

# NEW IN Baden-Württemberg

A GUIDE FOR TALENTS AND CORPORATES



***Coming to stay?***  
**IT professionals on securing talents**

**India in Stuttgart**  
Festival, start-ups and history

**"Making diversity visible"**  
The Sommerfestival der Kulturen in July



# FACING GLOBAL CHALLENGES

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# Winds of change

Baden-Württemberg's challenges – an opportunity for talented people from abroad

The economy of Baden-Württemberg is more firmly tied in to the global division of labour than ever before. But this also make it more dependent on it than ever.

It was a long journey getting to that point. Until the 30s of the 20th century Baden-Württemberg was a land of emigration. There wasn't a village in the Swabian Alps, the Black Forest or at Lake Constance that hungry, enterprising young people did not leave behind. Cheap ocean passages to America were once sold in the Stuttgart building where this magazine is produced.

Those that stayed founded companies or became industrial workers. Bosch and Daimler are the oldest and most well-known of these literal "garage start-ups". But even today's "global market leaders" started out in the 1950s, 1960s and 1970s actioning new ideas. Some transformed only the last two or three decades into globally active manufacturers, for instance FESTO, Pepperl + Fuchs, Trumpf, Pilz and SICK.

**The region and its companies want to continue telling such tremendous success stories. To do so, they need to master two challenges in particular – digitisation and internationalisation. To master both, companies require new recruits and new ideas.**

"Woher nehmen und nicht stehlen?" (literally: where are you supposed to get it from without stealing it?) is an old Swabian expression. After all, small and medium-sized enterprises are competing against the global giants to attract the best minds. And even big names like Daimler or Bosch, for example, are very much aware that innovation does not grow on trees. Massive investment in training as well as the establishment of creative, disruptive "ecosystems" are one approach. The state government supports this.

Internationalisation is the second challenge: being able to develop and manufacture products to the same standard of quality and look after customers worldwide – that increasingly requires talented people with an international mindset. They are equally in demand at headquarters and coworking spaces of start-ups in Baden-Württemberg as on site in Shanghai or Singapore.

Global minds and new communities are changing companies. "New in BW" is aimed at people who have come to Baden-Württemberg from abroad to seek new opportunities. They have already demonstrated their willingness to embrace the wind of change by relocating.

Now they are one of the state's most valuable assets.

Hans Gäng  
*Publisher*

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# CONTENTS

## In Baden-Württemberg

- 10** Baden-Württemberg: Facts & figures
- 12** "Competitiveness is not to be taken for granted"  
Interview with Baden-Württemberg's Minister of Economics Dr. Nicole Hoffmeister-Kraut
- 14** E-mobility: a transition to be mastered  
A study of E-mobil BW on preparing for the new car industry



**"We won't be successful if we copy China"**

Minister of Economy of Baden-Württemberg Nicole Hoffmeister-Kraut shares why global competition is something good for Baden-Württemberg. Read more on page 12.



**"Germany is in the middle of an important transformation"**

From Bangalore to Stuttgart: how Indian IT manager Sridharan Rangarajan sees the development of digitization in Germany. Read more on page 16.

## Corporates & Start-Ups

- 16** "It is time to embrace the digitization wave"  
Sridharan Rangarajan of Bosch on working at a German IT giant
- 20** "Complexity simplified"  
Kiran Kumar of Indo MIM on starting a business in Germany
- 21** Working for a cause  
InSell offers sustainable and smart city solutions for Stuttgart
- 22** "Talent acquisition is a hard-fought territory"  
Adrian Goersch of Black Forest Games in Offenburg on securing talents
- 25** "AI fundamentally change employee decisions"  
Sven Semet of IB on how artificial intelligence will be the future of HR
- 26** Calendar: Business, Recruiting and Welcoming Events

# Education

- 28 "We boost entrepreneurial spirit"**  
The Karlsruhe Institute for Technology on international projects, start-ups, and the technological future
- 32 A career beyond football**  
VfB Stuttgart Akademie presents itself in a pitch



**"Our students come into contact with the industry right from the start"**

The KIT offers excellent possibilities to its students.  
Read more on page 28.



**"India is a second home"**

Oliver Mahn, founder and organiser of the India Film Festival, shares why India is so important to Baden-Württemberg. Read more on page 40.

# Communities

- 34 Sommerfestival der Kulturen 2019**  
The Forum der Kulturen - a home for the whole world in Stuttgart
- 39 The Fire of Freedom**  
The story of the India flag revealed in Stuttgart 1907
- 40 "India is here!"**  
16 years of the Indian Film Festival in Stuttgart - the event this summer



# After Work

- 44 Summer in Baden-Württemberg**  
Charming and beautiful nature to spend your summer in. Our ten favourite spots in BW

## From mountains to lakes

"Work comes before pleasure" goes a German saying. With our top ten destinations in Baden-Württemberg you combine both! Read more on page 44.

Connections

"THE CAR INDUSTRY IS THE MAIN DRIVER OF BADEN-WÜRTTEMBERG'S ECONOMY AND EXPORT"





## E-Mobility

is a challenge for the entire automotive value chain all over Baden-Württemberg.

Image: ZF Mobilität

► Read more under "In Baden-Württemberg"

Communities

**“THE  
MOVIES  
SHOW  
THE  
DIVERSITY  
OF INDIA”**





### India Film Festival 2019

allows visitors a totally new look at the country's society and culture.

Image: Indisches Filmfestival Stuttgart 2018

Read more under "Communities"

# BADEN-WÜRTTEMBERG: FACTS & FIGURES



## AREA AND POPULATION

- Baden-Württemberg is one of the 16 states of the Federal Republic of Germany and among the third largest both in area and population.
- Area: 35.751 square kilometres
- Population: 11.023.424 inhabitants
- Population density: 310/km<sup>2</sup>
- Population in proportion to Germany: 13.31%

## ADMINISTRATION

- Founded on 25 April 1952
- Parliamentary Elections results of the 13th of March 2016  
(Percent/Seats):
  - Greens (30.3/47)
  - CDU (27/42)
  - AfD (15.1/23)
  - SPD (12.7/16)
  - FDP (8.3/12)
- Government: Minister president Winfried Kretschmann (Greens)
- Baden-Württemberg is divided in 35 districts (Landkreise) and nine independent cities (Stadtkreise). Both of these are grouped into the four administrative districts: Freiburg, Karlsruhe, Stuttgart, Tübingen
- Neighbour countries: Switzerland, France, Austria
- Neighbour States: Bavaria, Rheinland-Palatinate, Hessa

## ECONOMY

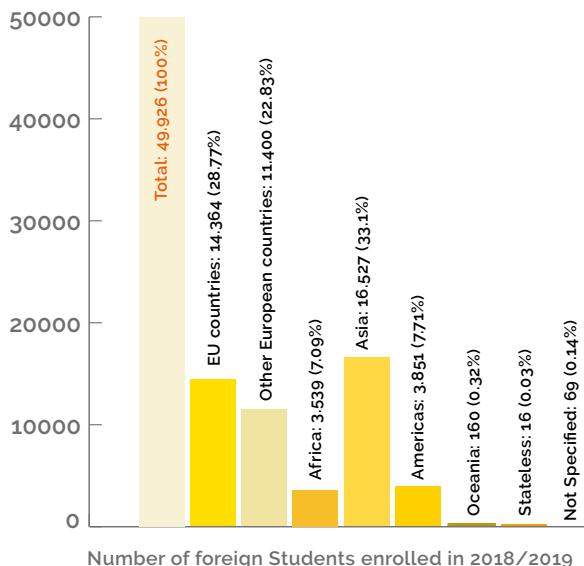
- GDP: 493.265 million Euros (2017); in the manufacturing industry precisely the Federal State has a total turnover of 361.454 million Euros (domestic turnover: 162.469 million Euros and Foreign Turnover 198.985 million Euros)
- Baden-Württemberg is proud of supporting a number of well-known enterprises in the state, for example Daimler AG, Dr. Ing. h.c. F. Porsche, Robert Bosch GmbH, Carl Zeiss AG, SAP AG
- Growth rate of GDP (2017): 2,3 %

## FOREIGN TRADE

Export 2018	201.463 Billion Euro
GDP 2018	493.265 Million Euro
Export Quota	48.9 %
Export per habitant	19.253 Euro

## EDUCATION

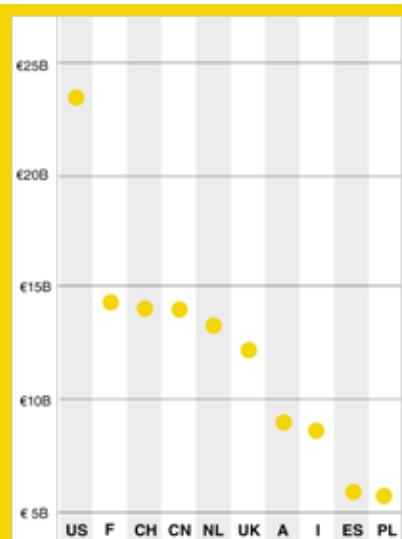
- Universities: Heidelberg, Mannheim, Karlsruhe, Freiburg, Konstanz, Tübingen, Ulm, Stuttgart, Stuttgart-Hohenheim and twelve DHBW locations
- Seven out of 34 nominated German elite universities listed in the national Competition of Excellence 2017 are located in Baden-Württemberg
- College and university students in Baden-Württemberg: 2018/2019: 361.627  
2005: 243.000



## DESTINATIONS FOR EXPORTS (IN 2017):

EU 28	99,686 Mio €
USA	23,409 Mio €
France	14,345 Mio €
Switzerland	14,054 Mio €
China	13,911 Mio €
Netherlands	13,254 Mio €
UK	12,174 Mio €
Italy	8,581 Mio €

### TOP TEN OF EXPORT DESTINATIONS



## BADEN-WÜRTTEMBERG IN THE WORLD

### World ranking Export

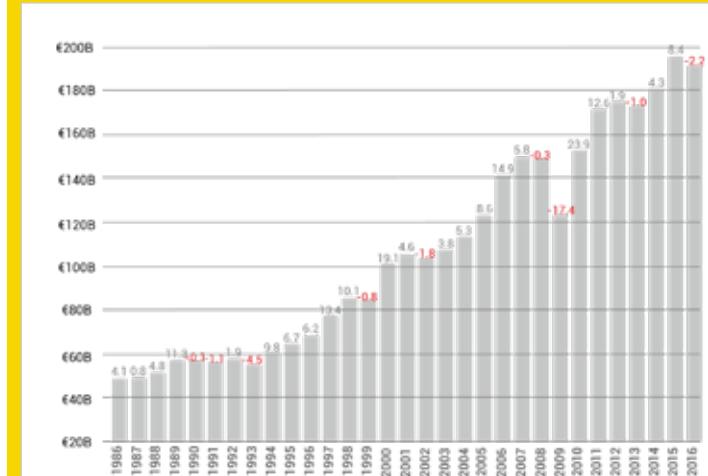
16	Switzerland	\$301M
17	India	\$272M
18	Spain	\$266M
19	Russia	\$259M
20	Belgium	\$251M
21	Baden-Württemberg	\$226M
22	Saudi Arabia	\$205M
23	Thailand	\$190M
24	Brazil	\$190M
25	Poland	\$188M
26	Venezuela	\$184M

### World Ranking GDP

18	Turkey	\$718B
19	Switzerland	\$671B
20	Saudi Arabia	\$653B
21	Sweden	\$571B
22	Nigeria	\$568B
23	Baden-Württemberg	\$561B
24	Poland	\$545B
25	Argentina	\$543B
26	Belgium	\$532B
27	Venezuela	\$510B
28	Norway	\$501B

### A global success story

Baden-Württemberg's Internationalisation: The Last 30 Years



## SCIENCE, RESEARCH AND DEVELOPMENT

- Baden-Württemberg is at the unchallenged European forefront in research. In 2017, the State's expenditures for research purposes were 4,525 Mio Euros - around 1.000 Mio euros more than in 2010.
- R&D intensity in 2017: 4.9%
- Baden-Württemberg makes 26% of the total investments enjoyed by R&D in Germany
- Research & development activities of the Federal State in 2013: 4.8% of GDP (Germany: 2.8%)
- Domestic applications for a patent (in numbers): 14,511 (highest in Germany)
- The numbers show that Baden-Württemberg is the innovation region No.1 in Europe

## INDUSTRIAL STRUCTURE

- Manufacturing of vehicles (motor vehicles, trailers etc.): 30%
- Manufacturing of machinery and equipment: 21%
- Manufacturing of other fabricated metal products besides machinery: 7%
- Manufacturing of electrical equipment: 6.6%
- Manufacture of computer, electronic and optical products: 4.3%



# "Competitiveness is not to be taken for granted"

Dr. Nicole Hoffmeister-Kraut on industrial innovation and global competition

INTERVIEW: HANS GÄNG

Baden-Württemberg's Minister of Economics is leading business delegations to major global markets. After her visit to China at the end of February, she shared her personal views with "Global Business Magazine".

**What were your impressions of your trip to China? Are growth and opportunities the same as before or are geopolitics making prospects bleak?**

Five days are, of course, far too short a time to be able to deliver a substantive economic assessment of China's capabilities. But I have to say that my delegation and I were in some respects quite impressed. China's dynamism and willingness to take risks, particularly as far as new technologies like artificial intelligence are concerned, as well as its promotion of start-ups are exceptional.

We need to be aware of the fact that we are competing against

China in a contest of the systems. China has formulated clear objectives in its "Made in China 2025" and "Belt and Road Initiative" strategies aimed at achieving market leadership in a wide range of technologies where our companies are very successful. I have no reason to believe that China will not pursue these goals.

