

What's inside

• Five Minutes with ...

Steve Pokrajac, Managing Director of Tesla Digital
Page 2

• News from Bavaria

Spirit of Optimism in Bavaria
Page 2

• Top Issue: Environmental Technology

Bavaria – Global Player for Green Technology
Page 3

• Bavaria in your briefcase

Experiencing Bavaria | Football Fairy Tale and
Olympic Dreams
Page 4

Siemens Establishes “Sustainable Cities” Business Unit in Munich



Source: Siemens

Traditionally, Bavaria offers a highly attractive environment for technology companies. The state capital Munich and the electronics group Siemens enjoy a very special relationship. Now, the company has announced that it will headquarter a fourth business unit in Munich. The new division, “Infrastructure & Cities”, targets the future market of sustainable cities, with the focus on energy and new mobility concepts. The new unit will pool Siemens’ competencies in future oriented infrastructure technologies such as intelligent networks, smart grids and advanced traffic and energy supply concepts.

As of 1 October, the new business unit is to manage Siemens’ global business in urban infrastructures from Munich. “We systematically create the foundations to participate in the fast growing markets of cities and infrastructures”, states Peter Löscher, Chairman of the Executive Board of Siemens AG. Siemens expects a global market of approximately EUR 300 billion annually in the sector of infrastructure solutions for cities.

Bavarian Prime Minister Horst Seehofer expects that Bavaria as a whole will profit from the move: “As a result of Siemens’ decision, the high-tech location Bavaria will be substantially strengthened in an outstanding area of future technology”. At the same time, Siemens finds the perfect set-up for the new division in Bavaria. Martin Zeil, Bavarian Minister of Economics, explains: “The key element for the success of the ‘green city’ concept is co-operation between user industries and science and research in future technologies.”

With its existing business sectors – industry, energy and healthcare – Siemens already generates one third of the group’s sales from green products and solutions. At present, planning for Siemens’ new group headquarters building at Wittelsbacherplatz in Munich is underway. A particularly gratifying side-effect for the city: the new ensemble is a showcase for Siemens products in energy conservation and green-tech innovations.

Bavaria’s Place in the Sun



Intersolar, the world’s most important solar energy / technology trade show, has been attracting throngs of avid professionals to Munich since 2008, and each year even more exhibitors and visitors continue to attend. Organisers have found the optimal location at the new fair area in Riem. Due to its excellent infrastructure as well space to grow it provides ideal conditions. Intersolar’ impressive success story began in 1991, in the town hall of Pforzheim. A non-profit environmental technology project group “Arbeitskreis für Umwelttechnologie e.V.” piloted a one-day conference to discuss and promote the advantages of and opportunities in solar power. Spurred by increased interest and the demand for more space, the conference first moved to Freiburg and finally found its home – now known as “Intersolar” – in Munich in 2008. What started out as an niche industry meeting is now the largest trade fair for solar technology, photovoltaic and solar thermal energy.

Markus Elsässer, managing director of Solar Promotion GmbH and joint founder of the fair, reported 2,200 exhibitor registrations for the Intersolar 2011 which will take place this year from 8 to 10 June. Compared to the venue in Freiburg, the solar fair almost doubled its exhibition area at the Neue Messe Munich already in its first year. This year, four additional halls were booked totaling 165,000 square metres of exhibit space. At the joint exhibition booth of Bayern Innovativ, Energietechnik Cluster Bayern will present a product show featuring elements of the cluster environment. Here, visitors can obtain information about cooperative projects and useful contacts to Bavarian enterprises and research facilities from cluster managers.

