

TRENDS & OPPORTUNITIES FOR BRITISH BUSINESSES IN GERMANY

LONDON
01 JULY 2025

Rob Scheid
Director, UK & Ireland
Germany Trade & Invest
www.gtai.com



Germany Trade & Invest (GTAI) is the
international business promotion
agency of the Federal Republic of
Germany







Export Promotion



***Incoming Business
Expansion***



***General Location
Marketing***



***Support Programs &
Internationalization***

Support for International Businesses

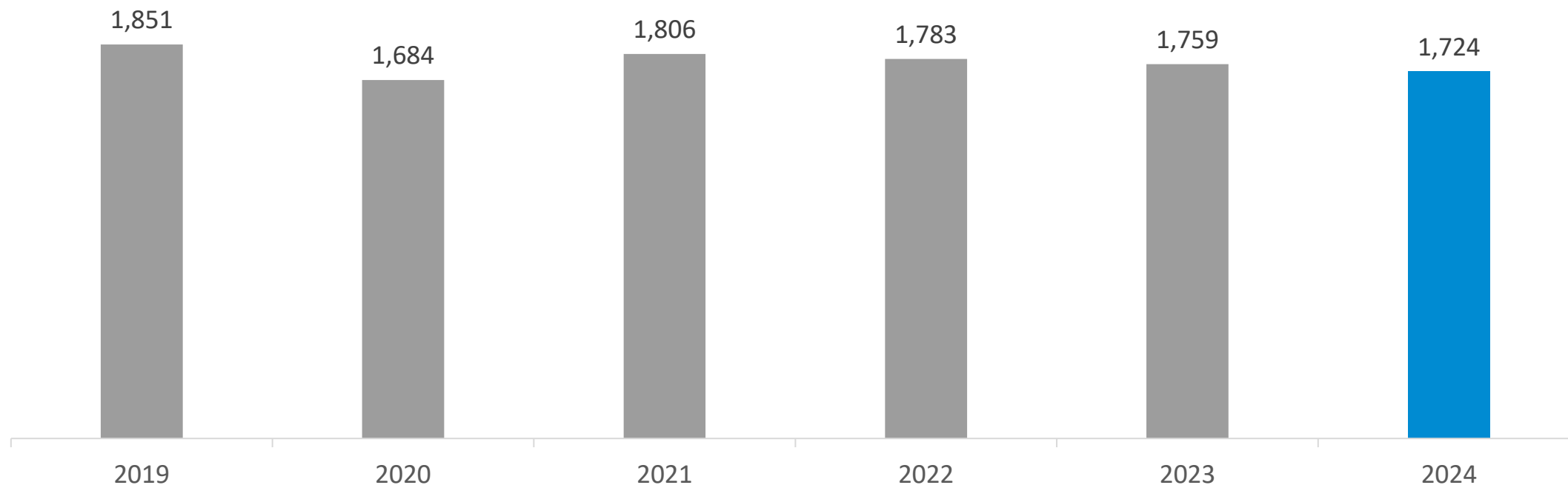
- Bespoke market and industry analysis
- Market entry support
- Extensive legal information (tax, labour law)
- Funding and financing information

