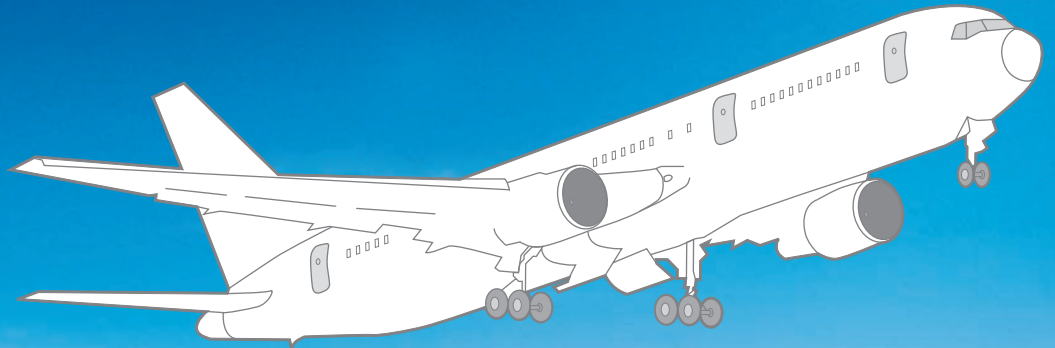


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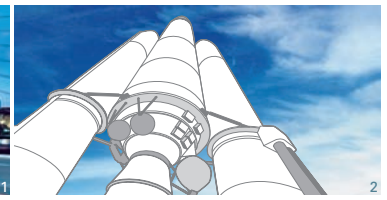
**A3**

ECONOMIC  
REGION  
AUGSBURG



# What would the World be without Us?

*"What started with Augsburg's inventiveness, today is World class"*



## Airbus, Ariane, Automation! Records and Inventions in A<sup>3</sup>

### Welcome to A<sup>3</sup>, one of the most innovative places in Europe

A<sup>3</sup> is the location in Greater Munich where the essential fundamentals of modern industrial society have their beginnings. The diesel engine, the first serviceable jet, the first flight to the stratosphere, the neon tube, the submarine and the first airship are just a few of the success stories. What started with the inventions of Rudolf Diesel and Willy Messerschmitt contributes to what A<sup>3</sup> symbolises today: a driving force in high-tech innovation. Airbus, Ariane rocket, Formula 1, catalytic converter, ship diesel engine, newspaper printing and car production – they all depend on technological input from A<sup>3</sup>.

A<sup>3</sup> is the location for mechatronics, the centre for environmental technologies in Bavaria, a leader in information and communication technologies and a region of competency for materials and composites. With these strengths A<sup>3</sup> is an outstanding location in the dynamic south of Germany, centrally located at the high-tech axis Stuttgart – Augsburg – Munich, with an unbeatable cost structure for your Business Next Door to Munich. First class universities, research and technology transfer facilities, exhibition and congress infrastructure as well as highly qualified employees offer you excellent prospects for development. Global players and innovative SMEs form your environment.

Use the opportunities offered by A<sup>3</sup> and profit from the A<sup>3</sup> services for your business success.

More about the records, inventions and competencies in A<sup>3</sup> is available at:

**[www.region-A3.com](http://www.region-A3.com)**

Inventors from A<sup>3</sup> have heavily influenced the modern world:

Jakob Fugger, banker and trade magnate

Wilhelm Bauer, submarine engineer

Rudolf Diesel, inventor of the diesel engine

Willy Messerschmitt, genius aircraft designer



### Greater Munich Area – Foundation for your Venture’s Success

#### Invest in a Booming Region

Germany’s dynamic south is still on course for growth: in the Augsburg region alone the population is forecasted at 5% growth until 2020. With 5 million inhabitants, above average purchasing power and more than 200,000 businesses Greater Munich megalopolis, this is already one of the most attractive markets in Europe.

