

# AmCham Germany **TRANSATLANTIC** Business Barometer

2023

**How companies rate  
Germany and the U.S. as  
investment locations**





The AmCham Germany Transatlantic Business Barometer is an exclusive survey among U.S. investors in Germany and German investors in the U.S.

The survey provides a well-founded analysis of investment sentiment as well as a business assessment of both countries.

For over 17 years, U.S. companies have been surveyed as part of the AmCham Germany Business Barometer.

As in the previous six years, German companies in the U.S. were also surveyed this year.

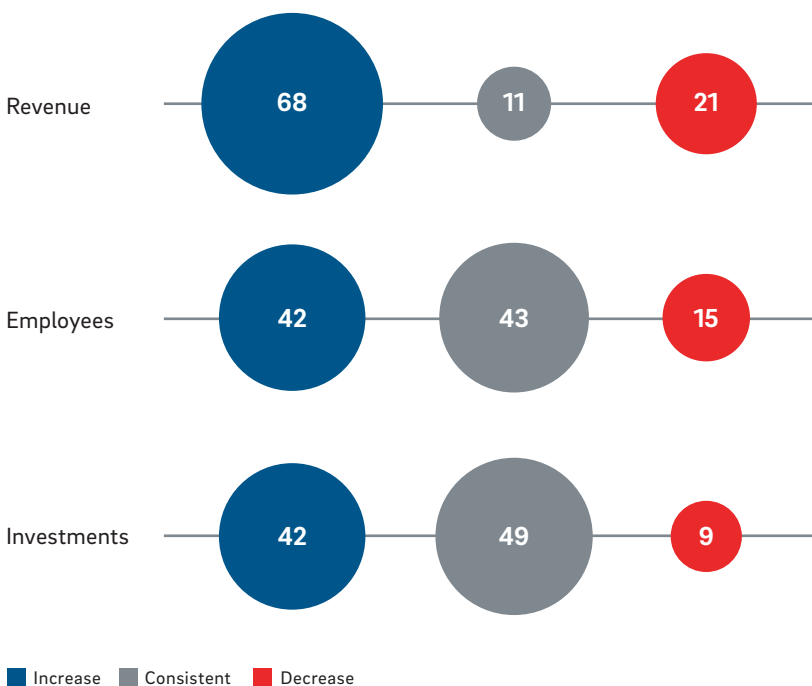
# How U.S. companies view Germany as an investment location in 2023

**Germany in early 2023.** Increased energy costs and geopolitical uncertainty as a result of the Russian invasion of Ukraine continue to dominate events in Germany. Nevertheless, more than two-thirds of U.S. companies in Germany reported an increase in revenue in 2022. However, the outlook for the current year is subdued and one in three U.S. companies rate the conditions for doing business in Germany as good. In particular, the respondents see negatives in the cost burden for companies, digital infrastructure and the availability of skilled workers.

## 1 U.S. COMPANIES IN GERMANY – COMPANIES WITHSTOOD DIFFICULT EXTERNAL CIRCUMSTANCES

The past year was robust for many U.S. companies in Germany – despite the war in Ukraine, inflation and the shift in interest rates.

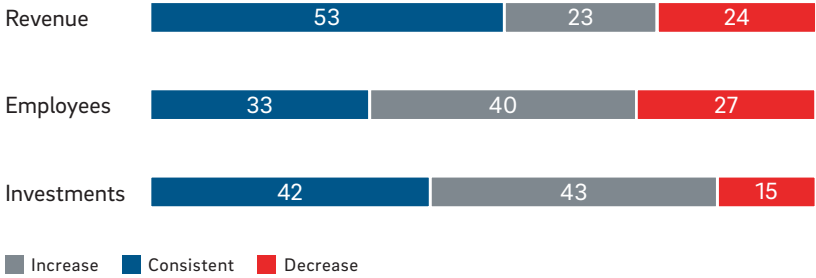
How did the year 2022 turn out for your company in Germany? [%]



## 2 SUBDUED OUTLOOK FOR THE CURRENT YEAR

Only about half of U.S. companies in Germany expect revenue growth in 2023.

