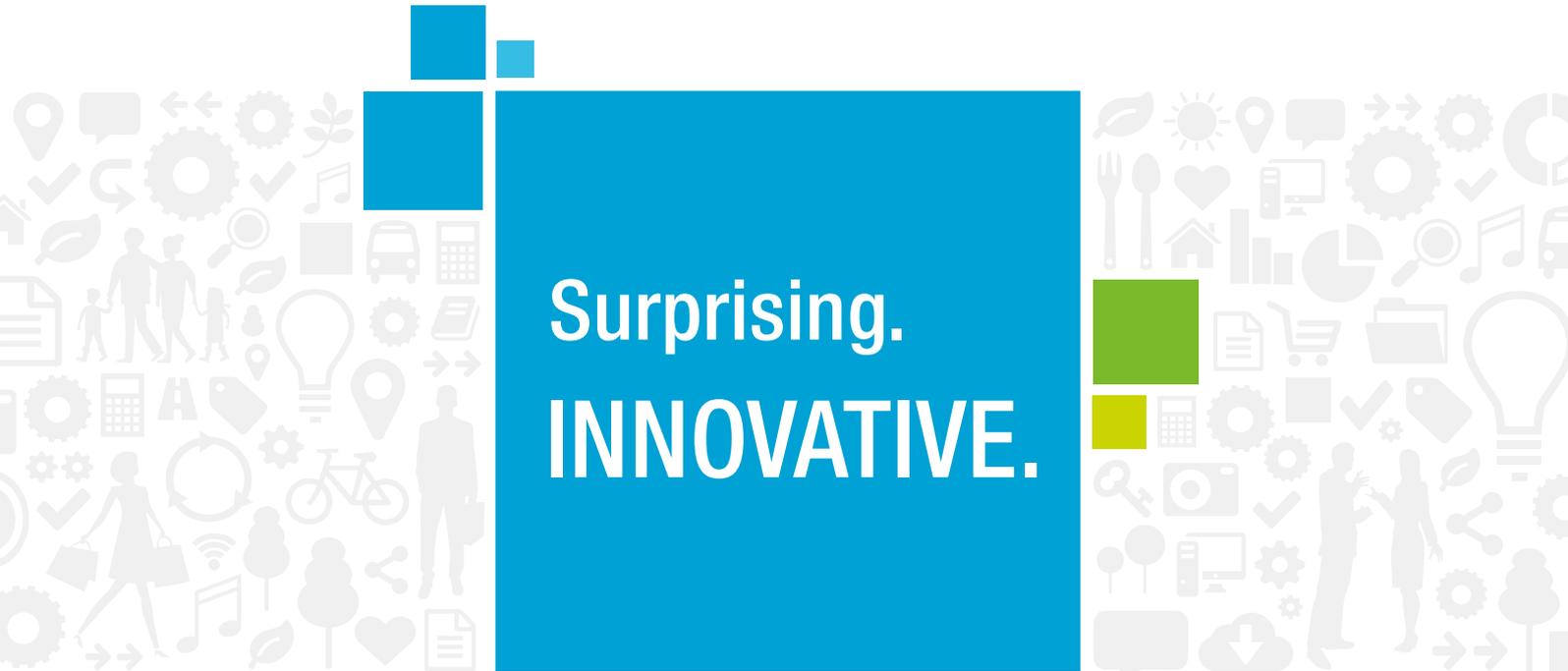




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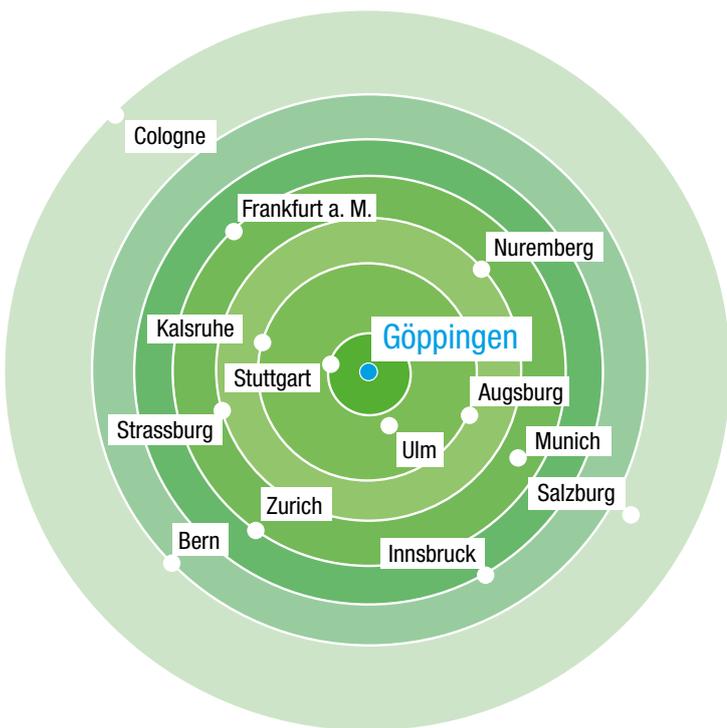
Surprising.  
**INNOVATIVE.**

# THE GÖPPINGEN DISTRICT



The perfect location for jobs, production, living and well-being in the future

# The Göppingen District – Surprising. CENTRAL.



# Surprising. INNOVATIVE.

## A word of welcome by District Administrator Edgar Wolff

The Göppingen District is part of the Stuttgart Region and therefore of this highly advanced metropolitan region that is known for its economic power, its technological top position and its high standard of living. The powerful performance of the automobile and mechanical engineering industries in combination with a strong IT industry and a lively creative economy has let the region grow into a location of innovation that is part of the most powerful economic regions worldwide.



The companies of the Göppingen District have contributed to that because innovative technologies and ideas have always originated here. Evidence for that can be found in the Deutsche Museum in Munich or the Haus der Geschichte (House of History) in Bonn, for instance that of the globally known press manufacturer Schuler, Märklin or Böhringer, today MAG, whose European Centre operates from its base in Göppingen.

Two university campuses and two technical training centres make the district a very interesting location in regards to professional education.

The district has continued to optimize this attractive place to work and live by making considerable investments in public transport. In close cooperation with businesses, the Göppingen District has become part of the Stuttgart Traffic and Tariff Network (VVS).

Its powerful health system profile in the heart of the State of Baden-Württemberg stands out as well. Globally known brands of natural cosmetics and natural remedies appreciate the unspoiled nature bordering on the Swabian Alb. Three health spas with certified quality standards as well as renowned clinics and rehabilitation facilities can be found in the district.

More than 254,000 residents of 38 towns and communities find the beautiful countryside – and therefore a solid basis for a sound balance of work and living – right on their doorstep.

The campaign “Surprising. INNOVATIVE.” continues the well-established slogan “The Göppingen District. Surprising. BETTER.” that communicates the local advantages and strong features of the district. Local advantages that must be particularly emphasized in challenging times, as Germany has seen in the Year 2020 due to the Corona virus. It is important to us to showcase them in a compact and appealing format.

The Göppingen District is the perfect location for living, working, relaxing and enjoying life. See for yourself.

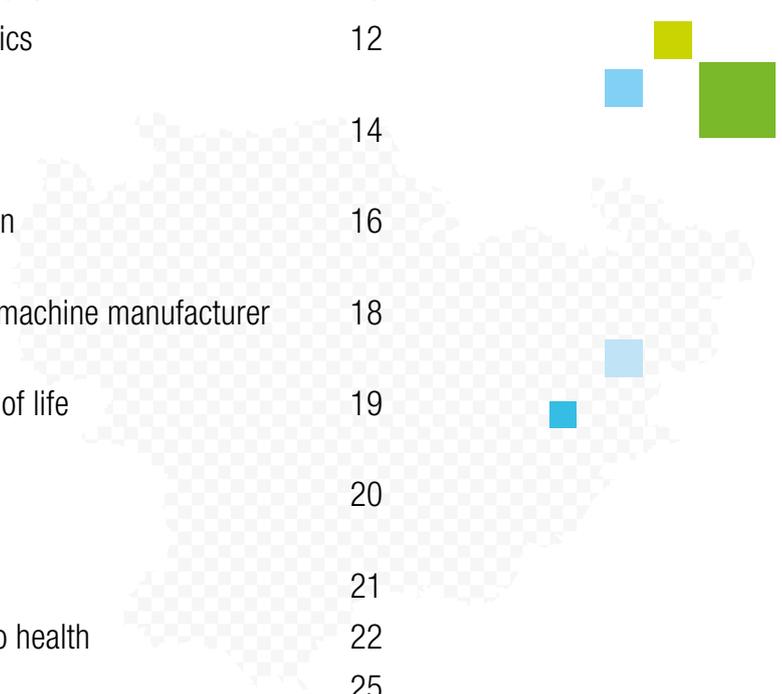
Edgar Wolff  
District Administrator

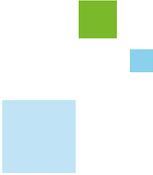


# The Göppingen District –

The perfect location for jobs, production,  
living and well-being in the future

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**What I like about my job:**

Every day we master new challenges of our premium customers who operate internationally. There is never a boring moment.



**My favourite place:** Enjoying the outdoors around the Staufen, Stuifen and Rechberg mountains and then having a barbecue on our terrace with my family.



**What I do in my spare time:** running, bicycling and golfing



Globally renowned corporations rely on the Company HEITEC's production and testing technology



# A first-class address for mechanical engineering

Christian Abt is convinced that the production and testing system specialist HEITEC fits perfectly into the region.

The company, which was established under the name Erhardt + Abt Automatisierungstechnik GmbH in 1997, has been realizing robot-based automation solutions from the start. By now HEITEC produces just as many automated x-ray testing systems. Since 2010 the company has been part of the HEITEC Group and has operated under the name of HEITEC PTS GmbH since June of 2018.

You will find many business areas centering around the automobile industry in the Göppingen District that require optimized production processes, Christian Abt reports. "It has always been and remains to be our conscious decision to stay here in the Göppingen District, between the two centres of industry, Stuttgart and Ulm," he emphasizes. "This is also where we find engineers, technicians and specialists we need for our national and international projects," Christian Abt adds. As a teacher at the Technical College of Göppingen, he even qualifies students for future professional challenges.

Big names, such as Daimler, BOSCH, Ronal or BBS, rely on the know-how of the company in Göppingen that is an expert when it comes to production and testing technology, Christian Abt explains. "The requirements production and testing facilities will have to meet in the future are getting more and more comprehensive and complex. This requires an experienced partner, such as HEITEC, that individually plans these projects for and with the customers, manufactures and puts them into operation," he says. For reliable facilities are a must for production; disruptive downtimes are to be avoided. For that reason the conception and clever planning of a facility is imperative. In addition, resources must be used sparingly – the energy consumption can be reduced and the scrap rate in production processes that keep getting faster and faster must be reduced. Before the system can be put into operation at the customer's site, it can be tested virtually and optimized via a digital twin – this is particularly useful if an existing production system is to be converted or complemented. "The flexible production of small batch sizes as well as a large number of variations is challenging for large production systems – Industrie 4.0 provides solutions for these issues – therefore it is a good thing to have a partner like HEITEC that deals with these challenges on a daily basis," concludes Christian Abt.

**"Here we also find engineers, technicians and specialists we need for our national and international projects."**

**Christian Abt**

# A powerful district in the Stuttgart Region

As part of the prospering region of Stuttgart, the Göppingen District is a powerful location: for the companies as well as for the people of the region.

Large international corporations, a large number of successful smaller and medium-sized companies as well as innovative start-ups and young entrepreneurs have made the Stuttgart Region one of the most powerful business locations in Europe. The 179 communities of the region, which includes the state capital of Stuttgart and the surrounding districts of Böblingen, Esslingen, Göppingen, Ludwigsburg and Rems-Murr, house a total of 2.8 million residents. The region is the leading high-tech location in Europe and boasts a state-of-the-art research infrastructure. It is particularly powerful when it comes to the automobile manufacturing, mechanical engineering, information technology and creative industries.

The large number of suppliers in the Göppingen District that cater to the automobile industry also profit from the close connexion to the economic region of Stuttgart with its more than 254,000 inhabitants in 38 cities and communities that make up the district and its approximately 17,000 companies and 90,000 employees who mainly work in engineering, metal processing and mechatronics.

Furthermore investors still find commercial space in locations that are easily accessible – whether in the district city of Göppingen, in the Filstal valley or the Swabian Alps – along the main traffic axes in the Göppingen District. When looking for suitable business, production and office space, companies are provided with the assistance of the business development organization of the Göppingen District. The Wirtschafts- und Innovationsförderungsgesellschaft für den Landkreis Göppingen mbH (WIF) provides support to local companies regarding technological developments and innovations.

The companies located in the district, their business partners, clients and suppliers as well as the residents benefit from the excellent development of the traffic system in the region, quickly and easily travelling to work and leisure activities by car, bus and train as well as by plane.





The perfect location for living and working: street festival in the city centre of Göppingen; the Businesshaus in Stauferpark; production facility of Company WMF

Moreover, companies profit from the close cooperation of the district with the Wirtschaftsförderung der Region Stuttgart GmbH (WRS) as well as the networking between business companies and the excellent universities and research facilities. The numerous universities, technical colleges and research institutes in the Stuttgart Region provide practical study courses and develop pioneering technologies. This way companies find competent partners for their developments of novelties, young people undergo a future-oriented, qualified education and training, and companies find specialists with outstanding qualifications.

Thousands of young people in the Göppingen District are enrolled at the Technical College of Management and Environment in Nürtingen-Geislingen (HfWU) and the Campus Göppingen of the Technical College of Esslingen.

The companies located in the Stuttgart Region and the Göppingen District also profit from an intensive mutual exchange of information, particularly in the field of mechatronics, provided by the Kompetenznetzwerk Mechatronik Baden-Württemberg, based in Göppingen.

For those reasons the Göppingen District is a powerful business location in the Stuttgart Region – a location where companies find excellent framework conditions that let them thrive economically, a location that offers residents attractive jobs, and a location that stands out for its excellent quality of life and high-quality leisure activities.





Global market leader  
in the fibre and brush  
technology: Company  
Mink Bürsten

# Global market leaders and hidden champions

Successful brands, high-tech and precise craftsmanship, corporations that operate globally and specialized family businesses – that is what makes the Göppingen District stand out.

Märklin – that brand is a well-known name among big and small fans of model trains. Thousands of fans come on the Märklin Days and to visit the International Model Railway Exhibition to track down the myth of train systems. And just about every household has WMF products for food processing, cooking, eating, drinking and baking. Märklin and WMF are only two brand names from the Göppingen District that are known all over the world. The press manufacturer Schuler, the automotive supplier Allgaier, the software company Teamviewer – the list of companies in the Göppingen District that operate globally and are known around the world is a long one. For instance, in the Far East there is one of the world's largest facilities that forms and prints on tins and tubes. This facility was manufactured by the family business Hinterkopf in Eislingen.

## Hidden Champions



Global market leaders, the “hidden champions“, but even more so the large number of small and medium-sized businesses – all of them make up the foundation of the powerful business location of the Göppingen District. A total of approx. 90,000 employees work in approx. 10,000 companies of the district. About 38,000 workers work in the production sector, approx. 18,000 in trade, transport and gastronomy, and around 35,000 in other services, of which 11,000 are employed by the health system and the social system.



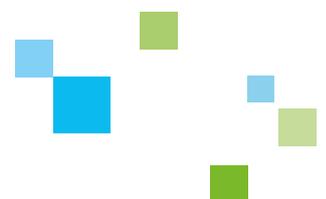
The automotive supplier Allgaier (top left), the mechanical engineering company MAG (bottom left) and the press manufacturer Schuler (right side) are three companies located in the Göppingen District that operate globally

Handmade wooden toys, sculptures that are manufactured with skilled precision or percussion instruments used by orchestras around the world – all that is produced in the Göppingen District as well. Whenever, for instance, an artist is thrilled to receive a Bambi Award, that Bambi was made in the art foundry Strassacker in Süßen, and whenever the Berlin or the Vienna Philharmonic Orchestra players enchant the audience with their music, it is more than likely that the percussion instruments come from Company Kolberg Percussion in Uhingen. Company Ostheimer as a manufacturer of wooden toys, the art foundry Strassacker and Kolberg Percussion are three manufacturers that produce high-end products, so-called “hidden champions”, as niche products. Quite a few of them are also global market leaders, such as Mink Bürsten with its fibre and brush technology or Carl Stahl with its steel wire cables and strands. The company TeamViewer is just one example of a start-up that initially was a “hidden champion” and finally became a global software corporation that today is listed on the stock exchange.

These “hidden champions” are often long-established family operations that are firmly rooted here and have a long tradition.



Sacral art is the central business area of the art foundry Strassacker



# Units of usefulness, function and aesthetics

## WMF Group GmbH



They have literally become a household name. You will find products of the WMF Group in gastronomy and the hotel business as well as in many offices, business spaces and private homes all over the world. Their high-quality materials and outstanding product designs make them striking objects that provide tasteful experiences which exceed those of palate and nose. A premium provider of household goods, the traditional Swabian company has catered to a culture of drink

and food for over 165 years. Today more than 100 million people use pots, pans and silver wear as well as glasses, cake pans and other kitchen utensils by the brands WMF, Silit and Kaiser on a daily basis. Or they enjoy coffee specialties and meals prepared with the products of the brands WMF, Schaerer, Curtis and Hepp in restaurants and hotels.

In 1853 the mill owner Daniel Straub and the brothers Louis and Friedrich Schweizer, two experienced metal pressers, founded the "Metallwarenfabrik Straub & Schweizer" in Geislingen an der Steige. They started to manufacture silver-plated cutlery and serving utensils. It did not take long before the company made a name for itself by receiving an award for its products at the World Exhibition in London in 1862. In order to promote sales in areas beyond the Swabian borders, Straub established his first shop in downtown Berlin in 1868. The merger with "Ritter & Co", a metalware factory that was very progressive for those days, to form the stock company "Württembergische Metallwarenfabrik" in 1880 finally brought forth the WMF

### Additional information

**Industrial branch:** metal processing, consumer goods & trade

**Year founded:** 1853

**Number of employees:** 6,200 (globally)

**Training and professions:** mechatronics specialist, IT specialist – special field: system integration, technical product designer – special field: product design and construction, merchant specializing in office management

Dual study course: Bachelor of Arts – study course in business administration / international business, Bachelor of Science – study course in business informatics, Bachelor of Engineering – study course in business engineering, Bachelor of Engineering – study course in mechatronics / model: MechatronikCom





brand that today is known all over the world. Since the end of 2016 the company has been part of the French corporation Groupe SEB.

