NEW OPPORTUNITIES IN NRW
YOUR NO. 1 INVESTMENT LOCATION IN GERMANY

FACTS. FIGURES.

www.nrwinvest.com
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North Rhine-Westphalia (NRW) is located in the center of Europe and borders on the Netherlands and Belgium. It is the most populous and the most densely populated of the 16 federal states in Germany.

17.9 million people live on an area of 34,112 square kilometers. With 524 people per square kilometer, the state is more densely populated than Japan or the Netherlands. The largest cities are Cologne, Düsseldorf, Dortmund, Essen and Duisburg. The most important metropolitan areas are the Ruhr Metropolis with 5.1 million inhabitants and the region along the Rhine with more than 3.0 million inhabitants.

Around 160 million people live within a 500-kilometer radius of the state capital, Düsseldorf. This represents nearly one third of all consumers in the EU. From no other location in Europe can so many people with such high purchasing power be reached within such short distances as from NRW. The state bundles 22 percent of Germany’s purchasing power. The inhabitants of NRW alone spend 350 billion euros on private consumption every year.

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>PERCENTAGE OF GERMAN TOTAL</th>
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<tbody>
<tr>
<td>SURFACE AREA</td>
<td>34,112 SQ. KM</td>
</tr>
<tr>
<td>POPULATION</td>
<td>17.9 MILL.</td>
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<tr>
<td>POPULATION DENSITY</td>
<td>524 INHABITANTS PER SQ. KM</td>
</tr>
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<td>GAINFULLY EMPLOYED</td>
<td>9.3 MILL.</td>
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<td>GROSS DOMESTIC PRODUCT</td>
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<td>GDP PER CAPITA**</td>
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<td>PRIVATE CONSUMPTION**</td>
<td>354.4 BN EUR</td>
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<tr>
<td>EXPORTS</td>
<td>180.0 BN EUR</td>
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<tr>
<td>IMPORTS</td>
<td>207.0 BN EUR</td>
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<tr>
<td>FOREIGN DIRECT INVESTMENT*</td>
<td>180.9 BN EUR</td>
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</table>

* End of 2015; ** 2015; all other data as at: 2016
DYNAMIC ECONOMIC LOCATION

The economy in NRW is booming: In terms of numerous economic indicators, the state is one of the world’s leaders.

At 670 billion euros, NRW generates 21.4 percent of the German gross domestic product (GDP), putting it clearly ahead of all the other federal states. The per capita GDP amounts to 36,509 euros and per employed person to an average of 70,314 euros (2015).

The state also impresses on an international level: NRW generates 4.5 percent of the European GDP (EU-28), making it one of Europe’s most important economic regions. In the international ranking, the federal state is placed higher than other European states such as Switzerland, Sweden, Poland and Belgium.

Germany’s industrial heartland

The industrial companies in North Rhine-Westphalia generated around 332 billion euros in 2016. Nineteen of the 50 highest-grossing German companies have their headquarters in NRW, e.g. Bayer, Bertelsmann, Deutsche Post, Deutsche Telekom, E.ON, Henkel, Metro, Rewe, RWE and thyssenkrupp. With the Ruhr Metropolis and South Westphalia in particular, the state is home to the strongest industrial regions in Europe. NRW’s industry accounts for around 28 percent of the state’s gross value added – just under 20 per cent of Germany’s gross value added.

Home of the world market leaders

One out of four German world market leaders comes from NRW. These include not only large, world-renowned industrial companies, but also dozens of smaller hidden champions from all sectors of the economy that are leaders in their fields of business. 751,000 small and medium-sized enterprises form the economic backbone of the state. This broad economic base produces top achievements. Many of the companies are attractive cooperation partners for international investors in the development of products and production processes, in service or research.

The North Rhine-Westphalian economy also enjoys success in the immediate vicinity of industry: Nowhere else in Germany do business-related service providers, such as consulting firms, IT or R&D service providers contribute as much to innovation and value creation as in NRW.
The NRW economy maintains close trade relations with the whole world. The total trade volume of the state amounts to about 387 billion euros – no federal state achieves a higher figure.

14.9 percent of German exports are produced in NRW. 21.5 percent of all German imports go to Germany’s most populous state. In 2016, the value of exports amounted to 180 billion euros and imports to 207 billion euros.

NRW is an attractive location for retail groups: Twelve of the 40 highest-grossing retail companies in Germany are based here, including well-known names such as Aldi, C&A, Deichmann, Metro, Rewe and Tengelmann.
NRW has been gaining in attractiveness for foreign investors for years. At 27.0 percent (180.9 billion euros) the state recorded the highest direct investment share of all 16 federal states in Germany (670 billion euros) at the end of 2015. Next are Bavaria with 19.4 percent, Hesse with 17.2 percent and Baden-Württemberg with 12.6 percent.