#### A<sup>3</sup> in the Centre of the Bavarian Innovation Engine

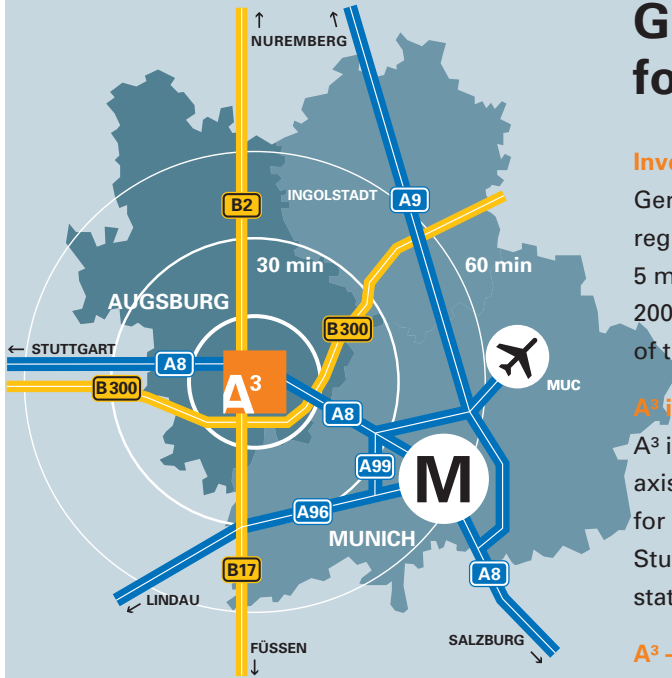
A<sup>3</sup> is located directly at the growth axis Munich – Stuttgart and the European axis Paris – Vienna – Budapest. This central location offers ideal conditions for national and international freight transport. Two international airports, Stuttgart and Munich are reachable within one hour, Munich’s main train station using the ICE train is just 33 minutes away.

#### A<sup>3</sup> – Top Technology Location in Germany

Augsburg holds one of the top places in the technology rankings: a high proportion of the research and development workforce and a greater than average share of highly qualified employees in the high-tech sector – factors responsible for the renowned Prognos Institute to acknowledge Augsburg as one of the top ten technology locations in Germany.

#### Highly Qualified Workforce at Low Cost

A longstanding tradition as an industry and technology location has led to a highly trained workforce: a large proportion of skilled workers and an above national average share of employees with higher education all demanding lower salaries than in Munich.



A<sup>3</sup> is situated directly at the growth axis Munich – Stuttgart which defines one of the top high-tech regions in Europe. In 60 minutes you can reach the international airport MUC by train as well as by car.

#### All Advantages of Munich – at Augsburg Costs

(Average prices)

		Munich	Augsburg
Production Space / Storage Space	Rent	5,25 €/m <sup>2</sup>	3,75 €/m <sup>2</sup>
	Purchase Price	1004 €/m <sup>2</sup>	501 €/m <sup>2</sup>
Constructible residential area purchase price	City	868 €/m <sup>2</sup>	574 €/m <sup>2</sup>
	District	275 €/m <sup>2</sup>	154 €/m <sup>2</sup>

## Technology Location A<sup>3</sup> – Industrial Tradition and Centre for Future Technologies

A<sup>3</sup> is the home of MAN Maschinenfabrik Augsburg-Nürnberg AG and headquarter of the daughter companies MAN Diesel SE, MAN Roland Druckmaschinen AG, Renk AG and MAN Technologie (since 2005 MT Aerospace).



Not simply a list, these are the names of companies that make the region into a global player:

Arvin Meritor Emissions Technologies, Autec Kabeltechnik, Böwe Systec, EADS, Eurocopter Deutschland, Federal-Mogul Friedberg, Finnforest Merk, Fujitsu Siemens Computers, Haimer, Humbaur, Johns Manville, KUKA Roboter, KUKA Schweissanlagen, Marxer Anlagen- und Maschinenbau, MDE Dezentrale Energiesysteme, MAN, MT Aerospace, NCR, Osram, PCI Augsburg, Pfaff silberblau, Pfister, SBS Technologies, SGL Carbon, Siemens, Teijin Monofilament Germany, Trevira, UPM, WashTec and many more.

