

A large, stylized graphic of the American flag, showing the stars and stripes in a curved, wave-like pattern, positioned on the left side of the slide.

# AmCham Germany

## Transatlantic Business Conference

**TOP 50-Ranking, Survey Results and  
Transatlantic Business Relations**



## TOP 50-Ranking and Survey Results



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## Executive Summary

- In an environment marked by disruption and volatility US companies in Germany posted strong revenue growth in 2022. 90% of the Top 50 US companies in Germany increased their revenues.
- Germany remains an important investment location for US companies. Its political stability and role as a sales market are the main pull factors.
- But US companies in Germany are becoming increasingly critical: The high level of bureaucracy and the lack of digitization and innovation are putting Germany's attractiveness at risk.
- The need for change has become more urgent but has not been addressed clearly and decisively enough by successive governments.
- Germany is in danger of losing its position as an attractive investment location if targeted actions are not taken now by government and businesses to remain competitive.

## In an environment marked by disruption and volatility, US companies in Germany posted strong revenue growth in 2022

	TOP 50 U.S. companies in Germany	TOP 50 German companies in the U.S.
Revenue (TOP 50)	242.6 EURbn	534.2 EURbn
Revenue growth (TOP 50)	+10.1% YoY	+20.4% YoY
Employees (TOP 50)	296,574	611,366
Growth of employees (TOP 50)	+9.2 % YoY	+2.1% YoY

Source: AmCham Germany; Accenture Research; Capital IQ; Statista; Bundesanzeiger; Company Websites

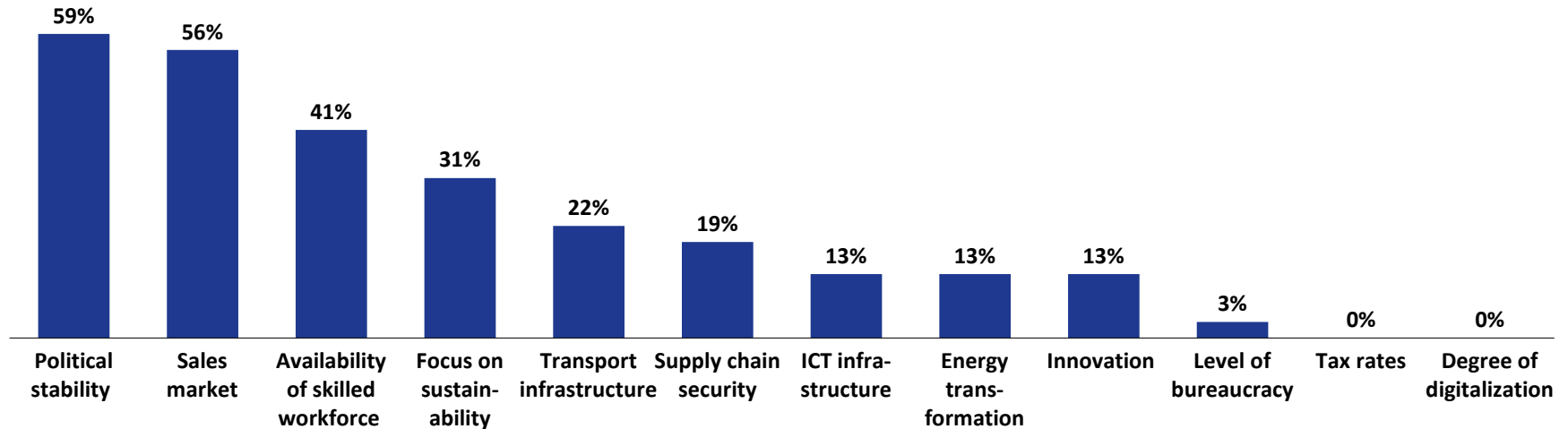
## 90% of the Top 50 US companies in Germany reported a positive revenue development