China and its huge market provide our companies with massive opportunities. That is why I therefore hope that China and the USA will soon be able to settle their trade dispute.

**AI and electromobility are new challenges – is the advantage that Baden-Württemberg's automotive and mechanical engineering industries have acquired over the course of many years now at risk from Chinese competitors?**

At least the traditional allocation of roles has clearly changed. We

are observing an explicit transition from quantity to quality and China is increasingly becoming a competitor. China's dynamism, speed and willingness to take risks have impressed me.

Even if China has caught up in the automotive sector, I still see our companies as being better positioned. We benefit from our unique structure involving a strong medium-sized business sector with many hidden champions and powerful clusters – all coupled with an excellent R&D environment. Another asset is our dual education system, which provides us with superbly trained professionals.

But for all that we must be conscious of the fact that Baden-Württemberg's competitiveness is not to be taken for granted. It's high time we press further ahead with our innovation policy and invest in education, R&D and infrastructure. That's the only way we will

be able to compete on the international stage in the longer term.

**As far as government support for key areas of industrial research and safeguarding the future are concerned, can an individual federal state or even the Federal Republic itself compete effectively on their own against the People's Republic? In this context what role do EU programmes play?**

The key fundamentals are boosting your own strengths and putting your own innovation policy centre stage. Back in the summer my ministry developed an economic strategy for AI. This includes an AI innovation park – a key project for commercialising AI in Baden-Württemberg. This is designed to model the entire value chain from research/development through to testing/

utilisation. A 5G transfer centre for SMEs is already being implemented.

But in fact, we need to rediscuss several issues, like how Europe can pack a more powerful punch, how we become faster and more effective, whether our competition law needs to be reformed and how we can provide the data required for new business models.

## EUROPE HAS TO PACK A MORE POWERFUL PUNCH



I am convinced that we won't be successful if we copy China. Our drivers of innovation are the European fundamentals of market, competition and competitiveness.

**Equal treatment of domestic and foreign companies plays an important role in the trade policy discussion with China. Have you raised this issue? What are your expectations?**

I felt it was very important to use the visit for constructive political dialogue as well. Political contacts are a fundamental prerequisite for providing targeted support to companies and addressing problems openly. Our long-established relationships with our partner provinces in particular play an important role here. Of course, I have broached the subject of a level investment playing field as well as protection of intellectual property and implementation of the cyber security law. It's only when we keep on addressing these issues and do so at all levels, are we able to win support for our ideas. ■LW

## Initiatives for innovation

Some of Baden-Württemberg's recent innovation initiatives in a nutshell:

### CyberValley

#### Cyber Valley

Cyber Valley is bringing together international key players from science and industry to concentrate their research activities in the field of Artificial Intelligence. Focus on machine learning, robotics, and computer vision, based in the Stuttgart-Tübingen area.

[www.cyber-valley.de](http://www.cyber-valley.de)



#### IQST

At the Center for Integrated Quantum Science and Technology (IQST) new technological approaches are generated from quantum physics. Aim is stimulating synergies between the fields of natural and engineering sciences to form a new discipline: "Quantum Science and Technology". [www.iqst.org](http://www.iqst.org)



#### Strategiedialog Automobilwirtschaft

The initiative aims at discovering innovation potential beyond sector barriers. The high ranking participants of the strategy dialogue - see our report of 2018 - are representing the state's industrial policy, science, corporates, consumers and environmentalists. [www.stm.baden-wuerttemberg.de/de/themen/strategiedialog-automobilwirtschaft](http://www.stm.baden-wuerttemberg.de/de/themen/strategiedialog-automobilwirtschaft)



#### Digitale Wirtschaft

This initiative which is fostering the digital transformation of Baden-Württemberg's economy. At the flagship event „Digitalgipfel 2019 – Wirtschaft 4.0 BW“ international experts discussed the role of AI. The conference was followed by 1800 participants [www.wirtschaft-digital-bw.de](http://www.wirtschaft-digital-bw.de)



#### Start-up BW

Supporting start-up activities in all local and regional ecosystems of Baden-Württemberg. Besides organizing the flagship event Start-up Summit BW - the next one in June 2020 at Messe Stuttgart - the initiative is also an active in funding.

[www.startupbw.de](http://www.startupbw.de)



#### e-mobil bw

e-mobil BW GmbH is a network of industry, universities and public institutions and acts as a driver in the industrialisation, market launch and application of sustainable, climate compatible and locally zero-emission mobility solutions. Read excerpts of its recent "structure study" on the next page. [www.e-mobilbw.de](http://www.e-mobilbw.de)

# E-Mobility: A transition to be mastered

A new study of the state agency E-mobil BW says Baden-Württemberg can benefit from its excellent manufacturing competence and its innovative R&D clusters

**F**or years, Baden-Württemberg's economic strength has increasingly been based on its strong industrial innovation capacities. In Baden-Württemberg, 42.9% of value is generated in knowledge-intensive segments. The state thus tops all comparable figures for the world's most successful industrial regions. 22% of value created in the manufacturing sector can be attributed to knowledge-intensive fields – a figure almost twice as high as the German average. 15 percentage points of this figure are accounted for by vehicle construction and mechanical engineering alone. Baden-Württemberg is also a leader in traditional innovation indicators. Baden-Württemberg's innovation cluster has specialised in innovation revolving around industrial production, in which it is a worldwide leader.

## E-mobility - an impetus for the industrial innovation

The sustainable development of the state's economic power will depend in no small way on how this specific strength can be further developed. In this

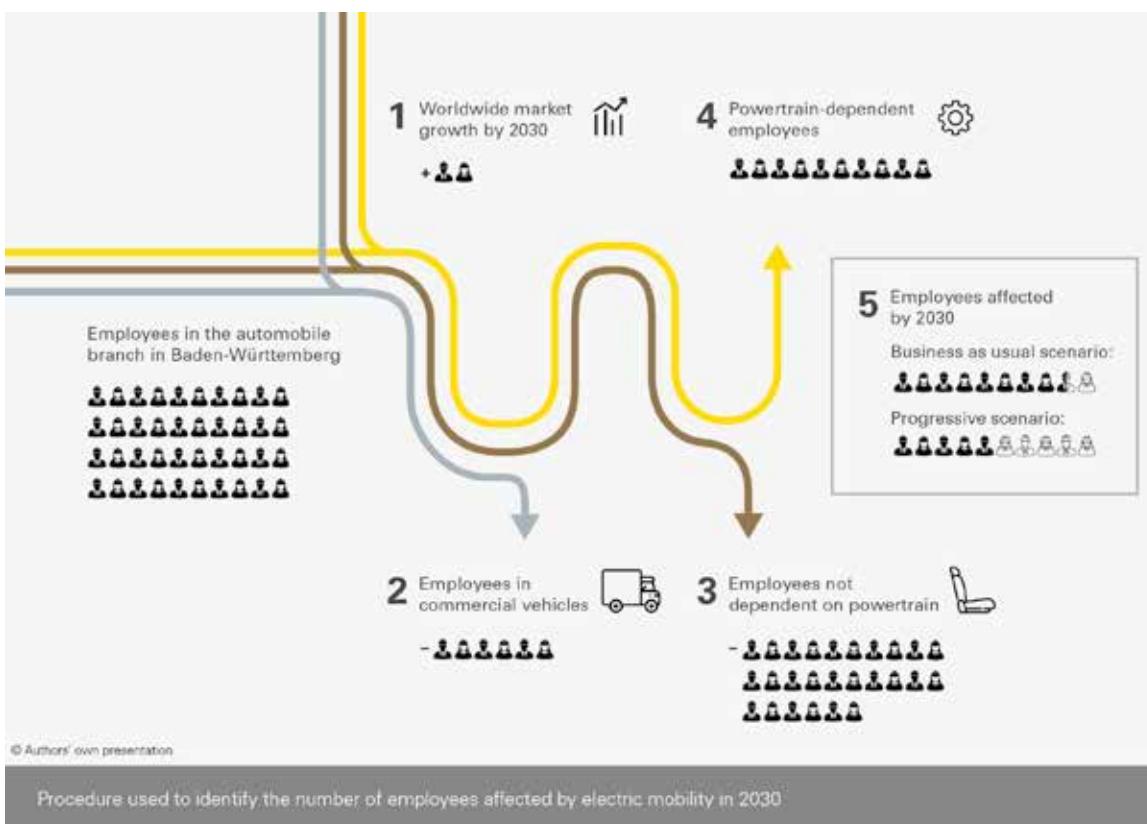
context, the transition to electric mobility can provide an important impetus for the further development of Baden-Württemberg's cluster for industrial innovation, in spite of the potentially adverse impacts on employment.

Especially for the development of new electric mobility, a comprehensive understanding is needed of manufacturing and all relevant processes. In addition, universities and other research facilities can support this change process and help drive it forward. New education and study concepts will help ensure that experts are available to further develop the industrial innovation cluster. Baden-Württemberg's innovation cluster has specialised in innovation revolving around industrial production, in which it is a worldwide leader.

Pioneering the worldwide transition process, Baden-Württemberg must become the leading market and leading provider for sustainable mobility, and

thus a pioneer for the transition process to electric mobility. This will only be possible if corporate and location strategies are geared to achieving this goal and are coupled with the will of employees to embrace change and support from the realms of politics, science and research.

Ensuring lasting prospects of employment can be an important element in overcoming any reluctance on the part of the workforce to accept change. It is



not the transition to electric mobility per se that could jeopardise the economic strength of Baden-Württemberg, but the failure to grasp the opportunity to shape the transition and actively develop the sector.

### **Recommendations for action**

Baden-Württemberg has a complete automobile cluster, which is home to internationally important OEMs and global suppliers as well as many leading suppliers in the plant and mechanical engineering sectors. About 470,000 workers are part of the cluster, which relies, in particular, on industrial innovation for its performance and competitiveness.

The emerging transition process in the automobile industry – driven by electric mobility and digitalisation – is thus not only a question of environmental necessity. A successful transition will definitely enable Baden-Württemberg to further develop its industrial strength. The failure to shift to new technologies, by contrast, could swiftly impact adversely on the industrial structure and prosperity of the State.

Options for action can be seen in three fields in particular.

#### **I. Baden-Württemberg – a leading market for sustainable mobility**

Promotion of a faster market penetration for alternative powertrain concepts. Measures are proposed here to develop charging infrastructure, PR work to support CO<sub>2</sub>-aware mobility and financial assistance for people prepared to switch rapidly to electric mobility.

#### **II. Baden-Württemberg – a leading provider of sustainable mobility**

Underpinning and developing value creation in the transition process. This will involve the establishment of a complete value cluster for electric powertrains, promoting battery technologies and support concepts for sustainable location and site strategies.

#### **III. Baden-Württemberg – skills and innovation cluster for electric mobility**

Securing and developing employment for technological change. Special post-graduate courses will be needed for those working in R+D and upgrading services for those working in manufacturing as well as additional measures to foster digital skills and labour-market-policy instruments to help master the transition process.

## **"All skills needed"**

Franz Loogen, head of E-mobil BW, on perspectives for international talents in the car industry in Baden-Württemberg.



### **Can you tell us which specialists are most in demand?**

All skills are needed. Especially on demand are talents combining mechanical know-how with IT skills. Applications of AI, design of human-machine-interfaces, voice recognition and command, video and image recognition. But specialists are also required as regards combustion engines.

### **Can you name some special qualifications that are sought after?**

There is a strong demand for material sciences. Chemical and electrochemical applications and technologies are needed for more efficient resource use as well as for fuel cells and batteries. Products and components in the material supply chain should be produced in a socially and ecologically acceptable manner, but the production should also be achievable and environment-friendly. The optimization of the material circulation and recycling are exciting challenges.

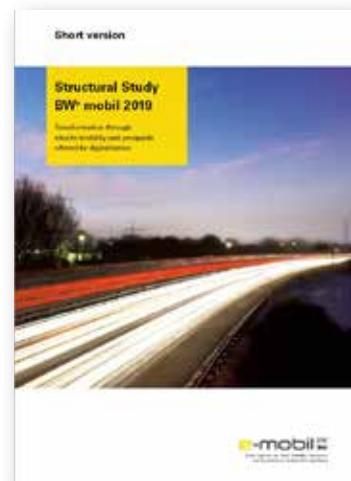
### **Do you see job opportunities for international talents primarily at the well-known MNCs?**

The car industry is the main driver of Baden-Württemberg's economy and its export. That is not only due to the big brands. An extended value chain consists also of medium-sized companies, engineering firms, and even start-ups. They are all seeking people who are fascinated by science and IT. And that is true not only for university graduates.



Want to read the "Structural Study BW mobil 2019" for yourself?

Find the PDF at  
[www.e-mobilbw.de](http://www.e-mobilbw.de) or  
scan the QR Code above!





# “Diversity and internationalization are the future”



Sridharan Rangarajan on his career as an Indian IT manager with Bosch in Germany and the company's global digitization strategy.

INTERVIEW: ROHINI GUTTINA



## How was your way to Bosch in Stuttgart?

I come from Bangalore in India and live in Stuttgart for close to 4 years now. I have over 25 years of work experience in the IT industry and across different types of organizations such as product development companies, start-ups and IT Service Providers. I have also worked previously in Singapore and the US besides India. I had led multiple software development teams in the IBM Software Group for about 9 years when I made the change to Bosch in Germany. I was looking for a role (directly at the headquarters of a global MNC) where I can influence the product direction and strategy in the Cloud and IoT topics. With my move to Germany and working with Bosch, this

aspiration has been really fulfilled.

## What is your designation and job function in Stuttgart?

My designation is Director in the Corporate IT division of Bosch. I have also worked in the Bosch Software Innovations division prior to this role. My job function involves conceptualizing and building software products and platforms in the Internet of Things (IoT) space, thus helping Bosch to transform and grow into a leading IoT company.

