



Der Botschafter

Uninformed members a good club do not make

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Munich:

The Tech Metropolis

The CEO of **Apple**, Tim Cook, is a big fan of Munich. In March 2021, the Cupertino-based corporation decided to expand its European center for chip design in the Bavarian capital, investing a billion euros by 2024.

Apple's investment is an impressive endorsement of **Silicon Valley on the Isar**. Munich, with its baroque flair, is home not only to industrial companies such as BMW and Siemens, but also one of Europe's top locations for the high-tech industry. Munich scores well for its highly-trained young professionals, its good infra-structure and its interesting mix of businesses that provide companies with cooperation partners beyond the confines of their own sectors.

Apple plans to focus on further developing its mobile phone technology at the **Karl** office complex, which is close to the main railroad station. They want to specifically target the new 5G standard and beyond and are keen to integrate hardware and software as seamlessly as possible, which includes developing mobile modems.

The tech giant from California, which opened its first small office in Munich 40 years ago, will be recruiting hundreds of new employees to accomplish their goal. Today the company has seven branches with more than 1,500 employees. The Bavarian Design Center, founded in 2015, employs over 350 engineers



WikiProject Apple Inc.



Apple is not the only top high-tech company to have settled in Munich. **Google**, which has been in Munich since 2006, is in the process of converting a former post office building and plans to more than double its team of 1,200 employees.

In 2016 **Microsoft** moved into new German headquarters to the Schwabing district with **IBM** opening a research center in 2017. **Amazon** plans to consolidate their 2500+ employees into a single facility in Schwabing.

Knowledge- and research-based companies are tending to settle in close physical proximity to one another, permitting them to profit from the experience, creativity and intellectual capital that flows from one to the other. The secret of the cluster: *innovation nourishes innovation.*

Apple emphasizes the quality of the employment market. In one of the rare interviews, CEO Cook informed the **Frankfurter Allgemeine Zeitung** that “*We find talents here that we wouldn’t find anywhere else. With its universities, incubators and research institutions, Munich has evolved into becoming a stomping ground for techies.*”

Furthermore, **Apple** stresses the close cooperation with companies such as the chip manufacturer **Infineon**, the battery producer **Varta** and the adhesives specialist **Delo**, all of which are based in or close to Munich. Extensive research is also being done by auto manufacturers in the fields of artificial intelligence and driverless vehicles, as well as to the region’s importance as a leading biotech cluster.



Competition for locations is global; tough calculations as to where they settle have to be made. In recent years Germany has performed well in international innovative rankings. Germany's active community of developers have already invented over 60,000 apps for the **Apple** App Store.

Interesting for young firms

Apple's investment will further enhance Munich's reputation as a tech hub – not least among ambitious young firms seeking the proximity of the big players. Young firms are best located where things are happening.

The **World Economic Forum** recently announced that it intends to open a research center for the fourth industrial revolution in Munich.

High rents and property prices are the downside of the city; it is hardly affordable for many people on a normal salary. However, the city remains less expensive than other top international locations such as New York, London or Singapore.

The global tech giants still maintain their headquarters in San Francisco but as Tim Cook states, *“Not every well-trained engineer wants to live in the Silicon Valley.”*

On the other hand, Munich offers plenty of attractions – everything from the Alps to the Oktoberfest, a huge advantage when recruiting personnel.



**HERE IS WHAT IS HAPPENING
AROUND TOWN FOR
OKTOBERFEST TIME !!!**

CAPE CORAL: Oct 22, 23, 24
Oct 29, 30, 31

Entertainment & Music by:

Die Lustigen Almdudler
The Europa Band
Manni Daum Trio
The Hafenkapelle
The Boots
Deb and the Dynamics
Kellyn Celtic Arts Irish Dancers
Lee County Pipes & Drums

CENTRAL FLORIDA (Casselberry)

Oct 22 – Sonnenschnapps Trio
Oct 23 – Sonnenschnapps Trio
Bavarians
Oct 29 – Alpine DOC Trio
Oct 30 – Alpine DOC Trio
Bavarians

HOLLYWOOD

Oct 9 & 23 – Bob Houston

MIAMI

Oct 15, 16, 17, 22, 23, 24

**PALM BEACHES – ADVANCE
RESERVATIONS ONLY**

Oct 9,10 – Alex Meixner
Oct 16, 17 – Klaberheads

PINELLAS COUNTY 5-10 p.m.

Sept 24, 25 – Manni Daum Trio
Oct 1,2 – Alpine DOC, Matthias
Oct 8, 9 – Manni Daum Trio

SARASOTA

Oct 23 – Herbsttanz 5-9 Eva

SPRING HILL

Oct 15 – Manni Daum

SUN CITY CENTER

Oct 14 – Community Hall

Martin Gross & Sunshine Band; meal
by Banquet Masters – **BYOB**

Members \$30 – Guests \$35

TREASURE COAST

Oct 1: 5-10 p.m. Oct 2: 2-10 p.m.
MidFlorida Event Center, Port St. Lucie



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