The WMF Design has always been tailored to the company's customers' needs and is a unit that combines practical usefulness, function and aesthetics. The product portfolio was always geared towards the current style and design epochs. Even today WMF products are designed in the company's own design department. Over decades, the continuing innovative power of the company has laid the foundation for objects of daily use that are not only well-known today but that were also frequently copied. In addition to the patented silver-plating of flatware in 1893, the invention of the first pressure cooker in 1927 as well as the first professional electric industrial coffee machine in the same year stand out. Particularly kitchen gadgets and flatware made of "Cromargan" are associated with the WMF brand. Cromargan® is the registered trade name for the high-quality stainless steel used by WMF. Developed over 80 years ago, the characteristics of the material are still intriguing even today: it is acid-proof, non-corrosive, tasteless and low-maintenance. By developing Cromargan® further into Cromargan protect® in 2008, the flatware has become extremely resistant to the wear and tear of daily use. That is because the convincing features of Cromargan® have been complemented by one more such feature: Cromargan protect® is extremely scratch-resistant. Therefore even heavy wear and tear and frequent use will hardly affect the material.

The WMF Group is divided into three business areas. The consumer business provides premium products for the five moments of pleasure – preparing meals, cooking, eating, drinking and baking – from elegant silverware and dishes to electric appliances to sharp knives and clever kitchen helpers. The company operates a large range of shops in Germany, Austria and Switzerland. The global hotel business provides expert knowledge, covering everything to do with a set table and first-class hospitality in hotels, restaurants or on cruise liners. In the global business of coffeemakers, the company provides fully automatic coffeemakers for commercial use, offering coffee system solutions tailored to customers' needs and expert knowledge about everything to do with beverages and technology. A worldwide service network as well as the company's own sales department and distribution partners ensure that the WMF Group ranks as the global market leader in this field and is internationally renowned.



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# Committed to a global water supply

## Georg Fischer GmbH (GF Piping Systems)

GF Piping Systems is driven by one simple motto: “Water for everyone, everywhere”. This is implemented via piping systems made from plastic and metal that span many hundreds of thousands of kilometres. GF Piping Systems is active in over 100 countries, supporting customers in the utilities, industry and building technology sectors with its product portfolio of fittings, valves, pipes, and automation and jointing technology. The safe and hygienic transport of liquids and gases, including chemicals, is the company’s core business activity. The individually manufactured pipes are installed in both residential and industrial buildings, as well as cruise ships.

### More information

**Business activity:** Development, production and distribution of piping systems

**Founded in:** 1802

**Employees:** 15,000

**Training and work:** Wholesale and export trader, specialist in warehouse logistics

Every day, GF Piping Systems touches the lives of individuals by supplying water and sanitation. So, whenever anyone turns on the tap and helps themselves to a glass of fresh drinking water, it is more than likely that they are using GF Piping Systems’ products without even realising it. Hotels, hospitals and swimming pools possibly use GF Piping Systems’ products.

Around 130 employees at the head office in Albershausen, Germany, are responsible for distributing the application-orientated integral system across Germany. Georg Fischer GmbH (based in Albershausen) is completely dedicated to the Piping Systems division, ensuring that the water cycle remains healthy across Germany and worldwide. The parent company, Georg Fischer AG, with its headquarters in Switzerland, also has two other divisions in which it operates: GF Casting Solutions (highly complex lightweight cast and additive components) and GF Machining Solutions (providing system solutions for the tool and mould-making industry and manufacturers of precision components). Our customer base includes companies from the automotive, information and communication technology, aerospace and energy industries.

The corporation was founded in 1802 in Switzerland and right from the start water was at the heart of the business. Conrad Fischer set up a small foundry to develop and manufacture new alloys in a water-driven mill in the Mühlental valley near Schaffhausen, Switzerland. His grandson, Georg Fischer II, developed the first pipe fittings for construction 60 years later and changed the company’s name, which it has kept to this day. Georg Fischer GmbH is better known under the abbreviation “GF”, which also corresponds to the company’s international logo and can be found emblazoned in large letters on the office building of the company’s head office in Albershausen. Founded in 1973, this is where the global corporation’s piping products are distributed.





Today, our innovative strength means that GF Piping Systems not only produces products from state-of-the-art technology but also paves the way for the future development of special pipes, piping systems and accessories. International innovation awards such as the “Gold SolVin Award” and the number of patents applied for annually are testimony to both the company’s product portfolio and the great minds behind it.

Supported by the Group and its professional corporate structures, GF Piping Systems places an emphasis on healthy corporate growth. As a former family-run company, employees are at the heart of our day-to-day operations. We promote a friendly, “on a first-name basis” business culture: flat hierarchies in daily interactions with each other are just as important as employees taking individual responsibility for their tasks. Office and on-site staff work together as one well-coordinated team and, likewise, different departments and business levels interact seamlessly. GF Piping Systems values the healthy mix of long-serving, very experienced employees and their younger counterparts, who mutually benefit from each other’s experience and ideas.

Benefits granted by the employer, for example health days, individual work schedules or support for families such as payment of a “children’s Christmas bonus”, are particularly appreciated by employees, as evidenced by their great deal of motivation and commitment in their daily work. This often extends beyond their working hours. Many GF Piping Systems employees volunteer to support the company’s cooperation with the Clean Water Foundation. Since 2002, GF Piping Systems and its employees have been working to improve the supply of drinking water to developing countries by sharing their expertise and actively constructing wells and pipelines on site. This is a shared experience which not only gives back to the community but also brings employees closer together.

# +GF+

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# Vitamin N – Responsible Steel Construction

## Stahlbau Nägele GmbH

Stahlbau Nägele is turning 70 – the company as well as its managing associate, Hubert Nägele. The entrepreneur still comes to work every day, taking care of business in the production facility and the office, talking to customers and suppliers, listening to the concerns of his 205 employees. “Hubert Nägele with his Swabian mentality is a model of creative drive and enthusiasm for our work,” Klaus Nickl, the managing director, describes the company owner.

The range of products of the Swabian family company is based on three pillars: steel construction, turnkey and industrial construction as well as locksmithery and metal work. The steel construction segment plans, designs and constructs on and with steel. The in-house manufacturing facility produces custom-fit components that are mounted on the construction site by the company’s twelve installation teams. In the second segment, Stahlbau Nägele with its diverse team of specialists, as general contractor, specializes in industrial, trade and administrative turnkey facilities and offers all-round service packages as required by clients. Special customer wishes, such as canopies, stairs or rails, are processed and mounted by a team of locksmiths and metal workers. They form the

third pillar of the company. All in all Nägele uses 8,000 tons of steel annually for construction projects ordered by its clients.

Quality, adhering to schedules and a considerate use of resources are priorities in each and every construction project. This is reflected in a high degree of customer satisfaction regarding processes as well as the direct collaboration with Nägele’s workers. The customer is the company’s first priority, directly followed by its own employees. Initiatives created by the employees, such as the annual Nägele calendar with creative work motifs or guidance circles that focus on various issues of daily work, show that steel flows through their veins. Guidelines were developed together with the employees and integrated into the company policies. The employees have submitted innovative suggestions regarding daily processes as well as ideas for how to make the team and company culture even stronger – a process that was initiated by Hubert Nägele, the owner of the company, many years ago and bears precious fruit today. The company calls it “Vitamin N”.

### Additional information

**Industrial branch:** Steel and metal construction

**Year founded:** 1949

**Number of employees:** 205

**Training and professions:**

Metal workers, construction draughtsmen, technical system planners, merchants for office management, dual study course in project management, construction supervision, building technology, sales, services





N stands for Nägele and at the same time for permanent improvements based on passion, mindfulness and identification with the company. In 2019 Stahlbau Nägele GmbH received the Innovation Award TOP100 for its concept of active involvement of employees and was already awarded several awards for Top Employer in the segment medium-sized businesses.

Nägele stands out for its management of generations. Workers and leaders of different age groups meet in work groups to question internal processes and prepare for the future. They tackle topical issues, such as how to deal with digitization or the demographic change in the working world as well as minor practical issues concerning work processes. The Junior Circle develops approaches that intentionally differ from traditional guiding principles. This has enabled Stahlbau Nägele to become a human-dynamic system that allows for things to be tackled, adjusted and constantly improved.

Bernhard Nägele, the company founder, was already convinced that the future of a company depends on the younger generation. Just one year after he had founded his company in 1949 he hired his first apprentice – a strategy his son, Hubert Nägele, has continued to apply. 14 percent of the staff are apprentices. Like all of the employees, they, too, obtain further qualifications in specialized training and advanced training programmes. The company provides a well-balanced working day by offering an excellent health management: The company-own canteen with freshly

prepared meals as well as various sports activities contribute to the employees' well-being. Sport is also what the Federal League handball team FRISCH AUF! Göppingen is all about, which is sponsored by Nägele – including free tickets for the employees. Cooperations with social institutions, such as the Lebenshilfe Göppingen (for mentally disabled citizens) or local nursing homes, provide company employees with an opportunity to look outside the steely box. An exchange programme with these facilities that allows for the mutual exchange of apprentices for one day lets the trainees get a new perspective while being relieved from their work duties, including half a day of extra annual leave in exchange for one day of social work with people. It is an opportunity many employees of Stahlbau Nägele make use of.



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# The expansion strategy of a construction machine manufacturer

## Kleemann GmbH

For the construction of one kilometre of highway you need thirty thousand tons of rocks. For that purpose building materials, such as gravel, limestone, basalt or gneiss are mined in quarries and processed for further treatment. The mobile crushing and screening plants manufactured by Kleemann GmbH crush and screen the raw materials on site to make them processable and transportable. Due to several decades of experience in plant engineering and the construction of stone crushers and screens, Kleemann construction machines are in great demand in the industrial branches of natural stone and recycling.

What started in 1857 with Ferdinand Kleemann's file cutting shop in Stuttgart-Obertürkheim has grown into a globally active company that produces mobile processing plants. Its transportable large industrial machines made Kleemann a successful entrepreneur. Since 2006 the company is part of

the internationally successful Wirtgen Group, and everything is still pointing at expansion. The headquarter in Göppingen combine administration, development, production and warehouse at one and the same location. It is the workplace of more than 500 employees. The company's global customers are supported by 55 Wirtgen Group sales and service companies and over 100 local dealers.

The focus of product development is on solutions tailored to the customers' demands. Efficient, powerful plants in sophisticated design characterize Kleemann. Yet they are easy to operate while meeting the highest safety standards. The company's demands on the quality standard of the products and services are reflected in the whole value chain, starting with adequate qualifications of all employees. Due to periodical advanced training courses the employees have become experts in their respective fields, and the interdepartmental work that is geared towards specific projects has formed a strong team. Kleemann promotes interactions that are appreciative and on an equal footing. Flexible working hours, a comprehensive health management as well as individual areas of creativity and responsibility are only a few of the benefits the employees can expect from this company.

Kleemann finds trainees by participating in local job and talent exchanges on a regular basis, providing company events and maintaining job training partnerships with the German Chamber of Industry and Commerce (IHK) and other education providers. A range of interesting entry-level options, totalling nine qualified professions and two dual study courses are available.

### Additional information

**Industrial branch:** Mechanical engineering

**Year founded:** 1857

**Number of employees:** 500

**Training and professions:** Industrial and construction mechanics, cutting machine operators, mechatronics specialists, electronics technicians automation engineering, product designers, vehicle varnishers, industrial management assistants, warehouse logistics specialists, mechanical engineers, industrial engineers, administration



 **KLEEMANN**

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# 360-degree consultation for more quality of life

## Hartlieb GmbH



Anyone who has ever needed assistance after having suffered an accident, an illness or a physical handicap knows how valuable solid consultation provided by a health care supply store is. The product range includes everything from medical aids regarding mobility, physical safety, nursing care at home to caretaking after surgery or a sport injury. The purpose of all these products is to make every customer's life easier and bring back a certain degree of quality of life. So as to find the most suitable product, the family business Hartlieb provides consultations to customers in 16 health care supply stores, covering the region between Stuttgart and Ulm as well as in its innovative Vitalzentrum in Göppingen.

Since Hartlieb GmbH was founded in 1930, it has developed from a traditional health care supply store to a highly specialized health centre. Over 90 employees work daily on innovative solutions in the branch offices and the central office, developing products geared towards the market of health products and customers. The company's core business are pain-free feet, healthy veins, stable joints and supportive medical aids for physical handicaps. But the company's own specialists also provide care to patients with wounds and injuries, lymphs, neuro-orthopedics, breast care or strokes. "We're not thinking in terms of products but rather in terms of diagnoses," Managing Director Wolf-Rüdiger Schmauder explains the way the company operates. A 360-degree consultation incorporates the various disciplines, overlapping different departments so as to ensure the

optimal care for each patient. An all-round package makes an alignment with the patient's previous way of life possible. Naturally the close cooperation with hospitals, rehabilitation centres or nursing facilities, physicians and home care is part of Hartlieb's business operations.

Besides customer-oriented consultations and high-quality products, the training and development of its staff is an essential component of corporate philosophy. Comprehensive professional training and in-house training, interdisciplinary advanced training of the employees and the option of job rotations within the company have made Hartlieb an interesting and versatile employer with a great sense of teamwork. These features earned the company several awards, such as the branch award Leonardo for the category of "Best Team" as well as awards for its advanced training programme bestowed by the Chamber of Industry and Commerce (IHK) and the Chamber of Commerce (HK).

### Additional information

**Industrial branch:** Medical and rehabilitation aids supplies, orthopedic technology

**Year founded:** 1930

**Number of employees:** 90

**Training and professions:** Orthopedic technology, retail merchants, management assistants in office communication, management assistants health system, lateral recruits with medical qualifications

## hartlieb

Sanitätsfachhandel | Orthopädie-Technik | Reha-Technik | Home-Care-Service

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# A convincing idea conquers the world

## moll Funktionsmöbel GmbH



1925: A small carpentry workshop is founded by Andreas Moll in Gruibingen on the Swabian Alb.

2020: His grandson Martin Moll is the third generation of the Moll family to manage the regionally based premium furniture manufacturer moll, which has established itself as a global specialist for high-quality, innovative and exceptionally designed desks and chairs for both children and adults with an export share of 80%.

In between: 95 years

and a convincing idea: when you are sitting at home at a desk and on a swivel chair, you can only be truly concentrated if you don't really feel the furniture. Simply because they adapt exactly to your personal ergonomics and working methods. If this is achieved, desk and chair combine to a unity.

### Additional information

**Industrial branch:** Furniture industry

**Year founded:** 1925

**Number of employees:** 50

**Training and professions:** Industrial merchants, machine and plant operators, product management, product development / product design, business economists, administration, sales, e-commerce, procurement, customer service

In other words: if the ergonomics and needs of individuals are changing, the furniture must be able to change as well. This is why moll like no other furniture manufacturer stands for the concept of "furniture that grows with you", which can be continuously adapted, expanded and changed in terms of ergonomics, functionality and design. The result: on one hand, a comprehensive portfolio of high-quality children's desks and swivel chairs, which are developed and manufactured on site in Gruibingen following uncompromising quality specifications and offer the potential to grow with the child from kindergarten to colleague. On the other hand, a design orientated furniture line for adults, which sets global standards in form and function and which can be used to create highly individualised islands of well-being at home.

No matter how different moll products may be, they all have one thing in common: the demand to set benchmarks in at least one of the categories function, design or quality. This demand explains why in more than 50 countries the brand name moll is sending a strong and unmistakable statement in terms of first-class, durable workmanship, consistent "Made in Germany" and the distinctive corporate culture of a privately owned company with a clear idea – since 95 years.



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# The Göppingen District at one glance

Size:	<b>64,237 ha</b>
Number of residents:	<b>258,188 (Sept. 30, 2019)</b>
Number of towns and communities:	<b>38</b>
Total number of employees who receive social benefits:	<b>89,146 (Sept. 30, 2019)</b>
Number/percentage of employees in:	
Production:	<b>36,753 (41,2 %)</b>
Trade, traffic and gastronomy:	<b>18,091 (20,3 %)</b>
Other services:	<b>34,050 (38,2 %)</b>
Including health and social security system:	<b>11,256 (12,6 %)</b>
Other (agriculture and forestry, fishing):	<b>252 (0,03 %)</b>
Percentage of unemployed:	<b>3.4 % (Sept. 30, 2019)</b>

## Retail centrality indice

Major district town of Göppingen:	<b>158.6</b>
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Source: IHK Region of Stuttgart, 2019 Retail Study

## Locations of technical colleges:

Technical College of Economy and the Environment, Nürtingen-Geislingen	
Students on Campus Geislingen:	<b>2,245 (2019/2020)</b>
Technical College of Esslingen, Campus Göppingen	
Students on Campus Göppingen:	<b>1,179 (2019/2020)</b>



# Powerful Companies from mechatronics to health

Mechanical engineering, metal processing and mechatronics, but also health and the health industry are important business factors in the Göppingen District.

Already in the 19th Century companies specializing in mechanical engineering and metal processing played a major part in the Göppingen District. Louis Schuler, who founded a metalworking shop in 1839 and started with the construction of sheet metal processing machines a few years later, is just one such example. Today Company Schuler is the globally leading manufacturer of plants for sheet metal forming. EMAG, Allgaier, MAG, Hinterkopf and Ortlieb Präzisionstechnik – the list of powerful companies in the field of mechanical engineering and metal processing, some of them businesses with an old tradition, is long.

Today, however, these companies focus not only on the production of metal components, machine tools and complex manufacturing systems but also on optimizing production and general processes. Today "Industrie 4.0" has become the No. 1 motto for Company EMAG, for instance. It stands for the interconnection of all system components and the linking of the machines with humans as conductors in the value chain.

Today many companies have made  
"Industrie 4.0" their No. 1 motto.

