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Promotion of the New Federal States

GTAI Promotes the Internationalization of the East German Economy

Eastern Germany's economic power has grown considerably since reunification in 1990. In the last 25 years, the gross domestic product of the new federal states has almost doubled. The Federal Government supports increased investment in the region and raising innovation and internationalization levels in Eastern Germany.

Foreign direct investment plays an important part in developing eastern German business structures. The new federal states are also home to many medium-sized sector businesses that are constantly on the lookout for new export markets.

GTAI activities that market Eastern Germany as a business location to the world are bundled together under the "Powerhouse Eastern Germany" umbrella brand. Prospective international investors are advised about market opportunities available in the new federal states. The agency carries out these activities on behalf of the Federal Government Commissioner for the New Federal States.

[Powerhouse Eastern Germany ▶](#)



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