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County of Ludwigsburg - strong economy in change





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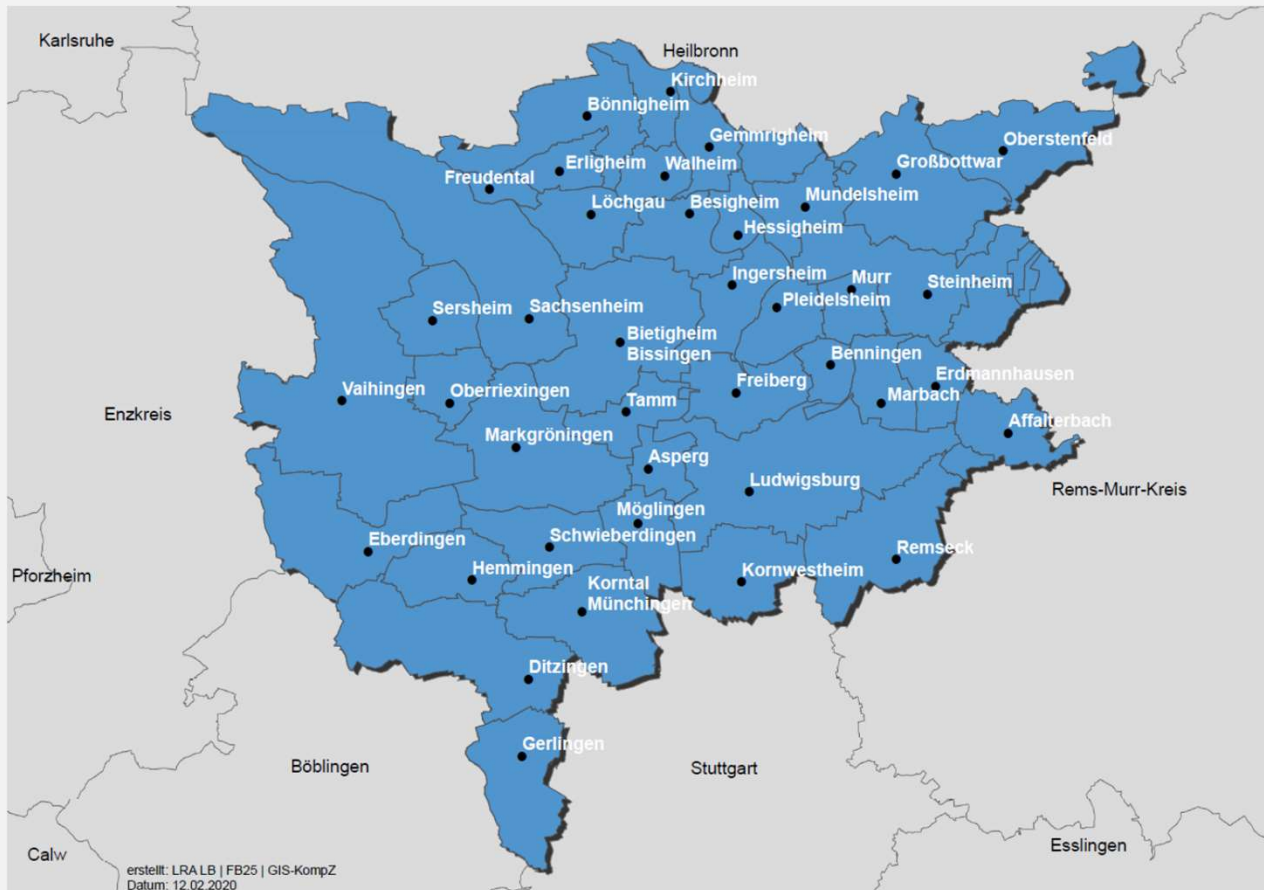
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4. Ludwigsburg as a business location
5. Developments in the labour market

County of Ludwigsburg Overview



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County of Ludwigsburg At a glance



