



Pictured here are AmCham Germany President Bernhard Mattes (left) and Prof. Burkhard Schwenker, Chairman of the Advisory Council at Roland Berger Strategy Consultants GmbH, presenting the brand new issue of the Business Barometer during the Parliamentary Breakfast at the Hotel Adlon Kempinski in Berlin.

XIII. AmCham Germany Business Barometer:

US Companies in Germany Set Again For Growth

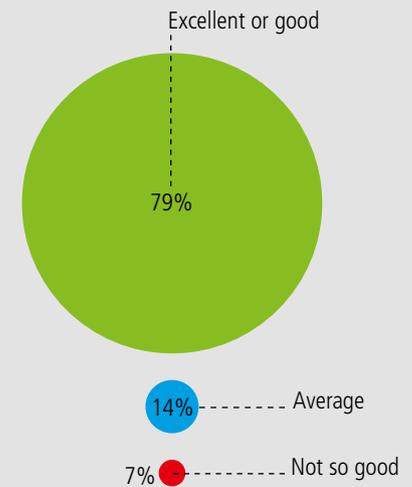
While investment sentiment was subdued in 2014, figures from 2015 and the prospects for 2016 are promising. Eight out of ten US companies in Germany anticipate increased revenues in 2016, and almost four out of ten intend to boost investments and create jobs. Still, energy and labor costs as well as business taxation continue to cause concerns among US investors. Here as well as in the digitization of the workplace, an active approach by companies and the German Federal Government is required.

US investors have a positive outlook for 2016," AmCham Germany President Bernhard Mattes said at a press conference and Parliamentary Breakfast held on April 13–14, 2016 in Berlin. "However, Germany's positive image among US companies should not distract us from those areas where action is required. Policymakers need to act now to establish the necessary framework. This is especially

important to become a real digital economy. We need to create 'digital DNA' for our businesses and for Germany now."

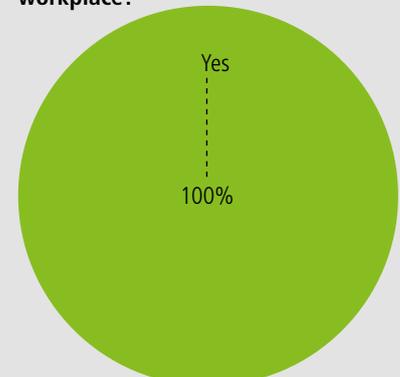
This year's edition of the AmCham Germany Business Barometer, conducted in cooperation with Roland Berger Strategy Consultants, surveyed 48 US companies in Germany with roughly €90 billion in collective annual revenues and 230,000 employees altogether.

How would you rate Germany as an investment location?



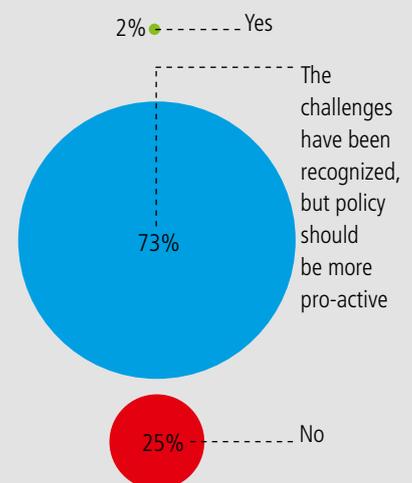
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Will Germany master the challenges surrounding the digitization of the workplace?



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Do German federal politics address the challenges related to the digitization of the workplace?



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Positive investment outlook for 2016

Among the results substantiating the optimistic outlook is the attractive rating of Germany as an investment location. Nearly four out of five US businesses (79%) believe that Germany is a good or very good investment location. Specific factors that account for Germany's attractiveness include the excellent quality of employees as a key strength (100%), followed by a strong supplier network (93%) and infrastructure (86%). On the other hand, many US companies see room for improvement regarding Germany's economic and industrial policy and cite energy costs as a risk to their businesses.

Digitization of the workplace: no drastic reduction in permanent employment

The second part of the survey takes a look at how Germany is dealing with the impact of digitization in the world of work. Most of the respondents said that employees need to acquire new skills (90%) and that digital transformation changes the demands placed on the organization of work (83%). The good news is that certain jobs will be lost, but just as many new jobs will be created. The majority of US investors also see employment remaining within the companies themselves.