Mechatronics is more than merely mechanical engineering and mechanics. Mechatronics means linking mechanics with mechanical engineering, electronics with electrical engineering and computer science with IT. Heldele GmbH, Speidel GmbH and Prinzing GmbH are three companies in the Göppingen District that develop and realize, among other things, overall concepts of electrical engineering, such as administrative buildings, airports and museums, for large industrial corporations and compounds, for companies such as Daimler and Porsche, the European Central Bank in Frankfurt, the Mercedes Benz Museum in Stuttgart and the University of Hamburg.





Company Benecke Kaliko produces surface materials for car interiors in Eislingen

## Innovation as DNA

The companies in the Göppingen District that specialize in mechanical engineering, metal processing, mechatronics and electrical engineering all have one thing in common: innovation is part of their DNA. Issues such as sustainable production, automation technologies, but also the changing mobility and its effects on the automobile industry and its suppliers are currently on the very top of their agenda.

Concerning their developments, the companies benefit from being physically close to different research facilities on the one hand and from the close cooperation in various corporate networks on the other hand. The Technical College of Esslingen, Campus Göppingen, for instance, was among the first universities to offer mechatronics as early as in 1988 – in those days still an unknown field. Doers and entrepreneurs periodically exchange ideas about anything to do with mechanical engineering, research, university and management in the Mechatronik Baden-Württemberg network of expertise, which is seated in Göppingen and the reason why Göppingen is also called Mechatronik City, and pool their interests.

View of the  
production facility  
of Company MAG  
in Eislingen





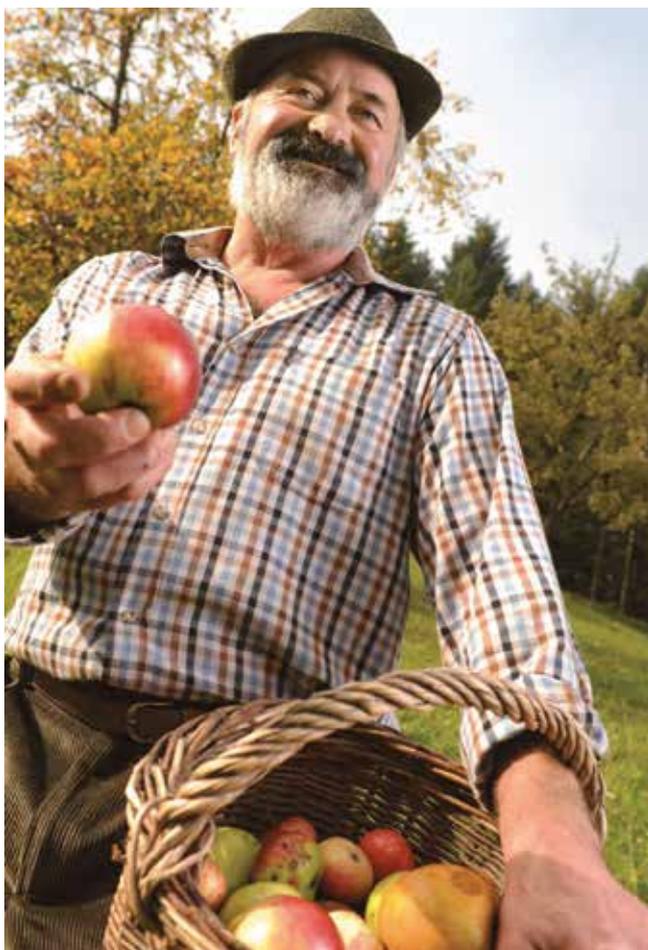
The central building of Company WALA in Bad Boll

### Economic factors: health and nature

Mechanical engineering, metal processing, mechatronics and the numerous suppliers to the automotive industry are a powerful pillar of the economy in the Göppingen District. Health and the health industry are also very important areas. The Alb Fils Clinics located in Göppingen and Geislingen as well as the Christophsbad Klinikum (medical centre) that includes six specialist clinics which specialize in different sectors and one specialized in-patient living facility do not only guarantee optimal health care but also provide jobs for several thousand people. Their approximately 2,400 employees make the Alb Fils Clinics the largest employer in the district. The Christophsbad Klinikum has a total of 1,300 employees on its payroll. The thermal mineral spas in the three health resorts Bad Boll, Bad Ditzenbach and Bad Überkingen as well as the rehab clinics in Bad Boll, Vinzenz Klinik in Bad Ditzenbach and Luise von Marillac Klinik in Bad Überkingen are also a strong economic factor.



The inhabitants of the Göppingen District were among the first to become aware of the health benefits of medicinal plants and herbs. Even today you can still see the lettering "Homöopathische Central-apotheke" on Kirchstraße 14 in Göppingen. This is where Prof. Dr. Friedrich Mauch founded the "Homöopathische Central-Officin" in 1865. Natural medicine and cosmetics still play an important economic role in the Filstal Valley. One example is Company WALA with its herb farm which has a size of 4.5 ha and the high-quality Dr. Hauschka natural cosmetics as well as the Kräuterhaus Sanct Bernhard (herb house) that offers the aromas of more than 350 plants.



### Natural products from the region

Fruit as well as fruit wines from Europe's largest plot of meadow orchards, which boasts 26,000 ha, vegetables from local farmers in the region and beverages from the natural mineral as well as medicinal springs are also parts of the economy that are very characteristic for the economy in the Göppingen District. The "Hägenmark" rose hip jam, which contains lots of Vitamin C, or the sparkling wines made from the famous type of pear Champagner-Bratbirne, for instance, will quicken the heart of any connoisseurs.



The MühlenLaden (mill store) in the Obere Mühle in Gosbach

## Joint forces for a Future 4.0

### HELDELE GmbH

Wherever electricity flows, HELDELE feels right at home. HELDELE GmbH develops overall electrotechnical concept as their customers' partner with expertise and long-term experience. The former electronics shop run by Adolf Heldele has grown into a company with over 750 employees that has received several awards. Its business range includes building technology, automation and process technology as well as information and communication technology.

Its work sites are administrative buildings and production facilities as well as airports, museums and any other kinds of buildings that require customized solutions for their technical infrastructure. HELDELE GmbH supports its customers not only at its headquarters in Salach but also at its sites in Stuttgart, Munich, Hilzingen, Eltville and Karlsruhe.

HELDELE GmbH provides technical solutions that are in tune with the times. Its focus is on the subject of e-mobility as much as it is on the latest developments in information and communication technology. At the company's Experience Center at the ITK-Systemhaus customers can make hands-on experiences with state-of-the-art technologies. This is where the Future 4.0 is worked on every day. "We invite you to make an appointment any time or to submit an application for one of our versatile jobs," the company suggests.



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# ERNI Electronics – Connected by Competence

## ERNI Gruppe

ERNI Electronics is an international, family-owned corporation, founded in Switzerland with over 70 years of experience as a leading global manufacturer and service provider. Operating in more than 40 countries, with state-of-the-art production facilities in Europe, North America and the Asia-Pacific Region, ERNI is able to react quickly to any changes in rapidly growing markets with increasingly complex requirements. Headquartered in Switzerland, ERNI has 1,300 employees worldwide and generates an annual turnover of 200 million Euros.

In Adelberg, Germany there are about 800 employees working in the fields of production, development, quality management, tool construction and operations. Here ERNI produces high-quality connectors, and some of the best of contacts in the industry – both literally and figuratively – because of highly qualified, motivated employees. ERNI's core business is the development and production of versatile connectivity solutions for various areas of application in selected market segments, such as automotive electronics or industrial automation.

### Additional information

**Industrial branch:** Electrical engineering

**Year founded:** 1947

**Number of employees:** 1,300 (worldwide)

**Training and professions:** Tool construction, tool mechanics, electronics technician/technician, quality management, development/construction, specialists in production and the commercial field, in-house training in seven different professions, dual study courses





ERNI also supplies other industrial branches with suitable data connectors, PCB connectors, I/O connectors, cable assembly and much more. In addition to the products, ERNI also offers a wide range of electronic manufacturing services.

As a company, ERNI delivers connectivity solutions – and as an employer, it provides promising opportunities: exciting jobs, attractive career paths and a common passion for its products creates a work environment that is based on collaboration. Because it is a family-owned business that operates internationally, ERNI's corporate culture is characterized by appreciation, respect and cooperation. Diversity and Inclusion within is supported because success of the organization is not possible without it. Discrimination has no place here – on the contrary: respect for all cultures is the priority. ERNI employees have an innovative spirit, which is based on trust, individual freedom and responsibility.

Anyone who wants to join ERNI may look forward to exciting work tasks in an international environment with a family-like atmosphere. The company provides numerous benefits that make work even more rewarding and pleasant.

Employees are supported in their professional and personal development, career planning and the development of their

strengths. ERNI is also actively involved in numerous social projects, sports activities and social gatherings because ERNI places great value on human connections.

All employees' well being is very important which is why ERNI not only provides a corporate wellness program but also promotes different sports activities in and outside of work. Competitive salaries, flexible working hours, allowances for meals and commuting, a company retirement plan, profit-sharing, advanced training courses, overtime accounts, etc. are some of the benefits offered to employees.



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# Pioneer of modern formwork technology

## NOE-Schaltechnik Georg Meyer-Keller GmbH + Co. KG



The concrete design of a Dutch subway line based on the template designed by the designer Erik Sandifor from Rotterdam

Large construction sites, such as the Maracana Stadium in Rio de Janeiro, the Einhorn Tunnel in Schwäbisch Gmünd or the Milaneo Shopping Mall in Stuttgart, are the sites NOE-Schaltechnik works on. The company's work remains rather invisible, yet it lays the foundation for the buildings, framing and shaping them. It is the job of NOE-Schaltechnik to make sure that during the building process the concrete can be poured custom-fit and in top quality as planned. The formwork panel made of steel, which was developed by Georg Meyer-Keller in the 1950s and can be used multiple times, enabled the construction industry to realize building projects in a faster way that saves resources and money.

### Additional information

**Industrial branch:** Building trade/industry

**Year founded:** 1957

**Number of employees:** 140

**Training and professions:** Civil engineers, draughtsmen, management assistants in wholesale and foreign trade, specialists in warehouse logistics, machine operators, purchasing agents, financial accountants, controllers, system administrators, carpenters, concrete builders/ steel constructors, working students

System formwork, which had been rather obscure until that point, became the pioneer in the construction industry. "NOE formwork" is considered to be the first panel formwork system ever and was initially distributed by Jakob Noe's construction equipment shop, whom it owes its name. Georg Meyer-Keller, a pioneer of construction, became aware of this fast-growing market and connected it with his own need of project-related consultation and the technical planning of his product. Therefore he founded his company, NOE-Schaltechnik Georg Meyer-Keller KG, in 1957.

The company founder's pioneering and inventive spirit has been continued in the decades since then. New products and concepts that culminate in patent applications, are constantly being developed in the name of NOE. Special formwork constructions make it possible for architects and investors to realize extraordinary ideas. The 140 employees of the company are the minds behind these innovations. The reasonable size of this medium-sized company creates a family-like and personal work environment. Various departments work on projects and products together.

The professional development within the company based on the individual's own interests is desired in order to attain as much creative and productive freedom in the working process as possible. For this is the only way to create values that will be preserved for generations – with regard to the visible building projects as well as the perceivable corporate culture. NOE regards itself as a designer of a positive future. To achieve that, the company invests in the contentment of its employees, for Georg Meyer-Keller already realized: "You have to be happy to be able to achieve something."



DIE SCHALUNG

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# An innovative developer of packaging and machinery

## Michael Hörauf Maschinenfabrik GmbH & Co. KG



Most likely everybody has already products in their hands that were produced by a HÖRAUF machine – unless they don't read, eat or drink and don't use any file folders. Founded in 1938, the Michael Hörauf Maschinenfabrik GmbH initially manufactured machines for the production of match and cigarette boxes. It did not take long before the product portfolio was expanded, for instance by the production of a packaging machine for the blue Nivea cream tins known all over the world. Developments for the production of to-go paper cups for daily use and other wrapping solutions for food items followed. While HÖRAUF always stays in the background, the use of various products would be impossible without its machinery. The company's range of customers is versatile and scattered all over the world.

Established by Michael Hörauf, who also gave the company its name, it was signed over to the Stahlecker Family in the Year of 2000. Today HÖRAUF develops and produces innovative machines and wrapping solutions with 240 highly qualified employees on its facility in Donzdorf. Even today beverage cups and cups used as packaging are still a particularly successful business area. Not only McDonald's serves its coffee in cups produced by machines from Donzdorf, but other brands, such as Nestlé, Unilever or Kraft foods, also rely on packaging technology by HÖRAUF around the globe.

The focus on machinery that produces eco-friendly packagings as well as innovative product improvements, such as double-walled paper cups with a thermal effect that

have replaced styrofoam cups, was a significant strategic decision for the company.

A few years ago CartonCan®, a recyclable can based on paper that is an alternative to standard cans, was developed. In 2019 the company received the Innovation Award of the Göppingen Landkreis for it.

One essential factor of the company's success is the quality of its employees. Here, the training and advanced training with an international focus play a major role. As does the mentality of the residents of this region. "The people here enjoy constructing packaging machines. Then, when they spot the products on the supermarket shelf, it creates a strong sense of identity," Werner Stahlecker says with conviction.



### Additional information

**Industrial branch:** Mechanical engineering

**Year founded:** 1938

**Number of employees:** 240

**Training and professions:** Service technicians, industrial mechanics, industrial management assistants, specialists in warehouse logistics, dual study course in business administration, mechanical engineering and electrical engineering

**HÖRAUF**  
the art of engineering

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# With nature's powers on the road to success

## Kräuterhaus Sanct Bernhard KG

A basket filled with rosehips was the start for a family business that employs more than 450 workers today. Rosehip specialties, such as the "Hägenmark" jam, were the first products Grandma Schulz prepared. When the enterprise with the registered trademark Sanct Bernhard was taken over by Hans Schulz in the 1960s, the product portfolio could be expanded by introducing high-quality natural remedies, beauty products and cosmetics. Hans Schulz and his son Elmar, who is the managing director of the company today, expanded the Sanct Bernhard brand into the Kräuterhaus Sanct Bernhard, which is known all over the country.

Already in the early 1900s the medical herbs and healing plants that grow on the slopes of the Sanct Bernhard Pass in the Swiss Alps were gathered and made into herbal teas. Because of their unique flavours and powerful effectiveness

they were soon sought after throughout Germany. Even today some of the herbs are still collected and carefully prepared by hand for the production of over 900 products offered by the Kräuterhaus. These include, for instance, creamy rose balms, foot and hand creams enriched with olive oil, milk thistle capsules or propolis lozenges – the products of the family business enhance the customers' well-being from head to toe. The active ingredient that is extracted from the plants forms the basis of each product. The blossoms and plants are soaked in special liquids so that the required active ingredients can be extracted more effectively when they are subsequently spun. By using traditional recipes, the essence is made into capsules, pills or cosmetics. New recipes for beauty and cosmetic products are developed in the in-house test lab and may be tried out in wellness applications at the Vitalhotel Sanct Bernhard run by the

### Additional information

**Industrial branch:** Natural remedies, cosmetics and beauty products

**Year founded:** 1960

**Number of employees:** 450

**Training and professions:** Pharmaceutical professions, office management assistants, hotel management assistants, cosmetics and spa, sales, warehouse logistics





company. A comprehensive range of treatments invites customers to get relief from all kinds of ailments, regain energy and vitality or just let their spirits flow.

The long-term experience of the company's qualified employees has contributed to its success, as have the meticulous control checks and the high expectations the company has of itself and its products. The in-house development, production and direct distribution ensures that the certified company's customers always receive innovative, fresh health products of premium quality. The products are distributed via the central building in the idyllic heart of the Swabian Alps, requiring a state-of-the-art logistics department. Every day up to 6,000 orders are processed so as to deliver the desired Kräuterhaus products quickly and reliably to customers.

Meanwhile the company, which also provides professional training in retail business, in the sales sector, in warehouse logistics as well as in the pharmaceutical field, is among the frontrunners in the industrial branch of natural remedies, beauty products and dietary supplements. The Kräuterhaus passes on its expertise not only in the training and professional development of its employees. The company invites customers and visitors to a (knowledgeable) experience of all five senses in the close vicinity to the central building. In the auditorium groups of visitors can learn more about the company history and current health topics. During the warm season the company's herb farm, which has a size of 3,000 square metres and contains sections with medicinal plants and kitchen herbs, harmonious scent and colour zones as

well as a soothing sea air inhalation room allures the sense of smell, the sense of taste and the visual senses. Many cozy seating arrangements invite visitors to linger and relax in pleasant surroundings. The taste buds are pampered in the Spezerei – the coffeehouse that serves homemade specialities.

And the Kräuterhaus also provides mental catering: customers and anyone who is interested will find information about nutrition, health, cosmetics, recipes as well as the Kräuterhaus products. Background knowledge, tips or new findings regarding current topics provide a closer look at the daily work of the company and the health industry. And this information is as colourful as the healing herbs that grow on the Sanct Bernhard Pass.

**Kräuterhaus  
Sanct Bernhard**

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# Fresh ideas and creative minds

In the Göppingen District it is also the creative minds with fresh, innovative ideas that contribute significantly to the sustainability of this business location.

We all periodically rate things on the internet: products, services and videos. The providers of these things face the question of how to deal with these ratings, specially if they are in the form of texts. The start-up liCili in Göppingen offers a solution. The two 25-year-old founders have developed an analysis software that records written ratings very fast and structures and evaluates them with the aid of certain algorithms. And since corporations that operate on a global scale, such as WMF, have started to rely on the software of these young entrepreneurs, chances are that their story of success will be continued.

Particularly in the field of digitization and digitized production numerous areas are currently opening up for creative minds and promising start-ups. "Specially software and app development offer lots of opportunities," Reiner Lohse, managing director of WIF, the Wirtschafts- und Innovationsförderungsgesellschaft für den Landkreis Göppingen mbH (Agency for the Promotion of Economy and Innovation for the Göppingen District), states, "because here the initial investment costs are manageable." Yet the road to becoming a global market leader or even just claiming your place on the market is a long one, as Reiner Lohse also emphasizes. Consultations concerning innovations are therefore one focal point of the work WIF does.

