A nighttime photograph of a city, likely New York, viewed from a distance. The city lights are visible against the dark sky, with mountains in the background. The text is overlaid on the image.

**LOOKING OUT
FROM NEW YORK,
SILICON VALLEY
SEEMS LIKE IT'S IN
THE PROVINCES.**

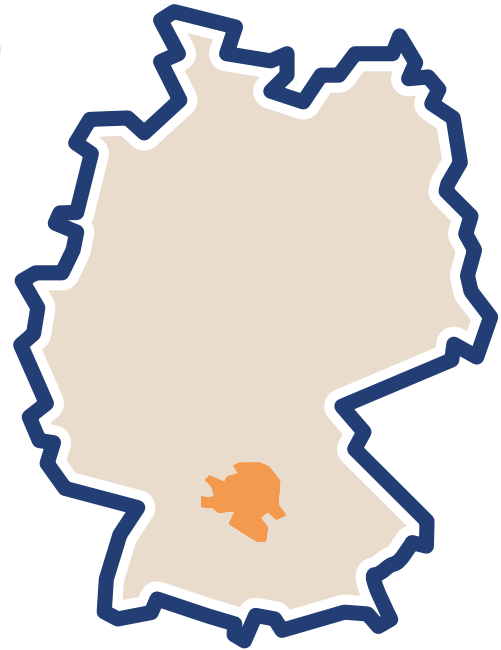
ECONOMIC REGION OSTWÜRTTEMBERG

REGION OF TALENTS AND PATENTS

OSTWÜRTTEMBERG: A LOCATION WITH A FUTURE

Ostwürttemberg is home to Germany's oldest industrial company and has evolved over centuries into a center of innovation, expertise, and quality of life. The region combines tradition and modernity, offering excellent

conditions for businesses and skilled professionals.