## What was your personal view on building a career in Germany?

The first thing that you need is strong expertise in your chosen field (or) area. The colleagues in

Germany respect you, your talent and your intellectual ability. You need to be able to express your ideas, convince your colleagues and apply your expertise in solving real problems that make a business impact. If you are sincere, work hard and are able to demonstrate your problem-solving ability, then your career will progress on its own. Good working conditions, an open work culture and good cooperation will provide the right environment to build up your career in Germany.

## What is your viewpoint on role of start-ups in Baden-Wuerttemberg?

Baden-Wuerttemberg has always been at the forefront of innovation when it comes to the German manufacturing industry. Now it is



time to embrace the digitization wave and hence it is crucial to encourage freethinking, nimble and fearless start-ups that can make a mark in the digital world of today. There are several initiatives, both from government and private industry, that are already driving this idea forward in Baden-Württemberg, such as, CODE\_n, Arena2036, Startup Autobahn etc.

Bosch leads the way in several areas of innovation and in encouraging start-ups. I would

**IT IS TIME TO  
EMBRACE THE  
DIGITIZATION  
WAVE**

”

like to highlight just two of them – the Stuttgart Connectory and the Robert Bosch Venture Capital GmbH.

#### **How is this legendary connectory organized?**

Bosch established the Connectory in the heart of Stuttgart exactly a year ago in April 2018. The Stuttgart Connectory is a co-creation space, bringing together diverse groups of partners - corporates, startups, civic and university groups - to drive innovation. To foster open collaboration, the Connectory offers a flexible format without physical walls to encourage connection among members and to facilitate various activities such as workshops, design sprints, hackathons, or events. The co-innovation space

is focused on three main activities: partner and co-creation, educational experience and corporate projects. Each Connectory has an innovation focus – the Stuttgart Connectory focuses on Internet of Things or IoT in short – and connects with the local tech ecosystem and startup community in that location, expanding on a global network. It is important to note that the Stuttgart Connectory is one of only 5 locations that Bosch has invested in – the others being Chicago, London, Shanghai and Guadalajara in Mexico – thus underscoring the importance of Stuttgart and Baden-Württemberg in the global innovation ranks.

**Every innovation needs funding, right?**

Bosch also has a dedicated venture capital subsidiary, called the Robert Bosch Venture Capital GmbH (RBVC). RBVC, one of Europe's largest corporate investors, specializes in innovative technology startups. Its portfolio includes more than 35 companies active in autonomous driving, AI, the internet of things (IoT), and even distributed ledger technologies such as block chain. It has a global outlook and maintains a presence in technology hotspots around the world through its own locations in Stuttgart, Frankfurt, Sunnyvale, Tel Aviv and Shanghai. RBVC has also recently announced the launch of a fourth fund with 200 million Euros investment. In the words of our Bosch CEO, Dr. Volkmar Denner: "We aim to foster technologies in areas of future relevance and boost our innovative strength". Beyond the financial investment, the startups within the RBVC portfolio receive access to the vast Bosch global network and commercial collaboration opportunities.

#### How will IoT influence our future?

In a simple sense, the IoT technology is all about sensors embedded within physical devices/hardware collecting data about the machine's performance (or) the environment surrounding the devices and passing it back to software applications running remotely (on the Internet, i.e. Cloud). The software applications, in turn, aggregate and process the data to either help make intelligent decisions (or) to control the device remotely by sending commands back to the sensors/hardware. It is also possible to update any software modules running on the device remotely from the Cloud. The ability to do all of this over the Internet leads to many possible use cases across different domains such as consumer electronics, industrial manufacturing, medical and healthcare, building and home automation etc.

#### Where does the world see its future with IoT?

Most of the predictions about the world in the future – autonomous cars, intelligent home appliances, smart cities everywhere, inter-connected smart transportation systems, shared urban mobility and so on – have a strong basis on IoT technology. All of the technology advances that are predicted to become reality in the 2030 or 2050 timeframe depend on Internet of Things (IoT), Artificial Intelligence (AI) and related technologies as the foundation elements. However, there are concerns about privacy and security that need to be addressed by the device manufacturers and solution providers. Also the business models that would drive future revenues for the companies that are investing in IoT technologies are yet to be well-defined and established. In any case, it is the end-consumer who will finally get the benefit from the IoT and other technology trends of the future.

## GERMANY IS IN THE MIDDLE OF AN IMPORTANT TRANSFORMATION

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#### What are the major differences between India and Germany with respect to working style, office culture, hierarchy etc.?

The working style in Germany tends to be more long-term focused and takes a planned approach towards all tasks. The companies here have a clear, well-structured roadmap for their products & services and are quite clear in focusing on their strengths, even if it means addressing only a narrow segment of the overall market.

On the other hand, many companies in India typically tend to focus more on short-term results, achieving speed and scale quickly, while being broad in their scope and targets.

However, once you get past such differences, there are many similarities between German and Indian work culture, especially in the software and IT industry. Germany is quite open and flexible when it comes to software and digitization projects, as it is transforming itself for the future. In this regard, it is ready to welcome talents from all over the world, and the natural instincts of Indians being quite hard-working, results-focused and flexible, helps this transformation path very nicely – thus resulting in a win-win for both.

#### What was your biggest and most challenging project that you managed to date?

I would like to talk about a project from one of my earlier jobs in India, about 15 years back. The customer was a major telecommunication vendor in the US and our company was entering into that domain for the first time, bidding for the project against strong competitors. I was leading the entire initiative, right from consulting with the customer prior to the RFP, winning the deal and subsequently heading the delivery for the project, while also handling the key account management responsibility. The project was to redesign and build a new software system from scratch using open standards and J2EE technologies to replace the legacy mainframe system of the customer. Moreover, all this had to be achieved within a short time frame of 18 months. We won the deal amidst stiff competition and had lot of challenges to meet the delivery targets. Nevertheless, we also had lots of fun in building up the team, working together towards a common purpose, un-



derstanding the customer needs and satisfying them. The project was worth several million dollars and was a cornerstone around which the company could build up a new telecom domain service line.

**How do you deal with conflicts or underperforming project team members?**

It is important to understand the root cause of a conflict. Many a time, we focus on the manifestation of the conflict or only on the impact but fail to observe the real reasons behind the origin of the conflict in the first place. Once the root cause is well understood, it is easier to address it. It is always better to discuss about the conflict situation openly in a trustful environment.

The same is the case with under-performing project team members. I would first spend time with them to understand the background for their under-performance and be empathetic towards them if they are going through certain challenges

(maybe in their personal lives, for example). As a manager, I would try to support them in whatever way I can. If the person requires additional skills/training in order to improve his/her performance, then it is in the company's best interests to get that organized so that each and every employee could achieve their maximum potential while contributing to the organizational goals.

**Your message to the youth who are enthusiastic about building a career here in Germany?**

As I said before, Germany is in the middle of an important transformation towards the digital economy. The future is going to be defined by new technology trends, such as shared mobility, autonomous driving, artificial intelligence, Industry 4.0, and so on, that are quite critical for the German industry and the "Mittelstand" companies. There is clearly high demand for talents from all over the world. Diversity and Internationalization are part of every major German company's future business strategy.

Hence, this is a great time for the international youth to build a career in Germany and shape its future. The strong German economy, its influential position in the EU and the advanced infrastructure, combined with a safe society makes it quite an attractive destination. Last but not the least, there are various avenues for life outside of work, such as, travel, sports, music etc. that gives the added edge to life in Germany.

**On a lighter note, what do you do in your free time here in Baden-Württemberg?**

We also love to travel whenever we get a longer weekend or could take some time off from work and school. Stuttgart, being in a very central location in south-west Germany, helps us to visit many beautiful places within BW on a short drive. We have also traveled to many beautiful places in Austria, Switzerland and France for short breaks. We, as a family, love the possibilities of travel that we get just by living in Stuttgart. ■RG

# Complexity simplified

Kiran Kumar, Vice President at Indo MIM in Stuttgart, on starting a business in Germany

INTERVIEW: ROHINI GUTTINA

Indo-MIM gives the metal powder its complex shape - to date they have exported more than 95% of its production, making it the world's largest MIM company.

This is a forming and very similar technology to plastic injection molding. However, instead of plastic, we use metal powders which are then mixed with a certain binder and injected into the mold to get the desired shape. The molded parts are then sintered to get the final metal properties. MIM process is predominantly utilized to make complex shaped metal parts in high volumes and is widely used in areas of automotive, medical, consumer electronics, industrial applications besides others.

## When and where was Indo-MIM founded?

Mr. Krishna Chivukula is the founder and Chairman of Indo MIM. He is a Harvard Graduate and was the first to bring MIM concept to India. He established the MIM plant in Bangalore, the city which is widely referred to as the Silicon Valley of India and which is the capital of southern Indian state Karnataka. Indo MIM today houses 2 large MIM facilities in Bangalore making it the largest producer of MIM components in the world.

## What does Indo-MIM do?

It is a leading global supplier of Metal Injection Molded parts. With more than 3,000 people

working globally, we produce more than 250 million components for various sectors. We export more than 95% of these products to more than 40 countries across the world.

## Why Germany, especially Stuttgart? How was the decision taken?

Germany and the wider Europe have been a very important market for consuming new technologies. We have been supplying parts to Germany and Europe much before we started the office in Stuttgart. Germany has always been recognised as the pioneers in automotive developments. Automotive sector is main sector of Indo MIM. We wanted to be close to the customers from the teething stage. That was the deciding factor to Germany. And the choice of Stuttgart was influenced by quite a few important reasons. Initially, It was known to be housing a number of automotive companies. BW-I (Baden Wuerttemberg International) played an enormous role in establishment of an office in the state.

Hence, all these got us to plan, pack and fly to Stuttgart. Just to be in the market rather than operating from another country.

## Who is your clientele and why does Indo-MIM stand out among its competitors in Europe?

We serve clientele from various industries - Automotive, Medical,

Industrial, Consumer, etc. We supply to the well-known tier 1 and tier 2 automotive companies besides customers in various other application areas.

## Now, when it comes to why Indo-MIM and not others?

First of all we have a well integrated plant where, right from tooling to finishing process, everything is under one roof. This gives high degree of flexibility. Then our large capacity and superior capabilities helps our customers with faster development and quick ramp ups.

Indo-MIM is a one stop solution provider for complex steel parts. Where MIM, Investment Casting and Precision machining are offered at one place. This makes it easier for customers to manage their requirements. Finally, Indo MIM having global engineering and sales support offices worldwide helps give confidence to customers. These are few things that summarise the superiority of Indo MIM as compared to others in the market.

I believe, these seem to be the reasons, why we have the clientele opting for Indo – MIM here in Germany and in the larger Europe.

## How do you define your working style?

Keeping in tune with the ever-changing trend! ■RG



# Working for a cause

The Stuttgart start-up with Indian roots aims at developing sustainable and smart city concepts.

TEXT: ROHINI GUTTINA

**T**he rainbow land of India, Uttar Pradesh, Northern India is where Satyendra Singh, the founder of Insell GmbH, was born and brought up. Mr Singh had won a scholarship to the University of Applied Sciences in Stuttgart, which is where he received his master's degree in GeoInformatics.

If you are not absolutely certain about what geoinformatics is, Mr Singh is patient enough to take you through every detail when it came to his work: "Geoinformatics is basically the science and the technology which develops and uses information science infrastructure to address the problems of geography, cartography, geosciences and related branches of science and engineering". Urban environments are more data driven and geoinformatics helps to integrate, collect, manage, compile, analyze and visualize diverse scenarios for planning, development and management.

Mr. Singh along with his two friends participated in making a business plan event in Berlin. Their business plan consisted of forestry solutions based on geographic information systems. The concept of managing the resources coming out of the forest using open source software fetched them the second prize. This event led to the founding of a company in Stuttgart with three stakeholders.

Insell GmbH was conceptualised in 2014 by him with a focus on domain-specific services combining energy, water, waste, building and mobility sectors.

## Partnerships in all sectors

"In the process, I made contacts with various companies across Germany gaining knowledge into the sectors and how they may contribute a cause of sustainability. I learned how innovation can change the way things work and how the database is managed on a grander scale with integration of sensor data. And now, we have managed to have sector specific partners from various parts of Germany to cater all needs," says Mr Singh.

This led to Mr Singh specialising in key sectors associated with smart and sustainable cities. He already had deeper understanding of digitalised information systems for utility sectors crucial to manage resources as far as the distribution of energy is concerned.

## Solutions for a better quality of life

With a concept of sustainability and co-creation, their

business plan was never to accumulate more revenues, but it was always to come up with ideas and solutions for a better quality of life and sustainability. The team then started a market survey and developed different concepts and approaches which can be applied to different countries. This got them in touch with different solution providers who were stalwarts in that sector.

Insell continued connecting itself to the smart city programs and gradually began evolving as a smart city consultant in Stuttgart. ■RG

### 7 Questions for Satyendra Singh



#### Why did you want to start a company?

I always wanted to be an entrepreneur. It was something that came naturally to me, I guess.

#### What are the challenges you faced and how do you unwind or deal with stress?

It was not so easy in the beginning. I did face many bureaucratic problems. In the past, I was not generating enough revenues which got me into visa and professional challenges.

#### How is Germany helping you grow?

I know I'm in one of the best places where start-up culture is evolving. There are many programs conducted by the government of Germany, a lot of material for the new market, flexibility and cooperation. It has offered me first-hand experience of few technologies – for example, technologies related to sustainable mobility.

#### What's your biggest failure?

Establishing another company which was not based on innovation and long-term plan. I limited myself to the service sector for a long time which was unrequired. Solution market was leading and service was stagnant. I had less revenue, projects etc.

