

Grüß Gott.


(OUR WAY OF SAYING HELLO)



Baden-Württemberg

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.



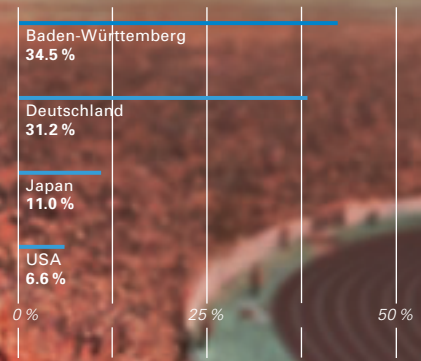
UNEMPLOYMENT RATE
IN JUNE 2005



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




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)

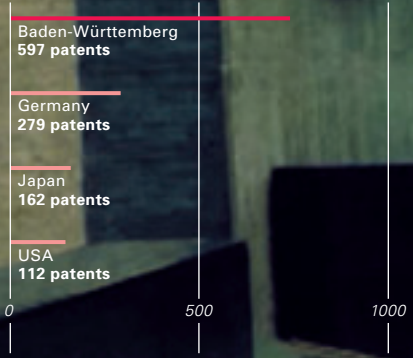
If it doesn't exist, we just invent it.

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

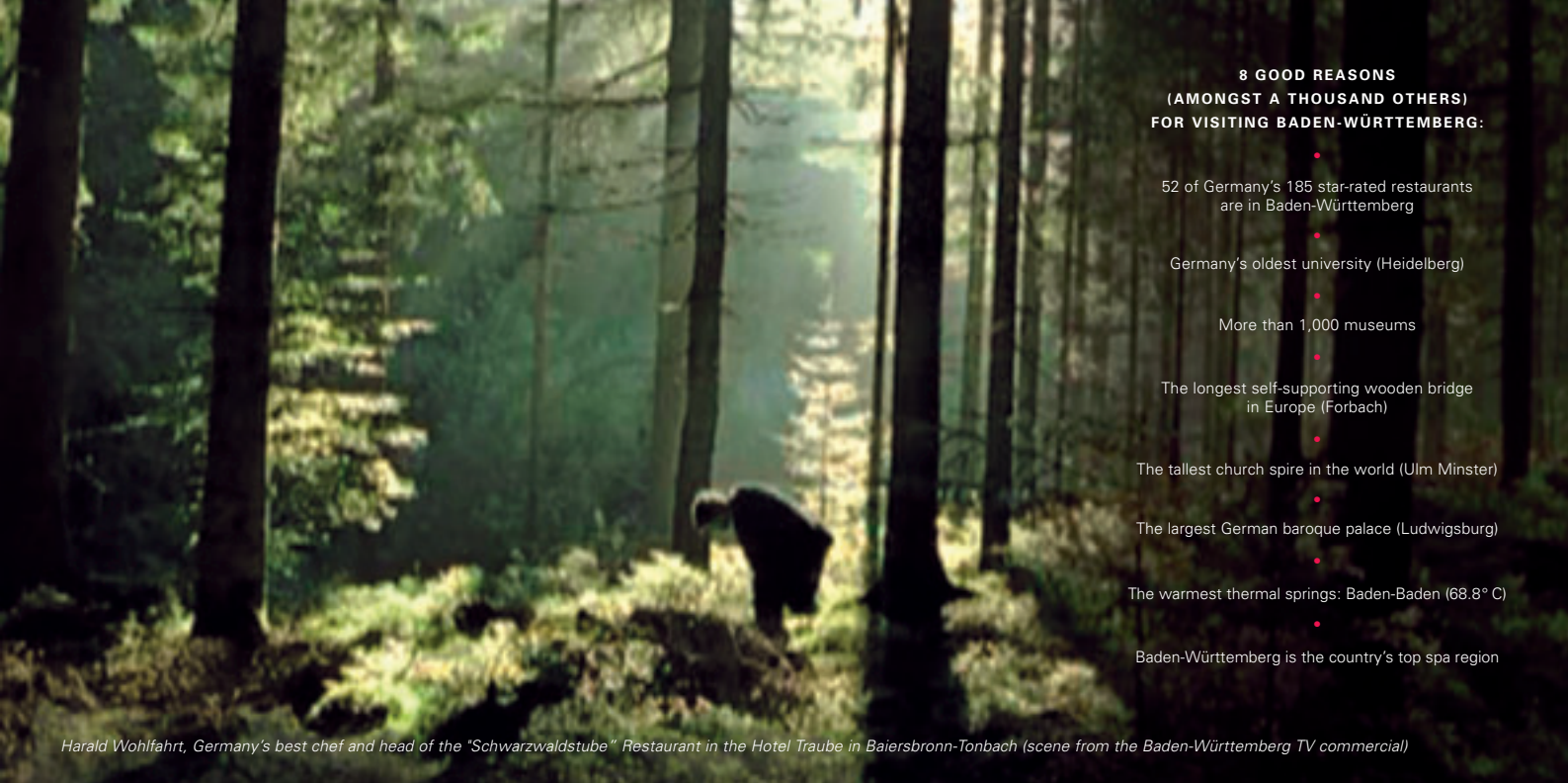
 The first ski lift – invented by Robert Winterhalder and put into operation in 1908 – may not have solved the most pressing problems facing mankind. But it does provide a fine example of the creativity and inventive spirit that are characteristic of life in Baden-Württemberg. No other region in Europe 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)



**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