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# SUCCESS STRATEGIES FROM THE "MITTELSTAND"

Workshop *Chicago*



**Dr. Jürgen Friedrich**  
Chief Executive  
Germany Trade & Invest



**GERMANY  
TRADE & INVEST**

October 22-26, 2012

- I. The Company's Profile: About Germany Trade and Invest
- II. American-German Economic Relations
- III. Foreign Direct Investment in Germany (USA)
- IV. Eastern Germany: Advantages as a Business Location
- IV. Eastern Germany's Emerging Industries
- V. Contact

# I. The company's profile: About GTAI



Federal Ministry  
of Economics  
and Technology



Federal Government  
Commissioner for the  
New Federal States



**Foreign Trade**

**Inward Investment Promotion**

**International Location Marketing**



GERMANY  
TRADE & INVEST

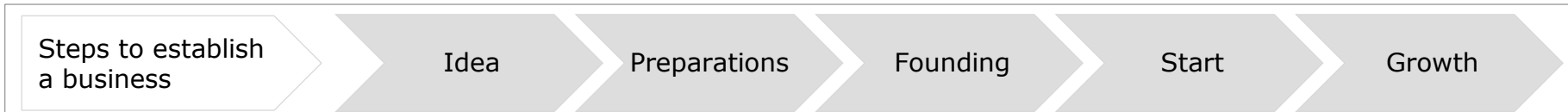
**WHAT**

- *Germany Trade & Invest* is the foreign trade and inward investment promotion agency of the Federal Republic of Germany.
- The agency is promoted by the Federal Ministry of Economics and Technology and the Federal Government Commissioner for the New Federal States in accordance with a German Parliament resolution.
- *Germany Trade & Invest...*
  - supports export-oriented companies based in Germany with comprehensive foreign market information.
  - promotes Germany abroad as a high-performance economic and technology location in order to attract investors who create/secure jobs in Germany.
  - consults potential foreign investors in terms of their settlement plans and realizes the required project management support in Germany.

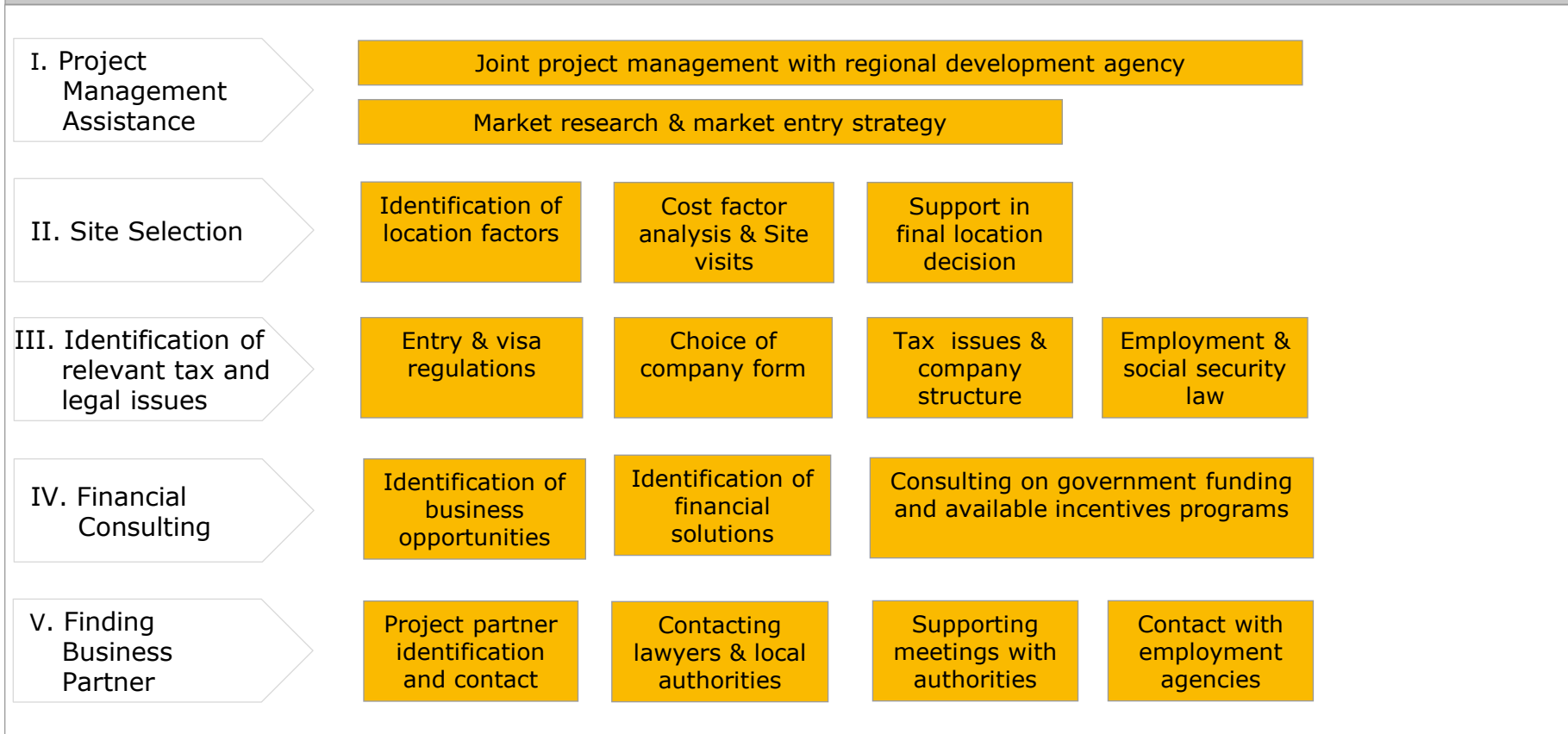
An additional special focal point of activity lies in promoting the economic development of the new federal states including Berlin.

