



Bavarian Ministry of  
Economic Affairs,  
Regional Development  
and Energy



invest  
in  
bavaria



Always ahead.

Europe's leading

automotive region.

## Platform for the latest developments.

## Head start for Industry 4.0.

Bavaria is one of the world's leading industrial locations and is already closely linked to digitization. This represents an ideal environment for the industrial revolution, of which the automotive sector is a pioneer. Industry 4.0 is already widespread in this sector: the high pressure to innovate stems from large customers at the end of the supply chain. Suppliers have to, for example, ensure that production meets the demand at large manufacturers through high delivery flexibility. This is made possible through self-controlling processes in production since a large proportion of production is already networked at both the OEMs and the suppliers. The many large IT companies and innovative start-ups that call Bavaria home ensure the state's leading position in the future.

## A helping hand.

## For electromobility.

New drive technologies and increased sustainability are the sector's most pressing topics. As such, a Bavarian initiative provides a new helping hand for electromobility. An holistic observation is the first step to uncovering the real prospects, as climate protection and changing behaviour when it comes to mobility present vehicle manufacturers, energy producers, network operators and further sectors with new challenges.

There should be up to 7,000 public charging stations in Bavaria by 2020. If employers provide free charging stations, employees should be able to use them to charge electric vehicles tax-free. Bavaria moves forward as a model here as well. The share of newly registered electric vehicles that are suitable for the electrification of the state's vehicle fleet should rise to 20 per cent through a procurement initiative for electric vehicles.

Find out more about Bavaria's initiative at the Kompetenzatlas Elektromobilität:

→ [www.elektromobilitaet-bayern.de](http://www.elektromobilitaet-bayern.de)

Engine of the economy.

Driving progress.

The future of the car is being built in Bavaria. This was already the case in 1893, as Rudolph Diesel invented his diesel engine in Augsburg. This continues today, alongside the continuing development of the classic combustion engine, innovations are driven by such things as electromobility and lightweight design. This will also be the case tomorrow when it comes to expanded mobility services or completely new business models.

World-renowned premium manufactures such as BMW, Audi and MAN (commercial vehicles) as well as over 1,100 companies including suppliers such as Bosch Rexroth AG, Brose, Dräxlmaier Group, Schaeffler or Webasto are based here and provide ground-breaking impetus to the global automotive sector. It is no coincidence that all major international automobile suppliers have offices in Bavaria: The conditions here are perfect for developing new ideas and for finding competent partners and qualified specialists – to successfully conquer markets.



The best training.

Excellently networked.

Eleven universities and 17 universities of applied sciences in Bavaria provide the perfect basis for excellent university-based training and research, including in the automotive sector. Automobile-specific knowledge is taught and generated at many universities. This ensures that specialists are qualified and that research is top notch. The state's dual education system ensures that the next generation receives excellent training, providing sustainable support for the automotive industry in areas such as production and automotive trading. The universities' research activities are complemented by collaboration with many other institutions. These include several Fraunhofer Institutes, the iwb Anwenderzentrum Augsburg and the Neue Materialien Nordbayern competence centre. Regardless whether materials, electromobility or vehicle electronics: innovations are developed here – the future of the car is at home in Bavaria.

Fraunhofer Institute for Integrated Circuits IIS

→ [www.iis.fraunhofer.de](http://www.iis.fraunhofer.de)

Fraunhofer Institute for Reliability and Microintegration IZM

→ [www.izm.fraunhofer.de](http://www.izm.fraunhofer.de)

iwb Anwenderzentrum Augsburg

→ [www.iwb-augsburg.de](http://www.iwb-augsburg.de)

Forschungsstelle Automobilwirtschaft (FAW)

→ [www.faw-bamberg.de](http://www.faw-bamberg.de)



# Fantastic prospects.

# Strong clusters.

Training and research are supplemented by professional networks. One of these is the Bavaria-wide Automotive cluster, which networks existing competences in business and science with relevance for the automotive industry and inspires interdisciplinary cooperation that transcends sectors.

→ [www.cluster-automotive.de](http://www.cluster-automotive.de)

A special network, the MAI Carbon cluster, makes a significant contribution to expanding the Munich-Augsburg-Ingolstadt region to become a European centre for carbon-fibre-reinforced plastics (CFRP).

→ [www.carbon-composites.eu](http://www.carbon-composites.eu)



# Invest in Bavaria.

## The agency that pulls the strings.

Invest in Bavaria is the single-stop business promotion agency of the State of Bavaria to handle all projects by international investors to set up new or expand existing businesses in Bavaria. Our aim is to guide and support companies to make the most of Bavaria's excellent location factors and benefits. Our international team has access to technology networks and personal contacts to research institutes and enterprises. Therefore, we are able to provide essential information on business support, links to networks and possible collaboration partners, tailored proposals for selection of a location and other information on the State of Bavaria and its location factors. Of course, our services are confidential and free of charge.

**Get in touch with us!**

## Contact

### **Invest in Bavaria**

The Business Promotion Agency of the State of Bavaria

Philipp Gleißner  
Senior Manager Investor Services  
Prinzregentenstr. 22  
80538 Munich  
Germany

Phone +49 89 24210-7504  
Fax +49 89 24210-7557  
[philipp.gleissner@invest-in-bavaria.com](mailto:philipp.gleissner@invest-in-bavaria.com)  
[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)