

Close to the future-oriented photonics market.

Close to the market.

In the region of East Wuerttemberg and the Stuttgart/Ulm/Nuremberg triangle.

Close to the customer.

In an area which is internationally renowned for optical technologies/photonics, with world market leaders such as Carl Zeiss AG in Oberkochen and LOBO Electronic GmbH in Aalen.

Close to contractors and suppliers.

The infrastructure and productive capacity of this region offers you prospective purchasers and suppliers as well as opportunities for networking and technology transfer.

Close to qualification, research and science.

Aalen University has excellent facilities for higher education, research and technology development, as do other regional research and technology transfer institutes.

East Wuerttemberg has more – Start up your own business!



Propositions

Locations

The Photonics Region East Wuerttemberg offers your company attractive industrial sites, properties and premises suitable for production and service organisations.

- **Technology, trade and start-up centres in Aalen, Heidenheim, Schwäbisch Gmünd and Spraitbach**

Your advantages: Flexible floor planning, ready-to-use infrastructure (car parks, conference rooms, technical equipment, administration, etc.), reasonable rents, innovative environment.

- **Special offers of commercial floor space at Carl Zeiss AG in Oberkochen**

- **Industrial properties and sites**

With WiRO industrial site management you have access to numerous business properties and about 500 ha of free industrial sites.

Business Consultancy

The Kreissparkassen in Heidenheim and the Ostalb region are banks that offer consultancy and financing tailored specifically to organisations in the field of photonics; and they particularly welcome entrepreneurs and young businesses. Their advisory service includes:

- **Business Plan Check**

To help you draw up a professional business plan, you are presented with a free manual which includes a sample business plan and gives valuable suggestions and advice on setting up and organising a company.

- **SWOT Analysis**

In addition, you can have your business plan subjected to an analysis of strengths and weaknesses by Prof. Dr. Held from Aalen University, free of charge.

- **Financing Consultation**

- Investment: MBG risk capital funds up to a maximum of 500,000 €.
- Start-up and Promotion Financing: Applications for state bank subsidies through the Sparkasse banks.
- S-Workplace Programmes: Development loans granted by the Sparkasse banks on very reasonable conditions.

www.ksk-ostalb.de
www.ksk-heidenheim.de

Promotion Opportunities

- **P.E.G.A.S.U.S.**

The P.E.G.A.S.U.S. consultancy association and the regional P.E.G.A.S.U.S. investment fund both support innovative enterprises and business newcomers with advice, assistance and attractive capital investments.

www.pegasus-ev.org

- **EU-Target 2-Promotion**

The European Union structural development programme allocates grants and greatly reduced interest rates.

www.ostalbkreis.de

Technical Advisory Service

Aalen University is a well-known educational and research institution with global cooperation schemes in the fields of optical technologies, photonics, optoelectronics and optometry. And it can also provide you with highly qualified project partners for applied research in the above fields. Laboratories with state-of-the-art equipment are available for use on attractive terms within the scope of technical consultancy and technology transfer.

www.htw-aalen.de

Photonics BW

Photonics BW e.V. is a non-profit association supported by the German Ministry for Education and Research BMBF. Its aims are to promote optical technologies in research, development and applications, basic and advanced training, as well as marketing and public relations work in Baden-Wuerttemberg. Photonics BW already unites 44 members representing the fields of industry and science, SMEs, and the financial and consultation sector.

Photonics BW offers start-up enterprises free membership for one year and thus the opportunity to take advantage of a well-established network of renowned companies and research and education facilities as a platform for contacts, know-how transfer and supporting services.

www.photonicsBW.de





WiRO – Taking the first step...

The Photonics Initiative East Wuerttemberg was started at the instigation of the WiRO industrial development association in East Wuerttemberg, and involves the participation of various regional representatives and delegates from numerous companies. The aim of this association is the establishment of cross-links, know-how transfer and cooperations as well as the creation of a marketing platform for the optical technologies sector of the future.

Together with the Photonics BW competence network, Aalen University and the regional banks Kreissparkassen Ostalb and Heidenheim, the WiRO want to specifically address founders of new businesses and innovative enterprises with this Starter-Pack and draw attention to East Wuerttemberg as a competence centre in the field of optical technologies/photonics.

- The WiRO is your central contact partner and will support you with
- Advice on starting up new businesses, establishing, relocating, and expanding production plants
 - Consulting on locations and coordination of settlement plans
 - Intermediary services for industrial and commercial sites and premises, special offers at technology, trade and founders' centres
 - Arranging contacts; assistance when searching for cooperation partners

...towards the future of your business.



Industrial Region East Württemberg

WIRO

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The photonics platform in the Internet:
www.photonic-valley.de



Starter Pack Photonics

Proposals and support for new businesses and existing enterprises in the Photonics Region East Wuerttemberg.