



## Doing Business in Germany:

### 2015 Country Commercial Guide for U.S. Companies

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## Chapter 1: Doing Business in Germany

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### Market Overview

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The German economy is the world's fourth largest and, after the enlargement of the EU, accounts for more than one-fifth of European Union GDP. Germany is the United States' largest European trading partner and the sixth largest market for U.S. exports. Germany's "social market" economy largely follows free-market principles, but with a considerable degree of government regulation and generous social welfare programs.

Germany is the largest consumer market in the European Union with a population of 81.1 million. However, the significance of the German marketplace goes well beyond its borders. An enormous volume of trade is conducted in Germany at some of the world's largest trade events, such as MEDICA, Hannover Fair, Automechanika, and the ITB Tourism Show. The volume of trade, number of consumers, and Germany's geographic location at the center of a 28-member European Union make it a cornerstone around which many U.S. firms seek to build their European and worldwide expansion strategies.

The German economy has improved markedly in recent years. The economy took a serious hit during the economic crisis. Because of the country's strong export dependency, GDP declined by more than 5 per cent in 2009. However, the recovery was equally strong, resulting in a V-shaped recovery as pre-crisis real GDP was reached again in the second quarter of 2011. The German government expects real GDP to grow by 1.8% in 2015 and also in 2016, i.e. above its current potential rate of growth of 1.5%.

The labor market remained resilient during the economic and financial crisis and continued to grow stronger in 2014. A comprehensive set of labor and social reforms, termed "Agenda 2010," introduced between 2003-2005 contributed to overcoming the structural weaknesses of the German welfare state and labor market, resulting in today's strong employment growth and low unemployment.

As a result of the positive economic development, employment in Germany has continued to rise for the last nine consecutive years and reached an all-time high of 42.7 million in 2014, an increase of 371,000 from 2013. Particularly women and the elderly have benefitted from the positive trends in the labor market.

Simultaneously, unemployment has fallen by almost two million since 2005, reached the lowest level since German reunification (1990) in 2014 and is still receding in 2015. The global economic and financial crises increased unemployment only temporarily; the loss of about 160,000 jobs in 2008 were offset in less than two years. In 2014, fewer than 2.9 million people were unemployed, and the jobless rate was at 6.7 percent, according to official national data from the German Federal Employment Agency (using the internationally comparable concept of the International Labor Organization (ILO), the

German unemployment rate stood at 5 percent). Germany has the lowest unemployment rate (7.7 percent in 2014) among all other 28 European Union member states (European Union average: 22.2 percent, EUROSTAT).

German businesses and economists, however, expect that the recent reversal of past pension reforms and the introduction of a minimum wage, along with higher energy prices due to the “Energiewende” will seriously impair Germany’s competitiveness over the next five years.

## **Market Challenges**

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Germany presents few formal barriers to U.S. trade or investment. Germany's acceptance of the EU's Common Agricultural Policy and German restrictions on biotech agricultural products represent obstacles for some U.S. goods. Germany has pressed the EU Commission to reduce regulatory burdens and promote innovation to increase EU member states' competitiveness. The Merkel government has talked about the need for regulatory reform in Germany, still, Germany's regulations and bureaucratic procedures can be very complex. While not directly discriminatory, government regulation by virtue of its complexity may offer a degree of protection to established local suppliers. Safety or environmental standards, not inherently discriminatory but sometimes zealously applied, can complicate access to the market for U.S. products. American companies interested in exporting to Germany should make sure they know which standards apply to their product and obtain timely testing and certification. German standards are especially relevant to U.S. exporters because, EU-wide standards are often based on existing German standards.

## **Market Opportunities**

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For U.S. companies, the German market - the largest in the EU - continues to be attractive in numerous sectors and remains an important element of any comprehensive export strategy to Europe. While U.S. investors must reckon with a relatively higher cost of doing business in Germany, they can count on high levels of productivity, a highly skilled labor force, quality engineering, a first-class infrastructure, and a location in the center of Europe.

## **Market Entry Strategy**

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The most successful market entrants are those that offer innovative products featuring high quality and modern styling. Germans are responsive to the innovation and high technology evident in U.S. products, such as computers, computer software, electronic components, health care and medical devices, synthetic materials, and automotive technology. Germany possesses one of the highest Internet access rates in the EU and new products in the multi-media, high-tech and service areas offer great potential as increasing numbers of Germans join the Internet generation. Certain agricultural products also represent good export prospects for U.S. producers. Price is not necessarily the determining factor for the German buyer, given the German market's demand for quality.

The German market is decentralized and diverse, with interests and tastes differing from one German state to another. Successful market strategies take into account regional

differences as part of a strong national market presence. Experienced representation is a major asset to any market strategy, given that the primary competitors for most American products are domestic firms with established presences. U.S. firms can overcome such stiff competition by offering high-quality products and services at competitive prices, and locally based after-sales support. For investors, Germany's relatively high marginal tax rates and complicated tax laws may constitute an obstacle, although deductions, allowances and write-offs help to move effective tax rates to internationally competitive levels.

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## **Chapter 2: Political and Economic Environment**

For background information on the political and economic environment of countries worldwide, please click on the link below to the U.S. Department of State Background Notes.

[www.state.gov/r/pa/ei/bgn/index.htm](http://www.state.gov/r/pa/ei/bgn/index.htm)

For Germany:

[www.state.gov/r/pa/ei/bgn/3997.htm](http://www.state.gov/r/pa/ei/bgn/3997.htm)

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### Using an Agent or Distributor

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Companies wishing to use distribution, franchising and agency arrangements need to ensure that the agreements they put into place are in accordance with EU and member state national laws. Council Directive 86/653/EEC establishes certain minimum standards of protection for self-employed commercial agents who sell or purchase goods on behalf of their principals. The Directive establishes the rights and obligations of the principal and its agents, the agent's remuneration and the conclusion and termination of an agency contract. It also establishes the notice to be given and indemnity or compensation to be paid to the agent. U.S. companies should be particularly aware that according to the Directive, parties may not derogate from certain requirements. Accordingly, the inclusion of a clause specifying an alternate body of law to be applied in the event of a dispute will likely be ruled invalid by European courts.

Key Link:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31986L0653:EN:HTML>

The European Commission's Directorate General for Competition enforces legislation concerned with the effects on competition in the internal market of "vertical agreements." U.S. small- and medium-sized companies (SMEs) are exempt from these regulations because their agreements likely would qualify as "agreements of minor importance," meaning they are considered incapable of impacting competition at the EU level but useful for cooperation between SMEs. Generally speaking, companies with fewer than 250 employees and an annual turnover of less than €50 million are considered small- and medium-sized. The EU has additionally indicated that agreements that affect less

than 10% of a particular market are generally exempted (Commission Notice 2014/C 291/01).

Key Link:

[http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C\\_.2014.291.01.0001.01.ENG](http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C_.2014.291.01.0001.01.ENG)

The EU also looks to combat payment delays. The new Directive 2011/7/EU, which replaced the current law in March 2013, covers all commercial transactions within the EU, whether in the public or private sector, primarily dealing with the consequences of late payment. Transactions with consumers, however, do not fall within the scope of this Directive. Directive 2011/7/EU entitles a seller who does not receive payment for goods and/or services within 30 days of the payment deadline to collect interest (at a rate of 8% above the European Central Bank rate) as well as 40 Euro as compensation for recovery of costs. For business-to-business transactions a 60-day period may be negotiated subject to conditions. The seller may also retain the title to goods until payment is completed and may claim full compensation for all recovery costs.

Key Link:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:048:0001:0010:EN:PDF>

Companies' agents and distributors can take advantage of the European Ombudsman when victim of inefficient management by an EU institution or body. Complaints can be made to the European Ombudsman only by businesses and other bodies with registered offices in the EU. The Ombudsman can act upon these complaints by investigating cases in which EU institutions fail to act in accordance with the law, fail to respect the principles of good administration, or violate fundamental rights. In addition, SOLVIT, a network of national centers, offers online assistance to citizens and businesses who encounter problems with transactions within the borders of the single market.

Key Links:

<http://www.ombudsman.europa.eu/home/en/default.htm>

[http://ec.europa.eu/solvit/site/about/index\\_en.htm](http://ec.europa.eu/solvit/site/about/index_en.htm)

## **Establishing an Office**

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Anyone can open an office in Germany - irrespective of nationality or place of residence. There is no specific investment legislation in Germany, nor is a minimum percentage of German shareholdings required for foreigners. Investors can choose the most suitable legal form; i.e., a corporation, a partnership or conduct business via a German branch office.

Foreign companies with a head office and registered business operations outside of Germany can establish a German branch office. This business form is suitable for a foreign company wishing to establish a presence in Germany for the purpose of initiating business and maintaining contacts with business partners.

For more information see below:

<http://www.gtai.de/GTAI/Navigation/EN/Invest/Investment-guide/establishing-a-company.html>

U.S. businesses looking to franchise within the European Union will likely find that the market is quite robust and friendly to franchise systems in general. There are a number of laws that govern the operation of franchises within the EU, but these laws are fairly broad and generally, do not constrain the competitive position of U.S. businesses. The potential franchiser should take care to look not only at the EU regulations, but also at the local laws concerning franchising. More information on specific legislation can be found on the website of the European Franchise Federation: <http://www.eff-franchise.com/spip.php?rubrique21>

### **Germany**

German consumers are accustomed to purchasing via catalog and have become more receptive to shopping on Internet platforms. More than 80% of German enterprises use direct marketing to sell their products and services. The most frequently used formats are email and Internet marketing (65%), telephone marketing (31%), direct mail (24%) and inserts in publications with a response element (18%). Trading companies, manufacturers, and service companies spend more than EUR 30 billion on direct marketing with mailing expenditures clearly in the lead, followed by inserts with response elements, and telephone marketing. Direct marketing agencies currently employ 48,000 people, a number which is expected to grow over the next years.

It is important to know the pitfalls of using direct marketing as a selling tool in Germany. Data protection and privacy laws are stringent, and consumer protection guidelines and competitive advertising are also highly regulated. Companies should consult with a lawyer before raising, storing or processing any sort of data in Germany. Other potential challenges regard the laws pertaining to unfair competition and rebates.

### **EU legislation**

There is a wide-range of EU legislation that impacts the direct marketing sector. Compliance requirements are stiffest for marketing and sales to private consumers. Companies need to focus, in particular, on the clarity and completeness of the information they provide to consumers prior to purchase and on their approaches to collecting and using customer data. The following gives a brief overview of the most important provisions flowing from EU-wide rules on distance-selling and on-line commerce.

### **Processing Customer Data**

The EU has strict laws governing the protection of personal data, including the use of such data in the context of direct marketing activities. For more information on these rules, please see the privacy section above.

## **Distance Selling Rules**

In 2011, the EU overhauled its consumer protection legislation and merged several existing rules into a single rulebook - "the Consumer Rights Directive". The provisions of this Directive have been in force since June 13, 2014, and replaced EU rules on distance selling to consumers and doorstep selling along with unfair contract terms and consumer goods and associated guarantees. The Directive contains provisions on core information to be provided by traders prior to the conclusion of consumer contracts. It also regulates the right of withdrawal, includes rules on the costs for the use of means of payment and bans pre-ticked boxes. Companies are advised to consult the relevant sections of [EU Member States' Country Commercial Guides](#) and to contact the Commercial Service at the U.S. Mission to the European Union for more specific guidance.

In 2013, the EU adopted rules on Alternative Dispute Resolution which provide consumers the right to turn to quality alternative dispute resolution entities for all types of contractual disputes including purchases made online or offline, domestically or across borders. A specific Online Dispute Resolution Regulation will set up an EU-wide online platform to handle consumer disputes that arise from online transactions. The platform will be operational at the end of 2015.

Key Links:

*Consumer Affairs Homepage:*

[http://ec.europa.eu/consumers/index\\_en.htm](http://ec.europa.eu/consumers/index_en.htm)

*Consumer Rights:*

[http://ec.europa.eu/justice/consumer-marketing/rights-contracts/directive/index\\_en.htm](http://ec.europa.eu/justice/consumer-marketing/rights-contracts/directive/index_en.htm)

## **Distance Selling of Financial Services**

Financial services are the subject of a separate directive that came into force in June 2002 (2002/65/EC). This piece of legislation amended three prior existing Directives and is designed to ensure that consumers are appropriately protected with respect to financial transactions taking place where the consumer and the provider are not face-to-face. In addition to prohibiting certain abusive marketing practices, the Directive establishes criteria for the presentation of contract information. Given the special nature of financial markets, specifics are also laid out for contractual withdrawal.

Key Link:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32002L0065:EN:NOT>

## **Direct Marketing over the Internet**

The e-commerce Directive (2000/31/EC) imposes certain specific requirements connected to the direct marketing business. Promotional offers must not mislead customers and the terms that must be met to qualify for them have to be easily accessible and clear. The Directive stipulates that marketing e-mails must be identified as such to the recipient and requires that companies targeting customers on-line must regularly consult national opt-out registers where they exist. When an order is placed, the service provider must acknowledge receipt quickly and by electronic means, although the Directive does not attribute any legal effect to the placing of an order or its

acknowledgment. This is a matter for national law. Vendors of electronically supplied services (such as software, which the EU considers a service and not a good) must also collect value added tax (see Electronic Commerce section below).

Key Link: [http://ec.europa.eu/internal\\_market/e-commerce/index\\_en.htm](http://ec.europa.eu/internal_market/e-commerce/index_en.htm)

## Joint Ventures/Licensing

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Dealing with joint ventures ranks among the most difficult jobs under German competition law. In Germany, joint venture legislation falls under the purview of the Federal Cartel Office (Bundeskartellamt: [www.bundeskartellamt.de](http://www.bundeskartellamt.de)). The law requires that a joint venture must exercise "genuine entrepreneurial" activities. Under German law, this means:

- Organizations which merely carry out auxiliary functions such as purchasing or distribution on behalf of the parents are not considered joint ventures; and
- JVs must have at their disposal sufficient assets and personnel to carry out their activities.

The Bundeskartellamt is required to prohibit a merger if it is "expected to create or strengthen a dominant position." Market dominance is defined as an undertaking which either has no competitors or is not exposed to any substantial competition or has a paramount market position in relation to its competitors.

## Licensing

German antitrust law does not, in the absence of a dominant market position, restrict the owner's freedom to use her/his industrial property rights, including the exploitation of a patented innovation.

## Selling to the Government

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### Germany

Selling to German government entities is not an easy process. Although there has been a delay in implementing some facets of the EU Utility Directive, German government procurement is formally non-discriminatory and compliant with the GATT Agreement on Government Procurement and the European Community's procurement directives. That said, it is a major challenge to compete head-to-head with major German or other EU suppliers who have established long-term ties with purchasing entities.

## EU Legislation

Policies governing the public procurement market in the EU have recently been revised and a new legislation on concession has also been adopted. Consequently, currently there are four relevant legislations, these are:

- [Directive 2014/24/EU](#) (replacing Directive 2004/18/EC) on the coordination of procedures for the award of public works contracts, public supply contracts and public service contracts applies to the general sector;

- [Directive 2014/25/EU](#) (replacing Directive 2004/17/EC) coordinating the procurement procedures of entities operating in the water, energy, transport and postal services sectors;
- [Directive 2009/81/EC](#) on defense and sensitive security procurement. This Directive sets Community rules for the procurement of arms, munitions and war material (plus related works and services) for defense purposes, but also for the procurement of sensitive supplies, works and services for non-military security purposes;
- [Directive 2014/23/EU](#) on the award of concession contracts. A concession contract (either for the delivery of works or services) is conducted between a public authority and a private enterprise that gives the right to the company to build infrastructure and operate businesses that would normally fall within the jurisdiction of the public authority (e.g. highways).

The latest indications on the size and value of the EU's public procurement market are from 2011, which give an estimate of 340 billion - 440 billion euros. More details on the size of the EU public procurement market are available in the European Commission's "The Annual Public Procurement Implementation Review" as well as the OECD's "Government at a Glance" report:

[http://ec.europa.eu/internal\\_market/publicprocurement/docs/implementation/20121011-staff-working-document\\_en.pdf](http://ec.europa.eu/internal_market/publicprocurement/docs/implementation/20121011-staff-working-document_en.pdf)

[www.oecdilibrary.org/docserver/download/4211011ec046.pdf?expires=1432712932&id=id&accname=guest&checksum=A3BD66DED49F6D665536670026C5E79B](http://www.oecdilibrary.org/docserver/download/4211011ec046.pdf?expires=1432712932&id=id&accname=guest&checksum=A3BD66DED49F6D665536670026C5E79B)

The EU has three remedy directives imposing some common standards for all Member States to abide by in case bidders identify discriminatory public procurement practices.

The U.S. and the EC are signatories to the World Trade Organization's (WTO) Government Procurement Agreement (GPA), which grants access to most public supplies and services and some work contracts published by national procurement authorities of the countries that are parties to the Agreement. In practice, this means that U.S.-based companies are eligible to bid on supplies and services contracts from European public contracting authorities above the agreed thresholds:

[http://ec.europa.eu/internal\\_market/publicprocurement/rules/gpa-wto/index\\_en.htm](http://ec.europa.eu/internal_market/publicprocurement/rules/gpa-wto/index_en.htm)

There are restrictions for U.S. suppliers in the EU utilities sector both in the EU Utilities Directive and in EU coverage of the GPA. Article 85 of Directive 2014/25 allows EU contracting authorities to either reject non-EU bids where the proportion of goods originating in non-EU countries exceeds 50% or give preference to the EU bid if prices are equivalent (meaning within a 3% margin). Moreover, the Directive allows EU contracting authorities to retain the right to suspend or restrict the award of service contract to undertaking in third countries where no reciprocal access is granted.

There are also restrictions in the EU coverage of the GPA that apply specifically to U.S.-based companies. U.S. companies are not allowed to bid on works and services contracts procured by sub-central public contracting authorities in the following sectors:

- The water sector
- Airport services
- Urban transport sector as described above, and railways in general

- Dredging services and procurement related to shipbuilding

While authorities of EU member states have to apply EU Public Procurement Directive when procuring goods and services, the EU institutions follow different procurement rules, as explained in our reports on “Selling goods and services to the EU institutions – Update 2014” and “Tenders for Government Contracts in the EU”:

<http://export.gov/europeanunion/marketresearch/index.asp>

## **Distribution and Sales Channels**

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Distribution channels are varied and similar to the United States. There are certain restrictions, however, concerning multi-level networking systems, i.e., so-called snowball or pyramid distribution systems. More information: [www.wettbewerbszentrale.de/](http://www.wettbewerbszentrale.de/)

## **Selling Factors/Techniques**

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Success in the German market, as elsewhere around the world, requires long-term commitment to market development and sales backup, especially if U.S. companies are to overcome the geographic handicap with respect to European competitors. Germans at times perceive U.S. suppliers as tending to process a U.S. domestic order before taking care of an export sale, or being quick to bypass a local distributor to deal directly with its customer. Some German entrepreneurs with selective experience with U.S. companies are skeptical about their long-term commitment and after-sales support. U.S. firms entering Germany today are generally aware of the factors that make for a successful export relationship and are ready to establish a credible support network. However, U.S. firms should be ready to address any lingering doubts from prospective German clients/partners.

## **Electronic Commerce**

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### **Germany**

Over 58 million Internet users above the age of 14 make European's largest economy also the European leader in e-commerce with transactions of over EUR 33 billion in 2013 (about 14 percent of all German retail revenue). Amazon.de alone accounted for about 23 percent of this revenue in 2014. Mobile Internet access is being used by over 51 percent of Internet users. The most popular product categories are clothing/footwear, books, magazines, consumer electronics, films, cosmetics, groceries and toys. Price, trust and product diversity play a major role in determining where products are purchased. E-commerce revenues will continue to rise in 2015.

### **EU Regulations**

The Electronic Commerce Directive (2000/31/EC) mentioned in the direct marketing section above provides rules for online services in the EU. It requires providers to abide by rules in the country where they are established (country of origin). Online providers must respect consumer protection rules such as indicating contact details on their website, clearly identifying advertising and protecting against spam. The Directive also grants exemptions to liability for intermediaries that transmit illegal content by third parties and for unknowingly hosting content. The European Commission released a

work plan in 2012 in order to facilitate cross-border online services and reduce barriers and released a [report](#) on implementation of the action plan in 2013.

Key Link: [http://ec.europa.eu/internal\\_market/e-commerce/directive\\_en.htm](http://ec.europa.eu/internal_market/e-commerce/directive_en.htm)

The EU applies Value Added Tax (VAT) to sales by non-EU based companies of Electronically Supplied Services (ESS) to EU-based non-business customers. U.S. companies that are covered by the rule must collect and submit VAT to EU tax authorities. From 1 January 2015, all supplies of telecommunications, broadcasting and electronic services are taxable at the place where the customer belongs. In the case of businesses this means either the country where it is registered or the country where it has fixed premises receiving the service. In the case of consumers, it is where they are registered, have their permanent address, or usually live.

As part of the legislative changes of 2015, the Commission has launched the Mini One Stop Shop (MOSS) scheme, use of which is optional. It is meant to facilitate the sales of ESS from taxable to non-taxable persons (B2C) located in Member States in which the sellers do not have an establishment to account for the VAT.

This scheme allows taxable persons (sellers) to avoid registering in each Member State of consumption. A taxable person who is registered for the mini One Stop Shop in a Member State (the Member State of Identification) can electronically submit quarterly mini One Stop Shop VAT returns detailing supplies of ESS to non-taxable persons in other Member States (the Member State(s) of consumption), along with the VAT due.

The most important pieces of legislation on VAT are the [EU VAT Directive 2006/112/EC](#) and its [Implementing Regulation 282/2011](#).

Further information relating to VAT on ESS:

[http://ec.europa.eu/taxation\\_customs/taxation/vat/how\\_vat\\_works/telecom/index\\_en.htm](http://ec.europa.eu/taxation_customs/taxation/vat/how_vat_works/telecom/index_en.htm)

## **Trade Promotion and Advertising**

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### **Trade Fairs**

Few countries in the world can match Germany when it comes to leading international trade fairs. Such a reputation should be no surprise given that the trade fair concept was born in Germany during the Middle Ages. Today, Germany hosts a major world-class trade event in virtually every industry sector, attracting buyers from around the world. Trade fairs thrive in Germany because they are true business events where contracts are negotiated and deals are consummated. The U.S. exhibitors at German fairs should be prepared to take full advantage of the business opportunities presented at these events. While U.S. exhibitors and visitors can conclude transactions, all attendees can use major German trade fairs to conduct market research, see what their worldwide competition is doing, and test pricing strategies. Finally, German fairs attract buyers from throughout the world, allowing U.S. exhibitors to conduct business here with buyers from across Europe, Asia, Africa, Latin America, the Middle East, as well as with other U.S. companies.