## The fertile soil for creative ideas

In a certain way the universities in the Göppingen District are the soil many foundations of companies and start-ups grow in: the University of Applied Sciences in Esslingen with its campus in Göppingen as well as the Business Economics and Environment University in Nürtingen-Geislingen (HfWU). This is where students who venture to jump into self-employment obtain professional training. This is also a way for the universities to sponsor the students. For instance, the project "Zukunft.Gründen" (Future.Founding) of the HfWU received an award by the German Federal Ministry of Economics for its promotion of sustainable business start-ups and is also financially supported by the Ministry. On the Göppingen campus of the University of Applied Sciences in Esslingen the initiatives „GründES“ and „Gründergrillen“, which are supported by the university, contribute to the networking of potential entrepreneurs, thus providing starting aid in multiple ways.

Of course entrepreneurs and start-ups are also supported by the business promotion institutions in the Göppingen District: The Kreiswirtschaftsförderung (District Promotion of the Economy) of the Göppingen District

and the Wirtschafts- und Innovationsförderungsgesellschaft für den Landkreis Göppingen mbH (WIF). In cooperation with the Chamber of Industry and Commerce (IHK), the Göppingen District Chamber of Commerce, the Union of Craftsmen in the District of Göppingen, the Wirtschaftsförderung der Stadt Göppingen (Agency for the Promotion of the Economy of the City of Göppingen) and representatives of the local employment agency, the community college and local banks, these institutions organize a breakfast for young entrepreneurs six times a year for the purpose of sharing experiences. Twice a year the Start-Up Days of the IHK, the Göppingen District Chamber of Industry and Commerce, provide young entrepreneurs with a comprehensive overview of essential topics and issues of the establishment of a company.



Breakfast for networkers in Café Tresor in Göppingen

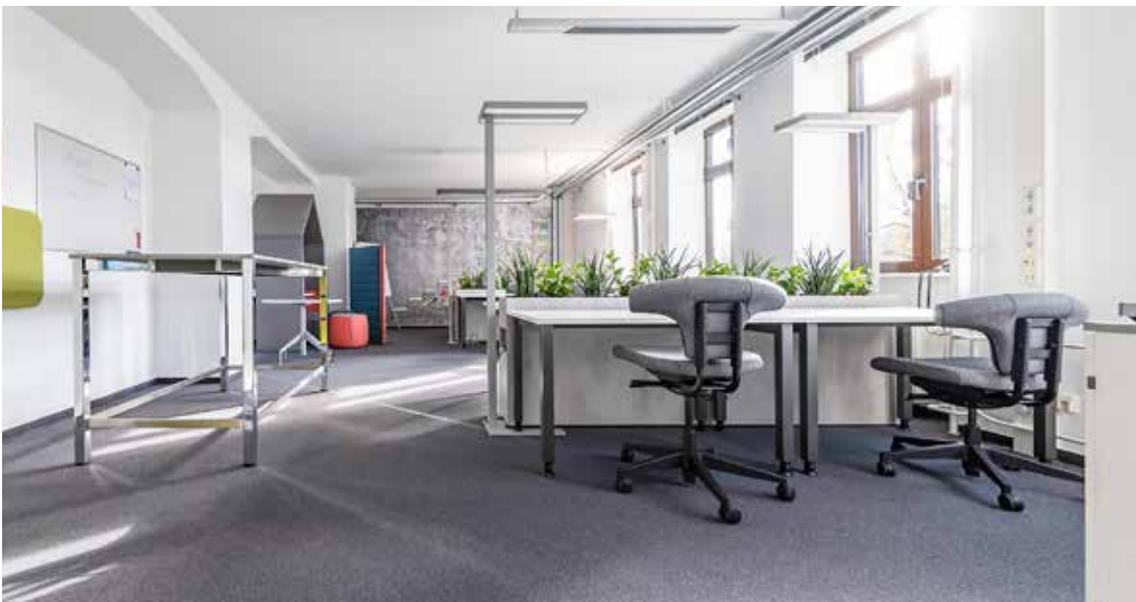
## A jump-start into self-employment

The starter cables for self-employment are three start-up centres in the Göppingen District: the Coworking Space CO.3 in the Impuls- und Gründerzentrum (IGZ) in Staufferpark Göppingen, the G-INNO in Geislingen as well as the Gründer- und Innovationszentrum Startpunkt Salach.

At the IGZ young entrepreneurs find office space and a coworking space for the establishment of their businesses on a total of 1,500 square metres on three floors. Incorporated into a network of strong partners and companies, the Wirtschafts- und Innovationsförderungsgesellschaft für den Landkreis Göppingen mbH provides individual support during the founding process in a creative and innovative environment as well as contacts to cooperation partners. At the CO.3 start-ups, under the motto of “COworking – Connecting – Community“, young entrepreneurs, freelancers and “digital nomads“ find not only a modern workspace 4.0 but also a community that pushes projects and develops new products, services or business models together. This promotes a dynamic start-up culture, making this business location even more attractive.

Particularly in the field of digitization and digitized production numerous areas are currently opening up for creative minds and promising start-ups.

Coworking space for start-ups, young entrepreneurs, freelancers and “digital nomads“: the CO.3 at the IGZ in Göppingen





Due to the flexible arrangement of the furniture the G-INNO can be used for various forms of events and work

In 2018 the Innovations & Startup Center G-INNO was launched in Geislingen, sponsored by the Technical College for the Economy and Environmental Technology in Nürtingen-Geislingen, the Kreissparkasse (bank) and the AlbWerk and assisted by a support association with several other companies as actively committed members. Visionaries, founders and enterprises find the space they need for the development of their ideas in the co-working area of G-INNO. By offering idea consultation sessions, individual coaching, workshops and events, the G-INNO provides extensive starting aid to entrepreneurs who want to start their own business. The concept of G-INNO has been divided into three different sections. The rooms "Being", "Acting" and "Thinking" are suitable due to their different features and flexible arrangements of the furniture for various forms of events and work situations.

The Gründer- und Innovationszentrum Startpunkt Salach was established in June of 2019. Its purpose is to offer young entrepreneurs and start-up businesses a starting point for self-employment. In cooperation with the community of Salach, Andreas Pusch, an experienced IT service provider who lives in the region himself, designed the concept, the first step of which consists of providing workspaces in a co-workspace office. In a total of approx. 250 square metres of space young entrepreneurs find a suitable working environment – from a desk in a group office to their own separate office, which can be locked up. A partner network, a municipal administration that is supportive of new businesses as well as additional benefits, such as a complete IT and telephone system, bookkeeping or marketing support also provide founders with versatile assistance for starting their own business.

Young entrepreneurs find the right working conditions at the Startpunkt Salach



# Swabian, practical, down-to-earth

## Pusch-Data GmbH



Managing Director Andreas Pusch (centre) and his team

The work of an IT provider is often like the proverbial search for the needle in a hay stack. The challenge is not to find a solution to a technical problem but rather to find its cause. Andreas Pusch, who founded his company as a one-man business in 1995, has expanded it into one of the IT system companies that are leading in Southern Germany. “We support larger companies than any of our competitors do,” Chief of Marketing Lukas Mürdter defines the company’s customers. IT infrastructures with up to 500,000 clients are the company’s daily business. These include automobile manufacturers in the region as well as corporations that are globally supported, such as international construction companies. “Yet our focus nevertheless is on medium-sized businesses,” he emphasizes. Pusch-Data considers efficiency and innovation to be particularly important when

### Additional information

**Industrial branch:** Information technology

**Year founded:** 1995

**Number of employees:** 54

**Training and professions:** IT specialist for system integration, assistant office managers, dual studies, marketing, sales, administration, system technicians, system administrators, IT business engineer, consulting

supporting companies. A lot of IT problems can already be solved proactively, i.e. before they occur, on site with individual services, such as “Dot-5-Support”, that go hand in hand with the analysis of potentials. The analysis will then result in a target concept that provides the perfect basis of an IT environment that is permanently more high-performance and efficient.

Two additional customer pools are crafts and education. With a unique 360-degree package for crafts businesses, Pusch-Data provides optimal solutions for customers who are not technology buffs. The same applies to the educational sector. The company assists in the development of technical utilization concepts that are competitive with the existing hardware. That includes training courses for teachers and lessons for pupils. In addition, the company is working on a platform for the exchange of educational and school materials as well as on the introduction of a “digital drivers license”. Another scope of tasks is the IT test stand technology of a large automobile manufacturer based in Stuttgart. Under the guidance of the team supervisor, Dirk Steinbach, there will still be considerable potential in that field in the future, as Lukas Mürdter states. Development also plays an important part in the Pusch Data family. Each employee can develop according to their strong points and interests. “We don’t care whether applicants show us an extraordinary number of qualifications or certificates,” Lukas Mürdter says. What matters to him is enthusiasm for IT topics and the job. “We’re looking for people who are good in what they do. Who excel instead of being mediocre,” he summarizes the company’s corporate future prospects while pointing out the down-to-earth quality of the company. Swabian, practical, down-to-earth – that’s the heart of the IT System provider from Eislingen. “Just like the region we live in!”

### CONTACT

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DAS IT-SYSTEMHAUS MIT WEITBLICK

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# On its way to a digitized future

Digitization of the production processes and the working world, digitalization as a new business area – digitization can also be found all over the Göppingen District.

“Companies face the issue of digitization in very different ways,” Reiner Lohse, the managing director of the Wirtschafts- und Innovationsförderungsgesellschaft für den Landkreis Göppingen mbH (WIF), explains: as an opportunity to improve internal and external communication, a chance to optimize the production processes and courses in the company, but also as the basis for the development of new business areas and ideas.

When a company in Salach that produces sanitary and wet room systems for rail vehicles transmits the installation and circuit diagrams directly to the technician’s tablet by means of digitized technology, this will make the maintenance easier, perhaps speed up repair work and therefore provide better service to customers. Another company based in the district has been producing black boxes and selling them to clients. It plans to expand the service to its clients by offering a subscription model in the future. This will also create longer-term customer loyalty. These are just two examples of how digitization opens up new business areas to companies in the district, as Reiner Lohse reports. There are also young entrepreneurs and start-ups in the Göppingen District that develop new software and apps; for them, the establishment of their companies is based on digitization.



They discussed the 4.0 opportunities if the industries and software get together: Teamviewer CEO Oliver Steil (left) talking to Dr. Eberhard Veit, the former CEO of Festo AG, in the Haus der Wirtschaft in Göppingen, which is run by the Chamber of Industry and Commerce (IHK)



Company satek GmbH, a manufacturer of sanitary and wet room systems for rail vehicles, provides more service with the aid of digitized technology

Automated robot from Company Schuler transport for instance for a car body



## The future of the digitized industry

The large metal processing and mechanical engineering companies in the district mainly focus on the subject of Industry 4.0 and the intelligent factory of the future. One such example is company Schuler. This is where the options of press control are combined in standardized basic modules and product-specific moduls. These provide the basis of product development. Subsequently customers get access to a series of digitally supported analysis and optimization tools so as to be able to analyze and increase the effectivity of the overall plant by means of specific data analyses together with experts from Schuler. For that reason Schuler technicians do not have to travel around the globe any more to do maintenance work or troubleshooting on a Schuler press somewhere in the world. Instead this can be done per remote maintenance from Göppingen. So

**The large metal processing and mechanical engineering companies in the district mainly focus on the subject of Industry 4.0.**

digitization no longer only means an optimization of internal production processes but it also provides customers with additional benefits. Changes like these always lead to new challenges for employees. Seminars that familiarize employees with the digitization of the production and provide the necessary expertise in order to be able to actively participate in these processes are therefore a fixed part on Schuler's road to Industry 4.0.

The broadband structures required for that purpose are currently prepared in a joint effort within the whole Stuttgart Region. Access to fibre optics will be available to all companies based in the Göppingen District by 2025.

## Qualification as the foundation of digitization

Where do I start? Where do I set priorities? What method will I use? Companies are faced with these questions concerning digitization. For Reiner Lohse, one of the central current tasks of promoting the economy is to support and advise them on these issues. For that reason WIF accompanies the companies on this road within the scope of innovation consulting and offers workshops on the issues of digitization. Essential impulses for digitization in the Göppingen District have been set by the universities. During the 2018/19 winter semester the industrial engineering faculty, in collaboration with the mechatronics and the electrical engineering faculties at the Esslingen University of Applied Sciences on the campus in Göppingen, offered the master programme "Smart Factory", where specialists obtain extensive professional training in the disciplines of engineering, IT and management of medium-sized companies in the field of Industry 4.0. The Business Economics and Environment University in Nürtingen-Geislingen (HfWU) has offered the extra-occupational master's degree in process management, which focuses on all facets of business process management, for several years now. And while working on their master's degrees in "digital management" and "digital marketing", which are also extra-occupational study courses provided by HfWU, students acquire well-founded skills that qualify them comprehensively for expert and management positions in the digitized working world.

Essential impulses for digitization in the Göppingen District have been set by the universities



Yet qualifications for the digitized world cannot only be obtained at the universities but also at the vocational schools in the district. In Göppingen and in Geislingen the Learning Factories 4.0 were established, which are sponsored by the State of Baden-Württemberg, the Göppingen District and business companies. In the Learning Factory Business 4.0 in Geislingen, commercial and industrial vocational schools are working closely together so as to make pupils and apprentices fit in all areas of digitization. Therefore particularly medium-sized companies are to profit from both locations with their specific focus, which will enable them to move digitization forward with qualified junior employees.

# Sanitary modules on the move

Satek GmbH



## Additional information

**Industrial branch:** Rail vehicle construction

**Year founded:** 2004

**Number of employees:** 85

**Training and professions:** Specialists in warehouse logistics, office management assistants, CAD constructors, electricians, carpenters/wood processing specialists, plumbers, specialists in glueing components

They have to be light-weight and compact yet convenient. When several hundred people use them every day, they must be reliable because their constant functionality will have a direct impact on the wellbeing of many customers. We are talking about train toilets or, as satek GmbH would call them: sanitary and wet room systems for rail vehicles. satek produces over 500 wet rooms every year. Their product range covers complete sanitary moduls, such as WC cabins, shower rooms and bathrooms, as well as individual products, such as sinks, nappy-changing tables or tank systems. All products are developed, constructed and produced in-house in Salach and are installed on the customers' sites. The company offers individual as well as serial products and complements its product range by providing overall system solutions, such as the installation of vacuum flush toilets, tanks, door systems and interfaces to the railcar bodies.

Once installed, the wet rooms made by satek travel all over the world and are always on the move. Whether in the Netherlands, in Austria, Switzerland, England, China or Russia – around the world you can depend on the quality of satek products in commuter and long-distance trains as well as in express trains. Their dependability is based on the company's 15 years of experience, the competent expertise of its long-term employees and their motivation to guarantee top results concerning the planning, production and installation of the wet room systems. The workers carry

out all required steps of the production with great care and state-of-the-art equipment at ergonomic workplaces in order to deliver the moduls on schedule. The lively corporate culture that is based on respect for each other as well as on fairness, transparency and openness is particularly appreciated by the company members. The employees' right to actively contribute to decisions does not only exist in theory but is expected in periodical meetings; criticism is as appreciated as is praise. With this vision and the willingness to strike out in a new direction, satek GmbH wants to continue to grow in the next years in order to be able to equip even more rail vehicles around the world with their products in the future, thus contributing to the comfort provided to many people.

## CONTACT



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The Ursenwang-Nord industrial area in Göppingen

# Room for new investments

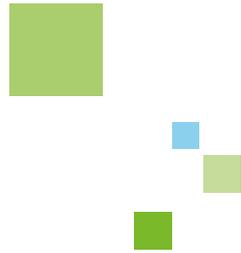
Whether in Göppingen, Geislingen, Eislingen or Ebersbach, in the Filstal Valley or on the Swabian Alb – attractive commercial spaces can be found anywhere in the district.

The local Wirtschaftsförderung (Agency for the Promotion of the Economy) assists companies and investors looking for commercial spaces in the Göppingen District. A few clicks on the internet page of the district and the real estate portal of the Stuttgart Region will give potential buyers a first overview of available commercial properties, office and medical office spaces, production and warehouse facilities as well as retail properties located in the Göppingen district. On the other side, owners and sellers of commercial real estate in the district are supported as well; they can sell their real estate by presenting it on this portal – one of the leading real estate websites for Southern Germany. In addition to that, an annual commercial space exposé informs interested investors about large-sized commercial spaces that are currently for sale.

Currently there are five industrial areas with larger spaces for new investments in the Göppingen District that are for sale.

In the “Schwäbische Alb” business park in Geislingen an der Steige there is currently a total space of 16,000 m<sup>2</sup> for companies. The sizes of the individual spaces that are available are between 4,000 and 12,000 m<sup>2</sup>. The expansion of the business park to a total of 44 ha is projected. The “Gewerbepark Schwäbische Alb” is located in beautiful surroundings on an Alb plateau while being optimally connected to the traffic network since Autobahn A 8 is only an eight-minute drive away.

7,500 m<sup>2</sup> of space is currently still available in the “Ursenwang-Nord” industrial area in Göppingen. The area is surrounded by the lovely scenery of the Albtrauf, directly bordering on the existing Ursenwang industrial area and the Voralb business park. The 4-lane Motorway B 10 is five kilometres and A 8 Autobahn is 15 kilometres away.



The space available in the “Wilmet III/Heuhof” industrial park in Wäschenbeuren at the foot of the Hohenstaufen consists of a total of 10,000 m<sup>2</sup>. This industrial area is located between the Remstal and Filstal valleys adjacent to the B 297 motorway between Lorch and Göppingen. A lot of 5,000 m<sup>2</sup>, which is ready to be built on and fully developed, is available in the industrial area “Kreuzäcker” in Aichelberg, right next to the Autobahn A 8 junction.

The “Gewerbepark Lautertal” industrial area with a total size of 250,000 m<sup>2</sup> is in planning. The first businesses will be able to settle in this intercommunal industrial area by the end of 2020 / beginning of 2021. This will create a future-oriented and regionally important business location for medium-sized industrial, production and service companies on the outskirts of the Town of Donzdorf. This industrial park, which is connected to the existing Stellfelbe industrial area and the Grabenwiesen V commercial area and can be accessed directly via B 466 without going through town, stands out for its maximum of flexibility regarding commercial spaces and its central location with direct access to Motorway B 10.

