

First Steps to Success: Strategic Plan for Entering German Market



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CONSULTING



German Market Facts and Statistics



Federal Statistical Office of Germany



-0.3%

economic growth



+4.9 %

inflation rate



83.2 mn

population

German Market Facts and Statistics

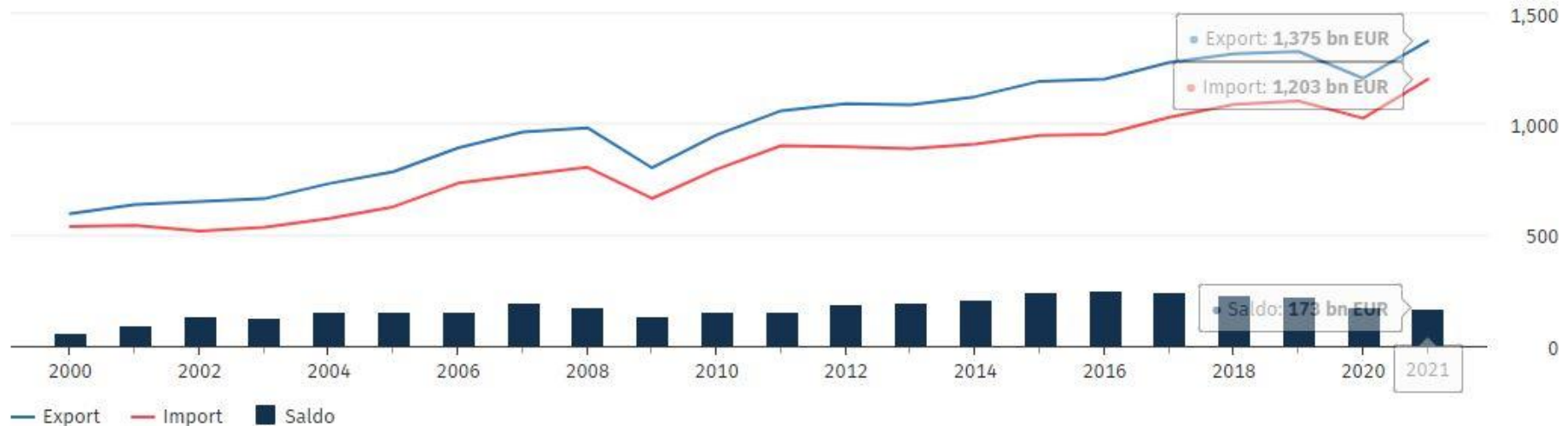
Foreign Trade

Development of German foreign trade

Germany is one of the world's most developed and efficient industrial nations, with the fourth largest national economy behind the United States, Japan, and China.

Development of German foreign trade

Euro billions



2021 preliminary result.