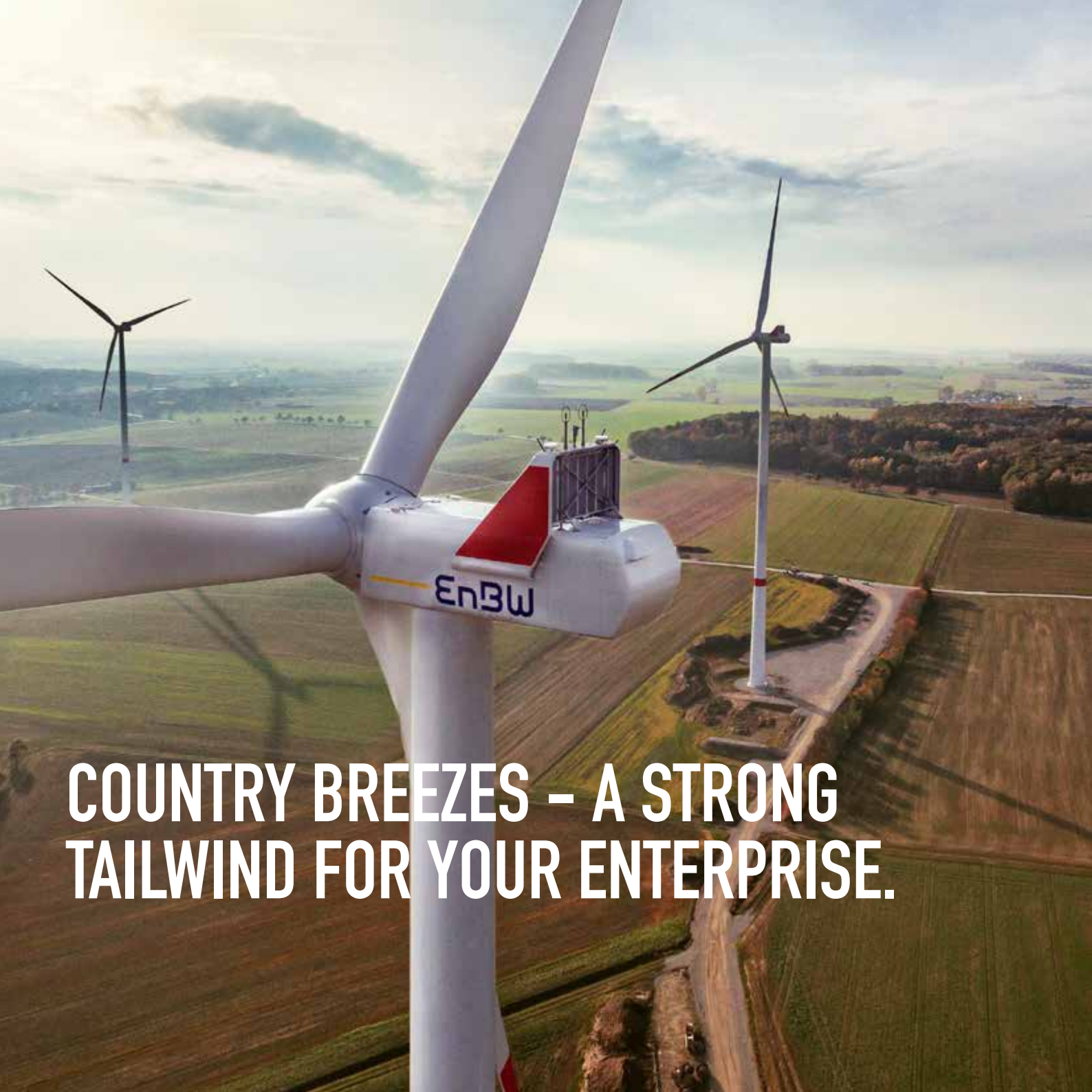


EXZELLENT LOCATION AND NETWORKS

Located in the triangle of Stuttgart, Ulm and Nuremberg, Ostwürttemberg offers a strategically advantageous position with direct access to key European transport routes. Businesses benefit from fast connections to the Stuttgart metropolitan area and beyond.

STRONG COMPANIES AND BRANDS

Ostwürttemberg is home to globally operating corporations such as Carl Zeiss, Voith, VARTA, Weleda, and Bosch. These companies, along with many innovative medium-sized enterprises, cover a wide range of industries and enjoy international success.



**COUNTRY BREEZES – A STRONG
TAILWIND FOR YOUR ENTERPRISE.**

EDUCATION IN OSTWÜRTTEMBERG

A FORGE OF TALENT AND RESEARCH EXCELLENCE

INNOVATION AND COLLABORATION

The region is a hub of patents and renowned for its innovative strength. Business, administration, and academia work closely together to ensure sustainable development. Initiatives such as the *Zukunftsinitiative Ostwürttemberg* and the *Fachkräfteallianz* (Skilled Workers Alliance) support the region and strengthen networking among key players.

EDUCATION AND RESEARCH: A STRONG BASEMENT

Ostwürttemberg boasts a diverse university landscape and numerous research institutions. Around 12,000 students benefit from hands-on education and close cooperation with the business sector. Institutions such as the *FEM Research Institute* and the innovation center *INNO-Z* are key partners for research and development.

FUTURE-ORIENTED AND WORTH LIVING

Ostwürttemberg offers not only economic strength but also a high quality of life. The region combines a dynamic economy with attractive educational and recreational opportunities, making it an ideal location for businesses and skilled professionals.

An aerial photograph of a picturesque countryside town. The town is nestled in a valley, surrounded by lush green fields and rolling hills. The houses are densely packed in some areas, while others are more spread out. The sky is a clear, vibrant blue. The overall scene is peaceful and idyllic, representing a dream of countryside living.

**A HOUSE IN THE COUNTRYSIDE IS A
DREAM FOR MANY PEOPLE. HERE,
IT IS QUITE COMMON.**

OSTWÜRTTEMBERG STANDS OUT WITH ITS STRONG INDUSTRIES

CORE COMPETENCIES

OF THE REGION

PHOTONICS AND OPTICAL TECHNOLOGIES

Around 60 companies, led by Carl Zeiss, cover the entire value chain.

SURFACE TECHNOLOGY

A key competence center where tradition meets high-tech.

AUTOMOTIVE

Over 200 companies with more than 30,000 jobs are direct or indirect suppliers to the automotive industry.

MACHINERY, PLANT AND TOOL ENGINEERING

With at least 300 companies, this is one of the region's highest revenue industries.

FORESTRY — WOOD — PAPER

Around 9,500 employees work in this cluster across approximately 700 companies, ranging from small craft businesses to global players. Forests cover 42% of the region's area.