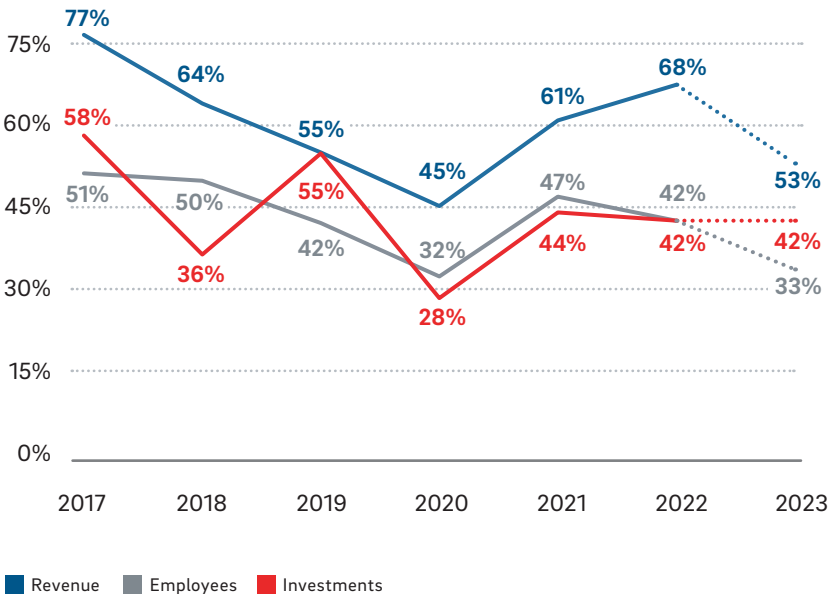
How will your revenue, employee numbers and investments in Germany develop in 2023? [%]



### EXPECTATIONS FOR 2023 BELOW LAST YEAR'S GOOD RESULTS

After last year turned out better than previous years – at least in terms of revenue – expectations for both revenue and employees are decreasing.

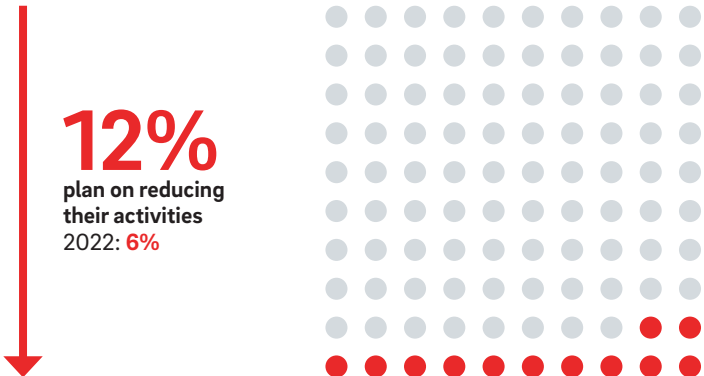
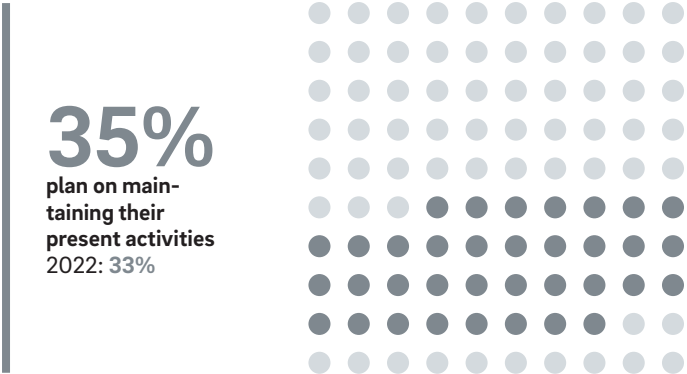
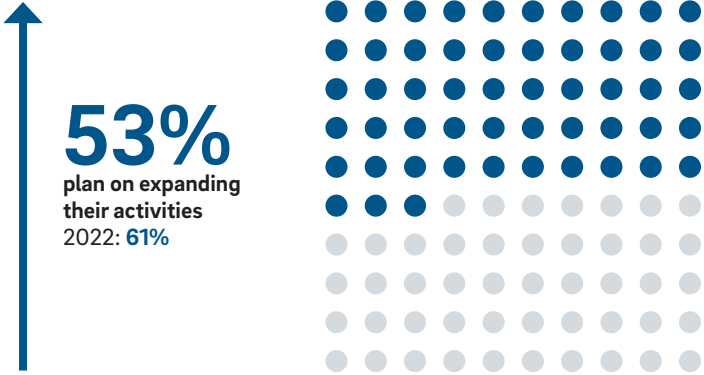
Percentage of companies that experienced an increase in revenue, number of employees and investments for the respective year (2017–2022) or anticipate this in 2023