German trade fairs, in general, attract impressive numbers of visitors and exhibitors. This reality confirms the conviction that there is no other venue where an American

company can get so much product exposure for its marketing dollar. Trade fairs also provide a U.S. company interested in entering Germany with the opportunity to research its market and the potential of its product properly before making a business decision. Website: <http://export.gov/germany/TradeShowsEvents/>

## **Advertising**

In addition to exhibiting at major German trade fairs, advertising plays a central role in most companies' broad-based marketing programs. Regulation of advertising in Germany is a mix between basic rules and voluntary guidelines developed by the major industry associations. The "Law Against Unfair Competition" established legal rules at the beginning of the 20th Century. Although it has been modified over time, this law continues to be valid today. The law allows suits to be brought if advertising "violates accepted mores."

Many advertising practices that are common in the United States, such as offering premiums, are not allowed in Germany. Any planned advertising campaigns should be discussed with a potential business partner or an advertising agency in Germany. Following is the address of the German association of advertising agencies:

Gesamtverband Kommunikationsagenturen e.V.  
(German Association of Advertising Agencies)  
Friedensstr. 11  
60311 Frankfurt a. M.  
Telephone: [49][69] 2560080  
Telefax: [49][69] 236883  
[www.gwa.de](http://www.gwa.de)

There are numerous technical or specialized periodicals that deal with all aspects of technology and doing business in Germany. In addition, Germany has a well-developed array of newspapers and magazines which offer the opportunity to gather information and advertise products and services.

## **EU Regulations**

### **General Legislation**

Laws against misleading advertisements differ widely from member state to member state within the EU. To respond to this imperfection in the internal market, the Commission adopted a directive, in force since October 1986, to establish minimum and objective criteria regarding truth in advertising. The Directive was amended in October 1997 to include comparative advertising. Under the Directive, misleading advertising is defined as any "advertising which in any way, including its presentation, deceives or is likely to deceive the persons to whom it is addressed or whom it reaches and which, by reason of its deceptive nature, is likely to affect their economic behavior or which for those reasons, injures or is likely to injure a competitor." Member states can authorize even more extensive protection under their national laws.

Comparative advertising, subject to certain conditions, is defined as "advertising which explicitly or by implication identifies a competitor or goods or services by a competitor." Member States can, and in some cases have, restricted misleading or comparative advertising.

The EU's Audiovisual Media Services Directive lays down legislation on broadcasting activities allowed within the EU. Since 2009, the rules allowing for U.S.-style product placement on television and the three-hour/day maximum of advertising have been lifted. However, a 12-minute/hour maximum remains. Child programming is subject to a code of conduct that includes a limit of junk food advertising to children. Following the adoption of the 1999 Council Directive on the Sale of Consumer Goods and Associated Guarantees, product specifications, as laid down in advertising, are considered as legally binding on the seller. This Directive has incorporated into the Consumer Rights Directive mentioned above. For more information on the sale of consumer goods and associated guarantees see the legal warranties and after sales service section below. The EU adopted Directive 2005/29/EC concerning fair business practices in a further attempt to tighten consumer protection rules. These rules outlaw several aggressive or deceptive marketing practices such as pyramid schemes, "liquidation sales" when a shop is not closing down, and artificially high prices as the basis for discounts in addition to other potentially misleading advertising practices. Certain rules on advertising to children are also set out.

Key Links:

[http://ec.europa.eu/consumers/consumer\\_rights/unfair-trade/index\\_en.htm](http://ec.europa.eu/consumers/consumer_rights/unfair-trade/index_en.htm)

<https://ec.europa.eu/digital-agenda/en/audiovisual-media-services-directive-avmsd>

## **Medicines**

The advertising of medicinal products for human use is regulated by Council Directive 2001/83/EC as amended by Directive 2004/27/EC. Generally speaking, the advertising of medicinal products is forbidden if market authorization has not yet been granted or if the product in question is a prescription drug. Mentioning therapeutic indications where self-medication is not suitable is not permitted, nor is the distribution of free samples to the general public. The text of the advertisement should be compatible with the characteristics listed on the product label, and should encourage rational use of the product. The advertising of medicinal products destined for professionals should contain essential characteristics of the product as well as its classification. Inducements to prescribe or supply a particular medicinal product are prohibited and the supply of free samples is restricted.

Key Link:

[http://ec.europa.eu/health/human-use/information-to-patient/index\\_en.htm](http://ec.europa.eu/health/human-use/information-to-patient/index_en.htm)

## **Nutrition & Health Claims**

On July 1, 2007, a regulation on nutrition and health claims entered into force. Regulation 1924/2006 sets EU-wide conditions for the use of nutrition claims such as "low fat" or "high in vitamin C" and health claims such as "helps lower cholesterol." The regulation applies to any food or drink product produced for human consumption that is marketed in the EU. Only foods that fit a certain nutrient profile (below certain salt, sugar and/or fat levels) are allowed to carry claims. Nutrition and health claims are only allowed on food labels if they are included in one of the EU's positive lists. Food products carrying claims must comply with the provisions of nutritional labeling Directive 90/496/EC and its amended version Directive 1169/2011.

In December 2012, a list of approved functional health claims went into effect. The list includes generic claims for substances other than botanicals which will be evaluated at a later date. Disease risk reduction claims and claims referring to the health and development of children require an authorization on a case-by-case basis, following the submission of a scientific dossier to the European Food Safety Authority (EFSA). Health claims based on new scientific data will have to be submitted to EFSA for evaluation but a simplified authorization procedure has been established.

The development of nutrient profiles, originally scheduled for January 2009, has been delayed. Nutrition claims can fail one criterion, i.e. if only one nutrient (salt, sugar or fat) exceeds the limit of the profile, a claim can still be made provided the high level of that particular nutrient is clearly marked on the label. For example, a yogurt can make a low-fat claim even if it has high sugar content but only if the label clearly states "high sugar content." A European Union Register of nutrition claims has been established and is updated regularly. Health claims cannot fail any criteria.

Detailed information on the EU's Nutrition and Health Claims policy can be found on the USEU/FAS website at [www.usda-eu.org/trade-with-the-eu/eu-import-rules/nutrition-health-claims/](http://www.usda-eu.org/trade-with-the-eu/eu-import-rules/nutrition-health-claims/) and in the [USDA Food and Agricultural Import Regulations and Standards EU 28 2014](#)

Key Link: <http://ec.europa.eu/nuhclaims/>

### **Food Information to Consumers**

In 2011, the EU adopted a new regulation on the provision of food information to consumers (1169/2011). The new EU labeling requirements apply from December 13, 2014 except for the mandatory nutrition declaration which will apply from December 13, 2016.

Detailed information on the EU's new food labeling rules can be found on the USEU/FAS website at [www.usda-eu.org/trade-with-the-eu/eu-import-rules/eu-labeling-requirements/](http://www.usda-eu.org/trade-with-the-eu/eu-import-rules/eu-labeling-requirements/) and in the [USDA Food and Agricultural Import Regulations and Standards EU 28 2014](#)

Key link: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:304:0018:0063:EN:PDF>

### **Food Supplements**

[Directive 2002/46/EC](#) harmonizes the rules on labeling of food supplements and introduces specific rules on vitamins and minerals in food supplements. Ingredients other than vitamins and minerals are still regulated by member states.

Regulation 1925/2006, applicable as of July 1, 2007, harmonizes rules on the addition of vitamins and minerals to foods. The regulation lists the vitamins and minerals that may be added to foods. This list is updated and was most recently revised in 2014. A positive list of substances other than vitamins and minerals has not been established yet, although it is being developed. Until then, member state laws will govern the use of these substances.

Key Link: [http://ec.europa.eu/food/food/labellingnutrition/supplements/index\\_en.htm](http://ec.europa.eu/food/food/labellingnutrition/supplements/index_en.htm)

## **Tobacco**

The EU Tobacco Advertising Directive bans tobacco advertising in printed media, radio, and internet as well as the sponsorship of cross-border events or activities. Advertising in cinemas and on billboards or merchandising is allowed, though these are banned in many member states. Tobacco advertising on television has been banned in the EU since the early 1990s and is governed by the Audiovisual Media Services Directive. A revised Tobacco Products Directive has been adopted and must now be transposed into national legislation by member states by 2016. The new legislation will include bigger, double-sided health pictorial warnings on cigarette packages and the possibility for plain packaging along with health warnings and tracking systems.

Key link:

<http://ec.europa.eu/health/tobacco/products/>

## **Pricing**

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Germany has become more price-conscious, especially in consumer goods areas. Consequently, price is increasing in importance as a competitive factor, but quality, timely delivery and service remain equally important, especially in B2B relations.

## **Sales Service/Customer Support**

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## **Germany**

The German commercial customer expects to be able to pick up the telephone, talk to his or her dealer and have replacement parts or service work immediately available. American exporters should avoid appointing distributors with impossibly large geographic areas, without firm commitments regarding parts inventories or service capabilities, and without agreements on dealer mark-ups.

Conscious of the discrepancies among member states in product labeling, language use, legal guarantee and liability, the redress of which inevitably frustrates consumers in cross-border shopping, EU institutions have launched a number of initiatives aimed at harmonizing national legislation. Suppliers within and outside the EU should be aware of existing and upcoming legislation affecting sales, service and customer support.

## **Product Liability**

Under the 1985 Directive on Liability of Defective Products, amended in 1999, the producer is liable for damage caused by a defect in his product. The victim must prove the existence of the defect and a causal link between defect and injury (bodily as well as material). A reduction of liability of the manufacturer is granted in cases of negligence on the part of the victim.

Key link:

<http://ec.europa.eu/enterprise/policies/single-market-goods/product-liability/>

## Product Safety

The 1992 General Product Safety Directive introduces a general safety requirement at the EU level to ensure that manufacturers only place safe products on the market. It was revised in 2001 to include an obligation on the producer and distributor to notify the Commission in case of a problem with a given product, provisions for its recall, the creation of a European Product Safety Network, and a ban on exports of products to third countries that are not deemed safe in the EU. The legislation is still undergoing review.

Key link:

[http://ec.europa.eu/consumers/consumers\\_safety/product\\_safety\\_legislation/index\\_en.htm](http://ec.europa.eu/consumers/consumers_safety/product_safety_legislation/index_en.htm)

## Legal Warranties and After-sales Service

Under the 1999 Directive on the Sale of Consumer Goods and Associated Guarantees, professional sellers are required to provide a minimum two-year warranty on all consumer goods sold to consumers (natural persons acting for purposes outside their trade, businesses or professions), as defined by the Directive. The remedies available to consumers in case of non-compliance are:

- Repair of the good(s);
- Replacement of the good(s);
- A price reduction; or
- Rescission of the sales contract.

Key link: [http://ec.europa.eu/consumers/consumer\\_rights/rights-contracts/sales-guarantee/index\\_en.htm](http://ec.europa.eu/consumers/consumer_rights/rights-contracts/sales-guarantee/index_en.htm)

Other issues pertaining to consumers' rights and protection, such as the New Approach Directives, CE marking, quality control and data protection are dealt with in Chapter 5 of this report.

## Protecting Your Intellectual Property

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Several general principles are important for effective management of intellectual property ("IP") rights in the EU. First, it is important to have an overall strategy to protect your IP. Second, IP may be protected differently in the EU than in the United States. Third, rights must be registered and enforced in the EU, under local laws. For example, your U.S. trademark and patent registrations will not protect you in the EU. There is no such thing as an "international copyright" that will automatically protect an author's writings throughout the entire world. Protection against unauthorized use in a particular country depends, basically, on the national laws of that country. However, most countries do offer copyright protection to foreign works under certain conditions, and these conditions have been greatly simplified by international copyright treaties and conventions.

Registration of patents and trademarks is on a first-in-time, first-in-right basis, so you should consider applying for trademark and patent protection even before selling your products or services in the EU market. It is vital that companies understand that intellectual property is primarily a private right and that the U.S. government cannot enforce rights for private individuals in the EU. It is the responsibility of the rights' holders to register, protect, and enforce their rights where relevant, retaining their own counsel and advisors. Companies may wish to seek advice from local attorneys or IP consultants who are experts in EU law. The U.S. Commercial Service can provide a list of local lawyers upon request (<http://germany.usembassy.gov/acs/lists/>).

While the U.S. Government stands ready to assist, there is little we can do if the rights holders have not taken these fundamental steps necessary to securing and enforcing their IP in a timely fashion. Moreover, in many countries, rights holders who delay enforcing their rights on a mistaken belief that the USG can provide a political resolution to a legal problem may find that their rights have been eroded or abrogated due to legal doctrines such as statutes of limitations, laches, estoppel, or unreasonable delay in prosecuting a lawsuit. In no instance should U.S. Government advice be seen as a substitute for the responsibility of a rights holder to promptly pursue its case.

It is always advisable to conduct due diligence on potential partners. A good partner is an important ally in protecting IP rights. Consider carefully, however, whether to permit your partner to register your IP rights on your behalf. Doing so may create a risk that your partner will list itself as the IP owner and fail to transfer the rights should the partnership end. Keep an eye on your cost structure and reduce the margins (and the incentive) of would-be bad actors. Projects and sales in the EU require constant attention. Work with legal counsel familiar with EU laws to create a solid contract that includes non-compete clauses, and confidentiality/non-disclosure provisions.

It is also recommended that small and medium-size companies understand the importance of working together with trade associations and organizations to support efforts to protect IP and stop counterfeiting. There are a number of these organizations, both EU or U.S.-based. These include:

- The U.S. Chamber and local American Chambers of Commerce
- National Association of Manufacturers (NAM)
- International Intellectual Property Alliance (IIPA)
- International Trademark Association (INTA)
- The Coalition Against Counterfeiting and Piracy
- International Anti-Counterfeiting Coalition (IACC)
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Biotechnology Industry Organization (BIO)

## IP Resources

A wealth of information on protecting IP is freely available to U.S. rights holders. Some excellent resources for companies regarding intellectual property include the following:

- For information about patent, trademark, or copyright issues -- including enforcement issues in the US and other countries -- call the STOP! Hotline: 1-866-999-HALT or visit [www.STOPfakes.gov](http://www.STOPfakes.gov).
- For more information about registering trademarks and patents (both in the U.S. as well as in foreign countries), contact the U.S. Patent and Trademark Office (USPTO) at: 1-800-786-9199, or visit <http://www.uspto.gov/>.
- For more information about registering for copyright protection in the United States, contact the U.S. Copyright Office at: 1-202-707-5959, or visit <http://www.copyright.gov/>.
- For more information about how to evaluate, protect, and enforce intellectual property rights and how these rights may be important for businesses, please visit the "Resources" section of the STOPfakes website at <http://www.stopfakes.gov/resources>.
- For information on obtaining and enforcing intellectual property rights and market-specific IP Toolkits visit: <http://origin.www.stopfakes.gov/business-tools/country-ipr-toolkits>. The toolkits contain detailed information on protecting and enforcing IP in specific markets and also contain contact information for local IPR offices abroad and U.S. government officials available to assist SMEs.

## Due Diligence

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Product safety testing and certification is mandatory for the EU market. U.S. manufacturers and sellers of goods have to perform due diligence in accordance with mandatory EU legislation prior to exporting.

Companies interested in taking over German firms should always conduct their own due diligence before entering into business ventures. One of the Commercial Service Programs, the International Company Profile, has been designed to support due diligence processes. All major consulting companies offer due diligence services, and most large U.S. accounting or consulting firms have subsidiaries in Germany.

## Local Professional Services

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Local service providers focusing on EU law, consulting, and business development can be viewed on the website maintained by the Commercial Service at the U.S. Mission to the European Union at: <http://export.gov/europeanunion/businessserviceproviders/index.asp>.

For information on professional services located within each of the EU member states, please see EU member state Country Commercial Guides which can be found at the following website [EU Member States' Country Commercial Guides](#).

**EU websites:**

Coordination of the laws of the member states relating to self-employed commercial agents (Council Directive 86/653/EEC):

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31986L0653:EN:HTML>

Agreements of Minor importance which do not appreciably restrict Competition under Article 101(1) of the Treaty establishing the European Community:

[http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C\\_.2014.291.01.0001.01.ENG](http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C_.2014.291.01.0001.01.ENG)

Directive on Late Payment:

[http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C\\_.2014.291.01.0001.01.ENG](http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C_.2014.291.01.0001.01.ENG)

European Ombudsman:

<http://www.ombudsman.europa.eu/home/en/default.htm>

EU's General Data Protection Directive (95/46/EC):

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:1995:281:0031:0050:EN:PDF>

Safe Harbor:

[http://export.gov/safeharbor/eu/eg\\_main\\_018476.asp](http://export.gov/safeharbor/eu/eg_main_018476.asp)

Information on contracts for transferring data outside the EU:

[http://ec.europa.eu/justice/data-protection/document/international-transfers/transfer/index\\_en.htm](http://ec.europa.eu/justice/data-protection/document/international-transfers/transfer/index_en.htm)

EU Data Protection Homepage:

[http://ec.europa.eu/justice\\_home/fsj/privacy/index\\_en.htm](http://ec.europa.eu/justice_home/fsj/privacy/index_en.htm)

Consumer Rights Directive

[http://ec.europa.eu/consumers/consumer\\_rights/rights-contracts/directive/index\\_en.htm](http://ec.europa.eu/consumers/consumer_rights/rights-contracts/directive/index_en.htm)

Distance Selling of Financial Services:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2002:271:0016:0024:EN:PDF>

E-commerce Directive (2000/31/EC):

[http://ec.europa.eu/internal\\_market/e-commerce/index\\_en.htm](http://ec.europa.eu/internal_market/e-commerce/index_en.htm)

VAT on Electronic Service:

[http://ec.europa.eu/taxation\\_customs/taxation/vat/how\\_vat\\_works/e-services/index\\_en.htm](http://ec.europa.eu/taxation_customs/taxation/vat/how_vat_works/e-services/index_en.htm)

The Unfair Commercial Practices Directive:

<http://ec.europa.eu/consumers/rights/>

Nutrition and health claims made on foods - Regulation 1924/2006

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2007:012:0003:0018:EN:PDF>

Regulation on Food Information to Consumers:  
Regulation 1169/2011

EU-28 FAIRS EU Country Report on Food and Labeling requirements:  
[USDA Food and Agricultural Import Regulations and Standards EU 28 2014](#)  
*Guidance document on how companies can apply for health claim authorizations*

Summary document from EFSA  
<http://www.efsa.europa.eu/en/nda/ndaguidelines.htm>

Health & Nutrition Claims  
[http://ec.europa.eu/food/food/labellingnutrition/claims/index\\_en.htm](http://ec.europa.eu/food/food/labellingnutrition/claims/index_en.htm)

Tobacco  
[http://ec.europa.eu/health/tobacco/policy/index\\_en.htm](http://ec.europa.eu/health/tobacco/policy/index_en.htm)

Product Liability:  
[http://ec.europa.eu/growth/single-market/goods/free-movement-sectors/liability-defective-products/index\\_en.htm](http://ec.europa.eu/growth/single-market/goods/free-movement-sectors/liability-defective-products/index_en.htm)

Product Safety  
[http://ec.europa.eu/consumers/consumers\\_safety/product\\_safety\\_legislation/index\\_en.htm](http://ec.europa.eu/consumers/consumers_safety/product_safety_legislation/index_en.htm)

Legal Warranties and After-Sales Service:  
<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:01999L0044-20111212&qid=1395670475658&from=EN>

Copyright: [http://ec.europa.eu/internal\\_market/copyright/index\\_en.htm](http://ec.europa.eu/internal_market/copyright/index_en.htm)

Industrial Property  
[http://ec.europa.eu/internal\\_market/intellectual-property/index\\_en.htm](http://ec.europa.eu/internal_market/intellectual-property/index_en.htm)

Trademark  
[http://ec.europa.eu/internal\\_market/intellectual-property/index\\_en.htm](http://ec.europa.eu/internal_market/intellectual-property/index_en.htm)

European Patent Office (EPO)  
[www.european-patent-office.org/](http://www.european-patent-office.org/)

Office for Harmonization in the Internal Market (OHIM)  
<http://oami.europa.eu/>

World Intellectual Property Organization (WIPO) Madrid  
[www.wipo.int/madrid/en](http://www.wipo.int/madrid/en)

**U.S. websites:**

IPR Toolkit: [www.stopfakes.gov/sites/default/files/europeanunion\\_toolkit.pdf](http://www.stopfakes.gov/sites/default/files/europeanunion_toolkit.pdf)

EU Public Procurement:

<http://export.gov/europeanunion/marketresearch/eufundingandgovernmentprocurementsectors/index.asp>

Local Professional Services:

<http://export.gov/europeanunion/businessserviceproviders/index.asp>

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## Chapter 4: Leading Sectors for U.S. Export and Investment

- [Advanced Materials](#)
- [Aerospace](#)
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- [Dental Equipment](#)
- [Information and Communications Technology](#)
- [Machine Tools & Metalworking Equipment](#)
- [Medical Technologies](#)
- [Pollution Control](#)
- [Renewable Energies](#)
- [Safety & Security](#)
- [Travel & Tourism](#)
- [Agricultural Sectors](#)

### Exchange Rates

Exchanges rates used throughout this chapter unless otherwise stated:

Year	EUR 1 = USD
2012	1.28
2013	1.33
2014	1.33
2015	1.33

### Advanced Materials

#### Overview

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Unit: USD thousand

USD Million	2013	2014	2015 (estimated)
Industrial Chemicals (Germany)	244,400	252,415	254,336
Plastic Materials Processing (Germany)	74,750	78,382	79,896
Composites (Europe, Germany is major supplier)	35,100	37,198	39,948

Advanced materials are the basis for new products and are vital for innovation in fields such as: Aerospace; automotive; construction; life sciences; electronics; and energy. In 2014, German firms received EUR 58 million (USD 77.5 million) EU funding to foster materials research (incl. appropriate processing machinery). U.S. manufacturers of innovative materials, mostly SMEs, have best prospects in the German market. As a country with a strong scientific and research portfolio, Germany offers a variety of business opportunities ranging from research partnerships to OEM partnerships to the traditional distributor. CS Germany can help find such partners, assist in identifying clusters, inform about funding; or can assist in locating the right partner to jointly develop niche markets.

## Sub-Sector Best Prospects

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**Industrial Chemicals (ICH):** In 2014, the German chemicals industry achieved annual sales of EUR 191 billion (USD 252 billion). The industry expects a growth rate of 1.5% for 2015. In 2014, Germany imported U.S. chemical/pharmaceutical substances valued at EUR 11 billion (USD 14.6 billion).

**Plastics Materials (PMR):** The German plastics processing industry achieved annual sales of EUR 59 billion (USD 78.3 billion) in 2014, increasing by 5.8% over the previous year. Two thirds of Europe's plastics demand is concentrated in five countries led by Germany. U.S. plastics exports (plastics products included) to Germany amounted to over EUR 1 billion (USD 1.15 billion), an increase of 6.3% growth over 2009-2013. Shale gas is expected to further increase U.S. plastics exports.

