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Portals to sustained growth



Internet portals of the Free State of Bavaria - the quick access to business services

Numerous internet platforms provide information about Bavaria's institutions and services. Providing businesses with quick access to important data and information.

Here a selection of key portals:

Commercial property and real estate / www.sisby.de

Looking for sites and premises upon which to go to and grow in Bavaria? Then visit SISBY. The free-of-charge and publicly accessible listings of the "Standort-Informationen-System Bayern" present some 3,500 immediately-available properties covering some 7,200 hectares, plus in-depth profiles of the communities in which these properties are found.

Financial services, products and personnel / www.fpmi.de

fpmi is the Munich Financial Center Initiative. Its name notwithstanding, it includes nearly 50 of Bavaria's leading providers of financial services. Including such global players as Allianz and Munich Re, these providers have made Bavaria's financial community the most important in Germany – and the source of the capital and counsel power the growth of the local business community.

Innovations / www.bayern-innovativ.de / www.key-technologies-in-bavaria.de

The rankings of German business locations agree on one fact. Bavaria is the best economic performer in Germany, and one key reason why is the state's ability to generate and exploit innovations.

Maintained by state agencies Bayern Innovativ and Bayern International, the above two portals put you in touch with this power to innovate. They offer access to data-banks containing the companies, institutes and institutions making Bavaria a leader in the world's sunrise sectors, the networks and clusters in which they operate and the trade fairs, symposia and other events in which they congregate and do business.

Exports / www.auwi-bayern.de

This innovativeness joins the highest standards of quality in making Bavaria's products and services best sellers around the world – as detailed by the latest export figures (see page 2!). That the state's companies – and especially the SMEs – are so successful internationally is partially thanks to the briefings and contacts supplied by the above portal.

Other useful portals:

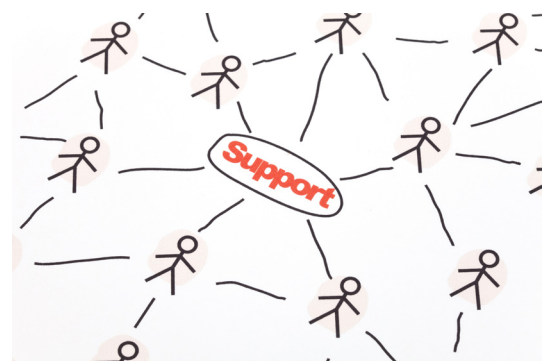
www.aufbruch.bayern.de
citizen feedback in Bavaria

www.kulturportal-bayern.de
portal to Bavaria's rich and lively culture scene

www.bayern.by
the platform of Bavaria's tourism board

Highly-qualified personnel / www.technopedia.de

Get off to an early start. That seems to be the motto of Germany's technology companies and chambers of commerce, which have set up technopedia to forestall a possible problem: a shortage of scientists and technicians down the line. The portal's answer: use internships, experiments and get-togethers to get Germany's young people involved in the sciences.



Five minutes with ... Sabine Irrgang of Gofresh



Sabine Irrgang, COO and Co-Founder of Gofresh GmbH. Founded in 2003, the Munich-headquartered company has made its "itsmy game world" one of the world's leading social media for game playing and sharing on mobile. In 2010, gamers from 80 countries worldwide played more than 100 million games on it. The "Criminal Pizza" and "Celebrity Fame Game" were developed in-house for use on touchscreen phones.

Your USP?

Facebook games for mobile devices.

Your biggest breakthrough?

The development of a platform for cross-device gaming. All our social games can be played with all mobile devices with internet access.

What role do your employees play?

We have a dedicated, creative team which has an enormous trove of knowhow on the mobile business. This enables us to develop cutting-edge products.

Your financing system?

Revenues from selling virtual goods within our mobile browser games.



www.youtube.com/watch?v=TA_VizR4aZ0



www.youtube.com/watch?v=0I5WLWbSkLw&feature=related



Other hot-selling apps from Bavaria's programmers include miCal and MobileButler. This intelligent calendar and this reporter of telephone rates and charges were created by Munich's Holger Frank. Highly popular with the world's subscribers and Germany's motorists are Abo-Alarm and Clever-tanken. The former tells you when your subscription has to be cancelled or runs out, the latter where the nearest cheap gas station. Both are from Munich's Mobile Software AG.

