



## Heart of Europe – Your access to the Bavarian economy

The Bavarian Association of Chambers of Commerce  
and Industry (CCIs)



Chambers of Commerce  
and Industry  
in Bavaria





[Content](#) << < > >>

## SERVUS and GRÜSS GOTT!

Welcome to Bavaria, welcome to the economic powerhouse of Germany, welcome to the Bavarian Chambers of Commerce and Industry!

Bavaria is known for its hospitality, good food, traditional drinks and beautiful landscapes. Every year, Bavaria's tourist sector sets new records and the state welcomes millions of visitors annually from all over the world.

The Free State of Bavaria is an industrial centre of excellence with renowned industries and brands – home to tech entrepreneurs as well as traditional family-led businesses which go back generations. It is an inspiring combination of tradition and a centre of innovation in the 21st century. Bavarian companies regularly attain new export records and have integrated well into international supply chains.

The Bavarian Association of Chambers of Commerce and Industry consists of the nine Bavarian Chambers of Commerce and Industry (CCIs). It is the largest industrial association in the Free State of Bavaria, founded in 1909. Currently, it represents about 990,000 member companies of different sectors and sizes.

The Chambers of Commerce and Industry support you in discovering Bavaria's diversity.

Let's go...

Bavaria covers

**70.6 thousand km<sup>2</sup>**

share of Germany **19.7 %**

Population size about

**13 million**

share of Germany **15.6 %**

In EU comparison (EU = 100)

Bavaria's gross domestic product per

capita is **153 \***

R&D rate of GDP **3.2 %**

\*in current prices and purchasing power parities / 2017

Bavaria's unique  
selling points

**4**

Our mission and what  
we can do for you

**6**

What is where  
in Bavaria

**8**

Our network:  
Bavaria – Europe  
– World

**10**

Bavaria as a market  
for the future

**12**

What else you  
should know...

**14**



# Bavaria's unique selling points

## Economy

- Within Germany, Bavaria has
- the second highest gross domestic product of 594 billion euros (2017).
  - the highest purchasing power per capita.
  - the lowest unemployment rate (currently at 3,2%).
  - a disproportionately high share of foreign direct investment.
  - recorded the highest number of settlements of foreign technology companies in recent years.
  - with Nuremberg and Munich, internationally important exhibition centres with leading international trade fairs.
  - Germany's second largest airport.
  - 8 out of 30 companies listed on the German Stock Index (DAX) headquartered.
- Bavaria is Germany's economic powerhouse.

## Science and Research

- Bavaria is a centre for science. It has 33 public universities and colleges, including two of Germany's eleven Excellence Universities. There are also numerous private universities.
- Bavaria is a research location. 13 institutes of the Max Planck Society and its headquarters, the German Aerospace Centre, the headquarters of the Fraunhofer Society, 33 Fraunhofer Institutes, 7 Leibniz Institutes and 2 Helmholtz Research Centres are located in the Free State of Bavaria.

## Quality of life

- International studies identify a very high quality of life for the Bavarian metropolises of Augsburg, Munich and Nuremberg when compared globally. The attractive surroundings of the cities and also the regional centres, nature and sights further increase the quality of life. In addition, Bavaria stands out
- for its low crime rate.
  - for excellent international air, rail and road connections.
  - as the top tourist destination in Germany.
  - as location of 7 UNESCO World Heritage Sites

## What Bavaria is known for:



**Car manufacturers and suppliers**  
With BMW and Audi, two of the five German car brands have their headquarters in Bavaria. Additionally, major suppliers like Schaeffler, Brose, Dräxlmaier, Leoni, Webasto, Knorr-Bremse among others have their headquarters here.



**Consumer goods**  
Everyone uses it: the hexagonal pencil. Did you know that it was developed in Bavaria? Since 1726, this sector has developed into an industry around Nuremberg, which still lives on in well-known family businesses. In addition, there is a large number of renowned consumer goods manufacturers in Bavaria, from stationery for the Oscar Awards ceremony to down-filled pillows for royal heads.



**Medical care – medical technology**  
The word that the medical care in Bavaria is regarded as one of the best in the world has spread. Therefore, many public and private hospitals perform treatments for patients from abroad. Medical technology "Made in Bavaria" stands for internationally sought-after products.



**Sportswear – sport**  
Sport is a part of culture and an economic factor in Bavaria. Many Bundesliga clubs can be found in Bavaria – including FC Bayern Munich, as a national and international record champion. Germany's most famous sports brands, Adidas and Puma, come from Bavaria.