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- 545.000 residents → 2nd largest rural county in Baden-Wuerttemberg (BW) by population
- The county consists of 39 cities and municipalities, thereof 6 major cities:
Ludwigsburg (93.000 res., LB), Bietigheim-Bissingen (43.000 res.), Kornwestheim (34.000 res.),
Vaihingen/Enz (30.000 res.), Remseck (26.000 res.), Ditzingen (25.000 res.)
- Part of Stuttgart region as well as part of the administrative region of Stuttgart (Regierungsbezirk Stuttgart)
- Main traffic routes: Autobahn A 81, national highways B27 & B10; 3 lines of the suburban railway system („S-Bahnnetz“) of Stuttgart region; rivers Neckar and Enz
- Land use:
 - residential/economic areas/traffic: 25,2 % (BW: 14,9 %),
 - Agricultural area: 54,3 % (BW: 45 %),
 - Forest: 18 % (BW: 37,8 %)

County of Ludwigsburg Economic profile



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- The 207.000 employees in the county covered by social security are distributed among
 - Manufacturing sector: 73.000 employees (35 %)
 - Commerce, hospitality sector, transport: 50.000 employees (24 %)
 - Other services and trades: 83.000 employees (40 %)
- Strong influence of the manufacturing sector – mainly vehicle construction –, but also trading and logistics companies
- Special case of the city of Ludwigsburg: Film Academy BW as a breeding ground of the creative industries
 - Film, Design, Marketing
- Headquarters of major companies, such as Bosch, Trumpf, Dürr, Mann + Hummel, Wüstenrot & Württembergische, Mercedes-AMG, Valeo, MHP, Thales, Bürger, Gretsche-Unitas and more
- 5 universities: Film Academy BW, University of Education LB, University of Applied Sciences – Public Administration and Finance, Evangelic University LB, Academy of Performing Arts BW

County of Ludwigsburg

Ludwigsburg as a business location



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Key strengths

- Dynamic **population development** since 2011 and **high attractiveness** of the county also for **young adults**
- Above-average **economic growth** in recent years in addition to strong **job creation**
- High **innovation focus**: research and development employees with patent intensity
- Very low **municipal debt burden**

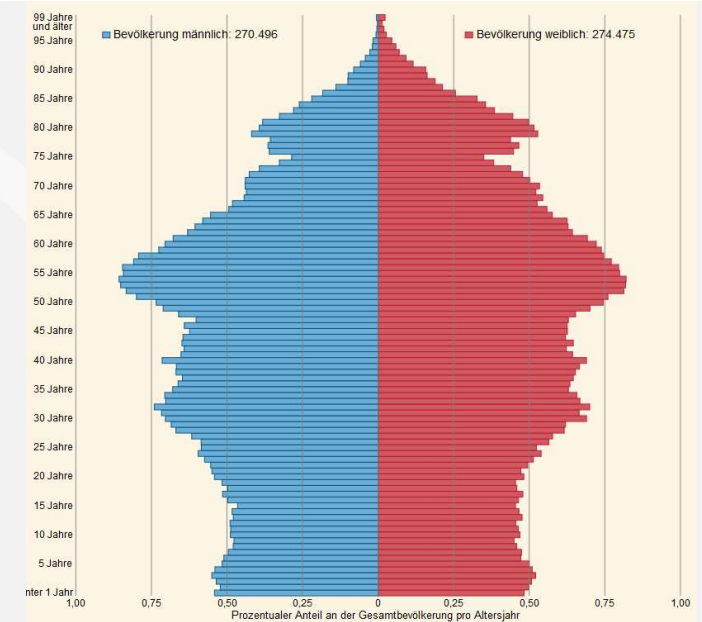
Key weaknesses

- Low **employment density** and negative **commuter balance**
- High proportion of unfilled **training positions**
- Tight **housing market** with above-average **housing gap**
- Continuing low **investment rate** in industry and below-average **export ratio** (supplier function)
- Below-average **start-up intensity**

Source: PROGNOSE Zukunftsatlas Analyse 2019

County of Ludwigsburg Developments in the labour market

- Demographic change (shrinking population)
→ Retirement of the baby-boom generation lays ahead
- Certain professions are losing their appeal
→ e.g. certain skilled trades, industrial-technical professions
- Demand for certain qualifications is rising
→ Digital skills
- Transformation of the automotive industry changes job profiles
- Increase in the share of academic degrees at the expense of professionals with training qualifications





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