

# BACK TO BUSINESS - HOW TO RESTART YOUR GERMAN BUSINESS AFTER THE CRISIS

**BERLIN, JULY 27, 2020**

Max Milbredt  
Senior Manager Investor Consulting  
Mechanical & Electronic Technologies  
[www.gtai.com](http://www.gtai.com)



# Electronics in Germany



Mr. Max Milbredt

Senior Manager

Electronics, Photonics, 3D Printing

**1**

**How GTAI Can Help You**

**2**

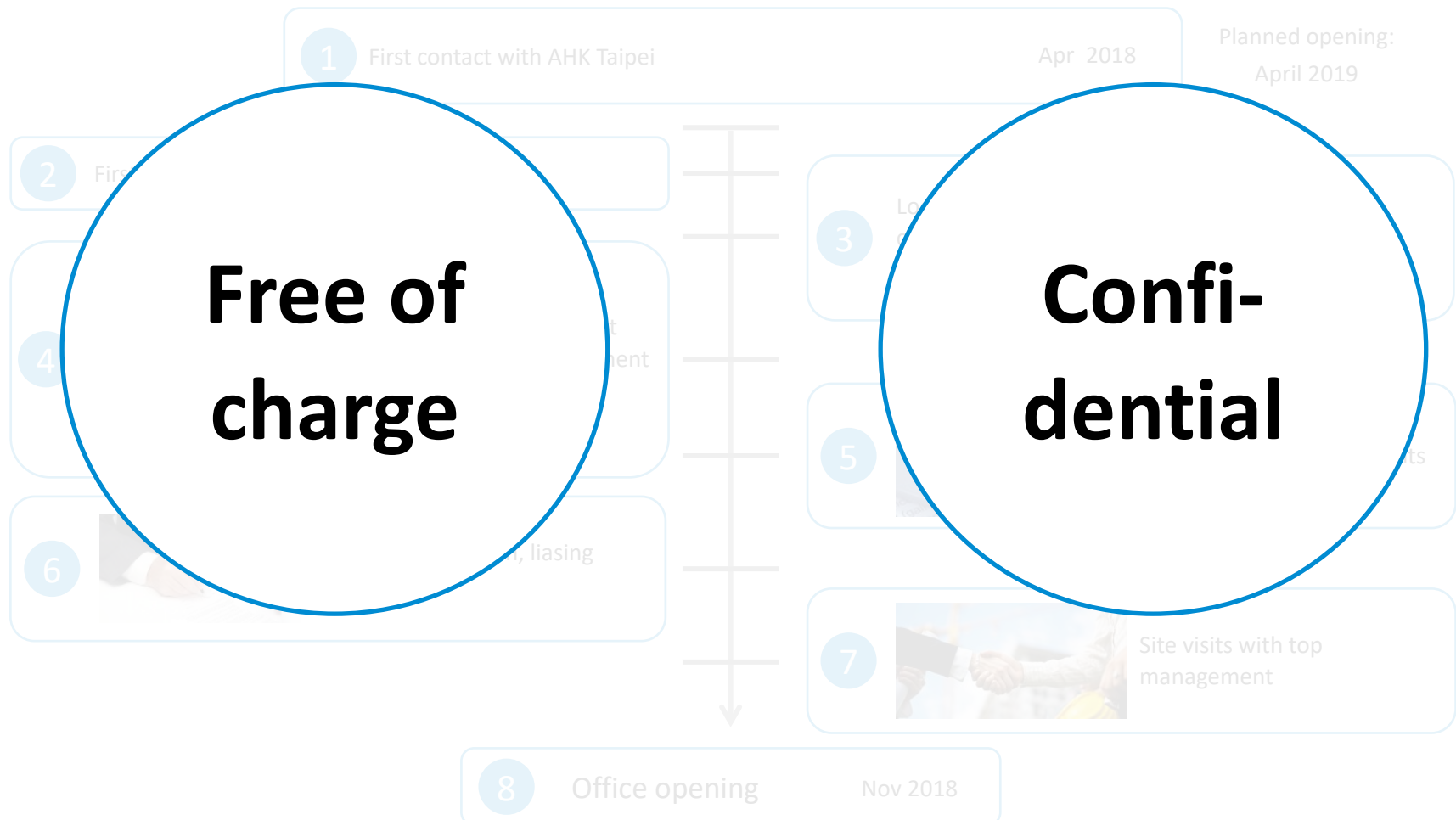
**Innovative Manufacturing Sector in  
Germany**

A photograph of a modern cable-stayed bridge, likely the Millau Viaduct, viewed from a low angle looking up at the bridge deck and its supporting pylon. The image is partially covered by a large, semi-transparent blue rectangle that serves as a background for the title text.