#### How do you describe your working style in a few words?

Work for a cause, not only for revenues. Make the ideas useful for a greater cause like sustainability for future generation.

#### Would you go back to India anytime soon?

Not on the charts but I would definitely want to be connected to India professionally.

#### Where would you see yourself five years from now?

Five years from now, I would like to see myself as an innovator with new ideas for cities.



# "Talent acquisition is a hard-fought territory"



Adrian Goersch, Founder of Black Forest Games in Offenburg, on recruiting in Europe

INTERVIEW: LUCA MARIE WODTKE

## What is Black Forest Games?

Black Forest Games is a Game Development studio that was founded in 2012. We started out with 25 employees and have since grown to 60 which is already quite the feat because talent acquisition is a hard-fought territory in this industry. The studio was acquired by THQ Nordic in 2017.

## What role does Black Forest Games in Offenburg play for game giant THQ Nordic?

We are the biggest internal development studio of THQ's Vienna branch working on some of their biggest IPs. Now a question to your personal role: as a historical founder, do you have the freedom to develop things yourself or are you inferior to these big companies? This was one of the first questions we asked ourselves when we made this decision. It was very important to us that we can run

the studio on our own and that we still can develop the games we want to. Meanwhile, we can say that this is the case. In some ways, we have more freedom than before with such a strong publisher backing us up.

**This freedom also refers to the recruitment or development of teams: do you decide who comes into your team or does someone in Sweden decide for you?**

We take care of recruitment by ourselves. It's our own responsibility who, when or how we hire someone.

**So it is not an almighty HR department in the big company but you have to advertise your own studio in Offenburg? Why are these young professionals coming to Offenburg?**

Obviously, Offenburg is not the most well-known or biggest city in the world, internationally or even nationally, so we are focusing on the assets we have. Offenburg is located directly on the French border and one hour from Switzerland. It is a very prosperous area with very little crime. It's a small town with villages around where children can play on the streets and everything is very harmonious. On the other hand, we have with Strasbourg a big city very close where there are international schools and everything you expect. We also have many recreational opportunities including the nearby Schwarzwald and Vosges or the Europapark. And still, it only takes you two hours to Paris or Frankfurt/Main by train.

PEOPLE COME  
TO US FOR A  
PERMANENT  
POSITION

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the way, a rather rare case in the gaming industry. When people come to us it's for a permanent position and not just for one project.

#### How international is your team?

Of our 60 employees, about 40% are German and few are from the area here, many moved to this region to work with us. 30% are from and still, live in France. They commute to Offenburg every day. The other 30% are from all over the world. We have many from Eastern Europe but also Americans, so really our team is from everywhere.

**EVERYONE HAS  
THE TIME AND  
OPPORTUNITIES  
TO DEVELOP  
THEMSELVES**

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#### What is the language you speak in the studio?

The main language in the studio is English. There is no way around this or we could not work together.

**In terms of France, which recruiting opportunities do you use? Do you advertise in the country or how do you do this in your industry?**

We place our advertisements on regional and international job portals specializing in games professionals. We also work with talent acquisition agencies when they have the one employee that fits our company and job profile.

All in all, we make a good case for working and living here. We do want to take advantage of our charms of NOT being a big city and one of our target groups are employees with families who are looking for an environment just like ours.

**So the technician in Offenburg is there to go through a longer, personal development?**

That is what we are hoping for. We see ourselves as a studio that allows long-term employment for all employees, which is, by



**What do you do with professionals who cannot move to Offenburg, do they have local studios or offices that can use or how do you give these people a job?**

Generally, our developers have to be here in the studio. We only have one location. For some exceptions we offer partial home office work, but not for new hires.

**Are there any “do's and dont's” in the industry you can share in terms of positive integration of professionals?**

It is very important to receive employees positively. The big issue is finding a place to live, and you really have to support them in their search. We give our international employees a hotel for the first few weeks and then help them to go from door-to-door and find the right home. What you also have to consider are different cultures. You should really go to great lengths when choosing your employees and should not be afraid to let people come to the company from afar for a few days before hiring them because the face-to-face conversation is always enlightening to see if the chemistry is there, for both sides. It's a big step to move homes and it's better to invest a bit more time to be sure everything will be okay.

**You are also the regional representative for the German games industry association ‘GAME’ in Baden-Württemberg itself. How big is the BW gaming industry?**

We have around 60 gaming and related companies in Baden-Württemberg, the biggest one being Gameforge, followed by Flaregames. And there is a big scene of independent game developers, influencers and people active in eSport. One of the goals we had with building the GAME BW is to keep those people in the region, not leaving for Berlin, Frankfurt or Munich. ■LW



# "AI will fundamentally change employee decisions"

Sven Semet, Human Resources at IBM, on how intelligent programs will affect future HR decisions

INTERVIEW: TALENT REGION STUTTGART

How can the use of new technologies and AI make it even easier to attract, nurture and retain talent? Sven Semet, responsible for talent management strategies and innovative HR solutions at IBM, has already gained a wealth of experience in this area.

**Do you believe that artificial intelligence can be used to fill vacancies better and more fairly than traditional recruiting? Are robots the better human resources managers?**

Robots can accelerate recruiting processes and also improve quality. AI systems learn from the data of past application processes and draw their conclusions from them. By specifying additional criteria, they can, for example, search specifically for people who fit in with the corporate culture. By eliminating categories such as religion or age, it is also possible to avoid them, that they follow common prejudices. They make personnel decisions on a factual basis, but not alone, but in exchange with HR experts, whose feedback they include in future recommendations. By relieving

them of the task of pre-selecting candidates and controlling routine communication with applicants, the robots significantly reduce the workload on HR staff.

**ROBOTS  
SIGNIFICANTLY  
REDUCE THE  
WORKLOAD ON  
HR STAFF**

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**Does this change the role of HR managers and the demands they place on their skills?**

Digital know-how will also become a central requirement criterion in HR. Today's HR managers need data competence, an understanding of the algorithms used and, above all, the ability to classify, question and evaluate AI proposals. Only if they understand why the system proposes a certain personnel decision can they influence it. At the same time, their AI assistance systems give human resources managers more time to deal with strategic

issues, for example, and thus strengthen their position in the company.

**Applicants are still very sceptical about robot recruiting as a whole. What experience do you have with this?**

On our careers page, applicants can upload their CVs and then communicate with our career chatbot. After just 10 to 15 questions about yourself, you will be offered suitable positions. The candidates themselves can also ask questions. The chance that an applicant will apply for a position offered to him or her is currently over 90 percent. Personal contact still exists as soon as job interviews start. In the area of personalized learning, we also use an intelligent assistant who gives individual career recommendations, simulates development steps and points out the need for qualification for desired developments. Here, too, the recommended offers are very well received by the employees. In the future, around 90 percent of routine dialogues could be handled via such chatbots. ■

Source: <https://fachkraefte.region-stuttgart.de>



# CONNECTING GLOBAL MINDS

You have a bright idea for a book, article, web content or design? You are interested in an internship in Germany? You want to support us at our conferences and activities at international trade shows? You have to write a master thesis? Do not hesitate to contact us - we want your ideas!

## Our Projects & Media

- Hannover Messe: Global Business & Markets since 1998
- Global Business Magazine since 2006
- Partner Country Russia 2005, 2013
- Partner Country India 2006
- Partner Country Turkey 2007
- Partner Country Italy 2010
- Partner Country France 2011
- Partner Country China 2012
- Partner Country Holland 2014
- Partner Country Poland 2017
- CeBIT Flat World Forum 2009 - 2011
- CeBIT International Business Area 2013-2015
- Deutscher Außenwirtschaftstag 1999-2013
- GlobalConnect 2008 - 2018
- didacta 2013- 2016
- edubiz 2010- 2018
- sourcing\_asia 2004 - 2011
- Business Baden-Württemberg 2007-2014
- AUMA, AFIDA 2005 - 2014 – Exhibition Markets
- Metropolitan Solutions 2015 - 2016
- WirdWirt - Stuttgarter Gastronomen im Gespräch 2016
- Gastro.Startup.Berlin 2017
- New in BW since 2018

## Join us!

*In the middle  
of Stuttgart*

# CALENDAR: BUSINESS, RECRUITING & WELCOME EVENTS 2019

JUL  
01

## Welcome Club International Students - Quiz Night

01. July 2019, 7 p.m. | Weltcafé, Charlottenplatz 17, Stuttgart

Further information: [www.welcome.stuttgart.de](http://www.welcome.stuttgart.de)

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## Visit to the Software Centre Böblingen/Sindelfingen e.V. for international students of Computer Science/INFOTECH

Spaces are limited. Please register for this event by 27th of June 2019 via e-mail to: welcome@region-stuttgart.de.

JUL  
02

MEETING POINT: 1:40 p.m. at the city train station Hulg.

Host: An event by the Stuttgart Region Welcome Service in cooperation with the Software Centre Böblingen / Sindelfingen e.V. and the Master Program INFOTECH of the University of Stuttgart.

Further information: [www.infotech.uni-stuttgart.de/news/events/](http://www.infotech.uni-stuttgart.de/news/events/)

JUL  
10

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## NEULAND - Der Innovationstag am KIT

10. July 2019, 9 a.m. - 10 p.m. | KIT, Campus Süd, Geb. 30.95, Audimax, Karlsruhe

Please register: <http://kit-neuland.de/de/innovationstag/neuland-der-innovationstag/#site-contents-137>

SEP  
02

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## Welcome Club International Students - Quiz Night

02. September 2019, 7 p.m. | Weltcafé, Charlottenplatz 17, Stuttgart

Further information: [www.welcome.stuttgart.de](http://www.welcome.stuttgart.de)

SEP  
25

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## Successful Application and Working in the Stuttgart Region

25. September 2019, 6 p.m. | Weltcafé, Charlottenplatz 17, Stuttgart

Please register: <http://wrs.region-stuttgart.de/successful-application>

OCT  
07

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## Welcome Club International Students - Game Night

07. October 2019, 7 p.m. | Weltcafé, Charlottenplatz 17, Stuttgart

Further information: [www.welcome.stuttgart.de](http://www.welcome.stuttgart.de)

		Food Court
OCT	09	<b>MOTEK: Career Walk &amp; Career Lunch for international students and academics</b> 09. October 2019, 9.30 a.m.   Neue Messe Stuttgart, Messegelände 1, Stuttgart Please register: <a href="http://www.careerwalk.region-stuttgart.de">www.careerwalk.region-stuttgart.de</a>   Final date for registration: 04. October 2019
OCT	25	<b>Job fair for international skilled specialists and trainees</b> 25. October 2019, 1.30 p.m. - 5 p.m.   IHK Region Stuttgart, Jägerstraße 30, 70174 Stuttgart Further information: <a href="http://welcome.region-stuttgart.de">welcome.region-stuttgart.de</a>
NOV	04	<b>Welcome Club International Students - Quiz Night</b> 04. November 2019, 7 p.m.   Weltcafé, Charlottenplatz 17, Stuttgart Further information: <a href="http://www.welcome.stuttgart.de">www.welcome.stuttgart.de</a>
NOV	06	<b>Your Start in Stuttgart and the Region</b> 06. November 2019, 6 p.m.   Rathaus Stuttgart, kleiner Sitzungssaal, Marktplatz 1, Stuttgart Further information: <a href="https://welcome.region-stuttgart.de">https://welcome.region-stuttgart.de</a>
NOV	14	<b>Your Start in Stuttgart and the Region</b> 14. November 2019   Wagenhallen Stuttgart, Innerer Nordbahnhof 1, Stuttgart Further information and registration: <a href="http://www.automotive-topcareer.de/kontakt/">www.automotive-topcareer.de/kontakt/</a>
NOV	21	<b>Nacht der Unternehmen Stuttgart</b> 21. November 2019, 3.30 p.m. - 7.30 p.m.   Haus der Wirtschaft, Willi-Bleicher-Straße 19, Stuttgart Further information and registration: <a href="https://2019.nachtderunternehmen.de/stuttgart/">https://2019.nachtderunternehmen.de/stuttgart/</a>
NOV	22	<b>Master &amp; More Messe</b> 22. November 2019, 10 a.m. - 04 p.m.   ICS - Internationales Congress Center, Messegelände 1, Stuttgart Further information and registration: <a href="http://www.master-and-more.de/master-messe-stuttgart/">www.master-and-more.de/master-messe-stuttgart/</a>
NOV	27	<b>Successful Application and Working in the Stuttgart Region</b> 27. September 2019, 6 p.m.   Weltcafé, Charlottenplatz 17, Stuttgart Please register: <a href="http://wrs.region-stuttgart.de/successful-application">http://wrs.region-stuttgart.de/successful-application</a>
NOV	27	<b>IT-Mittelstandstag: Job fair for students and graduates</b> 27. November 2019, 11.00 a.m. - 3.00 p.m.   Hochschule Esslingen – University of Applied Sciences, Fakultät Informationstechnik, Kanalstraße 33, Esslingen am Neckar Further information: <a href="http://www.hs-esslingen.de">www.hs-esslingen.de</a>   <a href="http://www.fachkraefte.region-stuttgart.de">www.fachkraefte.region-stuttgart.de</a>
DEC	02	<b>Welcome Club International Students - Game Night</b> 02. December 2019, 7 p.m.   Weltcafé, Charlottenplatz 17, Stuttgart Further information: <a href="http://www.welcome.stuttgart.de">www.welcome.stuttgart.de</a>



# "We empower entrepreneurial spirit"

The Karlsruhe Institute for Technology reaches for connections worldwide - China and India are in a special focus.