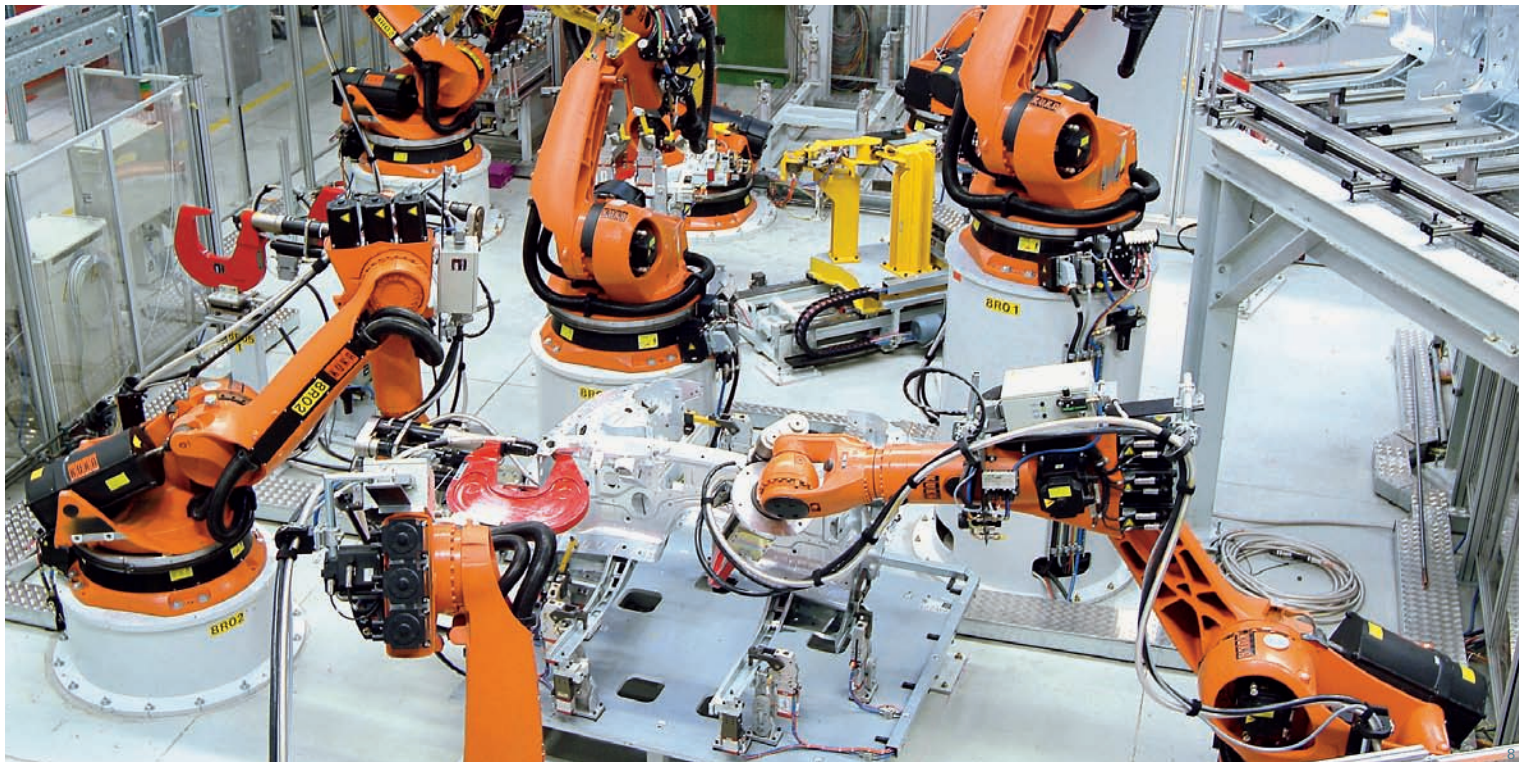
Mechatronics, environmental technologies, IT and telecommunications are the key technologies of the future. A<sup>3</sup> is the location of many associated industries, innovative enterprises, world market leaders and offers an extraordinary environment for high-tech product and process development, as well as innovative services.

### A<sup>3</sup> Mechatronics

A<sup>3</sup> is a traditional production location. Here world market leaders and global players such as MAN AG, EADS or KUKA produce technologically sophisticated products like print systems, large diesel engines, industrial robots or components for the Airbus A380 and the Ariane carrier rockets. A<sup>3</sup> is leading in areas such as motion & drive systems, automation, mechanical and plant engineering as well as efficient production systems and therefore is the recognised centre of competency for mechatronics in Bavaria and Germany.

### A<sup>3</sup> Environmental Technologies

In the biggest growth market in the world A<sup>3</sup> is the number one location in Bavaria and nationally recognised as the competency centre for environmental technologies. Companies such as Arvin Meritor, MDE Dezentrale Energiesysteme, UPM or AVA, the most modern waste disposal installation in Europe, cover a wide spectrum from car catalytic converter technologies and environmental hygiene installations to big industrial recycling and power plants. The dense R&D network leaves its mark with integrated, efficiency-orientated technologies in the areas of waste, recycling, energy and material as well as production and environmental management.



What would the World be without us? KUKA Robot Group, the German innovation leader in A<sup>3</sup>.

### A<sup>3</sup> Information and Communication Technologies

A<sup>3</sup> is, next to Munich, the high-tech centre for information and communication technologies in Bavaria. It profits immensely from its proximity to Munich and the enormous customer potential. Here you find internationally orientated enterprises such as Fujitsu Siemens Computers with its PC and notebook production (the biggest in Europe!), NCR, SBS Technologies and Böwe Systec. These are as exemplary for the industry as the local innovation network consisting of flexible SMEs, start-ups and university research groups focussing on embedded software, multimedia and mobile business.

### A<sup>3</sup> Network and Technology Transfer

Momentum for entrepreneurial research, development and innovation in A<sup>3</sup> is generated along these three areas of competence by application centres and technology transfer facilities within the universities, especially in the areas of production technology, motion & drive systems, material and environmental research. Specialised technology and business incubation centres push the innovation dynamics and established industry networks promote the innovation and cooperation potential in A<sup>3</sup>.