**Composites (CPS):** In 2013, U.S. companies ranked first globally by achieving annual sales of EUR 29 billion (USD 35 billion), followed by European companies with EUR 27 billion or USD 35 billion (likely EUR 30 billion/USD 39 billion by 2015) and a growth rate of 6%. Germany is the largest composites market in Europe.

**High performance ceramics (CRM):** Key material for several industries including energy storage; chip production (miniaturization); automotive; solar; wind (and other) turbines; aerospace (e.g. Space Shuttle; optics; superconductors). Germany is Europe's leading market.

## Web Resources

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### Trade Fairs

Chemicals:

European Coatings Show: [www.european-coatings-show.de](http://www.european-coatings-show.de)

Cphi: [www.cphi.com](http://www.cphi.com)

Plastics:

K' Show: [www.k-online.de](http://www.k-online.de)

Fakuma: [www.fakuma-messe.de/en/fakuma](http://www.fakuma-messe.de/en/fakuma)

Composites:

Composites Europe: [www.composites-europe.com/startseite\\_1.html?sprache=englisch](http://www.composites-europe.com/startseite_1.html?sprache=englisch)

Ceramics:

Ceramitec: [www.ceramitec.de/en/home](http://www.ceramitec.de/en/home)

**Associations:**Chemical Industry Association: [www.vci.de](http://www.vci.de)PlasticsEurope: [www.plasticseurope.org](http://www.plasticseurope.org) (Association of European Plastics Manufacturers)AVK: [www.avk-tv.de](http://www.avk-tv.de) (Association of Reinforced Plastics/Composites)German Ceramic Society: [www.dkg.de/en](http://www.dkg.de/en)**Commercial Service Contact:**[kirsten.hentschel@trade.gov](mailto:kirsten.hentschel@trade.gov)**Aerospace****Overview**[Return to top](#)

Unit: USD billion

	2013	2014	2015 (estimated)
Total Market Size	45.2	47.7	49.1
Total Local Production	40.6	42.6	44.7
Total Exports	24.4	25.6	26.9
Total Imports	29.0	30.7	31.3
Imports from the U.S.	3.9	3.3	4.0

U.S. aerospace manufacturers produce the highest trade surplus, year after year, of all manufacturing sectors. In 2014, U.S. aerospace exports to Germany amounted to USD 6.5 billion. According to Census: civilian aircraft, engines, and parts USD 6.39 billion; parts of balloons, aircraft, spacecraft USD 135 million; aircraft launch gear USD 5.9 million. The trade surplus was USD 3 billion, the tenth-highest. There is a notable difference, however, between the Census data (USD 6.5 billion or €4.9 billion in 2014) and the European customs data in the table above (EUR 2.5 billion in 2014). This might be due to a different basis of calculation, also including those U.S.-made aerospace parts that arrived in Germany as part of larger foreign-made assemblies (e.g., from the UK).

- Germany hosts the world's third-largest trade show for aerospace & defense (ILA Berlin Air Show), the world's largest trade show for aircraft cabin interiors (Aircraft Interiors Expo / AIX) and Europe's largest trade show for general aviation (AERO), making it an ideal platform for U.S. companies to meet with their global partners and buyers.
- Germany has the second-largest aerospace market in Europe, with 2014 revenues of €32.11 billion, following France at €50.7 billion. The sub-sector market sizes in € billion according to the German Aerospace Industries Association (BDLI): aerospace & space systems 19.99; propulsion systems 5.99; equipment 7.11; material technologies 1.09.
- Aerospace is a German Government priority. The Federal Ministry of Economic Affairs and Energy (BMWi) lists aerospace as a key industry with high growth rates and a strong industrial core in Germany. According to BMWi's "Aerospace Strategy" from March 2014, the aerospace sector is of particular importance for Germany as an industrial country both technologically and economically. Hence, in

December 2012, Germany increased its voting rights in the Airbus Group to 11%, while France reduced its own to the same level.

## Web Resources

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### Trade Fairs

AIRTEC, November 3-5, 2015, Munich [www.airtec.aero](http://www.airtec.aero)

Aircraft Interiors Expo, April 5-7, 2016, Hamburg [www.aircraftinteriorsexpo.com](http://www.aircraftinteriorsexpo.com)

AERO, April 20-23, 2016, Friedrichshafen [www.aero-expo.com](http://www.aero-expo.com)

ILA Berlin Air Show, May 31 to June 5, 2016, Berlin-Schonefeld [www.ila-berlin.de](http://www.ila-berlin.de)

### Associations

German Aerospace Industries Association BDLI – [www.bdi.de](http://www.bdi.de)

Hanse-Aerospace [www.hanse-aerospace.net](http://www.hanse-aerospace.net)

ALROUND – Association connecting aerospace-oriented SMEs [www.alround.de](http://www.alround.de)

German Airport Technology & Equipment GATE – [www.gate-alliance.de](http://www.gate-alliance.de)

### Government Entities

Federal Office of Equipment, Information Technology & In-Service Support BAAINBw – [www.baaibw.de](http://www.baaibw.de)

### Publications

Flugrevue / Flight Review, Motor Presse Stuttgart [www.flugrevue.de](http://www.flugrevue.de)

airliners.de [www.airliners.de](http://www.airliners.de)

### Commercial Service Contact:

[moritz.holst@trade.gov](mailto:moritz.holst@trade.gov)

## Agricultural Machinery

### Overview

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Unit: USD billion

	2013	2014	2015 (estimated)
Total Sales ( machinery & tractors)	11.3	10.21	9.45
Total local production (machinery & tractors)	3.00	2.88	n/a
Total Exports	8.13	7.33	n/a
Total Imports	4.37	4.41	n/a
Imports from the U.S.	0.274	0.293	n/a

Exports of U.S. made agricultural equipment globally reached USD 8.51 billion in 2014, a 29.2 % drop compared to 2013. All world regions recorded declines in the double-digits except Central America. Agribusiness has been designated by ITA as an NEI priority sector, engaging all facets of ITA.

U.S. agricultural equipment exports to Germany amounted to USD 292.8 million. Germany ranks sixth as a destination for U.S. farm equipment exports, after Canada, Mexico, Australia, and Brazil, and China (and before South Africa, France, Russia, and the U.K.).

Germany and the United States are the world's #1 and #2 exporters as well as the # 1 (USA) and # 3 (Germany) importers of agricultural machinery and tractors. Germany accounts for 18.2 % and the U.S. for 16.8% of the total worldwide exports of the agricultural machinery and tractors in 2014.

The German agricultural machinery and equipment industry ranks among the country's top ten M&E sectors and generated a turnover of USD 10.21 billion, which is 8% below the record year 2013, but still better than the development in the region. The industry's 31,800 employees produced more than 28 % of agricultural machinery and equipment components manufactured in Europe.

VDMA foresees a further decrease in 2015 because of the weakness in the traditionally major export markets United States and Russia.

Taking place in odd years and with almost 3,000 exhibitors and nearly half a million visitors, Agritechnica is the world's largest trade show for agricultural machinery and equipment. EuroTier, in even years, is the world's largest trade show for animal husbandry. The two shows combine to form an ideal platform for U.S. companies to meet with their global partners and buyers. Agritechnica in particular has proven to be a show where U.S. exhibitors have successfully found buyers from Europe, the Middle East and Asia.

## Web Resources

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VDMA Press release <http://lt.vdma.org/article/-/articleview/6809403>

VDMA Mechanical engineering - figures and charts 2014

[www.vdma.org/documents/105628/0/Maschinenbau%20in%20Zahl%20und%20Bild%202014.pdf/267e33e3-985f-4c7b-833d-9b97bcd8e288](http://www.vdma.org/documents/105628/0/Maschinenbau%20in%20Zahl%20und%20Bild%202014.pdf/267e33e3-985f-4c7b-833d-9b97bcd8e288)

AEM Association of Equipment Manufacturers [www.aem.org/News/Newsroom/Releases/](http://www.aem.org/News/Newsroom/Releases/)

### Trade Fair:

Agritechnica, November 8–14, 2015 [www.agritechnica.com](http://www.agritechnica.com)

### Associations:

VDMA German Engineering Association: Agricultural Machinery <http://lt.vdma.org/>

DLG German Agricultural Society [www.dlg.org/home-en.html](http://www.dlg.org/home-en.html)

### Government Entities:

Federal Ministry of Food and Agriculture

[www.bmel.de/EN/Homepage/homepage\\_node.html](http://www.bmel.de/EN/Homepage/homepage_node.html)

### Publications:

VDMA agricultural machinery - annual economic report 2014 – PDF available on demand  
Yearbook of Agricultural engineering [www.jahrbuch-agrartechnik.de/index.php/home-en.html](http://www.jahrbuch-agrartechnik.de/index.php/home-en.html)

### Commercial Service Contact:

[bettina.capurro@trade.gov](mailto:bettina.capurro@trade.gov)

## Automotive

### Overview

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Unit: USD thousand

<b>German Automotive Industry</b>	<b>2013</b>	<b>2014</b>	<b>Change in %</b>
Total Revenues by German Industry (in USD million)	480,177	488,817	+1.8
Domestic Sales (excl. VAT)	168,582	174,286	+3.4
Foreign Sales	311,595	314,531	+0.9
Employees (Ø/year)	755,983	774,891	+2.5

\* %-change based on original EURO values – inaccuracy due to exchange-rate fluctuations

The automotive industry in Germany is the nation's largest industry sector and Europe's number one automotive market (Sales 2014: EUR 384 billion, 5.6 million vehicles). Germany is home to 43 automobile assembly and engine production plants and German manufacturers are continuously expanding upon their foreign production capacities. Today, 21 of the world's top 100 automotive suppliers are German companies. Strategic alliances between OEMs and suppliers will grow in importance and offer significant growth potential. Opportunities exist for innovative U.S. OE-suppliers, especially due to the importance of the U.S. market for German OEMs, which generated more than EUR 200 billion in revenues abroad in 2013. Aftermarket opportunities are limited to innovative products, e.g. telematics, infotainment, connectivity, and safety products as long as they comply with relevant technical (safety) and environmental standards and regulations.

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**U.S. Commercial Service Automotive & Ground Transportation team on [Export.gov](#)**  
[Germany Trade and Invest \(GTAI\)](#)

#### **Upcoming German Automotive Trade Fairs (selection):**

[Engine Expo/Automotive Testing Expo Europe/Automotive Interiors Expo/Global Automotive Components and Suppliers Expo](#) in Stuttgart (June 16-18, 2015)  
[International Motor Show Cars \(IAA\)](#) in Frankfurt (September 17-27, 2015)  
[Automechanika Frankfurt](#) (September 13-16, 2016)  
[IAA Commercial Vehicle Show](#) in Hannover (September 22-29, 2016)  
[International Suppliers Fair \(IZB\)](#) Wolfsburg (Fall, 2016)

#### **Associations:**

[German Garage Equipment Association \(ASA\)](#)  
[German Association of Independent Automotive Aftermarket Distributors \(GVA\)](#)  
[German Association of the Automotive Industry \(VDA\)](#)

[German Federation for Motor Trades and Repair \(ZDK\)](#)  
[German Federation of Body and Automotive Engineering \(ZKF\)](#)

**Government Entities:**

[Federal Ministry of Transport and Digital Infrastructure \(BMVI\)](#)  
[Federal Motor Transport Authority \(KBA\)](#)

**Publications:**

[VDA: Annual Report 2014](#)  
[GTAI Industry Report: The Automotive Industry in Germany](#)  
[ZDAK – Facts & Figures 2013/14](#)

**Commercial Service Contact:**

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## Biotechnology

### Overview

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#### Main areas of activity of biotech companies in Germany

	Share
Health/medicine (incl. animal health)	48.2%
Companies active outside/beyond any specific biotech field	33.0%
Industrial biotechnology	10.2%
Bioinformatics	4.9%
Agriculture	3.7%

(Biotechnology (“Biotech”) consists of 5 main segments: bioinformatics, blue biotech for marine and aquatic applications, green for agricultural processes, red for medical processes and white for industrial applications. The United States is the world leader in all.

In 2013, the U.S. biotech industry (2,349 public and private orgs) accounted for USD 71.9 billion; Europe (2,083 orgs), USD 21 billion. Germany is largest European market (700 biotech companies, USD 2.86 billion). U.S. firms recorded a 10% increase from 2012 and in the U.S. market, capitalization grew 65% to USD 791.8 billion (similar trend in Europe). R&D spending rebounded in 2013: biotech companies in North America and Europe raised USD 31.6 billion, a sharp annual increase from USD 28.7 billion and the second highest total since 2003.

Germany’s biotech clusters (aka BioRegions) are Europe’s leading research and development hubs, and important partners for industry/academic R&D and technology transfer. Biotech is a strategic sector in Bavaria, North Rhine-Westphalia and Baden-Wuerttemberg. Some of the largest and most reputed clusters are in the Rhine-Neckar Triangle (Heidelberg), Cologne/Düsseldorf, Berlin/Brandenburg and Munich.

Biotech is a priority for EU and German Governments and is central to Germany's economic and innovation policy. Biotech action plans focus on diagnostics, therapy and preventive medicine in (bio) medical research and care; and research-based medical technologies in specialized clusters. The U.S. Biotechnology Industry Organization (BIO), affiliated with BIO Deutschland, met with the Federal Ministry for Economic Affairs and Energy and pharmaceutical, biotech trade associations at the ministry in Nov 2014 to discuss the BIO International Convention (June 2015, Philadelphia). Germany's participation (exhibition and partnering), which the Economics Ministry has supported for many years, is of great importance to both sides.

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### Trade Fairs

Biotechnica: [www.biotechnica.de](http://www.biotechnica.de)

### Associations

Bio Deutschland: [www.biodeutschland.org](http://www.biodeutschland.org)

VBU, Association of German Biotechnology Companies): [www.v-b-u.org](http://www.v-b-u.org)

### Government Entities

Federal Ministry of Education and Research: [www.bmbf.de](http://www.bmbf.de)

Federal Ministry of Health: [www.bmg.bund.de](http://www.bmg.bund.de)

Federal Ministry for Economic Affairs and Energy: [www.bmwi.de](http://www.bmwi.de)

### Publications

European Biotechnology: [www.european-biotechnology-news.com](http://www.european-biotechnology-news.com)

Transkript: [www.transkript.de](http://www.transkript.de)

Laborwelt: [www.laborwelt.de](http://www.laborwelt.de)

BIOspektrum: [www.biospektrum.de](http://www.biospektrum.de)

BIOforum: [www.gitverlag.com](http://www.gitverlag.com)

Laborjournal: [www.laborjournal.de](http://www.laborjournal.de)

### Commercial Service Contact:

[sabine.winkels@trade.gov](mailto:sabine.winkels@trade.gov)

## Computer Software & Services

### Overview

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Unit: USD billion

	2013	2014	2015 (estimated)
Total Market Size	24.0	25.3	26.8

Information and Communications Technology (ICT) is one of the strongest U.S. export sectors in Germany. "Computer & Electronic Products" was the second largest U.S. export sector with USD 6.8 billion of exports to Germany in 2013 (second only to Transportation

Equip, followed by Chemicals and Machinery); according to Census: computers USD 591 million, computer accessories USD 796 million, telecom equipment USD 1.06 billion. Unfortunately, there are no statistics with a focus on U.S. software sales in Germany alone, but analysts estimate that approx. 75% of software products sold in Germany are supplied by U.S. companies. Many U.S. companies have subsidiaries in Germany/Europe.

Germany hosts some of the world's largest ICT trade shows, making Germany a premier marketplace for U.S. companies to reach their global partners and buyers. We have testimonials from U.S. exhibitors, who found buyers from Europe, Middle East, Africa, Asia and Latin America at CeBIT. Germany also hosts the most important IT security trade fair for central Europe in Nuremberg, it-sa, with a growing number of U.S. companies each year.

ICT in general is a German Government priority. In August 2014, the Federal Cabinet approved the "Digital Agenda 2014-2017," which is central to Germany's economic and innovation policy. It will concentrate its actions on digital infrastructure, digital economy, digital workplaces, innovative public administration, digital environments in society, education, research, science, culture and media, cyber security, protection and confidence for society and business, and European and international dimension of the Digital Agenda. Hence, our promotion of innovative American solutions combined with the digital agenda push will spur demand for state-of-the-art software, which will create additional opportunities for U.S. companies in this field.

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### **Trade Fairs**

CeBIT – world's largest and most international computer expo - [www.CeBIT.de](http://www.CeBIT.de)

it-sa: IT Security Trade Show: [www.it-sa.de](http://www.it-sa.de)

conhIT, Healthcare IT: [www.conhit.de](http://www.conhit.de)

IT&Business – IT, CRM and DMS - [www.messe-stuttgart.de/en/it-business/](http://www.messe-stuttgart.de/en/it-business/)

### **Associations**

BITKOM - Federal Association for Information Technology, Telecommunications and New Media [www.bitkom.org](http://www.bitkom.org)

BITMI – Federal Association of Small to medium-sized IT companies - [www.bitmi.de](http://www.bitmi.de)

Teletrust – IT Security Association Germany - [www.teletrust.de](http://www.teletrust.de)

ECO – Association of the German Internet Industry - [www.eco.de](http://www.eco.de)

NIFIS – National Initiative for Information and Internet Security - [www.nifis.de](http://www.nifis.de)

Cyber Sicherheitsrat Deutschland eV – Cyber Security Council Germany - <http://cybersicherheitsrat.de/en/>

### **Government Entities**

BSI – Federal Office for Information Security - [www.bsi.de](http://www.bsi.de)

BMWi – Federal Ministry for Economic Affairs and Energy - [www.bmwi.de/EN/Topics/technology.html](http://www.bmwi.de/EN/Topics/technology.html)

### **Publications**

Computer Woche – Computer Week - [www.computerwoche.de](http://www.computerwoche.de)

Computer Reseller News - [www.crn.de](http://www.crn.de)

Channel Partner - [www.channelpartner.de](http://www.channelpartner.de)

Heise Online – IT news – [www.heise.de](http://www.heise.de)

**Commercial Service Contact:**[doris.groot@trade.gov](mailto:doris.groot@trade.gov)**Dental Equipment****Overview**[Return to top](#)

Unit: USD billion

	<b>2013</b>	<b>2014</b>	<b>2015 (estimated)</b>
Total Market	5.85	5.92	5.97
Total Exports	3.6	3.7	3.8

The Dental Equipment (DNT) industry is resilient to crisis and performed well during the recession. It is expected to continue benefitting from favorable demographic trends; improvements in technology and mounting awareness of the importance of oral hygiene. The United States is a technology leader and is competing with Germany in large markets such as China and India. Both the U.S. and Germany have branded for top quality products and innovative technologies and have strong trade ties. Strategically, this is a sector where both the U.S. and Germany claim to be market leaders and the biennial IDS show in Cologne is the stage for the two countries to play muscle, as well as forge further ties in R&D and trade, in view of increasing Chinese competition.

- U.S. exports to Germany amounted to USD 105 million for dental equipment & supplies, and USD 45.5 million for dental laboratory products in 2013. Over 200 companies are actively exporting, with heavyweights Henry Schein, Danaher Corp. and Dentsply having major market share.
- Germany is Europe's largest market for dental equipment. The 200 members of the German Dental Manufacturers Association reported annual sales of USD 5.3 billion in 2012, up 6.3% over previous-year levels. 61% was generated by exports, up 10% over previous-year levels. The major U.S. dental technology supplier Henry Schein has a subsidiary in Germany and is one of the largest distributors in in the German dental market, with annual sales of more than USD 120 million and an estimated 10% market share. Many U.S. dental technology exporters consider the German market the "test lab" for Europe and make it the first stop for European rollout.
- Germany hosts the world's largest dental trade show, biennial IDS (3/2015, Cologne), with 200 U.S. exhibitors in two USA Pavilions and independent exhibits. The number has remained solid over the past ten years with roughly 15-20% newcomers at every show.

**Web Resources**[Return to top](#)**Trade Fairs**IDS: [www.ids.de](http://www.ids.de)**Associations**VDDI (Association of German Dental Manufacturers): [www.vddi.de](http://www.vddi.de)DGZMK (German Society of Dental, Oral & Craniomandibular Sciences): [www.dgzmk.de](http://www.dgzmk.de)FVDZ (Free Association of German Dentists): [www.fvdz.de](http://www.fvdz.de)

PZVD (Union of Privately Working Dentists): [www.pzvd.de](http://www.pzvd.de)  
 BNZ (German Society of Naturopathic Working Dentists): [www.bnz.de](http://www.bnz.de)  
 DGKFO (German Association of Orthodontists): [www.dgkfo.de](http://www.dgkfo.de)  
 KZBV (National Organization of Statutory Health Insurance Physicians): [www.kzbv.de](http://www.kzbv.de)

### Government Entities

BMBF (Federal Ministry of Education and Research): [www.bmbf.de](http://www.bmbf.de)  
 BMG (Federal Ministry of Health): [www.bmg.bund.de](http://www.bmg.bund.de)  
 BMWI (Federal Ministry for Economic Affairs and Energy):- [www.bmwi.de](http://www.bmwi.de)

### Publications

Dentalzeitung: [www.zwp-online.info](http://www.zwp-online.info)  
 dental dialogue: [www.dentaldialogue.de](http://www.dentaldialogue.de)  
 Dentalbarometer: [www.barometer-verlag.de](http://www.barometer-verlag.de)  
 DZW Die Zahnarzt Woche: [www.dzw.de](http://www.dzw.de)

### Commercial Service Contact:

[uta.kirst@trade.gov](mailto:uta.kirst@trade.gov)

## Information and Communications Technology

Unit: USD billion

	2013	2014	2015 (estimated)
Software	18,1	19,1	20,2
Consumer Electronics	10,7	10,2	9,9
IT Hardware	21,2	22,5	22,8
Telecommunications Devices	9,3	9,4	9,5
Telecommunications Infrastructure	6,1	6,3	6,5

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Information and Communications Technology (ICT) is one of the strongest U.S. export sectors in Germany. "Computer & Electronic Products" was the second largest U.S. export sector with USD 6.9 billion of exports to Germany in 2014 (second only to Transportation Equip, followed by Chemicals and Machinery); according to Census.

Germany hosts some of the world's largest ICT trade shows, making Germany a premier marketplace for U.S. companies to reach their global partners and buyers. We have testimonials from U.S. exhibitors, who found buyers from Europe, Middle East, Africa, Asia and Latin America at CeBIT.

Germany has one of the largest ICT markets in the world and U.S. suppliers are key market players in all segments. Here are the subsector market sizes in billion EUR in 2014 according to BITKOM: IT-Hardware 22.5, Software 19.1, IT-Services 36.2, Consumer Electronics 10.2, Telecommunication devices 9.4 and telecommunication infrastructure 6.3

ICT is a German Government priority. In August 2014, the Federal Cabinet approved the "Digital Agenda 2014-2017", which is central to Germany's economic and innovation policy.