CULTURAL AND CREATIVE INDUSTRIES

More than 2,000 companies and professionals, including design studios, advertising agencies, architects, and innovative

software firms, shape this dynamic sector.

LOGISTICS

With over 400 companies and around 15,000 employees, the logistics industry is a strong pillar in Ostwürttemberg, supported by its strategic location and connection to the A7 highway.

ENERGY

Around 150 companies operate in the region's energy sector, with a focus on renewable energies. Universities and research institutions drive innovation in this field.

A photograph of a rural landscape. In the foreground, a cow's head and tail are visible, slightly out of focus. In the middle ground, a cow stands in a green field. In the background, a town is visible on a hill, with a large white building in the foreground. The sky is dramatic, with orange and yellow hues from the setting or rising sun. The text "MANY GREAT PATENTS WERE HATCHED HERE." is overlaid in white, bold, sans-serif font at the bottom left.

**MANY GREAT PATENTS WERE
HATCHED HERE.**

FACTS ABOUT THE REGION

AREA: **2,139 KM²**

POPULATION: **APPROX. 455,000**



HIGH EMPLOYMENT RATE

AND LOW UNEMPLOYMENT RATE

SIGNIFICANT EXPORT RATE

IN THE MANUFACTURING INDUSTRY

ABOUT **12,000 STUDENTS** AT 4 UNIVERSITIES OF APPLIED SCIENCES

WELCOME TO OSTWÜRTTEMBERG – YOUR NEW HOME FOR LIVING AND WORKING

Ostwürttemberg is the ideal place for skilled professionals, seeking diverse career opportunities.

With a strong economic structure and a balanced industry mix, the region offers everything – from **innovative global market leaders** to **dynamic mid-sized companies** and solid **craft businesses**.

Swabian ingenuity is deeply rooted here, providing the **perfect foundation for a successful career**.



LOCATION AND TRANSPORT

- direct or immediate access to major European transport routes via the **A6**, **A7** and **A8** highway

- fast connection to the **Stuttgart metropolitan area** and surrounding regions via the well-developed B29 federal highway

- **Munich** (approx. 180 km), **Nuremberg** (approx. 130 km) and **Frankfurt** (approx. 225 km) are only 1-2 hours away, while **Stuttgart** and **Ulm** can be reached in under an hour

- well-integrated into the **Deutsche Bahn** rail system

- the international **airports Stuttgart, Munich, Nuremberg, Memmingen** and **Frankfurt** are easily and quickly accessible by car or train





Strong supporters of the WiRO:

Shareholder:



Landkreis
Heidenheim

Main financiers:



Kreissparkasse Ostalb
Kreissparkasse Heidenheim

further financiers:

Volksbanken Raiffeisenbanken Ostalb
EnBW ODR AG

The Economic Development Network of Ostwürttemberg



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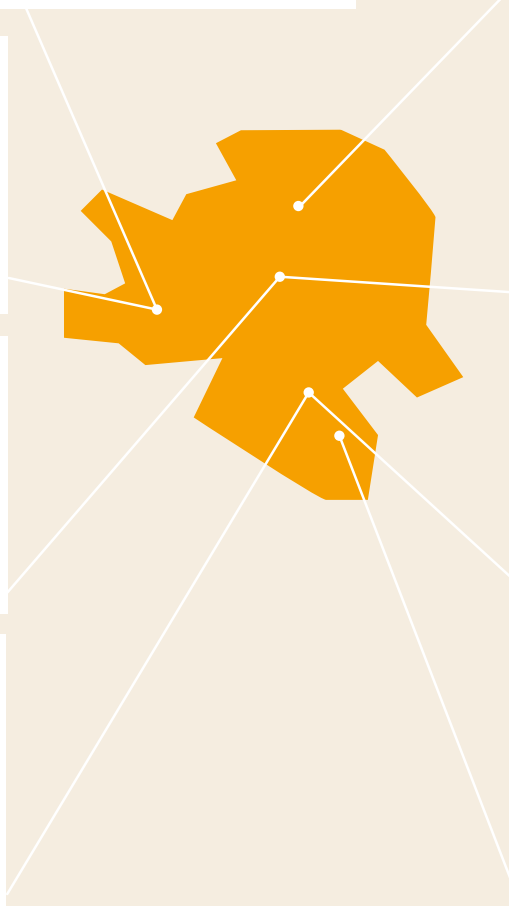
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PORTAL FOR SKILLED WORKERS OSTWÜRTTEMBERG: THE PLATFORM FOR PROFESSIONALS AND COMPANIES



ERSTAUNLICHES-OSTWUERTTEMBERG.DE/EN

The Ostwürttemberg skilled labour portal links skilled workers directly to the careers pages of regional companies instead of listing individual job advertisements. This allows skilled workers to quickly find attractive employers.