INTERVIEW: LUCA MARIE WODTKE

Boston has the MIT, Baden-Württemberg has the KIT. The technology university in the city of Karlsruhe is known nationwide for its expertise and excellency in teaching. KIT is also shaping the start-up scene in Baden-Württemberg. Oliver Schmidt, of KIT's International Services Unit, shares his views on the cooperation projects of KIT worldwide, especially in China and India.

## How is KIT positioned internationally?

We have a total of around 1200 international cooperation projects worldwide. A cooperation project can be a strategic partnership or a university partnership that in turn is divided into smaller cooperation projects, on the faculty level, as an individual research subject or the exchange of professors.

Most partnerships take place in Europe. France is clearly the priority country here. This has to do on the one hand with the geogra-

phical proximity which facilitates exchange and collaboration a lot, but also with the scientific excellence of our partner institutions.

Outside Europe, Asia is of high significance to KIT, especially China. Here, we work in partnership in all areas of expertise.

A third priority country for KIT is Chile. We have been intensifying this cooperation for about 3 years and are building up a lot there, especially in the area of a sustainable economy and renewable energies.

Our main base is in Karlsruhe, yet KIT also has several sites somewhere else in Germany. Our only location outside the country is in Suzhou, China: The KIT China Branch. However, that was the result of a development over several decades of intensive collaboration



with partners from industry and academia in China.

## How do you see the cooperation with India?

I see India as a rather difficult country in terms of cooperation. The economy has found better strategies to deal with India, which is still often unstable, but unfortunately, it is still difficult for science. Quite often in India, there emerge institutes, educational institutions, and universities that want to get involved internationally. It is difficult for us to assess how serious they are and what their level of performance is.

**THE ECONOMY HAS FOUND BETTER STRATEGIES THAN SCIENCE TO DEAL WITH INDIA**

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Of course, there are many large successful universities in India, such as the IITs (Indian Institute for Technologies), with which KIT



*The "Chemistry Towers" of KIT ©Karlsruher Institut für Technologie*

also cooperates on a large scale. Basically, Indian scientists are also very sought-after because many are very determined and hungry for knowledge.

## INDIA OFFERS GREAT POTENTIAL

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want to achieve added value. The mentalities are still too far apart. While the Chinese, for example, work very goal-oriented, which is something Germans are better at dealing with, the Indians work less goal-oriented at the moment.

The cooperation we already have, have been going on for many years and work very well. India also offers great potential. KIT only has to find the right partners.

It is not easy to ensure smooth cooperation, because what KIT wants and what India wants often do not go hand in hand. We

### Where does the close cooperation with India come from?

India is a very special country for Baden-Württemberg. Especially the Maharashtra region, where Karlsruhe's twin city Pune is located. India became very popular a few years ago because, alongside China, it is regarded as an emerging Asian power. China then developed faster, but still, the enthusiasm for India is great.

### Who from India works at KIT?

Without knowing the exact figures, there are between 120 and 150 Indian employees at the level of doctoral students and in ascending order. We also ask ourselves where this high number of Indian colleagues comes from. We assume a lot is done by word-of-mouth and of course, when our professors notice that Indian specialists work well, they will always hire them again. But we are not actively recruiting.

### What does KIT offer its international students?

At the beginning of each semester, we have the so-called O-phase. Although this is mostly aimed more at domestic students, there are also supervisors who are exclusively responsible for international students and show the students, for example, where to find the food they are used to from home.

We also have the Buddy Program where new students can get together with experienced students and get to know everyday life.

### Who comes to KIT?

The requirements are the same for everyone who wants to complete a bachelor's degree. For this, you need a high school diploma or a comparable degree and also good German language skills. We give more and more importance to the latter. Proof of German

language proficiency must be provided by the date of enrolment at the latest. We offer our Bachelor programs almost exclusively in German. In the case of a Master's degree, it depends more on the subject area. There is more choice here for English-speaking students, but it is important what



*Oliver Schmidt*

you have done in your Bachelor's degree - not only the grades but also experience.

#### How do start-ups get to KIT?

Our start-ups come from KIT. As a university, we always try to promote the entrepreneurial spirit of our students and scientist as well. There are different places where they are encouraged to deal with reasons.

We have an Institute for Entrepreneurship, Innovation and Technology Management. This is open to students from all disciplines - they can take courses here, can basically get involved with starting a business, and can go step by step.

We also have a Center for Innovation and Entrepreneurship on campus belonging to the central Innovation Management Office. The Cube is an open space for founders – students and employees. Here are young entrepreneurs who are concerned with the idea of starting a business or have already done so.

Peer-to-peer consulting plays an important role here - founders help each other no matter how far they have already gone. We also offer official consulting appointments here in partnership with the Innovation Management Office and the Institute for Entrepreneurship.

Another aspect is that our students come into contact with the

industry right from the start. We have a very research-oriented teaching approach, which means that we bring our students into contact with research right from the first semester of their bachelor studies. Research projects come directly from industry.

## OUR STUDENTS COME INTO CONTACT WITH THE INDUSTRY RIGHT FROM THE START

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The KIT offers a protected space where students can try their hand in the industry without having to enter the market directly. This is something that is of great benefit to the students so that they can really set up their own company.

At KIT there is the largest and oldest student group in the field of entrepreneurship: the Pioneer Garage. The Pioneer Garage is a student group of young founders or students who are thinking

about starting their own business and who now have their own incubator. They are very internationally oriented. They also travel to India or China to get to know the industry abroad.

#### Innovation Day and Cyberforum - where is KIT involved?

The yearly Innovation Day is actually KIT's big Entrepreneur/Innovation event. It takes place this year on July 10th and offers a day-long insight into the innovation activities of KIT especially into the start-up entrepreneurship scene through various workshops, externally invited guests and a company highlight.

Cyberforum is an association of companies in the technology sector. This is very relevant for the KIT because many of the companies in the Cyberforum come from the KIT and we also cooperate with many companies. The KIT is interesting for other companies because we have the next generation of staff. ■LW

*More information on the Center for Innovation and Entrepreneurship:  
<http://cie-kit.de>*



*The pilot plant for KIT's bioliq®-procedure, a method of synthetically producing Diesel from straw and agricultural raw materials ©Karlsruher Institut für Technologie*

# NEULAND - THE INNOVATION DAY AT KIT

On the 10th of July, you will be able to enter NEULAND and experience innovation up close at KIT!

The Innovation Day NEULAND is a meeting platform for all those interested in technology transfer and business start-ups at the Karlsruhe Institute for Technology. More than 20 seminars, workshops, a start-up pitch, exhibitions, networking, and an exciting evening program guarantee a varied event.

Get to know the innovative ideas, technologies and start-up projects of students, scientific staff and professors. Find out about strategic topics, meet industrial partners, investors and get to know the regional start-up scene.

## NEULAND - The Innovation Day at KIT

**When:** 10th of July 2019, 09:00-22:00

**Where:** Karlsruher Institut für Technologie (KIT)

Campus Süd  
Audimax, Geb. 30.95  
Straße am Forum 1  
76131 Karlsruhe

More information, including the full program, can be found on  
<http://kit-neuland.de/de/innovationstag/neuland-der-innovationstag/>

**Sign-up until the 30th of June. Admission to the event is free of charge.**





# A career beyond football



Between red and white flags, surrounded by football fields: this is where you will find the ideal place to study. VfB Stuttgart Akademie - A deep forward pass for business talents.

TEXT: LUCA MARIE WODTKE

## The idea for an own VfB Akademie was born

VfB Stuttgart Akademie was initially created with a view to the club itself. The basic idea was to create opportunities for young athletes as well as licensed players of VfB Stuttgart to develop a second professional foothold during their sporting careers. Especially against the background that only about 2-3 percent of junior players make the leap into a professional career in football, this offer receives its particular relevance. If junior footballers decide to take part in an in-service training program in addition to their vocational training at VfB Stuttgart, they often lacked suitable offers in the past. Existing free-market offerings often do not provide the flexibility of time and place that professional athletes need to reconcile work and education - this is true of football and many other sports. That's why the association has developed its

own profile of requirements and started looking for suitable partners.

## Partners - who they are and how they came

The result is a network for education that offers many opportunities not only to athletes but to all those who are interested in the VfB Stuttgart Akademie's offer, paying particular attention to the needs of professionals. This convinced Allianz AG, which not only financially supports the Academy but also provides direct support with its know-how in the field of training and further education. The globally active insurer offer's Academy participants, among other things, several-week internships that are flexible in terms of time, in order to give them an initial insight into the daily work routine at Allianz.



Along with Allianz AG, we are also proud to count the Kolping-Bildungswerk Württemberg e. V. and the Stuttgart Johann Friedrich von Cotta School to our partners. Both are educational institutions with which VfB Stuttgart has already successfully cooperated with junior high school graduates and gained important experience for the Academy.

In addition to Allianz AG as a sponsor of the Academy, Daimler AG, the IHK Region Stuttgart and the Stuttgart Chamber of Crafts and Trades are also involved under the umbrella of the VfB Stuttgart Akademie. All together - educational institutions and companies - pursue the goal of training highly motivated specialists for the local economy.

#### **How to enroll**

Each course has a link to the direct registration with the cooperating universities. Each educational partner has its own criteria for enrolling students, which are discussed in the direct exchange between the interested student and the university. The student becomes a participant in the VfB Stuttgart Akademie after successfully registering for a degree program and can thus benefit from the numerous advantages.

#### **The innovative programmes**

With the SRH Fernhochschule - the mobile university, the BW Business School, and the University of Applied Sciences Nürtingen-Geislingen (HfWU), three experienced universities guarantee a first-class range of part-time and full-time study courses. The selection of study programs is a deliberately selected mix of



general courses of study such as business administration or psychology, study courses related to sports such as sports management or health economics as well as topics of the future, which can be found, for example, in the study program "Digital Transformation Management" at BW Business School. This is to ensure that both students who aspire to a profession related to sports, as well as competitive athletes who are looking for a second professional career beyond the sport, find in the Academy offers. With their portfolio of certificate courses, the VfB Stuttgart Akademie, together

with the universities, creates the opportunity to acquire ECTS credits piece by piece, which can later be credited towards a corresponding degree program.

#### **VfB Master in Leadership and Sports Management**

A special highlight is the degree program "MBA Leadership and Sports Management", in short, "VfB Master", which is offered by the HfWU Nürtingen-Geislingen and can only be studied in cooperation with the VfB Stuttgart Akademie. Experts from VfB Stuttgart are also involved in the preparation of the contents and implementation of the degree program as well

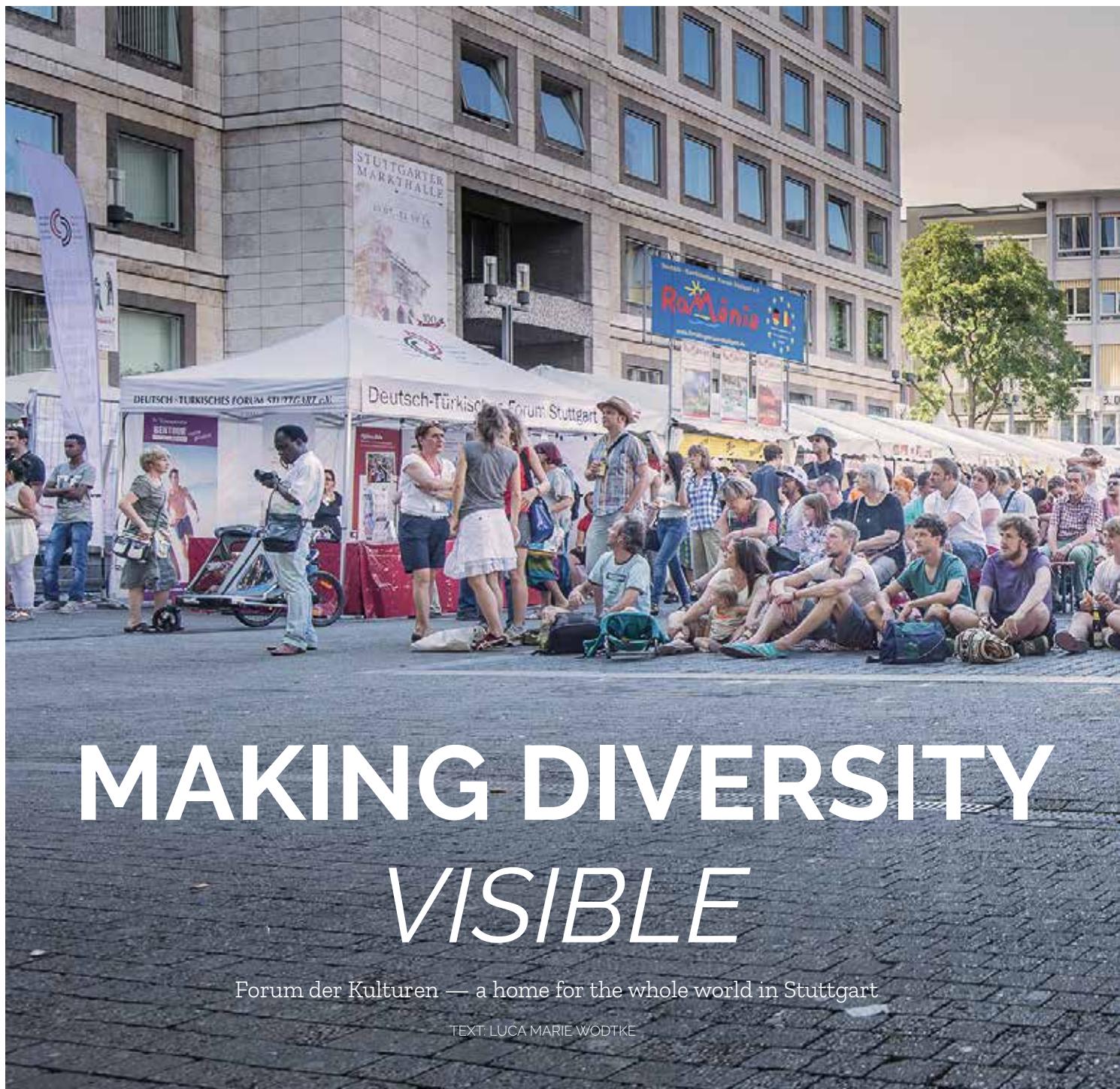
as in the framework program of the Academy. With its exclusive supporting program, which is open to all those who use one of the educational offers, the VfB Stuttgart Akademie creates real added value. Academy participants can thus benefit from the extensive VfB network and at the same time get into contact and exchange with other Academy participants.

