

WELCOME TO OUR WEBINAR

SETTING UP BUSINESS IN GERMANY

JOINT WEBINAR OCTOBER 26TH, 2020

Johannes Fischer
Johannes.Fischer@gtai.com
www.gtai.com

Richard Todd
Richard.Todd@gtai.com



Germany Trade & Invest

Economic development agency of the Federal Republic of Germany





***Export
Promotion***



***Investor
Consulting***



***Location
Marketing***



***New Federal
States & Structural
Transformation***

Agenda for today

Agenda

1. **Why is Germany attractive for UK E-Commerce companies?**
2. How can GTAI help you set up your German business?
3. Q & A

Germany means Business

Entering Europe via Germany immediately provides access to the EU's largest market

80/
20

- 80mn consumers
- 20% of Europe's GDP
- Excellent logistics & infrastructure

Business Location Germany

Benefit from the four freedoms – free movement of

Goods

account for 75% of
intra-EU Trade and
25% of EU GDP



Services

account for 70% of
EU GDP and
employment.



People

17 million Europeans
live or work in
another EU State



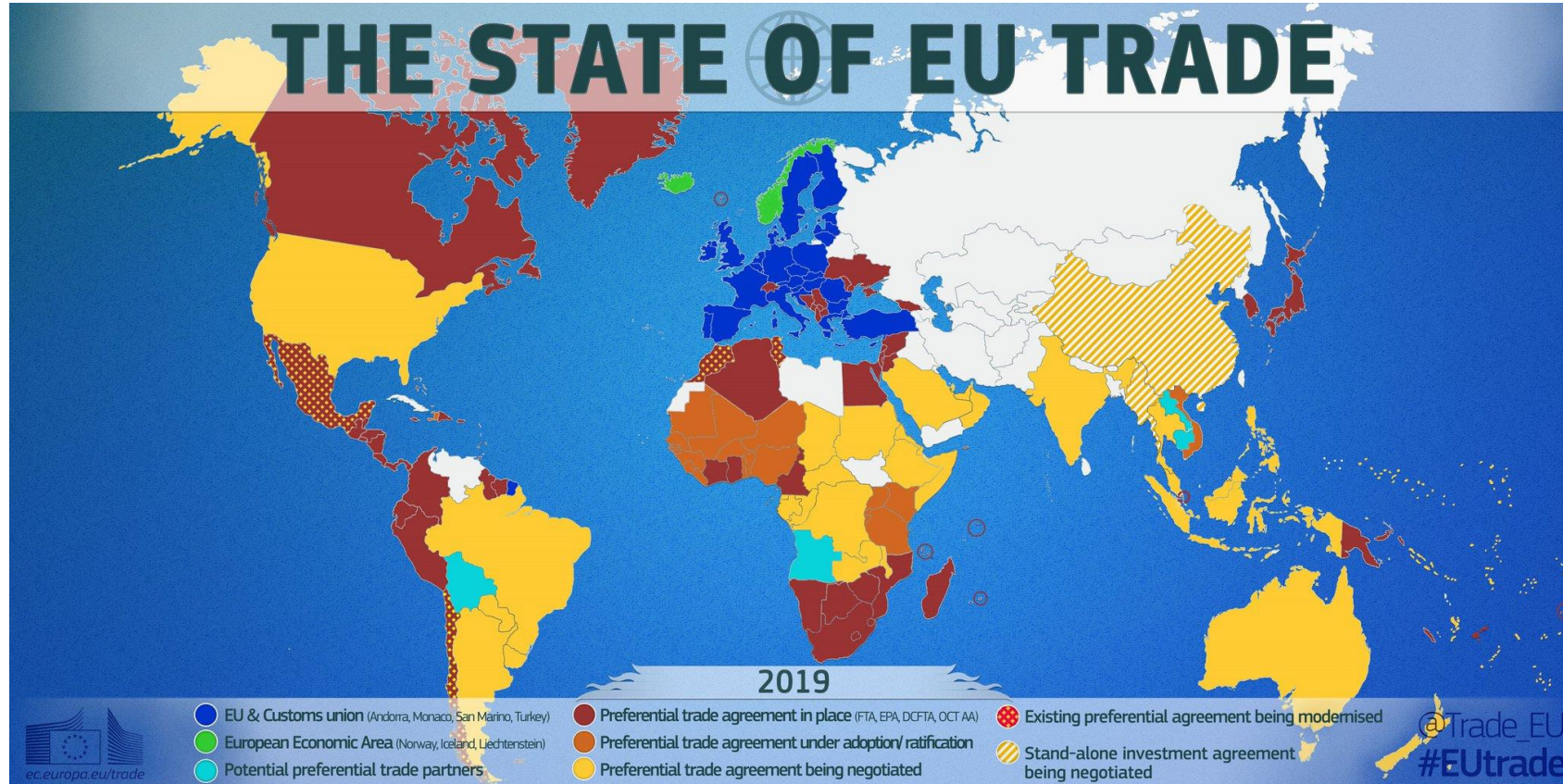
Capital

complements the
other freedoms and
contributes to growth



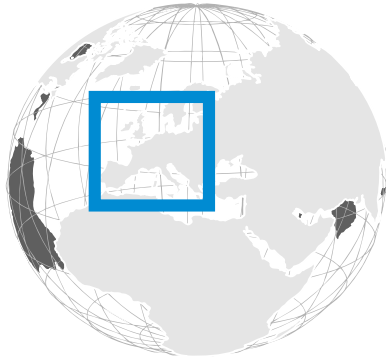
Business Location Germany

Benefit from the EU's worldwide network of FTAs



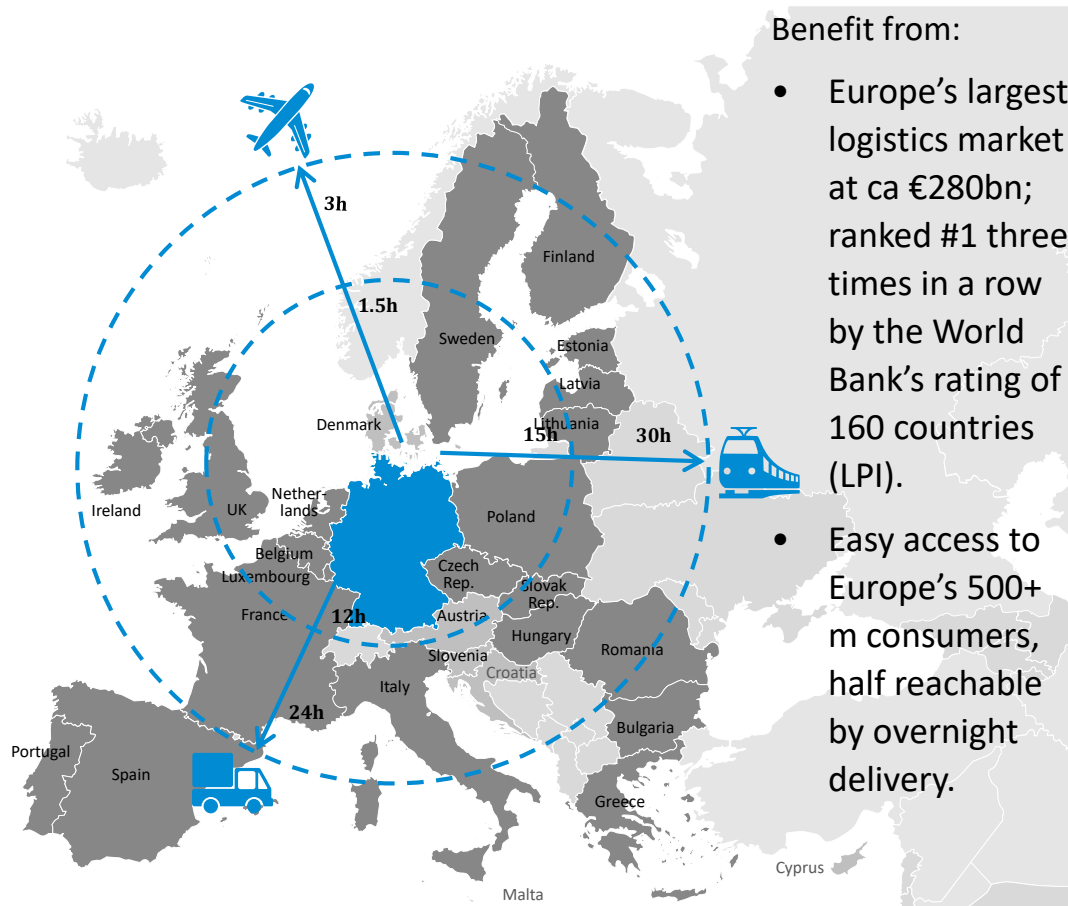
E-Commerce Market in Germany