The Agency for the Promotion of the Economy assists companies and investors looking for commercial spaces in the Göppingen District.

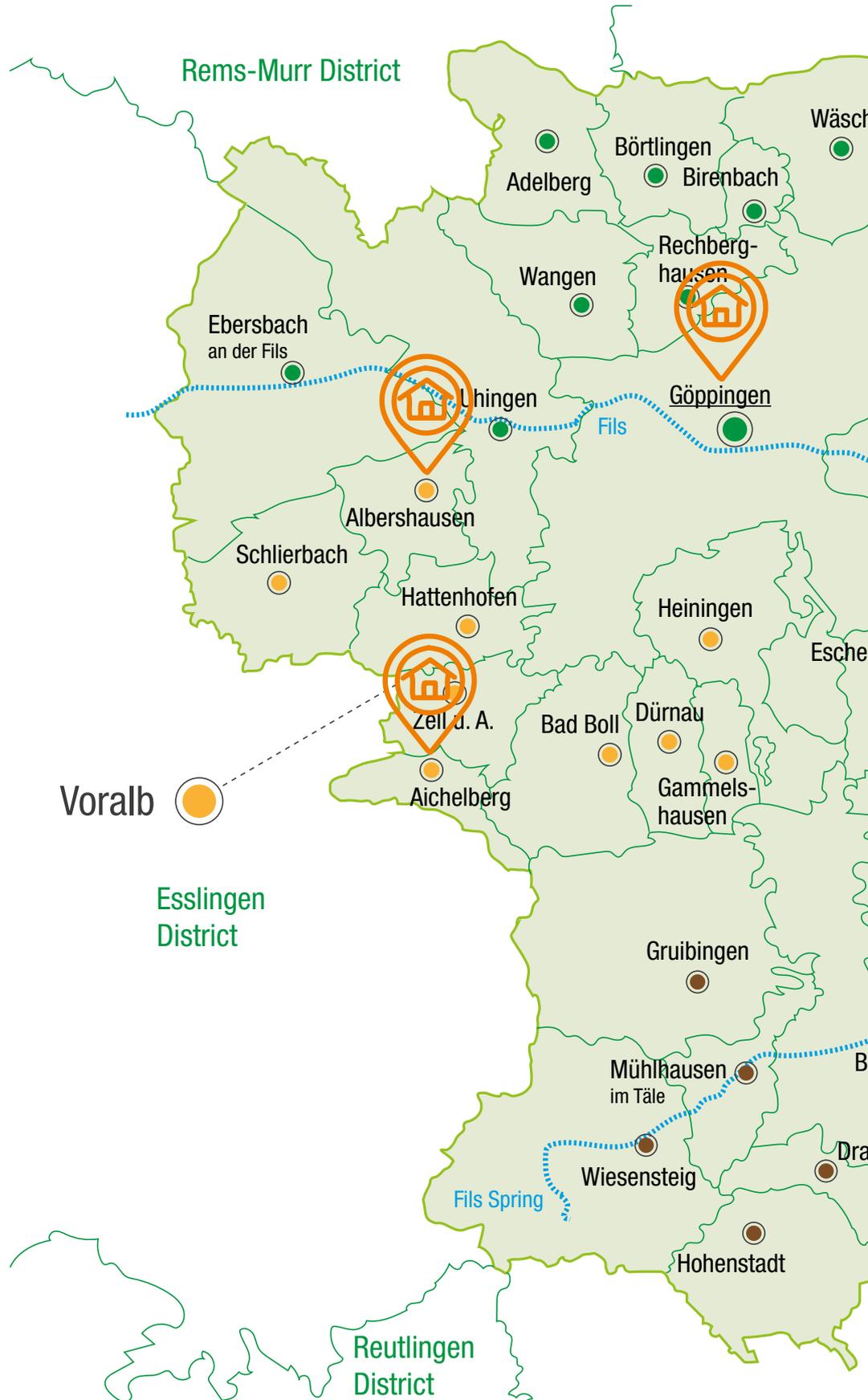
#### Contact

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## Industrial properties available in the Göppingen District







**What I like about my job:**

The active participation in the Göppingen District business area creates a bounty of versatile tasks. Working closely with the various players of the district and the Stuttgart Region is a joyous experience.



**Our favourite place:**

We like to take trips to the Albrauf. The quiet nature and the breathtakingly beautiful views let us forget our daily stress.



**What we do in our spare time:**

Exploring one of the numerous day-trip destinations: walking or on bicycles, through forests and flower fields or historical towns and villages.



View from the Reußenstein Ruins

You can enjoy a fantastic view over the whole district from the summit of the Hohenstaufen



## Where your living environment suits your job

First there was the job, then there was a new home. Sarah Sophia Malec and Vitali Enns recently moved into the Göppingen District with their 12-year-old son.

The decision was an easy one: a living environment that suits their desire for being close to nature, quality of life and future prospects. “I work for the Göppingen Landratsamt as a district economy promotion specialist, and Vitali works as a programme manager for a global corporation in Ulm. The commuting distance to work and a sound infrastructure for our growing son were essential criteria when we were looking for the right residential location“, Sarah Malec reports.

She was born in Ostfriesland, has relatives in Ulm and has lived most of her adult life in Southern Germany. “Vitali already knew the Göppingen District from many mountain bike tours, and when it became obvious that my professional career would send me here, he was immediately convinced that we should move from Neu-Ulm to the Göppingen District.“ The scenery with its many forests, nature reserves and hiking paths made it easy for the young woman, who loves the outdoors, to agree to his decision. “While we were looking for a suitable home, we quickly learned that there are still real estate treasures in the Göppingen District that enable a young family to settle down on a long-term basis.” The town of their choice is the second largest town in the Göppingen District: Geislingen an der Steige with its 28,000+ residents.

“This town combines traditions with modern trends and is well connected to the traffic network. The distance to work is the same for both of us, and the number of schools allows us to select the best one for us. Another factor was the versatile abundance of leisure and sport activities for us and our child. The many stores and businesses convinced us, too, as did the good restaurants for days we don’t feel like cooking a meal. That and the forest right on our doorstep made it all perfect for us.“

Sarah Sophia Malec has moved from Lower Saxony to the Göppingen District because of her job. Today she says, “I made the right decision.“ As much as the family enjoys the historically grown scenery and nature, a modern, flexible infrastructure and the adjustment to increasing challenges are just as important to Sarah Malec and Vitali Enns. She finds it essential not to miss the boat and to “go with the time”. This is the motto of the Göppingen District, and now she is part of it.

As much as Sarah Malec and Vitali Enns enjoy the historically grown scenery and nature, a modern, flexible infrastructure and the adjustment to increasing challenges are just as important to them.



# Regionally and supra-regionally surprising. MOBILE.

Whether by car, bus and train, plane or bike – in the Göppingen District you quickly reach your destination with any means of transport.

The Göppingen District is excellently integrated into the regional and supra-regional traffic network – be it on the road or rail. Autobahn A 8 connects the Göppingen District at one of the most important national and European west-east axes. Munich and Salzburg in the southeast, metropolitan areas, such as Stuttgart, Ulm and Augsburg in the vicinity, and the industrial centres near the Upper Rhine or the French City of Strassburg in the west can be quickly reached via that axis. Getting to the international Stuttgart Airport takes less than one hour, and it takes about two hours to reach the Munich Airport. The well developed Motorways B 10, B 466 and B 297 provide fast connections to the Stuttgart Metropolitan Region.

The Göppingen District is also well connected to the long-distance railway network. Without having to change trains, you can, for instance, travel to Strassburg, Munich or Cologne by train. The commuter trains (called MetropolExpress in the future) run to the hubs in Stuttgart and Ulm and the Interregio Express (Stuttgart-Bodensee) in short intervals. You can reach Zurich, Innsbruck or Basel in under four hours, and Strassburg is less than three hours away.

## Surprising. MOBILE.



On Sundays and holidays in the summer months the RadWanderBus (BikeHikeBus) runs between Göppingen and the Reußenstein Castle Ruins, providing the option to take bikes or e-bikes along.

The promotion of sustainable mobility is a key topic of the district development within the Göppingen District. While the Filsland Mobilitätsverbund (Mobility Network) provided an attractive way to commute with bus and train in the past, this will be considerably increased by the full integration into the Verkehrs- und Tarifverbund Stuttgart (VVS) (Stuttgart Traffic and Tariff Network) on January 1st, 2021. A dense and well developed traffic network as well as significantly simplified tariffs as of 2021 that motivate commuters to switch to buses and trains provide not only inexpensive and fast transportation within the region but also makes it easier to reach the urban centres.

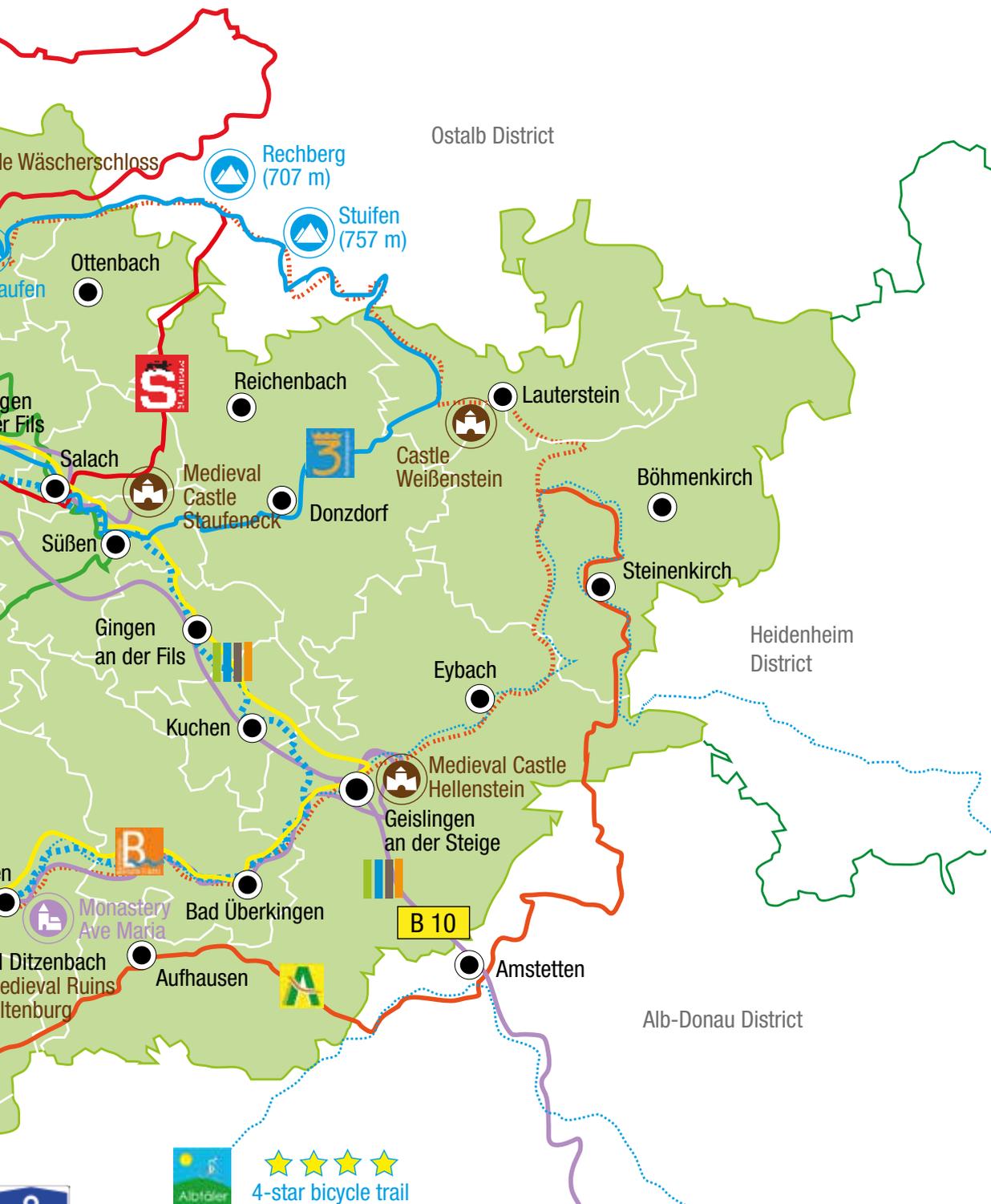


As early as in 2014 the Göppingen District received the award for a "bicycle-friendly district"

## A bicycle-friendly district

More and more people in the Göppingen District discover bicycles as their favourite means of transportation – be it in daily life, on their way to work or in their spare time. By now 14 percent of all distances are travelled by bike, as a 2019 survey revealed. The district has made it a priority to promote bicycling sustainably. This does not only include the expansion of the tourist infrastructure but also the promotion of bicycling in daily life. For that purpose the district, in conjunction with the communities, focuses on the steady development of infrastructure as well as information and communication campaigns about the topic of bicycles. Every year the district invests in the bicycle traffic infrastructure, in particular in the creation and expansion of bike paths as well as the maintenance and repair of these paths. Furthermore the district, being a member of the Arbeitsgemeinschaft Fahrradfreundlicher Kommunen (Work Group of Bicycle-friendly Communities) in Baden-Württemberg, is actively committed to the promotion of local bicycle traffic. As early as in 2014 the Göppingen District was the first district in Baden-Württemberg that received the award for a „bicycle-friendly district“. The re-certification of that title occurred in December of 2019.

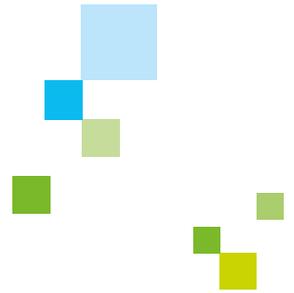




# Bicycle Trails

8  
 direction to Ulm  
 4-star bicycle trail

- Fils
- District border
- Albtäler 4-star bicycle trail
- Albrauf Route
- Filstal Route
- Industrial Culture
- Barrier-free Filstal Route
- Barrier-free Voralb Route
- Fruit Trail
- Eastern Schurwald Route
- Stauer Route
- Voralb Route
- 3-Kaiserberg Route
- E-Bike Stuttgart Region



# Living in the middle of nature

Workplaces that are close to home, affordable housing, lots of space for playing and relaxing – the Göppingen District provides a healthy work-life balance.

Situated on the foothills of the Swabian Alps, nature is right on your doorstep in the Göppingen District. The dual Albtrauf, sprawling forests, expansive fields, fruit tree orchards, and castles and medieval ruins in between – the unique natural and cultural scenery offers countless ways of how to relax from your daily chores. Still the distances to workplaces – whether in a small family business, a medium-sized innovative company or a globally operating corporation based in the region – are short. On top of that a house in the country or a flat in the city: everybody finds the perfect housing in the Göppingen District. The statistics support that: In the categories of housing situation and residential environment as well as in those of free space and leisure space per resident, the Göppingen District is Number One in the Stuttgart Region; regarding the affordability of residential property, it is Number Two. Three health resorts in the district are another special attraction. The thermal spas and excellent therapy facilities complement the benefits available in the Göppingen District that make it a desirable place to live and work.

## A powerful cooperation



The Vinzenz thermal spa in Bad Ditzgenbach

The fact that the people enjoy living in the Göppingen District shows in many ways. Child care, the nursing of family members or educational leisure activities – many features in the district are owed to the great commitment of volunteers. The inhabitants of the Göppingen District actively engage specially in sports and leisure activities as well as activities with children and teens. Openness, versatility and harmony characterize human interaction in the communities. This makes newcomers quickly feel at home in the Göppingen District. This strong sense of community becomes tangible in the interactive clubs and associations and a variety of festivals and events in the communities of the district, supported by the clubs and associations and the active commitment of the residents.





View at the Hohenstaufen

## Senior citizens are well taken care of

“Living together and being there for each other” – this principle applies to any phase in life. A good and extensive net of home care and assistance providers and the Netzwerk Demenz (Dementia Network) in the district help to ensure that residents in need of care can live in their familiar domestic environment for as long as possible. About 45 barrier-free and supervised senior residencies and assisted-living residential communities in the Göppingen District make it possible even for the elderly to enjoy living in the company of others. For the case that permanent care and nursing care are needed, the services of about 40 nursing homes and approx. 25 day-care facilities run by different institutions with different profiles are available in the Göppingen District. About 45 home care providers complement these options. A high-performance and future-oriented health services network consisting of acute care clinics, specialized and rehabilitation clinics as well as physicians’ offices provide medical care on a premium level.

**A high-performance and future-oriented health services network consisting of acute care clinics, specialized and rehabilitation clinics as well as physicians’ offices provide medical care on a premium level.**





The Festival Schlosstrassenfest Göppingen

# A district that is supportive and geared towards the needs of families

Affordable housing, a large selection of child care facilities and family benefits – this is what young people can rely on in the Göppingen District.

That starts with suitable housing. The Göppingen District is Number One regarding its share of family dwellings in the Stuttgart Region. Moreover, the versatility of free-of-charge information and support provided makes it easier for inhabitants to decide to start a family in the Göppingen District. The district also holds a top position Germany-wide in regards to regional family policies. Families have more than 200 day-care centres and supplemental child care facilities that provide care for small children and promote their basic education. Twelve family meeting points in the district that are offered by the Göppingen District in cooperation with various social welfare associations let parents, grandparents and single parents meet others and provide support in daily life through the exchange of experiences and assistance in various forms of counselling on family and social matters and child-raising issues. The “Family Handbook of Early Assistance” that every family receives by mail after childbirth helps parents to find suitable services and points of contact.

## Early assistance

The District Youth Office is the coordinator not only for early assistance and family meeting points but also for other projects that make the district even more supportive of the needs of families.





### Trailblazers of the compatibility of family and job

The District Administration Office has set a good example when it comes to the compatibility of family and job by having participated in the project “Geared towards families and oriented towards demography” from 2012 to 2014. In conjunction with employees and the management, 14 steps for the improvement of organizing work and family were developed and implemented. The certification within the range of the Job & Family audit is the next cornerstone. This much active commitment radiates: even more initiatives and projects, such as the Idea Workshop Job and Family – a local alliance for families supported by the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth – enable the district to enter into a topical exchange with employers, employees and political as well as social organizations. The alliance involves, for instance, a periodical competition among family-oriented companies. There has been a lot of response. Obviously the companies in the Göppingen District are aware of the importance of that issue.

