Makers of Tomorrow

Baden-Württemberg is diverse, successful and charming

The people of Baden-Württemberg certainly know how to work hard. A strong industry with internationally renowned giants like Bosch, Daimler and Porsche - for many the synonym for German engineering - operate from Baden-Württemberg. The engine of the German economy, car manufacturing, is located in and around Stuttgart. The factories have given a whole region its identity. But it’s also worth looking beyond the giants into the details: many of the state-of-the-art technologies and products coming out of the region are made by medium-sized companies, traditionally the backbone of German economy and especially of Baden-Württemberg. Moreover, an even closer look reveals a typical Baden-Württemberg phenomenon: the “hidden champions”, companies tucked away far from urban centers, just bursting with good ideas, fine craftsmanship and top engineering. Many of them are worldwide market leaders in their field.

Traditional industry and ecological sustainability are not competing ideas in Baden-Württemberg. Often said to be conservative, Baden-Württemberg is the first German state to be governed by a prime minister belonging to the Green party: “Where, if not here in this economically strong country, can we demonstrate that ecology and economy are not only not mutually exclusive, not as opposites working together but rather dependent and stimulate each other,” said Winfried Kretschmann on taking office in 2011. Nonetheless, “going green” will be a big challenge for the area’s industry - but one which will be taken on and mastered with the vigor, ingenuity and work ethic that the region is known for.

All work and no play? Certainly not in Baden-Württemberg. Work-life balance is something the people here have worked hard for - and achieved. They are a friendly bunch with a long tradition of hospitality. The fact that more than three million French cross the border to wine and dine in this great land each year, says it all. And given the diverse landscape on offer: from the peaks and dark forests which gave the Black Forest its name, the gentle rolling hills of the Swabian Alb, to dreamy university towns like Tübingen and Heidelberg, the modern metropolis Stuttgart with its fine art galleries and international trade fairs, and the luxurious spa town of Baden-Baden with its famous casino and horse racecourse – is it any wonder that Baden-Württemberg is one of Germany’s favorite holiday destinations.

What lies ahead? For the past 60 years, past Nobel Prize laureates congregate each summer on the island Mainau in Lake Constance. On board the ship taking them there they meet young aspiring scientists and researchers from Baden-Württemberg. New ideas are born here – a solid foundation for the future.
**FACTS & FIGURES**

**THINGS TO KNOW BEFORE YOU GO**

Past and present come together in daily life

**Economy**

- GDP: €336.2 billion
- Exports (2011): €172 billion
- Three out of four people in BW are in gainful employment: 5.8% (age: 15-65)
- Employment rate: 76% (among the highest in Germany)
- Unemployment: 3% (lowest among EU countries)
- Youth unemployment under 4% (0.5% of total)

**Education**

- 9 universities, including 3 Universities of Excellence, among them Germany’s oldest in Heidelberg (founded 1386), Germany’s first Pop-Academy in Mannheim
- 44 polytechnics, 5 private universities, 9 state approved
- 335,000 students

**Hidden Champions**

- Home to 302 “hidden champions”, medium-sized businesses, up to 1000 employees, which are worldwide leaders in their field e.g. Herrenknecht (mechanical tunneling machines), Snell (gyroscopes), ESI Antik (precision shotguns), Schlatterer Esband (drive and conveyor belts), Zingerle (flying vehicles and equipment), Nuber (sensors and subsystems)

**Traditions**

- **Bullen Hat** – part of the traditional costume worn in the Black Forest. The straw hat sports 14 woolen balls and can weigh up to 2 kg.
- **Fastnacht** – The Swabian Alsatian Carnival, dating back 300 years, always draws crowds with its costumes and terrifying devil and fools’ masks.
- **Cuckoo Clock** – the famous Black Forest clock is modeled on the former houses of railway signalmen. Baden. Pipes inside imitate the cuckoo’s call.
- **Blätter** – Baden-Württemberg speaks in many tongues: Swabian, Alemannic and Franconian dialects with their many local variations are used here.

