

Thank you very much for your precious time.



The fastest investor's guide in the world.

(If you want.)



If another investor got here before
you, you can ask for the CD insert at:
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No Introduction.

If you've got a minute, tear open here!



Introduction.

✂ Welcome to a short trip through Baden-Württemberg. In just a couple of minutes, you can gain an overview of the advantages of Europe's strongest economic region. Invest a few more minutes, and you will find detailed infor-

mation for each of the six chapters. Tear the perforation at the outer edge of the pictures, as you did for revealing this page, and you will find figures, data and facts on the respective subjects. ✂

This handbook provides you with information on our economic promotion programs, our outstanding research infrastructure, our export strength and international connections, and, of course, the state itself. You will quickly see why people think we are the most appealing region in Europe for investors.

To receive additional information, just call us, fax or send an e-mail (info@bw-i.de) or visit our website (www.bw-invest.de). Or take some time

to look at the attached CD-ROM. You will find all the necessary addresses on the CD or at the end of this handbook. Use us as a centralized information source and door-opener. Whatever your requirements and whatever support you need we are there for you. We are certain that you will find the following information stimulating and relevant.

Our Investment Incentives.

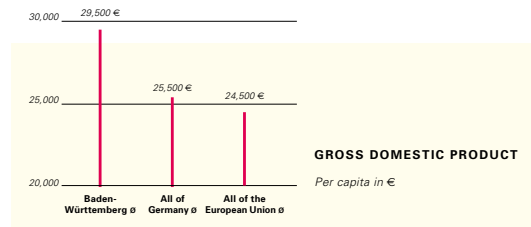


Our Investment Incentives.

Unbureaucratic, central and comprehensive: That's the recipe for success that the Baden-Württemberg International uses to take care of foreign investors. We quickly supply you with specific information and open doors to all the important places. Last year alone, Baden-Württemberg International together with municipal and regional economic development agencies was able to help more than 100 companies from abroad to get a start in Baden-Württemberg.

NUMBER 1 MEDIA LOCATION IN GERMANY

Measured by company revenues, we are Germany's number one multimedia location. With 17 % of all German book publishers and close to 10,000 books and specialised magazines published in our state we are once more a leader in Germany.



HOME OF GLOBAL PLAYERS AND HIDDEN CHAMPIONS

Baden-Württemberg is home to many internationally successful companies such as DaimlerChrysler, Bosch, Heidelberger Druckmaschinen, Porsche, Würth, SAP, etc. No fewer than 130 Japanese companies also like it here, including Sony, Panasonic, Fanuc, Omron, Citizen and Takata, to name just a few. In addition

to these international giants, countless small and medium-sized companies are enjoying international success in Baden-Württemberg, many of whom are international market leaders in their field, such as Stihl (chain saws), Trumpf (machine tools) and Kärcher (cleaning systems). 99 % of all businesses have fewer than 500 employees. The success of the state is distributed across a healthy and varied economic structure.

NUMBER 1 HIGH-TECH LOCATION IN EUROPE

21.8 % of all employees in our state work for high-tech industries. Bavaria (17.0%), Hesse (16.5 %) and Northwest Italy (15.6 %) distantly follow.

INTO THE FUTURE WITH THE YOUNG GENERATION

Founders and young entrepreneurs support the state's future efforts with information, consultations (www.newcome.de), profitable credit offers (www.l-bank.de) and investment capital (www.l-ea.de; www.mbg.de).

AND YET ANOTHER RECIPE FOR SUCCESS

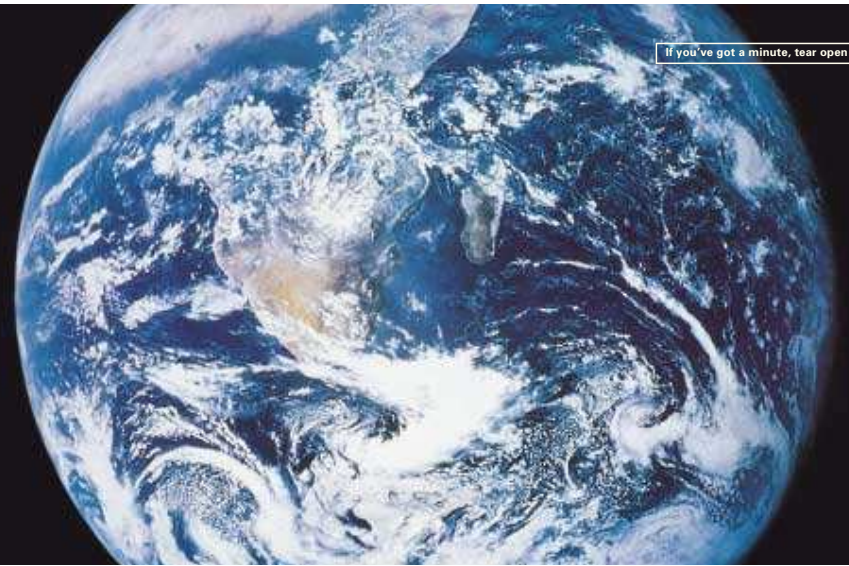
How to make our world-famous Black Forest gateau:

Stir together 100 g butter with 100 g sugar and a teaspoon of vanilla sugar until fluffy. Add 4 eggs, 70 g grated almonds and 100 g grated semi-sweet chocolate. Fold in 50 g flour, 50 g cornstarch and 2 teaspoons baking powder. Mix well and pour dough into a greased baking tin, bake for 30 to 40 min. in preheated oven at 180 °C. Let it cool for at least 2 hours. Cut into three equal layers. Sprinkle Kirsch onto the bottom layer. Whip 1/2 liter of cream with a little sugar until stiff. Spread whipped cream and 750 g sour cherries onto the bottom and middle layer. Coat the top layer with whipped cream and chocolate sprinkles. Decorate with whipped cream rosettes topped by a cherry. Refrigerate the cake overnight. Enjoy!



Our Markets.

Landesbibliothek Württemberg



Our Markets.

🇩🇪 We're world champions – at least in exports. With an export volume of 9,800 € per capita we are way ahead of the national German average of 7,900 € and leave high-export countries such as the USA (2,900 €) far behind.

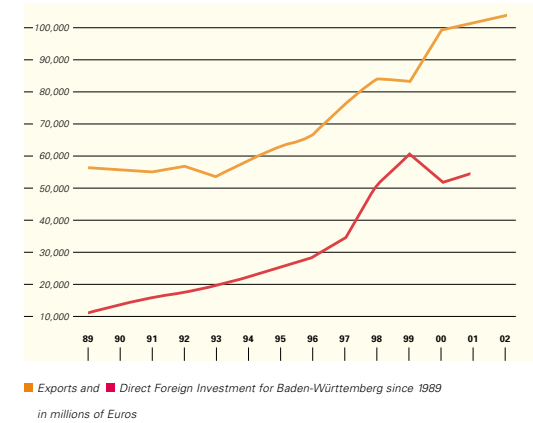
Within Asia, Japan represents Baden-Württemberg's largest trading partner at 2.7%, European Union countries at 50.1% and the EFTA countries at 7.2%. 🇯🇵

EXPORTS: OUR MOST IMPORTANT GROWTH FACTOR

With only 0.2% of the world's population, our share of all world-wide exports is an impressive 1.5%. Every third industrial job is related to exports. Nearly 76% of industrial exports are generated by mechanical engineering, vehicle manufacturing, electronics and the chemical industry. We export goods worth about 104.5 billion €, approx. 34% of our GDP.

THE MOST IMPORTANT FIGURES ON EARTH.

The equatorial circumference of the earth is 40,076.59 km and its surface is 510 million km². Every continent on earth has at least one city named Rome. Furthermore, Baden-Württemberg is 149.6 million km from the sun. Although this information may not represent the primary reason for investing in Baden-Württemberg, it can be used to impress your luncheon guests at the next business lunch. Which goes to show that we can assist you in more ways than you can imagine.



Our Research Centers.



Our Research Centers.

✂ A country that does not have any natural resources to speak of must rely upon other raw materials such as the creative impulse and intellectual strength of its people. It is no surprise that we place special emphasis on education and research. ✂

IN ADDITION TO UNIVERSITY RESEARCH, WE HAVE ANOTHER 125 FACILITIES INCLUDING:

<u>9</u>	institutes of industrial joint research	<u>14</u>	institutes of the Fraunhofer Society
<u>7</u>	contract research institutes		
<u>12</u>	Max Planck institutes	<u>3</u>	large-scale research establishments

TECHNOLOGY PARKS AND CENTERS

20 centers provide assistance to technology oriented start-ups and support the establishment of new industrial, service or trade companies. We even have a Government Commissioner for Technology Transfer.

