



**GERMANY
MEANS
BUSINESS.**

Germany: Great Company for American Business.

*A Short Guide to Expanding
Your Business to Germany*



Dear American Business Leaders,

As the CEO of Germany Trade & Invest, it is my distinct pleasure to personally invite you to discover Germany as your gateway to Europe. Throughout my career in international business development, I have witnessed firsthand the transformative power of choosing the right location. Germany doesn't just offer national access to customers — it unlocks the entire EU single market with 450 million consumers.

The United States and Germany enjoy a deep partnership built on innovation, quality, and robust economic collaboration. U.S. companies have long recognized Germany as a strategic hub, benefiting from our stable economic environment, state-of-the-art infrastructure, and highly skilled workforce.

This brochure highlights why Germany is far more than a destination — it's a launchpad for your European ambitions. Our unwavering commitment to cutting-edge research and development, particularly in digitalization, advanced manufacturing, and green technologies, fosters a dynamic innovation ecosystem. You will also appreciate our solid legal framework, transparent regulatory landscape, and culture of engineering excellence.

Our experts at Germany Trade & Invest serve as dedicated partners, offering comprehensive, complimentary support to navigate your expansion journey. I wholeheartedly invite you to explore the opportunities awaiting your company in Germany.

Best regards,

Julia Braune

CEO, Germany Trade & Invest – Your Partner for Growth

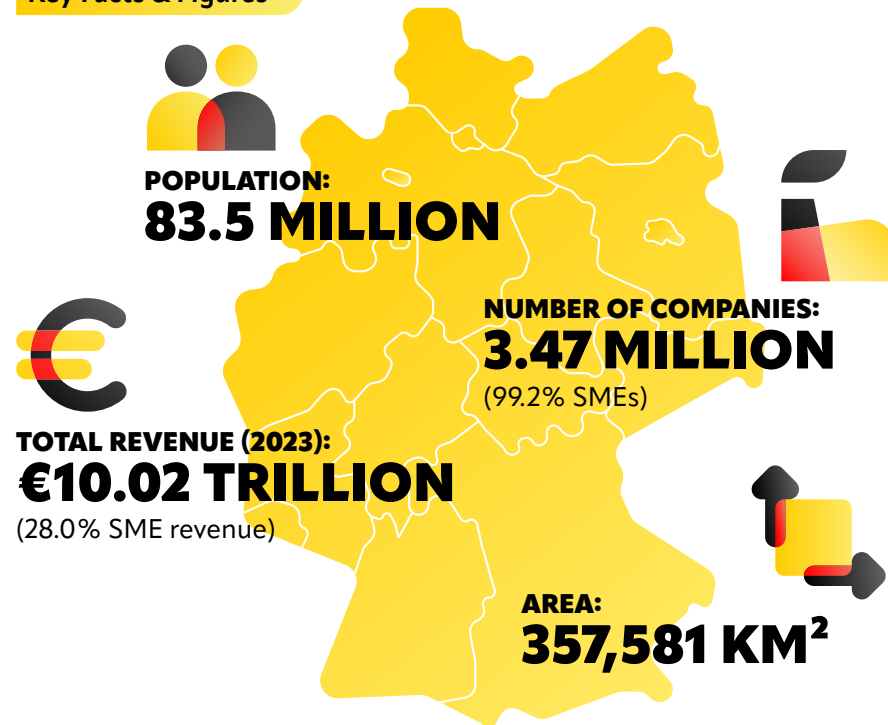


Find out how we can support your business venture in Germany!

Germany: Europe's Economic Powerhouse

Germany is the largest economy in Europe and a global leader, offering a robust and stable environment for international businesses. Its strategic position and diversified industrial base make it the most attractive foreign direct investment location in the European Union and the fifth most attractive globally, according to the Kearney FDI Confidence Index.¹

Key Facts & Figures²



Economic Development

Germany's economy offers resilience and a positive outlook for future growth.³

	2022	2023	2024
GDP (nominal in € bn)	3,989	4,219	4,329
Per capita GDP (in €)	48,339	50,660	51,833
Inflation rate	6.9%	5.9%	2.2%
Unemployment rate	5.3%	5.7%	6.0%

The Leading European Market

Germany accounts for 24% of the European GDP and is home to 19% of the EU's population, making it the largest and most influential market in the European Union. This means unparalleled access to a vast consumer base and extensive supply chains.