# I. The company's profile: About GTAI

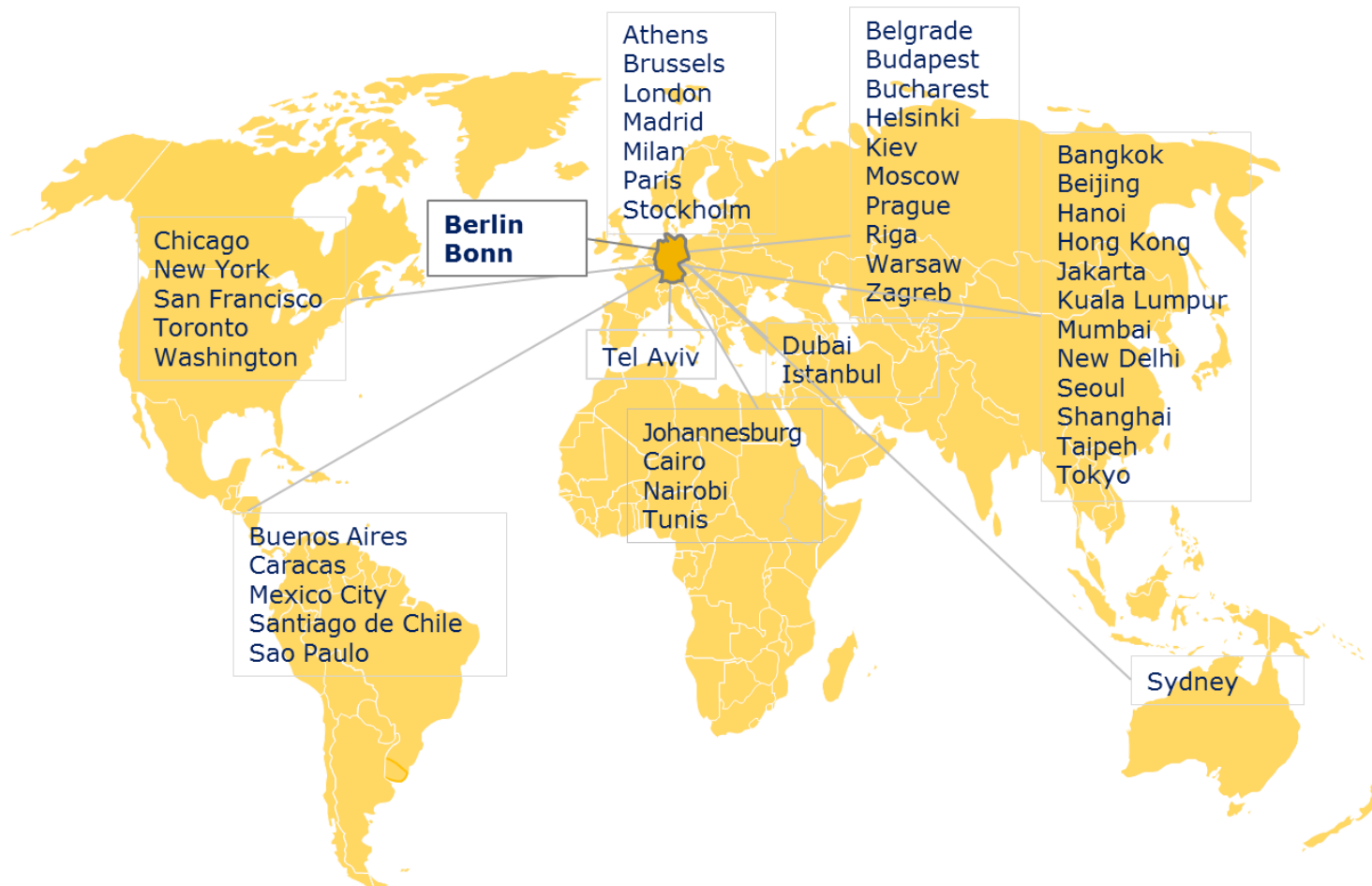
*Germany Trade & Invest* closely supports you throughout the process of establishing a well-operating business in Germany.