**Mechanical engineering**  
Mechanical engineering is of outstanding importance to Bavaria. Many, in particular medium-sized companies in this sector are active in the Free State. The industry is an important driver for innovation and research.



**Electrical engineering**  
The electrical industry is one of the most important sectors in Bavaria when it comes to jobs, exports or innovations. Through high investments in research and development, Bavaria is leading in many areas of this industry.



**Specialities**  
Bavaria is known for its culinary specialities ("Schmankerl"). From Bavarian beer and Franconian wine, to delicious milk and cheese products, there are numerous originals. Discover Bavaria's culinary art!  
[bavaria.by](http://bavaria.by)

## Timeline of Bavarian history and inventions

- 6th century AD Beginning of the Duchy of Bavaria
- 1040 The oldest brewery in the world in the Benedictine monastery, Weißenstephan, receives brewing rights
- 1516 Bavarian Purity Law for beer is passed by the state parliament
- 1810 First Oktoberfest on the Theresienwiese on the occasion of the wedding of Crown Prince Ludwig and Therese von Sachsen-Hildburghausen
- 1835 First German railway line between Nuremberg and Fürth
- 1843 Opening of the first Bavarian Chamber of Commerce in Munich
- 1857 Invention of "Weißwurst" (white sausage) at the "Zum Ewigen Licht" Restaurant, Munich
- 1872 Invention of blue jeans by the Bavarian emigrant, Levi Strauss – his birthplace is Buttenheim near Bamberg
- 1895 X-ray discovered by Wilhelm Conrad Röntgen in Würzburg
- 1893–1897 Rudolf Diesel invents the diesel engine in Augsburg
- 1951 Patent application for the airbag by Walter Linderer in Munich
- 1954 Invention of screw-in football studs in Franconia (miracle of Bern)
- 1972 Summer Olympics in Munich
- 1982 MP3 format invented in Erlangen
- 1995 Bavarian beer garden revolution to preserve the beer garden tradition
- 2006 Opening game of the 2006 Football World Cup in the Allianz Arena, Munich
- 2015 G-7 summit at Schloss Elmau



# Our mission

## As Chambers of Commerce and Industry...

- we are service providers for all sectors and company types.
- we take on sovereign tasks for the economy.
- we represent the interests of the economy in relation to politics.
- we facilitate international business relations.

## What distinguishes the Chambers of Commerce and Industry from lobby associations:

The Chambers of Commerce and Industry...

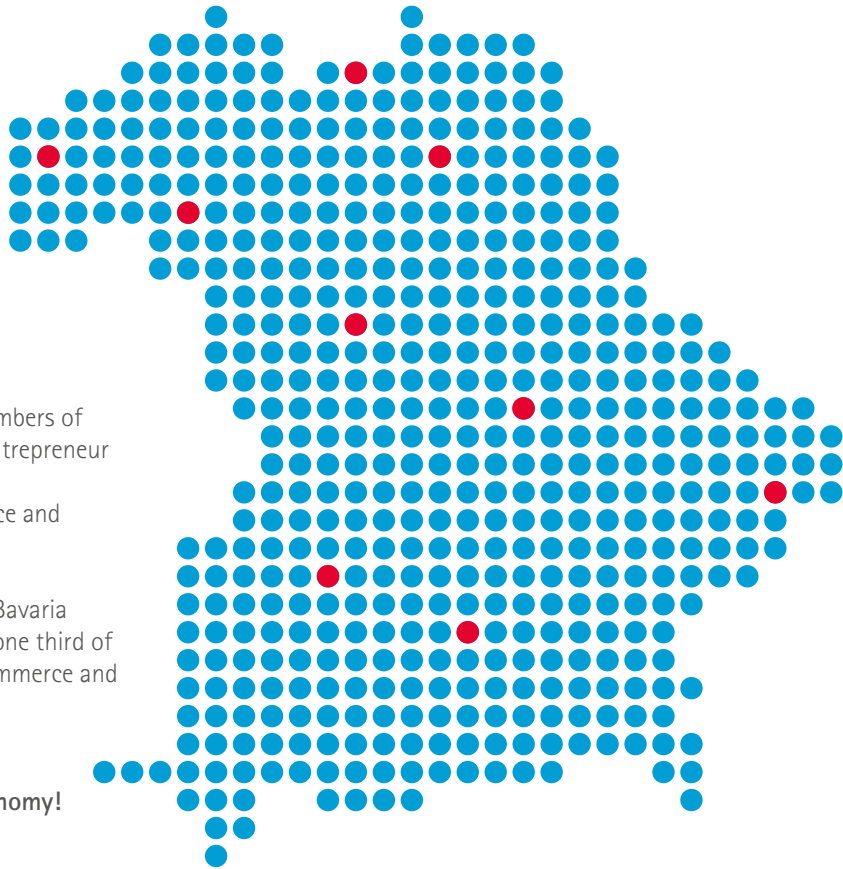
- are the largest business organisation in Germany.
- are characterised by voluntary commitment of entrepreneurs.
- follow democratic principles: one company, one vote.
- represent the interest of the economy at large, in a balancing way, to promote growth and stability at regional level.
- is formed by legal members. All companies are required to be part of their regional Chamber of Commerce and Industry.

