

BUSINESS BAVARIA

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National Park Bavarian Forest



HOLIDAYS IN AN AWARD-WINNING ARCHITECTURAL SETTING

The Bayerische Wald national park features the world's longest tree top trail. Visitors can walk a distance of approximately 1300 metres on a walkway at heights of up to 25 metres. Now the spectacular tree top trail in the Freyung-Grafenau district has been awarded the 'artouro's Bavarian tourism architectural prize. The Bavarian architectural association and the Bavarian Ministry of Economic Affairs created the prize this year to promote unusual architecture in tourism. "Successful architecture attracts guests. It thus provides important draws for our tourism indus-

try. The awarded objects are beacons of Bavarian tourism, which are all worth a trip", stressed Bavarian Minister of Economics, Martin Zeil. Other winners to be highlighted in any travel plan are the Brandhorst Museum in Munich, the Hotel Kranzbach at the foot of Germany's highest summit, the Zugspitze, the Vinothek Winzerhof at Lake Constance, the Tourist Information in Schweinfurt, the monastery hotel Haus St. Joseph in Waldsassen on the Czech border, the Keep of the medieval fortress above Treuchtlingen, the Knauf museum in the Franconian wine town Iphofen and the

Explorer Hotel in Fischen in the Allgäu. Tourists definitely appreciate attractive Bavarian destinations as more and more people spend their holidays in Bavaria. In the first three quarters of 2011, the number of overnight stays has increased by 5.5 per cent with approximately 23 million arrivals and 63.6 million overnight stays compared to the same period last year. Franconia and Eastern Bavaria in particular are currently experiencing large growth.

→ www.byak.de/start/architektur/artouro/projekte

MARKET (ON THE) PITCH

This year, the world's biggest sports fashion and sporting goods trade fair will again be attracting over 2,000 exhibitors from all over the world. The industry's most important platform – the 72nd 'International Sports Business' (ISPO) – takes place at the Neue Messe München from 29 January to 1 February 2012.

Since Bavaria is home to global players such as Adidas and Puma, it is no wonder that the Free State has been considered an appropriate host for the leading sporting goods fair in over four decades. The spectrum of innovations being presented is correspondingly broad – exhibitors will showcase products for a wide range of outdoor sports and activities. Every year, visitors to the fair experience the latest trends in action (fun and extreme), traditional and performance sports. The exhibition is regarded as the most important fair in the sports industry at home and abroad.

David Udberg, President of the European Outdoor Group, comments: "ISPO has been an important partner of the outdoor industry for a long time. It offers us an important trade platform and, of course, the chance to promote our community spirit". Giancarlo Zanatta, President of sports equipment manufacturer Tecnica

Group, sees the ISPO similarly positively – "I am certain this is the world's leading platform". The fair's significance for the sports industry is demonstrated by the fully booked exhibition spaces. Last year, about 2,300 enterprises from all over the world showcased their products in 16 halls. 84 per cent came from countries such as Taiwan, the US, Pakistan and China.

It's not just the businesses that are interested – professionals are also making their way to the Bavarian fair. Dealers from Italy, Austria, Switzerland, France, Russia, Spain, Poland, Sweden, Norway and the USA will provide an overview of the latest trends. The numbers continue to grow – with over 80,000 trade visitors from 106 countries already registered, the organisers have a new attendance record and a year on year increase of 25 per cent.

The exhibition's concept is also well received at an international level – since 2005, Messe München has also been organising ISPO China in the capital Beijing.

More on the "Sports Country Bavaria" in our focus on page 3.
→ www.ispo.com

5 MINUTES WITH ...

JOSEF KAGERBAUER, PLANT MANAGER AT JOSKA KRISTALL

Joska Kristall GmbH is the world's market leader for crystal goblets and glass cups and bowls. The company's core business, founded in Bodenmais in Lower Bavaria in 1960, is glass production and finishing. With the 'Glasparadies', a world of experience with many attractions, the glassworks are also a magnet for visitors to the Bavarian Forest.

AT FIRST SIGHT, GLASS SEEMS QUITE AN UNFORGIVING MATERIAL BECAUSE OF ITS FRAGILITY. WHAT EXCITES YOU MOST ABOUT IT?

Glass fascinates – clear and pure, fragile but robust, cool without being cold, its natural shine plays with the light, breaks sunbeams into a spectrum and thus finds perfection.

YOUR COMPANY ALSO SPECIALIZES IN THE PRODUCTION OF TROPHIES. WHO HAS WON A TROPHY MADE BY YOU?

JOSKA Bodenmais supplies crystal trophies for the sports world elite as well as awards for the best performers in business and entertainment, events and federations such as DFB – the German Football Federation, FIS – International Ski Federation, the German Olympic Committee, the International Biathlon Union, FIS Ski World Cup, DTM and many more.