## *Germany Trade & Invest's* Information and Consulting Services



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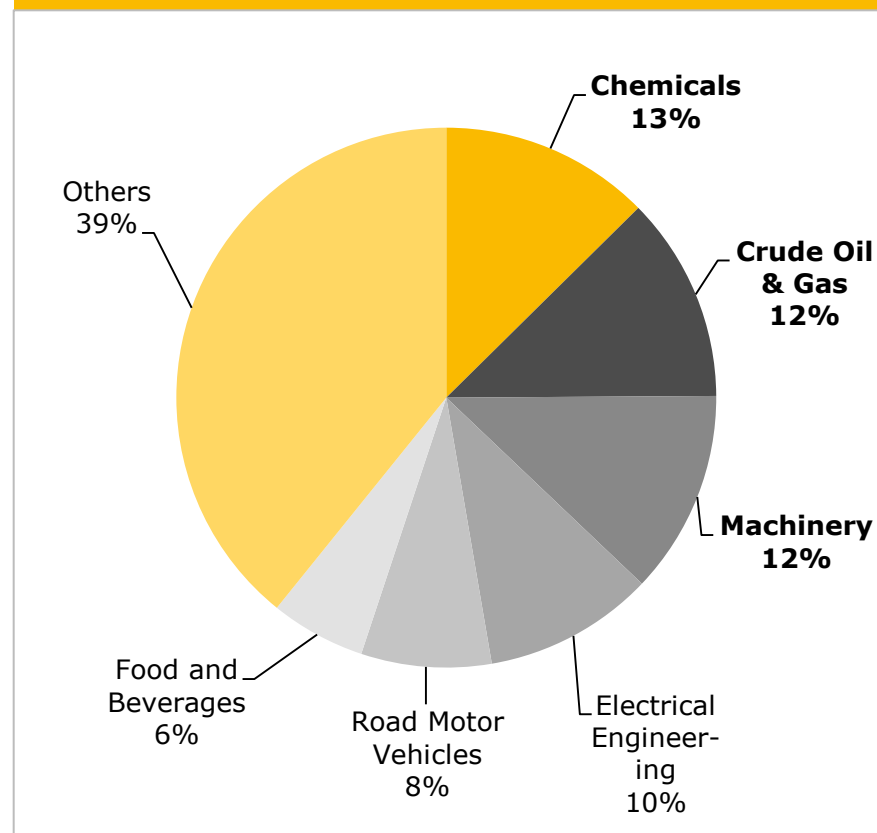
## II. American-German Economic Relations

Germany's main import sectors are chemicals, crude oil & gas, machinery and electrical engineering.

### German Imports (2011)

Ranking	Country of Origin	EUR (m)
1	Netherlands	82,163
2	China	79,168
3	France	66,464
4	Italy	48,316
<b>5</b>	<b>USA</b>	<b>48,289</b>
6	UK	44,898
7	Russia	40,556
8	Belgium	38,262
9	Austria	37,700
10	Switzerland	36,863
11	Czech Rep.	32,989
12	Poland	32,389
13	Japan	23,545
14	Spain	22,521
...		
17	Sweden	14,124
23	South Korea	9,534
25	India	7,503
30	Canada	5,328

