



invest
in
bavaria

Welcome to Bavaria: Germany's leading innovation hub.

Bologna, 21/09/2017, Svetlana HUBER

Europe's powerhouse

Bavaria is a strong economic engine.

- > 70,550 km² - Germany's largest federal state.
- > Population 12.8 m. (2016) - # 11 in the EU.
- > GDP (2016) 568 bn. € - # 7 in the EU.
- > GDP development (2010 – 2016) 14.7% - # 1 in Germany.
- > Unemployment rate (3/2017) 3.5 % - # 1 in Germany.
- > Patent registrations – regularly # 1 in Germany.



7 reasons why to choose Bavaria as your future hub in Germany

1. Big sector diversity = big market opportunities
2. Geographic (& cultural) proximity to Switzerland, Austria & Eastern Europe
3. High purchase power in comparison to other German regions
4. Top future opportunities for Bavaria
5. High quality of living & security
6. Strong business links between Bavaria & Italy
7. Strong support instruments

1. Big sector diversity = big market opportunities

National & Global Players in Munich

Industrial



Life Sciences



Tech

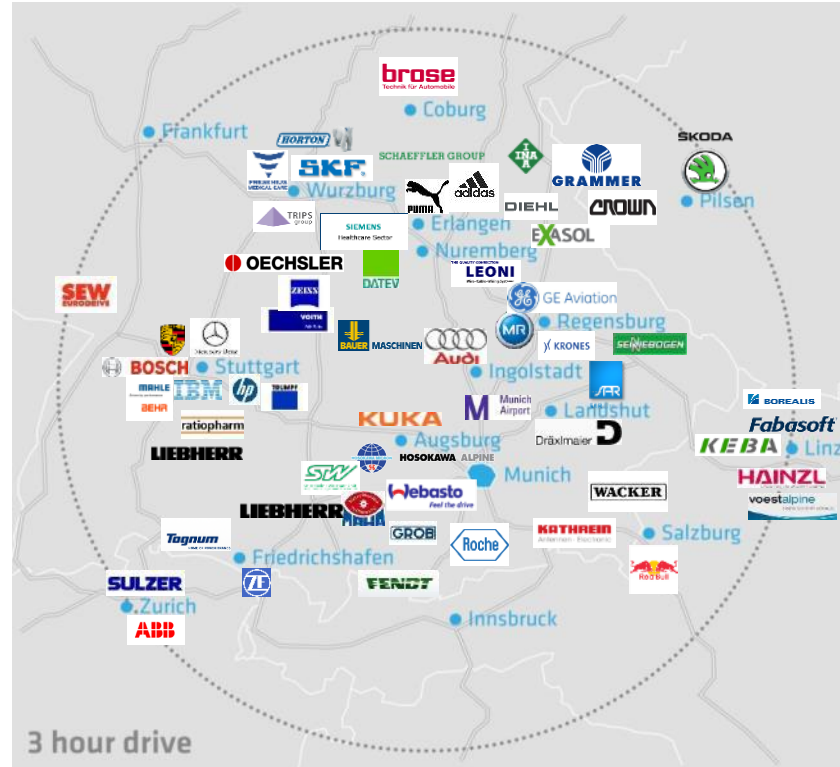


Media



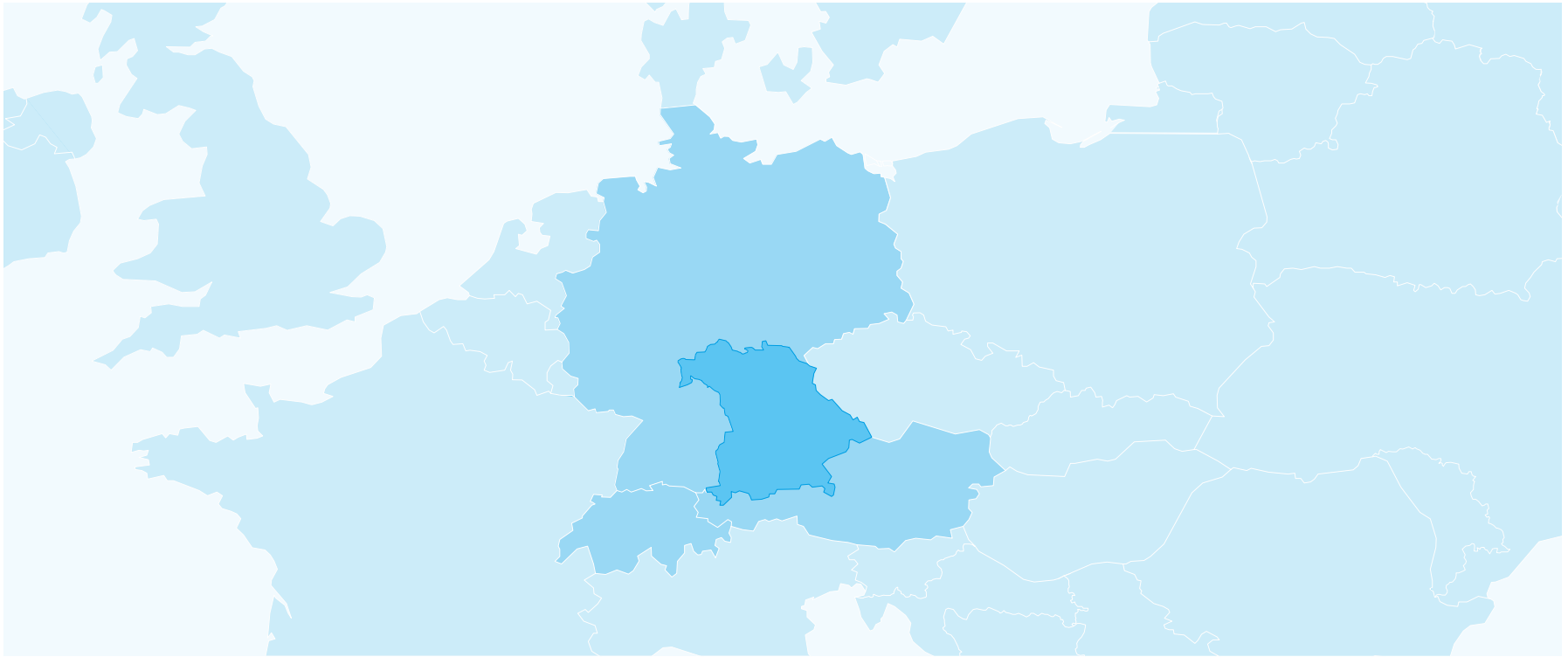
1. Big sector diversity = big market opportunities

National & Global Players within a 3 Hour Drive



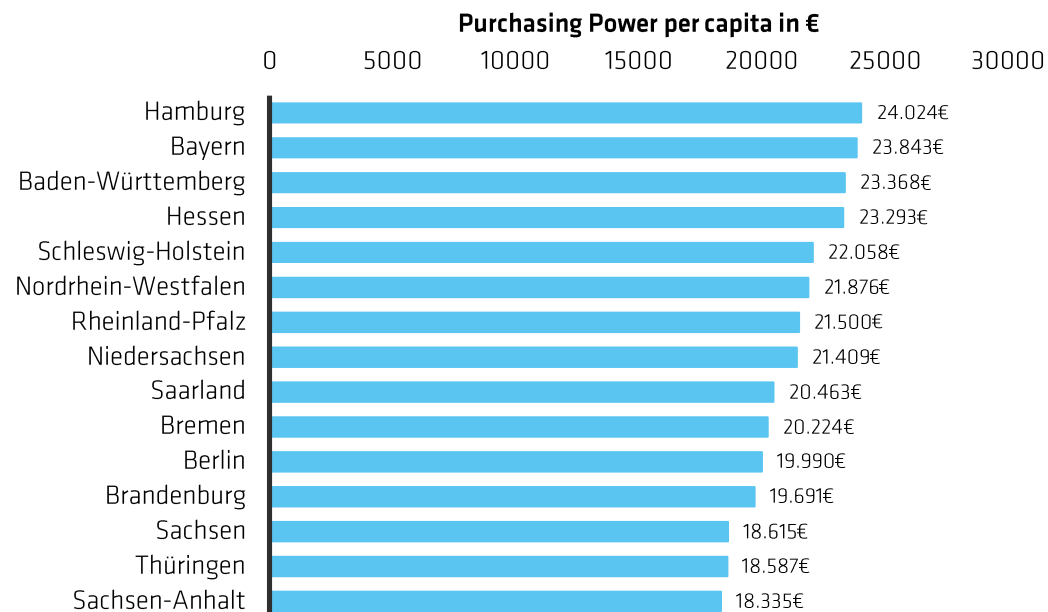
2. Geographic (& cultural) proximity to Switzerland, Austria & Eastern Europe

Favourable geographical position for tapping the D-A-CH region and going east.