German Market Facts and Statistics

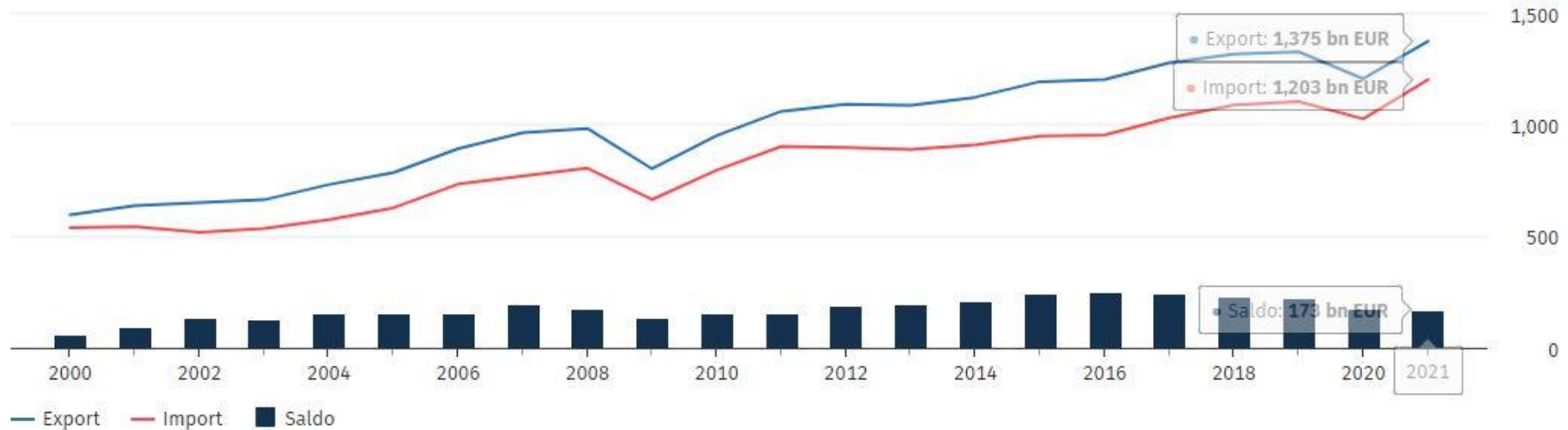
Foreign Trade

Development of German foreign trade

Germany is Europe's largest and most significant market, with a population of 83 million people.

Development of German foreign trade

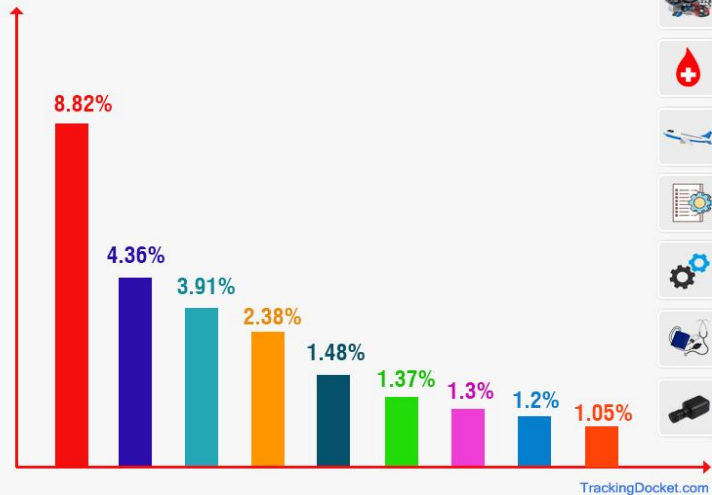
Euro billions



2021 preliminary result.

German Market Facts and Statistics

List of top import and exports of Germany



- There is hardly any other country more entrenched in the global economy and interested in open markets than Germany, thanks to its export-oriented strategy.
- France, the Netherlands, the United States, and the United Kingdom are Germany's most significant commercial partners.
- However, the significance of commerce and economics with Asia is expanding all the time, with China ranking second in terms of imports just after the Netherlands.

*Quick overview of Exports from Germany and the goods which are import from other countries.

Germany's Top 10 Export Countries 2021

Germany is Europe's economic powerhouse. Global investors should be aware of Germany's primary trading partners as well as the sorts of items it sells and purchases.

Sl. No.	Country	Percentage	Value (USD)
1	USA	8.64%	119 billion
2	China	7.97%	110 billion
3	France	7.5%	103 billion
4	Netherlands	6.44%	89 billion
5	United Kingdom	5.51%	76 billion
6	Poland	5.33%	73 billion
7	Italy	4.99%	69 billion
8	Austria	4.81%	66 billion
9	Switzerland	4.78%	66 billion
10	Belgium	3.56%	49 billion

Germany's Top 10 Export Countries 2021

- Germany's top export market was the United States, followed by China. European countries make up the rest of the primary export markets.
- In 2022, China will be the main destination for German imports.



Germany's major trading partners, 2021

Euro billions



Preliminary results.

Germany's Top 10 Export Countries 2021

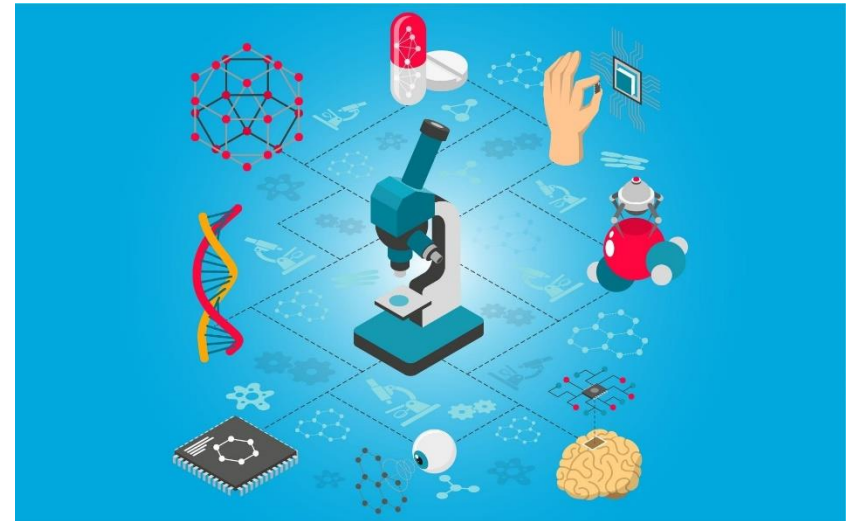
- 66.1 percent of Germany's exports went to European nations,
- 19.1 percent went to Asian countries
- 10.3 percent was imported from North America.
- 1.7 percent of the total imported from Africa