**Environment**

- 40% of area covered in forests
- By law, in 2020 greenhouse gas emissions are to be reduced by 25% and by 2050 to 90%.
- Renewable energy sources make up 38% of electricity generation by 2020, 2025 to 86%.
- Stuttgart aims to become the most energy efficient region by 2020, by 2050 for 86%
- Renewable energy is to make up 38% of electricity generation (25%) and by 90% in 2050.

**Sports**

- Champion of Men’s Champions League: FC Baden-Baden 1903
- Champion Women’s Champions League: RB Leipzig 2018

**Arts**

- **1500 museums**
- Baden-Baden Opera: Europe’s largest opera and concert house – and the one that is self-funded
- 4 UNESCO World Heritage sites
- Famous castles and gardens (Hohenzollern Castle, Ludwigsburg Castle, Schwetzingen Castle and Gardens, Heidelberg Castle, Maulbronn Monastery)
- **The Federal Constitutional Court** is located in Karlsruhe. Since 1951, the supreme constitutional court ensures that all state institutions obey the Basic Law, the constitution of the Federal Republic of Germany.
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Building Bridges

Minister President Winfried Kretschmann deepens his personal and political connections in Israel

By Klaus Dieter Oehler

Winfried Kretschmann has a reputation for being a good listener - a talent that would have suited any German politician visiting Israel in good stead. As Federal Minister President of the Land of Baden-Württemberg, he was a guest of the German government and the State of Israel, and his visit to the Holy Land was no exception. He met at the Knesset, the parliamentary assembly of the State of Israel, and flew by helicopter through the Holy Land, he also travelled to the Palestinian Territories, the Nageb. Hiring all of the places he visited was his opportunity to speak with foreign Israelis concerned with the future of the region. After their meeting, a trip in Tel Aviv into the heart of the city was also nicely modulated. “Meeting the ministers who represent the best of Israel’s face to face and to hear them tell their own, highly personal, different stories, it was a unique experience. It was a face to face and to practice tolerance, respect, and the promotion of human rights."

As an existing Federal Minister President of the Federal Republic of Germany, Mr. Kretschmann was interested in how the community’s original ideals continued to thrive. He said: “In the Kibbutz, community-building goes on. The early settlers began to build bridges across various social and national divides. If you think together, you can fight against one another. The saying goes that this is an initial step to building bridges, and this is where the Kibbutz movement to renewable energy began. Speaking before the German-Israeli Chamber of Commerce, he expressed the hope that Israel, too, would learn from Germany’s energy transition, and particularly the demand for renewable energy. "We must learn from what we cannot do in a global context."

The export of good ideas from Germany to Israel is a good-faith willingness to engage, brought to the challenge of a new discipline: "The brutal injustice of what was done to the Jews can only be addressed by ecological responsibility, so-called solidarity. It is not enough to just send money. We have to create genuine partnerships that enrich the spirit. The Federal Land of Baden-Württemberg, with its numerous research institutions, institutes the fields of science, education, and culture, to name a few - a comprehensive system of education and academic research. In summary, Israel can teach Germany what it means to create a society that is highly diverse in culture and religious terms. The need to integrate immigrants from all over the world and engaging social conflicts for society’s benefit are just a few examples that bring the unfinished project of the European Union to life."

As official representative of the Federal Minister President of Israel, Mr. Kretschmann met with Israeli President Shimon Peres. The topics discussed included economic cooperation and process and Germany’s shift to renewable energies.

As an Israeli, Mr. Peres is invested in the Kibbutz movement since his youth. He was able to meet people from different social layers, including Jewish, Arab, and religious communities: “If you work together and practice tolerance, respect, and the promotion of human rights, you can build bridges, and this is what the Kibbutz movement is trying to achieve."

With the Netafim company, the Germanтарк has been able to learn from the Israeli company’s experience as a form of income. The German company has a strong presence in the Kibbutz, and this is something that can be learned from the Kibbutz. The company is well known for its sustainable and innovative business model.

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The Unbreakable Bond with Israel

Five questions to Prime Minister Kretschmann

What does “solidarity with Israel” mean?

Our shared democratic values, together with German responsibility to the State of Israel, form an unbreakable bond between Germany and Israel. By continuing to cultivate the strong bilateral relationship that has existed since the very beginning of the country, both states can strengthen their partnership.