THE STEINBEIS FOUNDATION

The idea is as simple as it is effective. A foundation organised by the private sector serves as a facilitator between science and business to pass on the most recent knowledge of scientific research to companies. The central office in Stuttgart deals with administrative responsibilities, and the

individual transfer centers provide independent and flexible assistance at customer level. The business sector profits from tailor-made solutions and minimized administration. Today, over 3,500 experts work in more than 400 Steinbeis Transfer Centers in Germany and all over the world.

LOWER AND HIGHER EDUCATION

We place great importance on individual needs and abilities in education. In addition to the school system based on the German education system, 12 international, foreign and bilingual schools are located throughout the state.

One fifth of all German institutions of higher education are in Baden-Württemberg. We invest more money in universities per capita than any other German state.

53 universities of applied sciences and 15 universities – including two international ones – offering a total of 45 bachelor and masters programs provide the optimum start for professional life.

BACKNANG: OUTPOST OF THE UNIVERSE

Who would have thought that the picturesque town of Backnang in Swabia is home to a room that provides measuring opportunities without equal in Germany. It is called the absorber room – absolutely free of reflection because it is completely foam-lined. For example microwave antennas are diligently tested there.

Our International Relations.

✈ International cooperation is essential to maintain our strong economy and outstanding position in world trade. ✈

LARGEST TRADING PARTNER: THE USA

For a number of years now, the United States has been our most important foreign trading partner and simultaneously the largest foreign investor in our state. Companies such as IBM (www.ibm.com), Hewlett Packard (www.hp.com), John Deere (www.deere.com), Pfizer (www.pfizer.com) and Kodak (www.kodak.com) have set up shop here.

THE FOUR MOTORS OF EUROPE

The four strongest economic regions in Europe have joined together to ensure economic stability and stimulate growth for their countries and the EU as a whole. In addition to Baden-Württemberg, this includes the French region of Rhône-Alpes with its capital Lyon, the Spanish region Catalonia with its capital Barcelona, and the Italian region Lombardy with its capital Milan.

THE NETWORK

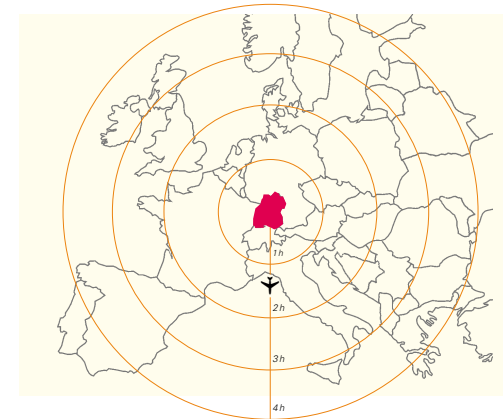
Baden-Württemberg International has representatives in China, Hungary, India, Japan, North America and Singapore and a worldwide network of

regional offices and partners. Thus, there's bound to be a competent contact close to your headquarters if you are planning to establish a successful presence in Europe or expand there.

MAKE A CONNECTION

Geographically, Baden-Württemberg lies in the heart of Europe. Within a radius of 700 kilometers, you can reach every large German city and the high-growth regions of Europe.

70 airlines connect Stuttgart Airport with 120 national and international destinations. Given Baden-Württemberg's favorable location, you can reach another international airport in 90 minutes from anywhere in the state. If you prefer land travel, you can take advantage of the well-developed network of roads, rail and even waterways.



Our Country.



Our Country.

🦊 “Work hard, live well” – This expression must have come from Baden-Württemberg. In a state that accomplishes so much economically, you need to play just as hard. In Baden-Württemberg, opportunities abound. The Black Forest, Lake Constance, the Swabian Jura or charming cities such as Heidelberg, Freiburg and Tübingen provide an extremely high quality of life. Health resorts like Baden-Baden and Bad Wildbad are world-renowned for their

atmosphere. Year for year, the state draws more tourists than it has inhabitants. And those who live here like it too. With national and state theaters, the world-famous Stuttgart ballet, numerous theater and music festivals, 11 national and over 1,000 municipal and private museums Baden-Württemberg has the highest density of cultural activities in Germany. Every year, international sporting events take place such as the Formula One race in Hockenheim,

the grand festival week at the international thoroughbred races in Iffezheim or the German Masters golf tournament in St. Leon-Rot. There are outstanding opportunities for participating in sports activities throughout the entire year. You can do anything here – except be bored.

