



Location information

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Ten reasons for Munich

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The City of Munich and the surrounding region form one of Europe's foremost economic regions. A pivotal geographic location, an efficient infrastructure and generous pool of highly qualified labor create ideal conditions for the corporate community here. At the same time, a diverse but well-balanced mix of industries combined with an excellent research and higher education landscape ideally positions Munich to meet the challenges of globalization and to remain on the cutting edge of to-day's knowledge-based service economy.

Top-class cultural and recreational facilities and an exceptionally low crime rate also ensure an enviable quality of life in and around the Bavarian capital.

1 Top location in the heart of Europe

- Central hub to Central, Southern and Southeastern Europe
- Short distances and swift movement of goods, services and passengers
- As part of Germany's most successful economic region the city has joined forces with the Munich Metropolitan Region



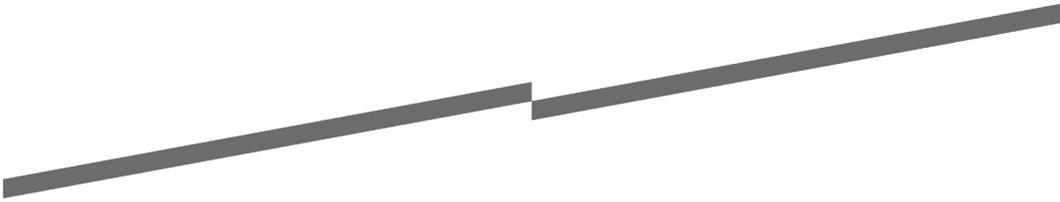
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2 Top numbers compared to other cities

- Munich is Germany's third largest city, boasting a population of 1.46 million within the city itself and 5.6 million in the Munich Metropolitan Region.
- Contrary to the national trend, significant population growth is forecast for Munich. The number of residents is thus estimated to rise to 1.65 million by 2030. The Bavarian capital mainly attracts high potentials and a young active population. This will make Munich the youngest German city.
- Munich has the lowest unemployment rate of any major German city. The annual average stood at 4.8 percent in 2013.
- Local consumers enjoy purchasing power that, at € 27,600 per capita, is the highest of all German cities (as of 2013).
- In the period from 2014 through 2018, the local government will invest close to € 4.6 billion to keep the city competitive and to improve its infrastructure. The bulk of this amount will be focused on schools and child care facilities, road and bridge construction, public transportation, housing construction and culture.

3 The Munich mix – a diverse economic structure

- Munich's economic strength is rooted in the diversity of its economic structure. Its balanced mix of large corporations, small and medium-sized enterprises and skilled craft firms represent a broad spectrum of industries. In many sectors, Munich-based companies rank among the industry leaders.
- Information and communication technology: About 35,000 companies, employing more than 147,000 employees have settled in the Munich area. In 2013, they generated a total turnover of about € 85 billion. Important companies are, among others: Allgeier, Apple, Atos, Brainforce Software, Cancom, Capgemini, Cisco Systems, Epcos, Google Germany, IBM Deutschland, Infineon, Infor, Intel Deutschland, Microsoft Deutschland, NSN, NTT DoCoMo, Oracle, Tech Data, Telefónica Germany, Telegate, Yahoo Deutschland.
- Automotive engineering: About 400 companies of the automotive industry are located in the Munich region. They employ about 130,000 people and account for more than 11% of the region's value creation. Important companies are, among others: Assystem, Audi, BMW, Denso Automotive, Hitachi Automotive, Iwis Ketten, Knorr-Bremse, Lear Corp., Magna-Steyr, MAN, Webasto, Widmaier.
- Banks, insurance companies and asset management: About 77,000 employees work in the financial services sector in Munich. The city is the most important location for insurance companies in Germany. Munich-based insurance companies like Allianz and Munich Re employ about 28,000 people. Important companies are, among others: Allianz, ARAG, AXA, BayernLB, DAB Bank,



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D.A.S., Ergo, Generali, Genossenschaftsbank München, HypoVereinsbank, MEAG, Munich Re, Swiss Re.

