

# AmCham Germany TRANSATLANTIC Business Barometer 2019

How companies rate Germany and the US  
as an investment location



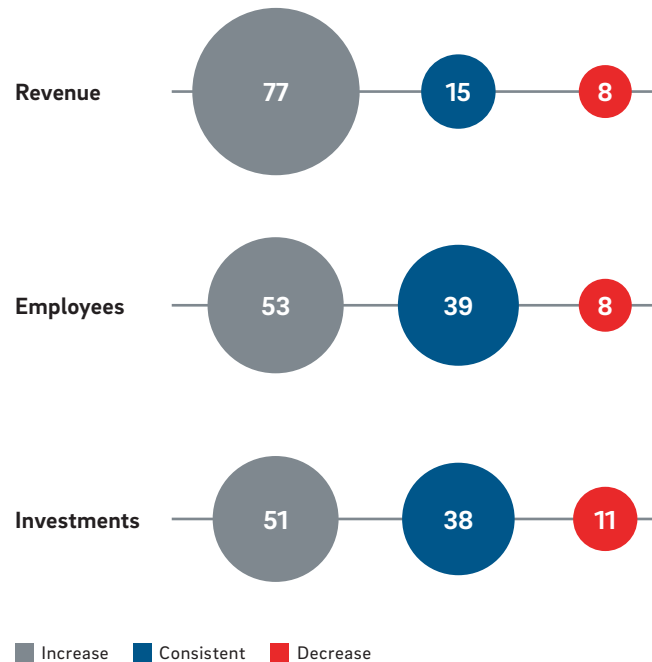
## How US companies view Germany as an investment location in 2019



**Germany in early 2019.** American companies in Germany are optimistic. After a solid business year in 2018, the majority of companies surveyed expect their revenue, number of employees and investments to increase further. The majority of US companies rate the conditions for doing business in Germany as attractive. However, high energy and labor costs as well as the quality of digital infrastructure remain a challenge.

### 1 OUTLOOK REMAINS POSITIVE. GOOD EXPECTATIONS FOR 2019

How will your revenue, number of employees and investments develop in 2019? [%]

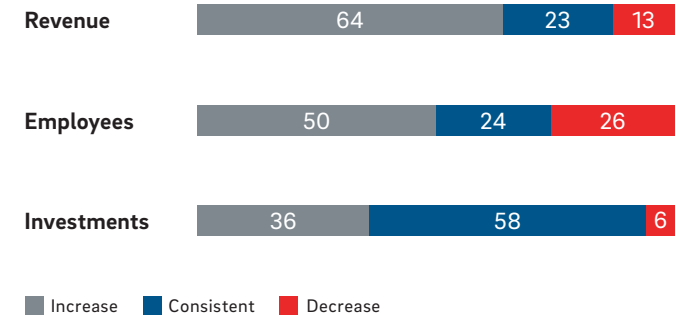


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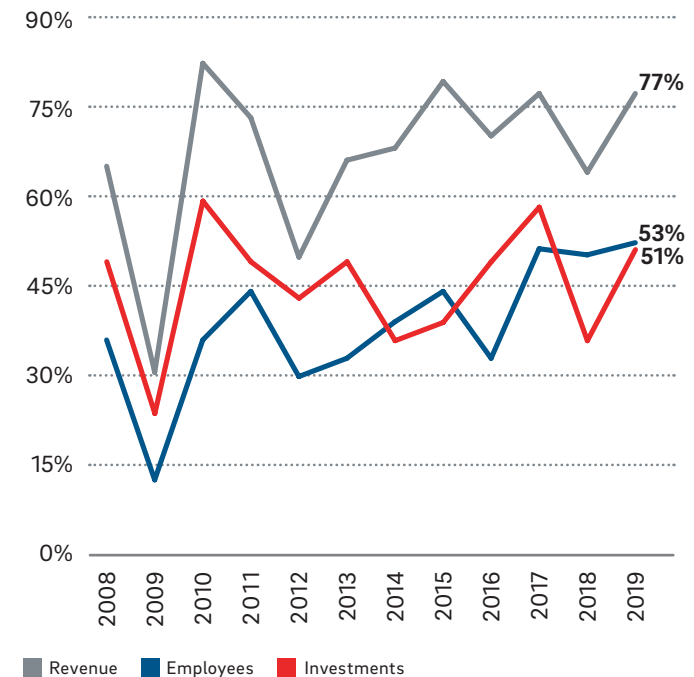
## 2 A SOLID BUSINESS YEAR 2018