# HOW GTAI CAN HELP YOU

# How Germany Trade & Invest Can Help You

Typical project case – GTAI delivers valuable services



# How GTAI Can Help You

Broad experience

In the last 5 years *Germany Trade & Invest* accompanied  
**710** investment projects with  
**~ 14,000** new jobs in Germany.



© SANY AG



© IMG Investment and Marketing Corporation Saxony-Anhalt



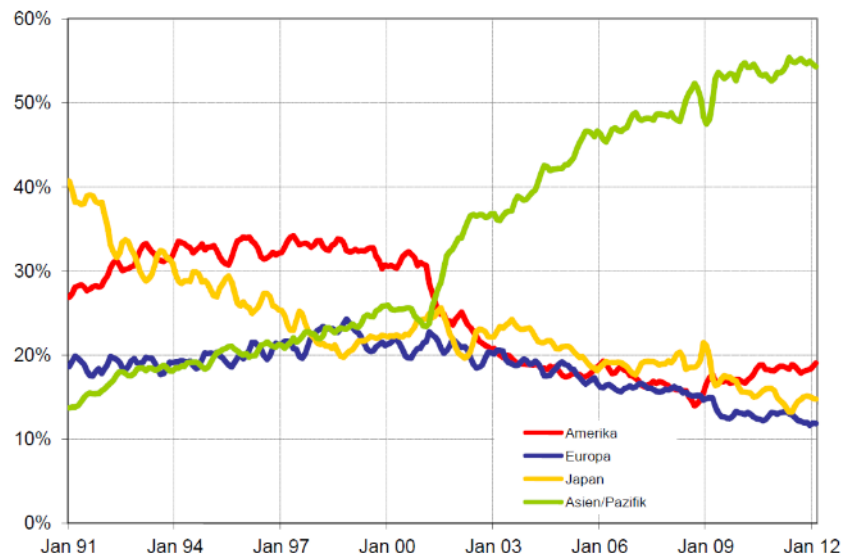


# INNOVATIVE MANUFACTURING SECTOR IN GERMANY

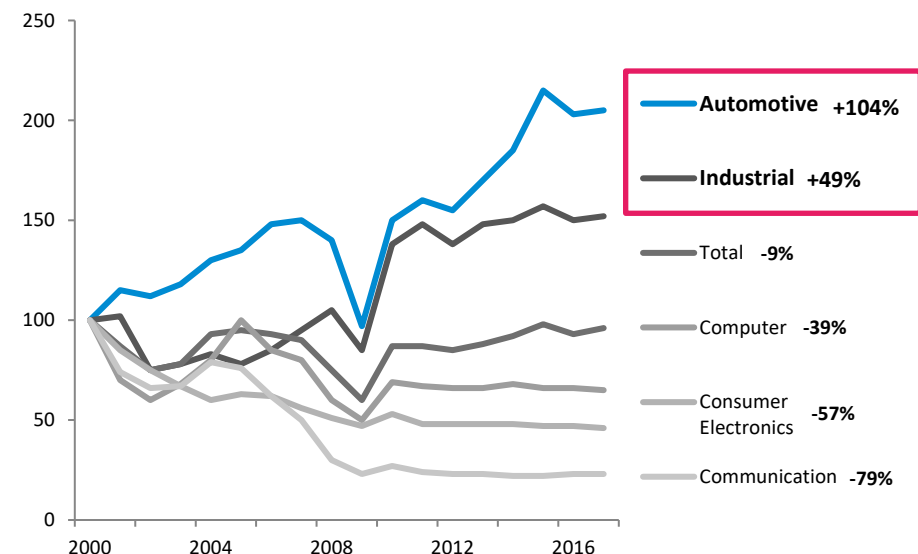
# Innovative Manufacturing in Germany

Germany increasingly specializes in industrial semiconductor markets, mass market consumer semiconductors are sourced from Asia.

