



# Arab-German *Business Directory 2013/2014*

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# BAVARIA

## General Business Information

With an area of more than 70,000 km<sup>2</sup>, it is not only the largest, but also the most attractive of the total of 16 German states, also in economic terms: with a gross domestic product of EUR 442.4bn in 2010, Bavaria outperforms 20 of the 27 EU member states and is one of the markets with the strongest economies in the world. Messe München and Messe Nürnberg – the Munich and Nuremberg Trade Fair Corporations – boast international standing; Munich Airport is a major hub in Europe and in 2012 was named the best airport in Central Europe by Skytrax. More than 90 direct flights per week connect Munich to the Arab region.

## Important Business Sectors

Bavaria excels in many high-tech and advanced technologies. This includes not only established industrial sectors like machinery, automotive, aerospace or electronics but also the ICT, medical device or biotechnology sectors. Bavaria's historical strength in manufacturing has also made Bavarian companies highly competitive in fields like laser technol-

ogy, nanotechnology or green technologies. And Bavaria also enjoys great popularity as a tourist state. Munich's Maximiliansstrasse, the luxury shopping mile with some of the finest urban architecture in Germany, or world-famous castles like Neuschwanstein make Bavaria a favourite destination for vacation trips. Over the past few years Bavaria has attracted many clinic and wellness guests from the Arab region – thus combining recovery and regeneration with medical treatments or rehabilitation measures.

## Bilateral Relations

Since 2006, the State of Bavaria has maintained a representative office in the United Arab Emirates (UAE) to further boost business relations. The Gulf States are major trading partners for the Bavarian business community – the trade volume between Bavaria and the Gulf States is more than EUR 2.3bn. Bavaria enjoys an excellent reputation in the Arab countries as a top location for medical technology and healthcare services – as underscored by the strong presence of Bavarian exhibitors at the medical technology and healthcare exhibition "Arab Health" in Dubai.



Entrance North of the New Munich Trade Fair Centre (© Messe München)

### Fact File

**Inhabitants:** 12.62 million  
**Area:** 70,550 km<sup>2</sup>  
**Main Cities:** Munich (Capital), Nuremberg, Augsburg

### Private Sector Promotion Contacts

Invest in Bavaria – the Business Promotion Agency of the State of Bavaria – has an excellent network to provide information and location expertise.

[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)

### Useful Links

[www.bayern.by](http://www.bayern.by) (Tourism)  
[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com) (Business)  
[www.vae.ahk.com](http://www.vae.ahk.com) (Business)



Design proposal for the planned charging station at BMW Welt in Munich (© BMW Group und EIGHT)