TROPHIES USED TO BE GOLD PLATED. IS GLASS NOW BECOMING THE NEW GOLD?

With its material characteristics glass reflects the uniqueness of gold. Many victories, on both a national and international level, have already been marked with a trophy made of gold and glass.

CHRISTMAS IS AROUND THE CORNER IN MANY COUNTRIES. AT YOUR PREMISES IN BODENMAIS THERE IS A CHRISTMAS MARKET WHICH IS OPEN ALL YEAR ROUND. WHICH TRENDS HAVE YOU IDENTIFIED THIS YEAR?

There is a clear trend towards hand-decorated Christmas baubles that started last year and is continuing. The puristic style of previous years is in decline, Christmas is again becoming more glittery, opulent and colourful.

HOW MANY CHRISTMAS BAUBLES DO YOU SELL EVERY YEAR AND HOW MANY ARE BEING SHIPPED ABROAD?

The volume far exceeds 100,000 pieces with foreign deliveries accounting for a maximum of 20%.

WHERE DOES THE LONG TRADITION OF BAVARIAN GLASSWORKS ORIGINATE?

A Bodenmais glassworks called "Kagerbauer" is first mentioned in records as far back as the 18th century. In this era, glass beads manufactured in



Bodenmais were so highly valued they were even used as currency.

IN YOUR OPINION, WHAT MAKES BAVARIA THE OPTIMAL ECONOMIC LOCATION?

The positive reputation of Bavarian products worldwide provides us with a healthy basis and the self-confidence to present our products to markets all over the world. Our products enjoy a great reputation which continues to increase with the original "Made in Bavaria" brand.

WHEN WILL WE FINALLY GET THE SHATTER-PROOF CHRISTMAS BAUBLE?

We will do everything in our power to prevent that!
→ www.joska.com

NUMBER
OF THE
MONTH

1,000,000,000

Over the next five years, the Bavarian state government intends to invest about one billion euros in energy transition. Several millions are to flow into research and technology as well as to the energy-saving redevelopment of public buildings and the development of modern power lines. By developing new products and processes for power supply, Bavaria is fulfilling its pioneering role in Germany, states Bavarian

Minister of Economics, Martin Zeil. By 2022, Germany will have completely abandoned nuclear energy. By promoting new technical developments, the Free State will help Bavarian enterprises switch to renewable energy and energy efficiency measures.

IN FOCUS: SPORTS INDUSTRY IN BAVARIA

BAVARIA MOVES THE WORLD



The proximity to the Alps, a dense network of suppliers and optimal logistics: Bavaria – as the cradle of global players Adidas and Puma – offers many attractions to sports companies. National as well as international enterprises from the industry are moving to the Free State and from there are developing the latest trends and innovations.

As outdoor sports country, Bavaria offers special attractions for the sports industry.

According to data provided by the Federal Association of the German Sporting Goods Industry (BSI) about 120,000 people work in the sporting goods sector. They make an annual turnover of EUR 10.9 billion, a majority of it generated in Bavaria.

“A strong collection of sports industry enterprises is clearly visible in the South of Germany”, stresses Adalbert von der Osten, Managing Director of BSI. The reasons for this are historical as well as geographical – the proximity to the Alps is one of the most important factors for the establishment of enterprises in Bavaria.

Bavaria is not only a leader in winter sports. The success story of Adidas AG, based in the Middle Franconian town of Herzogenaurach, is proof of this. The three stripes logo of the sports and fashion company is among the most well-known brands worldwide. With an annual turnover of about EUR 12 billion, Adidas is now the world's second largest sporting goods manufacturer. Since 1995, the company, which employs 43,000 staff, has been listed on the DAX, the lead index of the Frankfurt stock exchange.

TWO BROTHERS - TWO GLOBAL PLAYERS

Adidas has its origins in the workshop of shoemaker Christoph Dassler, who specialised in the production of felt slippers. His sons, Adolf and Rudolf, recognized the market niche for sport shoes and developed trainers with cleats in the 20s. After the Second World War, a controversy first split the brothers, then the company 'Gebrüder Dassler'. Adolf Dassler named his new company after his nickname 'Adi' and the first part of his surname 'Das'. His brother Rudolf created the company 'Puma'. So today, two of the leading sporting goods manufacturers worldwide have their head offices in Herzogenaurach, only a few hundred metres away from each other.

With a turnover of EUR 2.7 billion, Puma is also a heavyweight in the industry and alongside Adidas and Nike forms the top of the largest sports goods manufacturers worldwide. The enterprise created by Rudolf Dassler is considered one of the first sporting goods brands, which was successful for producing practical and functional products for sports as well as for marketing and fashion.

Willy Bogner took a similar path when he took over the sports goods company of his parents. The former Bavarian ski pro turned the company into an international fashion enterprise. Founded in 1932 as an import business for skis, accessories and knitwear, the brand Bogner conquered the American market at the beginning of the seventies. In 2010 the company, which is now a manufacturer of exclusive sports and fashions clothing, generated EUR 194 million in revenue.

