

FAST FACTS



Germany

Export Opportunities in Germany

In 2016, Germany ranked 6th among U.S. export destinations and 5th among Virginia export destinations. Some of the top opportunities for U.S. exporters in Germany include:

- » Pollution Control
- » Advanced Materials
- » Medical Equipment
- » Information Technology
- » Automotive
- » Safety and Security
- » Renewable Energies
- » Agricultural Machinery

Map of Germany



(U.S. Central Intelligence Agency)

Top Virginia Exports to Germany

Export Category	2016 Value	Change 2016/2015
All Commodity Chapters	\$ 844.2	0%
Industrial Machinery	\$ 289.2	2%
Aircraft & Spacecraft	\$ 91.5	-19%
Electrical Machinery	\$ 91.5	-14%
Medical Instruments	\$ 68.7	27%
Mineral Fuels and Oils	\$ 37.6	576%
Special Classifications	\$ 30.6	-56%
Plastics	\$ 26.6	-4%
Ceramic Products	\$ 24.0	19%
Iron And Steel	\$ 23.9	525%
Arms And Ammunition	\$ 22.0	26%

In US\$ millions (World Trade Atlas)

U.S. Exports to Germany



In US\$ billions (World Trade Atlas)



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Opportunities in Germany for Exporters

Information Technology

Information and Communications Technology is one of the strongest U.S. export sectors in Germany, and it has one of the largest ICT markets in the world. U.S. suppliers are key market players in all segments. “Computer & Electronic Products” was the second largest U.S. export sector with USD 7.1 billion of exports to Germany in 2015. Top prospects for U.S. exporters include:

- » IT Security
- » Cloud computing
- » IT Outsourcing
- » Business Intelligence and Industry 4.0

Advanced Materials

Advanced materials are the basis for new products and are vital for innovation in most sectors. As a country with a strong scientific and research portfolio, U.S. manufacturers of innovative materials, mostly SMEs, have the best prospects in the German market. Germany offers a variety of business opportunities ranging from research partnerships to OEM partnerships to the traditional distributor. Top prospects include:

- » Industrial chemicals
- » Plastics materials
- » Composites
- » High performance ceramics

This information is adapted from the U.S. Commercial Service. [Click here for more export opportunities.](#)

Medical Equipment

Germany is Europe’s largest market for medical devices and the world’s third largest market behind the United States and Japan, accounting for roughly EUR 30 billion annually. The best prospects for U.S. medical equipment exporters in Germany include:

- » High-quality advanced diagnostic and therapeutic equipment
- » Innovative technologies & minimally invasive equipment (laser-optics)
- » Easy-to-use home care products
- » Orthopedic and physiotherapy devices
- » Cardiovascular and endoscopy products

Renewable Energies

Germany’s “energy change” was based on a fixed feed-in tariff, which is replaced by a lowest bid auction approach. Still, in order to be able to achieve its energy turnaround, Germany has a strong need for grid modernization and extension as well as storage technologies. Experts estimate that this change will need investments of approximately USD 628 billion, representing tremendous business opportunities for U.S. companies. Top prospects include:

- » Smart grid
- » Energy storage and fuel cell industry
- » Large-scale / Small-scale Battery Systems
- » Solar industry

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Economic Overview

The German economy is the fifth largest economy in the world in PPP terms and is the largest economy in Europe. It is a leading exporter of machinery, vehicles, chemicals, and household equipment and benefits from a highly skilled labor force. Like its Western European neighbors, Germany faces significant demographic challenges to sustained long-term growth.

Reforms launched by the government during the early 2000s, deemed necessary to address chronically high unemployment and low average growth, contributed to strong growth and falling unemployment.

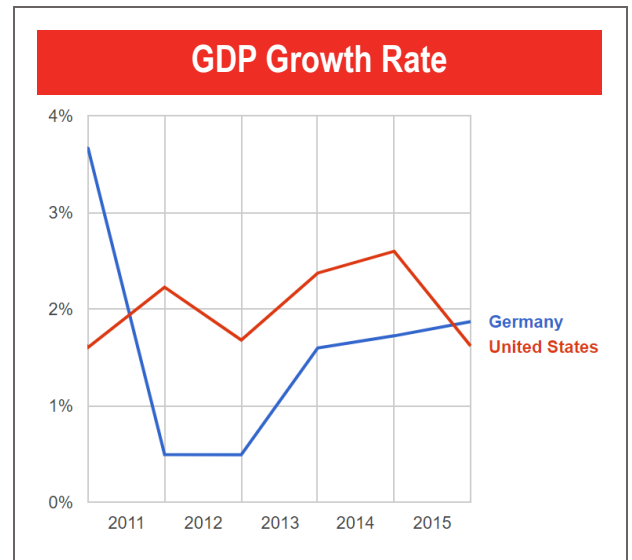
The German economy suffers from low levels of investment, and a government plan to invest 15 billion euros during 2016 -2018, largely infrastructure, is intended to spur needed private investment.

(U.S. Central Intelligence Agency)

Cultural Guide

- » Germans will be interested in your academic credentials and the amount of time your company has been in business, not in a personal relationship.
- » As a group, Germans are suspicious of hyperbole, promises that sound too good to be true, or displays of emotion. Germans will be direct to the point of bluntness.
- » Punctuality is taken extremely seriously. If you expect to be delayed, telephone immediately and offer an explanation. It is extremely rude to cancel a meeting at the last minute and it could jeopardize your business relationship.
- » Initial meetings are used to get to know each other. They allow your German colleagues to determine if you are trustworthy. Meetings adhere to strict agendas, including starting and ending times.
- » German communication is formal and there is a rigid protocol to be followed for meetings. The eldest or highest ranking person enters the room first. Men enter before women, if their age and status are roughly equivalent. Do not sit until invited and told where to sit.
- » Make sure your printed material is available in both English and German.
- » Business dress is understated, formal and conservative. Do not wear ostentatious jewelry or accessories.

(Kwintessential)



Expect a great deal of written communication to back up decisions and to maintain a record.

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Virginia Economic Development Partnership - International Trade offers a number of export-related services to Virginia businesses, including trade missions and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters.

For more information, please visit our website: ExportVirginia.org

Additional Resources: Market Reports

[Germany Country Commercial Guide](#)

[Doing Business in Germany](#)

[Ease of Doing Business Report](#)

[Doing Business in Germany](#)

U.S. Commercial Service

German American Chambers of Commerce

World Bank

United Kingdom Trade & Investment

Online Resources

[Germany Overview](#)

[German Taxation](#)

[German Newspaper \(English\)](#)

[Kwintessential Germany](#)

Global Edge - Michigan State University

InterNations

The Telegraph

Kwintessential Guide to Germany

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