U.S. companies in Germany					German companies in the U.S.				
Name	Rev <sup>1</sup> (EURbn)	Growth (21/22)	Employees <sup>1</sup>	Growth (21/22)	Name	Rev <sup>1</sup> (EURbn)	Growth (21/22)	Employees <sup>1</sup>	Growth (21/22)
1 Amazon	32.0	+1.2%	34,000	+21.4%	T-Mobile	79.6	+17.2%	71,000	-5.3%
2 Ford	17.6	+6.3%	20,000	+0.0%	Volkswagen	44.1	+32.6%	6,600	+10.0%
3 ExxonMobil	11.0	+16.2%	753	-5.9%	Mercedes-Benz	35.8	+22.4%	11,211	+18.0%
4 GEHE Pharma	10.6	+20.0%	2,193	-4.7%	BMW	28.8	+33.6%	13,643	+12.1%
5 Microsoft	10.0	+29.4%	3,600	+20.0%	BASF	21.3	+8.9%	16,036	+19.7%
6 JET-Tankstellen	8.7	+24.9%	246	-1.6%	Daimler Truck	19.2	+39.1%	7,373	-0.4%
7 TK-Elevator	8.5	+6.3%	1,800	-5.3%	Munich Re	18.6	+17.2%	4,442	+4.0%
8 Philip Morris	7.2	-1.4%	700	-3.4%	Aldi	17.9	+9.9%	32,820	+9.7%
9 Google	7.0	+7.8%	2,925	+17.0%	Siemens	17.7	+27.5%	45,000	+12.5%
10 John Deere	6.7	+10.6%	10,879	-0.2%	Hochtief	16.7	+27.8%	11,154	+4.4%

Source: AmCham Germany; Accenture Research; Capital IQ; Statista; Bundesanzeiger; Company Websites

## Germany remains an important investment location due to its political stability and role as a sales market

In which of the location factors listed below is Germany most attractive as a business location for U.S. companies?  
Please select the top 3

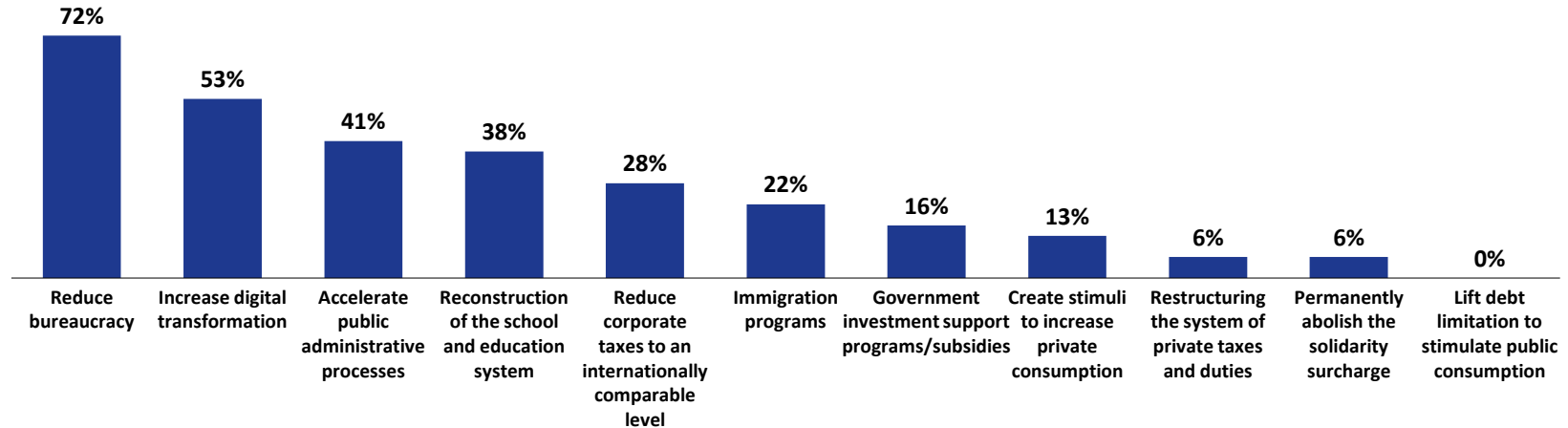


Source: AmCham Germany Survey (N= 32); Accenture

## US companies in Germany are increasingly critical: The high level of bureaucracy in particular puts attractiveness at risk

Which immediate economic policy decisions need to be made to foster strong and sustainable economic growth in Germany?

