



German companies continue to grow

German companies in the US expect to continue to outperform the market.

97% of German companies expect positive revenue growth for their own business in 2016. New product lines and investment in R&D are the most popular initiatives.

87% of German companies reported the same or much better sales volumes in 2015, continuing their recovery from the economic slowdown.

40% more German companies plan to expand manufacturing capabilities over the prior year, indicating German companies' confidence in long-term growth in the US.

Skills gap

Skilled labor remains the key need for companies looking for growth in the US market. The GACCs are driving forward several initiatives to combat the skills gap and implement training programs in cooperation with companies, partner organizations, and educational institutions

75% of German companies plan to increase their workforce in 2016, up from 63% last year. Especially large companies hired more than expected in 2015.

69% of German companies report difficulties identifying employees with adequate skills. To combat this challenge, majority of respondents have in-house training programs.

Election year 2016

- German-American companies believe that public investment in education, R&D and infrastructure is most critical for long-term economic competitiveness.
- Tax reform and simplification of the tax system would further restore market confidence.
- Investment in Research & Development as well as infrastructure are critical factors for sustained economic growth.
- Companies are capitalizing on digitization/Industry 4.0 to gain a competitive advantage through enhanced automation and connectivity – Investment requirements in IT and cyber security infrastructure still present obstacles to adoption, especially for SMEs.