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**Bavaria: the EU's best-performing base**

The EU is comprised of some 1100 economic regions. Five of the Union's top ten performing regions (and 12 of the top 25) are located in Bavaria, making the state the Union's number one business base.

That's the findings of a sweeping and authoritative survey conducted on behalf of manager magazine and released in December 2009. The survey employed 25 key indicators – including relative numbers of scientists and technologists and of holders of advanced degrees – in coming up with its rankings. These indicators, in turn, were compiled from standardized data provided by Eurostat and other official sources.

Powering Bavaria to its best-in-Europe position were the impressive rises turned in by top ranking regions.

region	ranking 2010	improvement over 2007
Munich County	2	24 places
Ingolstadt	3	32 places
Munich City	5	67 places
Regensburg	8	70 places
Starnberg	9	104 places

**Munich: Europe's best airport**

Munich ranks first among Europe's airports reports "The Travel Top Fifty 2009/10" compiled by the London-based Monocle monthly. Winning the airport its top ranking: "Munich's good signage, swift security and architecture say that it's an airport rather than a mall. These make it a perfect gateway to Bavaria and an even better hub for connections," states the prestigious business and lifestyle magazine.

**Right now from Bavaria and at Barcelona: the innovations making communication (even more) mobile**

The people who came up with MP3 and many of the other apps driving mobile communication are coming to Barcelona for the Mobile World 2010 Congress, which will be held from February 15 – 18. **Invest in Bavaria: Booth 2F33.**



**Key figures**

**First place. Twice.** Bavaria nabbed the two top spots in the rankings of numbers of research-driven manufacturers and technology-based service providers founded the past three years in Germany. The rankings were put together by Mannheim's ZEW Center for European Economic Research.

## Five minutes with..

### Franz Huber of Kartographie Huber, Munich

[www.kartographie.de](http://www.kartographie.de)



Source: [www.offlines-pressportal.de](http://www.offlines-pressportal.de)

From map-maker to maker of mapping technologies: that's the story of Munich's award-winning Kartographie Huber, which has gone from being a locally-based producer of printed maps to one of the world's leading suppliers of mobile and Internet-based map procurement, creation and customizing systems.

#### Your company's...

##### ...most interesting breakthroughs:

Maps on demand – enables online-users to find, create, disseminate and print maps meeting their specifications, needs and wishes.

Online-GIS – teams up a powerful GIS (geo information system) search engine, a map generator and GPS capabilities.

##### ...prime source of personnel

...engineers from Bavaria's universities of applied sciences.

##### ...funding

...profits plowed back into the company, with support from Stadtparkasse München (Munich's municipal savings bank)

## Bavtech

### From Bavaria: the tools for the T-ray revolution

Scanners capable of stopping terrorists at airports and in entryways.

Wireless networks hundreds of times faster than today's WLAN or Bluetooth ones.

High clarity and control cancer detection and destruction systems not damaging human tissues. Quality control systems capable of remedying--as they operate--lacks of precision and perfection.

These are the killer apps now in the pipeline and involving Terahertz radiation, which occupies the band between the infrared and microwave segments, and which goes by the nickname 'T-rays'.

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Putting these apps in the pipeline is an award-winning breakthrough developed by Thomas Hochrein and Karsten Kretschmer at the Würzburg's SKZ South German Center of Research into Plastics, working with Norman Krumbholz of the Technical University in Braunschweig.

Until these scientists came up with their breakthrough, T-rays could only be generated by ultra-delicate, huge and hugely expensive laboratory devices. And even these couldn't operate with the requisite power, reliability and precision.

The SKZ's breakthrough will produce systems, on the other hand, with the prices (80% less than conventional models), robustness (can be used in industrial operations), control and output enabling the above applications. [www.skz.de](http://www.skz.de)

#### T-Rays: what they are capable of doing

ultra-safe travel and ultra-efficient manufacturing. Their ability to pass through fabric, paper, plastics and other materials, and to then generate 'spectral fingerprints' of underlying substances (such as explosives) will make T-rays the hearts of advanced inspection and security systems at airports and entryways. These same traits will be employed in quality control operations.

ultra high-speed and capacity wireless highways. T-ray links are hundreds of time faster than WLAN or Bluetooth.

better (more effective and with less side-effects) medical treatment. Unlike X-rays, T-rays are non-ionizing, meaning that they don't damage tissue and are much better at detecting and treating various kinds of tumors and other ailments.

## Inside the state

#### Erlangen-Höchstadt: Germany's best business base

The central Franconian county has the country's most powerful business community. That's according to business weekly Focus Money, whose December 2009 survey ranked Germany's 401 countries and cities according to economic output and prospects.

Erlangen-Höchstadt helped power Bavaria to a very impressive performance. Six of the top ten and 20 of the top 30 finishers are located in the state.

The county's business community is comprised of well-established manufacturers of consumer goods, food processors, skilled trades firms and high-tech institutes and start-ups.

Their specialty, in turn, the technologies enabling communication and content creation in and via online and mobile environments.