# 3 MAJORITY OF U.S. COMPANIES WILL CONTINUE TO COUNT ON GERMANY IN THE FUTURE

Slightly more than half of the U.S. companies would like to expand their activities in Germany over the next three to four years.

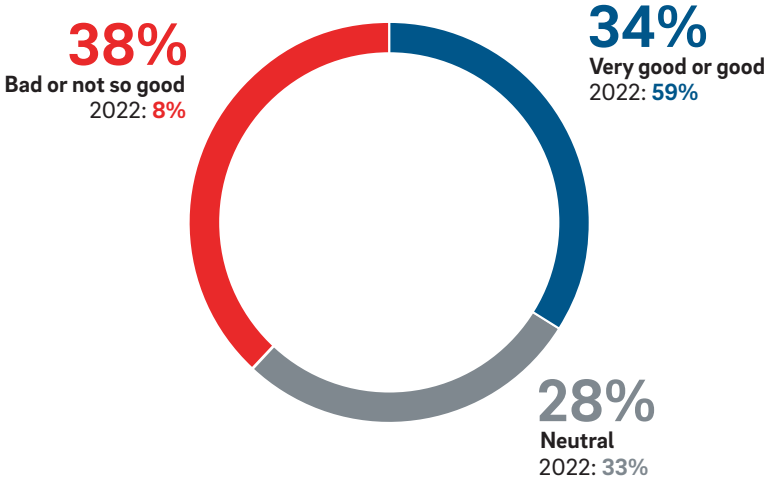
Will you expand, maintain or reduce your activities in Germany over the next three to four years?



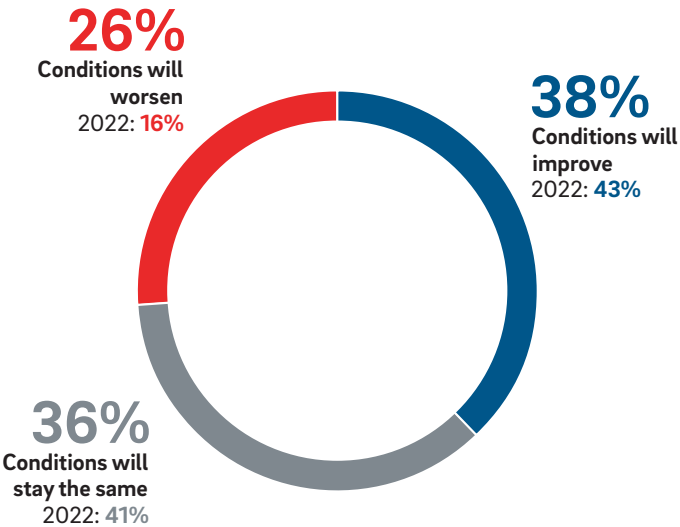
# 4 GERMANY LOSES ATTRACTIVENESS AS A BUSINESS LOCATION

Only one in three U.S. companies still sees Germany as a good business location. A look into the future also reveals a need for action: Around a quarter of those surveyed expect conditions in the country to deteriorate further.

How would you rate the current investment conditions in Germany?