#### **Not an athlete? No problem!**

It goes without saying that the VfB Stuttgart Akademie's comprehensive education program is open to all groups of people. We would like to support job seekers who want to continue their education alongside their work or companies that are looking for suitable training opportunities for their employees, with targeted offers.

Due to the flexible design of the courses in part or full time, the study program is especially suitable for students who want to work alongside their studies. ■LW

*Information and sign-up: <https://akademie.vfb.de>*



# MAKING DIVERSITY VISIBLE

Forum der Kulturen — a home for the whole world in Stuttgart

TEXT: LUCA MARIE WODTKE

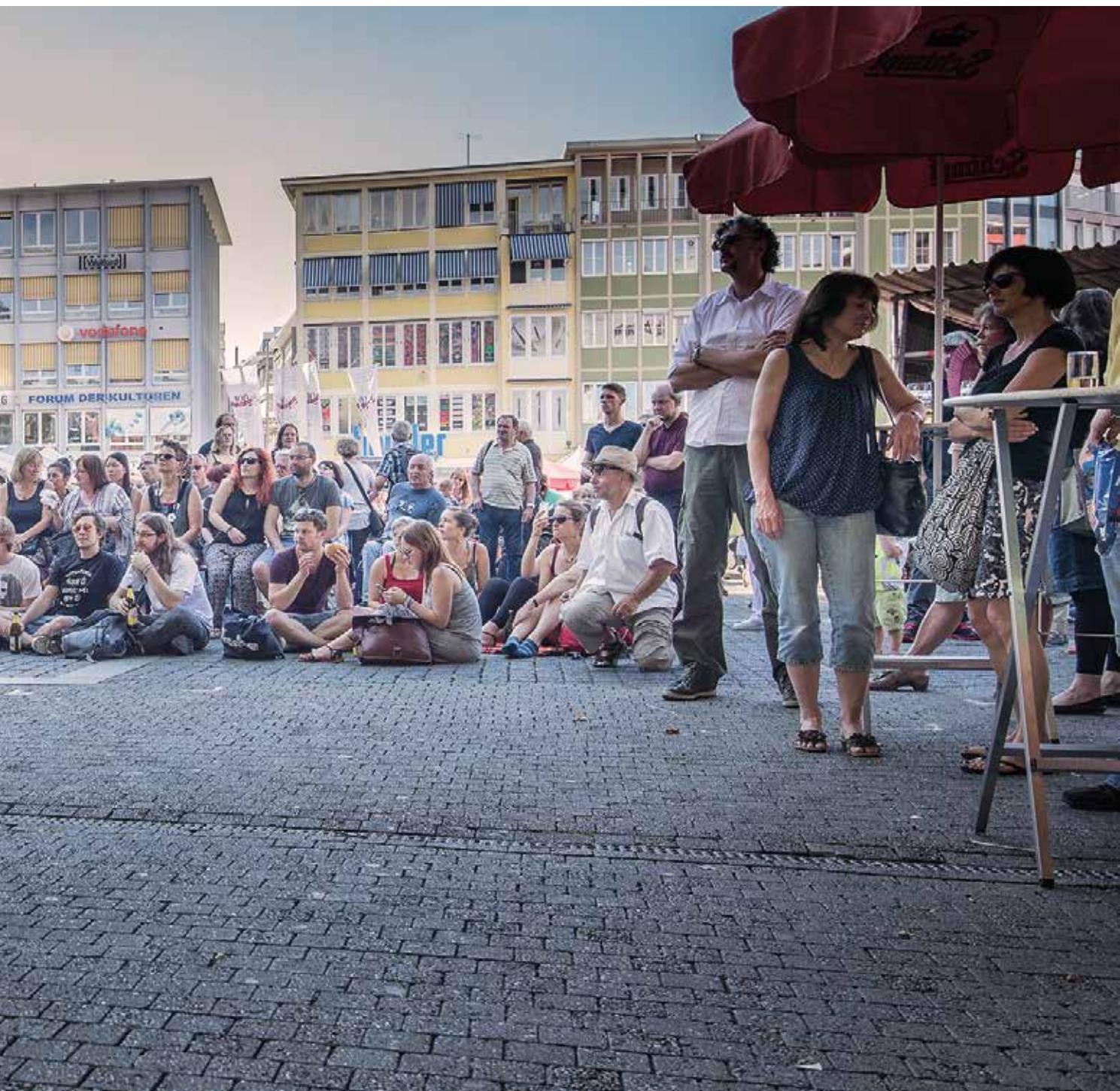
Forum der Kulturen was founded in 1998 by around 20 organizations involved with migrants and integration in Stuttgart. The Forum der Kulturen focuses its activities on the empowerment of migrant associations. Today, more than 130 migrant associations from Stuttgart and its immediate surroundings are members of the Forum der Kulturen Stuttgart e. V. The services, however, are directed at more than 300 migrant organizations. The need for this Forum comes with the fact that more than 40% of Stuttgart's citizens have immigrated in the last 50 years or have at least one parent who was born outside Germany.

The Forum der Kulturen is committed to making cultural diversity visible. They organize and host interculturally oriented cultural festivals, theme series, workshops, information events, and conferences. Their activities include

the six-day "Sommerfestival der Kulturen" the regular in-house productions of their theatre group, the theatre festival "Made in Germany", the intercultural breakfast meeting "Brunch global" as well as the con-

CA.  
**130**

MIGRANT ASSOCIATIONS  
ARE SUPPORTED BY  
THE FORUM DER  
KULTUREN



tributions to intercultural discourse, which are taken up nationwide.

## SOMMERFESTIVAL DER KULTUREN

The “Sommerfestival der Kulturen” is a real highlight happening in Stuttgart this summer. From the 16th to the 21st of July, the whole Marktplatz in the centre of Stuttgart will be filled with stands hosted by communities from all over the world. Famous international bands will be performing for free on the stage in the Marktplatz. Dancing, singing, and eating with different cultures will be celebrated beautifully in these six days!

### The philosophy of the festival

In the summer of 2001 the first Sommerfestival der Kulturen took place on a small scale in the inner courtyard of the Alte Waisenhaus. What has developed from this in recent years is a success story that cannot be compared with anything in Germany. Six days of dancing, celebrating and feasting in Stuttgart. Celebrities of the international music world inspire thousands of people with concerts ranging from Griot to Balkan beats — and all this with free admission. Culinary delicacies from all over the world and a rich cultural program are provided by the Stuttgart Migrant Associations. There is also a colourful Market

of Cultures, which meanders through the side streets of the Marktplatz.

The festival is not only a cultural highlight — it is also a strong and positive signal against racism and exclusion of all kinds.

#### **What is happening this year**

A total of fourteen bands and numerous musical highlights will perform at the festival this year. Brand-new acts such as the Afro-Beat and Highlife legend Gye-du-Blay Ambolley, the singer and global pop musician Rupa and her band The April Fishes, the extraordinary all-star music collective The Turbans as well as La Yegros, the Argentine "Queen of Nu Cumbia" are part of the overall program.

Around 70 of Stuttgart's migrant associations are spread across numerous food stands, providing culinary delicacy's from all over the world.

The food stands will be extended to Hirschstrasse, Kirchstrasse and Münzstrasse from Tuesday to Sunday.

The Market of Cultures also offers handicrafts, jewellery, spices and other things.

At the Sommerfestival der Kulturen 2019 there will be a children's program, just like last year. The KESSLER stand of the traditional Esslinger Sektkellerei will also be there again - the stand will be present during all six festival days in Münzstrasse, at the corner of Marktplatz. The Forum der Kulturen will also be cooperating with KESSLER and the VVS on the opening day of the festival: all holders of a valid VVS ticket will receive two glasses of sparkling wine for the price of one!

#### **The organisation**

The Sommerfestival der Kulturen is run and organi-

sed by the Forum der Kulturen. The team involved in all other projects will be a part of this one too. Approximately 23 employees from the Forum der Kulturen will support this festival. 300-400 volunteers will be helping at these great events as well. It is important to note that all communities exhibiting at the Sommerfestival der Kulturen are volunteering to do this.

Rolf Graser, the Managing Director of the Forum der Kulturen, makes the last decision considering the program of the Sommerfestival der Kulturen.

"The musical quality is of course in the centre of the band selection. However, it is also important that the line-up forms a harmonious ensemble and that the program as a whole is balanced." He says, that there is always a surplus of communities and organisations applying to be part of the festival.

The city of Stuttgart and its representatives have understood just how important it is to support this celebration of diversity. As Rolf Graser said, "People should come together and celebrate, exchange ideas, dance, eat and experience great moments with each other!"

#### **The development of the Forum der Kulturen**

The organizers of the Forum der Kulturen have a clear goal: make diversity visible. They are giving impulses for the whole region. Even though the focus is on Stuttgart, the Forum der Kulturen is increasingly active nationwide. For example, the Forum der Kulturen is connected nationwide with migrant organisations and supports measures to open up cultural institutions in Baden-Württemberg interculturally. At the federal level, the Forum der Kulturen is a founding member of the "Bundesweiter Ratschlag Kulturelle Vielfalt" (National Council on Cultural Diversity), with which it jointly launched the first federal Intercultural Congress in Stuttgart in 2006; in the meantime, the Federal Congress has been held six times in changing cities. The Forum der Kulturen is also a founding member of NEMO, the nationwide network of migrant organisations. ■LW



#### **Sommerfestival der Kulturen**

**When:** 16.-21. JULY 2019

**Where:** Marktplatz, Stuttgart

**More information:** <https://sommerfestival-der-kulturen.de/>

You can keep up-to-date with the Facebook Page of Forum der Kulturen Stuttgart e.V.: [www.facebook.com/FDKStuttgart](https://www.facebook.com/FDKStuttgart)  
The team of New in BW looks forward to seeing you at the festival in July!



# SOMMER- FESTIVAL DER KULTUREN STAGE PROGRAM 2019

TUESDAY, 16. JULY TO  
SUNDAY, 21. JULY 2019,  
MARKTPLATZ STUTTGART



Tuesday, 16. July

- 18.00 **La Yegros**  
Queen of Nu-Cumbia (Buenos Aires)  
20.15 **Gyedu-Blay Ambolley**  
Afro-Soul, Funk- und Highlife-Legende (Ghana)

Wednesday, 17. July

- 18.00 **Electrik GEM**  
Grand Ensemble de la Méditerranée (Frankreich)  
20.15 **Ginkgoa**  
Electro-Swing (Paris, New York)

Thursday, 18. July

- 18.00 **Amsterdam Klezmer Band**  
Klezmer, Balkan und Gypsy (Niederlande)  
20.15 **Nour Project**  
Oriental Rock und Jazz (Kairo)

Friday, 19. July

- 16.30 **VOŁOSI**  
Klassik-, Jazz- und Folk-Virtuosen (Polen)  
18.30 **The Turbans**  
Music from „manywhere“ (London)  
20.45 **Caz à la Turca: BaBa ZuLa**  
Istanbul Psychedelic Rock

Saturday, 20. July

- 16.30 **Monsieur Doumani**  
Frisch-freche Folksongs (Zypern)  
18.30 **Rupa and the April Fishes**  
Global Pop'n'Folk (San Francisco)  
20.45 **Almamegretta**  
Dub'n'Reggae-Stars (Neapel)

Saturday, 20. July

- 11.00 **Söndörgő**  
Packende Balkanrhythmen (Ungarn)  
18.00 **Tänze und Musik der Welt**  
18.00 **Tänze und Musik der Welt**  
20.15 **Mário Lúcio & Simmentera**  
Funaná – betörende Tanzmusik der Kapverden

# THE FIRE OF FREEDOM

Unbelievable but true - India's flag was first-time presented on the Stuttgarter Marktplatz.

TEXT: ROHINI GUTTINA

**"Do not forget the role of women which is also important in building a nation."**

ved by the British, but her presence in England was intimidating. The fiery patriot, a melange of elegance and fire. The daughter of Indian soil who left her own house to fight for the country. She is fondly recalled as Madame Bhikaji Cama.

Born into an affluent Parsi merchant family, Bhikaji Cama had good education and flair for languages. She got married to a pro-British lawyer, Rustom Cama. Her wedded life was stagnant and incompatible, hence, she kept herself busy with the philanthropic activities. During those times, Plague broke out in Bombay. Madam Cama was an active member of the Bombay volunteering team that worked for this cause. In the process of volunteering and attending to the Plague victims, she became a victim herself of this cruel disease. Bhikaji Cama was then sent to Europe for appropriate treatment, rest and recuperation.

In London, she came into contact with several patriotic students of India and European intellectuals who sympathized with India. This gave Madame Cama the platform to launch her own ways of supporting India's freedom struggle. Madam Cama wore many hats during her stay in London. She authored a book, been a part of various freedom movements, etc. All these made her noticeably influential. She was against the British rule and her presence which was daunting to an extent that the British government plotted an assassination against her.

It was in the year 1905, when Bhikaji Cama along with a team designed the tricolored Indian flag. The eight lotuses on the top represent the eight provinces of

This disparaging comment in 1907 fuelled anger and led to the stitching of the Indian National Flag in Stuttgart.