It will concentrate its actions on digital infrastructure, digital economy, digital workplaces, innovative public administration, digital environments in society, education, research, science, culture and media, security, protection and confidence for society and business, and European and international dimension of the Digital Agenda.

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### Trade Fairs:

CeBIT (ICT trade show): [www.CeBIT.de](http://www.CeBIT.de)

IFA (Consumer Electronics trade show): [www.ifa-berlin.com](http://www.ifa-berlin.com)

gamescom (Europe's leading games trade show): [www.gamescom-cologne.com](http://www.gamescom-cologne.com)

IT-SA (IT Security Trade Show): [www.it-sa.de](http://www.it-sa.de)

conhit (Europe's largest event for Healthcare IT): [www.conhit.de](http://www.conhit.de)

### Trade Associations:

[www.bitkom.org](http://www.bitkom.org)

[www.bitmi.de](http://www.bitmi.de)

[www.teletrust.de](http://www.teletrust.de)

[www.eco.de](http://www.eco.de)

[www.nifis.de](http://www.nifis.de)

[www.biu-online.de](http://www.biu-online.de)

[www.vatm.de](http://www.vatm.de)

### Government Entities:

Federal Office for Information Security: [www.bsi.de](http://www.bsi.de)

German Regulatory Authority: [www.bundesnetzagentur.de](http://www.bundesnetzagentur.de)

### Trade Publications:

[www.computerwoche.de](http://www.computerwoche.de)

[www.crn.de](http://www.crn.de)

[www.channelpartner.de](http://www.channelpartner.de)

[www.eito.com](http://www.eito.com)

**Commercial Service Contact for Computer Hardware, Consumer Electronics and Telecommunication:** [mathias.koeckeritz@trade.gov](mailto:mathias.koeckeritz@trade.gov)

## Machine Tools & Metalworking Equipment

### Overview

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The German market for machine tools is expected to reach USD 7.5 billion in 2014; the market for precision tools USD 9.3 billion.

"Industry 4.0" or the "Internet of Things" the integration of digital manufacturing processes will be the most important topic in this industry segment for the next decade in Germany, the United States, Japan and other leading industrial nations. 84 % of German machine tool manufacturers would like to implement digital production processes but only 16% stated that they have already started to use cyber-physical systems (CPS) for new

disruptive machine production models. Since a legal framework and applicable standards for the Internet of Things are not available, companies have begun using CPS systems in order to reduce production times up to 30%, improve energy efficiency and logistics and, above all, manufacture more efficiently to customer specifications. Investment potential for Internet of Things-related technologies is estimated at around EUR 140 billion in Europe annually over the next 5 years. The German government has allocated funding of EUR 200 million to support R&D for the Internet of Things and has set up a National Academy of Science and Engineering. As a result, German firms receive counseling on how to implement new production models.

Major industry segments are machining & precision tools; automation and drive solutions for machinery, electronics, IT automation, automotive, robotics and research & technology. U.S. machining & precision tools find a good market potential in Germany; the U.S. was the 7<sup>th</sup> largest supplier with exports of USD 150 million in 2013 (Switzerland USD 1.1 billion; Japan USD 475 million; Italy USD 380 million).

## Web Resources

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VDMA - German Engineering Association [www.vdma.org/en/der-udma](http://www.vdma.org/en/der-udma)

Fraunhofer-Institute for Production Technology and Automation [www.fraunhofer.de/en.html](http://www.fraunhofer.de/en.html)

## Trade Fairs

GIFA, Düsseldorf [www.gifa.com](http://www.gifa.com) (casting)

Metec, Düsseldorf [www.metec-tradefair.com](http://www.metec-tradefair.com) (materials for casting/foundry industries)

Newcast, Düsseldorf [www.newcast.com](http://www.newcast.com) (new materials for casting)

Thermprocess, Düsseldorf [www.thermprocess-online.com](http://www.thermprocess-online.com) (thermo-processing for casting/foundry)

METAV, Düsseldorf [www.metav.com](http://www.metav.com) (machine & precision tools)

Tube, Düsseldorf [www.tube-tradefair.com](http://www.tube-tradefair.com)

Wire, Düsseldorf [www.wire-tradefair.com](http://www.wire-tradefair.com)

AMB, Stuttgart [www.messe-stuttgart.de/en/amb](http://www.messe-stuttgart.de/en/amb) (machine & precision tools)

EURO-BLECH [www.euroblech.com/english](http://www.euroblech.com/english) (sheet metal processing)

ALUMNINIUM [www.euroblech.com/english](http://www.euroblech.com/english)

Valve World Expo [www.valveworldexpo.com](http://www.valveworldexpo.com)

EMO Hannover [www.emo-hannover.de/home](http://www.emo-hannover.de/home) (machine & precision tools)

Schweissen & Schneiden [www.schweissen-schneiden.com/en/schweissen\\_\\_\\_schneiden/index.html](http://www.schweissen-schneiden.com/en/schweissen___schneiden/index.html) (welding)

Hannover Messe [www.hannovermesse.de/home](http://www.hannovermesse.de/home) (factory of the future, IT automation, industrial automation, research & technology, energy, mobiltec (battery and hybrid technologies), industrial supply, global markets)

## Associations

Machine Tools and Manufacturing Systems <http://wzm.vdma.org/>

Precision Tools <http://pwz.vdma.org>

Laser and Laser Systems for Material Processing <http://laser.vdma.org>

Metallurgical Plants and Rolling Mills <http://huw.vdma.org>

Thermo-Process Technology <http://tpt.vdma.org>

Robotics and Automation <http://rua.vdma.org>

**Government Entities:**

Ministry of Economic Affairs and Energy [www.bmwi.de/EN/root.html](http://www.bmwi.de/EN/root.html)

Ministry of Education and Research [www.bmbf.de/en/](http://www.bmbf.de/en/)

**Publications**

Industrie Anzeiger [www.industrieanzeiger.de](http://www.industrieanzeiger.de)

VDI-Z [www.technikwissen.de](http://www.technikwissen.de)

Werkstatt und Betrieb [www.werkstatt-betrieb.de](http://www.werkstatt-betrieb.de)

Werkzeug Technik [www.werkzeug-technik.com](http://www.werkzeug-technik.com)

MAV [www.mav-online.de](http://www.mav-online.de)

KEM [www.kem.de](http://www.kem.de)

Form + Werkzeug [www.form-werkzeug.de](http://www.form-werkzeug.de)

Maschine + Werkzeuge [www.maschinewerkzeug.de](http://www.maschinewerkzeug.de)

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## Medical Technologies

### Overview

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Unit: USD billion

	2013	2014	2015 (estimated)
Total Market Size	29.5	31.0	31.5
Total Local Production	29.8	30.6	31.3
Total Exports	20.5	21.2	21.8
Total Imports	21.1	21.6	22.0
Imports from the U.S.	5.9	6.2	6.4

Medical Technologies (MED) along with DRG, DNT, BIO, LAB, COS and NUS, is a key sector of the Healthcare/Life Sciences (HCT) industry.

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 30 billion Euros annually, with 170,000 employees of which 15% are in R&D. Key industry drivers include the innovative strength of the sector; the solid financial basis of the German medical technology industry, 80% of which are SMEs; and a vibrant startup scene. All major U.S. medical technology suppliers, such as GE Healthcare, Medtronic and 3M, have subsidiaries in Germany and consider the German market the "test lab" for Europe. U.S. medical device exporters to Germany continue to hold a 27-30% import market share.

Germany hosts the world's largest annual MED trade show, MEDICA, making Germany a premier marketplace for U.S. companies to reach their global partners and buyers. The whole U.S. medical industry, represented by 450+ U.S. exhibitors, converge every year for the 4 days of MEDICA to sell to Europe and the rest of the world.

The Healthcare/Life Sciences industry is a priority both for the EU and Germany: part of the EU Fund for Regional Development (EFRE) program 2014-2020 and for German *Länder* implementation and tendering, central to Germany's economic and innovation policy. Implementation will focus on *smart health and aging*: diagnostic, therapy and preventive medicine in (bio) medical research and care; research-based medical technologies; integration of medical technologies in systems and supply solutions; and preservation and improvement of life quality and social engagement. This focus should result in increased opportunities for U.S. suppliers and for them to participate in healthcare infrastructure development projects and partner with German and EU firms. The German Government has established a Federal Healthcare Industry Council and. Subsequently, a Federal Digital Health Council to pave the way for an integrated and cost-efficient healthcare system. These offer windows of opportunity for U.S. health solutions providers and investors.

## Web Resources

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### Web Resources:

[www.medizintechnologie.de](http://www.medizintechnologie.de)  
[www.medtech-zwo.de](http://www.medtech-zwo.de)  
[www.imshealth.de](http://www.imshealth.de)  
[www.management-krankenhaus.de](http://www.management-krankenhaus.de)

### Trade Fairs

Medica: [www.medica-tradefair.com](http://www.medica-tradefair.com) (most comprehensive, covers all segments)  
Compamed: [www.compamed.de](http://www.compamed.de) (medical manufacturing; parallel to Medica)  
conhIT: [www.conhit.de](http://www.conhit.de) (e-health)  
Medtech Europe: [www.medteceurope.com](http://www.medteceurope.com) (medical manufacturing)  
OT-World: [www.ot-world.de](http://www.ot-world.de) (orthopedics and rehabilitation)  
Permedicon: [www.permedicon.de](http://www.permedicon.de) (personalized medicine)  
In3EuroMedtech: [www.iirusa.com/in3emt/index.xml](http://www.iirusa.com/in3emt/index.xml)  
(startups/technologies/licensing/partnering/R&D)

### Associations

[www.bvmed.de](http://www.bvmed.de)  
<http://www.zvei.org/Themen/Gesundheitswirtschaft/Seiten/default.aspx>  
[www.spectaris.de](http://www.spectaris.de)  
[www.vditz.de](http://www.vditz.de)  
[www.dkgev.de](http://www.dkgev.de)  
[www.zmt.de](http://www.zmt.de)  
[www.bvitg.de](http://www.bvitg.de)

### Government Entities

Federal Ministry of Education and Research: [www.bmbf.de](http://www.bmbf.de)  
Federal Ministry of Health: [www.bmg.bund.de](http://www.bmg.bund.de)  
Federal Ministry for Economic Affairs and Energy:- [www.bmwi.de](http://www.bmwi.de)  
Federal Agency for Pharmaceuticals and Medical Products:  
[http://www.bfarm.de/EN/Home/home\\_node.html](http://www.bfarm.de/EN/Home/home_node.html)  
Federal Bureau for Physical-Technical Equipment: <http://www.ptb.de/cms/en/>  
Federal Institute for Risk Assessment: <http://www.bfr.bund.de/en/home.html>  
Federal Institute for Consumer Protection and Food Safety: [www.bvl.bund.de](http://www.bvl.bund.de)  
German Medical Devices Law: [www.dimdi.de](http://www.dimdi.de)

## Publications

Outpatient Market: [www.aerztezeitung.de](http://www.aerztezeitung.de)  
Outpatient Market: [www.aerzteblatt.de](http://www.aerzteblatt.de)  
Home Care and Practitioners: [www.mtd.de](http://www.mtd.de)  
Hospital Market: [www.management-krankenhaus.de](http://www.management-krankenhaus.de)  
Othopaedietechnik: [www.verlag-ot.de](http://www.verlag-ot.de)  
labor&more: [www.succidia.de](http://www.succidia.de)  
Transkrip: [www.transkript.de](http://www.transkript.de)  
Laborwelt: [www.laborwelt.de](http://www.laborwelt.de)  
BIOspektrum: [www.biospektrum.de](http://www.biospektrum.de)  
BIOforum: [www.gitverlag.com](http://www.gitverlag.com)  
Laborjournal: [www.laborjournal.de](http://www.laborjournal.de)

## Commercial Service Contact:

[anette.salama@trade.gov](mailto:anette.salama@trade.gov)

## Pollution Control Equipment

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The U.S. is the world's largest producer of pollution control equipment. In the United States approximately 119,000 enterprises are engaged in the POL business. The U.S. POL industry generates approximately USD 300 billion in revenues, USD 43.8 billion in exports and supports close to 1.7 million jobs.

The market volume of POL in Germany equaled EUR 118 billion in 2013 and is expected to grow at an annual rate of 6.6%. Some of the major drivers of demand include stricter environmental regulations, a reduction in the availability of raw materials and the necessary adaption to climate change.

Subsector market sizes in 2013 according to a study published by the Federal Ministry for the Environment: Sustainable Water Technologies EUR 53 billion, Raw Material and Material Efficiency EUR 48 billion, Recycling EUR 17 billion.

Germany is host to well-known trade shows in the field of POL, making it a premier marketplace for U.S. companies to reach their global partners and buyers. POL shows in Germany are: *Wasser Berlin* (March 2015, Certified Trade Event, 5-10 U.S. Exhibitors), *IFAT Munich* (June 2016, 50+ U.S. Exhibitors) and *ACHEMA* (June 2015, 132 U.S. Exhibitors, 20-30 U.S. Exhibitors in the field of POL.)

The sustainable water sector has the highest growth level of all POL markets in Germany. More than EUR 110 billion has been invested in the domestic sector since 1990. Roland Berger predicts an annual market growth rate of 5.9% until at least 2025.

### Web Resources

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#### Trade Fairs

IFAT [www.ifat.de/en](http://www.ifat.de/en)  
Wasser Berlin International [www.wasser-berlin.de/en](http://www.wasser-berlin.de/en)  
ACHEMA [www.achema.de/en.html](http://www.achema.de/en.html)

## Associations

DWA (German Association for Water, Wastewater and Waste) <http://en.dwa.de/>

DVGW (German Technical and Scientific Association for Gas and Water)

[www.dvgw.de/english-pages/dvgw/](http://www.dvgw.de/english-pages/dvgw/)

BDEW (German Association of Energy and Water Industries)

[www.bdew.de/internet.nsf/id/EN\\_Home](http://www.bdew.de/internet.nsf/id/EN_Home)

VKU (German Association of Local Public Utilities) [www.vku.de/other-languages/english.html](http://www.vku.de/other-languages/english.html)

EWA (European Water Association) [www.ewa-online.eu/](http://www.ewa-online.eu/)

## Government Entities

UBA - German Environmental Protection Agency [www.umweltbundesamt.de/en](http://www.umweltbundesamt.de/en)

Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

[www.bmub.bund.de/en/](http://www.bmub.bund.de/en/)

## Publications

Sustainable Water Technology Solutions – The German Market

[www.gtai.de/GTAI/Content/EN/Invest/\\_SharedDocs/Downloads/GTAI/Fact-sheets/Energy-environmental/fact-sheet-sustainable-water-technologies-en.pdf](http://www.gtai.de/GTAI/Content/EN/Invest/_SharedDocs/Downloads/GTAI/Fact-sheets/Energy-environmental/fact-sheet-sustainable-water-technologies-en.pdf)

Closed Loop Recycling – The German Market

[www.gtai.de/GTAI/Content/EN/Invest/\\_SharedDocs/Downloads/GTAI/Fact-sheets/Energy-environmental/fact-sheet-closed-loop-recycling-en.pdf](http://www.gtai.de/GTAI/Content/EN/Invest/_SharedDocs/Downloads/GTAI/Fact-sheets/Energy-environmental/fact-sheet-closed-loop-recycling-en.pdf)

Soil Conservation and Contaminated Sites

[www.bmub.bund.de/en/topics/water-waste-soil/soil-conservation/general-information/](http://www.bmub.bund.de/en/topics/water-waste-soil/soil-conservation/general-information/)

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## Renewable Energies

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Germany's 2002 Renewable Energy Source Law established fixed feed-in-tariffs for renewable energy sources and gave renewable energy sources grid priority over traditional energy sources. To be able to achieve this energy turnaround, Germany has a strong need for grid modernization and extension as well as storage technologies, e.g. fuel cells. Experts estimate that this change will need investments of between EUR500 and USD 628 billion, representing tremendous business opportunities for U.S. clients. (E.ON, one the major German energy players, is separating itself from its traditional core business segments, i.e. gas, coal and nuclear energy).

### Sub-Sector Best Prospects

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Smart Grid: German distribution grids require an expansion of 83,885 miles up to 119,925 miles. Investment needs for grid extension and modernization until 2020: EUR 18.4 billion – EUR 26.7 billion; until 2030: EUR 27.5-42.5 billion.

Energy Storage & Fuel Cell Industry: In 2025, 28 gigawatts of storage capacity will be required (at present, 7 gigawatts); in 2013, sales exceeded USD 137 million. By 2020 sales of fuel cell technology are expected to reach USD 2.7 billion. Investments of USD 34-41 billion are expected by 2030.

Wind Industry: Germany's 9.1% share of global new installations made it the world's second largest market for new installations in 2013. (GWEC 2014); total installed capacity increased by 9.5% to 34,250 MW in 2014.

Solar Industry: EUR 11.2 billion of investments in new installations in 2012; EUR 13.0 billion sales of PV manufacturers; 34% increase in newly installed nominal capacity between 2012 and 2013. 49.8 TWh production in 2013.

Bio Industry: sales 2011: EUR 12.1 billion; investment in bioenergy plants 2011: EUR 2.9 billion. Combined Heat and Power (CHP): Germany is N° 1 in Europe with a market share of 36%; segment is expected to double until 2020.

## Web Resources

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### Trade Fairs

Husum Wind Energy [www.husumwind.com/husumwind/en/index.php](http://www.husumwind.com/husumwind/en/index.php)

Hannover Messe Energy, Hannover Energy Trade Fair

[www.hannovermesse.de/en/exhibition/trade-fair-line-up/energy/](http://www.hannovermesse.de/en/exhibition/trade-fair-line-up/energy/)

Intersolar [www.intersolar.de/en/home.html](http://www.intersolar.de/en/home.html)

GeoTherm expo + congress [www.geotherm-germany.com/](http://www.geotherm-germany.com/)

EuroTier [www.eurotier.com/home-en.html](http://www.eurotier.com/home-en.html)

Bio Energy Decentral [www.energy-decentral.com/home-ed-en.html](http://www.energy-decentral.com/home-ed-en.html)

enertec [www.enertec-leipzig.com/?language=en](http://www.enertec-leipzig.com/?language=en)

RenExpo [www.renexpo.de/en.html](http://www.renexpo.de/en.html)

### Associations

Renewable Energies in general:

Bundesverband Erneuerbare Energie (BEE), German Renewable Energy Federation

[www.bee-ev.de/english/Agentur](http://www.bee-ev.de/english/Agentur)

Agentur fuer Erneuerbare Energien, Renewable Energies Agency [www.unendlich-viel-energie.de/english](http://www.unendlich-viel-energie.de/english)

Grid:

Bundesnetzagentur, Federal Network Agency for Electricity, Gas, Telecommunications, Post and Railways [www.bundesnetzagentur.de](http://www.bundesnetzagentur.de)

Energy Storage & Fuel Cell Industry:

Bundesverband Energiespeicher (BVES), German Energy Storage Association

[www.bves.de/](http://www.bves.de/)

Deutscher Wasserstoff- und Brennstoffzellen-Verband, German Hydrogen and Fuel Cell Association [www.dwv-info.de/e/index.html](http://www.dwv-info.de/e/index.html)

Wind Energy:

Bundesverband Windenergie (BWE), German Wind Energy Association [www.wind-energie.de/en](http://www.wind-energie.de/en)

Solar Energy:

Bundesverband Solarwirtschaft (BSW), German Solar Association  
[www.solarwirtschaft.de/en/start/english-news.html](http://www.solarwirtschaft.de/en/start/english-news.html)

Geothermal Energy:

Bundesverband Geothermie (GtV-BV), German Geothermal Association (BVG)  
[www.geothermie.de/bundesverband/der-verband-im-portraet/en-about-us.html](http://www.geothermie.de/bundesverband/der-verband-im-portraet/en-about-us.html)

Bio Industry:

Fachverband Biogas, German Biogas Association [www.biogas.org](http://www.biogas.org)  
Deutsche Energie-Pellet Verband (DEPV), German Pellet Association [www.depv.de/](http://www.depv.de/)

Hydro Energy:

Bundesverband Deutscher Wasserkraftwerke e.V. (BDW), German Hydropower Association [www.wasserkraft-deutschland.de/](http://www.wasserkraft-deutschland.de/)

### **Government Entities**

Bundesministerium für Umwelt, Naturschutz, Bau und Reaktorsicherheit (BMUB), Nature Conservation and Nuclear Safety/ Federal Ministry of Environment [www.bmub.bund.de/en/](http://www.bmub.bund.de/en/)

Bundesministerium für Wirtschaft und Energie (BMWi) – Erneuerbare Energie, Federal Ministry for Economic Affairs and Energy (BMWi) [www.erneuerbare-energien.de](http://www.erneuerbare-energien.de)

Deutsche Energie-Agentur, German Energy Agency (DENA) [www.dena.de/en.html](http://www.dena.de/en.html)

Internationale Agentur fuer Erneuerbare Energien, International Renewable Energy Agency (IRENA) [www.irena.org](http://www.irena.org)

German Trade and Invest (GTAI) [www.gtai.com](http://www.gtai.com)

### **Publications**

Renewable Energies in general:

[www.erneuerbare-energien.de/EE/Redaktion/DE/Downloads/development-of-renewable-energy-sources-in-germany-2014.pdf?\\_\\_blob=publicationFile&v=6](http://www.erneuerbare-energien.de/EE/Redaktion/DE/Downloads/development-of-renewable-energy-sources-in-germany-2014.pdf?__blob=publicationFile&v=6)

[http://energytransition.de/wp-content/themes/boell/pdf/en/German-Energy-Transition\\_en.pdf](http://energytransition.de/wp-content/themes/boell/pdf/en/German-Energy-Transition_en.pdf)

Grid:

<http://www.vde.com/en/dke/std/KoEn/Pages/ExpertiseCentreforE-Energy.aspx>

Energy Storage & Fuel Cell Industry:

[www.isi.fraunhofer.de/isi-wAssets/docs/t/en/TRM-ESEM-2030\\_en\\_web.pdf](http://www.isi.fraunhofer.de/isi-wAssets/docs/t/en/TRM-ESEM-2030_en_web.pdf)

[www.gtai.de/GTAI/Content/EN/Invest/\\_SharedDocs/Downloads/GTAI/Brochures/Industries/germany-lead-market-for-energy-storage-fuel-cell-systems-en.pdf](http://www.gtai.de/GTAI/Content/EN/Invest/_SharedDocs/Downloads/GTAI/Brochures/Industries/germany-lead-market-for-energy-storage-fuel-cell-systems-en.pdf)

Wind Energy:

[www.gtai.de/GTAI/Content/EN/Invest/\\_SharedDocs/Downloads/GTAI/Industry-overviews/industry-overview-the-wind-energy-industry-en.pdf](http://www.gtai.de/GTAI/Content/EN/Invest/_SharedDocs/Downloads/GTAI/Industry-overviews/industry-overview-the-wind-energy-industry-en.pdf)

Solar Energy:

[www.ise.fraunhofer.de/en/publications/veroeffentlichungen-pdf-dateien-en/studien-und-konzeptpapiere/recent-facts-about-photovoltaics-in-germany.pdf](http://www.ise.fraunhofer.de/en/publications/veroeffentlichungen-pdf-dateien-en/studien-und-konzeptpapiere/recent-facts-about-photovoltaics-in-germany.pdf)

Geothermal Energy:

[www.bine.info/en/topics/renewable-energy-sources/geothermal-energy/](http://www.bine.info/en/topics/renewable-energy-sources/geothermal-energy/)

Bio Industry:

[http://mediathek.fnr.de/media/downloadable/files/samples/b/a/basisdaten\\_9x16\\_2013\\_engl\\_web.pdf](http://mediathek.fnr.de/media/downloadable/files/samples/b/a/basisdaten_9x16_2013_engl_web.pdf)

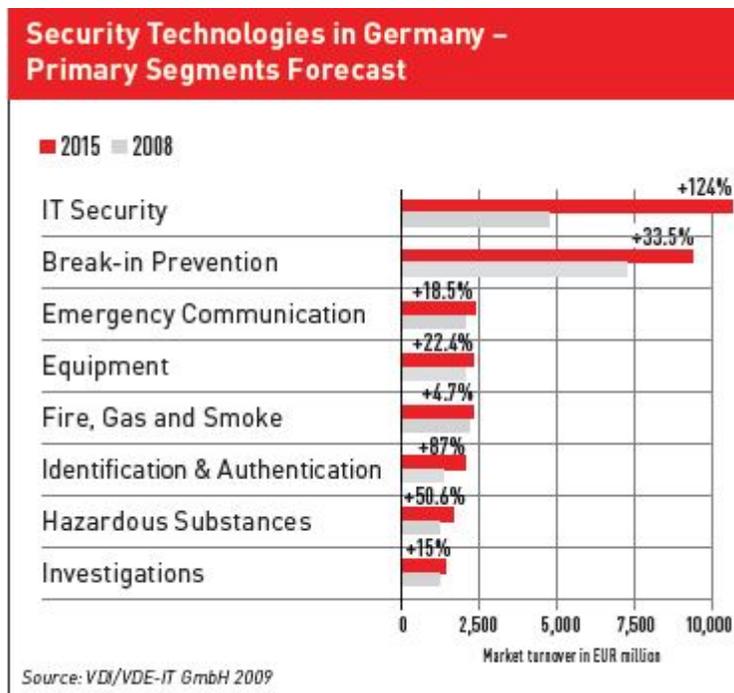
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**Safety & Security**

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The Safety & Security sector includes the homeland security, electronic and physical security, fire & life safety, cybersecurity, and port and infrastructure security subsectors. Cybersecurity also is a sub-sector within the ICT Team's portfolio. SEC is an industry where the USA spearheads innovation and where price is not the decisive factor in purchasing decisions. Significant growth will be found in smart city surveillance, smart traffic monitoring, smart utilities, smart education and smart retail - all of which contain key security elements and act to open new markets for U.S. security product and technology

suppliers.