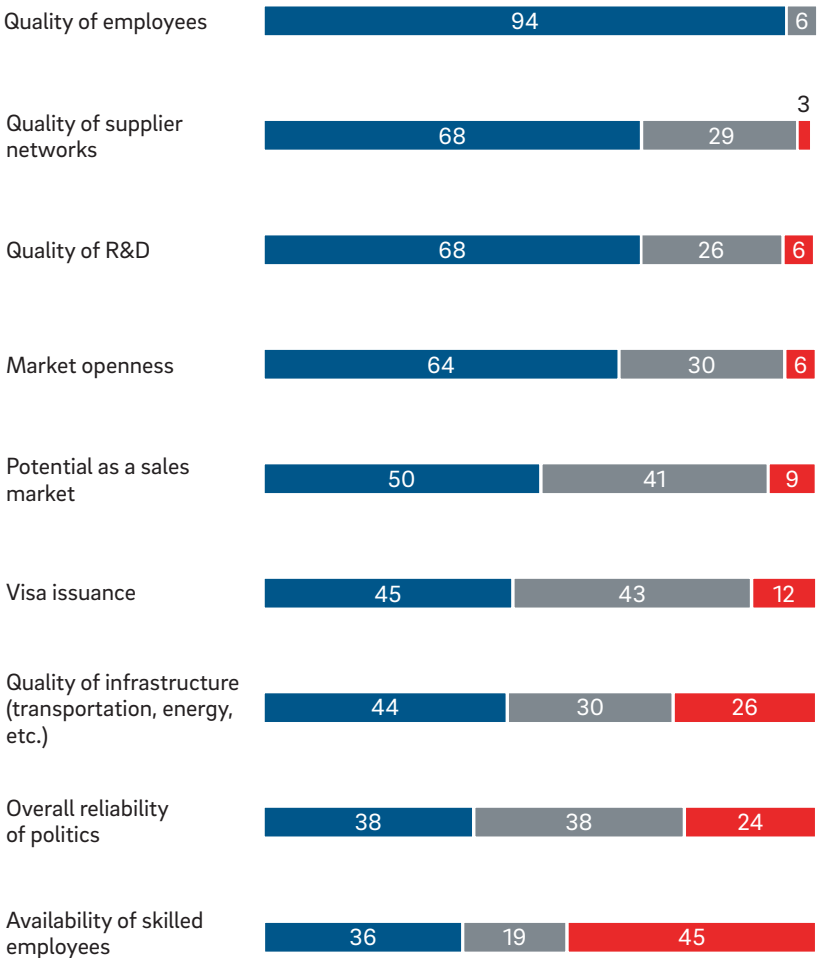
How will investment conditions in Germany develop over the next three to four years?



## 5 GERMANY CHECK: EXCELLENT WORKFORCE, HIGH COSTS

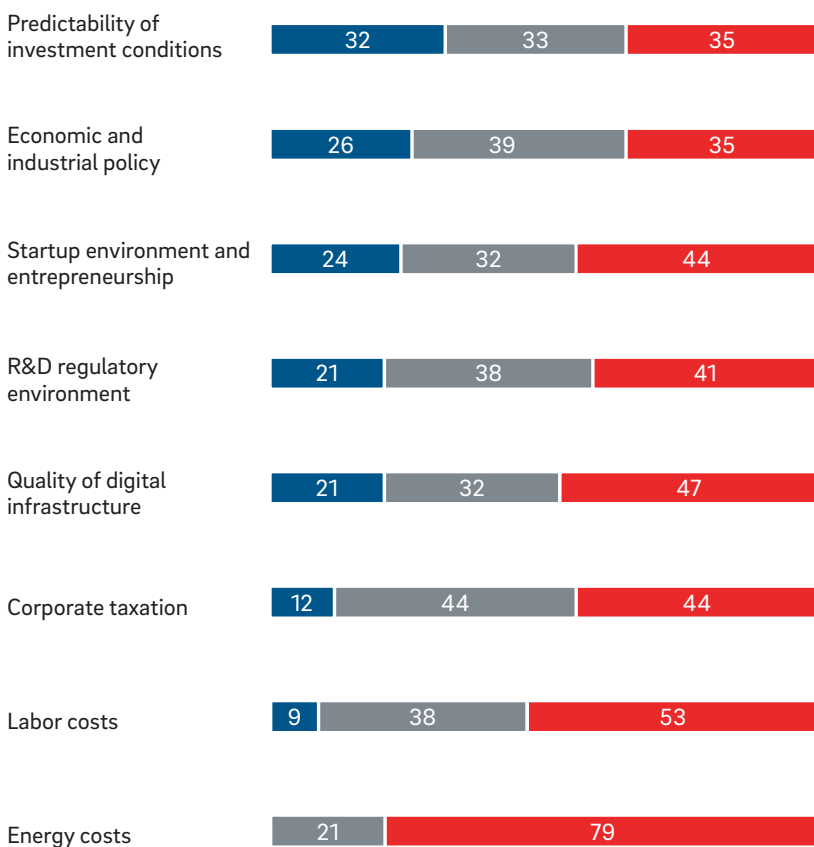
The quality of the workforce, supplier networks and the high quality of R&D are highly valued by U.S. companies. However, almost half of all respondents see difficulties around the availability of skilled employees. Furthermore, companies see the most urgent need for improvement in financial burdens and digital infrastructure.

