



# **BUSINESS OPPORTUNITIES IN GERMANY AND THE STATE OF NORTH RHINE- WESTPHALIA (NRW)**

Online seminar hosted by Cyber Wales & The Welsh  
Government  
18 August 2020

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# THE UK AND NRW: HISTORY



# H.R.H. PRINCE WILLIAM IN DÜSSELDORF

ON 23 AUGUST 2016



H.R.H., Prince William and Hannelore Kraft, State Minister  
President of North Rhine-Westphalia

# 2. GERMANY'S ECONOMY AND ITS POWERFUL STATES





# GERMANY: EUROPE'S LEADING ECONOMY



|                    | GDP<br>(in € bn) | Share of total<br>GDP (EU 28) | Population in<br>m | Share of total<br>Population (EU28) |
|--------------------|------------------|-------------------------------|--------------------|-------------------------------------|
| <b>Germany</b>     | 3,386            | 21.3%                         | 82.2               | 16.0 %                              |
| <b>UK</b>          | 2,392            | 15.1 %                        | 66.5               | 13.0 %                              |
| <b>France</b>      | 2,352            | 14.9 %                        | 64.7               | 12.6 %                              |
| <b>Italy</b>       | 1,756            | 11.1 %                        | 60.5               | 11.8 %                              |
| <b>Spain</b>       | 1,208            | 7.6 %                         | 46.4               | 9.1 %                               |
| <b>Netherlands</b> | 773              | 4.9 %                         | 17.3               | 3.4 %                               |
| <b>Poland</b>      | 496              | 3.1 %                         | 38.0               | 7.4 %                               |
| <b>Sweden</b>      | 467              | 2.9 %                         | 10.2               | 2.0 %                               |
| <b>USA</b>         | 17,353           |                               | 327.4              |                                     |
| <b>Japan</b>       | 4,209            |                               | 126.5              |                                     |
| <b>EU 28</b>       | 15,875           | 100 %                         | 512.4              | 100 %                               |
| <b>Euro Area</b>   | 11,570           | 73 %                          | 341.5              | 67.0 %                              |

Source: GTAI, The World Bank 2018

# NRW – STRONG, DYNAMIC AND CENTRAL IN EUROPE

| BASIC DATA 2019                           | GERMANY | NRW    |
|---|---------|--------|
| Area in km <sup>2</sup>                   | 357,582 | 34,112 |
| Population in million                     | 83.0    | 17.9   |
| Population density in km <sup>2</sup>     | 232     | 526    |
| GDP in bn €                               | 3,436   | 711    |
| GDP per capita in €                       | 41,358  | 39,678 |
| Gainfully employed in million             | 44.8    | 9.6    |
| Private consumption in bn €* <sup>*</sup> | 1,732.2 | 372.0  |
| Exports in bn €                           | 1,327.8 | 193.7  |
| Imports in bn €                           | 1,109.3 | 245.5  |
| Foreign direct investments** in bn €      | 740.7   | 172.5  |