How did the year 2018 turn out for your company? [%]



### OPTIMISM ON ALL LEVELS

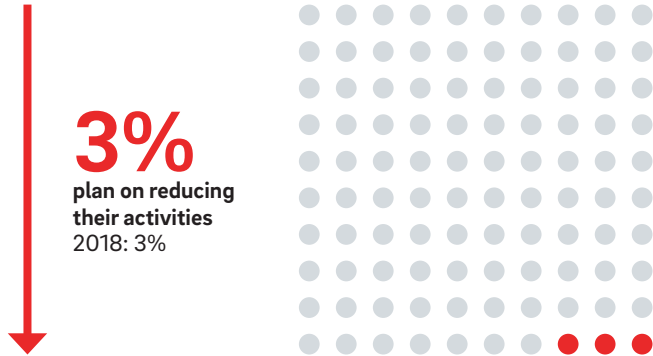
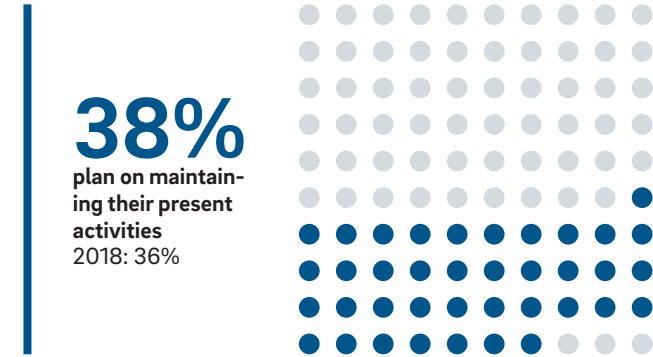
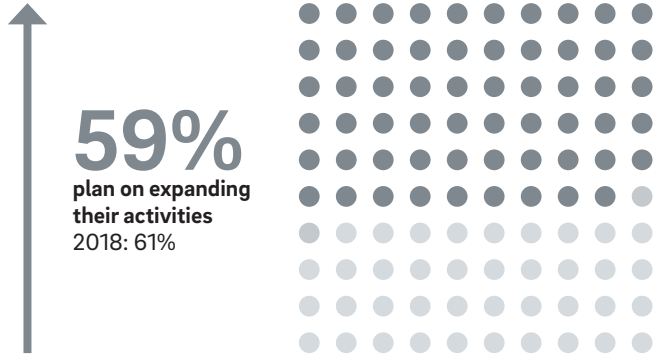
Percentage of companies that experienced an increase in revenue, number of employees and investments for the respective year (2008–2018) or anticipate this in 2019.





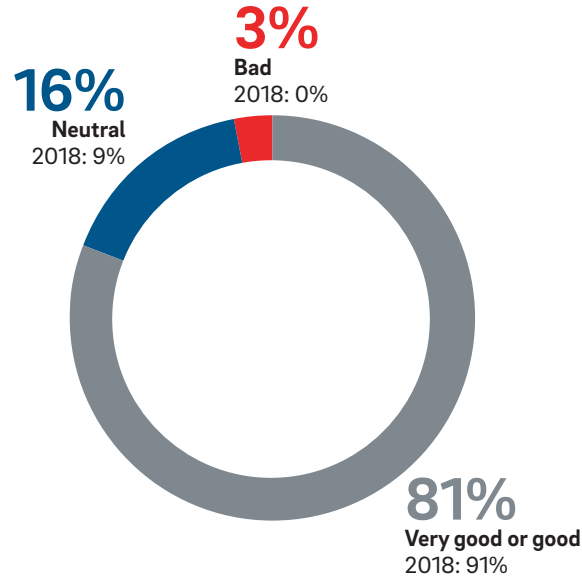
### 3 US COMPANIES WANT TO EXPAND OPERATIONS

Will you expand, maintain or reduce your activities in Germany over the next three to four years?