**14 steps for the improvement of organizing work and family were developed and implemented.**



# Up front in education and training

The Göppingen District attaches utmost importance to education. As a central issue it holds a key position in the development of the district.

More than 100 primary and secondary schools with different focuses provide an encompassing general education and a good foundation of subsequent professional training or university studies. Having two universities that are renowned in all of Germany and have received awards and an above-average density of professional training slots, the Göppingen District enjoys one of the leading positions in Germany and provides future prospects to young people in the region. In numbers: approx. 9,000 pupils undergo training at the vocational schools in the district; more than 3,000 students can obtain an academic degree from two universities. Numerous renowned advanced education facilities, such as the Evangelische Akademie Bad Boll, offer a wide range of study courses and make life-long learning possible.

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## Promoting education in the district

The district invests quite a lot in good education and professional training – up to 13 million euros per year. The district is the sponsor of the professional school in Göppingen and Geislingen, the special education centres in Göppingen and Geislingen for pupils with physical or mental handicaps or speech impairments, and the vocational school of the State of Baden-Württemberg for the hotel and restaurant trade in Bad Überkingen. The largest gastronomical advanced training facility of the DEHOGA in Germany is in its immediate vicinity.

In November of 2014 the Bildungsregion Landkreis Göppingen (Educational Region Göppingen District) and the Bildungsbüro (Education Office) were established. Under the motto “The focus is on humans”, the Bildungsregion Landkreis Göppingen (BiG) and the Bildungsbüro coordinate, concentrate and negotiate educational activities. The Bildungsregion pursues the goal to create the best possible education and participation opportunities for children, adolescents and adults through networking and cooperation and to expand and connect the regional education system in the Göppingen District, developing it further as needed.



## Top positions for education in the district

The active commitment of the district to its education system is reflected in various rankings. In the Stuttgart Region the Göppingen District takes first place regarding the pupil-teacher proportion and average size of classes. The district ranks No. 2 concerning lessons given per pupil and density of available professional training positions. The two universities in the Göppingen District also have top rankings. The University of Applied Sciences of Esslingen with its campus in Göppingen as well as the Business Economics and Environment University in Nürtingen-Geislingen (HfWU) periodically claim TOP positions in independent university rankings. The HfWU in Geislingen, which has nearly 2,000 students from all over Germany, has made a name for itself, particularly by providing excellent study courses in economic sciences. The University of Applied Sciences in Esslingen is one of the pioneers of mechatronics. Already in 1988 it established a study course in mechatronics in Göppingen. Today over 1,000 students obtain highly qualified training and practical skills in the study courses in mechatronics and electrical engineering as well as industrial engineering.



# Specialists for the challenges of tomorrow

## University of Applied Sciences in Esslingen – Göppingen Campus

The study courses offered on the Göppingen Campus of the University of Applied Sciences in Esslingen provide local industrial companies and commercial businesses with an outstanding access to the specialists of tomorrow.

The mechatronics, electrical engineering and industrial engineering faculties are located on the Göppingen Campus of the University of Applied Sciences in Esslingen. Furthermore the Göppingen Campus, in cooperation with the University of Tübingen, also offers teacher training in the natural sciences and technology.

There is a great demand for graduates with an academic degree in this subject on the job market and particularly in regional companies.

### Additional information

**Students on the Göppingen Campus:**  
approx. 1,200

**Faculties on the Göppingen Campus:**  
Mechatronics and electrical engineering,  
industrial engineering

In addition to excellent skills, they also have a personality profile that is characterized by a sense of responsibility. A wide range of study and practical training options offered by 60 partner universities abroad as well as students from partner universities, such as Mexico, China, Finland, U.S.A. on the Göppingen Campus complete its profile.

In research the Göppingen Campus has made its mark in regards to the issues of regenerative energies, electrical mobility, sustainability, application systems, Economy 4.0 as well as technology in health care and nursing care. The Children's University, university days, open house days and the NWT-Bildungshaus, founded in conjunction with the City of Göppingen in 2015, where pupils can discover their interest in technology and teachers receive advanced training in technical subjects, also contribute to the excellent reputation of the campus.

The Göppingen Campus is a compact campus that provides not only practical training in small groups of students but also a family-like atmosphere. The personal contact between students and teachers is considered to be extremely important. The Göppingen Campus is a wonderful place for academic studies, and the large number of things to do in the city and the district offer many options for leisure time activities.



**Hochschule Esslingen**  
University of Applied Sciences

**Nah an Mensch und Technik.**

### CONTACT

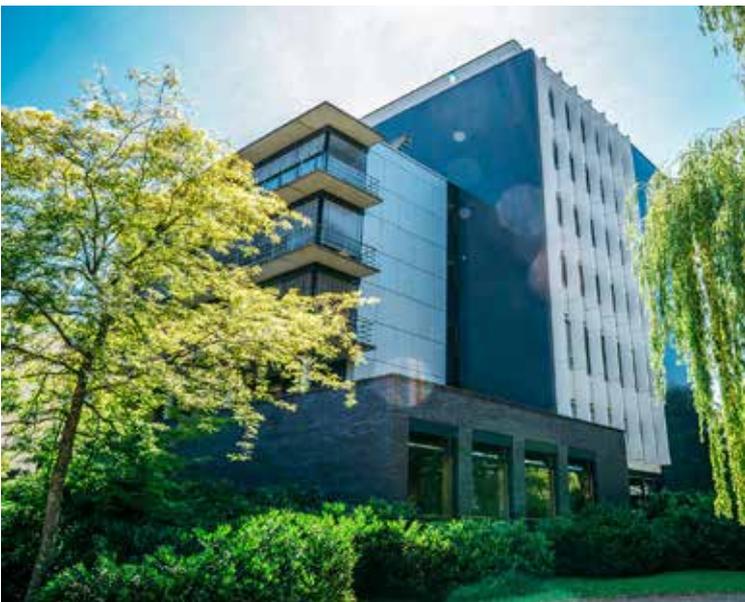
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# A model university for sustainable development

## Business Economics and Environment University in Nürtingen-Geislingen



Building Pa4 of the HfWU in Geislingen

The Business Economics and Environment University in Nürtingen-Geislingen – “HfWU” in short – offers a versatile combination of study courses. Besides economics and the environment, law, planning and therapy courses are also part of its profile.

At both locations, in Nürtingen and in Geislingen, over 5,400 students find the perfect conditions for modern, practical studies. The HfWU maintains close contacts to international corporations, innovative medium-sized companies and

fledgling start-ups. There are also intensive exchange relations with more than 80 international universities. Language courses, stays abroad and a guest lecturer programme prepare the students for the international challenges that await them.

The Minister President of the State of Baden-Württemberg calls the HfWU the “model university of sustainable development” for good reasons. The sustainability targets of the United Nations have been incorporated into all study courses. The Zentrum für Nachhaltige Entwicklung ZNE pools the activities of sustainability interdisciplinarily throughout all faculties. Sustainability at the HfWU means that all students have the opportunity to deal with the issue of sustainability in their study courses – whether they are economic, social or environmental studies.

The study courses offered in Geislingen mainly focus on economics – always taking sustainability into account as well. For instance, topics such as energy-efficient construction in the study course “real estate management”, health-promoting travelling in the study course “health and tourism management” or new mobility concepts in the study course “automobile industry” play an important part.

It is obvious: The “Business Economics and Environment University” is not just a university of business economics and environment but rather THE University of Business Economics and Environment.

### Additional information

**Students in Geislingen:**  
approx. 2,200

**Faculty in Geislingen:**  
Business and law



Hochschule für  
Wirtschaft und Umwelt  
Nürtingen-Geislingen

### CONTACT

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# Versatility and quality in professional training

Whether to master the challenges of a digitized economy, the challenges of health care and nursing care or the training of qualified junior personnel in the gastronomy – the professional training offered in the Göppingen District are manifold.

## **Berufsschulzentrum (Vocational Training Centre) Göppingen**

The Göppingen Berufsschulzentrum consists of the Gewerbliche Schule (trade school), the Kaufmännische Schule (school with special focus on commerce) and the Justus-von-Liebig-Schule. Classes range from courses preparing for vocations, vocational colleges and vocational schools to technical secondary school (A Levels) and the Fachschule für Technik (vocational school for technicians). The pupils of the Kaufmännische Schule in Göppingen attend commercial school within the scope of dual education. Offers for full-time pupils range from a commercial secondary school (A Levels) and business college to a business school and a “career-entry year”. At the Justus-von-Liebig-Schule pupils receive lessons at the secondary school (A Levels) of nutrition and social sciences as well as in various vocational courses in the fields of social paedagogics, home economics, landscaping and floristics.



The Vocational Training Centre in Göppingen

## Berufsschulzentrum (Vocational Training Centre) Geislingen

The Gewerbliche Schule (trade school), the Kaufmännische Schule (school with special focus on commerce) and the Emil-von-Behring-Schule make their home at the Berufsschulzentrum Geislingen. The training offered at the Gewerbliche Schule Geislingen includes the vocational school that provides professional training in installation, production technology, electrical engineering, wood technology, construction technology, health care and the hairdressing sector; furthermore it contains the vocational colleges, business colleges and the preparation for vocations as full-time training. In addition to dual training in the commercial professions, a commercial secondary school (A Levels), the business school and three types of business colleges are part of the Kaufmännische Schule Geislingen. The Emil-von-Behring-Schule with its focus on health care, nutrition and social science is the training competency centre in the field of nursing care. The school also provides all graduation options in the full-time schools, such as the vocational college, the business college and the secondary school (A Levels) with a focus on social and health sciences.



## “A school with a heart“

“Due to the demographic changes there will be an increasing demand for nursing care personnel that is trained at the only state nursing school in the Göppingen District, the Emil-von-Behring-Schule, in cooperation with numerous nursing care facilities. The Emil-von-Behring-Schule with its qualified teaching staff provides versatile and competent professional training. By being a ‘school with a heart‘ with a pleasant family-like atmosphere yet also a digital campus, the EvBS enables pupils to obtain the skills that are currently required for studies and professions.“

Gabriele Braun, Principal of the Emil-von-Behring-Schule



“A school with a heart“ yet also a digital campus: the Emil-von-Behring-Schule in Göppingen, a nursing school that offers versatile and competent professional training

## “School of hospitality“

Jörg Geiger, the manager of Manufaktur Jörg Geiger in Schlat, and Rolf Straubinger, the manager and head chef of the restaurant Staufeneck in Salach, are just two renowned gastronomers who received their professional training at the Paul-Kerschensteiner-Schule. The state vocational school, which was founded in 1951, is a gastronomic competency centre with a comprehensive professional training spectre. “All professional training courses for kitchens, restaurants and hotels have a special focus on the creation of a ‘culture of hospitality’,“ Dieter Manz, the principal, emphasizes. Acquiring intercultural competencies and learning English, French and Spanish are therefore an essential part of the training concept. The Paul-Kerschensteiner-Schule provides professional training for cooks, restaurant managers, hotel managers as well as specialists for system gastronomy. Moreover, A Level graduates can obtain additional qualifications in “hotel management“ and “kitchen and service management“. Within the scope of a three-year business college for the hotel and restaurant trade, graduates from secondary schools may also obtain the general technical college entrance certificate parallel to their professional training.



Since 1951 the gastronomic competency centre with a comprehensive range of professional training courses: the Paul-Kerschensteiner-Schule in Bad Überkingen



The “Lernfabrik 4.0” offers professional training geared towards the future



### Contact

## Together into the digital future – the “Lernfabrik 4.0“

“We were the pioneers in 2015,” Jürgen Wittlinger, the principal of the Gewerbliche Schule Göppingen, reports. The laboratory of the Gewerbliche Schule Göppingen houses a “production street”, where simplified mobile phone sample models are produced based on the “Industry 4.0” principle. The facility and the didactic concept were developed in cooperation with Company Festo Didactic in Esslingen. This way, automation and production systems of today’s “Industry 4.0” standards can be depicted and made available in the training courses offered by the vocational school (mechatronics, automation electronics technicians, industrial mechanics, IT specialists), the Fachschule für Technik (school for technicians) as well as the dual study course MechatronikPLUS. This exemplary investment forms the basis of future-oriented professional training provided by the Gewerbliche Schule Göppingen in control and feedback control systems and automation technology.

At the beginning of 2019 the Lernfabrik Wirtschaft 4.0 was implemented at the Berufsschulzentrum Geislingen. Thanks to the generous financial support of the German Ministry of Economics, the district and businesses, the existing lab could be expanded and connected to the digital net. This created an integrated system whose production processes can be operated and controlled in real time.

What makes the Lernfabrik Wirtschaft 4.0 in Geislingen so special is the close cooperation between the Gewerbliche Schule and the Kaufmännische Schule in town. The pupils get the opportunity to learn about comprehensive production processes – from the generating of ideas to the construction and quality control based on real data. For instance, in integrative lessons industrial managing assistants and industrial mechanics develop problem-solving alternatives that serve to make the other person’s perspective easier to understand.

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The dual Albtrauf in the Upper Filstal Valley

# Unspoiled nature and impressive culture

The Göppingen District has something for everyone: adventurers, fans of leisure activities, hiking, cycling, culture and gourmets.

A visit to a herd of ostriches and alpacas, playing locomotive driver in the new Märklin Museum, the Märklineum, following in the footsteps of the Staufer Dynasty. Enjoying breathtaking views at the “Swabian Grand Canyon” or the unique sprawling orchards – there is a multitude of ways how to create and experience active leisure time in the Göppingen District. The Albtrauf, the Drei Kaiserberge mountain range and the Fils River, which has dug itself deeply into the Swabian Alps at the upper course, form a one-in-a-million frame for leisure activities.

The medieval  
fort Staufeneck





Gate of the Adelberg Abbey

### Cultural versatility

Anyone interested in culture can explore more than 60 forts, castles and ruins or select any activity from a range of cultural activities that can definitely compete with those of any large city: the Sommerfestival Musik (Summer Festival Music) at Filseck castle, the Staufer Festival, the wide range of events in the Uditorium UHINGEN, the city and cultural halls of Göppingen, Eisligen or Süßen, the Alte E-Werk in Göppingen or the “Rätsche“ in Geislingen.

**The range of cultural activities can compete with those of any large city.**

The history and traditions come alive at numerous events, festivals and markets: for example on the Göppinger Maientag (May Day), the Geislinger Pferdemarkt, the many town festivals and during the carnival season. This is when the close bond the people of the district feel for each other and their region shows.



The Göppinger Maientag is one of the oldest and most traditional town festivals in Southern Germany.





## Experiencing nature

You will find more than 150 hiking trails as well as 15 certified "lions' trails" in 19 nature reserves covering a total length of 1,220 kilometres. The official cycle routes for tourists that cover a total of 400 km also provide active relaxation. Those who want to marvel at the unique landscape from above may climb the imposing "Hausener Wand" or glide down into the Filstal valley with a paraglider. The geological foundation of the Swabian Alps can be studied during cave explorations. During rests, wells and springs serve refreshing natural healing and mineral water.

## A region for gourmets

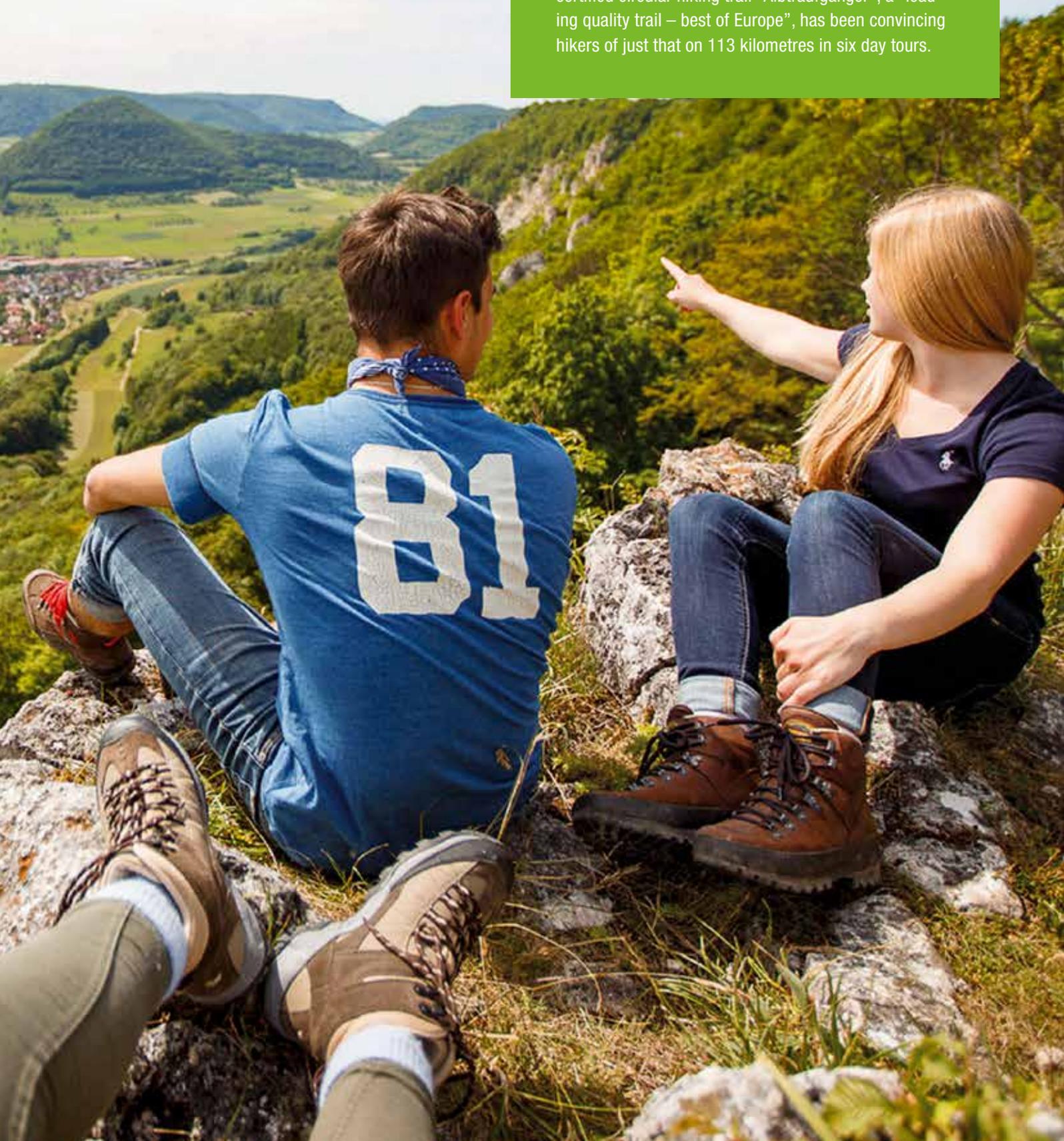
A large number of restaurants and catering establishments invite visitors to enjoy the regional and frequently award-winning products of the district. Not only gourmets but also fans of the traditional Swabian cuisine get their money's worth in the Göppingen District. The sprawling orchards between the Alb and the Neckar River are one of a kind. Here 1.5 million fruit trees on about 26,000 ha dominate the scenery and invite cyclists to explore the scenery on the 35-km long fruit trail.

