

## **PRESS RELEASE**

### **TOP 50 Ranking: Ford, Adam Opel und Amazon largest US companies in Germany based on sales revenue**

### **US companies record sales revenue increase of 2.0 percent in Germany**

### **Survey among US companies: Economic instability and political populism in Europe create uncertainty**

**Frankfurt, September 7, 2016** – American companies in Germany have shown stronger growth in 2015 than in the previous year. The number of employees has also risen. These are the results of two rankings by the American Chamber of Commerce in Germany (AmCham Germany): the TOP 50 US Companies in Germany and the TOP 30 US Employers in Germany. The car manufacturer Ford in Cologne is the largest US company in Germany based on sales revenue. The largest US employer is McDonald's Deutschland. Clear growth champions in addition to the service and retail sectors are the automobile and IT industries.

The ranking is supplemented by a survey of US companies on Germany as an investment location and this year's main topic of Europe as a business location. AmCham Germany's survey shows that the current situation is perceived as good; however, uncertainties about the future outlook are growing. US companies view the continuing economic instability as well as the increasing political uncertainty as the largest challenges for Europe. Germany as a business location is given a grade of 2.4 (good) by US companies – a downgrade in comparison to last year (2015: 2.1). Competitive pressure from Asia also remains a challenge for companies. According to the survey, more needs to be done to foster and advance digital transformation, ensure the supply of skilled labor and guarantee secure and affordable energy in order for this trend to be discontinued.

"Germany is among the most attractive business locations. In comparison to 2014, there was fortunately a recovery in investments. In the future, however, we need to work harder on implementing digitization – the trend is clear, but now we need to set precedence. Competition from the rest of the world is tremendous," Bernhard Mattes, President of AmCham Germany and Chairman of the Managing Board of Ford-Werke GmbH, said. "In doing so, isolated solutions at a national level are not what we need, but rather a strong European initiative and transatlantic cooperation. That also applies to other areas like trade, energy, security and society. Our survey is indicative of increasing uncertainty among investors about the development of the EU. Politicians have to take counter measures – quickly and effectively. After all, investments grow best in areas where there is a stable environment."

#### **Germany as a business location: Digitization is the highest priority**

When asked about the biggest challenges, the acceleration of digital transformation is at the top of the list for 63 percent of US companies. In comparison with last year, this is an increase of 13 percentage points. The expansion of the necessary digital infrastructure, adequate training of employees and a strong start-up culture are all reasons why the reoccurring topic of a skills shortage has been relegated to second place (58 percent). Competitive energy prices and a conclusion of the TTIP negotiations are also considered important issues (43 percent and 38 percent, respectively).

According to survey respondents, it is necessary for both negotiating parties to reach an agreement on investment protection and non-discriminatory public procurement procedures in order for the TTIP trade talks to reach a successful conclusion.

“This is a clear signal: The EU and the US have to set aside their differences and work towards a mutual solution. The TTIP negotiations should continue to be conducted patiently and objectively. Moreover, the German federal government should support the TTIP agreement unanimously and determined from the German side,” Mattes stated.

Due to current events, an assessment on the refugee issue was integrated into the survey for the first time. Currently, 20 percent of US companies feel that the integration of refugees is an important task for Germany as a business location.

“The majority of companies appear to await the future political and societal approach,” Mattes said. “However, considering the ongoing EU-wide discussion, the integration of refugees and the way in which German society deals with these changes could develop into a decisive image factor in the long run.”

### **Europe: An attractive economic region, but Asia is in the fast lane / Euro crisis scratches at Europe’s image**

When assessing Europe as an investment location, growing uncertainty is visible. For 87 percent of US companies, the continent is currently one of the most attractive business regions outside of the US, and 95 percent feel that Europe is a stable place to invest in. However, in five years, the picture could change significantly. Only 55 percent of respondents anticipate that Europe will remain the most important foreign investment location in five years’ time, while 45 percent see Asia in the lead. Reasons for this shift in attractiveness include ongoing economic instability and the smoldering Euro crisis (78 percent), the rise of populist parties (68 percent) and the legitimacy crisis regarding the EU institutions (63 percent).

On the other hand, the departure of Great Britain from the EU could potentially have a positive impact on Germany: Roughly three-quarters of US companies do not anticipate a decrease in business in Germany. Moreover, one-quarter even expects an increase due to company relocations.

### **Europe versus USA: Digital competition at eye level**

Regarding digitization, the surveyed US managers see competition at eye level. For 73 percent, Europeans are not just competitors but also partners. However, the picture becomes more complicated when it comes to platform-based business models – as developed by companies like Facebook or eBay. Nine out of ten US companies rate the probability that the leading industry platform provider will be headquartered in the US as high or very high. None of the respondents see Germany taking a lead role.

When asked whether their own industry will become a platform industry in the next five years, the assessment of US companies is split nearly equally down the line. However, only 39 percent of US companies expect that their own company will become a leading platform provider.