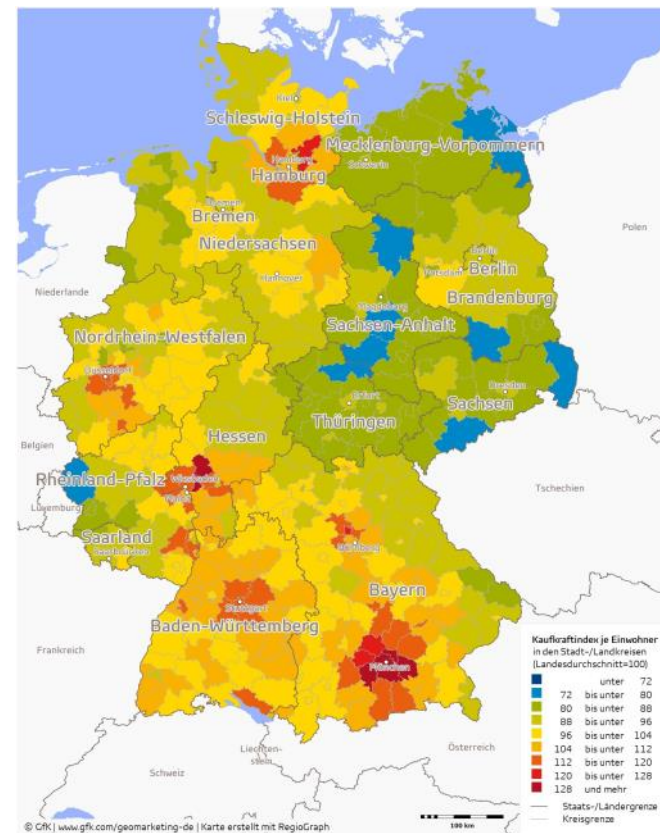


3. High purchase power in comparison to other German regions

Purchasing power in Germany: Bavaria ahead

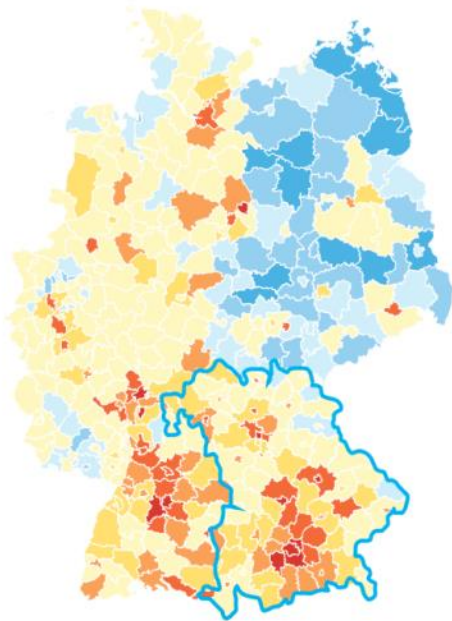


Source: GfK (GeoMarketing)

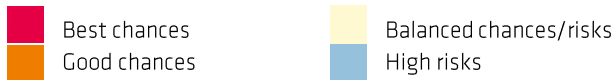


4. Top future opportunities for Bavaria

Future predictions of German districts - Bavaria ahead



- The top ten urban and rural districts with the top future opportunities in Germany include **five in Bavaria** alone
- The top three urban and rural districts all over Germany are in Bavaria: **District of Munich, City of Munich and Ingolstadt.**
- Additionally: City of Munich and District of Munich have an exceptionally good ranking in terms of **Digitalization**



Source: Prognos Zukunftsatlas 2016

5. High quality of living & security

Bavaria - Work Where Others go on Vacation

- **Tourism**

World renowned tourist attractions like Neuschwanstein Castle, Oktoberfest, Christmas Market and of course the FC Bayern Munich.

- **Culture**

1 Opera, 3 orchestras, 7 theatres, and over 60 museums

- **Sports and leisure**

Numerous parks (among them the English Garden being one of the largest city parks worldwide)

- **Recreational opportunities**

Lakes within near vicinity and the Alps perfect for hiking and winter activities are just an hour's drive away



5. High quality of living & security

Munich is the safest city in Germany

Security in German Cities

Recorded crimes in largest cities in Germany – criminal offences per 100.000 inhabitants (in total)

City	Population	2015	2016*
Munich	1.450.381	9.350 (6.465)*	7.909 (6.696)*
Hamburg	1.787.408	13.803 (13.448)*	13.341 (12.936)*
Cologne	1.060.582	14.857 (14.199)*	13.749 (13.123)*
Frankfurt	732.688	16.550 (13.677)*	15.671 (13.234)*
Berlin	3.520.031	16.414 (16.126)*	16.161 (15.700)*

- Source: PKS Bundeskriminalamt, 2016, Version 2.0. (adapted)

* Number without foreign criminal offences (every illegal migration counts as a criminal offence)

6. Strong business links between Italy & Bavaria



ITALY IS THE SECOND MOST IMPORTANT
TRADING PARTNER FOR BAVARIA IN THE €-ZONE



99.761 ITALIANS IN BAVARIA
26.430 ITALIANS IN MUNICH



299 PARTNERSHIPS BETWEEN ITALIAN
AND BAVARIAN UNIVERSITIES



MORE THAN 1.000 ITALIAN
COMPANIES LOCATED & DOING
BUSINESS IN BAVARIA



Ravaglioli



Simply automatic.