Development of global semiconductor market shares (in % growth)



Development of German Semiconductors Market Segmentation (in % growth)



Commoditized semiconductor production shifting to Asia

Automotive & industrial electronics  
German strongpoints

Source: German Electrical and Electronic Manufacturers' Association (ZVEI)

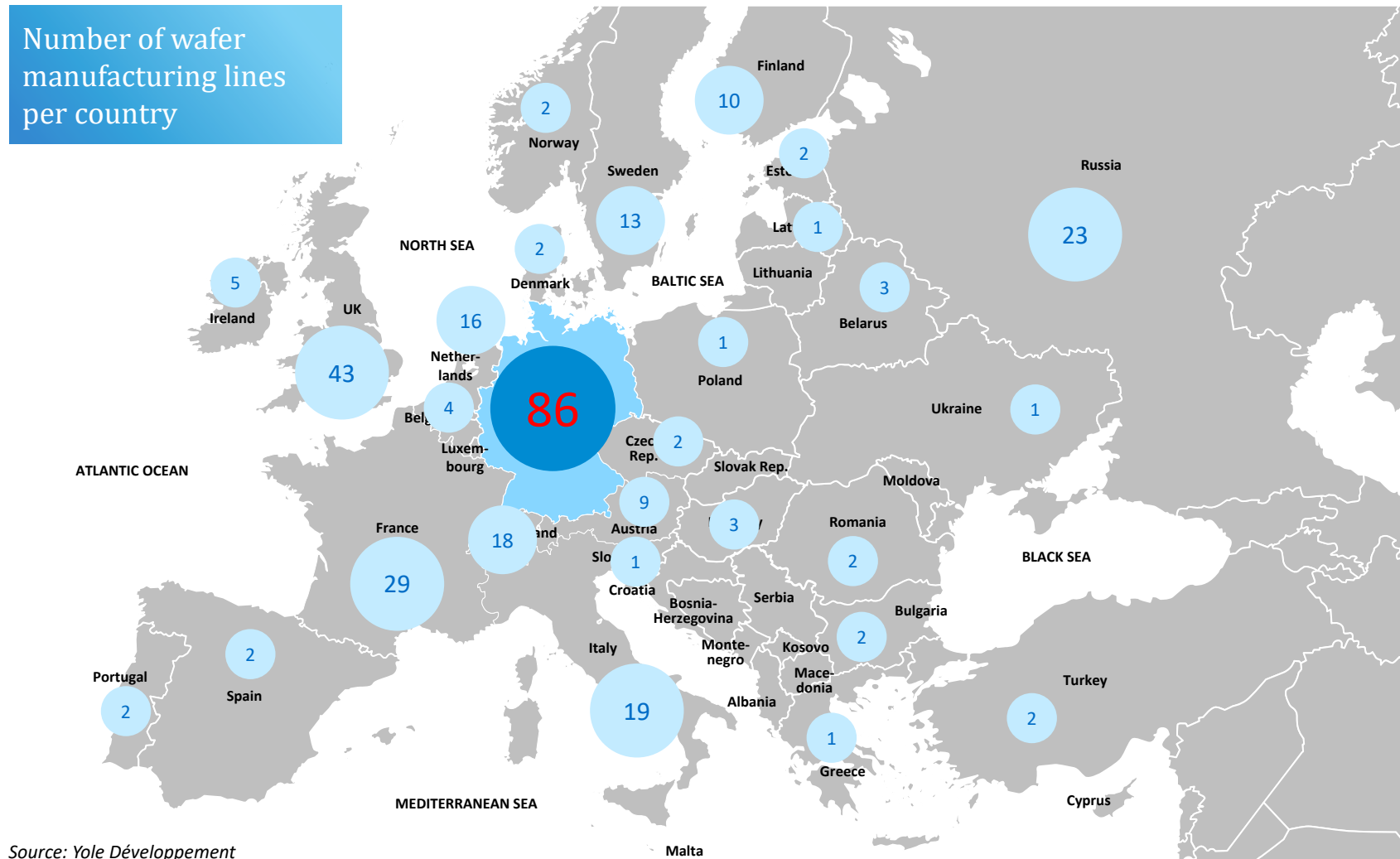
© Germany Trade & Invest

Source: German Electrical and Electronic Manufacturers' Association (ZVEI)