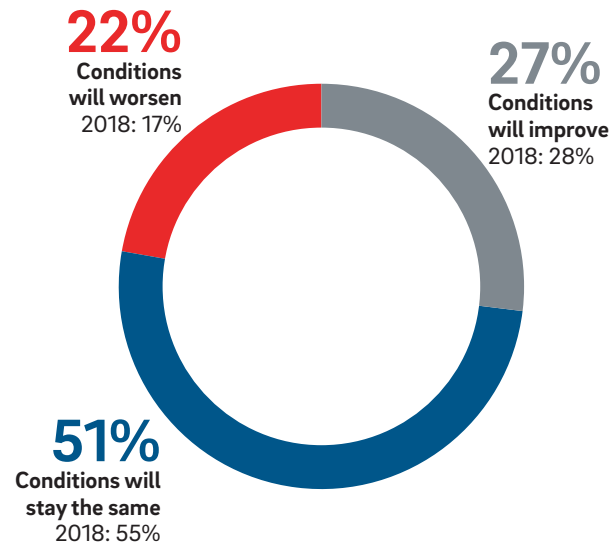


### 4 GERMANY: ATTRACTIVE AND STABLE

How would you rate the current location conditions in Germany?

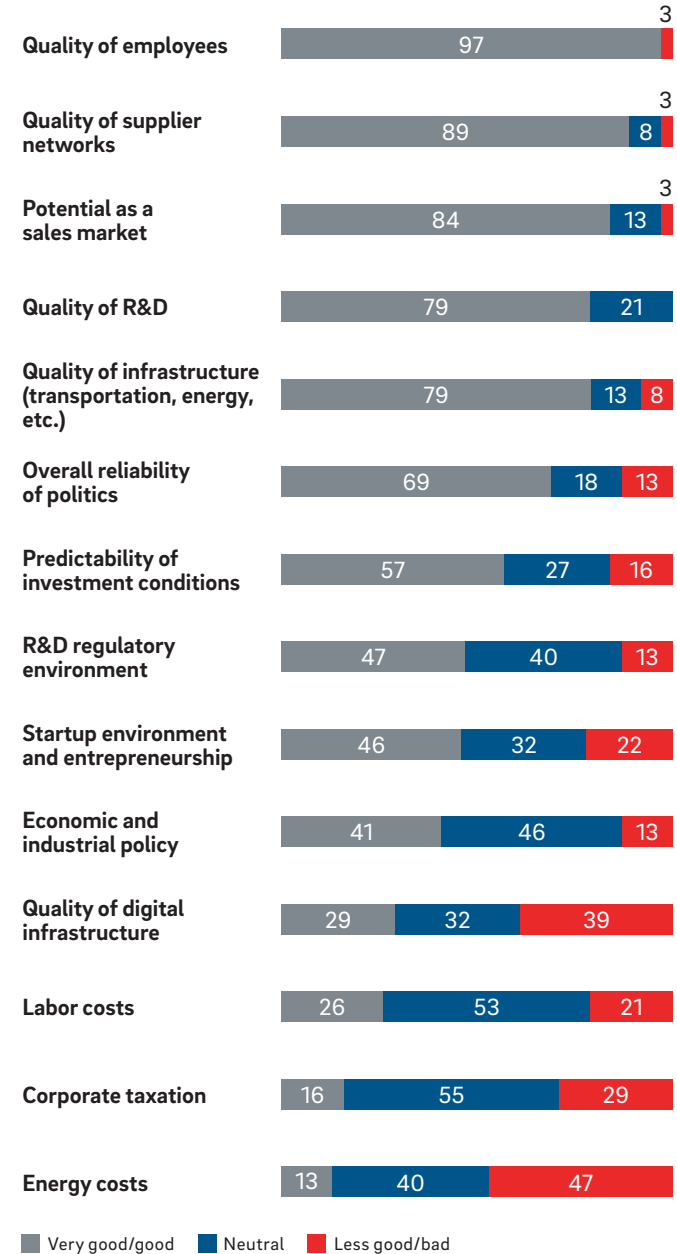


How will location conditions in Germany develop over the next three to four years?