- Germany is the world's fourth-largest economy and third-largest exporter.
- It has a positive trade balance of \$305 billion with its exports standing at \$1.5 trillion and imports standing at \$1.2 trillion.

German Market Facts and Statistics

- In various promising areas, such as biotechnology, nanotechnology, computer science, biometry, aerospace, electrical engineering, and logistics, Germany continues to be a leader.



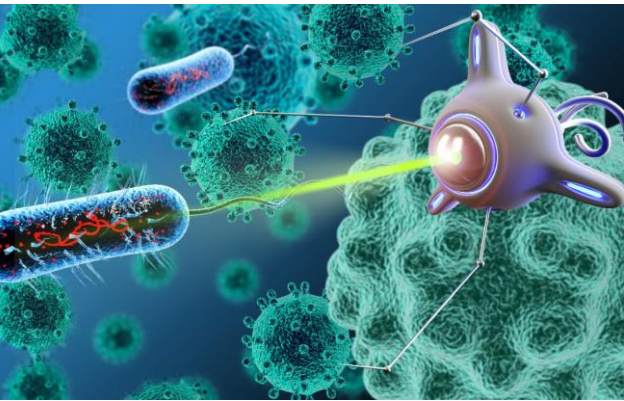
- Wind energy has a strong foothold in foreign markets, with manufacturers accounting for over 28% of the market.
- Information technology, along with vehicle building, plant engineering, and the electronics sector, is one of the most important divisions of industry, and Germany has led Europe in biotechnology and genetic engineering for years.



Foreign trade



- Germany has posted a trade surplus of \$173 billion in the year 2021.
- Germany's exports have made the country one of the richest in the world. It has a total population of 83.2 million and the total exports Germany made in 2020 stood at **\$1.378 trillion** which translates into a figure of around **\$16,600** for every resident in the country.



The Top 10 Exports of Germany

Two-thirds (68.3%) of Germany's total exports were accounted for by these top 10 exports mentioned below.

Sl. No.	Export Product	Percentage	Value (USD)
1	Motor cars and other motor vehicles	8.82%	\$122 billion
2	Medicaments	4.36%	\$60 billion
3	Parts and accessories of the motor vehicles	3.91%	\$54 billion
4	Human blood, animal blood, vaccines, toxins, cultures of micro-organisms	2.38%	\$32 billion
5	Aircraft, spacecraft and spacecraft launch vehicles	1.48%	\$20 billion
6	Automatic data processing machines, magnetic or optical readers	1.37%	\$19 billion
7	Machines and mechanical appliances	1.3%	\$18 billion
8	Medical Instruments	1.2%	\$16.6 billion
9	Transmission apparatus, radio-telegraphy, radio-broadcasting or television	1.05%	\$14.5 billion