"Bavaria definitely has one of the world's hottest app scenes," states Frank. The causes of this, according to leading app designer Andreas Gregor: "We have simply a huge number of self-employed programmers and designers in Bavaria. Many of them have spent their professional lives creating applications – often for this state's large business community – and all with a keen and expert eye for the next big business opportunity."



www.youtube.com/watch?v=iUHGjJmzPw



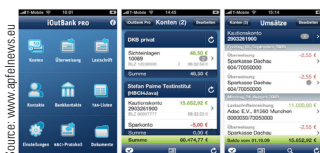
www.youtube.com/watch?v=HJDM7acLV78

INSIDE THE STATE, INSIDE TECHNOLOGY Bavaria's hot app scene



Apps are the hottest sector in IT. Gartner – a world's leading information technology research and advisory company - forecasts that revenues from these applications (mostly for mobile phones and tablets) will exceed €12 billion in 2011 – on 17.7 billion downloads. These figures are triple 2010's. Main driver of this mushrooming growth is Apple, whose App store recently recorded its 10 billionth download.

The reason for the apps' popularity is that they impart iPhones, iPads and the like with truly useful capabilities, such as paying bills and doing your banking entirely safely and from anywhere in the world.



iOutbank

These capabilities were developed by the Dachau-based Tobias Stöger, whose iOutbank was recently named "App of the Year" for 2010 by Apple Germany. And that's because of its certified security and ease of operation – and because of a revolutionary and proprietary development incorporated into it: BezahlCode.

Working the same way as bar codes, this square "payment code" can be printed on to any invoice – and scanned – using your mobile's camera – for transferring of the amount from your bank to the merchant's.

Munich – new capital of the mobile world?



This agglomeration of programming and marketing talent is one key reason why Munich has been named one of the four finalists to become as of 2013 the new host of the Mobile World Congress. The most important get-together for the mobile communications industry, the MWC has been staged in Barcelona annually since 2006. Coming with the conferring of the MWC's hosting is the unofficial title of "capital of the mobile world".

Key figures

17.1%. That was the rise in Bavaria's exports in 2010. The biggest jump in 35 years, the increase brought the total to €145.1 billion. Prime drivers were the state's successes in selling its products to China (up an incredible 61.6%!) and to the EU (+ 10%), which accounts for half of the state's exports. Strong growth also ensued in the exports to the United States, which increased 23%. The USA thus remained Bavaria's largest market.

BIG STORY

Eleven for 2011: Bavaria's players on the world media scene



The big winner at the 2011 Academy Awards wasn't the King's Speech or Inception, although they won five and four Oscars respectively. It was, rather, **ARRI**, whose cameras, lights, lenses were used in shooting both movies – and nearly all of the other winners and nominees.

ARRI – Arnold & Richter Cine Technik itself has won no less than 16 Technical Oscars during its 94-year history of being the world's leading producer of movie cameras. Keeping the Munich-based company at the forefront of the 3D/digital/process integration revolution sweeping the world of movies are such innovative and acclaimed products as the Alexa camera.

Founded in Munich in 1990 by engineers who previously worked with ARRI, **P + S Technik** started out as a manufacturer of products extended and converting the former's offerings. P + S has moved to become a producer of 35 millimeter adapters for video cameras driving the convergence between 35 mm lenses and digital recording. P + S also won a Technical Oscar. Its came in 2008 and was for its SKATER® Mini, the flattest camera tracking device ever developed.

The screens upon which the movies made using the above ARRI and P + S products are shown are also going 3D, thanks to the Germering-based **Kinoton** GmbH – which holds the same position in movies and movie processing technologies that ARRI does in cameras. Kinoton's studio projectors were awarded a technical Oscar in 2004.

Much of the content shown in today's movies isn't shot by using a camera at all. The content, is rather, generated in computers. The masters of producing such special and enhanced effects are **Scanline VFX**. Founded in 1989 and based in Munich, the company's main product is Flowline. As its name suggests, this software is used to create images of anything that flows and moves – with this especially referring to water and fire. Flowline was awarded a Technical Oscar in 2008, and nominated for a further one in 2011.

Other well-known special providers of computer-generated images is the aptly-named and Munich-based **Effective Special Effects**.

Munich - Germany's answer to Hollywood

One major venue for the utilizing of the above companies' products is the 300,000 square meter-large **Bavaria Film** studios. Located in Munich's southern borough of Geiseltasteig, the studios are comprised of twelve individual units. Produced in these



Wickie-Dorf in der Bavaria Filmstadt

by their more than 1,000 employees are a large number of movies and television shows. The directors charged with turning them out include some of the most famous names in history – starting with Alfred Hitchcock, Billy Wilder, Orson Welles and Ingmar Bergman, and extending to Rainer Werner Fassbinder, Wolfgang Petersen and Wim Wenders.