The SEC sector is a key part of German infrastructure and represents excellent sales potential for U.S. exporters. The German security technologies market is the largest in Europe: expected increase by 2015 to EUR 21 billion. German security technology and services market was EUR 11.04 billion in 2011 (4.9 billion: security/protection services; 2.1 billion: mechanical equipment; 3.5 billion: electrical equip; and 6 billion for other security equip). Forecasts for 2015 predict continuing growth in all relevant sectors.

The German security technologies market comprises 8 segments and industry associations expect significant market increases by end of 2015: IT security +12%, identification & authentication +15%, hazardous substances +50%, break-in prevention +33%, emergency communications +18%, fire, gas and smoke +5%, investigations +15% and security equip +22%.

## Web Resources

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### Trade Fairs

Interschutz - Fire prevention and protection, disaster relief, rescue and safety - International Trade Fair [www.interschutz.de/home](http://www.interschutz.de/home)

A + A – Safety, Security and Health at Work - International Trade Fair with Congress [www.aplusa-online.com](http://www.aplusa-online.com)

GPEC - General Police Equipment Exhibition & Conference [www.gpec.de](http://www.gpec.de)

SMM & MS&D – Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg [www.smm-hamburg.com/en/programme/security-and-defence](http://www.smm-hamburg.com/en/programme/security-and-defence)

Security - World Forum for Security and Fire Prevention [www.security-essen.de](http://www.security-essen.de)

### Associations

Verband für Sicherheitstechnik e.V. (German Association for Securitytechnology ) <http://vfh.de>

Arbeitsgemeinschaft für Sicherheit der Wirtschaft e.V. (German Association for Security in Industry and Commerce) [www.asw-online.de](http://www.asw-online.de)

BITKOM e.V./German Association for Information Technology, Telecommunications and New Media

[www.bitkom.org/en](http://www.bitkom.org/en)

Bundesamt für Sicherheit in der Informationstechnik (Federal Office for Information Security)

[www.bsi.bund.de](http://www.bsi.bund.de)

Bundesverband Deutscher Wach- und Sicherheitsunternehmen e. V. (Federal Association of German (Security) Guard and Security Companies) [www.bdws.de](http://www.bdws.de)

Bundesverband Digitale Wirtschaft (BVDW) e.V. (Federal Association of the Digital Economy)

[www.bvdw.org](http://www.bvdw.org)

Bundesverband der Hersteller- und Errichterfirmen von Sicherheitssystemen e.V. (BHE) (Federal Association of Producers and Installers of Security Systems) [www.bhe.de](http://www.bhe.de)

Bundesverband Technischer Brandschutz e.V. (Federal Association for the technical protection against fire) [www.bvfa.de](http://www.bvfa.de)

VDE Verband der Elektrotechnik Elektronik Informationstechnik e.V. (Association for Electrical, Electronic & Information Technologies) [www.vde.com/](http://www.vde.com/)

### **Publications**

Euro Security [www.eurosecglobal.de](http://www.eurosecglobal.de)

GIT SICHERHEIT + MANAGEMENT [www.gitverlag.com/en/about/index.html](http://www.gitverlag.com/en/about/index.html)

Protector [www.sicherheit.info](http://www.sicherheit.info)

WIK – Zeitschrift für Sicherheit in der Wirtschaft (Magazine for Security in the Economy) [www.wik.info](http://www.wik.info)

### **Commercial Service Contact:**

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## **Travel & Tourism**

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International travel a priority National Export Initiative sector is the second-largest export industry in the United States and is the single largest services sector export accounting for 31 percent of all services exports in 2013. Every 37 visitors to the U.S. will create one new job in America. In 2014, there were a total of 74.7 million international visitors to the United States. Germany ranks 7<sup>th</sup> worldwide, with 1.97 million visitors.

Spending by international travelers visiting the United States in 2013 supported 1.1 million of the 7.6 million American jobs supported directly or indirectly by all travelers spending. Spending by international travelers to the United States in 2013 was USD 214.8 billion. Of this total, USD 173 billion was spent in the United States and USD 42 billion on passenger fares on U.S. carriers. In 2013, the U.S. ranked first among worldwide destinations in travel spending. German visitors to the United States spent a total of USD 7.2 billion (ranked 8th worldwide and 2nd after UK in Europe).

Germany hosts the world's largest travel show, ITB, making Germany a premier marketplace for U.S. tourism companies to reach their global partners and buyers. VUSA Germany (Visit USA Committee Germany e.V.), together with Brand USA, will promote the Discover America brand at 4 major consumer travel shows, 3 trade events, 2 media events, several networking events and online and in print. In addition, Brand USA will conduct familiarization trips to the U.S. for travel agents, launch a giant screen film on the U.S. National Park Service (as part of its great outdoors theme), support culinary tourism events and continue its cooperative advertising campaign with major tour operators. The goal is to get over 2,000,000 German visitors to the United States in 2015.

### **Web Resources**

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#### **Trade Fairs:**

TC Leipzig: [www.touristikundcaravaning.de](http://www.touristikundcaravaning.de)

CMT Stuttgart: [www.messe-stuttgart.de/cmt](http://www.messe-stuttgart.de/cmt)

Reisen Hamburg: [www.hamburg-messe.de/reisen](http://www.hamburg-messe.de/reisen)

f.re.e Munich: [www.free-muenchen.de](http://www.free-muenchen.de)

ITB Berlin: [www.itb-berlin.com](http://www.itb-berlin.com)  
 IMEX Frankfurt: [www.imex-frankfurt.de](http://www.imex-frankfurt.de)  
 Travel Expo & FVW Congress Cologne (B2B fair): [www.fvw.de](http://www.fvw.de)

**Government:**

Entry and visa regulations information: <http://germany.usembassy.gov/visa>  
<https://esta.cbp.dhs.gov>

**Other:**

Official site of the Visit USA Committee Germany e.V.: [www.vusa.Travel](http://www.vusa.Travel)  
 Brand USA's consumer website in German: [www.discoveramerica.com/de](http://www.discoveramerica.com/de)  
 Consumer travel website on United States in German: [www.usa.de](http://www.usa.de)  
 German landing page for Recreation.Gov: [www.natuerlichusa.de](http://www.natuerlichusa.de)

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**Agricultural Sectors**

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Product Category (in USD million)	Total German Imports 2014	German Imports from the U.S.	U.S. Import Growth (2010-14)	Market attractiveness for USA
Tree Nuts	2,406	703	+136%	The United States is the biggest supplier of tree nuts to Germany. Most tree nuts are used as ingredients by the food processing sector. Almonds are the most important commodity within this category. Further products with good sales potential include walnuts, pistachios and pecans.
Fish and Seafood Products	5,472	207	-4%	The German market offers lucrative opportunities for fish and seafood products. Fish consumption is growing as consumers associate fishery products with a healthy diet. Best prospects for U.S. and seafood exports are salmon, shrimps, crabs, caviar substitutes, cuttlefish and squid, sea urchins, catfish and scallops.
Wine and Beer	4,010	102	17%	Germany has a high share of domestic wine production. However, good prospects exist for "new world wines" including those from the U.S. The U.S. has also steadily increased its exports of beer made from malt to Germany.
Processed Fruits and Vegetables	5,882	98	23%	Those products are mostly used as ingredients by the food processing sector for the production of pastries and cereals. Dried fruits and prepared nuts are also popular as a snack. Commodities with notably increasing

				sales are dried grapes (including raisins), dried prunes and preserved cherries.
Red Meats Fresh/Chilled/ Frozen	5,181	52	68%	Good opportunities for U.S. high quality beef produced without growth hormones. The EU quota size and administration system have recently seen changes.
Snack Foods (excl. Nuts)	3,758	8	29%	German demand for healthy, organic, innovative and exotic snacks continues to grow. U.S. import growth has expanded in this category predominately due to increasing imports of cocoa preparations and chocolate.
Pet Foods (Dog and Cat)	1,051	2	-14%	Sale of cat food has the biggest market share. U.S. exports are declining but potential exists for premium pet food.

**U.S. Embassy Contact:**

Office of Agricultural Affairs: [agberlin@usda.gov](mailto:agberlin@usda.gov)

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## Chapter 5: Trade Regulations. Customs and Standards

- [Import Tariffs](#)
- [Trade Barriers](#)
- [Import Requirements and Documentation](#)
- [U.S. Export Controls](#)
- [Temporary Entry](#)
- [Labeling and Marking Requirements](#)
- [Prohibited and Restricted Imports](#)
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### Import Tariffs

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#### Germany Import Turnover Tax

Goods imported from **non-EU states** are subject to an import turnover tax (Einfuhrumsatzsteuer). The import turnover tax rate equals the VAT (value-added tax) rates of 19 percent levied on domestic products (or 7 percent for some product categories), and has to be paid to the customs authority. The assessment base for the import turnover tax is the so-called customs value.

The import turnover tax on goods imported from non-EU states can be deducted as a so-called input tax (Vorsteuer). As a prerequisite, the company must have the necessary import documents with customs proof of payment (import declaration). It is important to collect and present all invoices as originals in order to deduct any VAT charges from one's own tax liability or to get reimbursed by the German Ministry of Finance, if eligible.

#### EU Regulations

The Integrated Tariff of the Community, referred to as TARIC (Tarif Intégré de la Communauté), is designed to show the various rules which apply to specific products being imported into the customs territory of the EU or, in some cases, exported from it. To determine if a license is required for a particular product, check the TARIC. The TARIC can be searched by country of origin, Harmonized System (HS) Code, and product description on the interactive website of the Directorate-General for Taxation and the Customs Union. The online TARIC is updated daily.

Key Link:

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_duties/tariff\\_aspects/customs\\_tariff/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/tariff_aspects/customs_tariff/index_en.htm)

Germany's regulations and bureaucratic procedures can be a difficult hurdle for companies wishing to enter the market and require close attention by U.S. exporters. Complex safety standards, not normally discriminatory but sometimes zealously applied, complicate access to the market for many U.S. products. U.S. suppliers are well advised to do their homework thoroughly and make sure they know precisely which standards apply to their product and that they obtain timely testing and certification.

For information on existing trade barriers, please see the National Trade Estimate Report on Foreign Trade Barriers, published by USTR and available through the following website:

[www.ustr.gov/sites/default/files/2013%20NTE%20European%20Union%20Final.pdf](http://www.ustr.gov/sites/default/files/2013%20NTE%20European%20Union%20Final.pdf)

Information on agricultural trade barriers can be found at the following website:

[www.usda-eu.org/](http://www.usda-eu.org/)

To report existing or new trade barriers and get assistance in removing them, contact either the Trade Compliance Center at [www.trade.gov/tcc](http://www.trade.gov/tcc) or the U.S. Mission to the European Union at <http://export.gov/europeanunion/>

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- The TARIC (Tarif Intégré de la Communauté), described above, is available to help determine if a license is required for a particular product.

Many EU member states maintain their own list of goods subject to import licensing. For example, Germany's "Import List" (Einfuhrliste) includes goods for which licenses are required, their code numbers, any applicable restrictions, and the agency that will issue the relevant license. The Import List also indicates whether the license is required under German or EU law.

For information relevant to member state import licenses, please consult the relevant member state Country Commercial Guide: [EU Member States' Country Commercial Guides](#) or conduct a search on the Commerce Department's Market Research Library, available from: [www.export.gov/mrktresearch/index.asp](http://www.export.gov/mrktresearch/index.asp).

**Import Documentation****The Single Administrative Document**

The official model for written declarations to customs is the Single Administrative Document (SAD). Goods brought into the EU customs territory are, from the time of their entry, subject to customs supervision until customs formalities are completed. Goods are covered by a Summary Declaration which is filed once the items have been presented to customs officials. The customs authorities may, however, allow a period for filing the Declaration which cannot be extended beyond the first working day following the day on which the goods are presented to customs.

The Summary Declaration is filed by:

- the person who brought the goods into the customs territory of the Community or by any person who assumes responsibility for carriage of the goods following such entry; or
- the person in whose name the person referred to above acted.

The Summary Declaration can be made on a form provided by the customs authorities. However, customs authorities may also allow the use of any commercial or official document that contains the specific information required to identify the goods. The SAD serves as the EU importer's declaration. It encompasses both customs duties and VAT and is valid in all EU member states. The declaration is made by whoever is clearing the goods, normally the importer of record or his/her agent.

European Free Trade Association (EFTA) countries including Norway, Iceland, Switzerland, and Liechtenstein also use the SAD. Information on import/export forms is contained in Council Regulation (EEC) No. 2454/93, which lays down provisions for the implementation of the Community Customs Code (Articles 205 through 221). Articles 222 through 224 provide for computerized customs declarations and Articles 225 through 229 provide for oral declarations.

More information on the SAD can be found at:

[http://ec.europa.eu/taxation\\_customs/customs/procedural\\_aspects/general/sad/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/procedural_aspects/general/sad/index_en.htm)

Regulation (EC) No 450/2008 laying down the Community Customs Code (so-called the "Modernized Customs Code") aimed at the adaptation of customs legislation and at introducing the electronic environment for customs and trade. This Regulation entered into force on June 24, 2008 and was due to be applicable once its implementing provisions were in force by June 2013. However, the Modernized Customs Code was recast as a Union Customs Code (UCC) before it became applicable. The Union Customs Code (UCC) Regulation entered into force in October 2013 and repealed the MCC Regulation; its substantive provisions will apply only on May 1<sup>st</sup> 2016. Until this time, the Community Customs Code and its implementing provisions continue to apply.

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_code/union\\_customs\\_code/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_code/union_customs_code/index_en.htm)

Imported goods must be accompanied by a customs declaration, which has to be submitted in writing, and an invoice in duplicate. Normally the German importer files this declaration. The commercial invoice must show the country of purchase and the country of origin of the goods. The invoice should contain:

- (Company) and address of seller and buyer
- Place and date of issue
- Number, kind of packages
- Precise description of articles
- Volume or quantity in normal commercial units

- Invoice price (in invoice currency)
- Terms of delivery and
- Payment.

In addition, a certificate of origin may be required in some cases.

Import duties and taxes are subject to change and companies are well advised to verify the correct tariff level shortly before carrying out any export transaction. For further information, including current customs tariffs, please visit:

[www.zoll.de](http://www.zoll.de)

[www.germany.info/Vertretung/usa/en/Startseite.html](http://www.germany.info/Vertretung/usa/en/Startseite.html)

The summary declaration is to be lodged by:

- the person who brought the goods into the customs territory of the Community or by any person who assumes responsibility for carriage of the goods following such entry; or
- the person in whose name the person referred to above acted.

Non-EU goods presented to customs must be assigned a customs-approved treatment or use authorized for such non-Community goods. Where goods are covered by a summary declaration, the formalities for them to be assigned a customs-approved treatment or use must be carried out:

- 45 days from the date on which the summary declaration is lodged in the case of goods carried by sea;
- 20 days from the date on which the summary declaration is lodged in the case of goods carried other than by sea.  
Where circumstances so warrant, the customs authorities may set a shorter period or authorize an extension of the period.

The Modernized Customs Code (MCC) of the European Union entered into force on 24 June 2008. The MCC replaced Regulation 2913/92 and simplifies various procedures such as introducing a paperless environment, centralized clearance and more. Check the EU's Customs website for updates:

[http://ec.europa.eu/taxation\\_customs/customs/procedural\\_aspects/general/community\\_code/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/procedural_aspects/general/community_code/index_en.htm)

## **EORI**

Since July 1, 2009, all companies established outside of the EU are required to have an Economic Operator Registration and Identification (EORI) number if they wish to lodge a customs declaration or an Entry/Exit Summary declaration. All U.S. companies should use this number for their customs clearances. If a U.S. company wishes to apply for AEO status or apply for simplifications in customs procedures within the EU, it must first obtain an EORI number. Companies should request an EORI number from the authorities of the first EU member state to which they export. Once a company has received an EORI number, it can use it for exports to any of the 28 EU member states. There is no single format for the EORI number.

More information about the EORI number can be found at:  
[http://ec.europa.eu/taxation\\_customs/dds2/eos/eori\\_home.jsp?Lang=en](http://ec.europa.eu/taxation_customs/dds2/eos/eori_home.jsp?Lang=en)

## **U.S. - EU Mutual Recognition Arrangement (MRA)**

Since 1997, the U.S. and the EU have had an [agreement](#) on customs cooperation and mutual assistance in customs matters. For additional information, please see:  
[http://ec.europa.eu/taxation\\_customs/customs/policy\\_issues/international\\_customs\\_agreements/usa/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/policy_issues/international_customs_agreements/usa/index_en.htm)

In 2012, the U.S. and the EU signed a new Mutual Recognition Arrangement (MRA) aimed at matching procedures to associate one another's customs identification numbers. The MCC introduced the Authorized Economic Operator (AEO) program (known as the "security amendment"). This is similar to the U.S.' voluntary Customs-Trade Partnership Against Terrorism (C-TPAT) program in which participants receive certification as a "trusted" trader. AEO certification issued by a national customs authority is recognized by all member state's customs agencies. An AEO is entitled to two different types of authorization: "customs simplification" or "security and safety." The former allows for an AEO to benefit from simplifications related to customs legislation, while the latter allows for facilitation through security and safety procedures. Shipping to a trader with AEO status could facilitate an exporter's trade as its benefits include expedited processing of shipments, reduced theft/losses, reduced data requirements, lower inspection costs and enhanced loyalty and recognition.

The U.S. and the EU recognize each other's security certified operators and will take the respective membership status of certified trusted traders favorably into account to the extent possible. The favorable treatment provided by mutual recognition will result in lower costs, simplified procedures and greater predictability for transatlantic business activities. The newly signed arrangement officially recognizes the compatibility of AEO and C-TPAT programs, thereby facilitating faster and more secure trade between U.S. and EU operators. The agreement is being implemented in two phases. The first commenced in July 2012 with the U.S. customs authorities placing shipments coming from EU AEO members into a lower risk category. The second phase took place in early 2013, with the EU re-classifying shipments coming from C-TPAT members into a lower risk category. The U.S. customs identification numbers (MID) are therefore recognized by customs authorities in the EU, as per Implementing Regulation 58/2013 (which amends EU Regulation 2454/93 cited above):

[http://ec.europa.eu/taxation\\_customs/resources/documents/customs/procedural\\_aspects/general/implementing\\_regulation\\_58\\_2013\\_en.pdf](http://ec.europa.eu/taxation_customs/resources/documents/customs/procedural_aspects/general/implementing_regulation_58_2013_en.pdf)

Additional information on the MRA can be found at:  
[www.cbp.gov/newsroom/national-media-release/2013-02-08-050000/eu-us-fully-implement-mutual-recognition-decision](http://www.cbp.gov/newsroom/national-media-release/2013-02-08-050000/eu-us-fully-implement-mutual-recognition-decision)

## **Batteries**

EU battery rules changed in September 2006 following the publication of the Directive on batteries and accumulators and waste batteries and accumulators ([Directive 2006/66](#)). This Directive replaces the original Battery Directive of 1991 (Directive 91/157). The 2006 Directive applies to all batteries and accumulators placed on the EU market

including automotive, industrial and portable batteries. It aims to protect the environment by restricting the sale of batteries and accumulators that contain mercury or cadmium (with an exemption for emergency and alarm systems, medical equipment and cordless power tools) and by promoting a high level of collection and recycling. It places the responsibility on producers to finance the costs associated with the collection, treatment, and recycling of used batteries and accumulators. The Directive also includes provisions on the labeling of batteries and their removability from equipment. In 2012, the European Commission published a FAQ document to assist interested parties in interpreting its provisions. For more information, see our market research report: [www.buyusainfo.net/docs/x\\_4062262.pdf](http://www.buyusainfo.net/docs/x_4062262.pdf)

## **REACH**

REACH, "Registration, Evaluation and Authorization and Restriction of Chemicals", is the system for controlling chemicals in the EU which came into force in 2007 (Regulation 1907/2006). Virtually every industrial sector, from automobiles to textiles, is affected by this policy. REACH requires chemicals produced or imported into the EU in volumes above 1 metric ton per year to be registered with a central database handled by the European Chemicals Agency (ECHA). Information on a chemical's properties, its uses and safe ways of handling are part of the registration process. The next registration deadline is [May 31, 2018](#). U.S. companies without a presence in Europe cannot register directly and must have their chemicals registered through their importer or EU-based 'Only Representative of non-EU manufacturer'. A list of Only Representatives (ORs) can be found on the website of the U.S. Mission to the EU: <http://export.gov/europeanunion/reachclp/index.asp>

U.S. companies exporting chemical products to the European Union must update their Material Safety Data Sheets (MSDS) to be REACH compliant. For more information, see the guidance on the compilation of safety data sheets: [http://echa.europa.eu/documents/10162/17235/sds\\_en.pdf](http://echa.europa.eu/documents/10162/17235/sds_en.pdf)

U.S. exporters to the EU should carefully consider the REACH 'Candidate List' of Substances of Very High Concern (SVHCs) and the 'Authorization List'. Substances on the Candidate List are subject to communication requirements prior to their export to the EU. Companies seeking to export products containing substances on the 'Authorization List' will require an authorization. The Candidate List can be found at: <http://echa.europa.eu/web/guest/candidate-list-table>.