In the meantime, this once modest regional convention has gone global: Intersolar North America will take place in San Francisco (12 to 14 July 2011), then moves on to Peking at Intersolar China from 7 to 9 December 2011. Between 14 and 16 December Mumbai will host the Intersolar India for the third time.



www.intersolar.de | www.intersolar.us | www.intersolar.in | www.intersolarchina.com

Signal for a Turn in Energy Politics

With its new energy conservation and management portal „**Energieatlas Bayern**” which went online in May, Bavaria’s state government now provides a reliable internet platform for the turn in energy policy. Businesses can use the site to determine where their largest potential for energy savings can be found. In addition to information about the long-term impact on operating costs, the portal also provides tips on staff training in energy efficiency plus an overview on public funding schemes and contact details to the relevant public administrators.



www.energieatlas.bayern.de

5 Minutes with...

Steve Pokrajac, Managing Director of Tesla Digital



Steve Pokrajac

The Canadian technology enterprise Tesla Digital sets up production in Mömbris, Lower Franconia. We spoke with Steve Pokrajac, managing director of the German branch of Tesla Digital and discussed features of his product.

Tesla Digital uses the term "Green LEDs" in advertising campaigns – what do you do differently?

We developed a unique technology with enormous energy saving potential. We keep the LED cold, i.e. no heat develops. In addition, we work without transformers. We can directly connect our LEDs from 30 V to 600 V and thus avoid loss of luminosity and light quality.

What are the most complex areas for the use of LEDs?

We face the greatest challenges, if designers have developed special lamps with filigree details and thus require special designs. But as we produce everything in-house, we can be very flexible.

Which role can LEDs play in supporting the change in energy politics?

Not those well-known Chinese LEDs, but high-quality LEDs will play a major role – together with our technology, which powers LEDs.

Can you give us an example?

Using our technology street lamps, which now use 80 watts and together with transformers even up to about 150 watts, will in future only need between 8 and 12 watts. When considering that 25 to 30 per cent of all energy consumption is used for light, the importance for change is obvious.

Why are you setting up your new production facility in Bavaria instead of low-wage countries?

First of all, I prefer the location since I have been living here for quite some time. Secondly, Bavaria is highly flexible, supports new technologies and, I hope, will soon have implemented our lighting systems. Production in low wage countries does not pay off. What good are cheap wages, if quality suffers? Many people are wrong in this respect!

News from Bavaria

Spirit of Optimism in Bavaria



BMW World in Munich on 10 May 2011 and will be generously funded through a new technology and research policy.

"Nearly half of a total of more than a billion euros are earmarked to support the core segment innovation and thus fund science, research and development." That is good news from the Bavarian Minister of Economics Martin Zeil and the Science Minister Wolfgang Heubisch.

No progress without research – no research without capable thinkers. With its initiative "Aufbruch Bayern – Innovation ist Zukunft", the Bavarian government is actively promoting Bavaria as a high-tech state. The respective program strategy was introduced at the



As part of this program, the state government has invested in and will continue to sponsor, among other things, a new energy research centre in Nuremberg. On 10 May 2011 Bavarian Prime Minister Horst Seehofer officially inaugurated the **Energie Campus Nürnberg (EnCN)**, stating "The energy campus is a milestone on the way to technological leadership in the energy sector." Printable solar cells, intelligent electricity networks as well as new energy storage systems are among the central development tasks for the 50 million euro project in Franconia. Intelligent solutions for networks, photovoltaic systems and production engineering are necessary when upgrading to renewable energies.



www.aufbruch.bayern.de



www.facebook.com/AufbruchBayern



Number of the Month

5.5 millions Majestic mountains, cultural monuments in clean, friendly cities and lush, easily accessible natural recreation areas - Bavaria is gaining increasing popularity as a tourist destination. According to the Ministry of Economic Affairs, a record 5.5 million people visited the Free State in the first quarter of 2011, a 5.4 percent plus compared to the same period last year. Many guests also stayed for several days - an increase in overnight stays of 2.6 per cent with more than 15 million overnight stays in total. The Bavarian Minister of Economics is convinced: "Bavaria has firmly established its position as an attractive all-year destination for a broad spectrum of guests from Germany and abroad."

Top Issue: Environmental Technology Bavaria – Global Player for Green Technology



Technical innovations which enable and ensure sustainable and profitable use of raw materials represent a massive area of growth. Scientists expect a boom in the environmental technology sector, comparable to that of the IT industry. Since it decouples economic growth and resources consumption, environmental technology is the basis for increasing economic efficiency and preserving natural resources at the same time.

