

FDI Reputation

First Choice Business Location

A recent study (2017) conducted by the American Chamber of Commerce highlights the positive regard in which the German business environment is held by US companies. Invited to indicate how attractive the German investment environment is, 75 percent of the participating American companies replied with "very good" or "good". Seventy-six percent are convinced that Germany will either improve or maintain its competitive edge in the future.

The UNCTAD World Investment Prospects Survey 2014-2016 confirms Germany's reputation as the most attractive business location in continental Europe. One hundred sixty-four trans-national companies ranked Germany first within Europe, and sixth internationally as top destination for 2014-2016. Ernst & Young's "European Attractiveness Survey 2017" confirms Germany's reputation as one of the most attractive business locations in the world.

Competitiveness Study	Germany's Rank in Europe	Germany's Rank Worldwide
Ernst & Young European Attractiveness Survey (2017)	1	3
A.T. Kearney FDI Confidence Index (2017)	1	2
UNCTAD World Investment Prospects Survey 2014-2016 (2017)	1	6

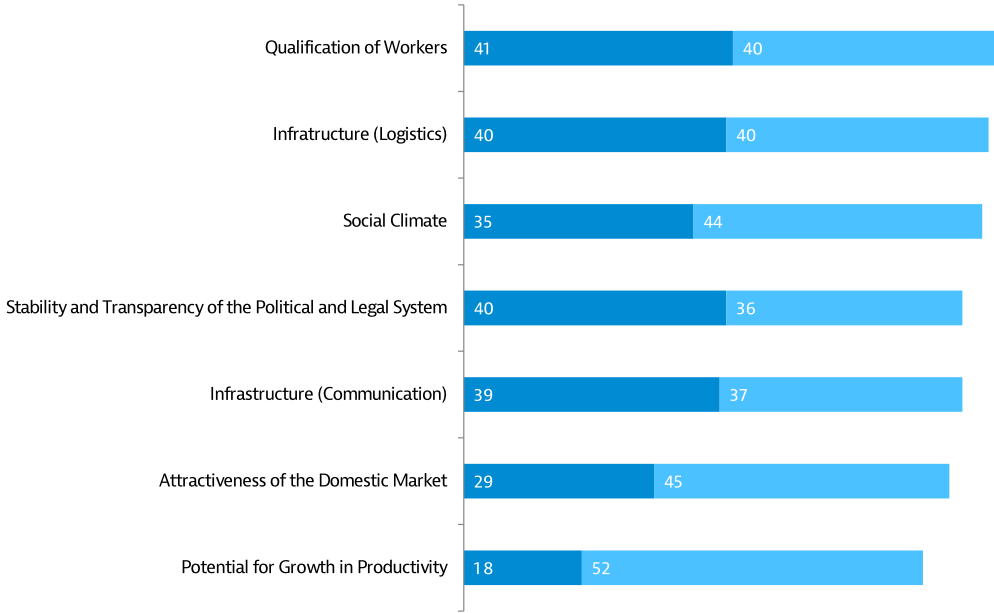
High Scores in Infrastructure and Workforce

Ernst & Young's "European Attractiveness Survey 2017" surveyed over 500 international decision-makers on Europe and a further 200+ managers of non-German companies were asked questions with a specific focus on Germany.

Germany received high marks for various business location factors. These include infrastructure (telecommunications and logistics), workforce qualification and the attractiveness of the domestic market. One in five of the managers surveyed named Germany within their personal top three ranking, making Germany Europe's top FDI country.

The study further shows that Germany's growth drivers are seen in the transportation and automotive industries, information and communications technology, environmental technology, the energy/utilities sector, as well as pharmaceuticals and biotechnology, respectively. Surveyed managers expect that in the future most of the investments will go into research and development as well as into manufacturing. It is no surprise that 70 percent of companies surveyed are convinced that Germany is pursuing a policy that attracts international investors.

Strengths of the German Business Location



Source: Ernst & Young 2017
 © Germany Trade & Invest

Bar Graph: Strengths of the German Business Location | © Ernst & Young 2017



Thomas Bozoyan | © GTAI

CONTACT US

Thomas Bozoyan

☎ +49 30 200 099 502

✉ [Submit your question](#)

All rights reserved. Any reproduction in whole or part only with express written permission. All efforts are made to ensure integrity of the content, however we are not liable for any mistakes that may occur.

© 2019 Germany Trade & Invest

Promoted by Federal Ministry for Economic Affairs and Energy in accordance with a German Parliament resolution.