The Authorization List is available at <http://echa.europa.eu/addressing-chemicals-of-concern/authorisation/recommendation-for-inclusion-in-the-authorisation-list/authorisation-list>

## **WEEE Directive**

EU rules on Waste Electrical and Electronic Equipment (WEEE), while not requiring specific customs or import paperwork, may entail a financial obligation for U.S. exporters. The Directive requires U.S. exporters to register relevant products with a national WEEE authority or arrange for this to be done by a local partner. The WEEE Directive was revised on July 4, 2012 and the scope of products covered was expanded to include all electrical and electronic equipment. This revised scope will apply from August 14, 2018 with a phase-in period that has already begun. U.S. exporters seeking

more information on the WEEE Directive should visit:  
<http://export.gov/europeanunion/weeerohs/index.asp>

## **RoHS**

The ROHS Directive imposes restrictions on the use of certain chemicals in electrical and electronic equipment. It does not require specific customs or import paperwork however, manufacturers must self-certify that their products are compliant. The Directive was revised in 2011 and entered into force on January 2, 2013. One important change with immediate effect is that RoHS is now a CE Marking Directive. The revised Directive expands the scope of products covered during a transition period which ends on July 22, 2019. Once this transition period ends, the Directive will apply to medical devices, monitoring and control equipment in addition to all other electrical and electronic equipment. U.S. exporters seeking more information on the RoHS Directive should visit:  
<http://export.gov/europeanunion/weeerohs/index.asp>

## **Cosmetics Regulation**

On November 30, 2009, the EU adopted a new regulation on cosmetic products which has applied since July 11, 2013. The law introduces an EU-wide system for the notification of cosmetic products and a requirement that companies without a physical presence in the EU appoint an EU-based responsible person.

In addition, on March 11, 2013, the EU imposed a ban on the placement on the market of cosmetics products that contain ingredients that have been subject to animal testing. This ban does not apply retroactively but does capture new ingredients. Of note, in March 2013, the Commission published a Communication stating that this ban would not apply to ingredients where safety data was obtained from testing required under other EU legislation that did not have a cosmetic purpose. For more information on animal testing, see: <http://ec.europa.eu/consumers/sectors/cosmetics/animal-testing>

For more general information, see:  
[http://export.gov/europeanunion/accessingeumarketsinkeyindustrysectors/eg\\_eu\\_044318.asp](http://export.gov/europeanunion/accessingeumarketsinkeyindustrysectors/eg_eu_044318.asp)

## **Agricultural Documentation**

**Phytosanitary Certificates:** Phytosanitary certificates are required for most fresh fruits, vegetables, and other plant materials.

**Sanitary Certificates:** For commodities composed of animal products or by-products, EU countries require that shipments be accompanied by a certificate issued by the competent authority of the exporting country. This applies regardless of whether the product is for human consumption, for pharmaceutical use, or strictly for non-human use (e.g., veterinary biologicals, animal feeds, fertilizers, research). The vast majority of these certificates are uniform throughout the EU, but the harmonization process is not complete. During this transition period, certain member state import requirements continue to apply. In addition to the legally required EU health certificates, a number of other certificates are used in international trade. These certificates, which may also be harmonized in EU legislation, certify origin for customs purposes and certain quality

attributes. Up-to-date information on harmonized import requirements can be found at the following website:

[www.usda-eu.org/trade-with-the-eu/eu-import-rules/certification/fairs-export-certificate-report/](http://www.usda-eu.org/trade-with-the-eu/eu-import-rules/certification/fairs-export-certificate-report/).

### **Sanitary Certificates (Fisheries)**

In April 2006, the European Union declared the U.S. seafood inspection system as equivalent to the European one. Consequently, a specific public health certificate must accompany U.S. seafood shipments. The U.S. fishery product sanitary certificate is a combination of Commission Decision 2006/199/EC for the public health attestation and of Regulation 1012/2012 for the general template and animal health attestation. Unlike for fishery products, the U.S. shellfish sanitation system is not equivalent to that of the EU's. The EU and the U.S. are currently negotiating a veterinary equivalency agreement on shellfish. In the meantime, the EU still has a ban in place (since July 1, 2010), that prohibits the import of U.S. bivalve mollusks, in whatever form, into EU territory. This ban does not apply to wild roe-off scallops.

Since June 2009, the only U.S. competent authority for issuing sanitary certificates for fishery and aquaculture products is the U.S. Department of Commerce, National Marine Fisheries Service (NOAA-NMFS).

In addition to sanitary certificates, all third countries wishing to export fishery products to the EU are requested to provide a catch certificate. This catch certificate certifies that the products in question have been caught legally.

For detailed information on import documentation for seafood, please contact the NOAA Fisheries office at the U.S. Mission to the EU ([stephane.vrignaud@trade.gov](mailto:stephane.vrignaud@trade.gov)) or visit the following NOAA dedicated web site:

[http://www.seafood.nmfs.noaa.gov/export/export\\_certification/euexport.html](http://www.seafood.nmfs.noaa.gov/export/export_certification/euexport.html)

### **U.S. Export Controls**

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The U.S. Department of Commerce's Bureau of Industry and Security (BIS) is responsible for implementing and enforcing the Export Administration Regulations (EAR), which regulate the export and re-export of some commercial items, including "production" and "development" technology.

The items that BIS regulates are often referred to as "dual use" since they have both commercial and military applications. Further information on export controls is available at: [www.bis.doc.gov/index.php/exporter-portal](http://www.bis.doc.gov/index.php/exporter-portal)

BIS has developed a list of "red flags", or warning signs, intended to discover possible violations of the EAR. These are posted at:

[www.bis.doc.gov/index.php/enforcement/oe/compliance/23-compliance-a-training/51-red-flag-indicators](http://www.bis.doc.gov/index.php/enforcement/oe/compliance/23-compliance-a-training/51-red-flag-indicators)

Also, BIS has "Know Your Customer" guidance at:

[www.bis.doc.gov/index.php/enforcement/oe/compliance?layout=edit&id=47](http://www.bis.doc.gov/index.php/enforcement/oe/compliance?layout=edit&id=47)

If there is reason to believe a violation is taking place or has occurred, report it to the

Department of Commerce by calling the 24-hour hotline at 1(800) 424-2980, or via the confidential lead page at [www.bis.doc.gov/index.php/component/rsform/form/14?task=forms.edit](http://www.bis.doc.gov/index.php/component/rsform/form/14?task=forms.edit)

The EAR does not control all goods, services, and technologies. Other U.S. government agencies regulate more specialized exports. For example, the U.S. Department of State has authority over defense articles and services. A list of other agencies involved in export control can be found on the BIS web.

It is important to note that in August 2009, the President directed a broad-based interagency review of the U.S. export control system, with the goal of strengthening national security and the competitiveness of key U.S. manufacturing and technology sectors by focusing on current threats, as well as adapting to the changing economic and technological landscape. As a result, the Administration launched the Export Control Reform Initiative (ECR Initiative) which is designed to enhance U.S. national security and strengthen the United States' ability to counter threats such as the proliferation of weapons of mass destruction.

The Administration is implementing the reform in three phases. Phases I and II reconcile various definitions, regulations, and policies for export controls, all the while building toward Phase III, which will create a single control list, single licensing agency, unified information technology system, and enforcement coordination center.

For additional information on ECR see: <http://export.gov/ecr/index.asp>

BIS provides a variety of training sessions to U.S. exporters throughout the year. These sessions range from one to two day seminars and focus on the basics of exporting as well as more advanced topics. A list of upcoming seminars can be found at: <http://www.bis.doc.gov/index.php/compliance-a-training/current-seminar-schedule>

For further details about the Bureau of Industry and Security and its programs, please visit the BIS website at: [www.bis.doc.gov/](http://www.bis.doc.gov/)

A list that consolidates eleven export screening lists of the Departments of Commerce, State and the Treasury into a single search as an aid to industry in conducting electronic screens of potential parties to regulated transactions is available here: <http://developer.trade.gov/consolidated-screening-list.html>.

## **Temporary Entry**

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For temporary entry it is usually advisable to purchase an ATA Carnet, which allows for the temporary, duty-free entry of goods into over 50 countries, and is issued by the United States Council for International Business by appointment of the U.S. Customs Service: [www.uscib.org](http://www.uscib.org).

## **Labeling and Marking Requirements**

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The European Union does not generally legislate packaging and labeling requirements, but does so for what it sees as specific high-risk products. In the absence of any EU-wide rules, the exporter has to consult national regulations or inquire about voluntary

agreements among forwarders that affect packaging and labeling of containers, outside packaging, etc. Importers or freight forwarders should be able to advise U.S. exporters on shipping documents and outer packaging/labeling. European Union customs legislation only regulates administrative procedures, such as type of certificate and the mention of rule of origin on the customs forms and shipping documents.

Product-specific packaging and labeling requirements applicable throughout the EU apply to food, medicines, chemicals, pharmaceuticals and other items EU authorities regard as high-risk. The stated purpose of harmonizing such legislation throughout the EU is to minimize the risk for consumers (the end user).

The CE mark is mandatory in the EU countries for any electrical apparatus and often more than one CE mark law may apply.

### **Eco-Label**

Since its inception ten years ago, many companies have recognized the benefits of adopting the EU Eco-Label scheme. There are currently 135 companies licensed under the regime, and it has been awarded to 21 product groups. The products range from paints, detergents, and refrigerators to tourist accommodation. The number is growing and it is the only voluntary scheme that covers products moving across borders within the EU. It sets ecological criteria for a range of products and services in a transparent way so that the consumer can make a more informed choice in order to support sustainable consumption patterns. The EU Eco-Label program takes the lifecycle (from cradle to grave) of a product into account, e.g., the materials, health implications, and waste factors that may have an impact on the environment.

The “Blue Angel” is a voluntary environmental labeling program created in 1978. It is the oldest environment-related label in the world. The mark is awarded to products and services, which are beneficial to the environment. High standards of occupational health and safety, ergonomics, economical use of raw materials, service life and disposal are also factors covered under this “seal of approval.”

According to the German Ministry for Environmental Affairs, the Blue Angel offers companies the opportunity to document their environmental competence in a simple and inexpensive way, thereby enhancing their market image. About 3,700 products and services have been awarded the label, including, recently, mobile phones and marine transport.

An overview of EU mandatory and voluntary labeling and marking requirements has been compiled in a market research report that is available at:

[http://buyusainfo.net/docs/x\\_366090.pdf](http://buyusainfo.net/docs/x_366090.pdf)

The subject has been also been covered in the section about standards (see below).

### **Prohibited and Restricted Imports**

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The TARIC is designed to show various rules applying to specific products being imported into the customs territory of the EU or, in some cases, when exported from it. To determine if a product is prohibited or subject to restriction, check the TARIC for the following codes:

*CITES Convention on International Trade of Endangered Species*

*PROHI Import Suspension*

*RSTR Import Restriction*

For information on how to access the TARIC, see the Import Requirements and Documentation Section above.

Key Link:

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_duties/tariff\\_aspects/customs\\_tariff/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/tariff_aspects/customs_tariff/index_en.htm)

## **Agricultural Imports**

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**General Veterinary Requirements:** In April 1997, the U.S. and the EU reached an equivalency agreement on an overall framework for recognizing each other's veterinary inspection systems. The veterinary equivalency agreement covers more than USD 1.5 billion in U.S. animal product exports to the EU and an equal value of EU exports to the United States. The agreement preserved most pre-existing trade in products, such as pet food, dairy, and egg products. All beef and pork exported to Germany for human consumption must come from slaughterhouses, cutting plants, and cold stores approved for export to the EU. Since 1989, the EU has prohibited imports of beef from cattle treated with growth hormones. Soon after this ban went into effect, an agreement was reached between the United States and the EU that allows American producers of beef from animals not treated with hormones to export to the EU under certain conditions.

**Beef:** The EU beef market is largely insulated from the world market by high import duties. Import opportunities do exist, however, for selected products that are covered by fixed, relatively low tariffs for special quota. Most notably, the EU grants market access through a quota for annual imports of up to 11,500 MT of high-quality beef (HQB) from the United States and Canada, which is known as the Hilton quota. Beef entering the EU under the Hilton tariff-rate quota are subject to a 20 percent duty. In addition, starting in 2009, an autonomous tariff quota for HQB at zero percent duty was established for up to 20,000 MT per July/June marketing year. The basis for this HQB quota is a Memorandum of Understanding (MOU) between the United States and the European Union. While this HQB quota is ergo omnes, with six countries currently qualified to participate, the quota was primarily installed for the U.S. HQB to enter the EU market. In accordance with the provisions of the MOU, the zero-duty HQB quota moved to Phase II on August 1, 2012, with the annual quota amount increased from 20,000 MT to 48,200 MT. In the summer of 2013, Phase II was extended by two years and needs another decision by the end of July 2015.

**Pork:** Selected market opportunities exist for imports of pork. Market access within the EU has improved through the creation of a tariff-rate quota (TRQ) totaling 67,869 MT. The TRQ includes a 40,265 MT allocation for tenderloins, boneless loins and boneless hams. In addition, a 4,722 MT TRQ is reserved for boneless loins and boneless hams from the United States.

**Poultry:** Unfortunately, U.S. and EU negotiators have not been able to reach agreement on a number of important points during the veterinary equivalency negotiations, particularly in the poultry sector. The most contentious issue is the use of pathogen reduction treatments (PRT) in U.S. poultry processing. Most forms of PRT are prohibited in the EU. The EU's ban on PRTs effectively blocks U.S. poultry exports to the EU, which were estimated at USD 50 million in 1996. The US-specific quota of

21,345 MT, which was agreed in compensation for the accession of 12 new member states in 2004 and 2007, is also going unused because of this ban.

**Dairy Products:** The veterinary agreement allows for U.S. dairy products export to Germany and the EU from approved establishments under a fixed tariff.

**Pet food:** In the EU, pet food is not regulated by one specific piece of legislation. The EU's feed marketing legislation covers food for companion animals as well as food for all other animals. Pet food is often also subject to the EU's veterinary legislation which has different product coverage than the feed marketing legislation. The veterinary legislation covers products of animal origin and hay/straw as these present a risk for spreading animal diseases. The EU's approach in dealing with these risks consists of a system of mandatory consignment notification and inspection at port of entry as well as product establishment approval and export certification in the country of origin. Specific certification rules have been developed for various product groups, including "animal by-products." The EU's animal by-product legislation contains several certificates required for successfully shipping pet food with animal origin ingredients. All exports of U.S. pet food to the European Union must comply with EU requirements which include rules on labeling, hygiene, animal health, certification and the use of additives. U.S. pet food exporters must verify the full set of import requirements with their EU customers. Final import approval is subject to the importing country's rules as interpreted by border officials at the time of product entry. (Please see the following link for more information: ["Exporting Pet Food to the EU"](#))

**Plant Health:** As part of the Single Market exercise, plant health regulations in the 28 European Union Member States have been harmonized. Harmonized maximum residue levels are regulated in regulation (EC) No 396/2005 of the European Parliament and of the Council and went into effect in September 2008. The EU has been successful in reducing the number of phytosanitary restrictions and new marketing opportunities have been created for U.S. horticultural exports. Phytosanitary certificates are required for many imported fresh products. With respect to the use of solid wooden packing materials (SWPM), it is important to note that the EU requires that all SWPM be either heat treated or fumigated since July 1, 2009. In addition to these treatment requirements, the material has to be free of bark. EU scientists fear that improperly treated SWPM is at risk for re-infestation. International plant protection standards as agreed upon by the United States do not require the absence of bark. Exporters should carefully follow the status of EU import requirements to avoid problems at the EU port of entry.

**Horticultural Products:** Germany is an important market for United States horticultural products. Principal products include almonds, walnuts, pistachios, prunes, raisins, cranberries, citrus, and pears. Horticultural products entering Germany face a number of import restrictions. In addition to considerable tariffs that vary by product, imports of selected fresh produce (tomatoes, cucumber, artichokes, zucchini, squash, citrus, table grapes, apples, pears, apricots, sweet cherries, peaches, nectarines and plums) are subject to seasonal duties (entry price system). Under such a system, imports that have a price at or above the respective entry price are assessed only the appropriate ad valorem duty. Imports, which have a price below, but within a certain range of the entry price are assessed the ad valorem duty plus a specific duty that is the difference between the import price and the entry price. "Within a certain range" generally means

within eight percent of the entry price. Imports having a price more than 8% below the entry price are assessed the ad valorem duty plus a very large specific duty (known as the tariff equivalent) which generally takes the cost of the product (import price plus duties) far above the entry price.

**Organic Products:** The US-EU Organic Equivalence Arrangement took effect on June 1, 2012. The U.S. and EU have recognized each other's organic production rules and control systems as equivalent under their respective rules. Organic products certified to the USDA organic standards may be sold and labeled as organic in the EU. Both the USDA organic seal and the EU organic logo may be used on products traded under this Arrangement. When using the EU organic logo, exporters must meet all the EU labeling requirements.

**Consumer-Ready Products:** Imports of consumer-ready food products into Germany face many market access restrictions and very strict food laws. In addition to bound import duties, the EU has established a complex system of border protection measures for food products. Depending on the world market situation for basic agricultural commodities, such as dairy products, sugar and cereals, the EU mechanism of flexible tariffs may require variable import duties to protect European consumer-ready food products from imports made with lower-price inputs. Therefore, at many times processed products entering the EU are subject to additional import charges based on the percentage of sugar, milk fat, milk protein, and starch contained in the product. These additional import charges have made many imported processed food products non-competitive in the EU market. Reports on the German retail and gastronomy sectors are available under "attaché reports" at: <http://gain.fas.usda.gov/Pages/Default.aspx>

#### U.S. Agricultural Commodity Associations Active in Germany

A number of U.S. agricultural commodity and other trade associations conduct market development programs in Germany. In some cases, these associations maintain field offices in Germany, while others may have a trade representative or public relations company representing their interests. Others may cover Germany from elsewhere in Europe or from offices in the United States. The USDA-operated Market Access Program (MAP) and Foreign Market Development program (FMD) provide a portion of the funding for the market development programs of these associations. For further information about the MAP and FMD program or to know more about which associations are active in Germany, please contact the Office of Agricultural Affairs at the U.S. Embassy in Berlin (<http://germany.usembassy.gov/fas/>).

### Customs Regulations and Contact Information

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The following provides information on the major regulatory efforts of the EC Taxation and Customs Union Directorate:

**Electronic Customs Initiative** – This initiative deals with EU Customs modernization developments to improve and facilitate trade in the EU member states. The electronic customs initiative is based on the following three pieces of legislation:

- The Security and Safety Amendment to the Customs Code, which provides for full computerization of all procedures related to security and safety;
- The Decision on the paperless environment for customs and trade (Electronic Customs Decision) which sets the basic framework and major deadlines for the electronic customs projects;
- The Modernized Community Customs Code (recast as Union Customs Code) which provides for the completion of the computerization of customs.

Key Link:

[http://ec.europa.eu/taxation\\_customs/customs/policy\\_issues/electronic\\_customs\\_initiative/electronic\\_customs\\_legislation/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/policy_issues/electronic_customs_initiative/electronic_customs_legislation/index_en.htm)

Homepage of Customs and Taxation Union Directorate (TAXUD) Website

Key Link:

[http://ec.europa.eu/taxation\\_customs/index\\_en.htm](http://ec.europa.eu/taxation_customs/index_en.htm)

**Customs Valuation** – Most customs duties and value added tax (VAT) are expressed as a percentage of the value of goods being declared for importation. Thus, it is necessary to dispose of a standard set of rules for establishing the goods' value, which will then serve for calculating the customs duty.

Given the magnitude of EU imports every year, it is important that the value of such commerce is accurately measured for the purposes of:

- economic and commercial policy analysis;
- application of commercial policy measures;
- proper collection of import duties and taxes; and
- import and export statistics.

These objectives are met using a single instrument - the rules on customs value. The EU applies an internationally accepted concept of 'customs value'.

The value of imported goods is one of the three 'elements of taxation' which, provides the basis for assessment of the customs debt, which is the technical term for the amount of duty that has to be paid, the other ones being the origin of the goods and the customs tariff.

Key Link:

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_duties/declared\\_goods/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/declared_goods/index_en.htm)

**Standards**

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## Overview

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Products tested and certified in the United States to American standards are likely to have to be retested and re-certified to EU requirements as a result of the EU's different approach to the protection of the health and safety of consumers and the environment. Where products are not regulated by specific EU technical legislation, they are always subject to the EU's General Product Safety Directive as well as to possible additional national requirements.

European Union legislation and standards created under the New Approach are harmonized across the member states and European Economic Area countries to allow for the free flow of goods. A feature of the New Approach is CE marking. For a list of new approach legislation, go to:  
<http://ec.europa.eu/enterprise/newapproach/nando/index.cfm?fuseaction=directive.main>.

The concept of new approach legislation is likely to disappear as the New Legislative Framework (NLF), which entered into force in January 2010, was put in place to serve as a blueprint for existing and future CE marking legislation. Since 2010/2011 existing legislation has been reviewed to bring them in line with the NLF concepts.

While harmonization of EU legislation can facilitate access to the EU Single Market, manufacturers should be aware that regulations (mandatory) and technical standards (voluntary) might also function as barriers to trade if U.S. standards are different from those of the European Union.