## The Bavarian Chambers of Commerce and Industry

- The umbrella organisation of the Bavarian Chambers of Commerce and Industry (BIHK) is the largest entrepreneur organisation in Bavaria.
- There are 9 independent Chambers of Commerce and Industry distributed throughout Bavaria.
- Founded in 1909.
- The 9 Chambers of Commerce and Industry in Bavaria represent around 1 million companies, almost one third of all companies associated with Chambers of Commerce and Industry in Germany.

→ The Bavarian Chambers of Industry and Commerce are your access to Bavaria's economy!

[bihk.de](https://bihk.de)



# What we can do for you

Want to know more? We offer the following information and services:



## Business partner search to support internationalisation

- The CCI's Bavarian company database with more than 200,000 registered companies. A quick and easy search will help you find the contacts you need for your business.  
[firmen-in-bayern.de](https://firmen-in-bayern.de)
- The Enterprise Europe Network (EEN) in Bavaria provides access to corporate collaboration through its databases and networks. The participating Bavarian Chambers of Commerce and Industry are happy to assist you with your search.  
[een-bayern.de](https://een-bayern.de)



## Support with founding a company

- Do you need a permit or information about requirements?
- Which legal form suits your project?
- Where do you have to register your company?
- What support can you get?

Our experts will be glad to help you!  
[bihk.de](https://bihk.de)



## Vocational training

Bavaria is known for its highly-qualified specialists. The "dual vocational training" is controlled and coordinated by the CCIs. We can provide you with expert support:

- Do you have any questions about dual education?
- Would you like to have a foreign vocational qualification recognised in Bavaria/Germany?  
[ihk-fosa.de](https://ihk-fosa.de)
- Would you like to attend one of our training programmes?

No problem, just contact us! We will explain everything you need to know about education and training.



## Customs information for import

All goods that reach Bavaria from a non-EU state must pass through customs. The experts from the CCIs will tell you which aspects need to be clarified, e.g.

- What are the import duties?
- Which import documents are needed?
- Do you need special permits?

[www.zoll.de/EN](https://www.zoll.de/EN)



## Location information

Quickly find the location in Bavaria that suits you. Our experts will advise you...

- where you can find available commercial space.
- where commercial real estate is offered.
- what the economic structure looks like on the ground.

[standortportal.bayern](https://standortportal.bayern)