## Top athletic events



Those who like athletics can periodically experience top athletic events and exciting competitions during the home matches of the National Handball League Team Frisch Auf! Göppingen. And anyone who wants to actively do sports may demonstrate their own fitness and endurance at several events that are well-known beyond the borders of the district: on a mountain bike on the Albtrauf Marathon Grübingen, on the Barbarossa mountain run, at the Nordic Walking Event Transalb, the Alb-Extrem bicycle marathon or the Ultra-Trailrunning-Event Alb-Traum 100.

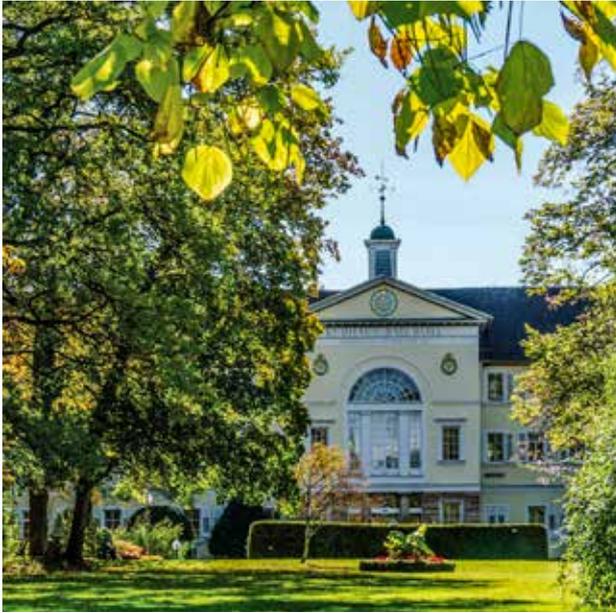
Breathtaking views, impressive landscapes, enchanting outdoor experiences, enjoyable hiking for the whole family and sportive challenges – all of that can be found on the 15 Löwenpfade (Lions' Trails). In 2018 the "Felsenrunde" (Round of Cliffs) trail was even labelled "Germany's second most beautiful hiking trail". And the certified circular hiking trail "Albtraufgänger", a "leading quality trail – best of Europe", has been convincing hikers of just that on 113 kilometres in six day tours.







- |                  |                               |                         |
|------------------|-------------------------------|-------------------------|
| Filis            | Albtäler 4-star bicycle trail | Fruit Trail             |
| District border  | Albraufgänger                 | Eastern Schurwald Route |
| Bus Line RW1/RW2 | Albrauf Route                 | Stauer Route            |
| Bus Line 170     | Filstal Route                 | Voralb Route            |
|                  | Industrial Culture            | 3-Kaiserberg Route      |



The Kurhaus Bad Boll



ThermalBad Überkingen

# Relaxation, recreation and all-round health

There is not only an abundance of leisure activities in the Göppingen District but also of opportunities for recreation and relaxation.

Since 1560 healing water has been bubbling from significant, 600-metres deep springs in the Göppingen District. No less than three medicinal therapeutical and thermal spas – Bad Boll, Bad Ditzenbach and Bad Überkingen – with long traditions invite visitors to heal and stay healthy. The thermal mineral spas, equipped with modern amenities, including a sauna and a solarium, not only guarantee perfect relaxation but also help to actively prevent and reduce disorders of the musculoskeletal system. The comprehensive spa services also contribute to the long-term healing of rheumatism and cardiovascular diseases as well as skin diseases and disorders of the urinary system.

## Nature's best

From early on the inhabitants of the Göppingen District developed an active interest in the healing effects of the herbs and healing plants with their rich scents that grow in the Swabian Alps. In medieval times this effect was discovered by monks. Over the centuries the region has become a leading location for natural remedies, natural cosmetics and homeopathic as well as herbal medicines. Today visitors can learn about the healing effects of these herbs and plants in rambling herbal gardens.





Model of the new Klinik am Eichert building

## Top medical care

In the Göppingen District a large number of hospitals, specialized clinics and rehabilitation centres provide top medical care. The close connection between innovative, high-performance medical technology and treatments in the traditional healing and thermal spas make the health care available in the Göppingen District unique.

Being the largest health care providers, the ALB FILS KLINIKEN stand for a wide spectre of services. A total of 20 specialized clinics, three institutes and 20 centres provide excellent medical care based on the latest state of research, coupled with state-of-the-art medical technology and a high degree of nursing care skills. Since the summer of 2013 Göppingen has had the Radio-Chirurgicum CyberKnife® Südwest, a treatment centre that is directly linked to the radiotherapy of the ALB FILS KLINIKEN and applies a form of tumor therapy that is unique in Southwest Germany. At the Göppingen site the new building of the Klinik am Eichert will be completed by 2024. On 43,000 square metres it will provide room for the latest medical and nursing care, ensuring that high-quality health care will continue to be available to the residents of the City and District of Göppingen.

The newly built clinic meets special criteria of sustainability and is an exemplary project in the sense of sustainability. The design of the newly built Klinik am Eichert is the first hospital in the State of Baden-Württemberg to receive the DGNB Pre-Certificate in Gold by the Deutsche Gesellschaft für Nachhaltiges Bauen (DGNB) (German Sustainable Construction Association). The opening of the day-care centre, the parking garage and flats for the staff were significant accompanying elements of this major construction project. It has more parking spaces for visitors and employees, the day-care centre has been expanded to provide care for more children, and staff members will find affordable living space near their workplace in the modern flats that are right next to the clinic. Furthermore the district council has paved the road for the new building of an education centre that will include a school for nursing professions and room for 250 pupils as well as for the construction of a five-story medical centre with an integrated outpatient surgery – both projects will be erected in the newly developed area. So by the year 2023 the (Göppingen) District and the ALB FILS KLINIKEN GmbH, with the generous support of the State of Baden Württemberg, will have invested approx. € 445 million in the Göppingen business site.



At the Christophsbad Clinics patients receive full medical care in six specialized acute clinics, two rehabilitation clinics, various day-care clinics and out-patient departments. The rehabilitation clinics Bad Boll, the Vinzenz Klinik Bad Ditzenbach and the Luise von Marillac Klinik Bad Überkingen offer a multitude of specialized rehabilitation treatments.



**What I like about my job:** The direct and personal contact with the companies and entrepreneurs and the opportunity to support them.



**My favourite place:** The Hohenstaufen, of course – since I live right at the foot of the Hohenstaufen, I get to enjoy looking at the mountain every day.



**What I do in my spare time:** Reading, a bit of physical exercise but mostly music – on my piano at home and now and then as a jazz pianist at small concerts.



View at the Hohenstaufen



# A green business location with lots of good perspectives

When looking at the future of the Göppingen District as a business location, Gernot Imgart, the managing director of the Göppingen District Chamber of Industry and Commerce, can think of a lot of positive features.

The Göppingen District in the Year 2030: “If you want me to paint a picture, the district will be a powerful, digitized industrial location in 2030, with commercial spaces where investments are welcome. Yet the industrial areas will look different from today’s; they are a kind of Campus Industry 4.0. There are IT and software companies next to new, innovative industrial companies. There is a day-care centre for children, of course a loading station for e-mobility, maybe also a small shopping centre. The industrial areas are green,” Gernot Imgart describes his vision. “Plus the Göppingen District will link nature and production, as well as residing and working.”

A region that used to be the birthplace of industrialization has turned into “Mechatronics Valley” in the State of Baden-Württemberg, where the powerful industrial branches – mechanical engineering, plant construction and electrical engineering form synergies and where there is an active network with Lernfabrik 4.0 and a thriving university, Imgart explains. “We now have the chance to further develop this unique selling point in cooperation with the Esslingen University on the Göppingen campus and the companies, thus mastering the structural changes,” he emphasizes.

Gernot Imgart also sees the economy well under way regarding digitization and Industry 4.0. This is where a close exchange of experiences and ideas with the “old economy” companies and the IT and software businesses is already taking place. “Our district has the great advantage of having a very strong international player – Company Teamviewer – on board,” he states. “Yet digitization offers completely new opportunities not only in the industries but in the health system, too, which plays a major part in the Göppingen District as well.”

**“While we used to regard the fact that we are on the outskirts of the Stuttgart Metropolitan Region as a certain disadvantage, it is an advantage now.”**

**Gernot Imgart**

Concerning the infrastructural situation of the district, Gernot Imgart also looks at the future with optimism: “While we used to regard the fact that we are on the outskirts of the Stuttgart Metropolitan Region as a certain disadvantage, it is an advantage today: We still have commercial spaces for reasonable prices, labour costs are not as high as they are in the dense Stuttgart Metropolitan Region, people can still find affordable homes here, and they live in a very attractive environment.”



# Eco-friendly and future-oriented: Mobility in the Göppingen District



“We want to accelerate the urgently needed sustainability in traffic management even further,” Jörg-Michael Wienecke, the head of the department of mobility and traffic infrastructure at the Göppingen District Administration, stresses. The full integration of the district into the Verkehrs- und Tarifverbund Stuttgart (VVS) is an important step along the way.



The MetropolExpress has been commuting between Stuttgart and Geislingen on the Filstalbahn since 2019

The Filstalbahn Mobilitätsverbund (Mobility Network) has already been cooperating with the neighbouring traffic networks Ulm (DING) and Stuttgart (VVS). Travellers can already purchase conjunction tickets, combo tickets and one-day tickets to travel fast and inexpensively by bus and train even beyond the borders of the district. Yet train connections are not always easy to figure out; there are times when customers are confused by the tariff jungle or realize that the bus or train route to some more remote communities is not all that easy to find after all. The full integration of the Göppingen District into the Verkehrs- und Tarifverbund Stuttgart (VVS) on January 1st, 2021, should eliminate these problems. As of September of 2020, pupils will start to profit from the new “Scool Abo” ticket subscription offered by VVS and even lower shares of the costs.

The first steps to get there have already been taken. With the implementation of the new schedule concept Bus19+ on January 1st, 2019, the bus traffic in the Göppingen District has been expanded by 1.7 million driven kilometres per year. Besides numerous additional trips in the evenings, on weekends and holidays as well as on-call bus trips, even those routes that are served less often have seen more frequent services during the week. Furthermore, new bus lines have been created, and existing lines have been expanded. The second step was the expansion of rail traffic. Since December 15th, 2019, the MetropolExpress has run on the Filstalbahn rail between Stuttgart and Geislingen and already almost every thirty minutes on the partial route from Plochingen to Geislingen.

# Surprising. CENTRAL.

Supporting the application for full integration into VVS





15 businesses and companies in the Göppingen District support the application for the full integration of public commuter traffic into VVS

An essential step towards getting commuters to switch to buses and trains is a simplified tariff structure. While in the past you had to find your route somewhere in the jungle of 100 tariff zones in the Göppingen District, the full integration into VVS will reduce that number to only four tariff zones in the whole district. At the same time, ticket prices will be considerably reduced – in some zones up to 50 percent. Particularly people who live in cities and communities that are further away from the Filstalachse (Filstal Valley axis) will profit considerably from these price reductions. For them, too, this will make commuting to work and travelling in their leisure time without a car easier. All in all, experts expect a considerable growth in the numbers of bus and train travellers in the district and the whole region from the full integration into VVS. The initiatives of the district that are focusing on the key issue of “eco-friendly mobility” therefore also sustainably support the commitment of the district to another key issue, namely to be a “climate-friendly district”.

**The full integration into VVS means that there will be only four tariff zones in the whole Göppingen District.**

Eco-friendly mobility and a climate-friendly district – these are two decisive factors that will increase the sustainability of the district among the regions that are competing for companies and residents. For today an attractive and user-friendly public commuter transport system is one of the most important reasons why companies choose a certain location where to settle down and why specialists look for their professional and personal homes in a specific region.

The companies and businesses of the district therefore actively support the endeavours to obtain a full membership in VVS – and have been dipping into their pockets. By spending approx. EUR 200,000, the industries have been sponsoring a marketing concept that intensively promotes the use of buses and trains. “This targeted sponsoring allows us to address commuters and particularly potential new commuters with an even more specific approach,” District Administrator Edgar Wolff says, pleased.



# On the way to the fast lane of the data highway

The first step has been taken. In December of 2019 the first gigabit connections were put to use within the scope of the cooperative development of fibre optics in the Göppingen District.

Stefan Pfletschinger, the owner of Company PS Historacing in Reichenbach im Täle, a part of Deggingen, is thrilled about how fast he will be surfing on the internet in the future while searching for engine and transmission parts for the historical Porsche cars he restores in his workshop. District Administrator Edgar Wolff is as pleased as Stefan Pfletschinger: "By putting the fibre optic connections into operation, we show that smaller country towns in our district also benefit from the Gigabit Region Stuttgart cooperation project."

An additional 240 households in the small Filstal Valley community were connected to the high-speed fibre optic network in December of 2019. Nearly 70 km of fibre optic cable were installed in Reichenbach, enabling another 500 households in that part of Deggingen to obtain access to the fibre optic network.

The extension of the network to Reichenbach im Täle is part of a cooperation of the Gigabit Region Stuttgart GmbH with Deutsche Telekom. The Gigabit Region Stuttgart GmbH is a joint association of the Wirtschaftsförderung (Agency for the Promotion of the Economy) Region Stuttgart GmbH, the City of Stuttgart and the five districts of Böblingen, Esslingen, Göppingen, Ludwigsburg and Rems-Murr. In conjunction with the special purpose associations of the districts and the state capital, it supervises the broadband expansion in the Stuttgart Region, coordinates the cooperation project with Deutsche Telekom and supports Smart Region applications.

**The collaborative development of a high-speed fibre optic network is the focus of the project.**

The collaborative development of a high-speed fibre optic network is the focus of the project. By 2025, all companies in industrial areas as well as half of the households are to have access to the high-speed internet in the gigabit range on the basis of fibre optics. By 2030, 90 percent of all households are to be covered. And by 2025, 99 percent of the population in the region are to be able to use the LTE mobile communication standard. In addition, the speedy development of a powerful 5G net is in planning.



The signing of the fibre optic development cooperation agreement with representatives of the State of Baden-Württemberg, Deutsche Telekom and the Stuttgart Region in Fellbach in May of 2019



Company PS Historacing in Reichenbach im Täle put the first fibre optic connection into operation in September of 2019.

All in all, the area to be developed currently consists of 174 communities in Stuttgart and the districts of Böblingen, Esslingen, Göppingen, Ludwigsburg and Rems-Murr. Around 2.8 million people live in this metropolitan area, and about 140,000 companies have settled there.

### Broadband expansion – a location advantage

For District Administrator Edgar Wolff, the project is also a significant element of the promotion of the economy, and the region will benefit from the location advantage in the future. So he was also very happy to learn that the first high-speed fibre optic connection in the district was installed in a company located away from the centres. “Being politicians of the district, it is important to us that as many companies as possible can use a future-oriented fibre optic network and that we were able to put the first gigabit-compatible connection to operation in a company in Reichenbach,” he commented.

### Contact

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# Climate protection and new energies Surprising. SUSTAINABLE.

The target was set in 2013: By 2050, the energy consumption is to be reduced by 49 percent as compared to 2010, and the annual CO<sub>2</sub> emission per capita is to be reduced to one ton.

Together with 36 other communities, the district and the City of Göppingen have commissioned the development of a climate protection concept. Where do we stand? Where do we want to go? How will we reach our goals? These were the questions. It was found that in the Year 2010 the industrial sector as well as the commerce/trade/services sectors were responsible for about three quarters of the annual electricity consumption; the remaining quarter was consumed by private households. Regarding heat consumption, it is the other way around. Here, the share of private households amounts to 67 percent. Based on these numbers, in Step Two scenarios were developed that would make it possible to reduce the CO<sub>2</sub> emissions in the district that result from energy consumption from 11 tons per capita in 2010 to one ton in 2050. This is to be achieved by reducing the total energy demand by 49 percent and by using renewable energies to cover the demand. The climate protection concept contains a catalogue of 160 actions to be taken that have been summarized on 52 action sheets – starting with organizational issues and public relations, urban planning and climate-friendly urban development planning, energy savings and energy efficiency, developing renewable energies to the range of topics of mobility and traffic as well as sustainable tourism. Climate protection controlling and the updating of the carbon footprint every three years are to contribute to the compliance with the long-term schedule, as it is stated in the agreed-on concept.

## The driving forces of the energy turnaround

The Energieagentur Landkreis Göppingen gGmbH (Energy Agency of the Göppingen District), the Geschäftsstelle Klimaschutz (Climate Protection) and the "Initiative EnergieEffizienz" (iEnEff) (Energy Efficiency Initiative) are the driving forces and partners when it comes to the realization of this climate protection concept. Being a non-profit institution, whose only associate is the Göppingen District, the Energieagentur Landkreis Göppingen works in various ways for private individuals, communities, companies and schools, providing advice and support. Its free and objective consultation services regarding energy efficiency, the use of renewable energies and development programmes are financed by the Göppingen District, the Kreissparkasse Göppingen, the



In 2015 the Göppingen District received the “European Energy Award” for the first time

Together with 36 other communities, the district and the City of Göppingen have commissioned the development of a climate protection concept.



