30 YEARS AFTER THE WALL

Since the fall of the Berlin Wall, a lot has changed in eastern Germany. Our new film explores some success stories, including start-ups and traditional companies, subsidiaries of foreign giants and world-renowned research institutes.

The New Federal States

Thirty years ago, the Berlin Wall fell. All lot changed in the aftermath of November 9, 1989 and German reunification less than a year later. With five so-called new federal states and the reunited city of Berlin, the territory of what had been Communist East Germany, the German Democratic Republic, became part of the Federal Republic – directly in the heart of Europe.

- Berlin
- Brandenburg
- Mecklenburg-Vorpommern
Impressive Economic Development

The New Federal States Basic Data and Economic Development

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<td>GDP (nominal, in EUR billion)</td>
<td>519</td>
<td>501</td>
<td>482</td>
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<td>GDP per capita (nominal in EUR)</td>
<td>32.108</td>
<td>30.965</td>
<td>29.867</td>
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<td>Real GDP growth</td>
<td>1.6</td>
<td>2.1</td>
<td>2.8</td>
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Source: Federal Statistical Office and the statistical offices of the Länder 2019

The process of reunification brought many challenges, but also numerous opportunities. During the last three decades, a lot has improved. Massive investments have been made in infrastructure. Historic city centers and cultural monuments now shine with their former splendor. Public research institutes have been established – often building upon existing industrial traditions. Companies from inside and outside Germany have set up branch offices and production facilities. And firms from Eastern Germany have also successfully integrated into international markets.

Today, industry’s share of gross value added in the new federal states exceeds the EU average. Berlin has become the start-up capital of reunited Germany, and other cities and regions in the east also offer excellent environments for young companies thanks to start-up centers, incubators, support programs and the like. Industrial clusters and networks connect major players from business, education and research and promote innovation through mutual exchange.

Eastern Germany’s cutting-edge business sectors include cleantech, nanotechnology and new materials, biotechnology, information and communication technologies, health care and medical technology, and photonics.
**Foreign Direct Investments**

The success of the Eastern German reconstruction project can also be indirectly measured in internal investment. According to fDi Markets, a total of 841 investment projects settled in the new federal states during the period 2014 to 2018. Today, three decades after the fall of the Wall, reconstructed Eastern Germany ranks among the world’s most attractive and innovative investment and technology locations.

Among the international companies that have invested in the region are Pfizer Pharma, Goodyear Dunlop Tires, Ypsomed, Globalfoundries, Greatview Aseptic Packaging and Bell Equipment, along with many other small, medium-sized and big companies. GTAI experts are happy to advise you on the business opportunities available in Eastern Germany.

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