Free of Charge
& Confidential



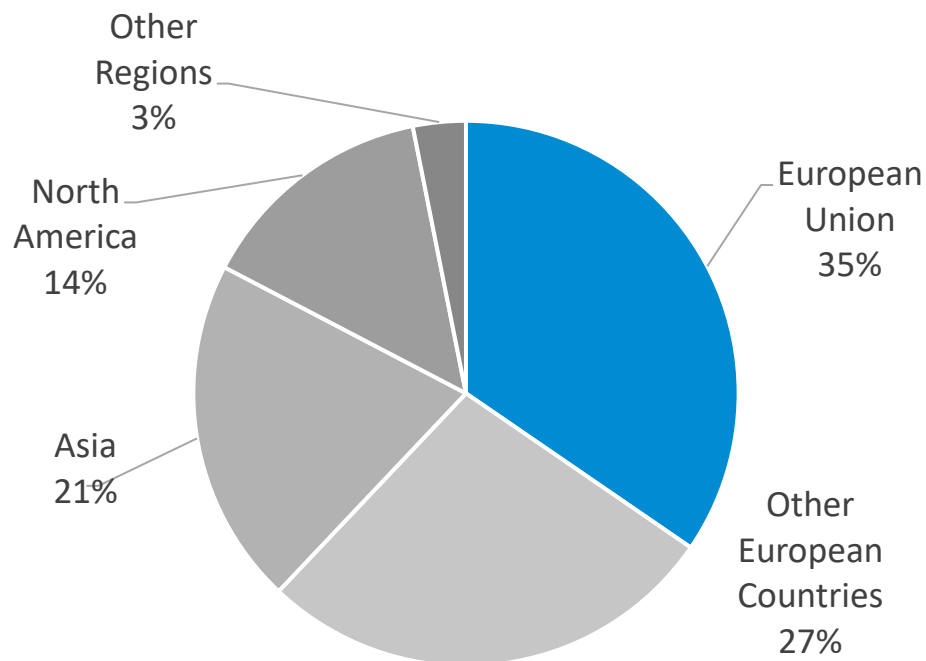
Greenfield and expansion projects in 2024 nearly reached the level of the previous year.

Greenfield & Expansion Projects (2019-2024)

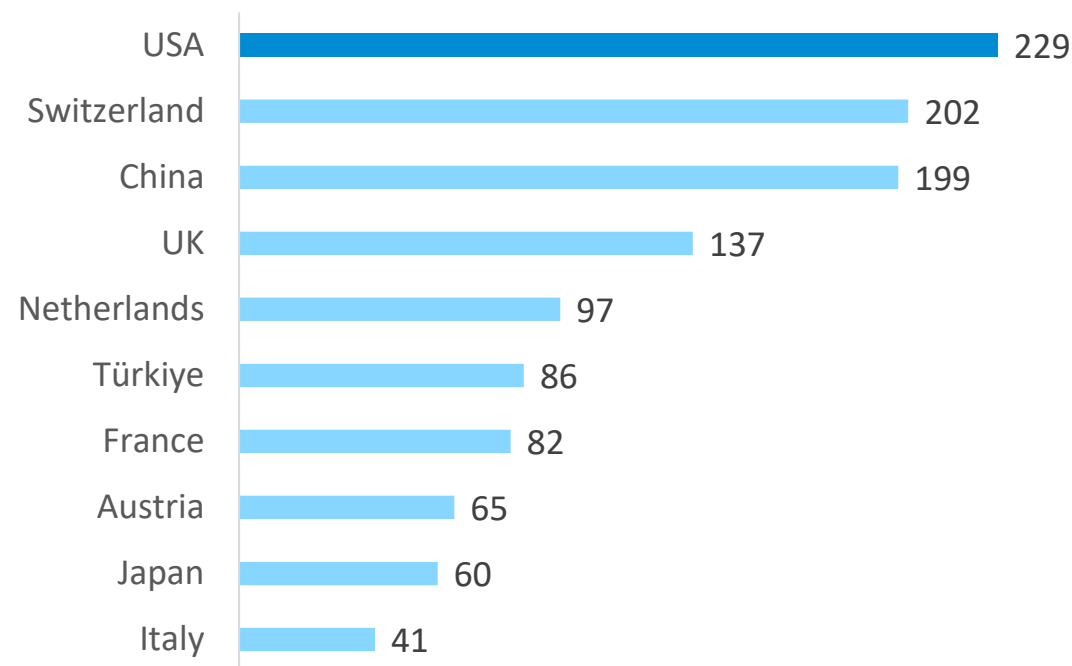


The UK has consistently ranked 4th each year for several years.