Global Trade Hub

Germany's products are renowned worldwide. In 2024, German exports reached €1.55 trillion. The country maintains strong trade relations globally, with 68% of all exports going to European countries.³

Innovation, Infrastructure, and a World-Class Workforce

Germany's competitive advantage is built on cutting-edge innovation, reliable infrastructure, and a highly skilled workforce.

Innovation Leader

Germany is a powerhouse of research and development (R&D). In 2023, Germany was Europe's biggest R&D spender with an annual budget of €132 billion.³ This commitment to innovation translates into a vibrant ecosystem for new technologies and high-tech products.

- **R&D-intensive industries:** Account for 13.9% of gross value added in Germany, demonstrating a strong focus on advanced manufacturing and technology.⁴
- **High-tech exports:** In 2023, Germany exported €236 billion in high-tech goods, making it the top high-tech goods exporter in Europe and third worldwide.⁵

World-Class Infrastructure

Germany boasts some of the most advanced and reliable infrastructure globally, which is crucial for efficient business operations.

- **Logistics hub:** Ranked third worldwide in the World Bank's 2023 Logistics Performance Index, Germany offers excellent connections via road, rail, sea, and air.⁶
- **Energy security:** Germany's energy supply is among the most reliable in Europe, with low average power outages and a strong commitment to achieving a carbon-neutral energy system by 2045.

Highly Skilled Workforce

Germany's workforce is a cornerstone of its productivity and innovation.

- **Education:** Over 78% of the German workforce has completed an upper secondary or post-secondary education program.⁷
- **Dual education system:** A unique system combining theoretical and practical learning ensures a continuous supply of highly qualified professionals.
- **Engineering excellence:** Renowned for precision and quality, German engineering drives innovation in key sectors like automotive, machinery, and electronics.
- **Productivity:** Germany has consistently gained in productivity, particularly in manufacturing, since 2020.⁸

U.S. Investment in Germany: A Thriving Partnership

The bond between the U.S. and Germany is undeniable, making the United States Germany's top investment partner. This powerful, two-way economic relationship sees countless U.S. companies choosing Germany as a reliable and highly rewarding hub for their European ventures.

- **FDI investments:** U.S. investors represent the largest share of foreign direct investment (FDI) in Germany, accounting for 22.5% in 2023.⁹
- **U.S. companies in Germany:** Over 10,300 U.S. companies are established in Germany, employing approximately 856,000 people. U.S. companies are actively investing across a diverse range of industries in Germany, with a strong focus on high-growth and innovative sectors.¹⁰

Top FDI Project Sectors of U.S. Companies¹¹



These sectors represent significant opportunities for U.S. firms looking to leverage Germany's technological leadership and market access.

Leading Federal States for U.S. FDI Projects

U.S. companies are establishing a strong presence across Germany, with particular concentrations in:

1.

BERLIN: 218 PROJECTS

2.

BAVARIA: 211 PROJECTS

3.

NORTH RHINE-WESTPHALIA: 194 PROJECTS

4.

HESSE: 180 PROJECTS

U.S. Executives Trust Germany

American business leaders show strong confidence in Germany. A large majority of those surveyed in the AmCham Business Barometer 2025 view Germany as an excellent, reliable, and promising place for business, expecting it to maintain or enhance its strong competitive edge. Key factors cited include:¹²

- **Quality of employees**
- **Quality of research and development**
- **Quality of supplier networks**
- **Potential as a sales market**
- **Market openness**

Your Partner for Success: Germany Trade & Invest

Germany Trade & Invest (GTAI) is the international economic promotion agency of the Federal Republic of Germany. We are committed to helping U.S. companies successfully establish and expand their operations in Germany. Our services are free of charge and confidential.



Our Comprehensive Support Includes

- **Market & business opportunity analysis:** In-depth insights into German markets and industry sectors.
- **Site selection:** Tailored support to identify the ideal location for your investment project, including cost factor analysis and site visits.
- **Partner identification:** Connecting you with relevant project partners, universities, and research institutions.
- **Financing & incentives:** Detailed information on available grants, loans, and support programs at national and regional levels.
- **Legal & tax information:** Guidance on German legal frameworks, tax regulations, and labor market specifics.
- **Project management:** End-to-end support, from initial strategy to successful implementation.

Meet Our U.S.-Focused Team

Our dedicated team of experts in the U.S. is ready to assist you every step of the way.

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**Contact us today
to explore your opportunities
in Germany!**

Sources

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