Chiemsee AG & Co. KG from the Traunstein district has also developed into an international fashion company. Established 1982 in the Upper Bavarian town of Grabenstätt under the name 'Windsurfing Chiemsee', the company first exclusively produced equipment for snowboarders and surfers. Today the company ranks among the most important founders of fashion sports.

GLOBAL PLAYERS ARE DRAWN TO BAVARIA

The dense network of suppliers and optimal logistics also attracts new enterprises to Bavaria. Alpina Sports GmbH markets its goods from the Swabian town of Friedberg. Arbor Europe GmbH produces snowboards with renewable materials and is based in the Franconian city of Nuremberg. And the first high-resolution sports action camcorder with integrated GPS marketed by Gobandit GmbH – was developed in the Upper Bavarian Aschheim.

The American enterprise Amer Sports has been operating its German subsidiary from the business campus at Garching, since 2010. Directly between the airport and the state capital Munich, the sports goods manufacturer rents 6000 square meters in the multi-functional office and service park, from where it markets its brands - Salomon, Bonfire, Atomic, Wilson, Precor, Suunto and Mavic. In future, the enterprise intends to increase its activities in the area.

→ www.bsi-ev.de

FLYING TOWARDS THE NEW YEAR



This year, the Vierschanzentournee – aka the Four Hills Tournament – is celebrating its anniversary and world class ski jumpers will be flying over the roofs of Oberstdorf and Garmisch-Partenkirchen for the 60th time. Apart from the Olympic Games and the Nordic World Championship, the Four Hills Tournament is considered the world's most prestigious ski jumping competition.

On 29 and 30 December 2011 the tranquil holiday village of Oberstdorf will again turn into a Mecca for ski jump fans when the Erdinger arena at the Schattenberg will host the opening event of the Four Hills Tournament and athletes from over 20 nations will glide down the hill.

The other venue is Garmisch-Partenkirchen which will provide the stage for the traditional New Year's ski jump competition. At the Gudiberg in Garmisch

probably the most legendary sports competition is awaiting ski jumpers. The first New Year's ski jump event took place here in 1922. The original timber construction had to make way for a steel structure in the middle of the last century, which at that time was the most modern facility worldwide. The "Old Lady", as she was nicknamed by ski jumpers, had been in use for over 50 years. In 2007 a new jump, which allowed for greater distances, was built. Simon Ammann from Switzerland holds the current hill record with a distance of 143.5 meters.

After the brilliant opening and the traditional New Year's competition, athletes will travel from Bavaria to Austria to compete for the total tour victory there.

"The Four Hills Tournament is the absolute highlight of the Nordic ski winter every year" explains Thomas Pfüller, Secretary General of the German Ski Federation. This goes for ski jump fans as well – being there is everything! For the opening event organisers in Oberstdorf expect up to 30,000 visitors to fill the arena. No matter the weather, the atmosphere is always great. As well as warm clothing, genuine fans also need real cow bells to spur on their Eagles and help them fly as far as possible.

→ www.fissskijumpingworldcup.com

SCHEDULE

60TH FOUR HILLS TOURNAMENT 2011/2012

Oberstdorf | Schattenbergschanze | 29 and 30 Dec. 2011

Garmisch-Partenkirchen | Große Olympiaschanze | 31 and 01 Jan. 2012

Innsbruck | Bergisel-Schanze | 03 and 04 Jan. 2012

Bischofshofen | Paul-Außerleitner-Schanze | 05 and 06 Jan. 2012

FAIRS AND EVENTS

... IN MUNICH

OPTI'12

13 JAN. – 15 JAN. 2012

International Trade Show for Trends in Optics

→ www.opti-munich.com

ISPO MUNICH

29 JAN. – 01 JAN. 2012

International Fair for Sporting Goods and Sports Fashion

→ www.ispo.com

... IN NUREMBERG

EUROGUSS 2012

17 JAN. – 21 JAN. 2012

International Trade Fair for Die Casting

→ www.euroguss.de/en

PERIMETER PROTECTION

17 JAN. – 19 JAN. 2012

International Trade Fair for Perimeter Protection, Fencing and Building Security

→ www.perimeter-protection.de

... IN AUGSBURG

MOTOTECHNICA

14 JAN. – 15 JAN. 2012

Vintage Car Meeting, Spare Parts and Accessories

→ www.mototechnica.de

... BY AND WITH INVEST IN BAVARIA

INVEST IN BAVARIA ON THE ARAB HEALTH

23 JAN. 2012 – 26 JAN. 2012 IN DUBAI

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We wish all our readers a Happy New Year 2012! The next issue will be published in February 2012.

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.

IMAGE SOURCES

P.1: www.baumwipfelpfad.by/bwp_de/infos-kontakt/presse.php

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