Origin of Greenfield & Expansion Projects
by Region 2024



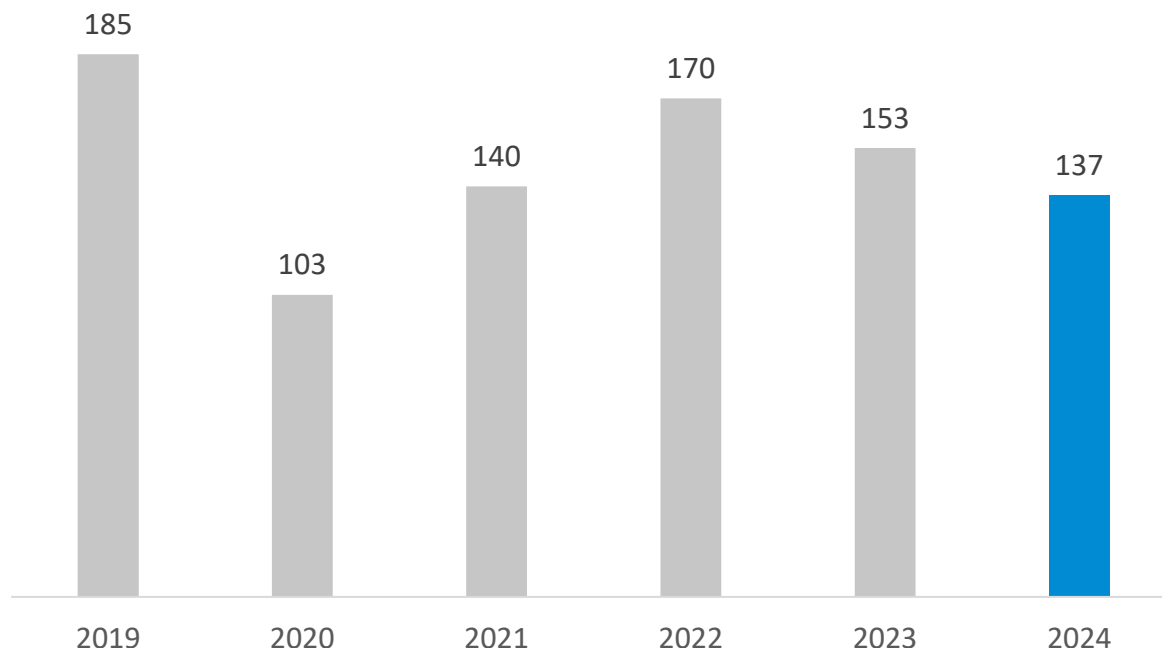
Origin of Greenfield & Expansion Projects
by Country 2024



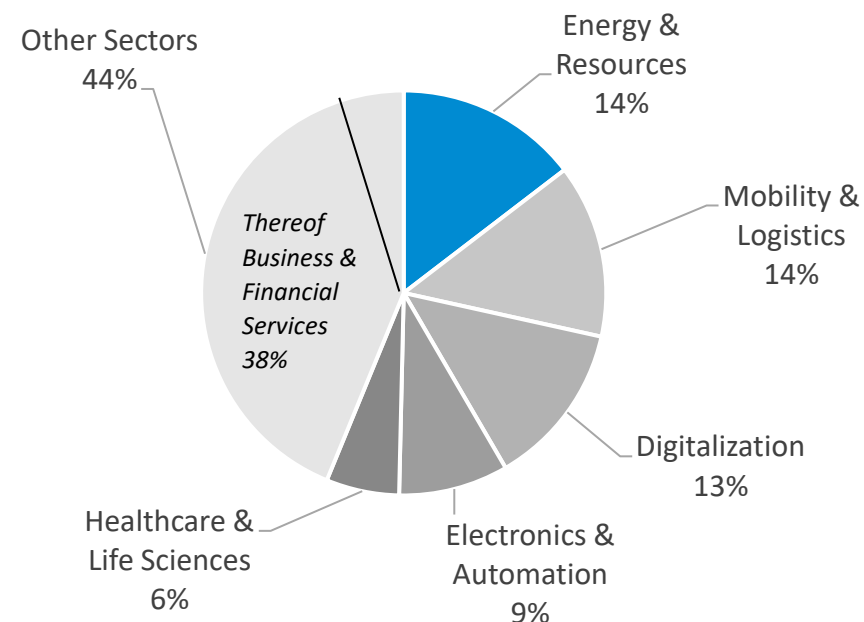
Source: Germany Trade & Invest, Regional Business Promotion Agencies, 2025

The number of British companies setting up in Germany remains high.

