

Dynamic business location in the centre of Europe – North Rhine-Westphalia



EUROPE'S  HEARTBEAT

10 best location factors for North Rhine-Westphalia



Dynamic business location in the centre of Europe



Industrial heartland of Germany



Home of world market leaders



Germany's most important business location



Europe's Gateway with an excellent transport infrastructure



World class in research & development



One of Europe's best breeding grounds for talents



Logistics competence of world renown



Future-oriented digital location



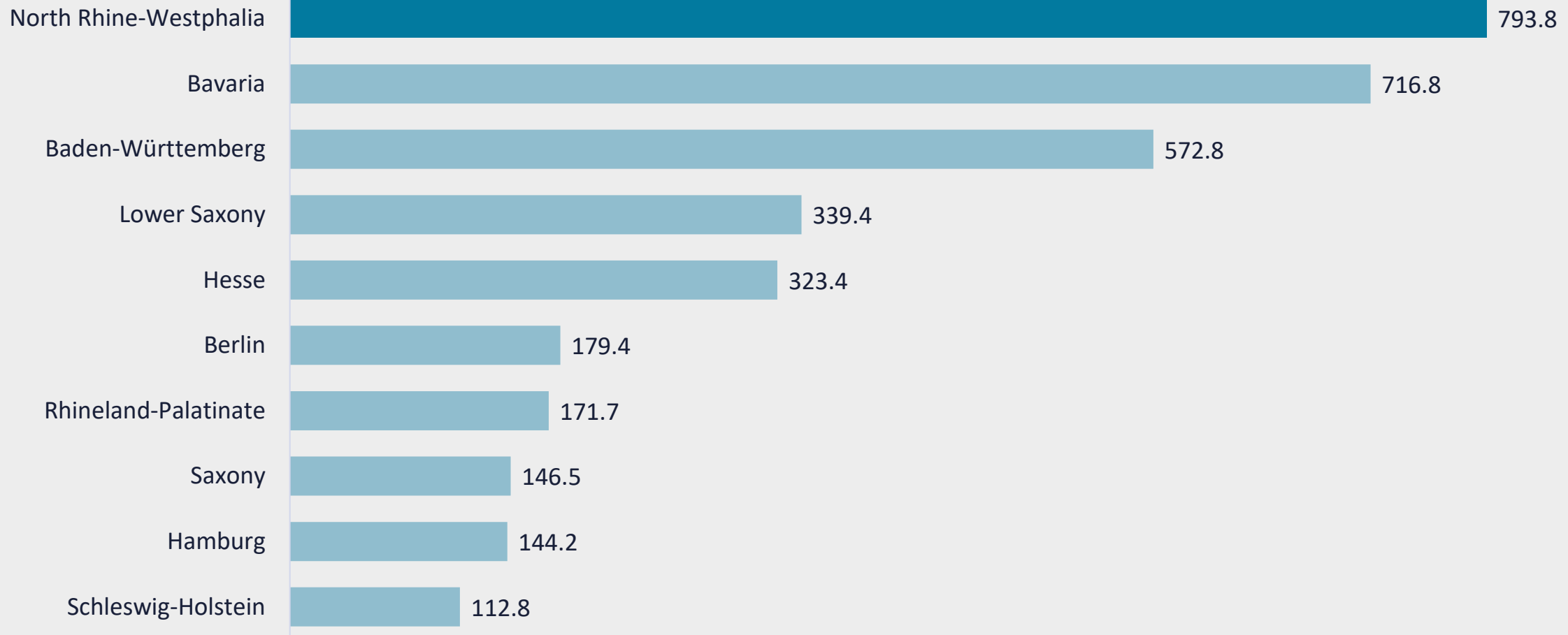
High quality of life in NRW

Business location NRW

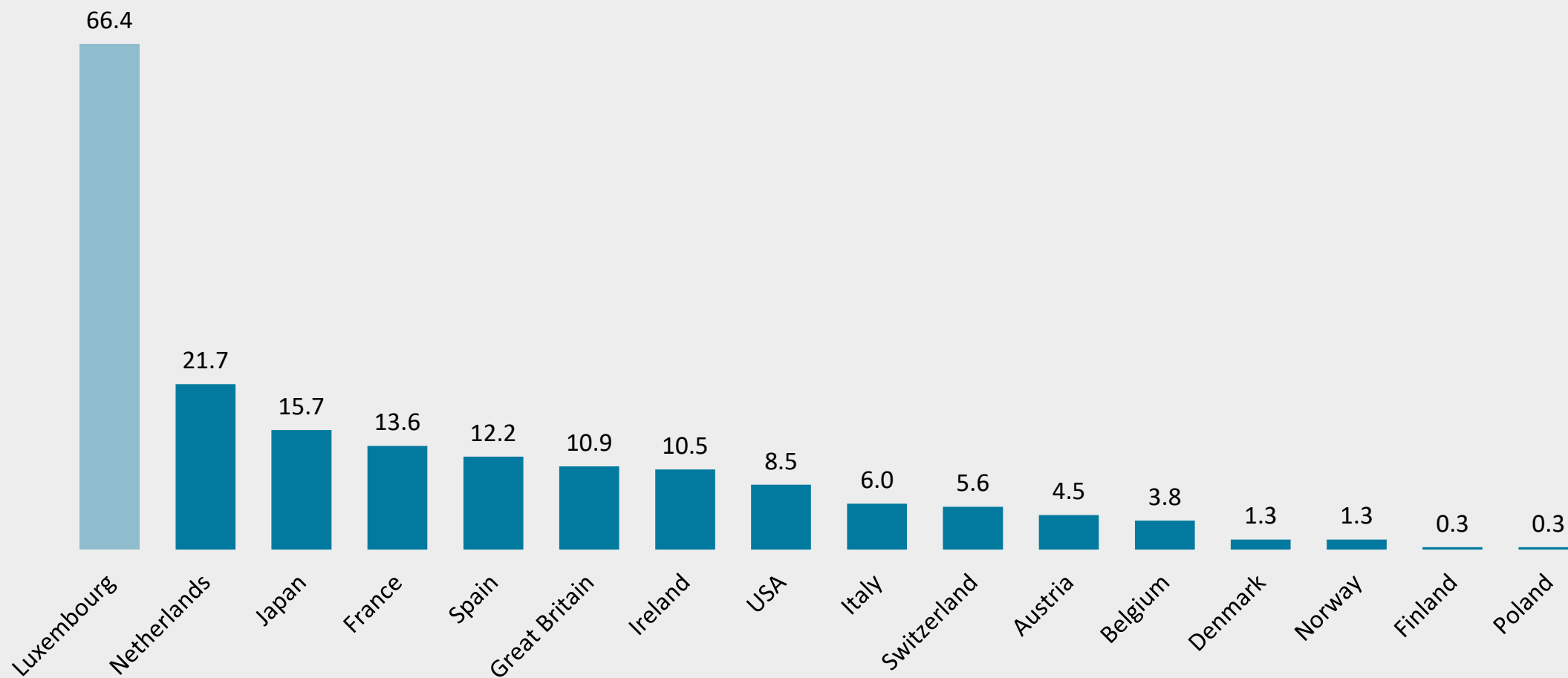
Basic data 2022	NRW	UK
Area	31,112 sqkm	243,610 sqkm
Population	18.1 m	67.5 m
Population density	531/sqkm	278.1/sqkm
GDP	794 bn EUR	2,916 bn EUR
GDP per capita	43,910 EUR	44,937 EUR
Exports	233.6 bn EUR	397.8 bn EUR
Imports	314.8 bn EUR	581.9 bn EUR
Foreign direct investments**	191.8 bn EUR	2,469 bn EUR

**end of 2020, **2021

Germany's total GDP in 2022: EUR 3,867 bn



The biggest foreign investor countries in NRW (in € bn)