The latest breakthroughs from Erlangen-Höchstadt: mobile grids telling drivers' GPS devices where parking spots are available and informing pedestrians, via mobile WLAN handhelds, about the sights and attractions of the neighborhoods they are walking through.

Also stemming from the county and specifically its Fraunhofer Institute for Integrated Circuits: systems giving radios and cinemas entire new broadcast capabilities.

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

## Bavaria's designers: designing tech performance and pleasure

Shanghai's gleaming new Metro. 3M's dental mixing unit. The world's leading E-ticketing and banknote processing devices.

They have something very important in common with Siemens mammography platforms, BMW sports cars, Audi coupes and MAN trucks.

Over the last two years, these products won major international prizes for designs. And these award-winning designs were created by Bavaria-based design teams.

"Bavaria's designers have a built-in advantage: proximity to companies which appreciate how design enables and expedites performance," notes Alexander Neumeister, long considered the dean of Bavaria's 10,000 professional designers.

High-speed and mass transit systems in Asia and Europe. Professional Hightech electronics and medical systems for the global market. Ships. The list of products designed by Neumeister and his partners Andreas Bergsträsser and Christiane Bausback at N + P Industrial Design GmbH is about as long as that of the awards conferred upon them.

Since successful and hence design-appreciative world champions are found literally all throughout the state, it's not surprising that the well-known 'hotshops' show a commensurate diversity of location.

Take the western Bavarian town of Elchingen (pop.: 9,000). It is home to Busse Design + Engineering, one of the world's major design firms. Founded in 1959 by Rido Busse, the firm now has a staff of more than 40 designers and engineers. They handle no less than 250 projects a year.

Or take the northern Bavarian city of Coburg. Many of the top industrial designers staffing its hotshops are graduates from the local university of applied sciences' school of design. Among these hotshops: nexxon design.

In addition to going into business for themselves, graduates from Coburg, Munich, Nuremberg and other famous schools of design in Bavaria also find employment at BMW, Siemens and other major state manufacturers.

### For further information:

**Bayern Design**

**[www.bayern-design.de](http://www.bayern-design.de)**

**Bavaria's design promotion agency**



Source: [www.zwimp.de](http://www.zwimp.de); Alexander Neumeister



Source: [http://de.wikipedia.org/wiki/Alexander\\_Neumeister](http://de.wikipedia.org/wiki/Alexander_Neumeister)



Source: [http://de.wikipedia.org/wiki/Alexander\\_Neumeister](http://de.wikipedia.org/wiki/Alexander_Neumeister)

**bayern  
design**

## Bavaria in your briefcase

### Bavarians for Olympia, Olympia in Bavaria

Maria and Susanne Riesch, Michael Greis, Magdalena Neuner and 34 other Bavarian champions will be participating in the XXI Winter Olympic Games, to be held in Vancouver and environs from February 12 – 28, 2010. A strong showing at the games will boost Munich's bid to host them in 2018.

### Don't miss events during the month

Fancy steps and fancy dress at Fasching 2010

Carnival in Bavaria – February 11 – 17

It starts on November 11th and soon spreads throughout much of the state: Carnival fever in Bavaria. This year's highpoint will come on February 16, when Munich and Bavaria's other communities go all out to celebrate Mardi Gas. Main venue in Munich is the Viktualienmarkt. In addition to colorful costumes and carousing, the city's downtown, open air market offers at 11 a.m. the "Dance of the Market Ladies", in which the women staffing the market's stall don fancy dresses and do an exhilarating mix of jigs and other fancy steps.

### David Benedek and the best snowboarding in Bavaria

He may be the best freestyle snowboarder in the world. He certainly was the first to achieve the sport's Holy Grail: the Double Corked 1260 jump. That was in 2006. And the Munich-born David Benedek is definitely also a highly successful filmmaker. Set up by him and his brother Boris and other partners, the Munich-based Blank Paper Studio is a major source of films and videos on snowboarding, surfing and other sporting and lifestyle pursuits.

### Benedek's best bets for boarding in Bavaria:

The Zugspitze. Germany's highest mountain and thus with the longest and often best snow in the country. It has a Snowpark and lots of off-trail fun.

Spitzingsee. A gathering point for great freestylers and the best Funpark in Bavaria. And it's so close to Munich that you can go there for a morning or afternoon.

Places to go when it's foggy: the Alpspitze peak and the Karwendel range. Both offer good visibility in all kinds of weather.

Video: Snowboarding at its best – in Garmisch-Partenkirchen

## Top trade fairs in February 2010 in

### ...Nuremberg

<http://www.nuernbergmesse.de/en>

#### International Toy Fair

February 4 – 9

#### BioFach

February 17 – 20

International organic trade fair

### ...Munich

<http://www.messe-muenchen.de/en>

#### ispo 10

February 7 - 10

sporting goods and sportswear

#### inhorgenta Europe 2010

February 19 – 22

Watches, jewelry, jewels and related technologies



Source: www.airstyle.at



Source: www.spitzingsee.de



## 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**

provides investors with the information and services needed to get them going to and growing in our state.

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