### 5 EXPENSIVE BUT GOOD

How would you rate the following location conditions? [%]



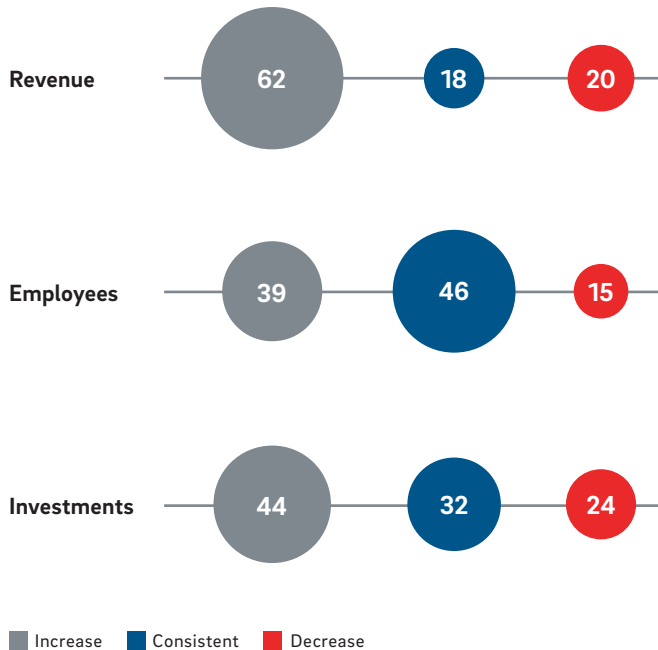
# How German companies view the US as an investment location in 2019



**The US in early 2019.** German companies active in the US market have sent mixed signals. After strong growth in revenue in 2018, the majority expect revenue to increase further in 2019. On the other hand, employment and investment figures are somewhat less optimistic. More than half of the companies view the US as a positive investment location. However, many of them are concerned about the uncertainties brought about by the current political situation.

## 1 MIXED EXPECTATIONS FOR 2019

How will your revenue, number of employees and investments develop in 2019? [%]

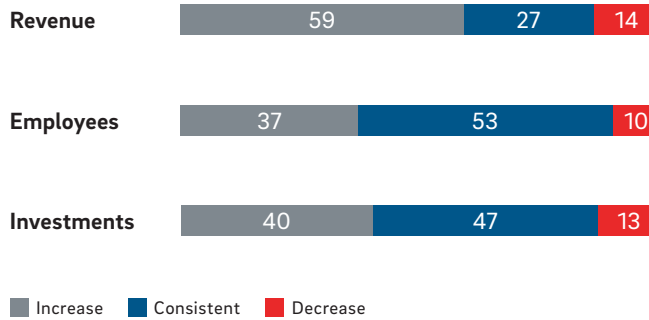


How German companies view the US as an investment location in 2019



## 2 MODERATE BUSINESS YEAR 2018

How did the year 2018 turn out for your company? [%]



"The US is one of the KION Group's home markets. Especially when it comes to the highly automated warehouse logistic solutions of our brand Dematic, the USA is a global trendsetter."