### Germany's Main Import Sectors (2011)

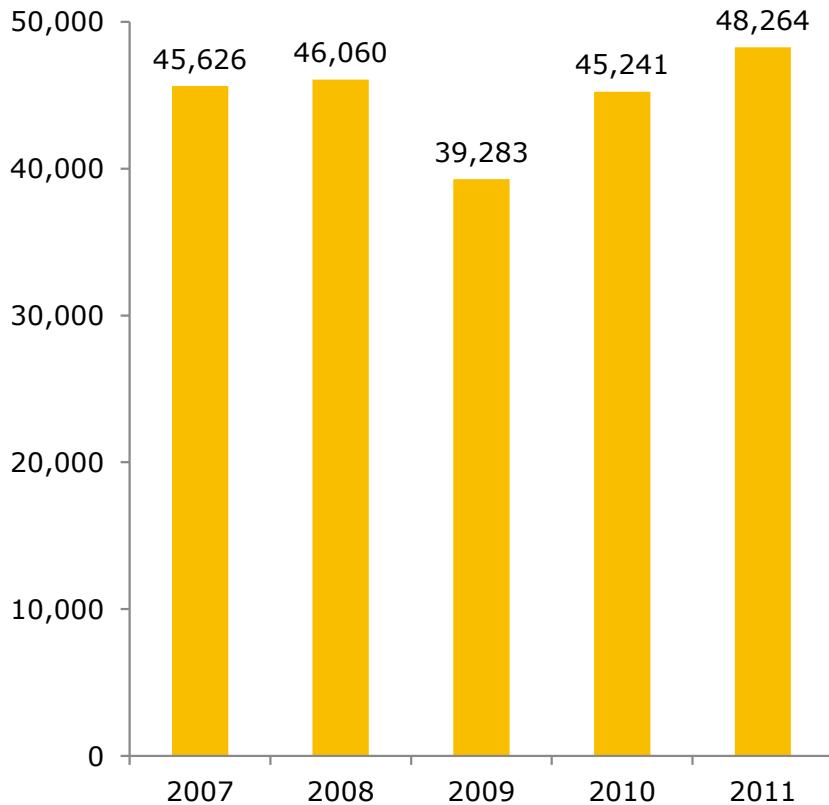


Source: Federal Statistical Office 2012; Germany Trade & Invest 2012

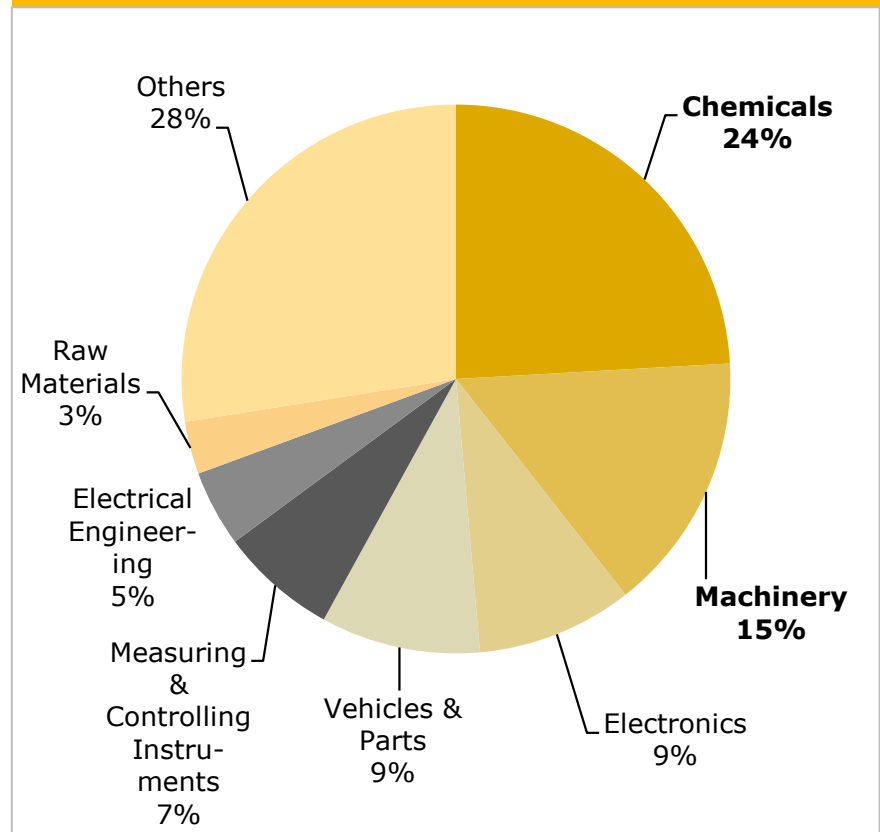
## II. American-German Economic Relations

In 2011, Germany imported primarily chemicals, machinery and pharmaceuticals from the US market.