Number of British Projects in Germany
(2019-2024)



British Projects in Germany by Strategic
Industries (2024)



Source: Germany Trade & Invest, Regional Business Promotion Agencies, 2025; Note: FDI projects refer to greenfield and expansion investment projects. M&A projects are not included; project numbers, as reported to GTAI by the federal states

UK project pipeline driven by sustainability & digital innovation

Finance, IT & Software



- Over half of all British companies invest here.

Digital Health



- Innovative UK companies find improved German market conditions.

Energy Transition



- Rapid transition to sustainable energy. Plenty of synergies in renewables & energy storage.

Retail & Logistics



- Major wave of post-Brexit retail and logistics projects continues.

Key Investment: Wayve

GTAI supported the London-based AI startup for autonomous driving.

- Establishment of testing and development hub in Germany as first European expansion project.
- Key support in navigating regulatory frameworks between national and federal state authorities.



Germany's highly decentralized economic structure disperses demand

- Location not always obvious due to even distribution of economic power
- Loose federal structure means regional actors are important
- Industrial heartland remains popular choice
- Eastern and northern regions increasingly attractive



Germany offers a Rich Treasure of History and Culture.

Landscape

2,389 km of beautiful coastline, 279 mountain ranges and 104 nature parks with 6,900 km of bicycle tracks and 15,246 km of hiking trails to explore

Cuisine

1,507 local breweries and about 11,000 winemakers along with more than 45,000 bakeries and 3,458 pastry shops to see and try

Heritage

More than 25,000 medieval castles and magnificent palaces, the longest castle wall in Europe and cities often dating back to Roman times

Culture

More than 80 opera houses, world renowned symphony orchestras, 7,120 museums and 554 music festivals attracting millions of people annually

Transport

13,200 km of German Autobahn, a railway network of 39,200 km and 22 international airports

Sports

Some 24,500 football clubs and 722 golf courses, about 12 million skiers and snowboarders and 1.5 million tennis players as well as tournaments almost everywhere

New German Government to unlock billions



- **Coalition Agreement:**
- Debt brake lifted (for both national and federal state spending)
- €10bn Germany Fund (to leverage €90bn in private investment) for scaleups and enterprise
- Future Fund extended beyond 2030

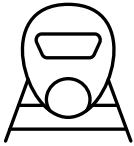


- **Business Support Measures:**
- New digital ministry to tackle modernisation
- One-stop shop for starting a business
- Equipment and EV tax deduction
- Lower corporate tax rates from 2028

Source: GTAI Research

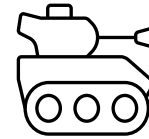
Photo: Bundesregierung/Guido Bergmann

Removal of Debt brake to create business opportunities in Infrastructure and Defence



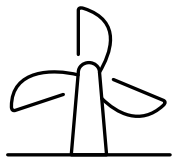
- **Infrastructure:**

- €500 bn of additional funding
- 2025: €22 bn total, up to €35 bn p.a. after
 - €10.5 bn for rail
 - €3 bn for broadband
 - €1 bn for bridges



- **Defence:**

- Spending exempted from debt limits
- Planned 70% increase in military expenditure to €162bn by 2029



- **Climate Protection:**

- €100 bn earmarked from infrastructure funding
 - Continue funding energy transition
 - Build out hydrogen backbone

