

Germany – Market insights and practical tips for UK companies





Agenda

Welcome address
Rob Scheid, GTAI

Introduction to German market
Rafe Courage, DIT

Presentation on German market
David Johnston, DIT

Questions & answers
GTAI & DIT



- The DIT Germany team is responsible for delivering DIT's four priorities:
 - *Supporting UK business to take full advantage of trade opportunities and **facilitating UK exports to Germany.***
 - *Delivering economic growth to all the nations and regions of the UK (levelling up) through **attracting and retaining inward investment from Germany.***
 - *Working to **reduce market access barriers**, ensuring that consumers and businesses can benefit from the UK-EU Trade & Cooperation Agreement (**TCA**).*
 - *Championing the **rules-based international trading system**, including protecting UK businesses from unfair trade practices.*
- Our team works closely with FCDO and many HMG teams in Germany and in the UK to deliver these objectives.

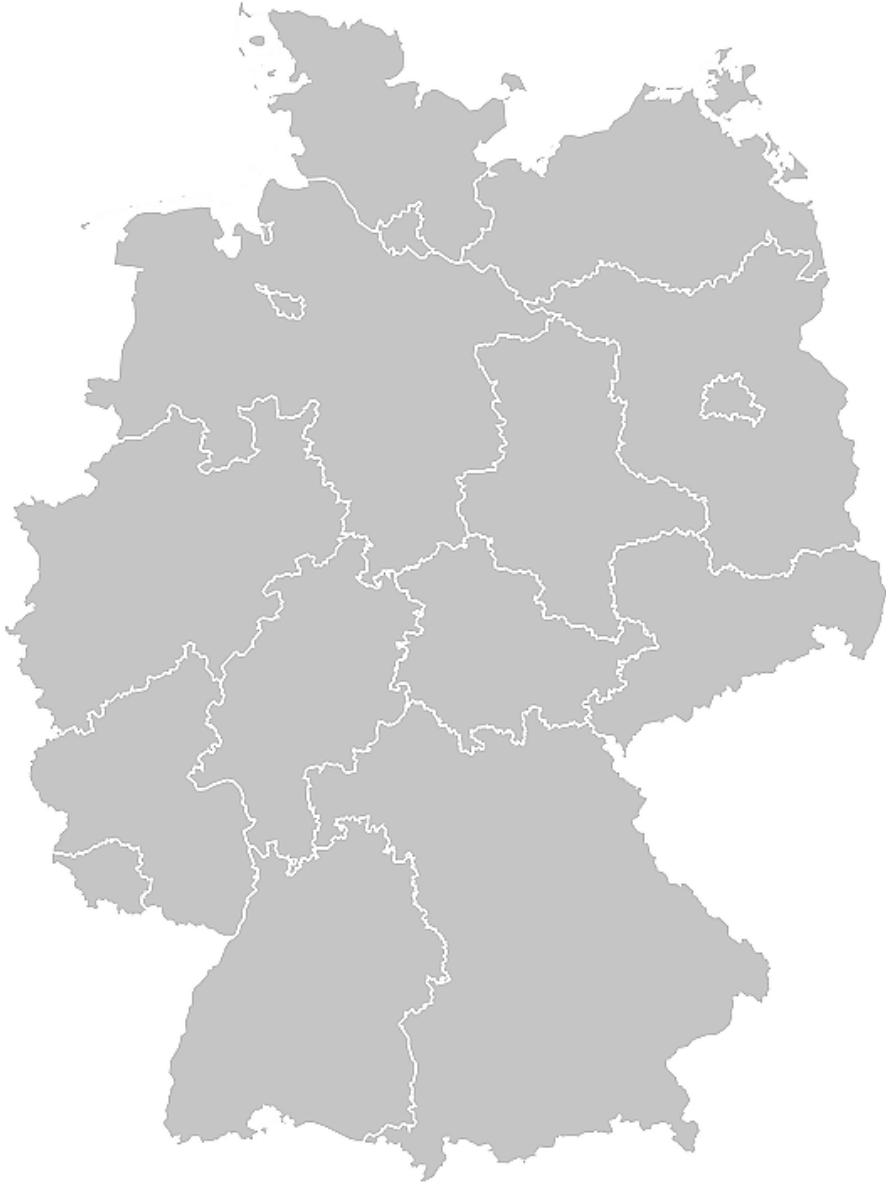
Our Trade & Investment Teams



Trade	Investment
Future Mobility (Automotive, AEM, Aerospace, Rail)	
Clean Growth (Renewables, Offshore Wind, Infrastructure)	
Technology (AI, 5G, Cyber Security, FinTech)	
Consumer, Retail & Creative Industries	
Life Sciences	
Food & Drink	
Chemicals	
Defence and Security	
Nuclear Decommissioning	Capital Investment
Export Growth Team (Providing expert support to SMEs and answering enquiries from UK companies)	

DIT Germany has teams based at the British Embassy in **Berlin** and in the Consulates-General in **Dusseldorf** and **Munich**.