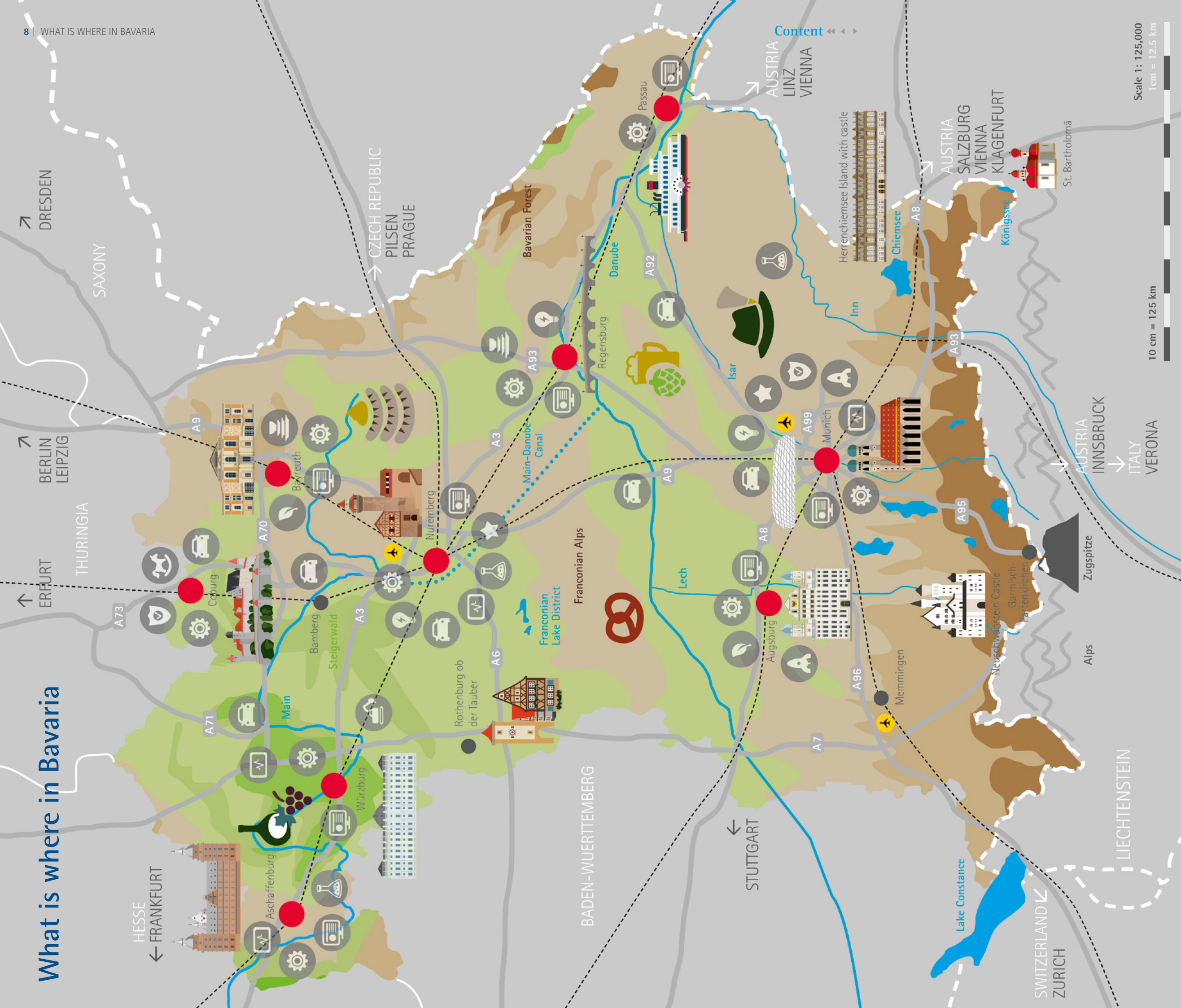
## Contact

We look forward to receiving your enquiry

**Bayerischer Industrie- und Handelskammertag e. V.**  
Max-Joseph-Straße 2  
80333 Munich  
☎ +49 (0) 89 5116-0  
@ info@bihk.de  
[bihk.de](https://bihk.de)



# What is where in Bavaria



● Chamber of Commerce and Industry location

Important branches in Bavaria:

- Aerospace
- Automotive
- Chemical
- Construction industry
- Electrical engineering
- Environmental Engineering
- Glass/ceramics
- Insurance

- Mechanical Engineering
- Medical technology
- Software / IT
- Start-ups/Innovations
- Toy industry

Transport:

- Airport
- Motorway
- Railway line
- Border crossing

Bavarian specialties:

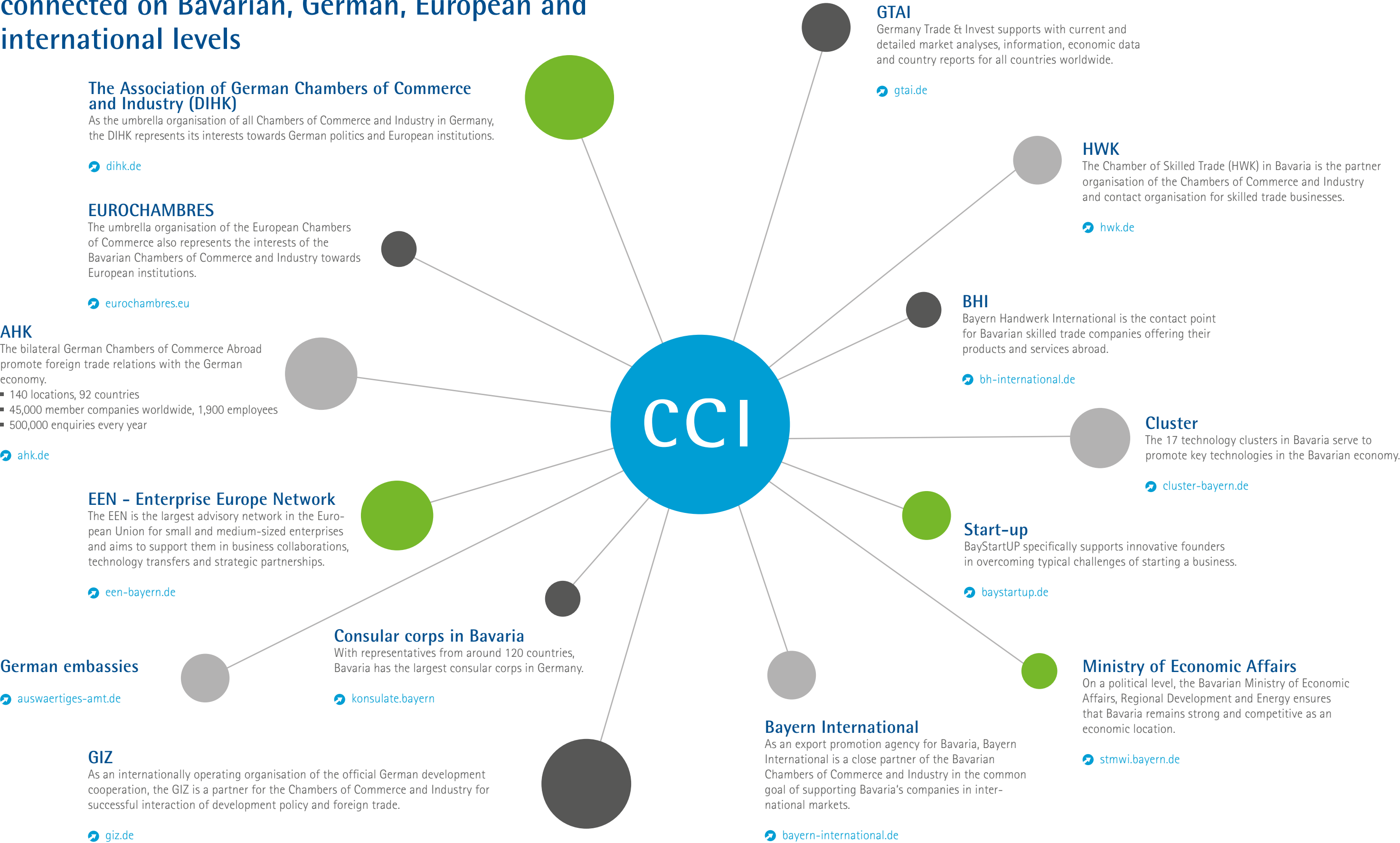
- Bavarian customs
- Bavarian pretzels
- Beer
- Franconian wine
- Nuremberg grilled sausage



Scale 1: 125,000  
1 cm = 12.5 km



# Chamber of Commerce and Industry – well connected on Bavarian, German, European and international levels





# Bavaria as a market of the future – with “laptops” and “lederhosen”

This slogan combines tradition and progress in Bavaria. Bavaria's Chambers of Commerce and Industry are committed to innovative topics in order to ensure the competitiveness and future viability of their members.

## Digitalisation

The future concept, “Bavaria Digital”, promotes digitalisation in the Free State of Bavaria and makes our region the pioneer of digital change in Germany. The CCl's are partners of the economy in order to work together to overcome challenges.

## Infrastructure & connectivity

In terms of area size, Bavaria is the largest state in Germany. An excellent transport network guarantees Bavaria's prosperity. According to forecasts, traffic in Bavaria will further increase. The CCl's are committed to ensuring that Bavaria's infrastructure will remain competitive.

## E-mobility

E-mobility is one of the biggest trends of our time – especially in Bavaria. By 2020, one million e-vehicles will be on German roads. Due to its focus on the automotive sector, Bavaria is considered a pioneer for e-mobility. The CCl's support the use of e-vehicles through information and promotion.

## Energy transition

The share of renewable energies started to increase long before the “energy transition”. Bavaria is a leader in hydropower and solar energy in Germany. Innovative solutions from Bavaria help to attain global climate goals. The CCl's work at the interface between politics and business to make this change sustainable.

