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Markets Germany 1/18 - NETWORKING MACHINES

The Industrial Internet of Things (IIoT) is a multibillion euro market on the move and a hotbed of innovative technologies and new business models.



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The **mechanical engineering** industry forms **one of the central planks of Germany's strong economy**. It is characterized by two interdependent qualities: it is both highly export-oriented and highly innovative. As competition in the global marketplace intensifies, so products must be continually improved to keep pace of change.

German mechanical engineering businesses have been investing huge amounts of time and money in the Industrial Internet of Things to maintain Germany's leading position worldwide and its reputation as an industrial location. This has made the country particularly **attractive as a location for foreign investors**, whether they're hoping to profit from the billion-euro future market of "Industry 4.0" or participating in its development within Germany itself, thereby improving their own competitive position.

Competitiveness is also the watchword of another major topic in this issue. With Brexit looming larger, many FinTechs are considering leaving London in order to remain in the EU. Germany offers itself as a new home – its local FinTech market is certainly one of the most attractive in the world.

Experts expect the market volume to increase from €2.2bn (2015) to €58bn in 2020. Cities like Berlin, Frankfurt, Munich or Hamburg are ready to welcome investors with open arms and excellent conditions. Read more about it in this new issue of "Markets Germany".



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