Many of the sitcoms and soap operas shot at Bavaria Film another then shown on broadcasters **Bayerischer Rundfunk** (public sector) and privately-owned **ProSieben Sat1**, which operates two of Germany's three largest private TV channels.

Much of today's media is shown neither on TV or in the movies or even in the Internet, but rather on mobile phones. Bavaria home to two of the leaders in this area: the Munich-based **Gofresh GmbH** (see Five minutes with ... on page two of this newsletter) and the Giebelstadt-based **Handy Games**. Its ""Anno – Create a New World" was named Germany's "Best Mobile Game for 2010". It joins such other best-sellers as Silent Hunter, Aces of the Luftwaffe and the Townsmen series.

mp3 - made in Bavaria

Many of the technologies now shaping the world of media – including the game-changing mp3 – originated in the central Bavaria "tech city" of Erlangen, which is home to the **Fraunhofer Institute for Integrated Circuits**.

The latest from the Institute and thus soon to change the world of media: technologies giving 4G mobile networks true HD video display capabilities, and movie and TV cameras with the lightness, power of image capture and transmission capability permitting them to come up with shots of with an unprecedented "live" feeling.

 www.youtube.com/watch?v=lelgrhZGk&feature=related
 www.youtube.com/watch?v=vEGkX381U

Bavaria in your briefcase in spring

Going climbing in Bavaria



Source: www.kletterzentrum-muenchen.de

Germany's highest mountains and the world's largest climbing garden. Climbing is one of Bavaria's hottest sports. And that's not necessarily just because of the Alps, the Jura in Franconia and other ranges that have been challenging climbers since the invention of climbing harnesses and karabiner.

It's also because outdoor climbing gardens are being built at an incredible pace in the state. Now numbering 68, these gardens offer a range of and the highest degree of safety making them highly popular with the young and with their families.

Climbing a tree. It's a favorite with every kid. Now imagine you can not only climb way up a tree, but, once there, can also make your way along a chain of barrels, a horizontal ladder and a ramp to other ones. Or that you can descend to the ground via a slide or a pulley-hang.

Along with briefings on the wonders of the woods and how to preserve them – as they purify our water and protect our flora and fauna – and on how to make your way safely once harnessed-up, these thrills are offered by Bavaria's "forest climbing gardens".

Another reason for climbing's ever-growing popularity: it's become a four-seasons sport. That's thanks to the plethora of climbing gardens offering indoor facilities. The largest of them in the state – and reportedly in the world – is located in Munich's southern borough of Thalkirchen.

The Munich Climbing Center has some impressive facts to pack up this claim. On February 18th, its new annex was commissioned. It joins the center's existing facilities in providing climbers with an indoor area comprising 7,800 square meters of climbing space and 550 routes.

Add in three generously-sized and imaginatively-laid out bouldering areas and a kids' section (replete with a pirate ship), and you can see why the Center is so popular with Munich's climbers.

Probably the most unusual indoor climbing garden in Bavaria – Heavens Gate – is found in a former industrial park on Munich's east side. The garden occupies a decommissioned potato processing factory. The factory's eight silos have been converted into climbing towers.

 www.youtube.com/watch?v=Rde-Wn0bTZA

Your key to our state

Invest in Bavaria – The Business Promotion Agency of the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology and Bayern International

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Upcoming trade fairs and events

... in Munich

TRANSPORT LOGISTIC 2011


May 10 – 13, 2011

International Exhibition for Logistics, Mobility, IT and Supply Chain Management

 www.transportlogistic.de/en/Home/~BCSI-CS-858917C69329CC15/2

Laser World of Photonics 2011

20th International Trade Fair and Congress for Optical Technologies - Components, Systems and Applications
May 23 – 26, 2011


 <http://world-of-photonics.net/en/laser/start>

... in Nuremberg

SMT/HYBRID/PACKAGING 2011

System Integration in Micro Electronics


May 3 – 5, 2011

 www.mesago.de/en/SMT/home.htm

PCIM Europe

International Exhibition & Conference for Power Electronics, Intelligent Motion, Power Quality

May 17 – 19, 2011

 www.mesago.de/en/PCIM/home.htm

... abroad

Delegation trip to China

Led by state minister Martin Zeil, the trip will take place to Shanghai and to the provinces of Shandong and Guangdong from October 29 – November 5, 2011.

Deadline for registration: April 2011

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Delegation trip to Brazil

Led by state secretary Katja Hessel, the trip will take place to São Paulo, Rio de Janeiro and Curitiba from November 5 – 12, 2011.

Deadline for registration: June 2011

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