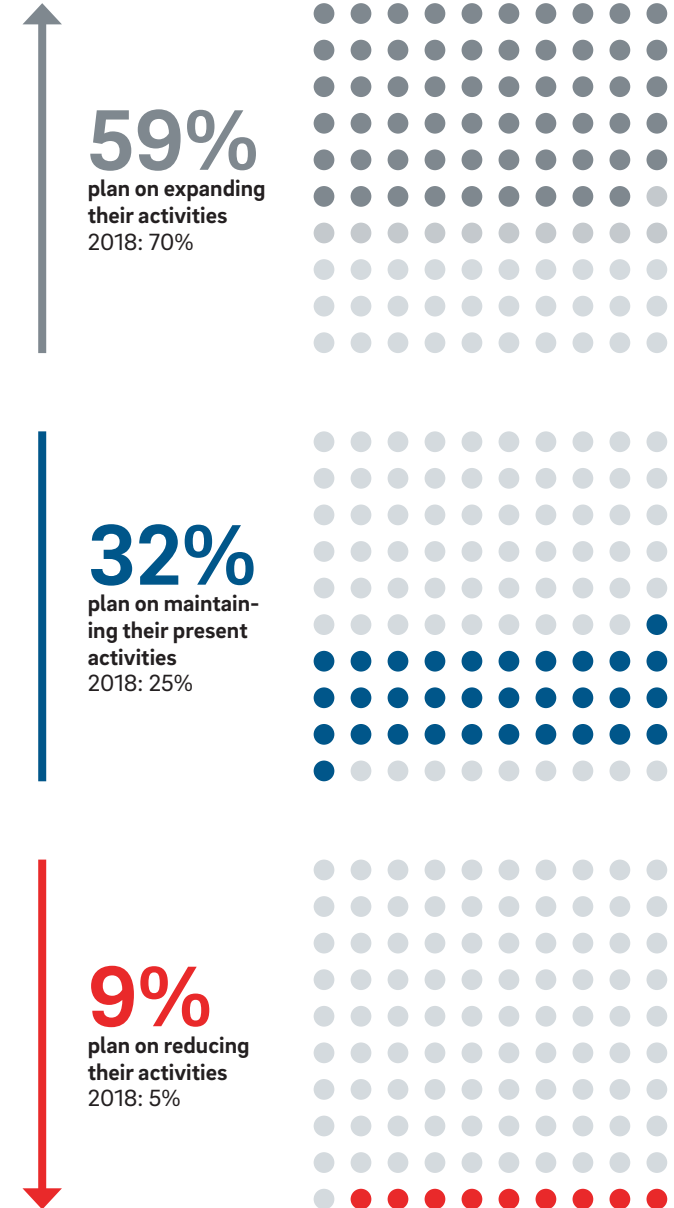
**GORDON RISKE**  
Chief Executive Officer (CEO) of KION GROUP AG

How German companies view the US as an investment location in 2019



## 3 GERMAN COMPANIES REMAIN COMMITTED TO THE US MARKET

Will you expand, maintain or reduce your activities in the US over the next three to four years?

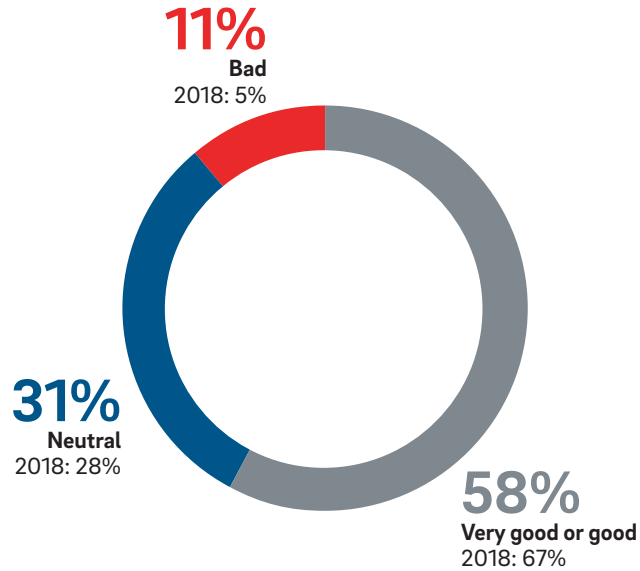


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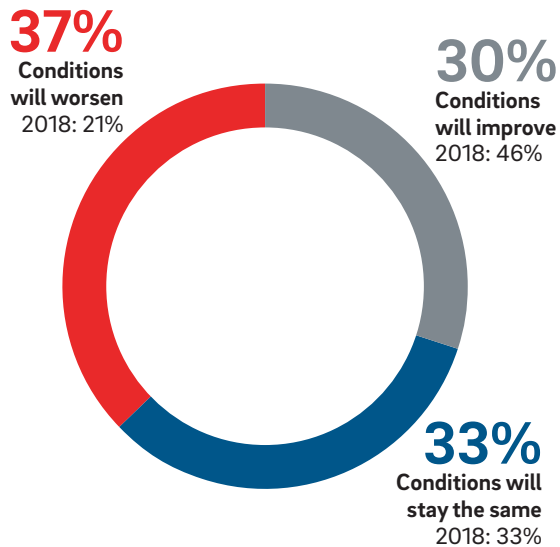


## 4 THE US: GOOD BUT WITH AN UNCERTAIN OUTLOOK

How would you rate the current location conditions in the US?