Providing rapid and easy access to all European markets



2019	EU28	Germany
Population mn	513	83
GDP (in EUR bn)	13,92	3,436
GDP Growth (YoY)	1,5%	0,6%
Inflation	1.4%	1.4%
Unemployment	6.6%	3.1%

Source: Eurostat 2020



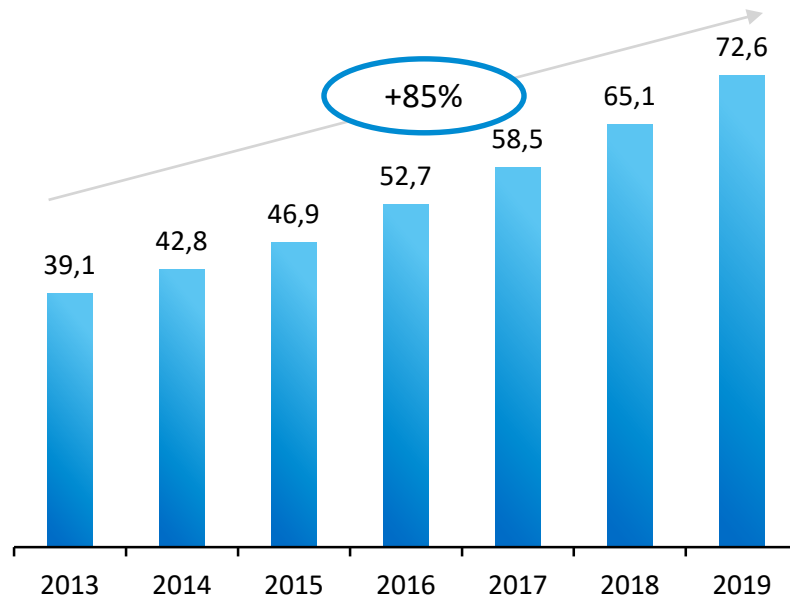
Benefit from:

- Europe's largest logistics market at ca €280bn; ranked #1 three times in a row by the World Bank's rating of 160 countries (LPI).
- Easy access to Europe's 500+ m consumers, half reachable by overnight delivery.

E-Commerce Market in Germany

Continent's leader: 98% of internet users buy goods online

B2C Turnover of E-Commerce in Germany
(in billion Euro)