## 2000 Years Tradition, Modern Lifestyle and Mediterranean Flair: A<sup>3</sup>

With over 2000 years of history Augsburg is the second oldest city in Germany and hence the oldest city in Bavaria. This history has shaped the cultural and architectural face of the entire region in many ways until the present day. As the most important European trade centre of the 15th century the region A<sup>3</sup> is historically a melting pot for different religions and cultures. This heritage demonstrates itself in the attitude of the people who are open-minded and embrace the future.

### A<sup>3</sup> – Living and Studying in Greater Munich

Low cost of living and affordable accommodation in a growth orientated employment market attract many entrepreneurs and specialists with their families from other regions of Germany and abroad. The university and polytechnic with around 20,000 students, local high and grammar schools as well as the international school and numerous advanced training options form the basis for a high performing education system in Augsburg.

### A<sup>3</sup> – The Benefits of Living Next Door to Munich

A<sup>3</sup> offers a wide range of cultural, leisure and sports activities. Diverse entertainment and recreation offerings from Mozart to Brecht on a local stage or the open air theatre, kayaking in the Olympic white-water canal, hiking and skiing in the Alps through to numerous childcare options – Augsburg is more than “just” Sissi and Puppenkiste! Browse around the city centre or spend time in one of the modern shopping arcades, A<sup>3</sup> offers a lifestyle to everyone’s taste. Enjoy life in the most popular holiday region of Germany, Southern Bavaria. And Munich and Italy are just a stone’s throw away.

A<sup>3</sup> offers a lot: from the charm of the old towns to the big city flair and the attractive forest and river landscape in which it’s easy to relax. Discover for yourself the part of A<sup>3</sup> that suits you.



## We stand behind you – Ensuring you a Smooth Start in A<sup>3</sup>

We forge the right contacts, provide you with information, support you unbureaucratically in all matters of business. So that you can concentrate fully on your business – right from the start.

### Commercial areas and real estate in Greater Munich

Are you looking for a new commercial or industrial area that already provisions for future growth? Modern offices or low-cost storage? First class infrastructure? We can help you in your quest to save time and money.

### Business Support and Networks in the Augsburg Economic Region

Profit from the strong and far reaching networks in the region, our local business service is available at any time: individual searches for technology transfer, funds or qualifications, support for business connections or the organisation of conferences and exhibitions – in A<sup>3</sup> you are in good hands, in a region living for its businesses.

For further services and questions, please go to:

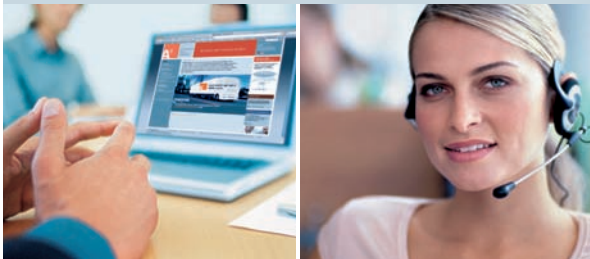
**web: [www.region-A3.com](http://www.region-A3.com)**

**email: [welcome@region-A3.com](mailto:welcome@region-A3.com)**

Or call our service office in Augsburg:

**Telephone: +49 (0) 821 - 25 72 - 111**

Whatever you are looking for – the team of A<sup>3</sup> supports you.  
Online, via email or personally on the phone – as you wish.



# Profit From the New Online Services:

The online information portal offers you the most important information about the Augsburg Economic Region. Whether you are already located in the region or you are considering settling here: we support you with a versatile service offering. Simple. Online. 24/7.

[www.region-A3.com](http://www.region-A3.com)

## Local Authorities:

District Augsburg  
City of Augsburg  
District Aichach-Friedberg

## A<sup>3</sup> Augsburg Economic Region

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Am Messezentrum 5, D-86159 Augsburg  
Germany

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email: [welcome@region-A3.com](mailto:welcome@region-A3.com)  
web: [www.region-A3.com](http://www.region-A3.com)

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Image 9: OSRAM GmbH; Image 10: Eurocopter Deutschland GmbH;  
Image 11: Regio Augsburg Tourismus GmbH



## BUSINESS NEXT DOOR TO MUNICH

- Infrastructure and location
- Education, science and technology transfer
- Workforce potential
- Interesting real estate market



## INNOVATION NEXT DOOR TO MUNICH

- Mechatronics
- Environmental technology
- Information and communication technology



## LIFESTYLE NEXT DOOR TO MUNICH

- Living in Greater Munich
- Leisure and sports
- Culture and shopping
- Impressions of architecture and landscape



## SERVICE NEXT DOOR TO MUNICH

- Investor service
- Local business service