How will location conditions in the US develop over the next three to four years?

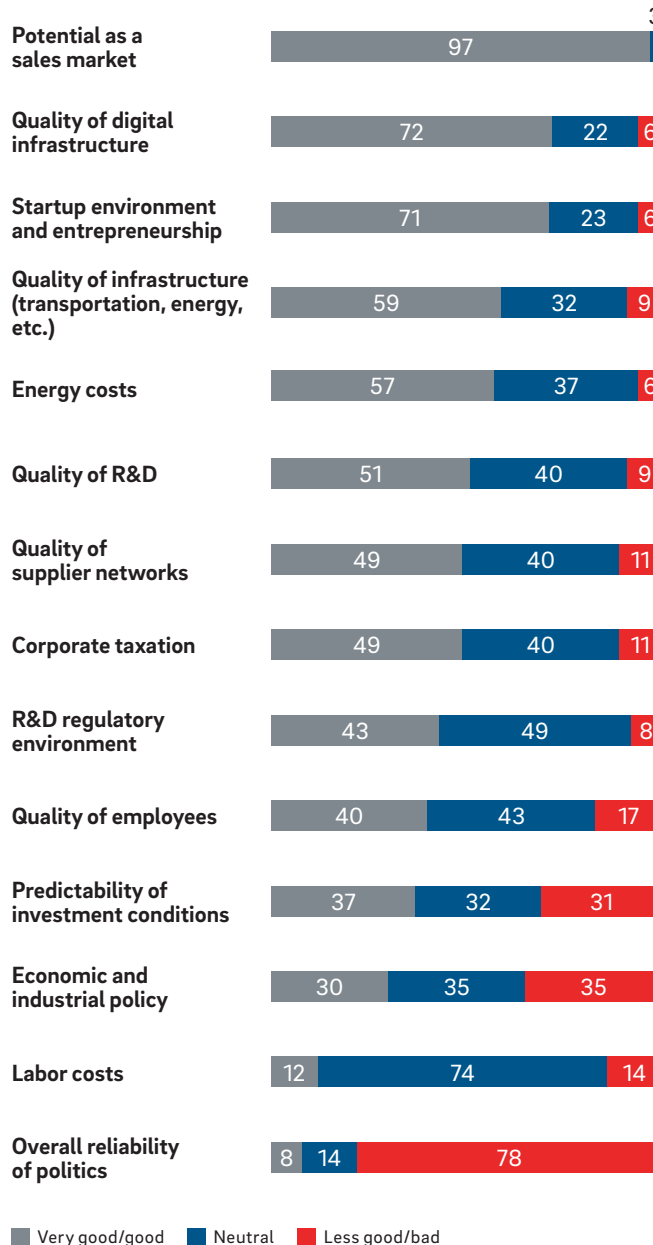


How German companies view the US as an investment location in 2019



## 5 STRONG MARKET, LESS PREDICTABILITY

How would you rate the following location conditions? [%]



## About the study

The AmCham Germany Transatlantic Business Barometer is an exclusive survey among US investors in Germany and German investors in the US. It provides a well-founded analysis of investment sentiment as well as a business assessment of both countries.

For 15 years, US companies have been surveyed as part of the AmCham Germany Business Barometer. As in the previous year, German companies in the US were also surveyed this year. A total of 39 US companies with locations and revenue of almost €34 billion in Germany as well as 45 German companies with locations and revenue of just under €35 billion in the US participated in this year's AmCham Germany Transatlantic Business Barometer. The survey was conducted in February 2019.

## About AmCham Germany

The American Chamber of Commerce in Germany (AmCham Germany) is the voice of transatlantic business. We strive to enhance global economic and trade relations built on a strong foundation of American and German partnership. We actively support and promote our members' interests through our global networks in business, politics and AmChams worldwide. AmCham Germany enables cross-cultural understanding, cooperation and new investment through our commitment to transparent dialogue, unrestricted trade and a competitive and open business climate.

## About Roland Berger

Roland Berger, founded in 1967, is the only leading global consultancy of German heritage and European origin. With 2,400 employees working from 34 countries, we have successful operations in all major international markets. Our 50 offices are located in the key global business hubs.

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