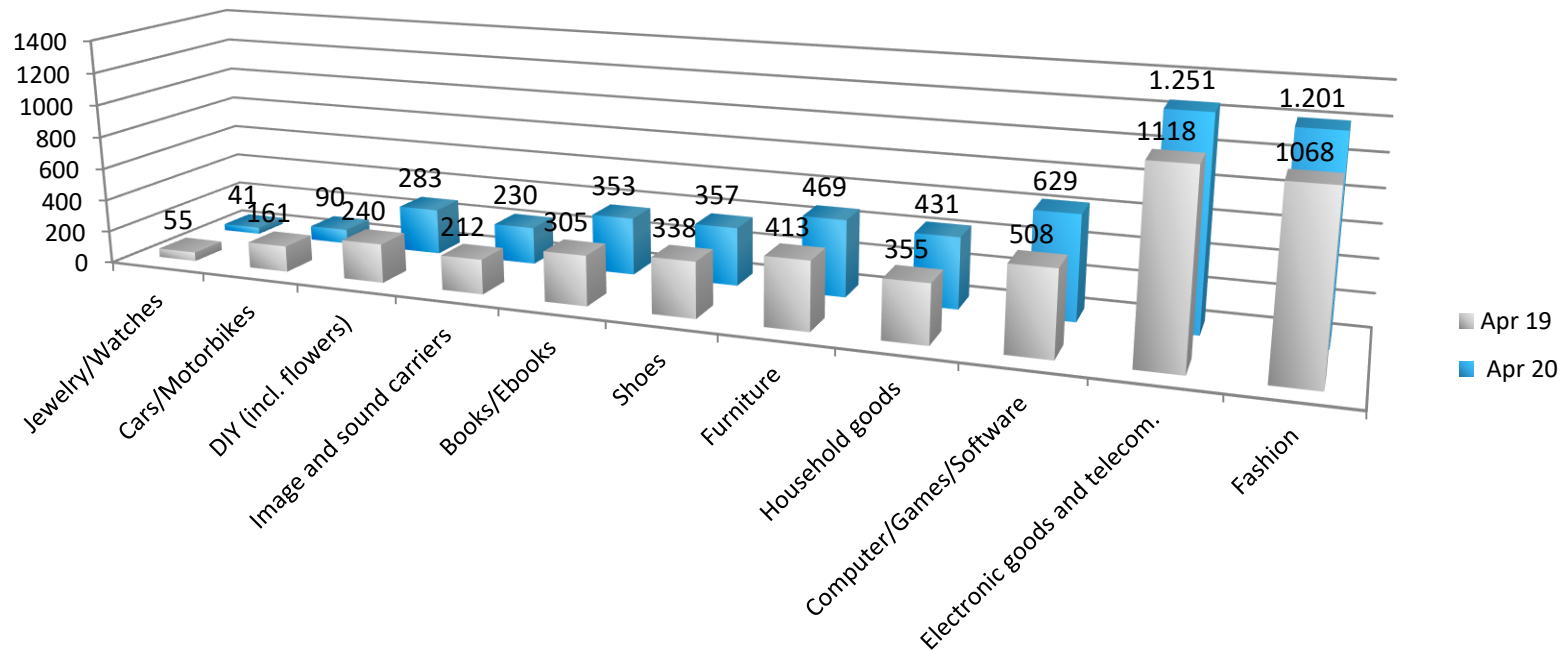


- +11,6% growth from 2018 to 2019
- 55% of online shoppers shop weekly (compared to 27% in 2014)
- +13,3% growth in Q 3/2020 due to Covid-19

Covid-19 effects on German E-Commerce

Since April 2020, most product groups have grown significantly

Online monthly turnover of selected product groups, April 2019 vs. April 2020 (in million Euros)