- Creative industries and media: The greater Munich area is one of the ten most important locations for creative industries within the European Union (Kölner Büro für Kulturwirtschaftsforschung). 120,000 employees in 29,000 companies work in this industry. They generate a turnover of about € 20 billion. The most important subsectors in Munich are the software/games industry, publishing, advertising and film. Important companies, designers and architects are, among others: Alexander Neumeister, Allmann/Sattler/Wappner, ARRI, Bavaria Film, Bayerischer Rundfunk, Bogner, brodbeck, Burda, designaffairs, Escada, Etienne Aigner, Goldmann, Heyne, Ingo Maurer, Koch + Partner, Konstantin Grcic, Random House, Stefan Dietz, Süddeutsche Zeitung, Talbot Runhof.
- Aerospace industry: Characteristic of the aerospace industry in the Munich region is the importance of the three sectors aviation, space flight, and satellite navigation. Important companies are, among others: Astrium, Assystem, AOA Gauting, EADS, ESG, GE Aircraft Engines, IfEN, IABG, Kayser-Threde, MBDA, MTU Aero Engines, MT Aerospace, PFW Aerospace, RUAG.
- Biotechnology and life sciences: Munich and Bavaria count among the most important locations for biotechnology companies in Germany. In 2011, Bavaria was accountable for the half of all biotech investments in Germany. Important companies are, among others: Amgen, Astellas, Bavarian Nordic, Bio-Rad Laboratories, Bavarian Nordic, Bristol-Meyers Squibb, Daiichi-Sankyo, Evotec, Fresenius Biotech, GE Health Care, Glaxo Smith-Kline, MediGene, Micromet, MorphoSys, Prionics, Roche, Merck Sharp Dohme, Sandoz, Sankyo, Siemens, Wacker, Wilex.
- Corporate services: The consultancy sector (auditing, legal, tax, and management advisory) employs about 65,300 employees who pay compulsory social insurance contributions. 16,000 companies in the region generate a turnover of about € 12.4 billion. The real estate sectors accounts for about 38,500 employees and a turnover of € 11.5 billion. Further important subsectors include temporary personnel agencies, IT-services, and engineering services. Among the leading companies are: A.T. Kearney, Accenture, Bain and Company, Bayerische Hausbau, Baywobau, Boston Consulting Group, Capgemini, Cleary Gottlieb, Freshfields, Gleiss Lutz, Hengeler Mueller, Kienbaum, MEAG, McKinsey, Oliver Wyman, PwC, Roland Berger, WSP.



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4 Outstanding infrastructure

- Munich is the foremost traffic and transportation hub for Germany's west-east and north-south trade axes, boasting excellent rail connections, an exceptionally well developed road network and an international airport that itself stands out as a European hub.
- A passenger volume of some 38.7 million made Munich Airport the second-largest airport in Germany and the seventh-largest in Europe in 2013. The flight schedule serves 238 destinations in 68 countries, including numerous long-haul destinations. About 270,000 tons of freight turnover have been registered in 2013.
- 220 long-distance connections a day roll out of Munich's railway stations. 350,000 passengers pass through the city's central station every day, making this the second-largest passenger transport station in the country.
- Munich's extensive local passenger transport network includes 442 km of commuter rail lines, 95 km of subway lines and 79 km of tramway.
- Stadtwerke München, the city's municipal utility, has installed a new, ultramodern fiber-optic network within the inner parts of the city. 32,000 buildings have been equipped with highspeed data cables. In the long run, all of the Munich area shall be covered.

5 Highly qualified labor pool

- About 754,000 jobs subject to compulsory social insurance contributions and a total of some 981,000 gainfully employed persons in Munich.
- No other large German city offers such a large pool of highly qualified employees. Their proportion is 35 percent of all socially insured employees in Munich.
- Munich is one of Germany's leading startup venues. 22,000 new businesses were registered here in 2013.