### *Agricultural Standards*

The establishment of harmonized EU rules and standards in the food sector has been ongoing for several decades, but it took until January 2002 for the publication of a general food law establishing the general principles of EU food law. This Regulation introduced mandatory traceability throughout the feed and food chain as of Jan 1, 2005. For specific information on agricultural standards, please refer to the Foreign Agricultural Service's website at: [www.usda-eu.org](http://www.usda-eu.org)

There are also export guides to import regulations and standards available on the Foreign Agricultural Service's website: [www.usda-eu.org/trade-with-the-eu/eu-import-rules/certification/fairs-export-certificate-report/](http://www.usda-eu.org/trade-with-the-eu/eu-import-rules/certification/fairs-export-certificate-report/)

## Standards Organizations

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EU standards setting is a process based on consensus initiated by industry or mandated by the European Commission and carried out by independent standards bodies, acting at the national, European or international level. There is strong encouragement for non-governmental organizations, such as environmental and consumer groups, to actively participate in European standardization.

Many standards in the EU are adopted from international standards bodies such as the International Standards Organization (ISO). The drafting of specific EU standards is handled by three European standards organizations:

1. CENELEC, European Committee for Electrotechnical Standardization ([www.cenelec.eu/](http://www.cenelec.eu/))
2. ETSI, European Telecommunications Standards Institute ([www.etsi.org/](http://www.etsi.org/))
3. CEN, European Committee for Standardization, handling all other standards ([www.cen.eu/cen/pages/default.aspx](http://www.cen.eu/cen/pages/default.aspx))

Standards are created or modified by experts in Technical Committees or Working Groups. The members of CEN and CENELEC are the national standards bodies of the member states, which have "mirror committees" that monitor and participate in ongoing European standardization. CEN and CENELEC standards are sold by the individual member states standards bodies. ETSI is different in that it allows direct participation in its technical committees from non-EU companies that have interests in Europe and gives away some of its individual standards at no charge on its website. In addition to the three standards developing organizations, the European Commission plays an important role in standardization through its funding of the participation in the standardization process of small- and medium-sized companies and non-governmental organizations, such as environmental and consumer groups. The Commission also provides money to the standards bodies when it mandates standards development to the European Standards Organization for harmonized standards that will be linked to EU technical legislation. Mandates – or requests for standards - can be checked on line at: [http://ec.europa.eu/enterprise/policies/european-standards/standardisation-requests/index\\_en.htm](http://ec.europa.eu/enterprise/policies/european-standards/standardisation-requests/index_en.htm)

Given the EU's vigorous promotion of its regulatory and standards system as well as its generous funding for its development, the EU's standards regime is wide and deep - extending well beyond the EU's political borders to include affiliate members (countries which are hopeful of becoming full members in the future) such as Albania, Belarus, Israel, and Morocco among others. Another category, called "partner standardization body" includes the standards organization of Mongolia, Kyrgyzstan and Australia, which are not likely to become a CEN member or affiliate for political and geographical reasons.

To know what CEN and CENELEC have in the pipeline for future standardization, it is best to visit their websites. Other than their respective annual work plans, CEN's "what we do" page provides an overview of standards activities by subject. Both CEN and CENELEC offer the possibility to search their respective database. ETSI's portal ([http://portal.etsi.org/Portal\\_Common/home.asp](http://portal.etsi.org/Portal_Common/home.asp)) leads to ongoing activities.

The European Standardization system and strategy was reviewed in 2011 and 2012. The new standards regulation 1025, adopted in November 2012, clarifies the relationship between regulations and standards and confirms the role of the three European standards bodies in developing EN harmonized standards. The emphasis is also on referencing international standards where possible. For information, communication and technology (ICT) products, the importance of interoperability standards has been recognized. Through a newly established mechanism, a "Platform

Committee” reporting to the European Commission will decide which deliverables from fora and consortia might be acceptable for public procurement specifications. The European standards bodies have been encouraged to improve efficiency in terms of delivery and to look for ways to include more societal stakeholders in European standardization.

Key Link:

[http://ec.europa.eu/enterprise/policies/european-standards/standardisation-policy/index\\_en.htm](http://ec.europa.eu/enterprise/policies/european-standards/standardisation-policy/index_en.htm)

## **Germany**

Standards are created or modified by experts in Technical Committees or Working Groups. The members of CEN and CENELEC are the national standards bodies of the Member States, which have "mirror committees" that monitor and participate in ongoing European standardization. The German organization that compiles standards is the Deutscher Industrie Normenausschuss - DIN (German Standards Institute, <http://www.din.de/> ). The DIN also compiles the standards that lay down the requirements for a "GS" mark. Since 1975, DIN has been recognized by the German government as the national standards body and represents Germany's interests at the international and EU levels. DIN offers a forum in which interested parties meet in order to discuss and define their specific standardization requirements and to record the results as German Standards. In DIN, standard work is carried out by some 26,000 external experts, serving as voluntary delegates in more than 4,000 committees. Draft standards are published for public comment, and all comments are reviewed before final publication of the standard. Published standards are reviewed for continuing relevance at least every five years. According to DIN, standards are designed to promote rationalization, quality assurance, safety, and environmental protection, as well as improving communication between industry, technology, science, government, and the public domain. The input of external experts into standardization is organized through standards committees and working groups. Each standards committee is responsible for a distinct area of activity and coordinates the corresponding standardization work at the EU and international levels. As a rule, the standards committee in DIN includes a number of technical sub-committees. There are currently 76 standards committees that maintain their own websites. Basic details of their area of activity and a list of the standards are published in English. Links to these committees are available on the [DIN](#) website.

## **NIST Notify U.S. Service**

Member countries of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to report to the WTO all proposed technical regulations that could affect trade with other Member countries.

**Notify U.S.** is a free, web-based e-mail subscription service that offers an opportunity to review and comment on proposed foreign technical regulations that can affect your access to international markets. Register online at Internet URL:

<http://www.nist.gov/notifyus/>

## Conformity Assessment

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Conformity Assessment is a mandatory step for the manufacturer in the process of complying with specific EU legislation. The purpose of conformity assessment is to ensure consistency of compliance during all stages, from design to production, to facilitate acceptance of the final product. EU product legislation gives manufacturers some choice regarding conformity assessment, depending on the level of risk involved in the use of their product. These range from self-certification, type examination and production quality control system, to full quality assurance system. Conformity assessment bodies in individual member states are listed in NANDO, the European Commission's website.

Key Link:

<http://ec.europa.eu/enterprise/newapproach/nando/>

To promote market acceptance of the final product, there are a number of voluntary conformity assessment programs. CEN's certification system is known as the Keymark. Neither CENELEC nor ETSI offer conformity assessment services.

## Product Certification

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To sell products in the EU market of 28 member states as well as in Norway, Liechtenstein and Iceland, U.S. exporters are required to apply CE marking whenever their product is covered by specific product legislation. CE marking product legislation offers manufacturers a number of choices and requires decisions to determine which safety/health concerns need to be addressed, which conformity assessment module is best suited to the manufacturing process, and whether or not to use EU-wide harmonized standards. There is no easy way for U.S. exporters to understand and go through the process of CE marking, but hopefully this section provides some background and clarification.

Products manufactured to standards adopted by CEN, CENELEC or ETSI, and referenced in the Official Journal as harmonized standards, are presumed to conform to the requirements of EU Directives. The manufacturer then applies the CE marking and issues a declaration of conformity. With these, the product will be allowed to circulate freely within the EU. A manufacturer can choose not to use the harmonized EU standards, but then must demonstrate that the product meets the essential safety and performance requirements. Trade barriers occur when design, rather than performance, standards are developed by the relevant European standardization organization, and when U.S. companies do not have access to the standardization process through a European presence.

The CE marking addresses itself primarily to the national control authorities of the member states, and its use simplifies the task of essential market surveillance of regulated products. As market surveillance was found lacking, the EU adopted the New Legislative Framework, which went into force in 2010. As mentioned before, this framework is like a blueprint for all CE marking legislation, harmonizing definitions, responsibilities, European accreditation and market surveillance.

The CE marking is not intended to include detailed technical information on the product, but there must be enough information to enable the inspector to trace the product back

to the manufacturer or the local contact established in the EU. This detailed information should not appear next to the CE marking, but rather on the declaration of conformity (which the manufacturer or authorized agent must be able to provide at any time, together with the product's technical file), or the documents accompanying the product.

## Accreditation

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Independent test and certification laboratories, known as notified bodies, have been officially accredited by competent national authorities to test and certify to EU requirements.

"European Accreditation" ([www.european-accreditation.org](http://www.european-accreditation.org)) is an organization representing nationally recognized accreditation bodies. Membership is open to nationally recognized accreditation bodies in countries in the European geographical area that can demonstrate that they operate an accreditation system compatible to appropriate EN and ISO/IEC standards.

## Germany

The German Accreditation Council (DAR) is a working group established in 1991 by ministries of the German Federal Government, ministries of the German federal states, and by representatives of the German industry.

The DAR coordinates the activities in the field of accreditation and recognition of laboratories, certification, and inspection bodies as far as they are represented in the DAR; it represents German interests in national, European and international organizations dealing with general issues of accreditation and recognition, including voluntary and mandatory (KOGB) areas. The DAR itself does not carry out any accreditations or recognitions.

All accreditation bodies represented in the DAR are operating on the basis of the EN 45000/EN ISO/IEC 17000 standard series and the DAR resolutions. With permission of the DAR, they may therefore use DAR certificates for accreditation.

## Publication of Technical Regulations

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The Official Journal is the official publication of the European Union. It is published daily on the internet and consists of two series covering adopted legislation as well as case law, studies by committees, and more (<http://eur-lex.europa.eu/JOIndex.do?ihmlang=en>). It lists the standards reference numbers linked to legislation ([http://ec.europa.eu/enterprise/policies/european-standards/harmonised-standards/index\\_en.htm](http://ec.europa.eu/enterprise/policies/european-standards/harmonised-standards/index_en.htm)).

National technical regulations are published on the Commission's website <http://ec.europa.eu/growth/tools-databases/tris/en/> to allow other countries and interested parties to comment.

## NIST Notify U.S. Service

Member countries of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to report to the WTO all proposed technical regulations that could affect trade with other Member countries.

**Notify U.S.** is a free, web-based e-mail subscription service that offers an opportunity to review and comment on proposed foreign technical regulations that can affect your access to international markets. Register online at: [www.nist.gov/notifyus](http://www.nist.gov/notifyus)

## Germany

Technical regulations are published by the publishing house of DIN, Beuth Verlag: [www.beuth.de](http://www.beuth.de)

## Labeling and Marking

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Manufacturers should be mindful that, in addition to the EU's mandatory and voluntary schemes, national voluntary labeling schemes might still apply. These schemes may be highly appreciated by consumers, and thus, become unavoidable for marketing purposes.

Manufacturers are advised to take note that all labels require metric units although dual labeling is also acceptable. The use of language on labels has been the subject of a Commission Communication, which encourages multilingual information, while preserving the right of member states to require the use of the language of the country of consumption.

The EU has mandated that certain products be sold in standardized quantities. Council Directive 2007/45/EC harmonizes packaging of wine and spirits throughout the EU. Existing national sizes will be abolished with a few exceptions for domestic producers. Key Link: [http://ec.europa.eu/enterprise/sectors/legal-metrology-and-prepack/prepacked-products/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/legal-metrology-and-prepack/prepacked-products/index_en.htm)

## The Eco-label

The EU eco-label is a voluntary label which U.S. exporters can display on products that meet high standards of environmental awareness. The eco-label is intended to be a marketing tool to encourage consumers to purchase environmentally-friendly products. The criteria for displaying the eco-label are strict, covering the entire lifespan of the product from its manufacture, use, and disposal. These criteria are reviewed every three to five years to take into account advances in manufacturing procedures. There are currently 13 different product groups, and more than 17000 licenses have been awarded.

Applications to display the eco-label should be directed to the competent body of the member state in which the product is sold. The application fee will be somewhere between €275 and €1600 depending on the tests required to verify if the product is eligible, and an annual fee for the use of the logo (typically between USD 480 to USD 2000), with a 20% reduction for companies registered under the [EU Eco-Management and Audit Scheme](#) (EMAS) or certified under the international standard [ISO 14001](#). Discounts are available for small and medium sized enterprises (SMEs).

Key Links:

[Eco-label Home Page](#)

U.S. Mission to the EU  
Marianne Drain, Standards Attaché and Louis Fredricks, Commercial Assistant  
Tel: 32.2.811.5004194  
[marianne.drain@trade.gov](mailto:marianne.drain@trade.gov) and [louis.fredricks@trade.gov](mailto:louis.fredricks@trade.gov)

***National Institute of Standards & Technology***

Dr. George W. Arnold  
Director  
Standards Coordination Office  
100 Bureau Dr.  
Mail Stop 2100  
Gaithersburg, Maryland 20899  
Tel: (301) 975-5627  
Website: <http://www.nist.gov/director/sco/index.cfm>

***CEN – European Committee for Standardization***

Avenue Marnix 17  
B – 1000 Brussels, Belgium  
Tel: 32.2.550.08.11  
Fax: 32.2.550.08.19  
Website: <http://www.cen.eu>

***CENELEC – European Committee for Electrotechnical Standardization***

Avenue Marnix 17  
B – 1000 Brussels, Belgium  
Tel: 32.2.519.68.71  
Fax: 32.2.519.69.19  
Website: <http://www.cenelec.eu>

***ETSI - European Telecommunications Standards Institute***

Route des Lucioles 650  
F – 06921 Sophia Antipolis Cedex, France  
Tel: 33.4.92.94.42.00  
Fax: 33.4.93.65.47.16  
Website: <http://www.etsi.org>

***SBS – Small Business Standards***

4, Rue Jacques de Lalaing  
B-1040 Brussels  
Tel: +32.2.285.07.27

Fax : +32-2/230.78.61  
Website: <http://sbs-sme.eu/>

***ANEC - European Association for the Co-ordination of Consumer Representation in Standardization***

Avenue de Tervuren 32, Box 27

B – 1040 Brussels, Belgium  
Tel: 32.2.743.24.70  
Fax: 32.2.706.54.30  
Website: <http://www.anec.org>

***ECOS – European Environmental Citizens Organization for Standardization***

Rue d'Edimbourg 26  
B – 1050 Brussels, Belgium  
Tel: 32.2.894.46.68  
Fax: 32.2.894.46.10  
Website: <http://www.ecostandard.org>

***EOTA – European Organization for Technical Assessment (for construction products)***

Avenue des Arts 40  
B – 1040 Brussels, Belgium  
Tel: 32.2.502.69.00  
Fax: 32.2.502.38.14  
Website: <http://www.eota.eu/>

**Trade Agreements**

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For a list of trade agreements with the EU and its member states, as well as concise explanations, please see [http://tcc.export.gov/Trade\\_Agreements/index.asp](http://tcc.export.gov/Trade_Agreements/index.asp)

**Web Resources**

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**EU websites:**

Online customs tariff database (TARIC):

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_duties/tariff\\_aspects/customs\\_tariff/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/tariff_aspects/customs_tariff/index_en.htm)

The Modernized Community Customs Code MCCC):

[http://europa.eu/legislation\\_summaries/customs/do0001\\_en.htm](http://europa.eu/legislation_summaries/customs/do0001_en.htm)

ECHA: <http://echa.europa.eu>

Taxation and Customs Union:

[http://ec.europa.eu/taxation\\_customs/index\\_en.htm](http://ec.europa.eu/taxation_customs/index_en.htm)

Security and Safety Amendment to the Customs Code - Regulation (EC) 648/2005:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2005:117:0013:0019:en:PDF>

Electronic Customs Initiative: Decision N° 70/2008/EC

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2008:023:0021:0026:EN:PDF>

Modernized Community Customs Code Regulation (EC) 450/2008):

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2008:145:0001:0064:EN:PDF>

Legislation related to the Electronic Customs Initiative:

[http://ec.europa.eu/taxation\\_customs/customs/policy\\_issues/electronic\\_customs\\_initiative/electronic\\_customs\\_legislation/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/policy_issues/electronic_customs_initiative/electronic_customs_legislation/index_en.htm)

Export Help Desk

[http://exporthelp.europa.eu/thdapp/index\\_en.html](http://exporthelp.europa.eu/thdapp/index_en.html)

### **International Level:**

What is Customs Valuation?:

[http://ec.europa.eu/taxation\\_customs/customs/customs\\_duties/declared\\_goods/european/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/declared_goods/european/index_en.htm)

Customs and Security: Two communications and a proposal for amending the Community Customs Code:

[http://ec.europa.eu/taxation\\_customs/customs/policy\\_issues/customs\\_security/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/policy_issues/customs_security/index_en.htm)

Establishing the Community Customs Code: Regulation (EC) n° 648/2005 of 13 April 2005

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2005:117:0013:0019:en:PDF>

Pre Arrival/Pre Departure Declarations:

[http://ec.europa.eu/taxation\\_customs/customs/procedural\\_aspects/general/prearrival\\_predeparture/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/procedural_aspects/general/prearrival_predeparture/index_en.htm)

AEO: Authorized Economic Operator:

[http://ec.europa.eu/taxation\\_customs/customs/policy\\_issues/customs\\_security/aeo/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/policy_issues/customs_security/aeo/index_en.htm)

Contact Information at National Customs Authorities:

[http://ec.europa.eu/taxation\\_customs/taxation/personal\\_tax/savings\\_tax/contact\\_points/index\\_en.htm](http://ec.europa.eu/taxation_customs/taxation/personal_tax/savings_tax/contact_points/index_en.htm)

New Approach Legislation:

<http://ec.europa.eu/enterprise/newapproach/nando/index.cfm?fuseaction=directive.main>

Cenelec, European Committee for Electrotechnical Standardization:

<http://www.cenelec.eu/>

ETSI, European Telecommunications Standards Institute:

<http://www.etsi.org/>

CEN, European Committee for Standardization, handling all other standards:

<http://www.cen.eu/cen/Pages/default.aspx>

Standardisation – Mandates:

[http://ec.europa.eu/growth/single-market/european-standards/requests/index\\_en.htm](http://ec.europa.eu/growth/single-market/european-standards/requests/index_en.htm)

ETSI – Portal – E-Standardisation :

[http://portal.etsi.org/Portal\\_Common/home.asp](http://portal.etsi.org/Portal_Common/home.asp)

CEN – Sector:

<http://www.cen.eu/work/areas/Pages/default.aspx>

CEN - Standard Search:

<http://standards.cen.eu/dyn/www/f?p=CENWEB:105::RESET:::>

Nando (New Approach Notified and Designated Organizations) Information System:

<http://ec.europa.eu/enterprise/newapproach/nando/>

Mutual Recognition Agreements (MRAs):

<http://ec.europa.eu/enterprise/newapproach/nando/index.cfm?fuseaction=mra.main>

European Co-operation for Accreditation:

<http://www.european-accreditation.org/home>

Eur-Lex – Access to European Union Law:

<http://eur-lex.europa.eu/en/index.htm>

Standards Reference Numbers linked to Legislation:

[http://ec.europa.eu/enterprise/policies/european-standards/harmonised-standards/index\\_en.htm](http://ec.europa.eu/enterprise/policies/european-standards/harmonised-standards/index_en.htm)

What's New:

[http://ec.europa.eu/growth/news/index\\_en.htm](http://ec.europa.eu/growth/news/index_en.htm)

National technical Regulations:

<http://ec.europa.eu/growth/tools-databases/tris/en/>

NIST - Notify U.S.:

<http://www.nist.gov/notifyus/>

Metrology, Pre-Packaging – Pack Size:

[http://ec.europa.eu/growth/single-market/goods/building-blocks/legal-metrology/index\\_en.htm](http://ec.europa.eu/growth/single-market/goods/building-blocks/legal-metrology/index_en.htm)

European Union Eco-label Homepage:

<http://ec.europa.eu/environment/ecolabel/>

### **U.S. websites:**

National Trade Estimate Report on Foreign Trade Barriers:

<https://ustr.gov/sites/default/files/2015%20NTE%20Combined.pdf>

Agricultural Trade Barriers:

<http://www.usda-eu.org/>

Trade Compliance Center:

<http://tcc.export.gov/>

U.S. Mission to the European Union:

<http://useu.usmission.gov/>

The New EU Battery Directive:

[http://www.buyusainfo.net/docs/x\\_8086174.pdf](http://www.buyusainfo.net/docs/x_8086174.pdf)

The Latest on REACH:

<http://export.gov/europeanunion/reachclp/index.asp>

WEEE and RoHS in the EU:

<http://export.gov/europeanunion/weeerohs/index.asp>

Overview of EU Certificates (FAS):

<http://www.usda-eu.org/trade-with-the-eu/eu-import-rules/certification/fairs-export-certificate-report/>

Center for Food Safety and Applied Nutrition:

<http://www.fda.gov/Food/default.htm>

EU Marking, Labeling and Packaging – An Overview

[http://buyusainfo.net/docs/x\\_366090.pdf](http://buyusainfo.net/docs/x_366090.pdf)

The European Union Eco-Label:

[http://buyusainfo.net/docs/x\\_4284752.pdf](http://buyusainfo.net/docs/x_4284752.pdf)

Trade Agreements:

[http://tcc.export.gov/Trade\\_Agreements/index.asp](http://tcc.export.gov/Trade_Agreements/index.asp)

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## **Chapter 6: Investment Climate**

For background information on the investment climate of Germany, please click on the link below to the U.S. Department of State Investment Climate Statement

<http://www.state.gov/e/eb/rls/othr/ics/2015/241572.htm>

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## Chapter 7: Trade and Project Financing

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- [How Does the Banking System Operate](#)
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### How Do I Get Paid (Methods of Payment)

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The majority of import transactions by German customers, especially those involving large German distributors, take place under seller-buyer terms, such as the common 30/60/90-day accounts, or payment against documents. The most popular payment mechanism by which German importers remit payment to their U.S. suppliers is the electronic funds transfer (EFT, equivalent to SWIFT or wire transfers), the fastest and cheapest way to transfer funds. Current technology makes online transfers reasonably secure and transparent.

The letter of credit is still used in some industry sectors but now covers a fraction of total imports, largely due to its cost and time requirements as well as the ease in obtaining credit ratings in Germany, which increases transparency and transactional safety. L/C's for payments under USD 5,000 are almost unknown in Germany. U.S. exporters may also encounter Bills of Exchange (Wechsel), usually payable within two or three months, but this antiquated payment mechanism is also passing from the scene. Cash-in-advance is also rare in German import payment.

Both private and public credit insurance are available in Germany. Euler Hermes (German), Coface (French) and Atradius (Dutch) are among the private providers (which also offer ranking and scoring services); and the main public insurer is the Staatliche Kreditversicherung (Hermes-Bürgschaften), which is administered by Euler Hermes and is used to cover German exports to countries with high political and country risk. United States exporters tend to purchase credit insurance to a much lesser extent than European exporters due to the relatively greater recourse to factoring in the United States.

Overall, German firms continue to enjoy a relatively good reputation for their payment practices and management of credit. Critical industries for U.S. exporters are construction, furniture, paper and publishing. Default risk is somewhat higher for firms in unevenly performing eastern Germany. The U.S. Commercial Service Germany offers the International Company Profile as a tool to help evaluate the creditworthiness of potential customers or partners and recommends that U.S. exporters consider normal, prudent credit practices in Germany in all transactions.