DIGITAL HUB INITIATIVE



Federal Ministry
for Economic Affairs
and Climate Action

de:hub
digital ecosystems germany

25 Hubs, one digital ecosystem

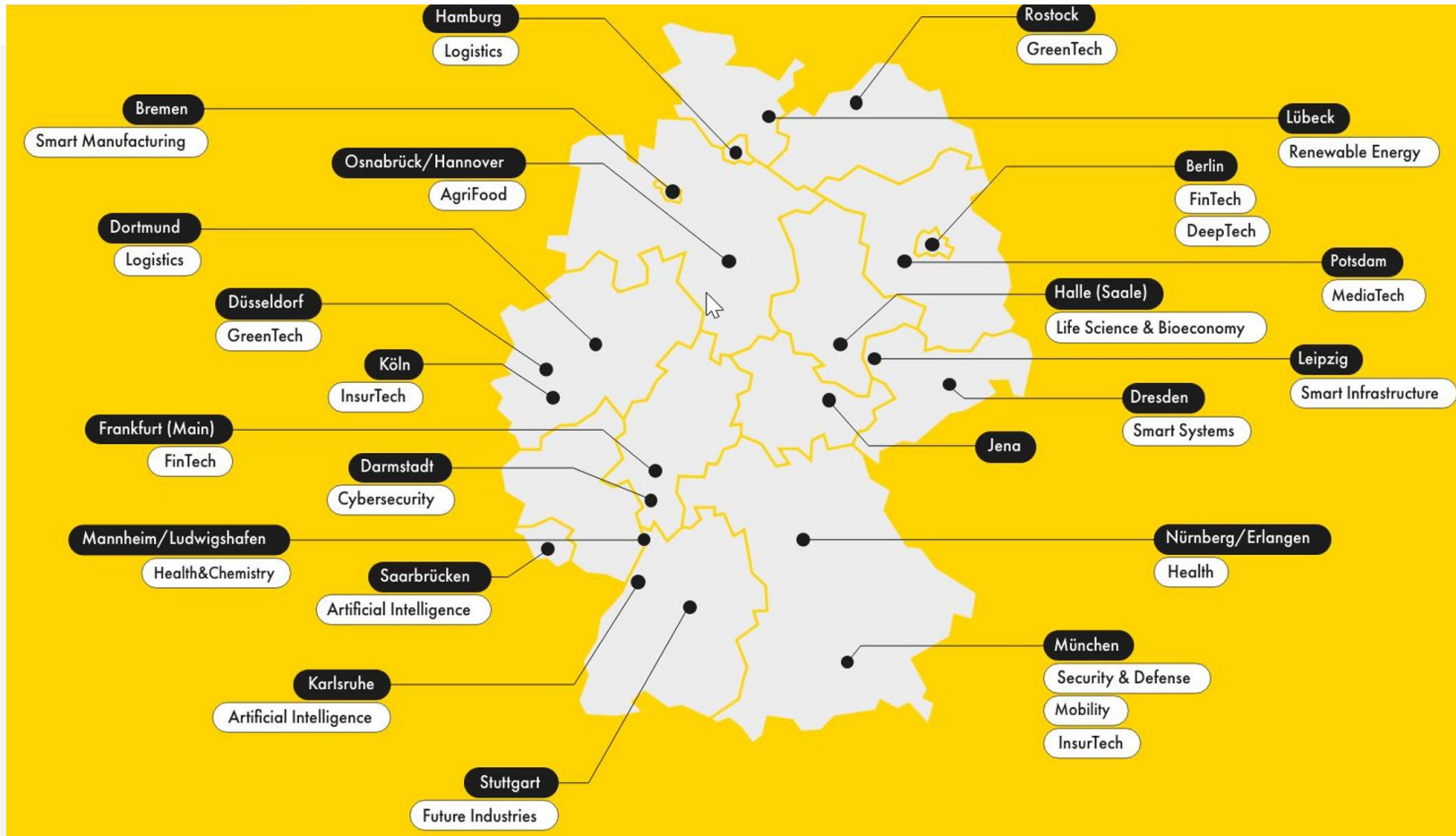
We are the Digital Hub Initiative. We connect small and medium-sized enterprises (SMEs) and corporates with new innovation partners from academia and the start-up scene. This is digitization, made in Germany.



www.de-hub.de

Visit our website for more information!

Digital Hub Initiative



25
HUBS

6,000+
START-UPS

2,400+
PARTNERS

The location for innovation and digitalization

Where are the Digital Hubs located?

We provide start-ups and established companies with an ideal environment to advance business ideas, innovation, and digitalization. Our Digital Hubs are spaces for interaction, exchange, and collaboration. Co-working spaces, workshop areas, or real laboratories offer ideal conditions for various levels of collaboration or cooperation.



Target groups



Start-ups



SMEs



Corporates



Investors



R&D

Contact Us



Rob Scheid

Director, UK & Ireland
Germany Trade & Invest

Global Ambassador
Digital Hub Initiative

T +44 7455 062620

robert.scheid@gtai.de

www.gtai.de