Few call her indomitable, and a few other say "Mother of Indian Revolution." Her return to India was unappro-



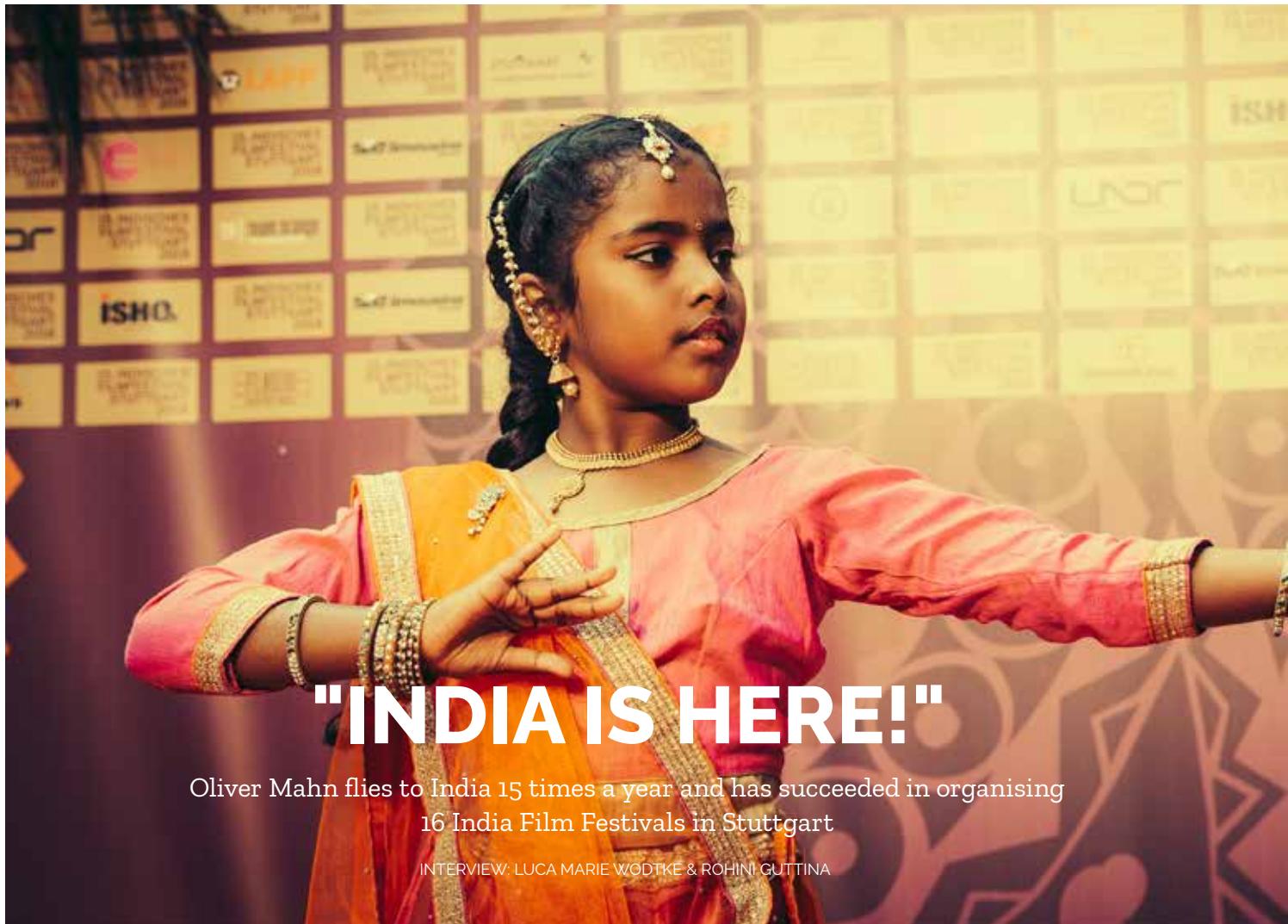
India then and the Sun and the moon to present Hinduism and Islam. The red colour stood for strength, yellow for victory and green for boldness and enthusiasm.

**"India does not have a national flag on its own and it is speaking about freedom?"**

In the year 1907, Madame Cama attended the International Socialist Congress in Stuttgart, Germany. It was this conference where a person from the audience commented during her speech, saying "India does not have a national flag on its own and it is speaking about freedom!?" This disparaging comment fuelled anger. Madame Cama replied tersely by tearing her saree and stitched a national flag to be displayed at the conference.

A witness said Cama replied with these words: "This flag is of Indian Independence. Behold, it is born!". The flag was later smuggled into India by a Socialist leader from Gujarat and is currently displayed in Pune. Madame Bhikaji Cama returned to Mumbai in August 1931, sixteen years before India gained Independence and left to her heavenly abode in 1936.

In her words "Do not forget the role of women which is also important in building a nation." Jai Hind! ■RG



# "INDIA IS HERE!"

Oliver Mahn flies to India 15 times a year and has succeeded in organising  
16 India Film Festivals in Stuttgart

INTERVIEW: LUCA MARIE WODTKE & ROHINI GUTTINA

The India Film Festival in the centre of Stuttgart is taking place for the 16th time. Selected movie makers, actors, and directors from the Asian sub-continent have the chance to show their film to an expected 5,000-6,000 visitors at the Metropol Cinema from the 17th to the 21st of July 2019.

The festival will show some 40 current film productions from all over India over 5 days. Only one or two big entertainment films find their way into the program. It also has to be said that the era of the big Bollywood films is over. In the films, the directors masterfully tell their stories.

So called "Tea Talks" take place daily. These discussions with experts always focus on a specific topic and are supported by the Robert Bosch Stiftung.

Worldwide topics are often addressed: the situation of women in India, child labour, the effects of globalisation, political and military conflicts, minorities, etc. Of course, dance and music are not missing - every day on the red carpet in front of the Metropol Cinema.

In our Interview, Oliver Mahn, the organiser of this amazing festival answers all our questions about this great event.

## Can you tell me something about the "Tea Talks"?

We are bringing together the so-called Tea Talks with the Robert Bosch Stiftung. A special Tea Talk will take place on Thursday, July 18th. There will be a panel discussion with partners Robert

Bosch Stiftung, Staatsministerium BW and ourselves. Here we discuss how India stands at the moment as a strategic trading partner, also in terms of military and security. But there will also be a cultural exchange: in the Baden-Württemberg region, many students go to India and many students from India come to Baden-Württemberg. The main focus of the discussion remains, however, how important India is for the EU.

On Friday we will then talk about the relationship of Germany to China and India.

On Saturday, we will talk about the influence of social media on Indian society. This type of media is widely used in India, now also very intense by politicians. It is a



form of news that is difficult to regulate.

Sunday is about homeopathy in India. Here, the head of the Institute of Medicine of the Robert Bosch Foundation will come and also a representative of WALA.

## EVEN IF THE NEWS DOESN'T ALWAYS MENTION THEM: INDIA IS HERE!

”

Stuttgart is a partner city of Mumbai and Karlsruhe is a partner city of Poonah - is this why Baden-Württemberg is so interested in India?

In India, there are very good training opportunities and schools. The language is English which simplifies a purely educational integration. It is not absurd to say you are now going to India, especially if you are interested in the Asian region. Culturally, of course, it's different than going to England or the US, but there is no language barrier.

### How has the image of India changed, especially in terms of business and opportunities for culture?

What you hear again and again despite improvement are cultural challenges. Some also underestimate how big India is - you can not compare "Swabian" with "Indian". But you have to be clear that we are not the only ones with prejudices: I have already learned that if something does not work properly the statement comes: "Why not, you are German?". You have to inform yourself, there is no way past this. But this is true for both sides. It is wrong to think that only other nations have to catch up: there are also things such as child poverty in Germany.

### Where / How do you go to India to find these films for your festival?

Film collecting works in three ways. There are filmmakers who submit something directly. This year we had for the first time that 45 movies came on the last day! Then we have two co-curators who are traveling around the world on other festivals and propose films. The third way we find movies is that we conduct research and see who we notice. After the collection, we first have

a long list, which is then viewed and commented on by our curators. Of course, there are movies that are great, but unfortunately, don't fit to Stuttgart. But there are no rules, only program slots that need to be filled appropriately. This means, for example, that the family movie should be child friendly and that the 20 o'clock films are a bit more demanding. Above all, we want to represent a lot of Indian regions at this festival. That's why the movies are in the original regional language but with English subtitles.

### Why is it so important to show that India is not just Bollywood movies?

First, we want to introduce a well-curated program. The films are about serious topics, but also to show the diversity of the country. We are not a Bollywood festival. We have 1-2 movies in the program which are Bollywood. These are also part of it - Bollywood comes from now where else in the world than from India. It's also difficult to get new Bollywood movies at all. The industry wants to bring them on the big screens

and then quickly send them to platforms such as Netflix. The big Bollywood stars are also not very successful at the moment. Cinema is still very popular in India, but there is a turnaround. People want to see something different.

**UNLIKE GERMANY, INDIA DOES NOT DOUBT THAT THE CINEMA WILL EVER EXIST**

”

### What is the Bollywood movie that you most like?

It is challenging to say in fact. But one movie that I genuinely appreciate is Om Shanti Om. It is a star movie and art direction is beyond wonderful. The way the

star, Shahrukh Khan, in this case, is presented so well.

Another one is Kal ho na ho. It was my first impression of Indian movies. Especially the song sequence "Pretty Women" which is sung in Hindi on New York streets is amazing!

## INDIA IS A SECOND HOME TO ME. MY EYES WELL UP WITH TEARS AS THE FLIGHT LANDS IN MUMBAI.

”

**Can you share more on culture or work differences between Germany and India?**

I must say, the difference is not a question of quality. The Indians

do things in another way as the Germans do. I imagine the problem sometimes why it is uneasy to work together is due to the task being unclear, it is spontaneous which is sometimes uncomfortable to handle for Germans. We are absolutely straight with many things; we are always planning, and it should happen as per the plan.

The dignity of a person is very important in India. For example, in India to say I cannot decide this; one would lose his face. It is uneasy to say no in India. With us Germans, it is effortless to say I cannot decide a particular thing. As one would expect, the stereotypes from both countries and on each other exist, it is not easy sometimes, but we do have good friends who we can be open with.

**Why India or Indian Film Festival?**

This comes from the twinning. Mr Lapp became the Honorary

Consul in 2002 and established the Wine Festival in Mumbai, also known as Stuttgart meets Mumbai event. We were contemplating doing something in Stuttgart. This was when the Indian Film Festival was born. Today, when I think of it, I cannot believe how we managed this. We had about 40 films, and they were a huge success. It was a remarkable experience. The city, State of BW and Mr Lapp fund the film festival. It's really a big event in the film culture of Stuttgart.

Then, of course, it must be mentioned that there is a collaboration between the state of Baden-Württemberg and the state of Maharashtra. The five year anniversary will be next year in 2020. This collaboration is called the "memorandum of understanding".

**How frequent is your travel to India?**

15 times a year! ■ **LW | RG**



### 16. Indisches Filmfestival Stuttgart

**When:** 17.-21- JULY 2019

**Where:** METROPOL KINO STUTTGART

**More information:** <http://www.indisches-filmfestival.de/en/film-festival/>

Follow the hashtag **#IFFSTUTTGART** to see all new updates on the festival. The team of New in BW looks forward to seeing you at the festival in July!





# SUMMER IN BW: CHARMING, NATURAL, AND BEAUTIFUL

TEXT: LUCA MARIE WÖDTKE

## SWABIAN ALPS

The Swabian Alps are one of the world's regions with the highest concentration of volcanoes. You can find fossils in both a large number of globally unique museums as well as in nature. Juniper heathland, chalk cliffs, waterfalls and mineral springs or impressive stalactite caves: you will find it here. You can admire this natural beauty on hiking and bike tours, or as a courageous adventurer, by gliding and paragliding or rock-climbing in the northern part of the Swabian Alps. Another beautiful place to visit is the spring of Blautopf. It is the source of the River Blau, which flows into the Danube. The water is used in many thermal spas and health resorts, such as Bad Urach or Sonnenbühl. Apart from the breathtaking sight of mountain ridges up to 1,000 metres high, the castles and palaces on the hill tops and the edges of valleys are another characteristic feature of the Swabian Alps. Among them, the Hohenzollern Castle is definitely a must-see.



## TÜBINGEN

The Swabian university town is located in the heart of Baden-Württemberg. Of its 89,000 inhabitants, more than 28,000 are students. There is the chance of taking a boat ride in Tübingen's own "Stocherkahn" – a boat exclusive to Tübingen which is navigated by a long wooden pole. If you enjoy staying on dry land: on the way up to Schloss Hohentübingen you will look down at winding streets, colourful houses, and pointed rooftops. Festivals, concerts, theatre plays, poetry readings and art exhibitions are just a glimpse at the entertainment Tübingen offers. The University of Tübingen is involved in a variety of culture activities, one being an exhibit in Hochtübingen castle. Do not miss the car and toy museum "Boxenstopp", the Cistercian Monastery of Bebenhausen or the Hölderlin Tower from the 13th-century.

## UPPER SWABIA

This is where the Baroque sparkles: churches, abbeys and residential castles dot the landscape like pearls on a string. The region became a Baroque stronghold towards the end of the 17th century. The region soon became a giant construction site, and the much admired churches, abbeys, palaces and parsonages as well as comprehensive works of art were created. The biggest Baroque basilica in Germany stands in Weingarten. Last but not least, there is something for everyone's taste: Upper Swabia offers many possibilities for recreation, such as the ambiente of Lake Constance or the thermal springs in the health resorts. The region also has a great variety of museums: the Zeppelin Museum Friedrichshafen, the Hopfenmuseum Tettang and the Automobilmuseum Wolfegg.