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7. Strong support instruments & incentives

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EU-Criteria Determining Company Size:

Company Category	Staff Headcount and	Annual turnover or	Annual Balance Sheet Total
Small (SE)	< 50	≤ EUR 10 million	≤ EUR 10 million
Medium-Sized (ME)	< 250	≤ EUR 50 million	≤ EUR 43 million
Large (LE)	> 250	> EUR 50 million	> EUR 43 million

International investors are subject to exactly the same conditions available to German investors!

7. Strong support instruments & incentives

Grants For Investments

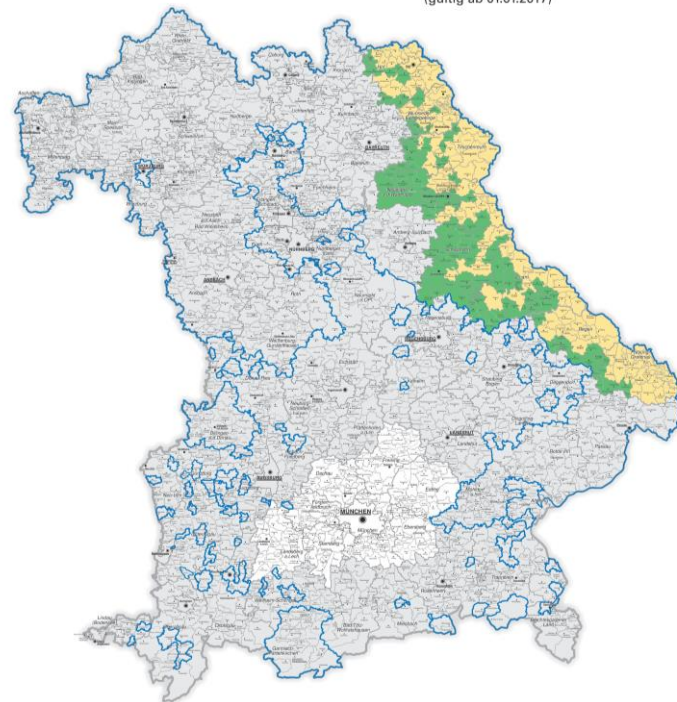
„GRW Cash Grants“ for production site set-up or service location development

Eligible costs refer to either **the investmentrelated capital expenditure** for new buildings, equipment and machinery or **personnel costs** during the establishment phase of a new business.

The maximum amount of support:

Company	small	medium-sized	large
C-incentive regions	30%	20%	10%
D-incentive regions	20%	10%	0%

Fördergebiete der bayerischen Regionalförderung
(gültig ab 01.01.2017)



7. Strong support instruments & incentives

Grants For R&D Projects At The Federal State Level

Support for innovation and technology

Conditions:

- ✓ - Technical risk
- ✓ - Innovation
- ✓ - Implementation in Bavaria

Programs:

- ✓ - BayTOU: Support for technology-oriented business start-ups
- ✓ - BayTP: Bavaria technology support program
- ✓ - R&D program „Information and communication technology“
- ✓ - Microsystem technology program
- ✓ - New materials program, etc.



7. Strong support instruments & incentives

Bavarian Cluster Networks

The "**Bavarian Cluster Initiative**" (www.cluster-bayern.de) consists of **17 Clusters** which promote co-operation between companies, R&D partners and organize special branch events.

You can:

1. find the **member list of cluster partners**
2. find **information about specialised events**
3. join the cluster and **be part of projects**



7. Strong support instruments & incentives

Company Databases “Key Technologies in Bavaria”

“**Key Technologies in Bavaria**”- database to find your Bavarian business partner
– free of charge!

www.bayern-international.de/en/company-database/

Choose your Key Technology

Choose your preferable location

BAYERN  **INTERNATIONAL**
Competence for International Business

Key Technologies in Bavaria

Quick text search:

Key Tech:

All industries

Sub-sector:

please choose

State Administrative
Province:

All administrative provinces

District:

please choose

[Advanced search ▶](#)

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7. Strong support instruments & incentives

Entering „Third Markets“ from Bavaria

Global network of Bavarian representatives - contacts all over the world



Bavaria's international representative offices are available to Bavarian companies as German-speaking on-site contacts and contact enablers, supporting **developing new export markets** as well as in **setting up and expanding sales structures abroad**.

7. Strong support instruments & incentives

Invest in Bavaria – strong partner

Invest in Bavaria: Business promotion agency of the Free State of Bavaria

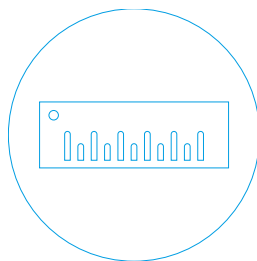
First point of contact for interested investors in case of **setting up a new business or expanding present facilities in Bavaria**

One-stop service for investors

Customized

Free

Confidential





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Invest in the future.

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