Attractive destination for UK E-Commerce companies

#1

Largest market in the EU

80+m

Consumers in Germany

#1

Logistics worldwide

20%

of Europe's GDP

445+m

Consumers in the EU 27

185

Realized UK FDI Projects in 2019

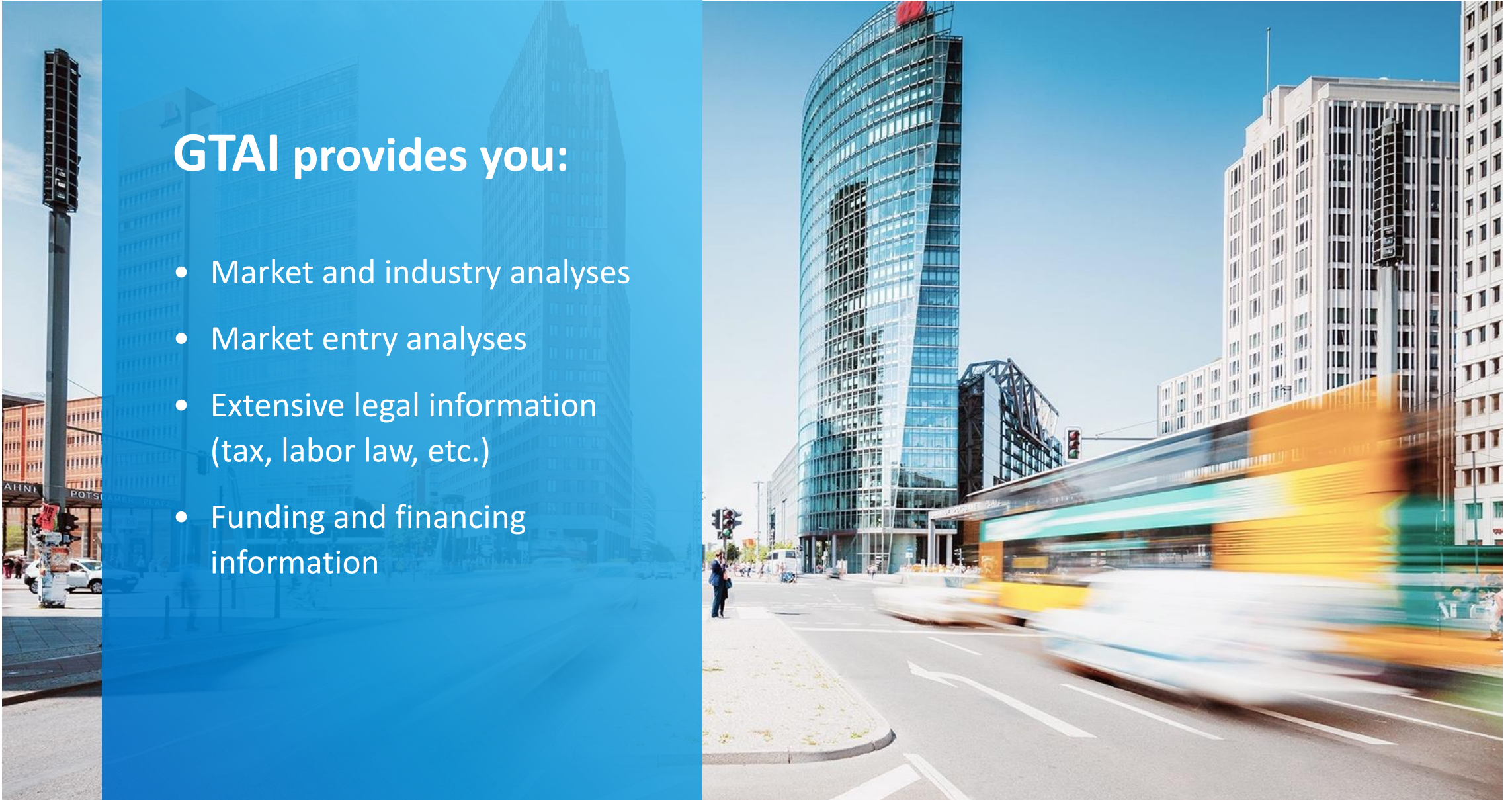
Agenda for today

Agenda

1. Why is Germany attractive for UK E-Commerce companies?
2. **How can GTAI help you set up your German business?**
3. Q & A