### Imports from the USA to Germany (2007 - 2011, in EUR m)



### Imports from the USA to Germany by Sectors (2011)



Sources: Federal Statistical Office 2011; Germany Trade and Invest 2012

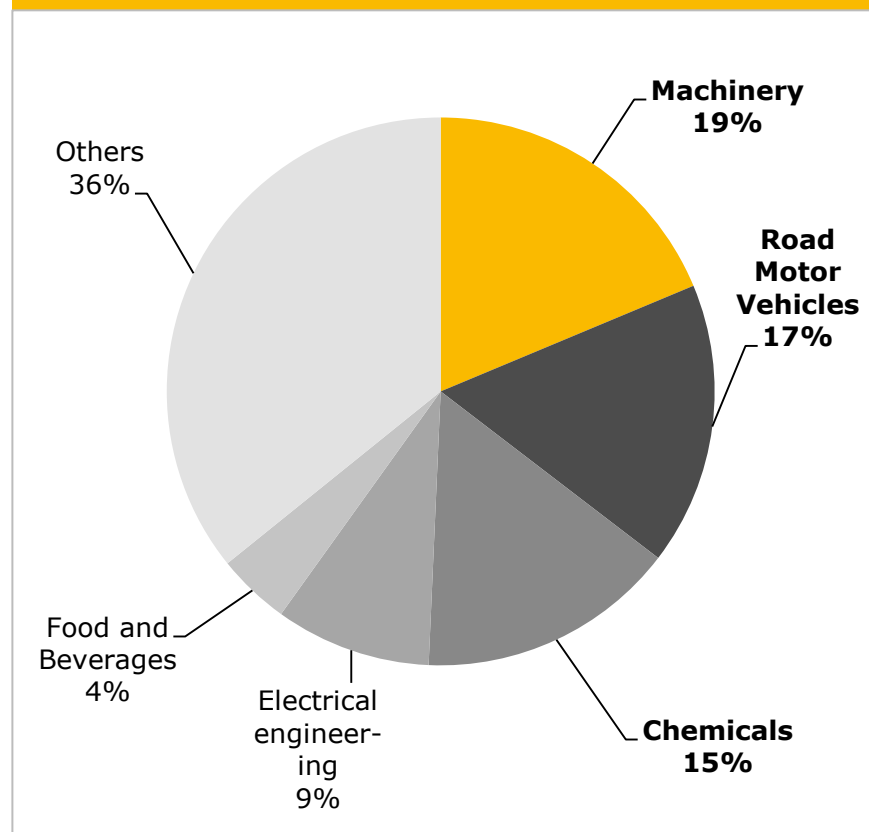
## II. American-German Economic Relations

The main export sectors for Germany are machinery, vehicles and chemicals.

### German Exports (2011)

Ranking	Country of Destination	EUR (m)
1	France	101,555
<b>2</b>	<b>USA</b>	<b>73,694</b>
3	Netherlands	69,312
4	UK	65,334
5	China	64,762
6	Italy	62,122
7	Austria	57,868
8	Switzerland	47,708
9	Belgium	46,966
10	Poland	43,472
11	Spain	34,868
12	Russia	34,406
13	Czech Rep.	30,626
14	Sweden	22,012
...		
17	Japan	15,118
19	South Korea	11,665
21	India	10,871
30	Canada	7,349