www.gtai.com

# Innovative Manufacturing in Germany

Germany is Europe's hub for wafer manufacturing



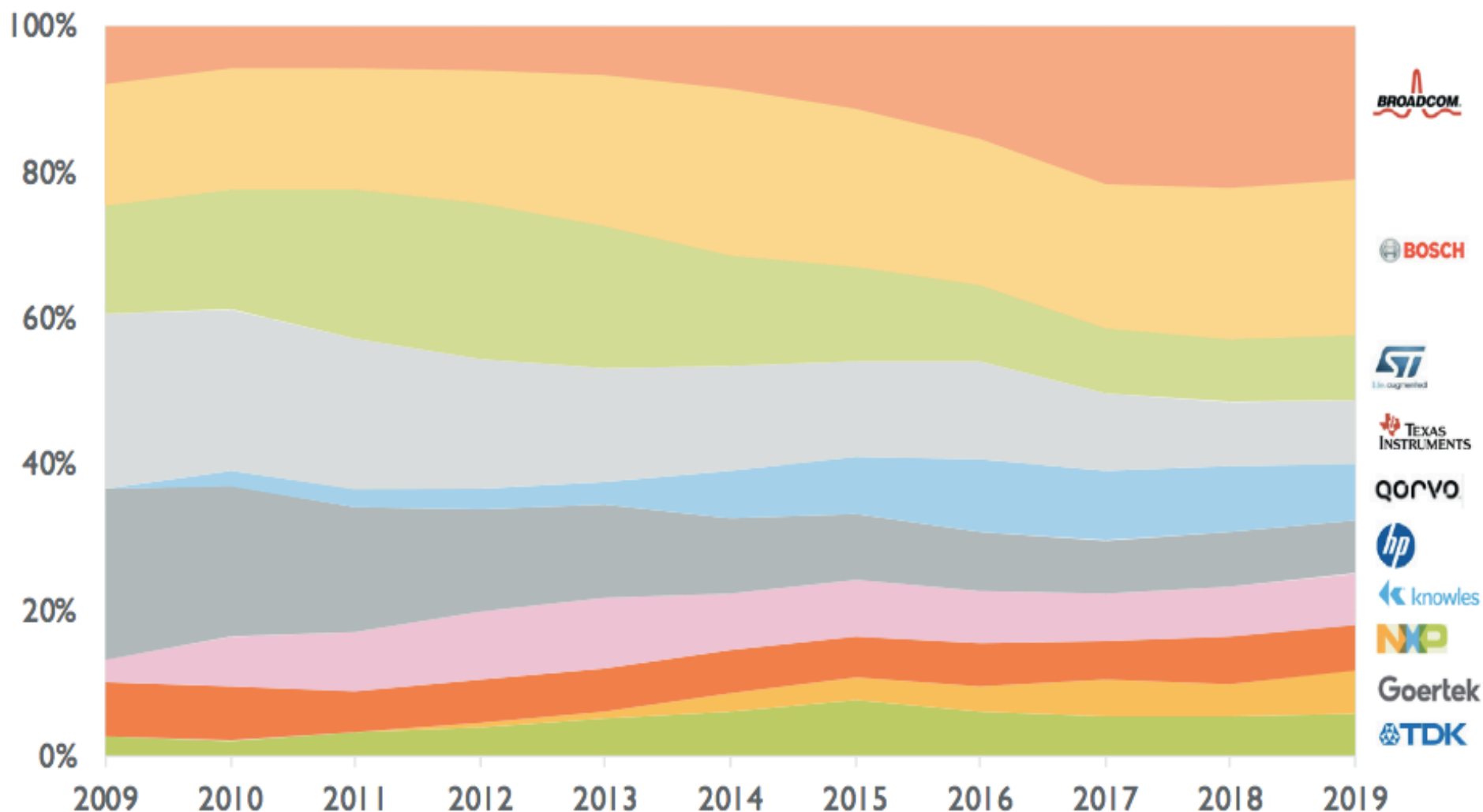
Source: Yole Développement

© Germany Trade & Invest

www.gtai.com



# 10 years revenue share evolution of the Top-10 MEMS players



(Yole Développement, July 2020)

