

Region for Innovation, Competence,  
Education and Quality of Life

# The Economic Region Ostwuerttemberg





Innovation in the Region Ostwürttemberg

## Welcome to the Region for Talents and Patents

Skilled Professionals Alliance  
of Ostwürttemberg

Location with future  
opportunities

Future Initiative Ostwürttemberg

# Innovation Prize

Prize for Talents and Patents

## INGENIA®

Patent agglomeration

### Success has a Long-standing Tradition

Ostwürttemberg is the economic region with the oldest still existing industrial enterprise in Germany. Since the foundation of the »Schwaebische Huetttenwerke« (SHW) about 650 years ago, the region has continuously developed and reinvented itself.

### Mission: Innovation

In Ostwürttemberg, an economic region has emerged that focuses on the manufacturing industry



and that convinces by its creativity, innovation and productivity. In particular, the classic metal sector has generated numerous growth industries and future technologies in the region.

Today, this region is a stronghold for patents and proves regularly that it rightly deserves the title »Region for Talents and Patents«.

### **Together into the Future**

In Ostwuerttemberg, we like to tackle things together. Best examples for this are the Future Initiative Ostwuerttemberg and the Skilled Professionals Alliance of Ostwuerttemberg. Regional businesses, administrative authorities and scientific institutions act in concert in order to secure sustainable location development.

### **Excellent Connections**

The »Region for Talents and Patents« is located in the middle of a triangle

formed by Stuttgart, Ulm and Nuremberg. This location provides intensive transportation connections into the adjacent regions, into the Stuttgart metropolitan area and the State of Baden-Wuerttemberg, and therefore offers an excellent location factor and logistics advantage for businesses.

Ostalb District  
Heidenheim  
Aalen, Ellwangen  
Giengen  
Ostwuerttemberg  
Heidenheim District  
Schwaebisch Gmuend



The Economic Region Ostwuerttemberg

## Competence from A to Z

### Top Businesses – Strong Brands

International corporations and top businesses such as Alfiing, BSH Home-appliance, Carl Zeiss, Edelmann, Leitz, Mapal, Rettenmaier, Robert Bosch Automotive Steering, Roehm, RUD, SHW and Voith are the hallmark of the economic region Ostwuerttemberg. In conjunction with brands such as Fein, Hartmann, Steiff, Triumph, Varta and Weleda, these companies and their products are well known and successful far beyond the regional borders.

Design  
Optical Technologies  
Logistics  
Toolmaking  
Photonics  
Surface Technology  
Automotive  
Mechanical Engineering  
Process Technology





### **Small but Powerful – Medium-sized Businesses as an Economic Driver**

A large spectrum of small and medium-sized businesses covering almost all industrial sectors stands for the high attractiveness and productivity of the Ostwuerttemberg region as well. These businesses are the creative minds and reliable partners for their customers around the world.

### **Clusters and Networks**

The economic success of the region rests on the close collaboration of

its actors. Most of the time, innovation results from the close interaction of businesses with each other or with the universities and research institutions. Economic development has taken on the role to continuously launch new initiatives, identify new trends and promote networking – and all this supported by very speedy official approval procedures.

### **A »Yes« to Ostwuerttemberg**

The continuous growth in R&D personnel, as well as investments across all industry sectors and business sizes speak for the long-term viability of the Ostwuerttemberg region. Due to the close bonds with the region and the tight integration into clusters and networks, the companies act as stable business partners and as reliable employers for a highly skilled work force.

Health  
Surface Technology  
Wood & Paper Industry  
Logistics  
Photonics  
Energy



The Education Region Ostwuerttemberg

## Talent Factories and Research Competence

### Optimal Education

Creativity and innovation are Ostwuerttemberg's strengths. The region and its economy benefit from a diverse system of higher education, a broad spectrum of research institutions and a multitude of research transfer centers.

### Hand in Hand with the Economy

Approximately 10,000 students are divided between the regional universities. They have made their mark through applied research and education, as well as through numerous prizes and awards. Endowed professorships and research projects contribute to a tight integration with the business world.

Combined with facilities such as the Research Institute for Precious Metals and Metal Chemistry (fem) or the Innovation Center INNO>Z and specialized institutions of higher education, they continuously produce highly qualified and specialized personnel.