Exporting to Germany



Stable economy

Certainty & predictability

Highly developed
infrastructure

Good base to build up
export elsewhere in
Europe

Global leader in
international trade fairs

- Total UK exports to Germany amounted to £47.4 billion in the four quarters to the end of Q3 2021.
- Germany is the UK's second largest trading partner, second largest export market and second largest for imports.
- The UK is host to a number of Germany's most significant investors, some of which have been present for over a century (e.g. Siemens, BMW). We share a number of value chains in key industries, in particular Automotive, Aerospace and Pharmaceuticals.



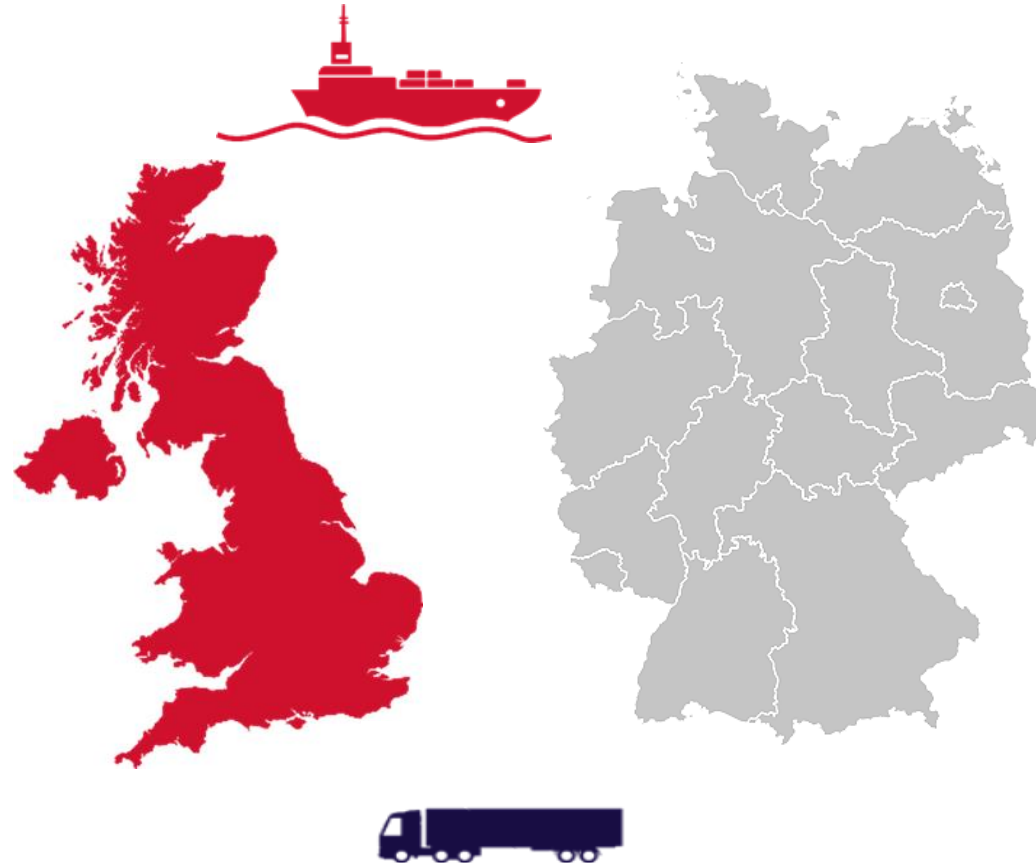
Germany: Europe's logistic hub



- Borders nine countries
- Europe's largest Airport (Cargo) – FFM
- 22 International Airports
- Europe's 2nd Largest Container Port – HH
- 40,000 km Railway Track

Anglo-German trading relations

- The United Kingdom and Germany are **long-standing** trade and investment **partners**
- Germany is the UK's
2nd largest trading partner
2nd largest export market
2nd largest import market



How we can help you



We offer assistance in various forms:

General
market information and
advice on
routes to
market

Identifying and
delivering **export
opportunities** to
UK businesses

OMIS (Overseas
Market
Introduction
Service) –
bespoke market
reports

For general support exporting
goods and services to Europe,
the Export Support Service is
here to help:

[https://www.gov.uk/ask-
export-support-team](https://www.gov.uk/ask-export-support-team)





Export Growth Team Enquiry Flowchart



Resources For Company Research



Name	Information	Link	Fee
Find Agents and Distributors			
German Association for Sales Agents (CHD)	Contains details of more than 7,300 sales representatives in Germany.	http://www.handelsvertreter.de	Yes
Handelsvertreter Netzwerk	Marketplace for sales representatives and companies	https://www.handelsvertreter-netzwerk.de/	Yes
Wer Liefert Was	Details of 590,000 companies and the services they offer.	www.wlw.de	No
LinkedIn and LinkedIn Sales Navigator	LinkedIn can offer a great way to find information of company and company contacts.	https://www.linkedin.com	Yes, for extra functions



Resources For Company Research

Name	Information	Link	Fee
Market Information			
MARKUS	Markus contains comprehensive information on companies in Germany, Austria and Luxembourg.	https://markus.bvdinfo.com	Yes
Statista	Statistics on pretty much everything Also includes company information – but there is a charge to this.	https://www.statista.com	Small fee required



Coverage

✉ Contact the [DIT Trade Hub](#)

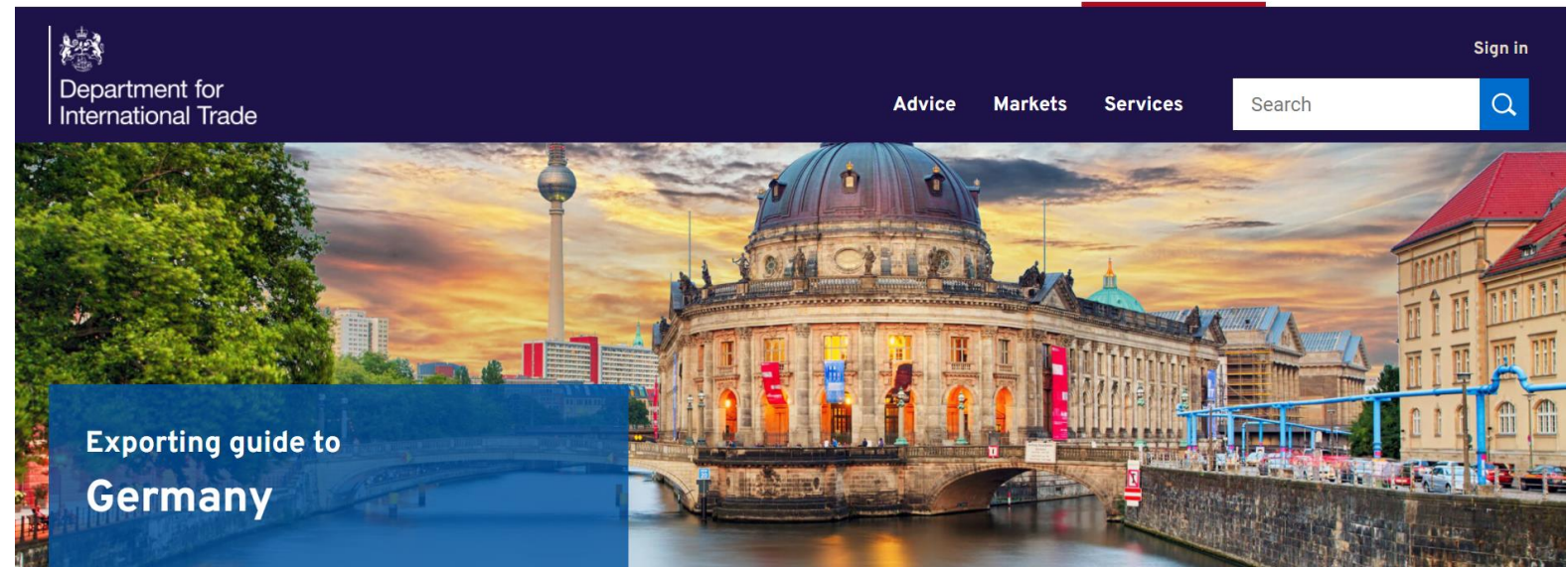
💻 Export Support Service: <https://www.gov.uk/ask-export-support-team>

🐦 [@tradegovukDEU](#)

🌐 [@department-for-international-trade](#)

📘 [@uktrade](#)

💻 [Germany Market Guide](#)



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Department for
International Trade

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