Survey participants are convinced that Germany will master the challenges posed by the digitization of the workplace while stating that federal policy should be more proactive in shaping the framework for the digital future. In order to make Germany's workforce fit for the future, initiatives such as increased support for start-ups and entrepreneurship as well as simplification of working permits for skilled foreign laborers is at the top of the US companies' wish list.

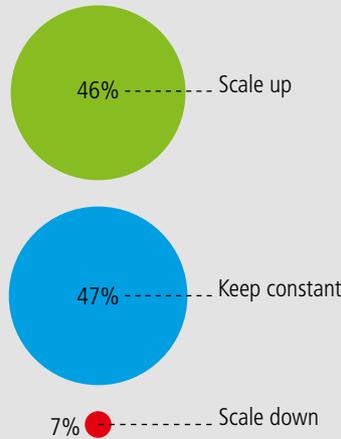
"Germany is starting from a good position and has shaped the pioneering spirit," as Mattes summed up the survey results. "We should capitalize on this and perceive the digital economy as an opportunity for everyone."

► You can find and order the complete AmCham Germany Business Barometer on our website at www.amcham.de/publications

► Watch our podcast with English subtitles on our YouTube channel

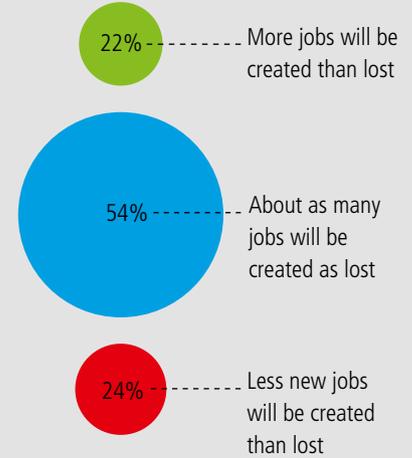


Will you scale up or scale down your activities in Germany in the next three to four years?



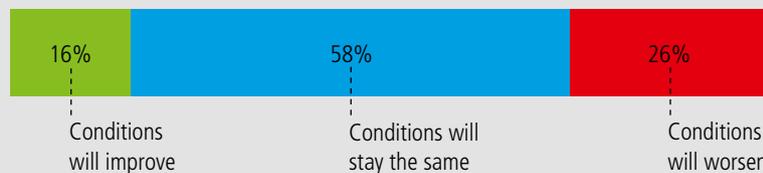
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Will digitization change job profiles in Germany, or will more jobs be lost as a result of increasing automation?



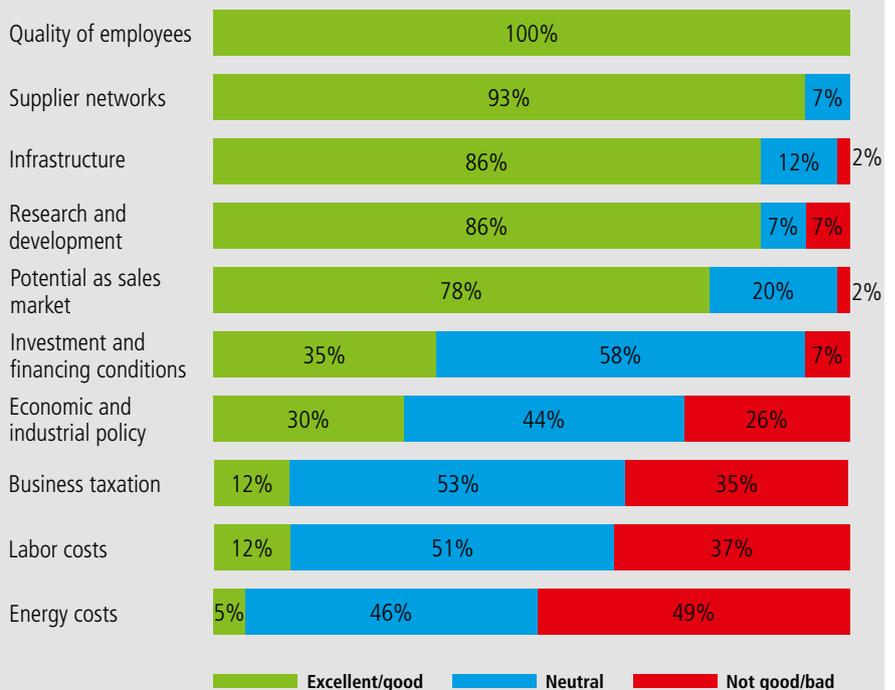
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How will Germany's business conditions develop over the next three to four years?



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What are Germany's strengths and weaknesses as an investment location? ¹⁾



¹⁾ Multiple responses possible

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