

# BADEN-WÜRTTEMBERG — Home of innovation drivers in ICT.

## ICT: GROWTH AND INNOVATION DRIVER IN BADEN-WÜRTTEMBERG

Baden-Württemberg (BW) holds a leading position in the German information and communications technology (ICT). Alongside automotive and mechanical engineering, the ICT sector is one of the larger economic sectors in the German Southwest. The highly innovative industry makes an above-average contribution to overall economic growth in the state. As a cross-sectional technology, it also facilitates and prompts many product and process innovations. The German

Southwest is home to several global players in the ICT industry. For instance, SAP AG with its seat in Walldorf is the international market leader in the field of enterprise software. In the Stuttgart region, IBM maintains one of the biggest research and development centres outside the USA. Last but not least, a large number of small and medium-sized companies in the industry – often very successful "hidden champions" internationally – are at home in Baden-Württemberg.



### IMPORTANT INDUSTRY IN BW

About 196,000 employees: third-largest workforce after the automotive and mechanical engineering sectors.



### TOP POSITION IN GERMANY

38% of all R&D investments in the German ICT industry are made by companies in BW.



### MORE THAN

# 59

BN EUROS

TURNOVER AT ICT  
COMPANIES (2018)



ATTRACTIVE TO  
FOREIGN COMPANIES  
e.g. IBM, HP, Sony



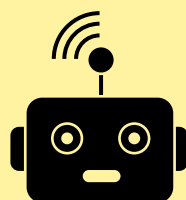
2ND MOST IMPORTANT  
INDUSTRY FOR R&D  
IN BW

# MORE THAN 16,000

ICT COMPANIES  
IN BW

# ABOUT 5%

ICT SHARE OF GROSS  
VALUE ADDED



### INNOVATIVE ICT SECTOR

11% of R&D investment in the overall economy of Baden-Württemberg comes from the ICT sector.



## Baden-Württemberg

Where ideas work.

### HOME OF

SAP, TeamViewer,  
GFT Technologies,  
Bechtle,  
Mackevision and  
many more.



### EXCELLENT RESEARCH

e.g. at the FZI Research Center for Information Technology, the Fraunhofer Institutes and renowned universities



**HIGHLY QUALIFIED  
YOUNG TALENT**  
broad range of  
study courses in ICT



**1972  
SAP SOFTWARE**  
by SAP founders



**1984  
GERMANY'S FIRST  
E-MAIL**  
at the University of  
Karlsruhe (TH), today KIT

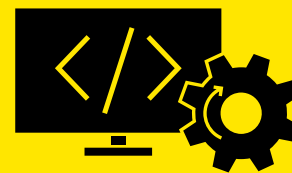


**2018  
EUV LITHOGRAPHY**  
by Zeiss, Trumpf,  
Fraunhofer IOF and partners

**FOCAL POINTS IN**  
software development,  
enterprise software,  
IT consulting,  
cloud services,  
virtual reality  
and high quality  
hardware



**TOP RESEARCH IN  
THE CYBER VALLEY**  
unique research centre  
for AI in Europe



### INTERDISCIPLINARY AND POWERFUL

Supercomputer for science and industry at  
the High Performance Computing Center  
Stuttgart (HLRS).



**KNOWLEDGE AND TECH-  
NOLOGY TRANSFER**  
thanks to many clusters,  
initiatives and networks



**CLOSELY CONNECTED**  
ICT sector and industrial and  
service sector end users



**GLOBAL TOP  
LOCATION**  
No. 2 in enterprise  
software after the  
Silicon Valley

### YOUR GATEWAY TO THE MARKETS OF THE EU



Find out more about the information and  
communications technology sector in  
Baden-Württemberg (BW), the business  
location and your opportunities to invest:

**[www.bw-invest.de/en](http://www.bw-invest.de/en)**



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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.