If we disregard Luxembourg on the grounds of its special role as a financial hub, the Netherlands is then the biggest investor in NRW, accounting for 19.7 percent of the direct investment volume in the state, followed by the USA with 6.7 percent and France with 6.5 percent.

More foreign investments flow into NRW than into any other German state.

The largest foreign investor countries in NRW (in EUR bn)

Centre for renowned foreign companies

More than 19,000 foreign companies from the most important investor countries control their German or European activities from NRW. These include global players such as 3M, BP, Ericsson, Ford, Fujifilm, Huawei, QVC, Toyota, UPS and Vodafone. Foreign companies have developed into an important employer in the state, employing around one million people.
OVERVIEW OF IMPORTANT INDUSTRIES

AUTOMOTIVE

NRW is one of the most important automotive locations in Germany. The sector is broadly diversified in all areas, from internationally active corporate groups in conventional vehicle construction to a supply industry that is strongly characterized by medium-sized companies. Companies and science in NRW are intensively researching tomorrow’s drive technology – electromobility. An internationally renowned research landscape with a high level of manufacturing know-how, a strong industry and funding by the state and federal governments have made the state a top location in the field of e-mobility.

Companies: Benteler, Daimler, e.GO Mobile, Ford-Werke, HELLA, StreetScooter, ThyssenKrupp Automotive Systems

www.elektromobilitaet.nrw.de

CHEMICALS

The chemical location NRW is characterized by first-class research and a mix of broad mid-market and numerous international corporations. As a central supplier of materials, new developments in the chemical industry stimulate a high proportion of innovations in many other value-added chains: It is therefore regarded as an important innovation driver for the entire industry.

Companies: ALTANA, Bayer, Covestro, Evonik Industries, Henkel, LANXESS

www.nrw.vci.de

ENERGY

NRW is Europe’s most important energy region – with internationally active energy suppliers, power plant builders, as well as numerous developers, suppliers and users of new energy technologies and services. The state’s long tradition of using natural resources has grown into a broad energy technology expertise. This includes a dense network of research facilities as well as a large number of companies offering innovative energy products and services for increasing energy efficiency and the use of renewable energies.

Companies: BioEnergiePlus, E.ON, innogy, Petrotec, RWE, Vaillant, Winergy

www.energieregion.nrw.de

HEALTHCARE

With more than 1.3 million employees, the healthcare industry in NRW is regarded as a growth and innovation engine. The companies from NRW hold a leading international position in medical technology in particular. The state’s healthcare industry is also characterized by a broad-based pharmaceutical industry with numerous global players.

Companies: 3M, Bayer HealthCare, Janssen-Cilag, Medifa, Medtronic, Roeser Medical, Sarstedt

www.lzg.nrw.de
INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

In a dynamic environment, the ICT sector in NRW is shaping the future with Cyber Physical Systems – intelligent networked systems that facilitate tomorrow’s smart products and services such as Industry 4.0, smart grids and e-mobility. No other German state has such a high density of companies in this sector: from medium-sized IT companies to software startups and telecommunications giants.

Companies: Atos, Deutsche Telekom, Ericsson, Fujitsu, HP, Huawei Technologies, IBM, Itelligence, Toshiba, Vodafone
www.cps-hub-nrw.de

LOGISTICS

Numbering 27,800 companies, the logistics industry is one of the leading growth sectors in NRW. With its outstanding transport infrastructure, the state is considered the most important logistics location in Europe. LogistikCluster NRW and regional networks offer specific platforms for many industry topics. Newly established logistics companies will find competent partners for numerous fields here.

Companies: 3M, Amazon, DHL, FedEx, Fiege, Esprit, IKEA, Kühne + Nagel, Rhenus, Schenker, Seacon Logistics, TNT, UPS
www.logit-club.de

MECHANICAL ENGINEERING

Mechanical engineering is a core area of the economy in NRW and, with around 199,000 employees, the largest industrial employer. Numerous hidden champions develop highly specialized products in their markets, for which they are known internationally. In addition, industry and science in NRW are driving the development of Industry 4.0. The industrial landscape forms an attractive market for innovative solutions for the digitization of the entire value chain. NRW is also home to strongly developed research expertise. In the unique technology network Intelligent Technical Systems East Westphalia-Lippe (it’s OWL) technology leaders and cutting-edge research institutions cooperate to ensure growth and employment and to contribute to safeguarding production in Germany.

Companies: Claas, Deutz, DMG Mori, GEA, Harting, Phoenix Contact, SMS

FUTURE TECHNOLOGIES

With its outstanding research facilities and its corporate landscape, NRW is one of the world’s most competitive economic areas in the fields of nanotechnology, microsystems technology and new materials.