Aalen University  
of Applied Sciences  
Steinbeis  
Transfer Centers  
Innovation Center INNO>Z

University of Design  
fem

University of Education  
Cooperative State University Heidenheim

## Figures, Data and Facts

### The Ostwürttemberg Region at a Glance

#### Area and Population

- 53 cities and municipalities in the Ostalb and Heidenheim districts
- 2,139 km<sup>2</sup> total area
- 447.967 residents
  - Including 5 larger districts
  - Aalen: 68.733 residents
  - Schwaebisch Gmuend: 62.340 residents
  - Heidenheim: 49.896 residents
  - Ellwangen: 25.764 residents
  - Giengen/Brenz: 20.223 residents
- Population density: 209 residents/km<sup>2</sup>
- Percentage of the population under 25 years of age: 10,7% (Baden-Wuerttemberg average: 10,6%, Germany average: 24,4%)
- Percentage of the population 65 years and older: 21,8% (Baden-Wuerttemberg average: 20,8%, Germany average: 22,0%)
- Average age of the region's inhabitants: 44.2 years

#### Location and Transport

- Direct or close connections to the European main transportation routes via the A6, A7 and A8 highways
- Rapid connection to the greater Stuttgart area and to the adjacent Bavarian region via the well-developed federal road B29
- Munich (approx. 180 km), Nuremberg (approx. 130 km) and Frankfurt (approx. 225 km) are just 1–2 hours away, and Stuttgart or Ulm can be reached in less than an hour
- Good integration into the Deutsche Bahn AG railway network
- The international airports of Stuttgart, Munich, Nuremberg and Frankfurt are conveniently and quickly accessible by road or rail

#### Economy

- 185.345 employees subject to social insurance contributions; about half of whom working in the manufacturing industry
- Degree of tertiarization: (Baden-Wuerttemberg: 64,5%, Germany: 71,7%)
- Employment rate (in total): (Baden-Wuerttemberg: 79,0%, Germany: 76,9%)
- Unemployment rate: 3,6% (März 2023) (Baden-Wuerttemberg: 3,8%, Germany: 5,7%)
- Export quota in the processing industry: (Baden-Wuerttemberg: 45,9%, Germany: 40,7%)
- Investment intensity in the processing industry: 15.730 € (Baden-Wuerttemberg: 9.446 €)
- Index of innovation 2022: Rank 6 of 12 regions
- "Region for Talents and Patents": above-average number of patent applications (per employee in comparison to BW and Germany)

#### Education

- A total of approx. 11,800 students at 4 universities/colleges
- 46.862 pupils at general-education schools
- 15.515 pupils at vocational schools
- The State Secondary School for Gifted Children LGH is located in Schwaebisch Gmuend
- Pupils transferring to advanced secondary schools: secondary modern schools: 5,0%, junior high schools: 34,9%, high schools: 44,0%



## Innovative industries in Ostwürttemberg

The Ostwürttemberg region is characterized both by traditional sectors (such as machine construction) and by the high-tech field (such as photonics and surface engineering). The areas of competence of the region of Ostwürttemberg are the following:

### Photonic

The high-tech sector of photonics developed from the traditional optics sector. In "Photonic Valley" in Ostwürttemberg the entire value-added chain from development to production to supplier service is covered.



### Surface technologies

Ostwürttemberg looks back on an age-long tradition of surface treatment. Today, Ostwürttemberg is an important center of competence within the industry and is home to numerous well-known and globally active research and transfer institutions, associations, businesses as well as, education and training institutions.



### Automotive

With its longstanding tradition in the fields of metal working and machining, Ostwürttemberg has developed into a region with a high level of automotive competence. There are more than 200 enterprises in the automotive sector that provide more than 30,000 jobs.



### Machine-, Plant- and Tool-building Industry

Originating from a long tradition of metalworking, today's machine-, plant- and tool-building industry comprises at least 300 business companies, making it one of the industries with the highest sales volume in the region.





### **Forestry, lumber and paper**

Another characteristic of the Ostwürttemberg region is a large spectrum of lumber processing and woodworking, ranging from traditional forestry and lumber processing to modern tool- and machine-building companies focusing on lumber and wood. As many as 700 businesses employ a total of approximately 9,000 people.



### **Energy**

The energy sector has developed strongly in Ostwürttemberg in recent years. With around 150 companies, the region offers great potential across the entire value-added chain. Furthermore, the regional universities and research institutions are fueling the knowledge in this future-oriented industry whose main focus is on renewable energies.