6 Respected universities and research organizations

- Munich is Germany's second-largest university city, boasting 15 universities (including universities of applied sciences) and about 106,000 students.
- The Ludwig-Maximilians-Universität and the Technische Universität München have been singled out as two of the country's total of nine elite universities.
- 14 percent of the students at Ludwig-Maximilians-Universität and about 17 percent of those at Technische Universität München are foreign students – one of the highest percentages in Germany. For visiting foreign scientists, they are regarded as Germany's most attractive universities for the natural and life sciences.
- Munich also hosts an outstanding line-up of world-renowned non-university research organizations. They include: the Max Planck Society, which has its general headquarters in Munich and twelve institutes in and around the city; the Fraunhofer Society, which is likewise



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headquartered in Munich and has five institutes in the region; and an array of corporate research units at Siemens, BMW and General Electric, to name a few.

- The Bavarian capital reports more patent registrations per million inhabitants than any other German city, with the exception of Stuttgart. Munich is also home to the Federal Patent Court, the European Patent Office, the German Patent and Trademark Office, the Max Planck Institute for Intellectual Property and Competition Law.

7 Powerful partners and networks

- Allianz, BMW, Infineon, Linde, Munich Re and Siemens: Munich is the headquarter of more DAX-listed companies than any other German city.
- These heavyweights are complemented by a large number of small and medium-sized enterprises (SMEs), many of which are the global leaders in their chosen market. A total of around 94,800 companies operate in Munich.
- Extensive networks and associations help companies to find suitable cooperation partners and simplify the transfer of knowledge between the research and corporate communities in the region. Examples include the Bavarian Cluster Initiative, the Chamber of Industry and Commerce for Munich and Upper Bavaria, the Chamber of Skilled Crafts for Munich and Upper Bavaria, the Bavarian Industry Association (including its member associations) and a large number of industry-specific networks.

8 Superb quality of life

- Munich offers an exhilarating quality of life and has cultivated a climate of openness and tolerance.
- Munich's cultural and artistic offerings are of international standing. The Deutsches Museum, the three Pinakotheks and Museum Brandhorst all command an excellent international reputation. No fewer than 45 museums and galleries, two opera houses and seven orchestras complete the city's cultural kaleidoscope.
- The famous English Garden is one of the largest urban parks in the world. Outside the city, numerous lakes and close proximity to the Alps open up all kinds of attractive opportunities for leisure and recreation.
- Munich is also the safest of Germany's large cities, with the lowest crime rate.
- Almost 12.9 million overnight stays in 2013 single Munich out as one of the country's most popular tourist destinations. Foreign visitors account for nearly 50 percent of all over-night stays.
- High-caliber events such as the Munich Opera Festival, the Munich Film Festival and the open-air concerts on Königsplatz guarantee a steady stream of cultural highlights all year round.



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9 International flair

- Munich is a modern, cosmopolitan business metropolis that is solidly interwoven in the international community.
- 25 percent of Munich's 1.46 million residents are non-German nationals from over 180 countries. Among foreign residents, Munich is thus one of the most popular cities in Germany.
- Consulates representing more than 100 countries are based in Munich.
- International business communities with over 90 business clubs, chambers of commerce and networks are here too.
- Munich has 16 international schools, numerous offerings for supplementary education in a variety of mother tongues, and 70 bilingual nurseries/parent-run organizations.

10 Successful trade show and congress venue

- Messe München International is one of the world's leading trade show companies, hosting 16 shows for capital goods, consumer goods and new technologies as well as more than 200 guest events in 2013. The company is also represented in more than 60 countries around the globe.
- Facts and figures (2013): 16 halls with a total of 180,000 m² of exhibition space, 36,400 exhibitors, 2.3 million visitors
- Some of the most important Munich-based trade shows are: Bauma (construction machinery and equipment), Electronica (electronic components, systems and applications), Bau (Architecture, Materials, Systems) Ispo (sports equipment and sportswear), Expo Real (international commercial property), F.RE.E (leisure and travel) and "Heim+Handwerk" (Building, Furnishing, Living)
- The Munich International Congress Center (ICM) is a leading international venue for large-scale congresses and events. In 2014 the ICM will host the congress of the European Respiratory Society which is attended by 20,000 international participants.

This sector information has been carefully researched and diligently compiled. Nevertheless, the City of Munich does not accept any liability or give any guarantee for the validity, accuracy and completeness of the information provided. Please direct any questions, comments or suggestions to:
Sebastian John: <mailto:sebastian.john@muenchen.de>, +49 (0)89 233-24782