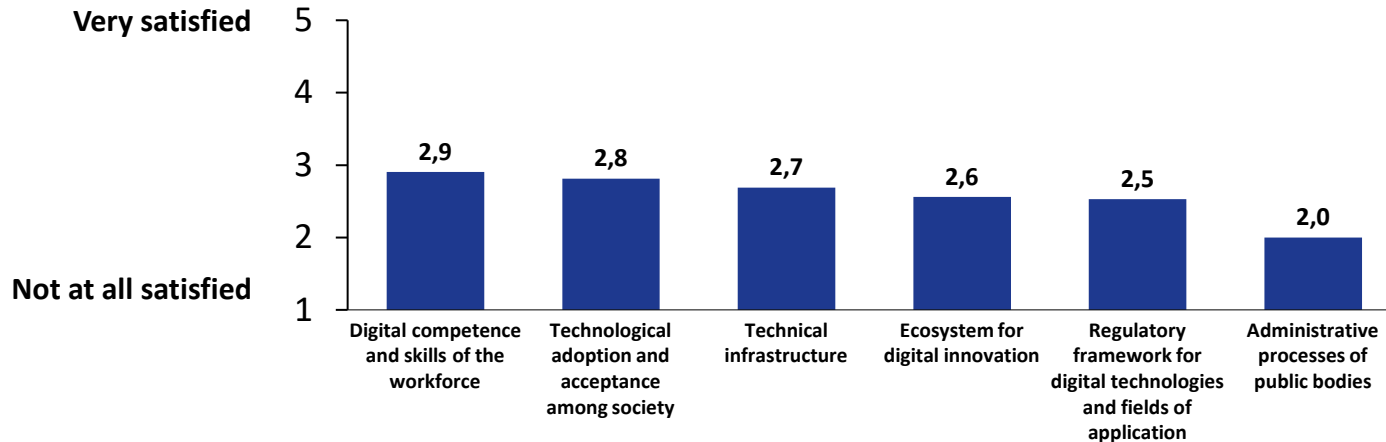
Please select up to three options



Source: AmCham Germany Survey (N= 32); Accenture

## The need for change has been growing over the last few years, but has not been addressed clearly and decisively enough

How satisfied are you with the degree of digitalization in Germany regarding the aspects listed below?

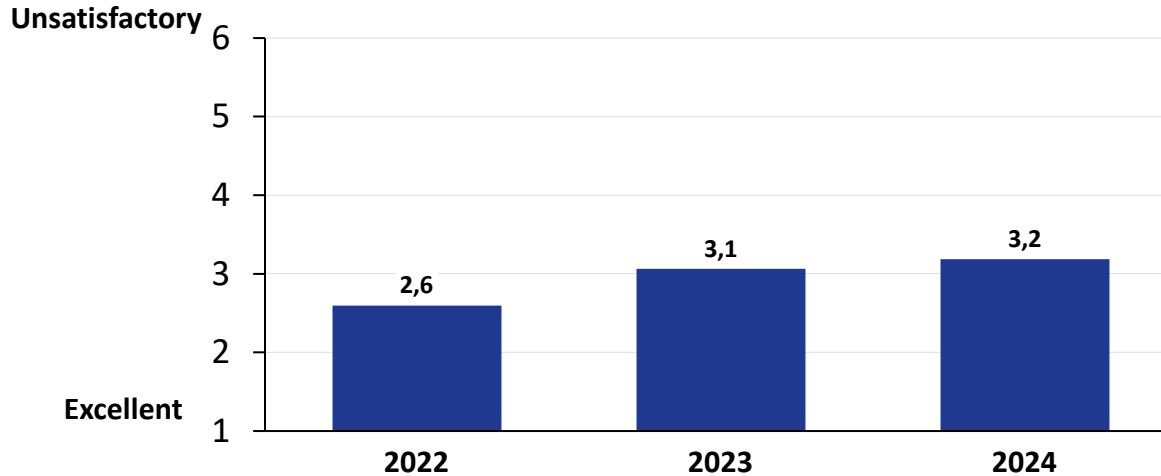


Source: AmCham Germany Survey (N= 32); Accenture



## Germany is in danger of losing its position as an attractive investment location if targeted actions are not taken

How would you rate Germany as a place for doing business from a U.S. perspective?



Source: AmCham Germany Survey (N= 32); Accenture