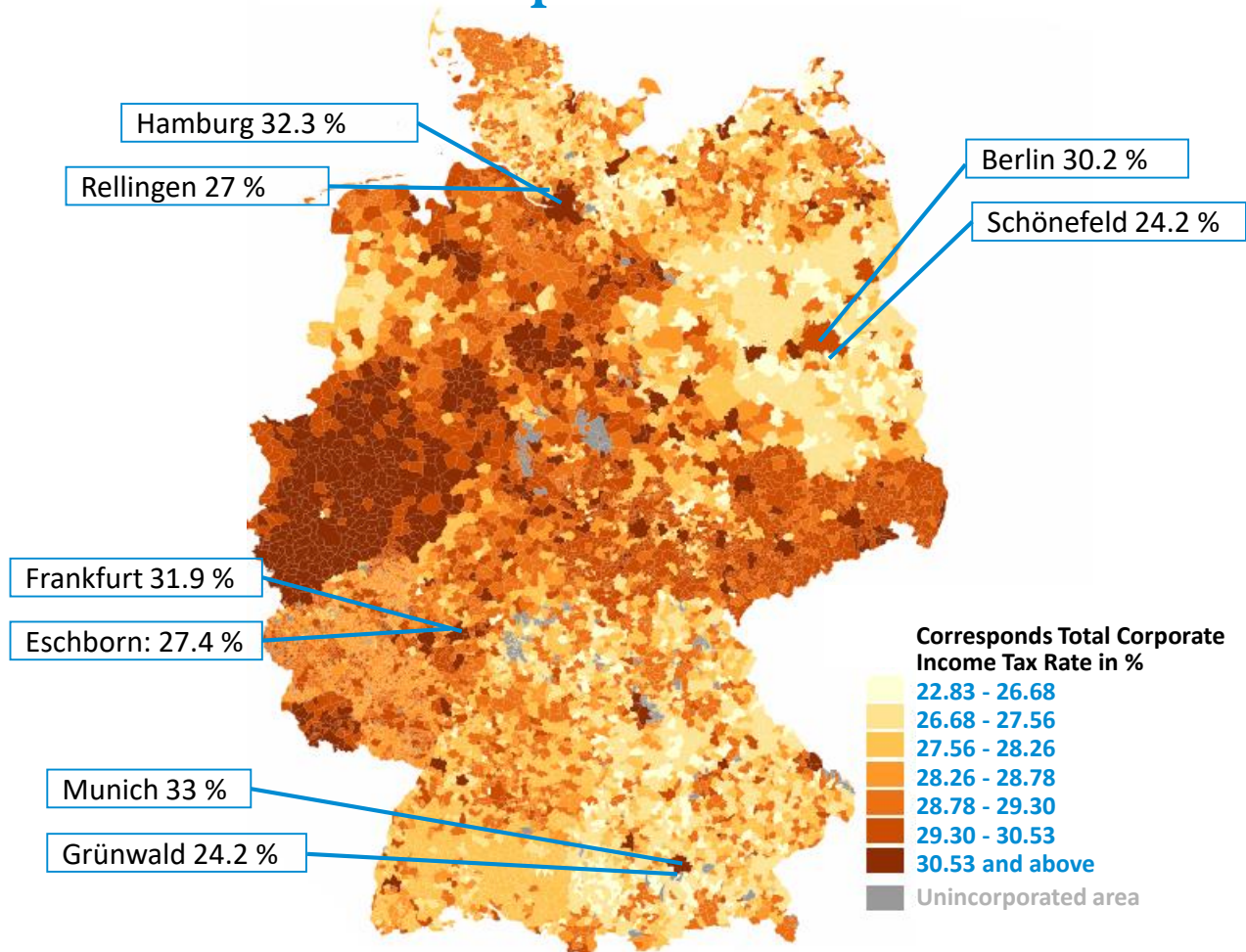
GTAI provides you:

- Market and industry analyses
- Market entry analyses
- Extensive legal information (tax, labor law, etc.)
- Funding and financing information