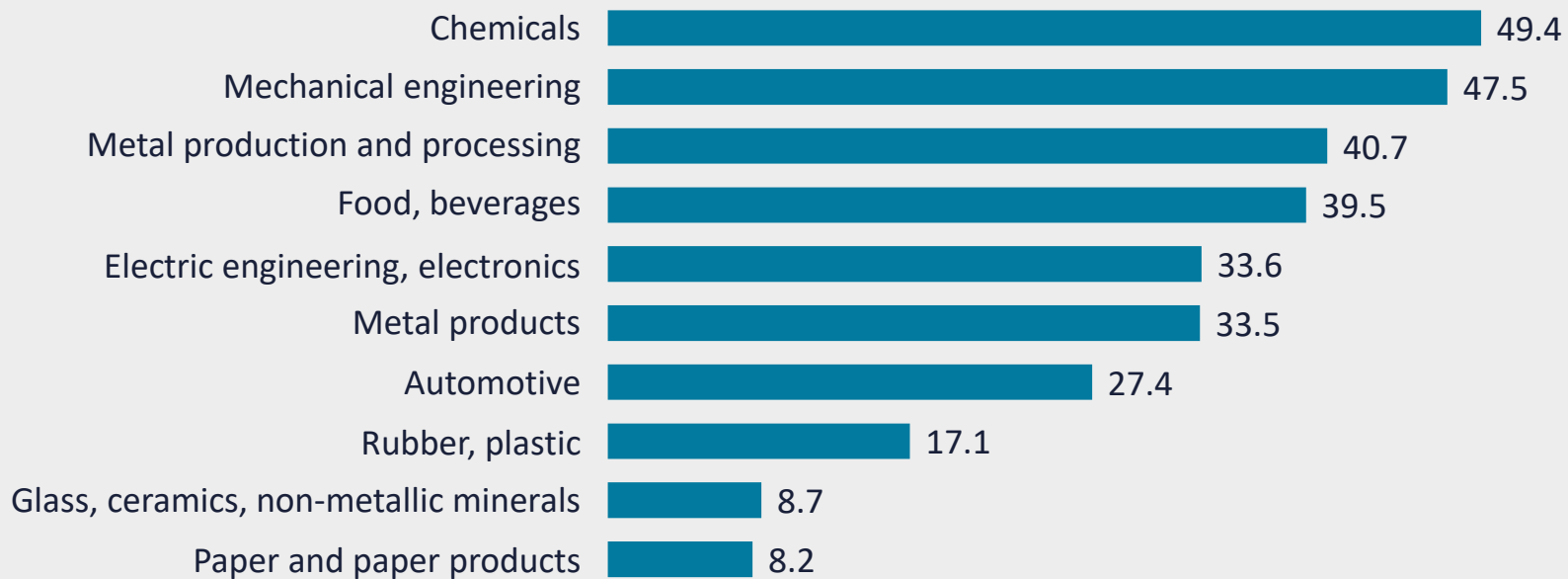


NRW – Industrial heartland of Germany

- In 2022, industrial enterprises based in NRW generated sales of **411.1** billion euros.
- The biggest industrial sector in NRW in terms of employment is mechanical engineering with more than **197,000** employees (***19.4** percent share of German total)
- **19.7** percent of the employed population of NRW work in the industrial sector*.
- With the Ruhr Metropolis as its core, NRW is the strongest industrial region in Europe.

*2021

Top location for manufacturers and suppliers – Sales 2021 (in € bn)



NRW is No. 1 trade fair location worldwide



6 million visitors per year



100+ leading international trade fairs



World's No. 1 trade fair location Düsseldorf, Essen, Cologne, Dortmund



Big trade fairs e.g. dmexco and gamescom



A global player's place – 19 of the 50 top-selling companies in Germany are based in NRW



BERTELSMANN



CECONOMY



Deutsche Post DHL Group



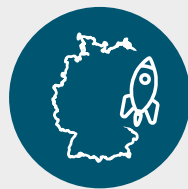
SMEs – the backbone of the economy

- Around 702,000 small and medium-sized companies are active in NRW.
- They account for 99.2 % of all the companies in the state.
- They employ 66.7 % of all company employees subject to social insurance contributions.
- They provide 70.9 % of all training positions in NRW.

