives

Sites

*Thank you very much for your attention!*