# Bosch investment in Dresden



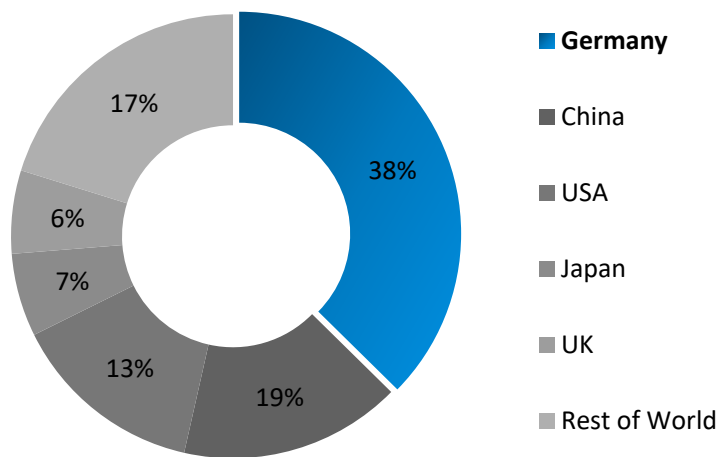
- Bosch's biggest investment in 130 years
- 300mm process
- 1bn EURO
- 700 employees
- Chips for Industry 4.0, autonomous driving etc.



# The Premium Segment

Germany: World's premium car production and innovation hub

Premium car production by country 2019



Germany produces **38%** of all premium vehicles globally

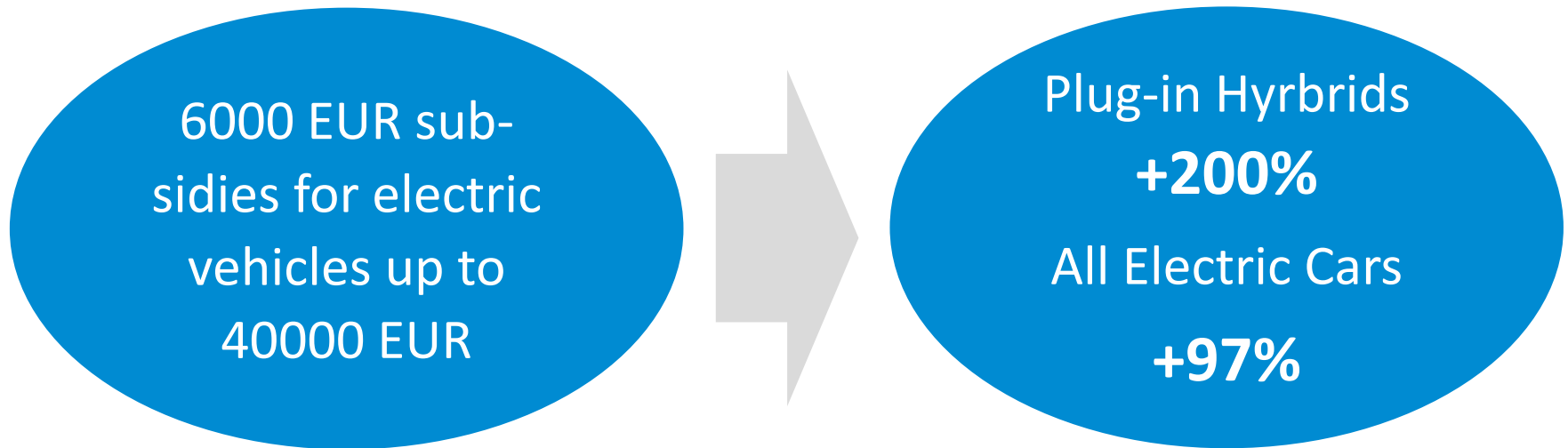
**53%** of all premium vehicles are manufactured in Europe

**67%** of all premium vehicles are manufactured by German OEM

The country's **strong industrial base**, its **value chain density**, its **R&D power** and particular **strength in the automotive premium business**, enables investors to **develop cutting edge automotive technologies** for today's automotive needs. [...]"

Sources: GTAI Research (2019); MarkLines database (2019)