So it is not really surprising that in Baden-Württemberg we have the lowest sick rate, the highest life expectancy and the lowest crime rate. 🦊

LOOKS GOOD FROM HERE – AND NOT JUST FOR INVESTORS

Just think a minute about leisure time and relaxation, mountains, forests and lakes. Pretty soon you'll wind up in Baden-Württemberg. Look down on our countryside from mount Belchen (1,414 m) onto the friendly village of Neuenweg, across the hills of the Black Forest to the mighty Swiss Alps. An intact natural landscape is an integral part of a functioning economic center.

BADEN-WÜRTTEMBERG IN FIGURES

Population	10.6 million
	of which 1.3 million are foreign citizens
	of which 16.3 % are under 15 years old
Percent of German population	12.9 %
Area	35,572 km ² (third-largest state in Germany)
Inhabitants/km ²	298 (German average: 231)
Crime rate	lowest in Germany (2002)

Your Future Prospects.



Your Future Prospects.

✈️ The world is changing at a breathtaking speed. And you are in the middle of it all. Markets are globalizing, information and communication technologies are opening up new perspectives. Well-trained employees and creative, entrepreneurial partners are essential. Baden-Württemberg therefore offers an outstanding base to start a business for the information society of the future. 🚀

OUR BUSINESS-ORIENTED POLICY STRONGLY SUPPORTS:

- Attracting foreign investors
- Internationalizing the economy
- Business-related research
- Cooperation between foreign and Baden-Württemberg companies

All with a minimum of bureaucracy and maximum of efficiency.

Foreign investors will find an outstanding industrial infrastructure, highly developed research institutions and a particularly high degree of productivity.

FOCUS ON BADEN-WÜRTTEMBERG

Baden-Württemberg offers prime locations for establishing businesses. According to Focus magazine, a comparison of 83 German cities revealed that 4 of the top ten cities are in Baden-Württemberg and Heidelberg is number one.

An analysis of European economic centers published by Wirtschaftswoche placed Baden-Württemberg in the Top 20 several times. Karlsruhe metro-area was the big winner and proved to be by far the most attractive business center in Europe with Stuttgart coming in third.

No wonder investors feel particularly at ease in Baden-Württemberg: It is the perfect environment for relocation, in addition to possessing natural beauty and cultural attractions.

EVERYTHING IS COMING UP ROSES.


The roses can be admired on Mainau island in Lake Constance. The island, designed as a park in the 19th century by Grand Duke Friedrich the First, is famous for its magnificent rose gardens. Over 800 species and varieties can be admired there. A "rose information garden" provides valuable tips on caring for and growing roses in your own garden – almost like Baden-Württemberg International, except that we describe the potential of Baden-Württemberg's economy and tell you how to best profit from it.

More Information: www.bw-invest.de

Response/Fax

Please send additional information about the following topics.


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Germany

- Our Investment Incentives
- Our International Relations
- Our Markets
- Our Country
- Our Research Centers
- Your Future Prospects

SENDER

— Name _____
— Company _____
— Address _____
— Address _____
— Country _____

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<p>Hungary Dr. Tamás Freund 2800 Tatabánya Banyai János u. 61 Phone +36-34-309-395 Fax +36-34-302-117 E-mail: badenw@axclero.hu</p>	<p>Ministry of the State Baden-Württemberg Richard-Wagner-Strasse 15 D-70184 Stuttgart Phone +49-711-21 53-0 Fax +49-711-21 53-340 www.baden- wuerttemberg.de</p>	<p>Ministry of Economic Affairs Theodor-Heuss-Strasse 4 D-70174 Stuttgart Phone +49-711-123 24 02 Fax +49-711-123 24 74 E-mail: info@wm.baden- wuerttemberg.de www.wm.baden- wuerttemberg.de</p>	<p>Steinbeis Foundation Willi-Bleicher-Strasse 19 D-70174 Stuttgart Phone +49-711-183 95 Fax +49-711-226 10 76 www.stw.de</p>	<p>State Tourist Board Baden-Württemberg Esslinger Strasse 8 D-70182 Stuttgart Phone +49-711-23 85 80 Fax +49-711-238 58 99 E-mail: info@tourismus- baden-wuerttemberg.de www.tourismus-baden- wuerttemberg.de</p>	<p>MFG Media und Film Society Baden-Württemberg Breitscheidstrasse 4 D-70174 Stuttgart Phone +49-711-907 15-300 Fax +49-711-907 15-350 E-mail: mfg@mfg.de www.mfg.de</p>

Even More Information.