Kreishandwerkerschaft Göppingen (District Council of Craftsmen) as well as the energy suppliers EVF, Albwerk and EnBW. The Energieagentur offers free consultation appointments for private households. The Energieagentur assists the towns and communities in the district in community energy management, the European Energy Award and prepares complete concepts for the heat and electricity supply of whole living quarters or industrial areas. The Energieagentur uses a project sponsored by the state and the EU to provide a free KEFF Check to companies that identifies possible actions and savings potentials. Companies can also get free-of-charge advice on how to generate their own electricity by using photovoltaics, including savings potentials and an economic efficiency calculation with and without a tank.

Furthermore, the Energieagentur is actively involved with schools and conducts free projects for schools that sensitize pupils in Grade 4 and older for topics such as energy production and energy consumption in ways that their age groups can relate to.

The Geschäftsstelle Klimaschutz (Climate Protection Department) at the Umweltschutzamt (Environmental Protection Office) of the Landratsamt is the central point-of-contact regarding the issue of climate protection. Its essential responsibilities are the realization of the climate protection concept, information and public relations, energy and climate protection controlling throughout the district, the support of the network of players active in climate protection and the coordination of activities.

The “Initiative EnergieEffizienz“ (iEnEff) is an alliance that focuses on improving the economy in the Göppingen District through increased energy efficiency. This non-profit institution is sponsored by the Wirtschafts- und Innovationsförderungsgesellschaft für den Landkreis Göppingen mbH (Association for the Promotion of the Economy and Innovations) and the Energieagentur Landkreis Göppingen. The goal of the initiative is to assist particularly small and medium-sized companies by providing information and advice on the issue of how to save energy and resources, operate on a more energy-efficient level and thus, as a result, go easy on their budgets and the climate.

### First steps and other tasks

In various areas it has shown that things are moving in regards to climate protection in the Göppingen District. For example, in the Year 2015 the district was audited for the first time within the scope of the European Energy Award (eea). The European Energy Award is a Europe-wide quality management system and certification process for climate protection activities of communities and districts.

Open-space photovoltaic systems are part of the development of renewable energies



In February of 2020 the district was re-certified. This time the emphasis was on the projects of the district in the areas of mobility, waste management and the new building of the District Administration.

Things have started to change in companies as well. In December of 2019 the Härtereier Haferbier and the office of the tax advisor Florian Spiegelhalter were the first businesses in the Göppingen District that were awarded the "KEFF-Label". The KEFF Label is an award bestowed on companies that have successfully implemented energy efficiency measures after a KEFF Check. The Kompetenzstelle Energieeffizienz (KEFF) Region Stuttgart (Competency Office Energy Efficiency) is sponsored by a consortium consisting of the Wirtschaftsförderung Region Stuttgart GmbH (Agency for the Promotion of the Economy), the six Kreisenergieagenturen (District Energy Agencies) in the region and the Chamber of Industry and Commerce for the Stuttgart Region. Since 2005 they have again and again been able to convince companies to participate in joint projects focusing on energy savings and environmental protection. The ECOfit development programme of the State of Baden-Württemberg was established for that very purpose. The Göppingen District was the first district in Baden-Württemberg that carried out this programme with local companies and businesses. Subsequently more and more companies could be persuaded to complete this certification process successfully.

Yet it is still a long way until the targets that are to be met by 2050 will be reached. From 2010 to 2015 the consumption of electricity decreased by 5.6 percent and the heat consumption decreased by 2.3 percent. Fuel consumption, on the other hand, rose by 4.6 percent. So considerable reductions are needed to reach the set goals of reducing energy consumption by the Year of 2050: minus 46.0 percent of electricity as compared to 2015, minus 47.8 percent of heat and minus 51.3 percent of fuels and other sources of energy used in traffic. The district was able to increase the capacities of renewable energies required to generate electricity by 50.6 percent between 2010 and 2015, and those required to generate heat could be increased by 67.5 percent. In order to meet the target value for 2050 in the heat sector, however, the production must be increased by Factor 10 as compared to 2015, and in the energy sector it must be raised by Factor 2.5.

For that reason District Administrator Edgar Wolff asks for more active commitment in the first climate protection report: "Even though we are able to present successes concerning the CO<sub>2</sub> balance of 2015 as compared to the balance year of 2010 in regards to generating renewable energies as well as saving energy, we still have a long road ahead of us before we will reach our goals ... This report informs towns and communities, companies and businesses, elected officials as well as citizens what support programmes the district provides and how we can tackle climate protection together," the District Administrator states.



Wind power is another pillar of the development of renewable energies

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# Joint forces for the business location Partners of the economy

To make the business location even more attractive for existing businesses, entrepreneurs and companies that want to settle here – that's the goal of the Wirtschaftsförderung (Agencies of the Promotion of the Economy).

Yet that is only one side of the coin. To interest people in a job at a company located in the district, to qualify employees and make them fit for the challenges of the digitized economy, and to contribute to good working and living conditions in the Göppingen District – these are also things the institutions that focus on the promotion of the economy in the Göppingen District take care of.

## A guide for the economy

The Kreiswirtschaftsförderung is the central point of contact in the Göppingen District for all questions relevant to the economy. Its goal is to optimally support companies that want to develop further or set up their tents in the district. The Kreiswirtschaftsförderung – figuratively – guides companies and entrepreneurs through all administrative issues. That starts with an initial consulting service for individuals, companies and communities on issues of founding a company, sponsoring or the right location as well as the marketing and procurement of commercial properties. Moreover, the Kreiswirtschaftsförderung is the engine when it comes to developing the economic infrastructure, such as the development and marketing of new commercial spaces and, as is currently the case, the development of the fibre optic network. The organisation of specialized events focusing on current business issues and the networking with universities, competency centres, institutions and companies are also focal points of the Kreiswirtschaftsförderung. It furthermore handles the presentation of the Göppingen District as a business location at regional and national trade fairs and events, is the point of contact of the agencies for the promotion of the economy of the towns and communities as well as the Wirtschaftsförderung Region Stuttgart. Due to the demographic change, ensuring there will be enough skilled manpower in the future is currently a central issue.

## Working together to ensure there will be enough skilled manpower

In the Fachkräfteallianz Landkreis Göppingen this is done in close cooperation with the Göppingen District, the Bundesagentur für Arbeit, the Kreishandwerkerschaft Göppingen, the IHK Bezirkskammer Göppingen (Chamber of Industry and Commerce), the IG Metall Göppingen-Geislingen (Metal Workers Union), the Arbeitgeberverband Südwestmetall (Employers Association) and the City of Göppingen. The Fachkräfteallianz focuses on recognizing



The presentation of the 2019 Innovation Awards by the Kreissparkasse and WIF

the opportunities and risks of the local labour market and on jointly developing impulses and steps that can be taken to circumvent a lack of specialists. Here the focus is on the improvement of the skilled workers' potential through professional education and later qualifications, the improved development of the existing specialists' potential as well as a regional bond and the immigration of skilled workers. The spectre of measures ranges from education and advanced training, the promotion of an interest in technology already at kindergarten age, during school time, vocational training and at university to the search of suitable new jobs for unemployed persons or employees who want to change professions.

### The partner for innovations

The Wirtschafts- und Innovationsförderungsgesellschaft für den Landkreis Göppingen mbH (WIF) is the point-of-contact for any questions related to technology and innovation. The topics Wirtschaft 4.0 as well as energy efficiency are at the very top of the agenda. The purpose is to support the companies in the industrial, crafts and services sectors that are based in the Göppingen district in technological and innovative developments and initiate new developments. This is mainly achieved by consulting provided to individual companies, particularly in the areas of innovation management and promotion, consulting services regarding subsidies and technolo-

gy-oriented start-ups as well as the support of the transfer of technology and expertise through the close cooperation with universities and research institutions, such as Steinbeis and the Fraunhofer Gesellschaft. WIF also provides points of contact at the innovation, technology and entrepreneur centres in the district. It periodically organizes entrepreneur circles for the purpose of exchanging experiences and, in conjunction with the IHK Bezirkskammer Göppingen, innovation circles. Every two years WIF, together with the Kreissparkasse Göppingen, bestows the Innovation Award of the Göppingen District. In 2019 the companies IT-Kompass GmbH, Eberhard AG and Hörauf GmbH & Co.KG received awards for their innovations; Adolf Heldele was honoured for his lifetime achievement.

### Network and participation platform: The IHK as service provider for companies

Local services and the direct contact with customers are considered priorities in Göppingen. In a way the organization of dual professional education, starting with the entry into the training register and ending with the final exam, is the DNA of the Chamber of Industry and Commerce (IHK), which represents the interests of the IHK member companies. The concern that there may not be enough skilled workers in the future is therefore also the highest priority for the IHK-Bezirkskammer Göppingen. For that reason it runs intensive adverts for dual professional training under the title "A professional career with an apprenticeship". Moreover, so-called "Kümmerer" (caretakers) assist immigrants and refugees to pave the way for them so they can acquire professional skills. The second major issue is digitization – on the one hand the digitization of their own customer processes, such as job specifications, on the other hand by helping companies on their way to digitization. In cooperation with the Verband Deutscher Maschinen- und Anlagenbau, the IHK-Forum Mittelstand-Digital in Göppingen organizes Smart Factory and Industry 4.0 workshops. The "Agile Meetup Filstal" the IHK has

The Chamber of Industry and Commerce at the Göppingen business location





The Kreishandwerkerschaft Göppingen (District Council of Craftsmen) provides versatile consulting services to companies

initiated in cooperation with Company Teamviewer, which takes place every four to six weeks, is extremely popular. It deals with topics of agility, and the companies are actively involved. The support of young entrepreneurs and start-ups as well as the assistance provided to companies during the development of sustainable and CO<sub>2</sub>-neutral production are additional focal points of the IHK in Göppingen.

### Powerful partners of the crafts trade

The Kreishandwerkerschaft Göppingen and the Handwerkskammer Stuttgart are the agents of craftsmen and their guilds. In addition to representing the concerns of the crafts trade to political institutions, schools and authorities, they provide the vocational training in skilled crafts and win over young people for the crafts trade. They also offer support for young entrepreneurs. In 2018 a new starter centre opened in Göppingen, so entrepreneurs no longer have to drive to the Handwerkskammer in Stuttgart to take care of formalities required to start a business and get competent advice.

### Consulting competency based on experience

Since 1987 the Wirtschaftssenioren Baden-Württemberg have shared the experiences they gained in many years with young entrepreneurs, start-ups and medium-sized businesses as consultants, coaches and sparring partners for the establishment, development and protection of companies as well as the transfer and takeover of companies.

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# Powerful networks for business dynamics

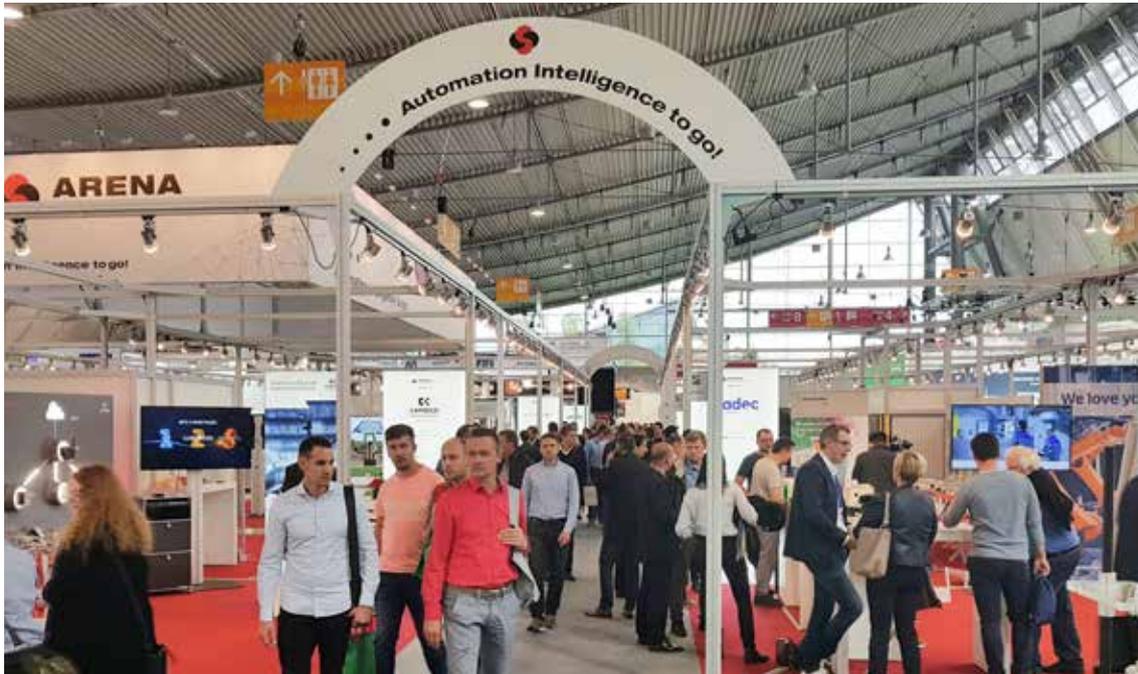
Together we're strong, is the motto of the Göppingen District. Well-working networks promote the exchange of ideas and experiences, provide the transfer of expertise and strengthen business dynamics.

The central profile of the Kreiswirtschaftsförderung, in close cooperation with the Wirtschaftsförderung Region Stuttgart GmbH (WRS) as well as the Wirtschafts- und Innovationsförderungsgesellschaft mbH (WIF) in collaboration with the Steinbeis-Stiftung, is to bring companies, universities and research institutes together and to refer them to project-related cooperation partners in the Göppingen District.

This is based on the close contact with the Agencies for the Promotion of the Economy of the towns and communities, the Wirtschaftsförderung Region Stuttgart GmbH, the IHK Region Stuttgart - Bezirkskammer Göppingen, the Handwerkskammer Region Stuttgart and the Kreishandwerkerschaft Göppingen as well as the Business Economics and Environment University in Nürtingen-Geislingen and the University of Applied Sciences in Esslingen, Göppingen Campus. The collaboration with the Energieagentur Göppingen GmbH, the Initiative EnergieEffizienz für Unternehmen Landkreis Göppingen (iEnEff) and the Landesnetzwerk Mechatronik BW is intensive as well. The contacts between the Gründerzentren (Founders' Centres) in Göppingen, Geislingen and Salach are intensive, too.

## Göppingen, the Mechatronic City

As early as in 2001 the Kompetenznetzwerk Mechatronik BW e. V. was established to give new impulses in the Göppingen District in times when the textile industry was stagnating. Today the Kompetenznetzwerk Mechatronik e. V. is an alliance with over 120 members from all kinds of different sectors. The initiative has resulted in the Landesnetzwerk Mechatronik BW GmbH. While the Kompetenznetzwerk Mechatronik BW, for instance, makes current information from companies, universities and research and development institutes available to its members, organizes events and network meetings and provides contacts to the science, research, business sectors and political agencies, various competencies and services are concentrated at the Landesnetzwerk Mechatronik BW and made available to the companies. The innovation managers with their different technical focal points, such as internalization, the transfer of expertise and technology, sponsoring by third parties, project coordination, innovation audits and roadmaps act as interfaces. The innovation managers also provide technical consulting, for instance in the areas of automation, energy efficiency and IT. The innovation events, workshops, partner events, participations in trade fairs as well as the public relations work of the Landesnetzwerk Mechatronik BW also contribute to an increased transfer of know-how.



Top: Arena of Integration: At Motek, the international trade fair of production and assembly automation in Stuttgart, the companies of the Göppingen District are represented with their interconnected skills. Bottom left: On Innovation Day the entrepreneurs share their latest developments with each other. Bottom right: An Irish delegation visits Company Heldele, Automation, to learn more about the technological know-how of businesses in the Göppingen District

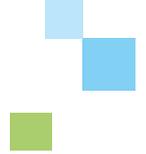
## The “market place“ of health services

The Göppingen District is not only a strong business location; in the district you will also find an attractive and very large range of health services that is of significance to the whole Stuttgart Region. Therefore the companies in the Göppingen District have access to a large pool of partners for the development and expansion of a corporate health system – whether in regards to exercise and nutrition, stress and addictions, qualification and consulting or rehabilitation. The perfect partner can be located quickly with the help of a search engine of the Stuttgart Region on the webpage of the district.

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# Our service pledge to companies and businesses

The Göppingen District and its communities have joined forces to establish the consortium "Unternehmensfreundlicher Landkreis Göppingen".

Thus the Göppingen District is one of only a handful of districts in Germany, in which all towns, communities and the district administration have jointly made the commitment to conduct administrative actions in a pro-business manner. All 38 towns and communities of the district and the district administration have promised to keep the following 10 service pledges:

## **1. Availability of information**

We promise to make the information required for the respective proceedings and the relevant documents available.

## **2. Guide/point of contact**

Upon request we will designate a guide who will provide advice on your matters and refer you to the competent authorities.

## **3. Official confirmation of receipt**

If you submit an application for building permits, you will receive an official confirmation of receipt, including the contact data of the specialist handling your application, within seven workdays. The communities will forward the planning documents to the competent local Baurechtsbehörde within three workdays.

## **4. Consultation**

You will get an appointment for a consultation about the proceedings within seven workdays.

## **5. Time of response to calls and e-mails**

Your calls will be returned and your e-mails will be answered within one workday.

## **6. Immediate notification in case of delays**

We promise to notify you immediately if any unexpected problems or delays occur concerning the processing of your matter.

## **7. Duration of building permit proceedings**

As soon as the application documents are complete and ready to be processed in the building permit proceedings, you will receive a notification regarding the building permit within six weeks.

## **8. Option to file a complaint**

We provide a central option to file a complaint for your constructive criticism in case you encounter any problems in regards to our service pledge.

## **9. Optimization of processes**

We undertake to screen our internal authorization processes on a regular basis for the purpose of continuously optimizing the quality of our services.

## **10. Payment of invoices**

We promise to pay all invoices of business companies within 15 days upon receipt of the invoice.

# Masthead

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