FOR COMPANIES:

With a low-cost basic entry, companies can present their careers page on the portal and target skilled workers. Further information and a registration form are available at **www.erstaunliches-ostwuerttemberg.de/en**.

FOR SKILLED WORKERS:

Professionals can filter by sector or company and check current vacancies.

COMMERCIAL SITES IN OSTWÜRTTEMBERG: YOUR LOCATIONAL ADVANTAGE

OSTWUERTTEMBERG.FINDYOURLAND.DE

WIRO FLÄCHENDATENBANK REGION OSTWÜRTTEMBERG Log in or Register

Location All offers Max price [€] Price up to [€]

All types Min size [m²] Max size [m²] Available from

Search

Part of THE LÄND

Gemeinsam entdecken wir uns täglich neu. Neugierig? Dann hier entlang.

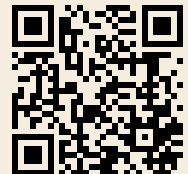
ENTER THE LÄND →

Fehler melden

Ostwürttemberg offers **attractive industrial spaces in industrial, commercial and special areas** – perfect for companies that want **to benefit from the central location in southern Germany** and the proximity to the **Stuttgart metropolitan area**. Thanks to **strong company networks and favourable prices per square metre**, the region is an ideal alternative to expensive metropolitan areas.

You can search for locations with individual criteria in the **industrial space database**, e.g. by space size, price and transport links.

Discover what's on offer in the region on the Ostwürttemberg industrial space database portal.

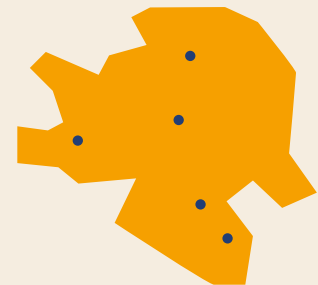


THE REGION OSTWÜRTTEMBERG AT A GLANCE:

FACTS, FIGURES AND DATA

AREA AND POPULATION

2,139 KM² total area **454,666** inhabitants



53 towns and municipalities in the Ostalb district and the district of Heidenheim
of which 5 are large district towns:

Aalen 68,816 inhabitants

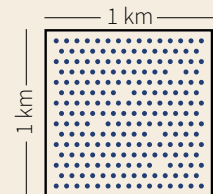
Schwäbisch Gmünd 69,556 inhabitants

Heidenheim 56,378 inhabitants

Ellwangen 25,764 inhabitants

Giengen/Brenz 22,450 inhabitants

Density of population: **213 INHABITANTS / KM²**



Proportion of the population under 25 years: **10.7 %** (BW: 10.5 %, GER: 24.5 %)

Proportion of the population aged 65 and over: **21.65 %** (BW: 20.9 %, GER: 22.6 %)



ECONOMY

187,844 employees subject to social security contributions,
slightly less than half of them in the manufacturing industry

Labour force participation: **53.1 %** Unemployment rate: **3.9 %** (July 2024)



Investment intensity in manufacturing industry: **13,878 €** (BW: 9,957 €)

Innovation index 2022: **RANK 6** with a score of 32 points

Region of talents and patents: **PATENT APPLICATIONS**
above average number of (per employee compared to BW and GER)

EDUCATION

approx. **12,000 STUDENTS** at 4 Universities of Applied Sciences

approx. **48,000 PUPILS** at general schools

approx. **12,300 PUPILS** at vocational schools



STATE GRAMMAR SCHOOL FOR THE GIFTED

in Schwäbisch Gmünd

Transitions to secondary schools:

junior high school (Hauptschule)	5.5 %
comprehensive school (Gesamtschule)	12.9 %
junior high school (Realschule)	34.4 %
high school (Gymnasium)	43.4 %
others	3.9 %