

A strong Community in Bavaria

A short selection of our members

- Alliance of the self-employed
- Allianz
- Association of Bavarian Brewers
- AUDI AG
- Bavarian agriculture and forestry
- Bavarian Local Broadcasting Association
- Bavarian metalworking and electric industry
- Bavarian paper-mills
- Bavarian plastics industry
- Bavarian sawmill and woodworking industry
- Bavarian skilled crafts
- Bavarian transport and logistics companies
- Bavarian utility companies
- BMW AG
- E.ON Energie AG
- Flughafen München GmbH (Munich Airport GmbH)
- Food industry
- German Dialog Marketing Association
- German engineering industry
- German film & television producers
- German glass industry
- Independent professions
- Insurance companies in Germany
- Knorr Bremse AG
- Material recycling in Bavaria
- Messe München GmbH (Munich Trade Fair Corporation)
- Print and media in Bavaria
- Private hospitals in Bavaria
- State association of wholesale and foreign trade
- System catering
- Textile and apparel industry
- TÜV SÜD
- Webasto AG

Up-to-date and Informative

We keep you posted

At a glance

Our digital communications services are available 24/7 to keep you up-to-date, and guarantee you access to our comprehensive information and service offers at all times.

Further information can be obtained on our website under www.vbw.com



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vbw Business Magazine

Bavaria ranks at the top of international economy. Innovative products and services make its entrepreneurs successful throughout the world. The vbw Business Magazine presents interviews with notable members of German industry and society circles, provides exclusive insights into distinguished political and social events and introduces best-practice approaches and state-of-the-art products originating from Bavaria.



Let's talk Business

We look forward to meeting you



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Die bayerische Wirtschaft



Bavarian Industry
Association

Strong for Bavaria

The Bavarian Industry Association (vbw—Vereinigung der Bayerischen Wirtschaft e. V.) is the voluntary, cross-industrial, interest group of Bavarian industry.

We represent the collective economic, social and sociopolitical interests of more than 120 Bavarian employers’ and business associations, as well as more than 40 individual companies. Thus, we simultaneously preserve the freedom of economic activity and insure social accord.

Competent Creator

We and our members represent a broad spectrum of industries and interests. This strengthens our political influence. Together, we give an identity to the Bavarian industries and economy and enhance its profile.

- We are the central point of contact for policy makers.
- We give focus to the competence and experience of the Bavarian business community and regard ourselves as an active part of our pluralistic society.
- Together with our members we develop the political base for decision-making.
- We communicate the facts, demands, and positions of business to politics, society, politicians and governmental administration, as well as to the media and the public.
- We inform and advise our member organizations and companies and initiate an intensive exchange of opinions and experiences.

We Strengthen the Competitiveness of Bavaria’s Economy

Advocacy—Agenda Setting—Lobbying—Networking—Services

For a Strong Bavaria within a Strong Europe

Our goal is to help to increase the competitiveness of our companies, and to secure Bavaria’s future success. Our guiding principle is the social market economy, and it is our duty to preserve it.

We are committed

- locally and regionally
- nationally—in a constant dialog with representatives of the federal government, of political parties, and the administration in Berlin
- Europe-wide—we maintain contact with the governments of our European neighbors through our liaison office in Brussels and a close connection with related associations in Europe
- globally—through our liaison offices in New York and Tehran and our commitment to many international organizations such as the BIAC¹, DAFG², and others.

1 Business and Industry Advisory Committee / OECD
2 German-Arab Friendship Society

Events in Brussels

In a considerable number of high profile events we provide new ideas, address current topics, and promote constant dialog between our members and influential representatives from political and governmental entities.

- *Parlamentarischer Abend (discussions with members of parliament)*
- *Business Lunch (panel of experts)*
- *Europa weiß-blau (network meetings of the Bavarian industry)*
- *Tag der Bayerischen Wirtschaft and Oktoberfest (social events)*

Areas of Political Activity

- International affairs
- Europe
- Education
 - pre-school / school, university, training, continued education
- Securing supply of qualified workforce
- Finance
- Innovation / R+D
- Law
 - labor law, social law, IT law / data protection, business law, deregulation / debureaucratization
- Location
 - infrastructure, energy, social security, tax, finance, climate, digitalization, raw materials / resources, labor market, consumer protection, added value
- Collective bargaining
 - collective bargaining policy, labor disputes, wage policy
- Economics
- Industry and society
 - social market economy, CSR, sustainability
- Foreign Economics

Position Papers, Studies, and Expert Opinions

We summarize the viewpoints of Bavarian businesses in our position papers on political discourse and highlight the consequences and potential for improvement.

We initiate studies and advisory opinions that both give our members a head start in terms of information and are a source of ideas for developing new pilot projects and services for our members.

Our Network

Government, business, science and the media



- BDI, Federation of German Industries
- BDA, Confederation of German Employers’ Associations
- BIAC, Business and Industry Advisory Committee / OECD
- BusinessEurope
- Businessmed
- DAFG, German-Arab Friendship Society
- UBCCE