Germany is one of the market leaders in this dynamic industry world-wide and covers approximately one sixth of the entire world trade volume. With an export quota of about 40 per cent, the Bavarian environmental industry is a major contributor to Germany's remarkable success. More than 3,500, predominantly medium-sized, Bavarian enterprises offer products and services along the entire value creation chain from planning, development and engineering to plant engineering and construction. Its impressive market dynamics are also reflected in the high number of patent applications and in unusually high investments in research and development. On average, the Free State has a research ratio of 2.4 per cent – in the governmental district of Swabia even 5.9 per cent. According to experts, because Bavaria has optimal conditions, this future area of growth will continue to flourish. In its study, "Umweltwirtschaft in Bayern", the IFO Institute for Economic Research analysed the indicators in greater detail. This success is no coincidence. The study particularly outlines: "Bavaria is [...] one of the leading research locations in Europe. With its universities and research facilities, Bavaria has a pronounced research and study landscape, also in the sector of environmental technology. Furthermore, non-university related research institutions also perform a large number of environment-oriented research projects in Bavaria. The close co-operation with the economy, partially in intensive regional co-operations was particularly impressive."

Environmental Cluster Bavaria – Node for Future-oriented Solutions



The past has shown that a concentration of research facilities and companies from a specific industry can substantially strengthen a location, as can be seen, for example, in Silicon Valley.

The Umweltcluster Bayern, is a competence network dedicated to advancing cooperations among environmental technology companies, both regionally and internationally. Aligned within the cluster offensive, 19 key industries can avail themselves of special support in the environmental cluster Bavaria. Centered in Augsburg and with regional groups in Nuremberg, Hof, Straubing and Munich, the cluster also offers many concrete services for associated companies, scientists and municipalities. Their services include lectures and well-founded analysis methods for cost-efficient investments.

International integration is a key element in a global economy. As a member of a European-wide network of environmental technology clusters (EcoCluP) with contacts to 3,500 enterprises and 450 research facilities, the cluster has also proven its worth when it comes to the acquisition of European Union funding. In terms of content, the sub-divisions of the initiative represent the different lines of business for Bavarian environmental technology products and services. One example is the network for drinking and waste water treatment. In many regions of the world, the economic handling of water is vital. The demand for modern sewage and treatment plants is accordingly high. Since the national office for environment, focusing mainly on water and geology/geothermal energy, was established in the Franconian town of Hof, the regional competence network there now concentrates competencies in this area. This regional group is, of course, also integrated in the superordinate Bavarian network.

Important regional initiatives are also comprised in the network "Alternative Energiegewinnung." Among others, the science centre Straubing is particularly committed in that area. The Technical University of Munich, the Universities Weihestephan-Triesdorf and Deggen-dorf, as well as the Fraunhofer Institute in Straubing established professorships and project groups to lay a foundation for the competence of future experts. In addition, the cluster offers Bavarian companies and research facilities networking possibilities with the networks for "Material Flow and Waste Management, Recycling" and "Air Pollution Control".

 www.umweltcluster.net/en

COMPANIES Water and Technology

In the environmental technology sector, water purification is an important business field. Bavarian companies have been contributing to the industry with innovative products for decades:

Huber SE

Although its head office is in Berching, Huber SE operates world-wide in the water purification sector. Its pilot project ThermWin® commenced operation in May 2011. Here waste water is run through a heat exchanger which generates thermal energy from it – thus heating more than 7,000 square meters of floor space.

Grünbeck Wasseraufbereitung GmbH

For over 60 years, this company with a long tradition and headquartered in Höchstädt an der Donau has been developing technical innovations for water purification. 700 employees generate a world-wide turnover of approximately EUR 100m per year.

REHAU Unlimited Polymer Solutions

Rainwater utilisation with preliminary cleaning and ecologic filtration systems are key components of this company. REHAU, with its head office in the Upper Franconian district of Hof, uses the complete water circulation system from source to withdrawal – with subsequent recirculation of the waste water – for purposeful recycling.

Bavaria in your briefcase

Experiencing Bavaria | Football Fairy Tale and Olympic Dreams



With the Women's Football World Cup and the bid for the Olympic and Paralympic Games, Bavaria is all about sports this summer.