### Germany's Main Export Sectors (2011)

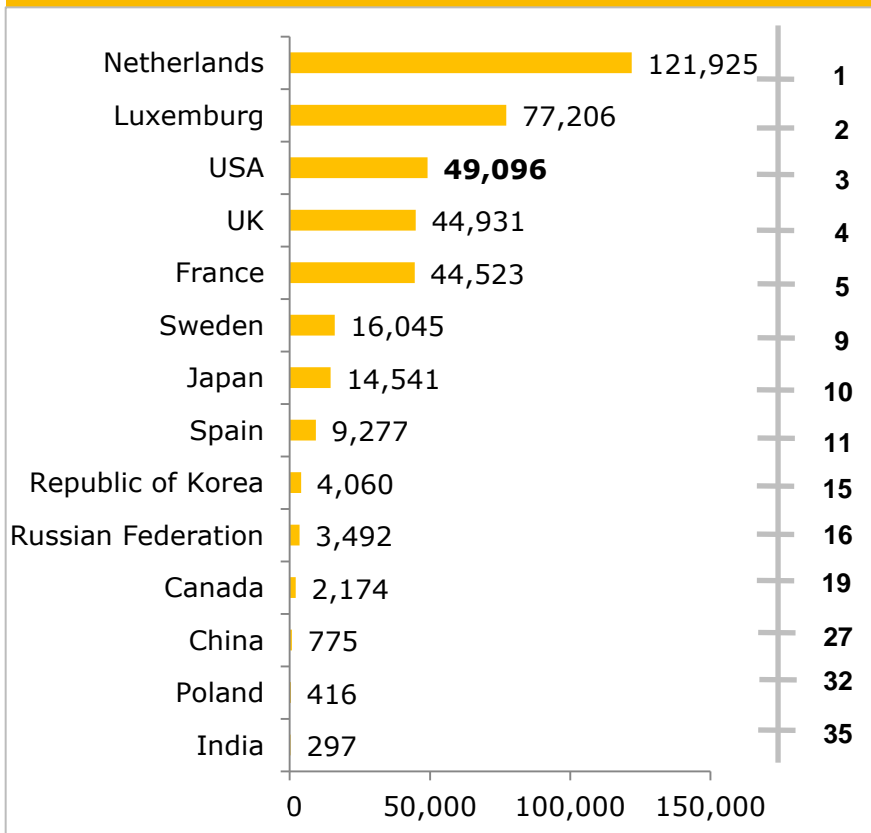


Source: Federal Statistical Office 2012; Germany Trade & Invest 2012

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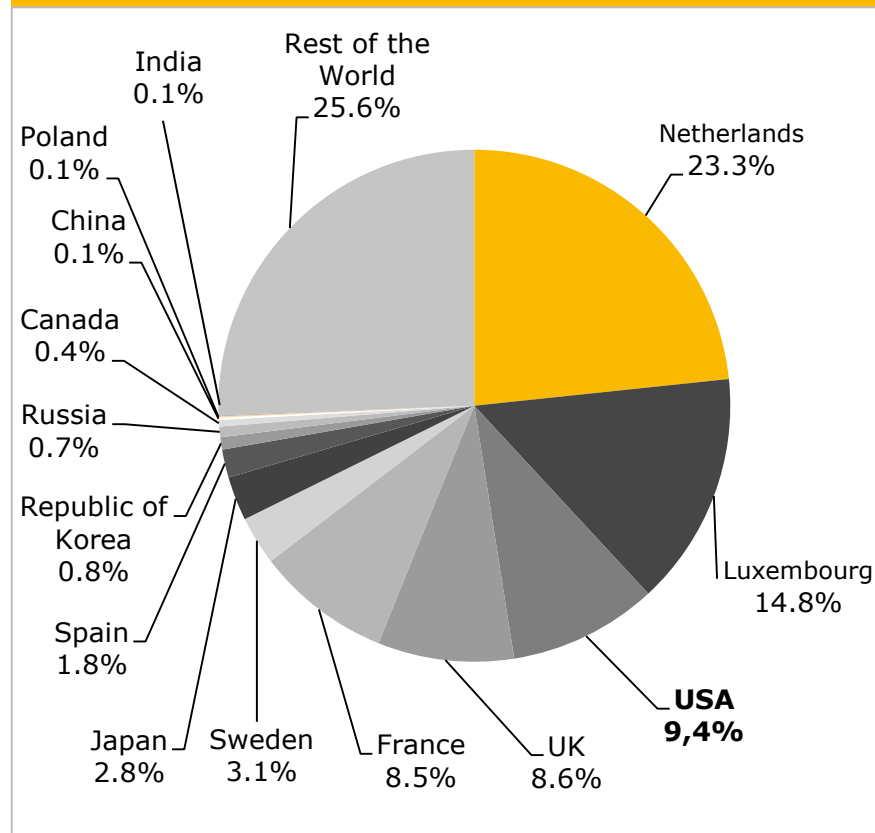
USA ranks #3 in Germany's Foreign Direct Investment stocks.

**Total FDI Stocks ranked in Germany by Country of Origin (2010, in EUR m)**



Source: Bundesbank 2012

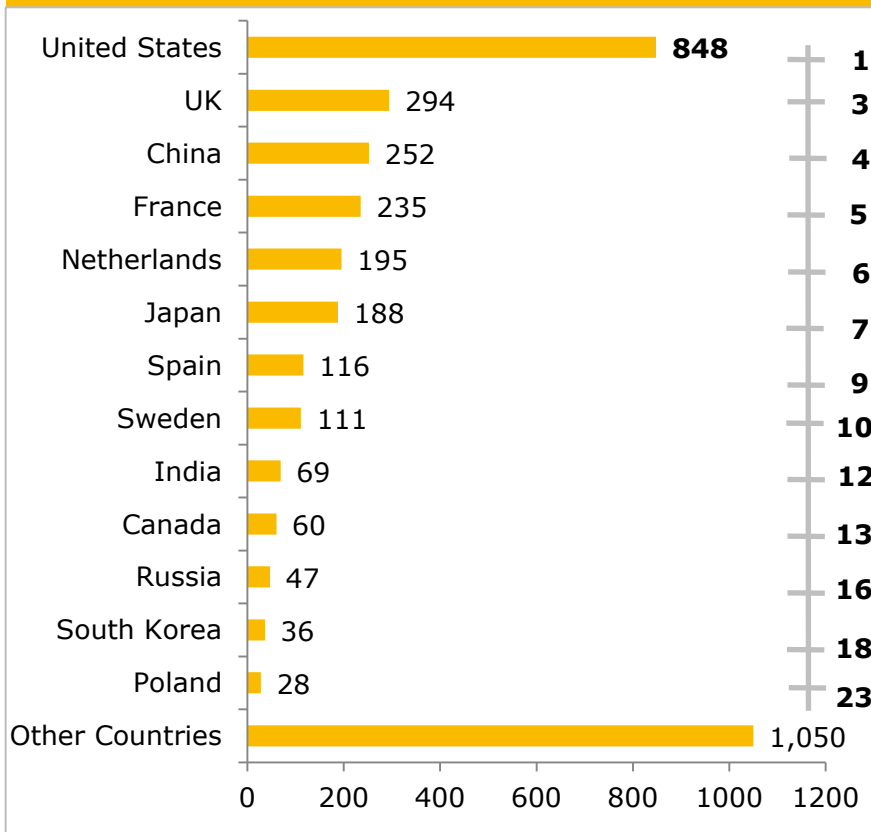
**Share of total FDI Stocks in Germany by Country of Origin (2010)**