Start-Ups & Scale-Ups

Ecosystem in NRW

STARTUP

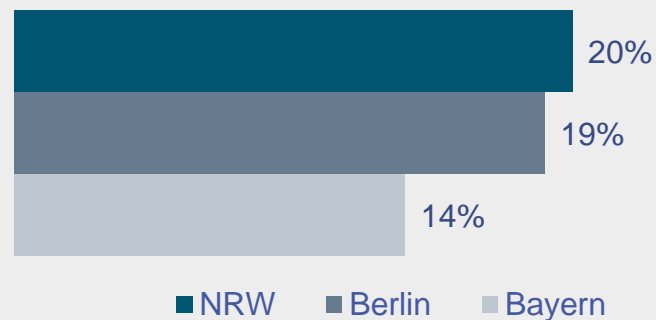


Start-Ups in Germany by Federal States



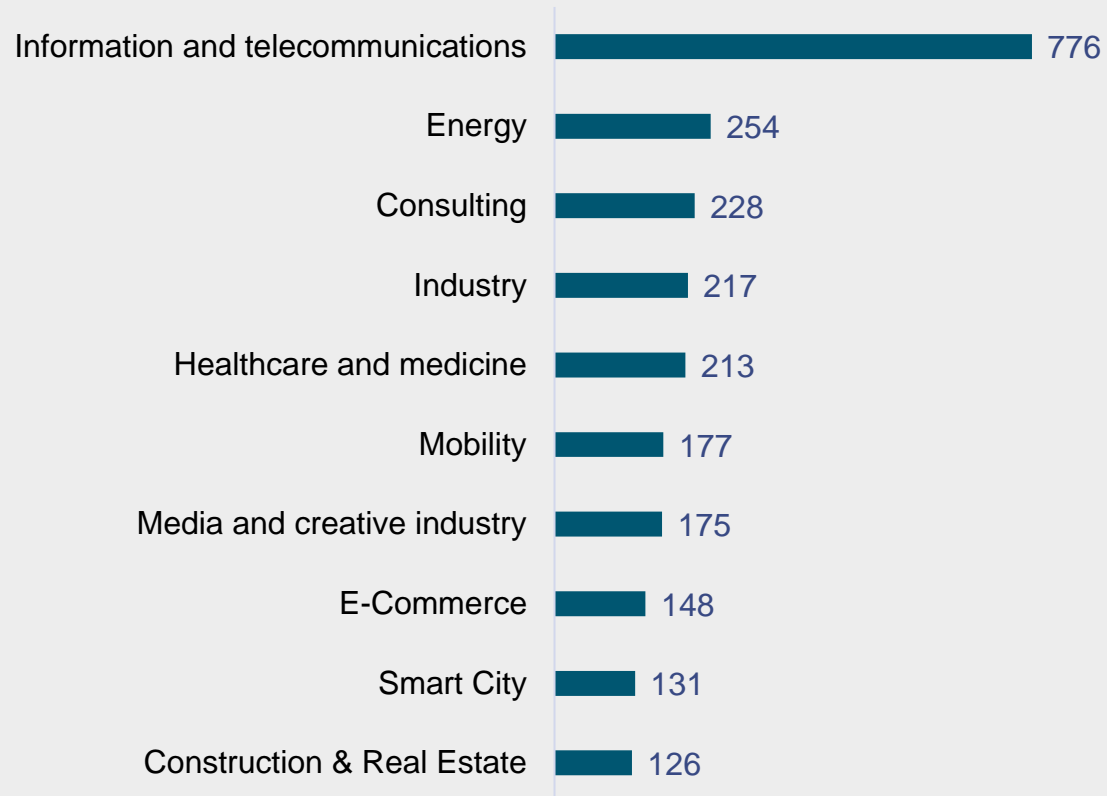
21% growth of new start-ups in NRW (2023 vs. 2022)

NRW #1



Start-Ups & Scale-Ups

Top 10 sectors in NRW



- New challenges need new solutions: Innovative companies in NRW contribute to the transition taking place in the areas of digitalisation, smartification and sustainability.
- 2 examples:



Ladeplan
 Est. in Paderborn, 2022
 AI-based search for charging stations



DeepL
 Est. in Cologne, 2017
 AI translator, unicorn

Around 22,000 foreign companies in NRW

20.7 %

of foreign companies in Germany are based in NRW, providing work for 1m people

1,700+

UK companies are based in NRW, providing 200k+ jobs



dyson

Sage

LUSH

Rentokil

Examples of foreign companies



Air Liquide



FUJIFILM

Non-stop from 6 airports to the world

- 2 major international airports as well as 4 airports with European connections
- Approx. 450 direct flights to all over the world
- Cologne/Bonn is Germany's No. 3 air cargo center

Best rail connections

- NRW is an important hub in the high-speed rail network.
- The central station in Cologne is one of Europe's busiest rail junctions.
- 1:15 h from Cologne to Frankfurt by high speed train
- More than 30 high speed (ICE) train stations in NRW

On water to the world ports

- 226 km of the Rhine, one of the world's busiest waterways, flow through NRW
- The state's approx. 120 ports handle 106 million tons of goods by ship
- The world's biggest inland port (Duisburg) and Europe's biggest canal port (Dortmund) are situated right in the center of NRW.
- With a cargo handling volume of 59.0 million tons by ship, train and truck, Duisburg is the most important distribution center in the European canal network
- The Port of Duisburg is one of the most important European mobility hubs in world LCL (less-than-carload) traffic.



No. 1 logistics location

24,000

Logistics companies

388,000

employees with logistic tasks
in industrial and trading
companies

**9 of the
25**

biggest logistic companies
are based in NRW

More than 756,000 students from Germany and abroad

- More than 756,000 students at 68 universities and technical colleges
- 25.9 % of all German students attend universities and technical colleges in NRW.
- More than 104,000 foreign students (13.6%) study at universities in NRW.
- The state's universities and technical colleges offer a choice of more than 4,700 study courses.
- Approx. 114,000 students successfully complete their university studies every year.

Free market-entry services for UK companies



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