The Export-Import Bank of the United States (Ex-Im Bank) is the official export credit agency of the United States. The Ex-Im Bank's mission is to assist in financing exports

of U.S. goods and services to international markets. The Ex-Im Bank enables U.S. companies -- large and small -- to turn export opportunities into real sales that help to maintain and create U.S. jobs and contribute to a stronger national economy. The Ex-Im Bank does not compete with private-sector lenders but provides export-financing products that fill gaps in trade financing. The bank assumes credit and country risks that the private sector is unable or unwilling to accept and helps to level the playing field for U.S. firms by matching the financing that other governments provide to their exporters. The Ex-Im Bank provides working capital guarantees (pre-export financing); export credit insurance; and loan guarantees and direct loans (buyer financing). Primarily focusing on developing markets worldwide, Ex-Im Bank has recently supported U.S. firms supplying one of the world's largest solar energy facilities, located in Bavaria. For further information on Ex-Im Bank's objective and programs please see: <http://www.exim.gov>

## How Does the Banking System Operate

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Germany has a non-discriminatory, well developed financial services infrastructure. Although corporate financing via capital markets is on the rise, Germany's financial system remains mostly bank-based, with bank loans the predominant form of funding for firms, particularly the small and medium sized enterprises of Germany's famed Mittelstand.

Germany's universal banking system allows the country's more than 36,000 bank offices not only to take deposits and make loans to customers but also to trade in securities. There are no reports of a shortage of credit in the German economy. Credit is available at market-determined rates to both domestic and foreign investors, and a variety of credit instruments are available. The traditional German system of cross-shareholding among banks and industry, as well as a high rate of bank borrowing relative to equity financing, allowed German banks to exert substantial influence on industry in the past.

Germany has a modern banking sector, but is often considered "over-banked," as evidenced by ongoing consolidation and low profit margins. The country's so-called "three-pillar" banking system is made up of private commercial banks, cooperative banks, and the public banks (savings banks or Sparkassen, and the regional state-owned banks, or Landesbanken). German banks' profitability is increasingly under pressure given the very low interest rates, high cost structures and increasing compliance costs as a result of new regulation and supervision.

Private banks control roughly 30% of the market, while publicly owned savings banks partially linked to state and local governments account for 50% of banking transactions, and cooperative banks make up the balance. All three types of banks offer a full range of services to their customers. A state-owned bank, KfW, provides special credit services, including the financing of homeowner mortgages, guarantees to small and medium-sized businesses, financing for projects in disadvantaged regions in Germany and export financing for projects in developing countries.

The private bank sector is dominated by Deutsche Bank and Commerzbank, accounting for 24% and 7.6% of all bank assets respectively (2012 figures). In efforts to raise capital ratios in advance of new international guidelines (the Basel III agreement), both banks continue to shrink the size of their balance sheets. Commerzbank received €18

billion in financial assistance from the federal government in 2009, which gave the government a 25% stake in the bank (now reduced to 17%).

Germany's regional state-owned banks ("Landesbanken") were among the hardest hit by the crisis and continue to face major challenges to their business models. The financial crisis also triggered a major consolidation of the German banking sector with Commerzbank buying up Dresdner Bank, Deutsche Bank taking over Postbank and UniCredit Bank buying up Hypovereinsbank. The federal government is currently in the process of winding down several so-called "bad banks" composed of toxic assets of failed banks WestLB and Hypo Real Estate. The state bank of Rheinland-Pfalz was merged with LBBW.

Virtually all major U.S. banks are represented in the German market, principally but not exclusively in the city of Frankfurt am Main, Germany's main financial center. A large number of German banks, including some of the partially state-owned regional banks, similarly maintain subsidiaries, branches and/or representative offices in the United States.

Practices regarding finance, availability of capital and schedules of payment are comparable to those that prevail in the United States. There are no restrictions or barriers on the movement of capital, foreign exchange earnings or dividends.

#### **Foreign-Exchange Controls**

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The German government imposes no forms of controls on the purchase or sale of foreign currencies.

#### **U.S. Banks and Local Correspondent Banks**

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Bank of America N.A.  
Neue Mainzer Straße 52 60311 Frankfurt am Main, Germany  
Phone: +49 69 589910  
[www.bankofamerica.com](http://www.bankofamerica.com)

Citigroup Global Markets Germany  
Reuterweg 16, 60323 Frankfurt am Main, Germany  
Phone: +49-69-1366 0  
[www.citi.com](http://www.citi.com)

JP Morgan AG  
Junghofstr. 14, 60311 Frankfurt am Main, Germany  
Phone: +49-69-7124 0  
[www.jpmorgan.com](http://www.jpmorgan.com)

Goldman-Sachs International  
Friedrich-Ebert-Anlage 49, 60308 Frankfurt am Main, Germany  
Phone: +49-69-7532 1000  
[www.goldmansachs.com](http://www.goldmansachs.com)

Merrill Lynch International  
Main Tower, Neue Mainzer Strasse 52, 60311 Frankfurt am Main, Germany  
Phone: +49-69-5899 5000  
[www.ml.com](http://www.ml.com)

Morgan Stanley AG  
Junghofstr. 13-15, 60311 Frankfurt am Main, Germany  
Phone: +49-69-2166-0  
[www.morganstanley.com](http://www.morganstanley.com)

## **Project Financing**

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Germany possesses the financial framework and institutions to support the development of large infrastructure projects. However, the volume of project finance operations has been relatively modest in Germany in comparison to other EU countries, particularly the U.K. and France. Although the relatively high debt levels of the German federal government and local authorities would seem to favor this type of financing, difficult economic conditions have also limited anticipated rates of return for potential project finance developers. Other inhibiting factors are Germany's complex juridical and federal frameworks, which make project-financed works harder to structure than in other countries. Following reports of an partially insufficient and aging infrastructure the government has begun to seek new ways for private investment of public projects (public-private-partnerships) which had previously not been applied due to legal obstacles. Low interest rates and returns on savings have further contributed to an improved investment climate. One area that has attracted project finance, including that involving a few U.S. developers and investors, is alternative energy production. Clean and renewable energy projects generally have gained prominence in Germany, particularly since the country's energy turnaround ("Energiewende") in 2011, which entails the phase-out of nuclear energy by 2022. However, some key political decisions are still outstanding (grid expansion, cost structures of renewable energy) and have caused investments in this area to remain lower than previously anticipated.

The principal German institutions active in facilitating project finance deals are the state-owned KfW Bank Group, which plays a major role in virtually all industries, commercial banks such as the Commerzbank, and several of the publicly-owned savings banks controlled by state and local governments (Landesbanken) located in northern Germany. The KfW Group includes KfW IPEX-Bank, which supports a consortia with German members to design and finance infrastructure projects in Germany and overseas. Another group member, KfW Development Bank (Förderbank), helps municipalities to finance infrastructure. German insurers are pressing for regulatory changes to enable them to finance infrastructure projects.

## **Web Resources**

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Trade Finance Guide: A Quick Reference for U.S. Exporters, published by the International Trade Administration's Industry & Analysis team:  
[www.export.gov/tradefinanceguide/index.asp](http://www.export.gov/tradefinanceguide/index.asp)

Export-Import Bank of the United States: [www.exim.gov](http://www.exim.gov)

Country Limitation Schedule: [www.exim.gov/tools-for-exporters/country-limitation-schedule](http://www.exim.gov/tools-for-exporters/country-limitation-schedule)

OPIC: [www.opic.gov](http://www.opic.gov)

Trade and Development Agency: [www.ustda.gov](http://www.ustda.gov)

SBA's Office of International Trade: [www.sba.gov/oit/](http://www.sba.gov/oit/)

USDA Commodity Credit Corporation: [www.fsa.usda.gov/about-fsa/structure-and-organization/commodity-credit-corporation/index](http://www.fsa.usda.gov/about-fsa/structure-and-organization/commodity-credit-corporation/index)

U.S. Agency for International Development: [www.usaid.gov](http://www.usaid.gov)

European Bank for Reconstruction and Development (EBRD): [www.ebrd.com](http://www.ebrd.com)

U.S. Commercial Service Liaison Office to the EBRD: [www.export.gov/ebrd/](http://www.export.gov/ebrd/)

KfW Bank Group: [www.kfw.de/kfw.de-2.html](http://www.kfw.de/kfw.de-2.html)

The German Bankers' Association: [www.bdb.de](http://www.bdb.de)

Federal Financial Supervisory Authority: [www.bafin.de/EN](http://www.bafin.de/EN)

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## Chapter 8: Business Travel

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### **Business Customs**

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Never underestimate the importance of punctuality in German business culture. Arriving even five to ten minutes after the appointed time is perceived as late; a fifteen minute variance would be considered a very serious faux pas and could mean a shaky start to any potential business relations.

Be prepared to make an appointment for most things.

The preferred times for business appointments are between 10:00 a.m. and 1:00 p.m. or between 3:00 p.m. and 5:00 p.m.

Avoid scheduling appointments on Friday afternoons, as some offices close by 2:00 p.m. or 3:00 p.m. on Fridays.

Giving compliments is not part of German business protocol and can often cause embarrassment and awkwardness.

Germans traditionally use: "Wie geht es Ihnen?" ["How are you?"] as a literal question that expects a literal answer, in contrast to the common English usage of "How's it going?" to simply meaning "Hi". It may, therefore, be considered strange or superficial to ask the question and keep on moving without waiting for an answer.

### **Travel Advisory**

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Germany remains largely free of terrorist incidents. However, like other countries in the Schengen area, Germany's open borders with its European neighbors allow the possibility of terrorist groups entering/exiting the country with anonymity. Overall, the security risk to travelers in Germany is low.

For the latest security information, Americans traveling abroad should regularly monitor the State Department's Internet web site at [http://travel.state.gov/travel/cis\\_pa\\_tw/tw/tw\\_1764.html](http://travel.state.gov/travel/cis_pa_tw/tw/tw_1764.html) where the current Worldwide

Caution Public Announcement, Travel Warnings and Public Announcements can be found. Up-to-date information on security can also be obtained by calling 1-888-407-4747 toll free in the United States, or, for callers outside the United States and Canada, a regular toll line at 1-317-472-2328. These numbers are available from 8:00 a.m. to 8:00 p.m. Eastern Time, Monday through Friday (except U.S. federal holidays).

## Visa Requirements

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A passport is required. A visa is not required for tourist/business stays up to 90 days within the Schengen Group of countries, which includes Germany. Further information on entry visa and passport requirements may be obtained from the German Embassy at 4645 Reservoir Road N.W., Washington, D.C. 20007 telephone (202) 298-4000, or the German Consulates General in Atlanta, Boston, Chicago, Houston, Los Angeles, Miami, New York, or San Francisco and on the Internet at [www.germany.info](http://www.germany.info). Inquiries from outside the United States may be made to the nearest German embassy or consulate.

U.S. companies that require travel of foreign business persons to the United States should be advised that security evaluations are handled via an interagency process. Visa applicants should go to the following links.

State Department Visa Website: <http://travel.state.gov/content/visas/english.html>

## Telecommunications

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Thousands of miles of high-quality fiber optical cable make the country ready for the applications of the future. Mobile phones are based on GSM 800 and 1600 Mhz standards. UMTS/IMT 2000 frequencies are 1900 to 2170 MHz.

## Transportation

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Travel by plane, train or car meets international standards, but prices exceed U.S. averages. The number of in-country flights has been picking up and the train stations that dot the country provide sufficient access to nearly all cities (for train schedules, please see [www.bahn.de](http://www.bahn.de)). Nevertheless, cars are the most popular means of transport and Germany's famous highway system is extensive.

Geographic distances are relatively short, when compared to the United States, but as Germany is much more densely populated than its European neighbors, it may take a little longer to travel the same distance in Germany than it may take in France or Scandinavia.

## Language

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German. In larger towns, many people can communicate in English.

## Health

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Good medical care is widely available. Doctors and hospitals may expect immediate payment in cash for health services from tourists and persons with no permanent

address in Germany. Most doctors, hospitals and pharmacies do not accept credit cards. Medical Insurance: The Department of State strongly urges Americans to consult with their medical insurance company prior to traveling abroad to confirm whether their policy applies overseas and if it will cover emergency expenses, such as a medical evacuation. U.S. medical insurance plans seldom cover health costs incurred outside the United States unless supplemental coverage is purchased.

### **Local Time, Business Hours, and Holidays**

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See [www.export.gov/germany/doing\\_business\\_in\\_germany/GermanHolidays/](http://www.export.gov/germany/doing_business_in_germany/GermanHolidays/) for German holidays.

Central European Time (CET): UTC/GMT +1 hour

Central European Summer Time (CEST): UTC/GMT +2 hours

See [www.timeanddate.com](http://www.timeanddate.com) for more information.

### **Temporary Entry of Materials and Personal Belongings**

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When bringing professional equipment, such as electronic goods, cameras, and musical instruments, into Germany, it is strongly recommended that you first contact the consulate or embassy in your area for customs information. You might also want to consider purchasing an ATA Carnet. The ATA Carnet, which allows for the temporary, duty-free entry of goods into over 50 countries, is issued by the United States Council for International Business by appointment of the U.S. Customs Service; [www.uscib.org](http://www.uscib.org). Note: Voltage in Germany is 230. Electronic equipment from the U.S. will require an adaptor.

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## Chapter 9: Contacts, Market Research and Trade Events

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- [Market Research](#)
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### Contacts

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#### A. Country Contacts

Federal Ministry of Economics and Technology  
Bundesministerium fuer Wirtschaft & Technologie  
[www.bmwi.de](http://www.bmwi.de)

Germany Trade and Invest  
[www.gtai.com](http://www.gtai.com)

Federal Ministry of Finance  
Bundesministerium der Finanzen  
[www.bundesfinanzministerium.de](http://www.bundesfinanzministerium.de)

#### B. Country Trade Associations/Chambers of Commerce

Bundesverband der Deutschen Industrie e.V. (BDI)  
(Federation of German Industries)  
[www.bdi.eu](http://www.bdi.eu)

Deutscher Industrie und Handelskammertag (DIHK)  
(Federation of German Chambers of Industry and Commerce)  
[www.dihk.de](http://www.dihk.de)

Bundesverband Grosshandel, Aussenhandel, Dienstleistungen e.V.  
(Federation of German Wholesale, Foreign Trade and Services)  
[www.bga.de](http://www.bga.de)

Zentralverband Elektrotechnik- und Eletronikindustrie e.V. (ZVEI)  
(German Electrical and Electronic Manufacturers Association)  
[www.zvei.de](http://www.zvei.de)

Verband Deutscher Maschinen- und Anlagenbau e.V. (VDMA)  
(German Association of Machinery and Plant Manufacturers)  
[www.vdma.org](http://www.vdma.org)

Centralvereinigung Deutscher Wirtschaftsverbaende fuer Handelsvermittlung und Vertrieb (CDH)  
(National Association of German Commercial Agencies and Distributors)  
[www.cdh.de](http://www.cdh.de)

### **C. Country Market Research Firms**

It would exceed the scope of this guide to list even only the major market research or consultant companies. Most of these firms belong to one or both of the following associations and can be contacted through these:

Bundesverband Deutscher Unternehmensberater e.V. (BDU)  
(Federal Association of German Consultants)  
[www.bdu.de](http://www.bdu.de)

Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e.V. (ADM)  
(Federation of German Market and Social Research Institutes)  
<http://adm-ev.de>

### **D. Country Commercial Banks**

There are numerous domestic and foreign banks represented in Germany; among the largest German institutions are:

Deutsche Bank AG [www.deutsche-bank.de](http://www.deutsche-bank.de)

Commerzbank AG [www.commerzbank.com](http://www.commerzbank.com)

Bayerische Hypo- und Vereinsbank AG [www.hypovereinsbank.de](http://www.hypovereinsbank.de)

Deutsche Postbank AG [www.postbank.de](http://www.postbank.de)

### **E. U.S. Embassy Trade Personnel**

United States Embassy, Berlin [www.usembassy.de](http://www.usembassy.de)  
Commercial Service <http://export.gov/germany/Contact/Berlin/>

U.S. Consulates  
Dusseldorf <http://duesseldorf.usconsulate.gov>  
Commercial Service <http://export.gov/germany/Contact/Dusseldorf/>

Frankfurt/Main <http://frankfurt.usconsulate.gov>  
Commercial Service <http://export.gov/germany/Contact/Frankfurt/>

Hamburg <http://hamburg.usconsulate.gov>

Leipzig <http://leipzig.usconsulate.gov>

Munich <http://munich.usconsulate.gov>  
Commercial Service <http://export.gov/germany/Contact/Munich/>

### **F. Washington-based USG Country Contacts**

U.S. Department of Commerce, International Trade Administration  
[www.trade.gov](http://www.trade.gov)

U.S. Department of State  
[www.state.gov](http://www.state.gov)

USDA - Foreign Agricultural Service, Agricultural Export Services Division. The website has trade and production statistics, exporter assistance information, marketing information, trade policy news and links to the attaché reports.  
[www.fas.usda.gov](http://www.fas.usda.gov)

U.S. Department of the Treasury  
[www.ustreas.gov](http://www.ustreas.gov)

Office of the U.S. Trade Representative, Office of Europe and the Mediterranean  
[www.ustr.gov](http://www.ustr.gov)

### **G. U.S.-based Multipliers**

German Missions in the United States  
[www.germany.info](http://www.germany.info)

CMA - German Agricultural Marketing Board, North American Office  
[www.germanfoods.org](http://www.germanfoods.org)

German American Chamber of Commerce, Inc. (Headquarters)  
[www.gaccny.com](http://www.gaccny.com)

Representative of German Industry and Trade  
[www.rgit-usa.com](http://www.rgit-usa.com)

### **H. Other Contacts**

<http://export.gov/germany/Contact/> - U.S. Commercial Service Germany's trade specialists can help you identify trade opportunities, find local trading partners, launch your company, and obtain market research reports.

<http://export.gov> - U.S. Government Export Portal

<http://export.gov/europeanunion> - As EU member states harmonize their regulations and increase their economic integration, a direct connection to the U.S. Commercial Service at the U.S. Mission to the European Union can be the key to success in the EU market.

[www.amcham.de](http://www.amcham.de) - American Chamber of Commerce in Germany

[www.agbc.de](http://www.agbc.de) – Association of American German Business Clubs e.V.

[www.agbc-berlin.de](http://www.agbc-berlin.de) - American German Business Club Berlin

[www.fas.usda.gov](http://www.fas.usda.gov) - The Foreign Agricultural Service website has trade and production statistics, exporter assistance information, marketing information, trade policy news and links to the attaché reports.

Agricultural Affairs Office  
American Embassy/Berlin  
Clayallee 170  
14191 Berlin, Germany

Tel: [49][30] 8305-1150  
Fax: [49][30] 8431-1935  
Email: [agberlin@usda.gov](mailto:agberlin@usda.gov)  
<http://germany.usembassy.gov/fas>

[www.usda-eu.org](http://www.usda-eu.org) - The Office of Agricultural Affairs at the U.S. Mission to the European Union has a very comprehensive website on EU food laws, import requirements, and duties and quotas.

[www.export.gov/tradedata/](http://www.export.gov/tradedata/) - provides statistical data on trade between the United States and Germany.

[www.bundesbank.de](http://www.bundesbank.de) - provides information and key indicators on Germany's economy.

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To view market research reports produced by the U.S. Commercial Service please go to the following website: [www.export.gov/mrktresearch/](http://www.export.gov/mrktresearch/) and click on Country and Industry Market Reports.

Please note that these reports are only available to U.S. citizens and U.S. companies. Registration to the site is required, and is free.

## **Trade Events**

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Please click on the link below for information on upcoming trade events.

[www.export.gov/germany/TradeShowsEvents/](http://www.export.gov/germany/TradeShowsEvents/)

[www.export.gov/tradeevents/](http://www.export.gov/tradeevents/)

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## Chapter 10: Guide to Our Services

### **SelectUSA:**

SelectUSA was created by President Obama in June 2011 through Executive Order 13577, as the U.S. government-wide program to promote and facilitate business investment into the United States, including foreign direct investment (FDI) and reshoring.

The program is housed within the Commerce Department and coordinates investment-related resources across more than 20 federal agencies through the Interagency Investment Working Group (IIWG).

SelectUSA provides services to two types of clients: investors and U.S. economic development organizations at the state and local level. Services include:

Information Assistance:

- SelectUSA provides information to investors on the benefits of establishing operations in the United States, as well as the information needed to move investments forward. Investors can access facts, data and local contacts for the U.S. market.
- SelectUSA also works closely with state, local and regional economic developers to provide counseling on strategy, best practices, and on-the-ground intelligence from the Foreign Commercial Service network across more than 70 foreign markets.

**Ombudsman Services:** SelectUSA coordinates federal agencies to address investor concerns relating to a wide range of federal regulatory issues – helping them to navigate an unfamiliar system.

**Investment Advocacy:** U.S. state and local governments often find themselves competing with a foreign location for a project. SelectUSA can coordinate senior U.S. government officials to advocate to the investor to bring those jobs to the United States.

**Promotional Platform:** SelectUSA brings the power of the “USA” brand to high-profile events, such as, such as the upcoming 2015 Investment Summit, to attract investors to learn about our nation’s investment opportunities. SelectUSA organizes international Road Shows and missions to trade fairs, while also offering tailored on-the-ground assistance in more than 70 markets.

**Note:** SelectUSA exercises strict geographic neutrality, and represents the entire United States. The program does not promote one U.S. location over another U.S. location.

For more information on SelectUSA and services provided for investors and economic development organizations please click on the following link:

<http://selectusa.commerce.gov/>

## National Export Initiative:

The President's National Export Initiative/NEXT marshals Federal agencies to provide customer service-driven services and actionable information resources that ensure American businesses are able to capitalize on expanded opportunities to sell their goods and services abroad.

The U.S. Commercial Service offers customized solutions to help U.S. exporters, particularly small and medium sized businesses, successfully expand exports to new markets. Our global network of trade specialists will work one-on-one with you through every step of the exporting process, helping you to:

- Target the best markets with our world-class research
- Promote your products and services to qualified buyers
- Meet the best distributors and agents for your products and services
- Overcome potential challenges or trade barriers
- Gain access to the full range of U.S. government trade promotion agencies and their services, including export training and potential trade financing sources

To learn more about the Federal Government's trade promotion resources for new and experienced exporters, please click on the following link: [www.export.gov](http://www.export.gov)

For more information on the services the U.S. Commercial Service offers to U.S. exporters, please click on the following link: (Insert link to Products and Services section of local buyusa.gov website here.)

U.S. exporters seeking general export information/assistance or country-specific commercial information can also contact **(800) USA-TRAD(E)**.

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, **The Department of Commerce** does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct their own due diligence before entering into business ventures or other commercial arrangements. **The Department of Commerce** can assist companies in these endeavors.

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