In 2011, Germany will once again stage a "summer fairy tale". The term originated in the context of the men's World Cup 2006. At the time, the third place of the German team was celebrated like a title. Now, German players have a new chance to win the world cup as hosts – the female soccer players, to be precise.

On 26 June the FIFA Women's World Championship will kick off. The ball will also be rolling on Bavarian pitches. One of the nine world cup stadiums is located in Augsburg. The newly built arena is the first stadium world-wide which is powered with renewable energy sources and heated as well as cooled with completely CO₂ neutral energy.

Up to 30,000 fans will be able to experience three preliminary matches and a quarter final here between 29 June and 10 July 2011. Anticipation in the Fugger town runs high: "We would like to draw public attention to Augsburg as the only Bavarian venue and like to demonstrate that we are a cheerful and open host for visitors from all over the world", so Augsburg's third mayor Peter Grab, leader of the work group "Culture and Sports in the Metropolitan Region of Munich" which also includes his city.

Bavarians are excitedly looking forward to yet another major sports event these days. On 6 July 2011 the International Olympic Committee (IOC) decides on the venue of the Olympic Winter and Paralympic Games 2018. Together with Garmisch-Partenkirchen and the man-made ice-skating rink at Königssee, Munich is up against South Korea's Pyeongchang and the French Annecy. No matter how the IOC delegates will vote – Bavarians have been showered with praise by the world's largest sports organisation. The IOC evaluation commission underlined three strengths of Munich's candidacy in its final report: Munich's environmental concept, infrastructure and experience with major sports events.

The FIFA Women's World Cup 2011 matches in Augsburg:


Wednesday, 29 June 2011, 3 pm | Preliminary match Group D: Norway – Equatorial Guinea (D3 - D4)

Saturday, 2 July 2011, 2 pm | Preliminary match Group C: Republic of Korea – Sweden (C2 - C4)

Tuesday, 5 July 2011, 6:15 pm | Preliminary match Group B: England – Japan (B4 - B1)

Sunday, 10 July 2011, 1 pm clock | Quarter Finals: Winner Group C – Runner-up Group D

 www.augsburg-2011.de

 www.muenchen2018.org/en

 www.fifa.com

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

Press and public relations

Dr. Johann Niggl
Prinzregentenstr. 28
D-80538 München
Tel.: +49 89 24210-7500
Fax: +49 89 24210 -7557
info@invest-in-bavaria.com

Business Bavaria


Coordination: Alexandra Schmidhuber
Editorial department: text:bau
Webversion: Alex Podolay
Design: www.treib-stoff.com

Fairs and Dates

... in Munich


Intersolar

International Solar Industry Fair (see page 1)
8 – 10 June 2011

 www.intersolar.de/en

Bijoutex


International Trade Fair for Living, Dining, and Lifestyle
9 – 11 July 2011

 www.trendset.de/en

... in Nuremberg


Stone+Tec

International Trade Fair Natural Stone and Stone-processing Technology
22 – 25 June 2011

 www.stone-tec.com/en

SusCon

International Conference on Sustainable Business and Consumption
28 – 29 June 2011

 www.suscon.net

... in Augsburg

Rohvolution

International Health Food Fair
18 – 19 June 2011

 www.rohvolution.de/DieMesse/Augsburg.aspx

... International

Official Delegation Trip to China with the Bavarian Minister of Economics, Martin Zeil

Destinations: Shanghai, Guangdong province
29 October – 05 November 2011

Industries: Aviation and space industry, logistics, infrastructure

Registration deadline: June 2011

For additional information contact:

Sarah Morgenstern | Bayern International
Tel.: +49 89 660566-200 | Fax: +49 89 660566-150
smorgenstern@bayern-international.de

Official Delegation Trip of Bavaria's State Secretary Katja Hessel to Brazil

Destinations: Rio de Janeiro, Curitiba, Sao Paulo
05 – 12 November 2011

Registration deadline: June 2011

For additional information contact:

Marco Flasch | Bayern International
Tel.: +49 89 660566-202 | Fax: +49 89 660566-150
mflasch@bayern-international.de