### **Culture and creative industries**

Ostwürttemberg stands for high cultural and creative competence, based on a multitude of design offices, advertising agencies, architects, artists and innovative software companies. Well over 2,000 companies and players constitute this field of competence. Numerous educational institutions, transfer centers and associations form the basis for success.



### **Logistics**

As Ostwürttemberg is an industrial and production location, logistics is a cross-sectional industry of great importance for the region. With over 400 companies and approximately 15,000 employees, the logistics sector is well positioned here. The region's geographical location and its direct connection to the A7 motorway play an important role for transportation.



More information:

[www.ostwuerttemberg.de/kompetenzfelder/im-ueberblick](http://www.ostwuerttemberg.de/kompetenzfelder/im-ueberblick)

Last updated: September 2023



## **Welcome. Bienvenido. Sevilen. Dobrodošel. 受欢迎的**

Ostwuerttemberg is a vibrant business location with attractive offerings for employers and students in business and science. Many of our companies have a global or international orientation. This is why we welcome people from all around the world. The Jobs Database Ostwuerttemberg offers a variety of jobs and internships for professionals and students.



## **A Great Place to Live**

We admittedly cannot offer the hype – and hysteria – of the big city. However, besides high economic-growth rates and low unemployment, the region offers a unique combination of an idyllic countryside and bustling urban flair as well as, of a natural environment rewarding mind and body and spiritual culture. A place where others go for their vacations is also a great place to live and work.



## **Recreation is Trump**

The simplest and therefore most popular kind of recreational activity is this one: Go outside into nature and follow your nose. Recreation is trump in a region that is determined by a mostly intact nature and that offers the complete variety of activities: Climbing, snowboarding, skiing, walking to idyllic lakes, cycling, shopping in historic city centres, discovering caves and grottos, a visit in a mine or in one of the numerous museums of the region. In addition there are cultural highlights like the Opera Festival in Heidenheim, the Ellwanger Meisterkonzerte, the Festival of European Church Music in Schwaebisch Gmuend or the Open-air Theater Summer in Aalen. For those who love water and swimming pools as a fun and recreational activity, we have various water parks, the Limes Thermal Springs in Aalen plus all those idyllic swimming lakes in the region.



## **Many Sports Activities**

You can find different kinds of sports in the region. You can practice sports in clubs or at fitness centers. The sports clubs in Ostwuerttemberg offer more than 60 different kinds of sports plus their rich club activities. Most of the amateur trainers help people of all ages and skill levels to do sports in their free time.



More information about Ostwuerttemberg and the Jobs Database:

[www.fachkraefte-ostwuerttemberg.de/en](http://www.fachkraefte-ostwuerttemberg.de/en)



## The Economic Development Network Ostwürttemberg

### **Wirtschaftsfoerderungsgesellschaft mbH Region Ostwürttemberg (WiRO)**

*Managing Director*

*Nadine Kaiser*

HAUS DER REGION

Bahnhofplatz 5

73525 Schwaebisch Gmuend

Phone +49 7171 92753-0

[wiro@ostwuerttemberg.de](mailto:wiro@ostwuerttemberg.de)

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

### **Landkreis Heidenheim**

*Economic Representative*

*Michael Setzen*

Felsenstrasse 36

89518 Heidenheim

Phone +49 7321 321-2595

[m.setzen@landkreis-heidenheim.de](mailto:m.setzen@landkreis-heidenheim.de)

[www.landkreis-heidenheim.de](http://www.landkreis-heidenheim.de)

### **Landratsamt Ostalbkreis**

*Economic Representative*

*Andrea Hahn*

Stuttgarter Strasse 41 73430

Aalen

Phone +49 7361 503-1208

[andrea.hahn@ostalbkreis.de](mailto:andrea.hahn@ostalbkreis.de)

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

### **Stadt Aalen**

*Economic Representative*

*André Mandel*

Marktplatz 30

73430 Aalen

Phone +49 7361 52-1131

[andre.mandel@aalen.de](mailto:andre.mandel@aalen.de)

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

### **Stadt Ellwangen**

*Economic Representative*

*Verena Kiedaisch*

Spitalstrasse 4

73479 Ellwangen (Jagst)

Phone +49 7961 84-288

[verena.kiedaisch@ellwangen.de](mailto:verena.kiedaisch@ellwangen.de)