Corporate Taxation

Interactive map of tax rates shows diverse tax landscape



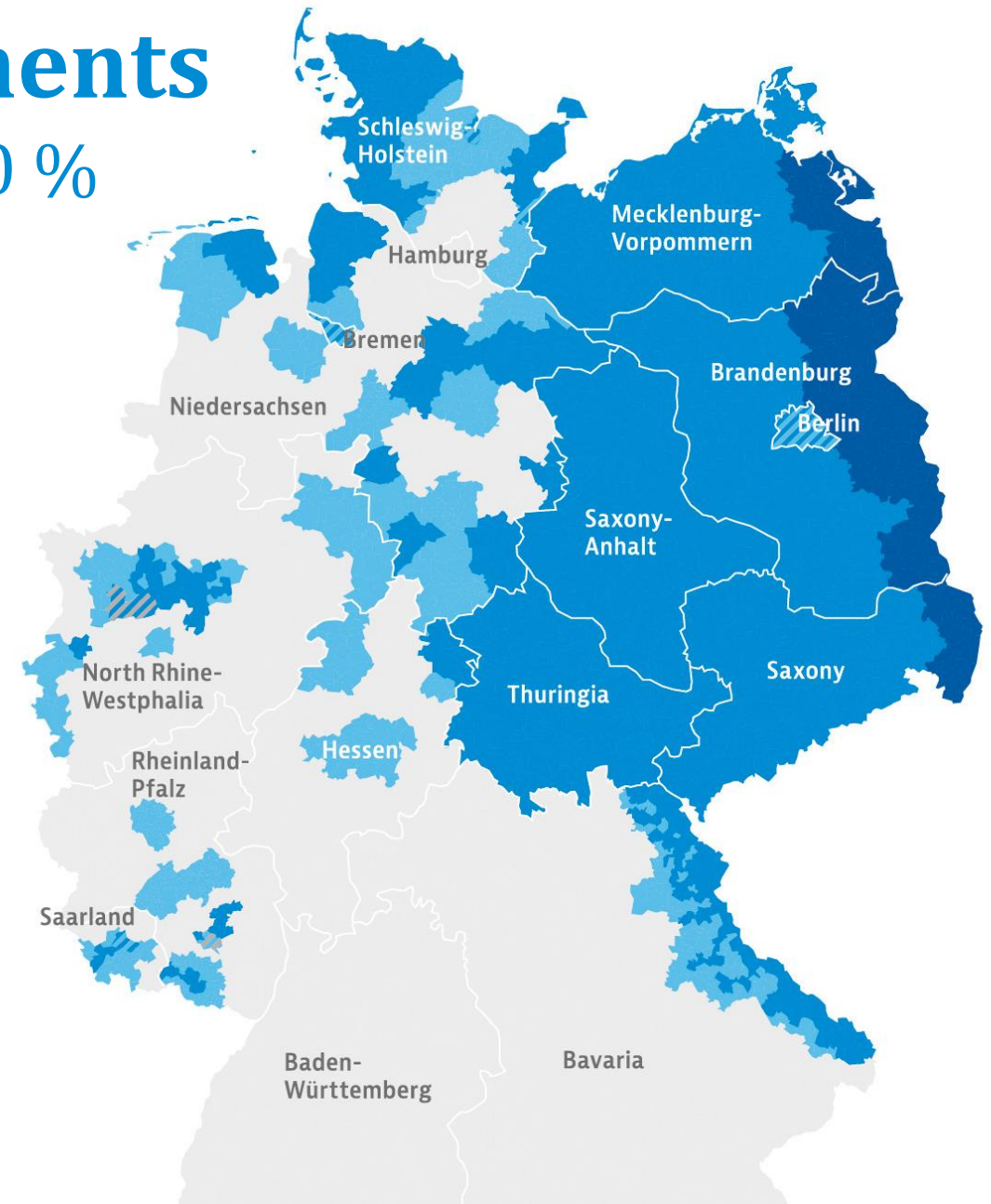
Germany has a diversified tax landscape due to the widely varying local trade tax rates.

Cash Grants for Investments

Joint Task program offers up to 40 %

	Small enterprises	Medium-sized enterprises	Large enterprises
Border area to Poland	max 40%	max 30%	max 20%
C Region	max 30%	max 20%	max 10%
D Region	max 20%	max 10%	max EUR 200k

Source: Germany Trade & Invest



Business Establishment

The GmbH - the most widely used legal form in Germany

- The GmbH offers limited liability and high flexibility.
- The nationality and residence of the shareholder(s) and the managing director(s) of a GmbH are irrelevant.
- The GmbH requires a German address and a local representative in Germany.

UK companies can easily incorporate a GmbH in Germany.