As you met the Israeli Minister of Education, what was your discussion about?

The Prime Minister and his government have a strong commitment to education. By establishing the Netafim company, the Germanatarк has been able to learn from the Israeli company as a form of income. The company has a strong presence in the Kibbutz, and this is something that can be learned from the Kibbutz.

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By Siegfried Gutermann

Mercedes-Benz, the world’s oldest automotive brand is of noble ancestry, tracing its roots back to its origins in the city of Mannheim, Germany. Since 1926, the Stuttgart-based car maker Mercedes-Benz has been leading the automotive industry with its innovative technology and design. The S-Class, in particular, is considered the pinnacle of luxury and performance, setting new standards in the automotive world.

**A Passion for Technology and Luxury**

Stuttgart-based car maker Mercedes introduces its new S-Class.

In terms of design, the new S-Class has been carefully crafted to reflect the latest in automotive technology while maintaining its classic elegance and sportiness. The car is equipped with a state-of-the-art suite of electronic “guardian angels” designed to anticipate and prevent potential accidents, a feature that is sure to appeal to the most discerning of drivers.

A dramatic change on four wheels

The new S-Class is not just a car, but a work of art in motion. The aerodynamic design reduces drag and increases fuel efficiency, while the advanced suspension system provides a smooth and comfortable ride. The interior is a haven of luxury, with the latest in entertainment and communication technology.

**People**

**Old World Ingenuity**

How Baden-Württembergers touch the world

The people of Baden-Württemberg are known for their ingenuity and creativity. From the man who first drove a car to the man who first landed on the moon, Baden-Württemberg has been a hub of innovation and invention.

**In this picture we’ve hidden 302 champions.**

To find them, come to Baden-Württemberg.

www.bw-invest.de/en
A Source of Inspiration

Russian literati relished Germany’s renowned spa towns

by Elisabeth Neu

A FEAT FOR THE SENSES
In short, Baden-Baden is one of the world’s most beautiful cities. It was a place of exclusivity, the town’s opulence, and its luxuriousness: “Tomorrow, tomorrow – of others, greed, and unscrupulousness I have not yet been able to fathom,” wrote Anton Chekhov in a letter to his sister Masha. As a physician, Chekhov knew that his end was nigh. Nonetheless, as always, he took it upon himself to entertain his wife with his fine and good natured humor.

Good humor was precisely what the Chekhovs needed. They had booked into the famous Hotel des Bains in Baden-Baden, but the hotel was too crowded and too pompous for their taste anyway.

Eventually they settled at Hotel Sorberlin. When Chekhov felt his last hour was near, in a final futile act of defiance against death, he and his wife indulged in a glass of champagne. Chekhov died on July 15, 1904. Four years later a bust in his honor – the first worldwide – was unveiled in the presence of Olga Knipper. On July 15, 1914 a service commemorating the 10th anniversary of Chekhov’s death was held. Only once more his widow was present. Only a fortnight later, tragedy struck – WWI began. Chekhov’s bust was melted down for arms.

Memory and departure

It took a while for the good people of Baden-Baden to take notice of the fact that the great writer had come there to die. But once they had accepted it, they began to show respect for this great guest. After all, Chekhov is still among the most frequently performed dramatists in German theaters. In Baden-Baden, a Chekhov archive was founded. The local Chekhov society is doing remarkable work to this day. And, in the middle of the Cold War, Baden-Baden became the meeting place for East and West. When German chancellor Ludwig Erhard (1963–1966) invited journalists to Western Europe, too. It had travelled a long way – from the island of Sakhalin in the Pacific to Baden-Baden. After a visit to Sakhalin in 1890, Chekhov, the doctor and philanthropist, forever seeking to better the lot of his fellow men, pleaded with the fact that the great writer had come there to die. But once they had accepted it, they began to show respect for this great guest. After all, Chekhov is still among the most frequently performed dramatists in German theaters. In Baden-Baden, a Chekhov archive was founded. The local Chekhov society is doing remarkable work to this day. And, in the middle of the Cold War, Baden-Baden became the meeting place for East and West. When German chancellor Ludwig Erhard (1963–1966) invited journalists to Western Europe.