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

### **Stadt Giengen**

*Economic Representative*

*Teresa Winter*

Marktstraße 11

89537 Giengen/Brenz

Telefon +49 7322 952-2255

[teresa.winter@giengen.de](mailto:teresa.winter@giengen.de)

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

### **Stadt Heidenheim**

*Economic Representative*

*Johannes Schenck*

Grabenstrasse 15

89522 Heidenheim

Phone +49 7321 327-1080

[Johannes.Schenck@heidenheim.de](mailto:Johannes.Schenck@heidenheim.de)

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

### **Stadt Schwaebisch Gmuend**

*Economic Representative*

*Alexander Groll*

Marktplatz 1

73525 Schwaebisch Gmuend

Phone +49 7171 603-1020

[alexander.groll@schwaebisch-](mailto:alexander.groll@schwaebisch-gmuend.de)

[gmueund.de www.schwaebisch-](http://www.schwaebisch-gmuend.de)

[gmueund.de](http://gmueund.de)

inform  
promote  
coordinate  
network  
advise  
initiate  
stimulate

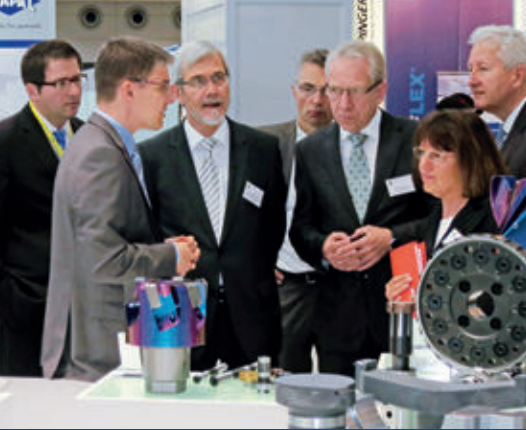


**WiRO would be happy to send you  
further information about the  
economic region of Ostwuerttemberg.  
Simply contact us:**

**Phone +49 (0)7171 92753-0  
eMail: [wiro@ostwuerttemberg.de](mailto:wiro@ostwuerttemberg.de)  
[www.ostwuerttemberg.de](http://www.ostwuerttemberg.de)**







WiRO – Stimulus for the Region

## Active Economic Development for Ostwuerttemberg

### **WiRO, the Regional Economic Development Corporation**

**Ostwuerttemberg** is jointly supported by the Ostalb district and the Heidenheim district. In close collaboration with other economic development bodies, the municipalities and other supporting institutions, we constantly strive to improve the general economic framework for businesses, investors and other interested parties.

### **This is how WiRO can support you:**

- Integration into industry-sector networks and search for cooperation partners
- Search and procurement of skilled personnel
- Initiation of company successorship
- Promotion of innovation and patent matters
- Consulting and service offer related to the economic region, subsidy programs etc.
- Management of industrial real estate and industrial buildings
- Coordination of industrial relocation planning
- Support for founding new businesses





Ostwuerttemberg – a Location of Good Feeling

## Business Location with High Quality of Life

In the middle of Southern Germany, an inspiring landscape showcases itself, brimming with Swabian achievement culture and quality of life. Frankfurt, Munich, Lake Constance and the Allgaeu region are only one or two hours away by car.

### Space for Talents

Talents are noticed and developed early here in Ostwuerttemberg. The foundations for excellence are laid in a variety of local clubs, associations and initiatives. In Ostwuerttemberg, we promote a family

atmosphere and a trusting relationship between people.

### Something for all tastes...

People enjoy living in Ostwuerttemberg. There is a huge offer of leisure facilities and possibilities so that everyone can find something enjoyable: From nature lovers via sports addicts to friends of the arts and culture – Ostwuerttemberg is a region of good feeling.

Castles,  
palaces, churches,  
monasteries

Celts, Romans  
Alamanni, Staufer dynasty

Ice-age artifacts

Swabian Alb GeoPark

UNESCO World Heritage: The Limes



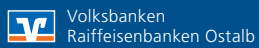
The Economic Region Ostwuerttemberg

**WiRO**

**Wirtschaftsfoerderungsgesellschaft mbH  
Region Ostwuerttemberg**

Bahnhofplatz 5  
73525 Schwaebisch Gmuend  
Phone +49 (0)7171 92753-0  
Fax +49 (0)7171 92753-33  
wiro@ostwuerttemberg.de

WiRO is supported by



EnBW ODR AG

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