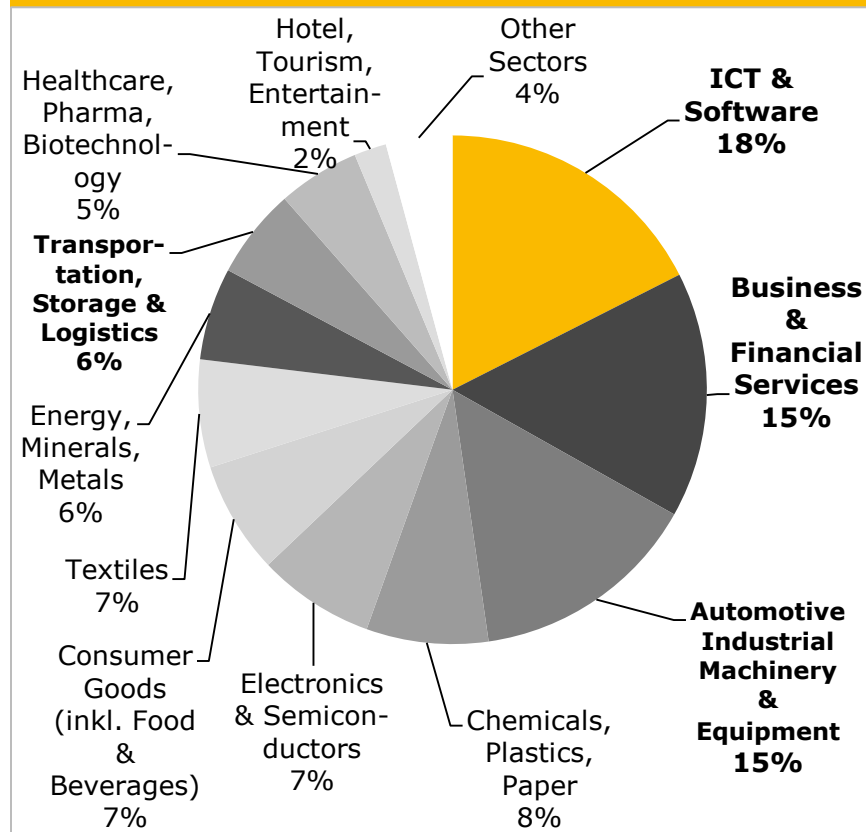
### III. Foreign Direct Investment in Germany

The USA have invested 24% of all FDI Projects in Germany since 2007. The majority of FDI projects consisted of ICT & Software.

**Projects ranked in Germany by country (2007-2011, total number and rank)**



**Projects in Germany by Sector (2007-2011)**



Source: fDi Markets September 2012

Note: FDI projects refer to greenfield and expansion investment projects. M&A projects are not included.

### III. Foreign Direct Investment in Germany

Most foreign companies in Germany come from the Netherlands, while US companies employ the majority of people.