## METZINGEN OUTLET CITY

This small city located at the foot of the Swabian Alps and 30 kilometres south of Stuttgart has attracted many outlet stores. As a result, two million visitors head to Metzingen and its 60 factory outlet stores every year. If one is to believe press reports, the small town has become the third most popular destination for Chinese visitors to Germany - after Berlin and the Neuschwanstein Castle. In the 1970's, Hugo Boss started a factory store in Metzingen, meaning that they sold some of their garments at cheaper factory prices. Seeing the success of this idea, many other fashion brands followed Boss' lead. By 2017, there were over 80 luxury and fashion outlets in the small city. More than 10% of Metzingen's inhabitants work in the outlet city.



## LAKE CONSTANCE

Most commonly known as the "Bodensee", Lake Constance was formed out of glacier ice millions of years ago. Nowadays, up to five million households are provided with drinking water every day from the depths of Lake Constance. The lake connects Germany, Switzerland, and Austria. On the German side of the lake, the best-known excursion destination is the island of flowers, Mainau, famous for the magnificent parks and gardens around the baroque castle of the count's family Bernadotte. Opposite lies Meersburg, whose medieval and baroque castle - the oldest inhabited castle in Germany - characterise the city. Worth seeing on the German side are the cities Konstanz, Überlingen, Wasserburg and, of course, the Bavarian island city Lindau. On top of that, one should not miss a trip to the island Reichenau: it is listed as an UNESCO world cultural heritage since 2000.

## HOHENLOHE LAND

200 million years ago, the whole Hohenlohe country was embedded in a vast sea - the Hohenloher Muschelkalkmeer. A must-see of the region is the city of Schwäbisch Hall with its historical market place, the town hall from the Renaissance, the surrounding half-timbered houses in the winding streets, and the church St. Michael. Don't miss out a visit to the Wuerth-Museum, an exhibition for traditional and modern arts, or the HFM (Hällisch-Fränkisches-Museum), where you can learn more about regional history. If you like sports, especially cycling, the Kocherjagstradweg will be your destination. The smallest town in Baden-Württemberg, Langenburg, is also located in the region of Hohenlohe. The classical Renaissance courtyard of the castle, a car museum or the famous local candy Langenburger Wibele are a few things you should definitely see and try out.





## STUTTGART

The capital of Baden-Württemberg is the home of around 615.000 people out of the 10,9 million living in the Federal State. The diversity of cultures living together here justifies the motto of the whole federal state "We can do anything - except speak proper German". Stuttgart and its immediate region hosts 44% of all people with migration background who live in Baden-Württemberg. Baden-Württemberg is the land of inventors. Gottlieb Daimler laid the foundation for the invention of the car. Today, it is the museum of the company Daimler that tells the story of the vehicle. For the fans of Porsche, Stuttgart has a very own museum. And for those who are not really into cars, the capital offers a lively scene of art and history museums. The Staatsgalerie Stuttgart and the Kunstmuseum Stuttgart offer more alternative exhibits, but there are also many other smaller and partially private galleries definitely worth a visit. Go grab a beer from the Café Treppe and either relax on the stairs or put your blanket on the grass around the Jubilee column in the middle of the Schlossplatz.



An aerial photograph of a winding road through a dense forest. The forest is a mix of green and autumn-colored trees, with patches of orange and yellow. The road curves through the landscape, with a few cars visible. The overall scene is a mix of natural beauty and human-made infrastructure.

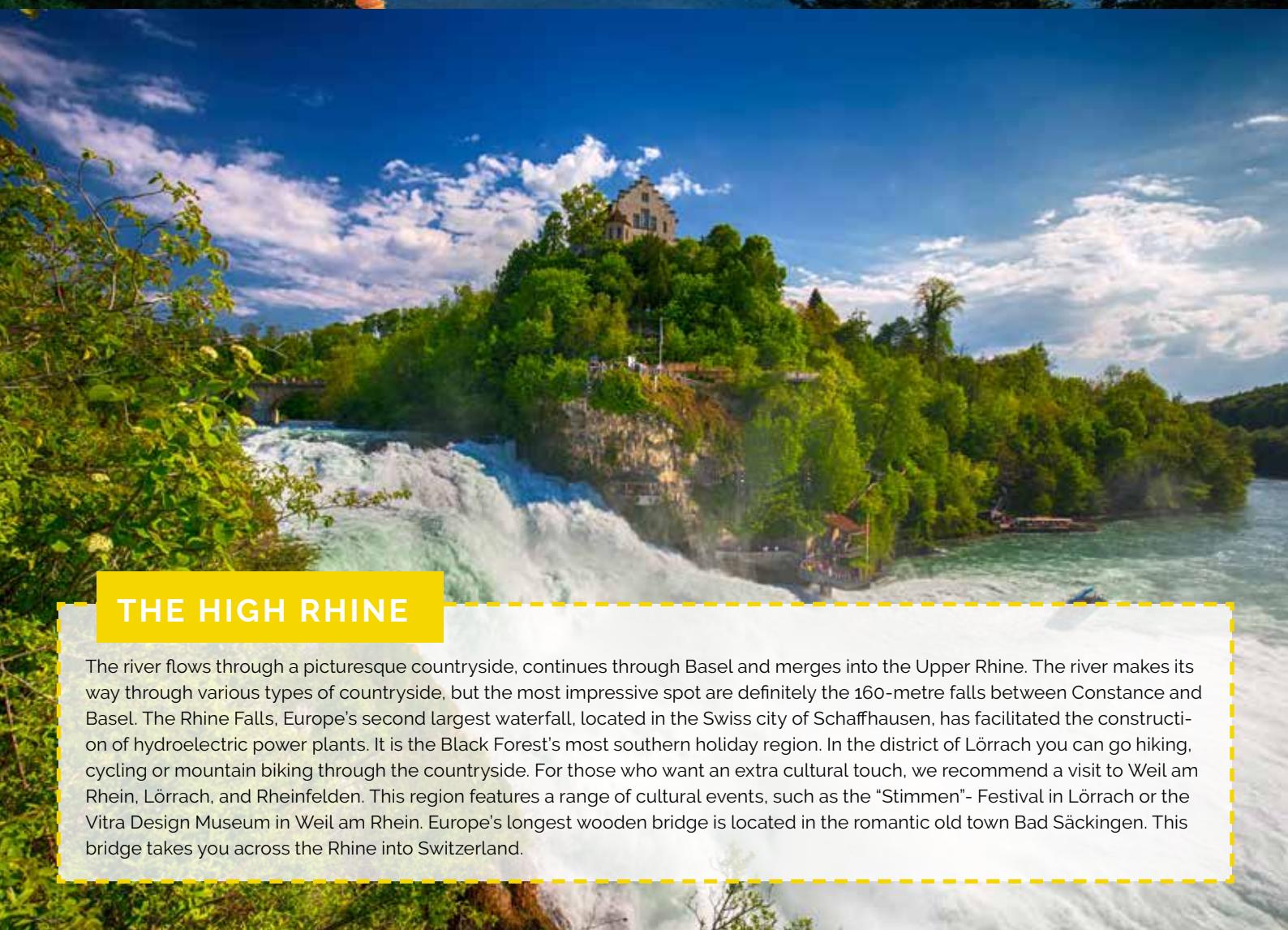
## BLACK FOREST

The Black Forest has much more to offer than twittering wooden cuckoo clocks and Black Forest cake. Still, the famous southern German souvenir belongs to the history of Baden-Württemberg. Its first copy was made in the middle of the 18th century and ever since, the shape hasn't changed at all - only the sizes vary. You can admire 15 meter high in the towns of Schonach and Triberg, where the cuckoo clocks are produced. With a length of 160 kilometres, the Black Forest reaches from the Upper-Rhine to the city of Karlsruhe. The fir tree hilltops are known far beyond the borders for skiing in winter, hiking and tree climbing in summer, mountain biking on an 8.500 kilometres long mountain bike trail all year long. Thanks to its many environmental projects, Freiburg is also the eco-capital of Germany.



## HEIDELBERG

The town with Germany's oldest university - 630 years old - doesn't only show up in study guides and university rankings. Writers like Mark Twain and Johann Wolfgang von Goethe immortalised the city in their works. The landmark of the city is its castle that is perched on a hill. From up there you have a beautiful view on the baroque Altstadt and the river Neckar. You will find lovely cafés, cozy beer gardens and traditional dark-wood taverns that are all very welcoming for a break. Two landmarks definitely worth seeing in Heidelberg: the Gothic church of the Holy Spirit (Heiliggeistkirche) and the Old Bridge across the river. Visitors touch its monkey statue as a promise of returning to the city.



## THE HIGH RHINE

The river flows through a picturesque countryside, continues through Basel and merges into the Upper Rhine. The river makes its way through various types of countryside, but the most impressive spot are definitely the 160-metre falls between Constance and Basel. The Rhine Falls, Europe's second largest waterfall, located in the Swiss city of Schaffhausen, has facilitated the construction of hydroelectric power plants. It is the Black Forest's most southern holiday region. In the district of Lörrach you can go hiking, cycling or mountain biking through the countryside. For those who want an extra cultural touch, we recommend a visit to Weil am Rhein, Lörrach, and Rheinfelden. This region features a range of cultural events, such as the "Stimmen"- Festival in Lörrach or the Vitra Design Museum in Weil am Rhein. Europe's longest wooden bridge is located in the romantic old town Bad Säckingen. This bridge takes you across the Rhine into Switzerland.

# SOMMERFESTIVAL DER KULTUREN

19

16.-21. Juli 2019

Marktplatz Stuttgart



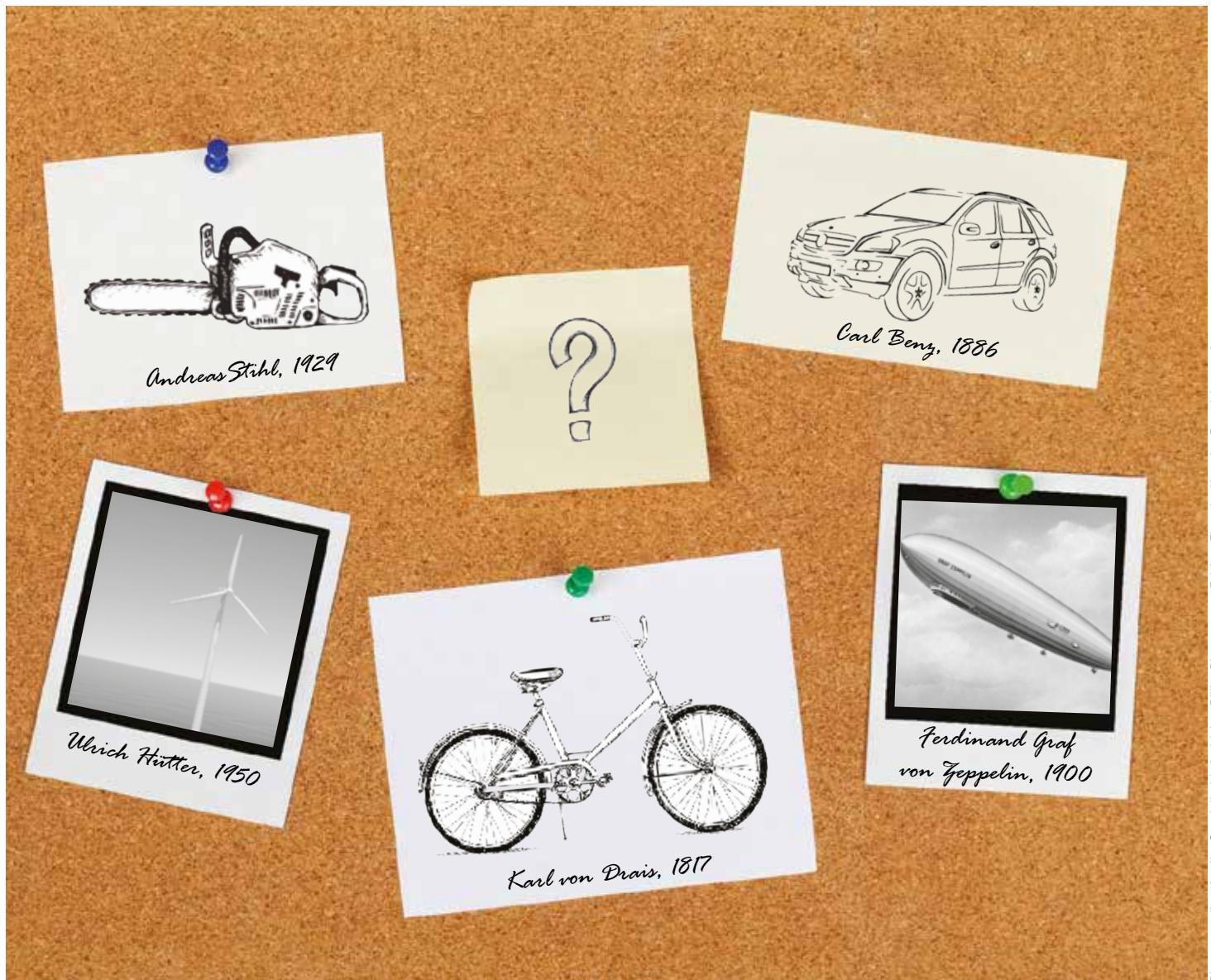
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LA YEGROS GYEDU-BLAY AMBOLLEY ELECTRIK GEM  
GINKGOA AMSTERDAM KLEZMER BAND NOUR PROJECT  
MONSIEUR DOUMANI RUPA AND THE APRIL FISHES  
BABA ZULA VOŁOSI THE TURBANS ALMAMEGRETTA  
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