Companies: 3M, Aixtron, AMO, AUNDE, Bartels Mikrotechnik, Bayer, Boehringer Ingelheim microParts, BYK Chemie, ELMOS, Evonik Industries, FRT, Hydro Aluminium, iX-Factory, LIMO, micro-TEC, NanoFocus, RAITH, Saertex, ThyssenKrupp
www.nmwp.nrw.de
INVESTMENT OPPORTUNITIES
IN THE DIGITAL REVOLUTION

NRW is not only the beating heart of the German economy – the state is on the verge of becoming the leading location for the digital economy in Germany.

NRW boasts excellent framework conditions for the digital transformation of the entire value chain. With its high density of industrial and commercial enterprises and more than 751,000 medium-sized companies, the location provides numerous customers and cooperation partners for digital technologies. As a provider of intelligent software and hardware components, the state’s strong ICT sector is also a major driver of digital change.

Bitstars, a spin-off of RWTH Aachen University, profits in NRW from the strong industrial landscape as a buyer for its products. The startup’s success story began with augmented reality applications for mobile devices. Later, 3D developments followed which are used in the construction or operation of industrial plants. With international success – Bitstars now has a branch in Silicon Valley.

Every fifth German startup comes from NRW

The excellent market prospects are accelerating the development of the ecosystem for startups. Around 20 percent of all German startups are now at home in NRW, and the trend is rising. Here they have the best prerequisites for growth: local proximity to customers, political support, a multitude of scene networks and a considerable pool of skilled workers.
Numerous incubators support startups in the seed and startup phase with work space and qualification measures. Six regional digital hubs in Aachen, Bonn, Düsseldorf/Rhineland, Cologne, Münsterland and the Ruhr Metropolis link startups with SMEs and large industrial companies, among others. And more and more NRW companies such as E.ON, Haniel, innogy and Metro Group are also developing their own accelerator concepts in order to invest in innovative business models.

Outstanding talent pool

The state’s universities train around 80,000 students in the field of computer science and electrical engineering – they contribute core competencies for the digital economy. It is therefore not surprising that companies in the digital economy in NRW are able to cover three-quarters of their personnel requirements with locally sourced employees.

The talent pool in NRW is a key reason why the online travel portal Trivago NRW has remained faithful to the state. The Düsseldorf-based company is one of the biggest success stories of the German startup scene: Since its foundation in 2005, Trivago has developed into the world’s largest hotel search engine. Although the company is listed on the stock exchange in the USA following its acquisition by investor Expedia, Trivago is expanding its headquarters in Düsseldorf. This is because the Group can attract enough employees here to cater for its enormous growth.

The research landscape in NRW also focuses on all the main topics of digital transformation: from Big Data, Industry 4.0, CPS and Smart City to IT Security, IoT, Logistics, Energy and Robotic/KI.
NRW stands for mobility in all dimensions: In almost no other region in Europe will companies find better conditions for transport and logistics.

### GATEWAY TO EUROPE WITH EXCELLENT TRANSPORT INFRASTRUCTURE

#### Dense freeway network
- More than 2,200 kilometers of freeway
- 17,600 kilometers of federal and state roads
- Optimal connection to the European freeway network

#### Düsseldorf Airport: more than 200 destinations worldwide

#### All over the world from six airports
- Two major international airports – Düsseldorf Airport and Cologne Bonn Airport – and four other airports with European connections
- More than 400 direct flights worldwide
- Düsseldorf Airport: Germany’s third largest passenger airport with connections to more than 200 destinations worldwide
- Cologne/Bonn Airport: Germany’s No. 3 air cargo center
At the intersection of important European waterways

- 720 kilometers of waterways with connections to major European seaports
- Germany’s largest inland port location with around 120 harbors and cargo handling volume of almost 127 million tons
- World’s largest inland port in Duisburg

The densest rail network in Germany

- About 6,000 kilometers of track
- Important hub in the international high-speed network
- Cologne: One of the most-frequented railway hubs in Europe
- German-Chinese freight train connection Yuxinou between Duisburg and Chongqing: “New Silk Road”
LOGISTICS EXPERTISE
OF WORLD REPUTE

The World Bank has repeatedly named Germany the world logistics champion – the advantages of NRW as a logistics location make a major contribution to this.

Germany owes the most efficient logistics infrastructure in the world to the state of North Rhine-Westphalia. Nearly 28,000 logistics companies with 314,000 employees generate annual sales of around 70 billion euros in NRW. Its central location, excellent infrastructure and large market volume attract international investors. Of the top 25 largest logistics companies in Germany, nine are headquartered in NRW, including Deutsche Post DHL, FedEx, Fiege, Rhenus and UPS Deutschland.