# Corona-Update Automotive



# Key facts about Industrie 4.0 in Germany

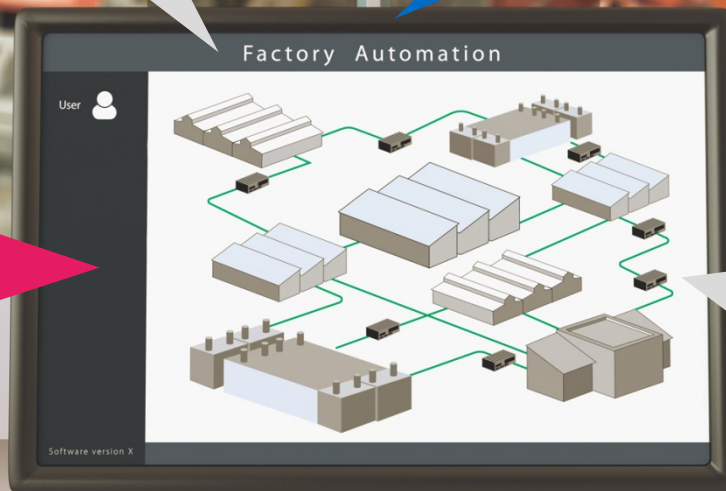
Industrie 4.0 implementation is quick and triggers big investments

**46%** of  
companies already  
employ special  
Industrie 4.0  
applications

**40,000,000,000€**  
per year  
investment until 2020

A further

**19%** of  
companies plan to  
employ special  
Industrie 4.0  
applications



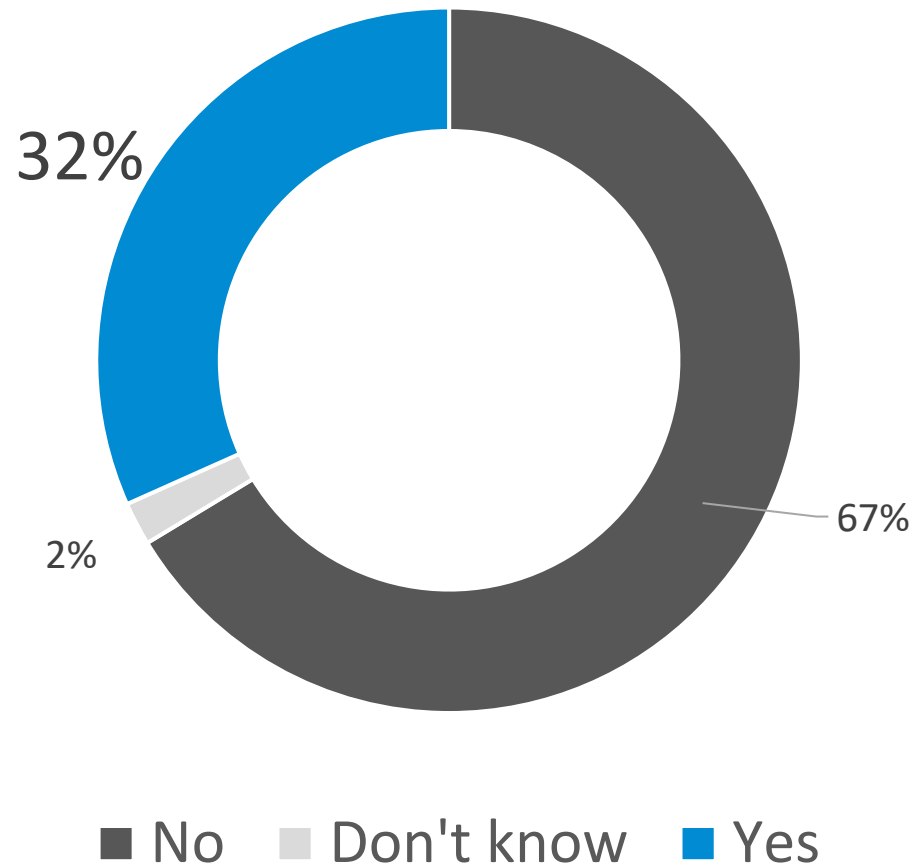
Every year,

**EUR 8.5 bn**

will be invested in  
Industrie 4.0 in the M&E  
Industry until 2020

# 3D Printing Market

Every Third German Manufacturer Uses 3D Printing



Source: 553 Industrial Companies Surveyed by BITKOM Research



# Corona-Update 3D Printing

EU Commission:  
call for printed  
components  
>250 companies  
answered request  
to date

DIN made  
standards for  
health products  
free and public

# Contact us



## Berlin

Mr. Max Milbredt

Senior Manager

Electronics

Friedrichstraße 60

10117 Berlin

Germany

Tel. +49 30 200 099 408

Mob. +49 151 171 500 04

[Max.Milbredt@gtai.com](mailto:Max.Milbredt@gtai.com)

[www.linkedin.com/in/maxmilbredt](https://www.linkedin.com/in/maxmilbredt)