Our strong Partner Network



Agenda for today

Agenda

1. E-Commerce opportunities in Germany
2. How can GTAI help you to set up your German business?
3. Q & A

For detailed information:

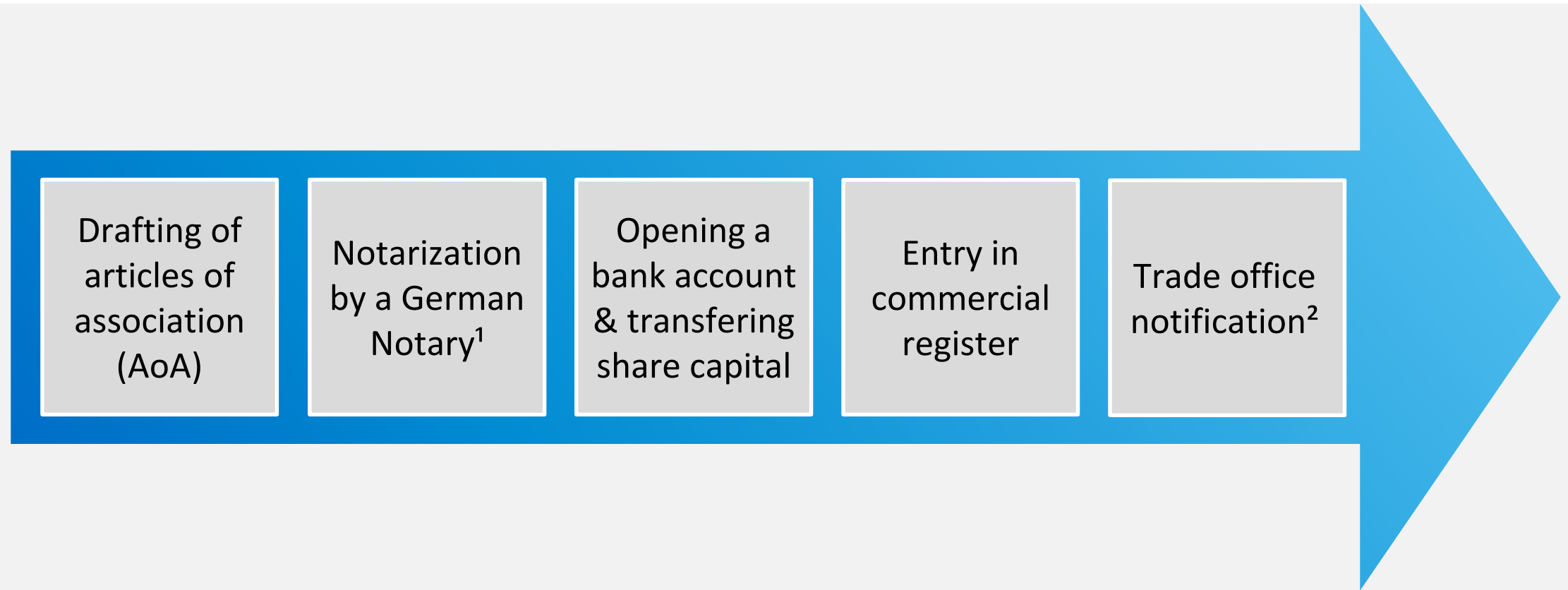
www.gtai.com

Johannes.Fischer@gtai.com

Richard.Todd@gtai.com

Incorporation

The GmbH - Steps in the Incorporation Process



1) Shareholder(s) forming the GmbH, adopting its articles of association and appointing one or more managing directors in a notarial deed.

2) Selected business sectors (e.g. pharmacies, brokers, restaurants, hotels, financial service providers) require a permit / license for the notification.

Entry & Residency

Freedom of movement remains until end of transition period.

British citizens do not
require a visa to enter
Germany.



British citizens do not
require a residence permit
to live and work in
Germany.



Withdrawal Agreement (WA)

WA stipulates rights to British
citizens, who have moved to
Germany before Dec 31,
2020, as long as they continue
to live there.



For residence-related Brexit questions please refer to the dedicated website of the [German Federal Ministry of Interior](#).