



invest
in
bavaria



Bavaria.

For global giants and smart startups.

"Europe's high-tech Mecca"

Bill Gates, Microsoft

"We looked at different locations in Europe. But in Munich everything comes together: As a location it is very attractive, particularly regarding its environment: universities, research and development institutions plus it has the best talents and creative minds."

Martina Koederitz, IBM

"If you wish to do serious business, you have to start in Munich."

Dr. Wieland Holfelder, Google

German HQ in Bavaria

amazon

Microsoft

salesforce

IBM WATSON

intel

CISCO

Global Players from Bavaria

Allianz



SIEMENS

infineon

adidas

Audi

Startups: Made in Bavaria

NAVVIS

FLIXBUS

PROGLOVE

celonis

tado°

MAGAZINO
simple storage

and many more!

Why Bavaria?



Robust Economy in the Heart of Europe

€594bn GDP (**#7** in the EU)

€192bn export volume
(more than **53%** export quota)

2nd highest purchasing power in the EU (**€25,107**)
(**8 of the top 10** wealthiest locations in Germany)

among the top 10 regions with the highest
industrial densities in the world

21% of employment in manufacturing
largest federal state in Germany (**27,241 mi²**)

#1 IT Hub in Europe

home to **40%** of Germany's IT companies,
with an annual turnover of **€70bn**

60,000 companies founded every year

50% of annual investments from SMEs

100,000+ high-tech startups

On the Cutting Edge: R&D and Top Talent

17 specialized cluster initiatives
with **10,700+** participants in **1,600+** projects

23 national research institutions

15,500 patent applications each year
(**1/3** of all German patent applications | **#1** region in Europe)

9 universities and **24** universities of applied sciences
with more than **390,000** students

Our Service

free, confidential and individually-tailored services from an international team: market analysis - provision of global network - information about tax and legal system and funding programs - ongoing support before, during and after the expansion process - since 1999: over 1,700 completed investment projects, about 48,000 new direct jobs. Find out more at www.bavaria.org

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