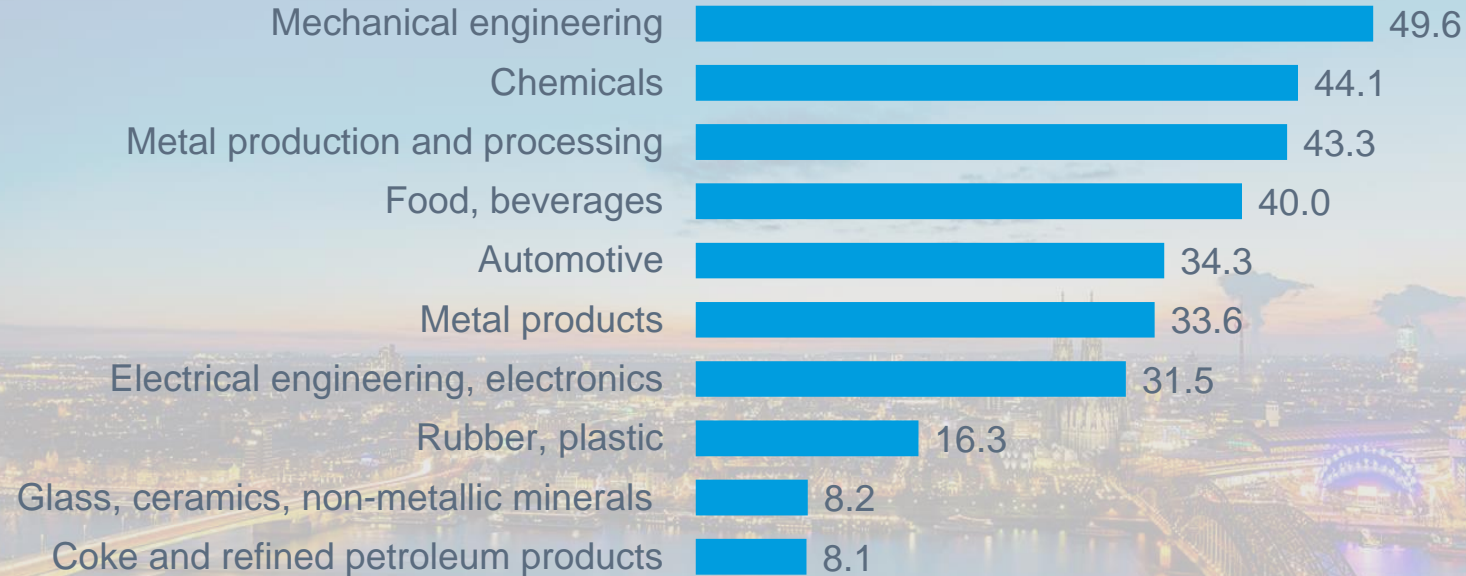
\* \* end of 2017, \*2018

# 3. KEY INDUSTRIAL SECTORS



# TOP LOCATION FOR MANUFACTURERS AND SUPPLIERS

Sales 2018 (in EUR bn)



Source: IT.NRW; the figures refer to companies with 20 and more employees



4.

## NRW: HOME OF THE WORLD MARKET LEADERS



# A GLOBAL PLAYER'S PLACE

20 of the 50 top-selling companies in Germany are based in NRW



# SMEs – THE BACKBONE OF THE ECONOMY



713,200 small and medium-sized companies

- They account for 99.4 % of all the companies in the state.
- They employ 78.7 % of all company employees subject to social insurance contributions.
- They provide 82.4 % of all training positions in NRW.



# 5. NRW: GERMANY'S NO. 1 INVESTMENT LOCATION





# AROUND 20,000 FOREIGN COMPANIES IN NRW



## Well-known foreign companies in NRW

- 21.3 % of the foreign companies are based in NRW.
- Foreign investors provide work for about 1 million people.
- Major investor countries are: the Netherlands, USA, Switzerland, Great Britain, France, VR China, Austria, Japan, Italy, Russia and Turkey.
- Approx. **1,500 UK companies in NRW**
- Examples: Vodafone, Rentokil, AO, JCB, Dyson, Johnson Matthey, Lush, GKN, BP, JSP Safety Products.

# 6. NRW.INVEST SERVICES FOR UK COMPANIES



# ON THE MARKET FOR 60 YEARS



## NRW.INVEST GmbH

- Wholly owned subsidiary of the State of NRW
- Head office in Düsseldorf, founded 1960
- 77 employees
  - 40 in Düsseldorf
  - 37 in the international offices
- Chairman of the Supervisory Board  
State Secretary Christoph Dammermann, Ministry of Economic Affairs, Innovation, Digitization and Energy of the State of NRW
- CEO Petra Wassner

# 16 INTERNATIONAL OFFICES IN IMPORTANT LOCAL MARKETS

## #NRWORLDWIDE





# FAST TRACK PACKAGE FOR UK COMPANIES IN NRW



## Free services include

- **Getting you started**  
An experienced key relationship manager will help you get your business established in NRW
- **Professional Advice**  
Access to a network of legal and accounting professionals
- **Premises**  
Access to office, production and warehouse space
- **Free information service**  
All you need to make your decision:
  - labour costs, availability and skills, demographics, links to academic and business networks

# FAST TRACK PACKAGE FOR UK COMPANIES IN NRW



## Free services include

- **Access to qualified labour**  
Help in finding and recruiting people
- **Free advice on funding sources**,  
including grants and incentive programmes
- **Marketing support**  
Providing a platform for your company to advertise your products and services through events, publications, etc.
- **Advice on doing business with Germany for UK companies**  
The do's and don'ts of doing business

# THE UK NETWORK IN NRW



British  
Consulate-General  
Düsseldorf



Department for  
International Trade



Llywodraeth Cymru  
Welsh Government



## Support network

- **British Consulate-General, Düsseldorf**  
[www.gov.uk/world/organisations/british-consulate-general-dusseldorf](http://www.gov.uk/world/organisations/british-consulate-general-dusseldorf)
- **Department for International Trade, Düsseldorf**  
[www.gov.uk/world/organisations/department-for-international-trade-germany](http://www.gov.uk/world/organisations/department-for-international-trade-germany)
- **British Chamber of Commerce in Germany, North Rhine-Westphalia, Düsseldorf**  
[www.bccg.de/nrw](http://www.bccg.de/nrw)
- **Scottish Development International, Düsseldorf**  
[www.sdi.co.uk](http://www.sdi.co.uk)
- **The Welsh Government, Representative Office, Düsseldorf**  
[www.tradeandinvest.wales](http://www.tradeandinvest.wales)
- **British Business Club Düsseldorf e.V.**  
[www.britishbusinessclub.de](http://www.britishbusinessclub.de)
- **British Women's Club Düsseldorf e.V.**  
[www.bwcduesseldorf.org/](http://www.bwcduesseldorf.org/)
- **British Council, Cologne**  
[www.britishcouncil.de/](http://www.britishcouncil.de/)
- **25 German-British Societies & Clubs**

# FEEL FREE TO CONTACT US



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