

INDIA – BAVARIA: A STRONG AND LONG-TERM RELATIONSHIP

Successful business partners

- India is Bavaria's trade partner No. 4 in Asia
- Trade volume: over 2,5 billion Euros (2011)
- More than 350 Indo-Bavarian Joint-Ventures
- Nearly 1,200 Bavarian companies are doing business with India
- Presence of major Indian companies in Bavaria, such as Tata, Dr. Reddy's, Wipro, TCS and HCL

Close ties beyond trade

- Bavarian-Indian Centre for Business and University Cooperation
- Partnership between the State of Karnataka and Bavaria since 2007
- State of Bavaria Office in Bangalore since 2001
- Daily flights from Munich to Mumbai and to Delhi 5-6 times a week
- The Indian Consulate General is located in Munich

Bavaria: Home to a strong Indian community

- Almost 7,000 Indians live in Bavaria, of whom 2,800 in Munich and about 650 in Nuremberg
- 11 international schools in Bavaria
- 2 Indian temples and 70 Indian restaurants in Munich
- About 12 Indian supermarkets and even Indian bazaars where Hindi is spoken



INVEST IN BAVARIA – THE AGENCY THAT PULLS THE STRINGS

Invest in Bavaria is the inward investment and business promotion agency of the Free State of Bavaria. Since 1999 we successfully assist companies from home and abroad to set up and expand business operations in Bavaria.

Your benefits:

- Our services are free, confidential and individually tailored
- An international team supports you
- Profit from our global presence, including India

Invest in Bavaria is the expert partner for your project.

Get in touch with us. We look forward to hear from you!

Invest in Bavaria

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Invest in Bavaria is jointly operated by the Bavarian Ministry of Economic Affairs,
Infrastructure, Transport and Technology and Bayern International GmbH
Edition June 2012

Welcome to Bavaria – Your business hub in Europe

Bavarian Ministry of Economic Affairs,
Infrastructure, Transport and Technology



Invest

in Bavaria

The Business Promotion Agency of the State of Bavaria

BAVARIA: YOUR BUSINESS HUB IN EUROPE

- Bavaria is situated in the heart of Europe
- From Bavaria you have access to the entire European market with more than 500 million consumers
- More than 30 European metropolitan regions are within reach of 3 hours' flight

Bavaria: Germany's most attractive Federal State

- Highest purchasing power: € 21,758 per capita
- Global players like Adidas, Allianz, Audi, BMW, EADS, MAN and Siemens are headquartered in Bavaria
- Global leader in high-tech sectors, such as biotechnology, automotive, aviation, medical technology, electrical and mechanical engineering
- "Europe's High-tech Mecca", according to Bill Gates
- Key location for global IT-players like Adobe, Texas Instruments, Google, Microsoft, Oracle, Cisco Systems, Yahoo!, BT and Ingram Micro
- A huge customer and market potential with more than 400,000 small and medium-sized companies, the backbone of the Bavarian economy and open to innovation



BAVARIA: TOP IN RESEARCH AND DEVELOPMENT

As a knowledge-based economy, powered by innovation, research and development is of paramount importance in Bavaria for businesses and government alike. This is mirrored by a strong network of institutions and facilities that includes:

- 11 Universities
- 2 Elite universities: LMU & TU in Munich
- 17 Universities of Applied Sciences
- 12 Max-Planck-Institutes
- 2 Institutes of the Helmholtz Association
- 7 Institutions of the Fraunhofer Society
- 10 Research and transfer centres
- 9 Research associations

Clusters: Strength through Networking

- 19 Bavarian networks for major sectors such as information and communication technologies, high-performance electronics or robotics
- Clusters facilitate partnerships between science and industry
- Clusters boost knowledge sharing and cooperation between businesses and research institutions
- Clusters prove useful to companies looking for qualified workers



TESTIMONIALS FOR BAVARIA

Saptha Chapalapalli, Director Central Europe, Tata Consultancy Services Deutschland GmbH

"With its high-quality educational institutions and its well-trained workforce, Bavaria provides TCS with an excellent market for recruiting new talent and for positioning itself as an international organization that has a strong local presence. This is precisely why it has always been crucial to maintain a strong presence here."

Heiko Oeser, Sales Manager – Germany Jet Airways

"For Jet Airways, Bavaria represents a key market region in the heart of Europe especially for business travel. It is a region with prominent purchasing power and a key element in strengthening its competitiveness."

KEY ASPECTS OF A SUCCESSFUL MARKET ENTRY IN BAVARIA

- Knowing the essentials of your target markets makes your start easier
- Clear focus on the unique selling positions of your products and services makes for a smooth and decisive market entry
- Professional marketing support for your products and services to create awareness and visibility
- Be located close to your customers and stay flexible
- Take a long-term perspective