“The ability to develop and operate digital platforms will determine the success or failure of a company in the future,” Frank Riemensperger, Vice President of AmCham Germany and Chairman of the Managing Board of Accenture Deutschland, said. “Data is being collected and analyzed in order to develop new products and services. Only those who own the data will also be able to monetize them. It should serve as a wakeup call that Germany is not seen as having a leading role in this area.”

### **German-American relations during election season**

In this extraordinary US election year, attention is also being drawn toward the political situation in the US. Seventy-eight percent of US companies do not anticipate any impact from the presidential elections on German-American relations. However, 18 percent of US companies still fear a deterioration of ties under a new president, and only 4 percent expects an improvement.

### **TOP 50 Revenues in 2015: Ford, Adam Opel and Amazon**

The car manufacturer Ford was able to increase its revenue in 2015 and made €19.76 billion in sales in Germany. In second place is the car manufacturer Adam Opel with an estimated €14.1 billion in sales. Amazon moves up one position to 3rd place with €11.1 billion in sales. With that, ExxonMobil Central Europe Holding GmbH („Esso“) moves down to 4th place with € 9.5 billion in sales in Germany (including petroleum tax).

The TOP 50 US companies are especially active in the IT industry, the automotive sector and the raw material and energy sectors. In particular, the service and retail sector witnessed substantial growth (+14.1%), driven by digital players like Amazon and by the acquisition of 7S Group by ManpowerGroup. The TOP 50 US companies in Germany in 2015 account for roughly €170 billion in total sales revenue. Overall, the sales growth increased by 2.0 percent – a significant increase compared to 2014 (+1.0 percent).

### **Largest US Employers in 2015: McDonald's, Manpower, Ford**

The largest employer among the US companies in Germany is McDonald's Deutschland with 58,000 employees (company estimate, including franchises) ahead of ManpowerGroup (27,000). Ford-Werke GmbH moves down to 3rd place (25,426) and Adam Opel to 4th place (18,160). In 5th place is United Parcel Service Deutschland (18,000). Overall, the TOP 30 US employers secure roughly 330,000 jobs in Germany.

“The industry analysis of the TOP 50 US companies in Germany shows that digital pioneers are continuing to grow strongly and unabatedly,” Frank Riemensperger said. “The American IT industry has even surpassed the automotive sector measured by sales revenue. Therefore, we need to view digitization as more of a chance – especially here in Germany. German companies are well-positioned when it comes to the Internet of Things and smart products and services. However, the US economy is a forerunner in establishing digital platforms. Combining both strengths will serve as the recipe for success for digital economies in the future.”

Complete rankings:

[TOP 50 US Companies in Germany based on sales revenue 2015](#)

[TOP 30 US Employers in Germany 2015](#)

Infographic: [“How US Companies rate Germany and Europe as a business location” \(in German\)](#)

Podcast on AmCham Germany's YouTube Channel: [“Chamber Chat with Bernhard Mattes”](#)

### **Über das Ranking**

Das TOP 50-Ranking der AmCham Germany listet jährlich die größten US-Unternehmen in Deutschland bzw. Tochterunternehmen amerikanischer Muttergesellschaften in Deutschland, gemessen am Umsatz und an den Mitarbeiterzahlen im Vorjahr. Das Ordnungskriterium für die Umsätze sind Netto-Umsätze, d.h. Umsätze ohne jegliche Mehrwertsteuer. Eine Ausnahme stellen die Mineralöl- und Tabaksteuer dar.

Für die Umfrage wurden die amerikanischen Mitgliedsfirmen der AmCham Germany mit mehr als 50 Prozent amerikanischem Kapital befragt. Beteiligt haben sich 38 Firmen.

Die Befragung wurde mit freundlicher Unterstützung von Accenture ([www.accenture.de](http://www.accenture.de)), eine weltweit führender Managementberatungs-, Technologie- und Outsourcing-Dienstleister durchgeführt.

### **Über AmCham Germany**

Die Amerikanische Handelskammer in Deutschland (AmCham Germany) fördert die globalen Handelsbeziehungen, die auf dem starken Fundament der amerikanisch-deutschen Partnerschaft stehen. Dabei unterstützen und fördern wir aktiv die Interessen unserer Mitglieder durch unser Netzwerk in Wirtschaft, Politik und den AmChams weltweit. AmCham Germany ermöglicht interkulturelles Verständnis, Zusammenarbeit und neue Investitionen durch die Grundsätze eines transparenten Dialogs, freien Handels und eines wettbewerbsfähigen und offenen Wirtschaftsklimas.

Besuchen Sie uns auch auf unserer Website [www.amcham.de](http://www.amcham.de) oder im Social Web auf [Twitter](#) / [Facebook](#) / [LinkedIn](#) / [Xing](#)

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