#### Number of Foreign Companies and Employees in Germany (2011)

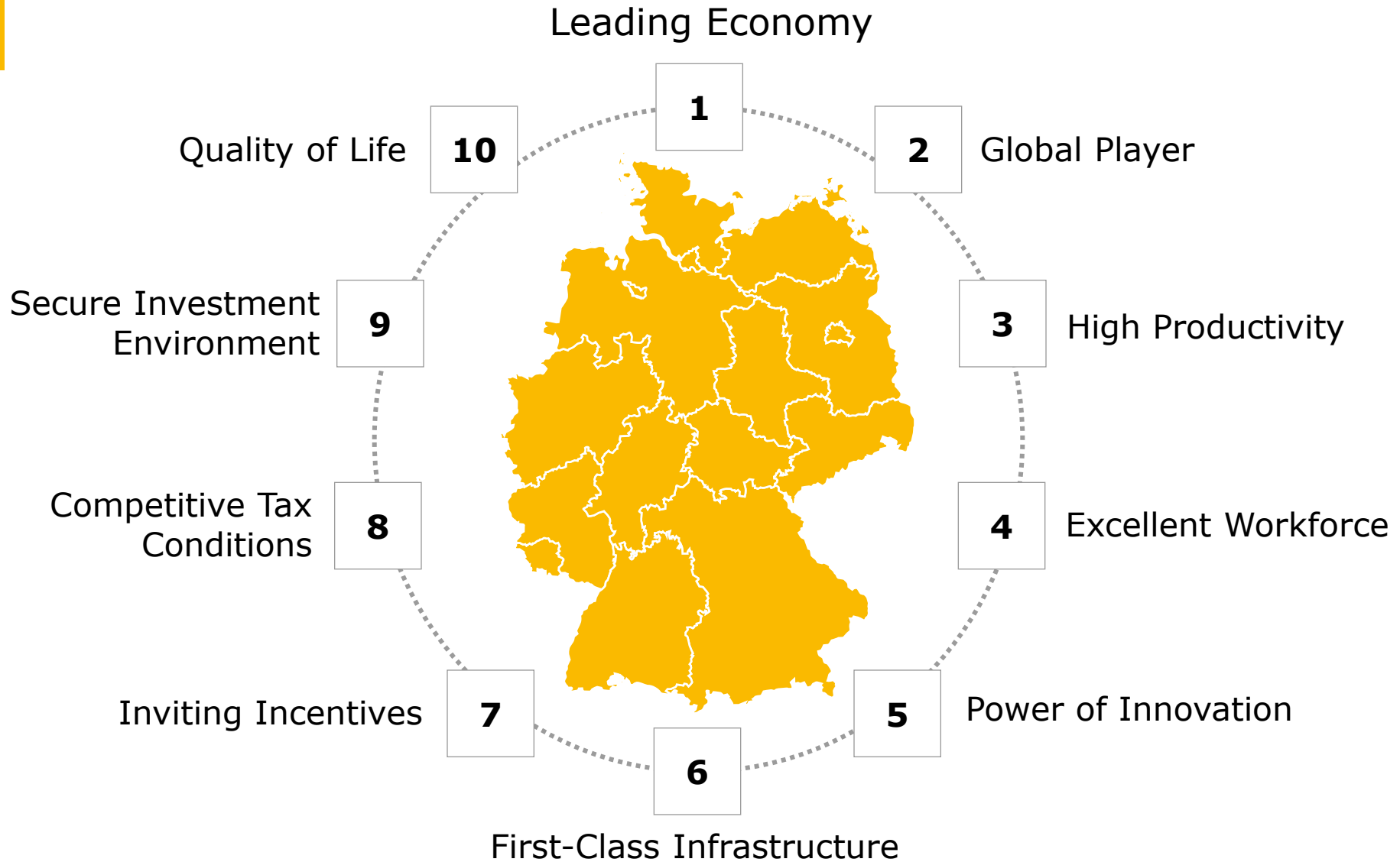
Country	Number of Companies (Approx. Value)	Number of Employees (Approx. Value)
Netherlands	8,300	499,000
<b>USA</b>	<b>6,300</b>	<b>770,000</b>
UK	5,400	329,000
France	4,000	308,000
Sweden	1,300	115,000
Spain	1,200	74,000
Japan	1,000	85,000
Russia	1,000	5,100
China	800	7,700
Canada	400	24,000
India	375	20,000
South Korea	150	3,500

Source: Bureau van Dijk Electronic Publishing, Markus Datenbank May 2012

Note: only companies listed in the commercial register

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Mechanical and electronic technologies represent 50 percent of all exports and more than 34 percent of all foreign direct investment in Germany.



### Electronics

With a market share of over 35 percent, German semiconductors dominate the European market.



### Automotive Industry

Germany offers Europe's largest market and is home to an excellent highly-skilled labour force.



### Machinery & Equipment

Germany is the world's leading exporter and reaches a global market share of 19 percent.



### Information & Communications Technology (ICT)

Germany's ICT and E-Commerce industries are market leaders in Europe with sales of EUR 146 billion (ICT) and EUR 438.7 billion (E-Commerce) respectively.



### Transportation & Logistics

Annual growth rate of around 8.5 percent with a total turnover of EUR 204 billion in 2007; easy access to all European markets thanks to favorable central location in Europe.



### Renewable Resources & Bioenergy

Germany has the largest European market for bio-chemicals and is the leading producer of biofuels.



### Energy Efficiency

Germany is one of the leading markets worldwide in the field of energy efficiency especially for buildings



### Wind Energy

Germany disposes of the largest installed wind energy capacity in the World. Its future now lies in field of off-shore wind energy.

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## Thank you for your attention!

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