

# Your company wants to make it.

*There are at least 10 reasons for making it in the Heilbronn-Franken region in the German Southwest.*



*The most typical thing about successful companies is their feel for the optimum location. This is because the right choice of location is extremely important for the rate of your growth.*

*The Heilbronn-Franken region combines a bundle of benefits which are hard to find in this density anywhere else. As part of the Stuttgart metropolitan area with currently over 3.2 million inhabitants, it is embedded in the successful economic region of Baden-Württemberg the German Southwest. For this reason alone, Heilbronn-Franken is in the focal point of dynamic and far-sighted investors and entrepreneurs. No matter whether you're concerned with the settlement or foundation of a new company or the take-over of an existing one – a decision to invest in the Heilbronn-Franken region is a decision for success!*

## 1. High market potential of industrial customers

The Heilbronn-Franken region is one of the leading locations of the mobility sector and of process engineering in Europe. This is where you'll find a high market potential of industrial customers and a dense network of supply sectors and service providers.

## 2. Good heads are our capital – modern education concepts

Here you'll meet active, proud and creative people with a strong link to the region. There are networks closely connecting business, science and universities. The range of training and further education offered has a practical, family-friendly orientation. The high quality of personnel is a result of a special commitment to the technical professions.

## 3. Free space for creativity and growth

The municipalities have attractive commercial surfaces with a clear ownership situation ready for development. In different sizes and price classes, innovative trading estates as well as a high density of innovation and company founding centres offer a unique development potential in a dynamic environment.

## 4. Growth stimulus No. 1 in Baden-Württemberg

Heilbronn-Franken has had the highest increase in inhabitants and jobs in the last few years. This is where sales are developing better than elsewhere, and this is where export is growing most rapidly. Dynamics are at home here. And this is where your success will see the fastest growth.

## 5. Optimum location in terms of transport and geography

The national motorways A 3, A 6, A 7 and A 81, Heilbronn-Franken is very well integrated into the European road network. There are also good connections to the Inter City Express interchanges and international airports. Via the harbours on the Main and Neckar rivers, shipping also plays an important role. Our region lies in the south of Germany, in the centre of a band of top technological regions which strengthen each other in a way unique in the world.

## 6. The climate between employers and employees is right

The labour market in the Heilbronn-Franken region is very stable. The wages and salaries of our reliable and loyal employees are moderate, productivity is high and employers and employees alike have a vision. Strikes have always been extremely rare in Baden-Württemberg and especially in the growth region Heilbronn-Franken.

## 7. Positive tax situation – dense bank network

With unique depreciation opportunities and a double taxation agreement in operation, Germany offers a positive tax situation which is friendly towards small- and medium-sized companies. Heilbronn is a significant bank location in Baden-Württemberg and thus the site of all important credit institutes.

## 8. Modern research location

For years now, research and development in Baden-Württemberg have been on a very high level internationally. The Heilbronn-Franken region is no exception here. It is the home of important research facilities and institutes in the aerospace, electronics, mechatronics and robotics industries, in wine production and in silicate research. A current highlight is the settlement of a large research centre belonging to Robert Bosch GmbH at a distance of only 3 km from the new innovation centre of the transmission manufacturer GETRAG.

## 9. The shares go a long way and not the investor

We stand for short administrative paths, calculable political conditions and flexible and business-friendly administrations. Closely knit economic stimulation networks as well as reliable, competent and highly motivated partners in planning facilities and municipalities guarantee the smooth settlement of your company.



## 10. An organic cultural landscape with maximum leisure value

The family-friendly and safe Heilbronn-Franken region is characterised by a wide range of cultural options, attractive leisure and recreation opportunities as well as charming landscapes with wide valleys and rolling hills. It is red wine region No. 1 in Germany and is host to an excellent gastronomy and hotels.

**We work for you – purposefully and personally!**

We are glad to fulfil your special wishes in the knowledge that we have special benefits to offer. We'll work with you to find your ideal location – in the city and surrounding region of Heilbronn, in the Hohenlohekreis, in the Main-Tauber-Kreis or in the region around Schwäbisch Hall.

**Heilbronn-Franken – a powerful piece of Baden-Württemberg!**

Heilbronn-Franken.

Many people have made the region strong and the region has made them strong in return.



"The quality of this region and the strength of the federal state of Baden-Württemberg are mainly based on the fact of having developed the rural regions into attractive and structurally strong living and working spaces. The dynamic Heilbronn-Franken region is the best example for this achievement."

Günther Oettinger, prime minister of Baden-Württemberg.  
www.baden-wuerttemberg.de



"You don't find such a narrow-minded pietistic attitude here. The people here are very open and liberal with a hint of slyness."

Prof. Dr. h.c. Reinhold Würth, chairman of the advisory council of Adolf Würth GmbH & Co. KG, Künzelsau.  
www.wuerth.com



"The strengths of the people living in this region are their knowledge and their expertise. Either enables them to handle new technologies and processes, thus advertising the location Heilbronn-Franken and making it economically attractive."

Jürgen Lunemann, factory manager of Audi AG, Neckarsulm.  
www.audi.de



"We settled in this region because we are interested in being close to our existing development centres and found competent partners in Land, region, Landkreis and municipality."