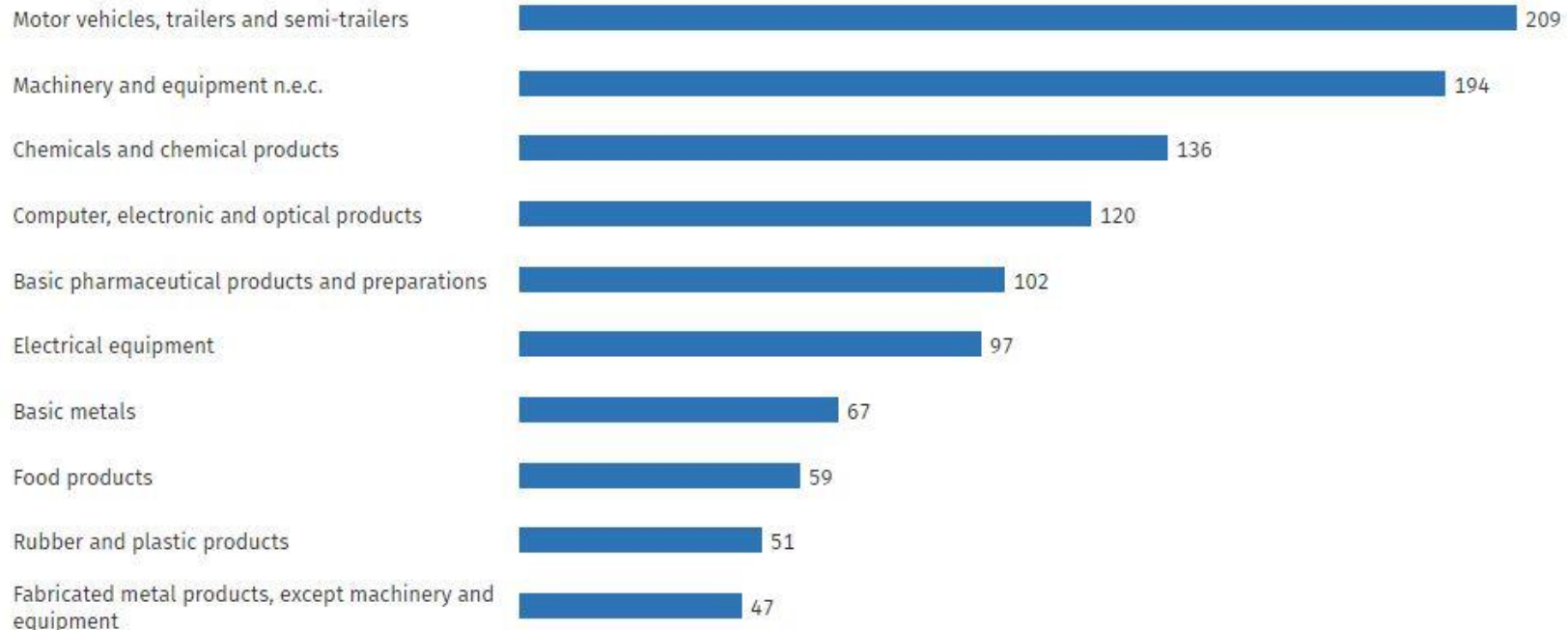
The top trading goods of Germany in 2021

The top product that Germany exports is motor vehicles followed by machinery and chemicals. Accounting for 15.2% motor vehicles and parts thereof of exports, was Germany's main export product in 2021.

Machinery (14.1%) and chemical products (9.9%) ranked second and third, respectively, among the most important export items.

The main German trading goods, 2021

Export, billion euros



Preliminary results.

Top German Export Companies

There are **53** companies from Germany that find a place in Forbes Global 2000. A few of the major exporting companies of Germany are mentioned below.

- Adidas (apparel/accessories)
- BASF (diversified chemicals)
- Bayer (diversified chemicals)
- Allianz (diversified insurance)
- Volkswagen Group (cars, trucks)
- Heidelberg Cement (construction material)
- Daimler (cars, trucks)
- BMW Group (cars, trucks)
- Continental (automotive parts)
- Merck (pharmaceuticals)
- Siemens (engineering)
- Linde (diversified chemicals, construction)
- Fresenius (medical equipment, supplies)
- Henkel (household/personal care items)



10 Reasons to invest in Germany

1. Large Market
2. Central Location
3. Open Market
4. International Location
5. Qualified Personnel
6. High Level of Innovation
7. Highly Developed Infrastructure
8. Legal Security
9. Strong Mittelstand
10. World-Famous Trademark



Why Boerberg Consulting KG?

8 crucial steps & answers;

- ✓ **All you need to know about setting up a new business in Germany.**
- ✓ **All-round service for your start-up**
- ✓ **Tailor-made solutions according to your needs and budget**
- ✓ **Secure and fast residency services consultancy**
- ✓ **Acquiring Customers in a reliable network**
- ✓ **A cost-effective approach to handling your business**
- ✓ **Being a Solution Provider**
- ✓ **And all this at a special and a reasonable start-up price**



Thank you.



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Together for the best

info@boerberg.com

(+49)157 365 40 277