## Industry 4.0

Bavarian companies perform brilliantly in times of economic change. Thanks to new technologies, the “Factory of the Future” is already reality. Bavaria is an ideal application area for “smart” and connected solutions thanks to its industrial value creation. The CCl's support this.

## Biotechnology & chemical industry

There are over 350 biotech companies in Bavaria. Therefore, the Free State is an important hub in Europe for this industry. The potential for more life science actors is not exhausted. The chemical industry is a key pillar in the Bavarian industrial mix. The sector covers nearly the entire value creation chain. The so-called “Chemical Triangle” in Upper Bavaria has a particularly high concentration of chemical companies. The CCl's support the Bavarian biotech and chemical industry at the respective locations.

## Start-ups

Bavaria is known for its highly developed start-up scene. In order to have an ideal basis for founders to create innovative ideas, Bavaria has created a close network in order to give start-ups the support they need. The CCl's provide advice in the form of coaching, networking or workshops for young companies. For the implementation of new ideas, there are special workspaces and incubators in many areas in Bavaria.

## Health economy

Health and Bavaria go hand in hand. With a workforce of around 900,000 people and increasing value creation of over 50 billion a year, Bavaria is right at the top in Germany when it comes to health services. Foreign patients can benefit from this excellent infrastructure, which is clearly shown by the annual large number of medical tourists. The CCl's help to ensure that Bavaria remains competitive in doing so.



# What else you should know...

20,635

visitors to the head of the Bavaria statue

"Bavaria" is the name given to a monumental 19th-century statue in Munich. It is the female personification of the Bavarian homeland and by extension its strength and glory. Similar to the Statue of Liberty in New York, it is possible to climb inside the statue up to its head.



624

annual production  
23,618,917 hl

breweries in Bavaria

44 %

of German breweries are located in Bavaria

If you order beer at an inn, you should order at least "eine Halbe" ("a half") (0.5l). If you cannot stomach that, better keep your fingers away from the Bavarian national drink.

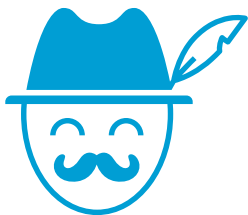


Bavaria likes it when foreigners wear traditional Bavarian costume.



The legendary King Ludwig, who built numerous Bavarian palaces, is considered inviolable.

To say goodbye, one says "Auf Wiedersehen". In Bavaria, in more casual circumstances, you say "Servus" – which can even be used as welcome formula.



In Bavaria, we expect people to shake women's hands too with a strong right-handed handshake.

The usual greeting in Germany, "Guten Tag" is replaced in Bavaria by "Grüß Gott".



7-9 cm

Length of an original Nuremberg grilled sausage, "Rostbratwurst"

White sausage is always eaten with sweet (dark) mustard and never later than twelve o'clock mid-day. Grilled sausages, or "rostbratwurst", are eaten with medium sharp (light) mustard or with horseradish (in Bavarian, "Kren").



35 m

Height of the Maypole at the Munich Viktualienmarkt

Maypoles are set up in many parts of Bavaria on the first of May – a tradition that dates back to the 16th century. A maypole represents the whole community of a settlement and thus also represents the local craft sectors. The tallest maypoles reach a height of more than 50 metres.

## Legal disclaimer

### Editor and publisher:

Bayerischer Industrie- und Handelskammertag e. V.  
[Bavarian Chambers of Commerce and Industry]  
Chairmen: Dr. Eberhard Sasse, Dr. Manfred Göbl  
Max-Joseph-Straße 2  
80333 Munich  
+49 (0)89 5116-0  
info@bihk.de  
bihk.de

### Design:

Busch Branding, Munich

### Image credits:

Title: shutterstock.com: © GromovPro, © Nikelser  
Other pages: istockphoto.com: © drmakoy, © sv-time, © NGvozdeva, © missbobbitt, © sndr, © MATJAZ SLANIC, © ipopba, © phive2015, © 100pk, © sturti, © zoranm, © 3alexnd; shutterstock.com: © Colorlife, © Bildagentur Zoonar GmbH, © Monkey Business Images, © Vaclav Krivsky, © Great Vector Elements, © FooTToo, © Petrovic Igor, © Katsiaryna Pleshakova, © ductru

### Print:

Oberländer GmbH & Co. KG, Munich

All rights are with the publisher. Reprint – in whole or in part – is only permitted with the express written permission of the publisher.

As per: January 2019





Chambers of Commerce  
and Industry  
in Bavaria