Franz Fehrenbach, management chairman of Robert Bosch GmbH, Stuttgart.  
www.bosch.de



"As the most innovative company in Germany, we are only as good as our employees. We achieve that every day with the well-trained people in the region."

Manfred Wittenstein, chairman of the board of Wittenstein AG, Igersheim.  
www.wittenstein.de



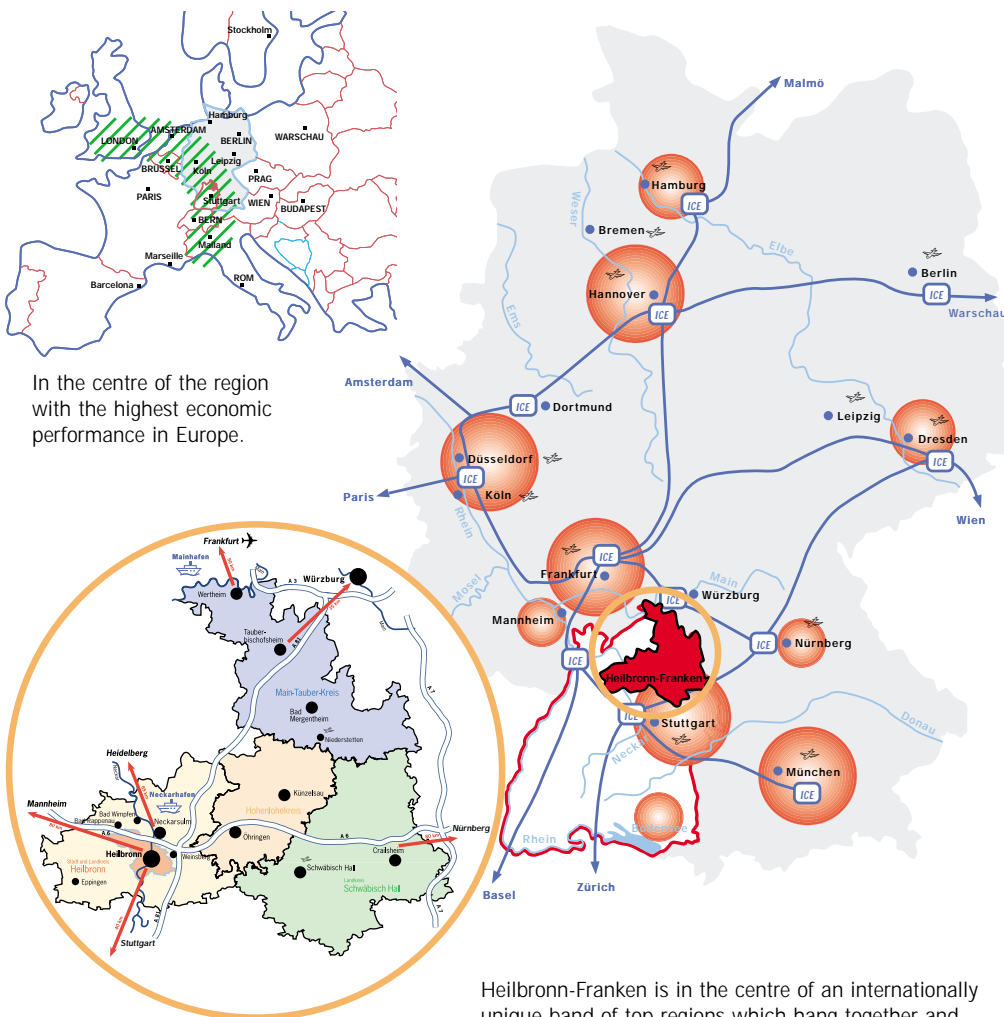
"The European access to space is in Lampoldshausen. In the Heilbronn-Franken region, we have ideal conditions for the development and research of the future."

Prof. Dr.-Ing. Wolfgang Koschel, director of the Deutsches Zentrum für Luft- und Raumfahrt (DLR), Lampoldshausen.  
www.dlr.de

[www.heilbronn-franken.com](http://www.heilbronn-franken.com)



The best location. For the best companies.  
In Baden-Württemberg.



Outstanding in dynamics and quality.

Please allow us to give you details of your opportunities in the Heilbronn-Franken region. Why not get in touch with us? We'll inform and advise you individually and very personally.

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A combined initiative by the urban and rural administrative districts, the chambers and the Regional Association of the Heilbronn-Franken Region.

[www.heilbronn-franken.com](http://www.heilbronn-franken.com)

Companies successful beyond the confines of the Heilbronn-Franken region:



# A powerful piece of Baden-Württemberg.

*A place to live the good life and keep up the good work.*

*10 good reasons for the German Southwest.*

Automation  
Mechanical and plant engineering  
Tool construction  
Electrical engineering  
Precision mechanics  
Logistics  
Information technology  
Conveying engineering  
Plastics technology  
Vehicle suppliers  
Measurement and control engineering  
Ventilation technology  
Vehicle manufacturers  
Process engineering  
Metalworking