Sites for the logistics industry

No other region can boast so many commercial zones connected to high-performance transport networks. Around a quarter of all logistics centers in Germany are located in NRW, including the distribution centers of global players such as Amazon, Esprit, TKMaxx and Zalando.

WORLD CLASS IN RESEARCH AND DEVELOPMENT

NRW is the state of highly qualified academics and specialists. The densest research network in Europe also provides the best conditions for innovation and technology transfer.

With the free commercial site portal GERMAN.SITE, NRW.INVEST supports investors in their search for suitable space for their investment projects in NRW.

Fraunhofer Institute for Material Flow and Logistics (IML): one of the most important research institutes for logistics worldwide
More than 768,000 students study at 70 universities and universities of applied sciences, creating a highly qualified workforce for companies in Germany and abroad. More than one in four academics in Germany is trained in NRW. Six of Germany’s ten largest universities are located in the state, including the elite universities RWTH Aachen and Cologne as well as the FernUniversität Hagen.

Over 60 technology centers and more than 50 non-university research institutes form one of the densest research networks in Europe. Research facilities include internationally renowned institutions such as the Forschungszentrum Jülich, the German Aerospace Center and 14 Fraunhofer and twelve Max Planck Institutes.

**RWTH Aachen University is one of the world’s leading technical universities.**
NRW impresses with five UNESCO World Heritage Sites. Cologne Cathedral is the No. 1 tourist attraction with 6.5 million visitors per year. Aachen Cathedral is an important testimony to Carolingian architecture, and the castles of Augustusburg and Falkenlust near Brühl, with their architecture, paintings and gardens, are considered to be masterpieces of German rococo art. The Zollverein colliery in Essen is one of the most impressive industrial monuments in Europe. In the summer of 2014, the Corvey Monastery in Höxter in Westphalia, one of the most important Carolingian monasteries, was added to the list.

First-class cultural offerings

In addition, more than 900 museums and 130 theater venues make NRW, along with Paris and London, one of the most diverse cultural regions in Europe. For example, the Kunstsammlung NRW in Düsseldorf shows works by the most important artists of the twentieth century and the Museum Ludwig in Cologne houses one of the most important collections of contemporary art in Europe.

NRW also offers abundant scope for variety and inspiration outside the business world. That’s why the state is one of the most popular tourist destinations in Germany, with over 22 million guests per year.
In addition, the world’s oldest art fair, ART COLOGNE, takes place in Cologne every year. Music and theater enthusiasts get more than their money’s worth in renowned venues such as Bochum, Cologne or Essen as well as in numerous concert halls and opera houses. In addition, NRW has a huge selection of festivals and concerts ranging from jazz, rock and pop to well-known musicals.

Recreation – something for everyone

The region’s shopping facilities are also attract visitors from all over the world. The state offers by far the highest density of highly frequented shopping streets. The state’s cultural heritage also extends to culinary delights. Star chefs of world acclaim do full justice to their name here – 44 restaurants with stars are to be found in NRW.

Of course, people can also spend their leisure time in completely different ways. Around 14,000 kilometers of cycle paths, more than 50,000 kilometers of hiking trails and more than 100 bathing lakes provide ample scope for outdoor activities. Twelve nature parks cover around 40 percent of the state’s total area and NRW’s first national park is to be found in the Eifel. In the Sauerland region, the largest skiing area north of the Alps attracts hundreds of thousands of winter sports enthusiasts every year.

In NRW, you can also watch top-class professional sport. Nowhere else is this more evident than in football: A comparable density of football arenas, top clubs and fans worldwide is hard to find anywhere else. NRW has also made a name for itself organizing and staging major sporting events. The Tour de France, the world’s largest and most famous cycling race, started in the state capital Düsseldorf in 2017.
Today there are already over 19,000 foreign firms based in Germany’s economically most important federal state. NRW.INVEST provides them and all interested investors with comprehensive information on NRW as a business location. In addition, the experts at NRW.INVEST are at hand with advice on tax and legal aspects as well as details regarding economic structure and industry clusters. They analyze investment plans and offer suitable commercial and industrial sites in NRW. They moderate and accompany investment projects confidentially from the first step to successful conclusion. And even after the settlement, NRW.INVEST is still on hand with help and advice for foreign companies. This applies in particular to expansions, startups and spin-offs.

In all these tasks, NRW.INVEST works closely with the local and regional economic development agencies in the state and the Economics Ministry, as well as with firms, associations, chambers of commerce and industry and other business-related organizations.

As a state-owned economic development agency NRW.INVEST provides its services to companies from Germany and abroad. Based in the state capital Düsseldorf, NRW.INVEST GmbH was established in 1960. The state government of North Rhine-Westphalia, represented by the Minister for Economic Affairs, is the sole owner.
#NRWorldWide

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