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





**Energy costs have generally been a pressing issue in Germany. In the wake of the war in Ukraine, the importance of this issue has increased even further and has been extended to include the aspect of energy security.**

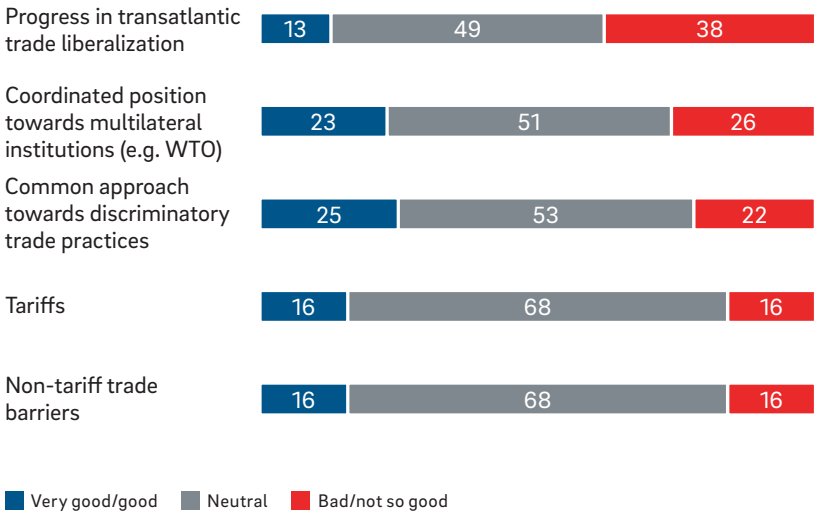


Very good/good Neutral Bad/not so good

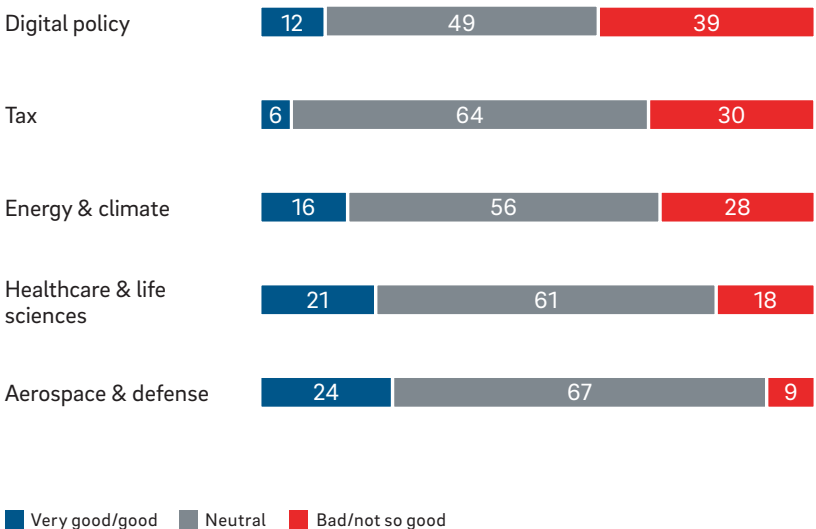
# 6 U.S. COMPANIES SEE ROOM FOR IMPROVEMENT IN TRANSATLANTIC TRADE AND BUSINESS RELATIONS

U.S. companies feel that transatlantic trade and business relations could be enhanced. Companies see the most urgent need for action in the areas of trade liberalization, digital policy and taxes.

How would you rate transatlantic trade relations in the following areas? [%]



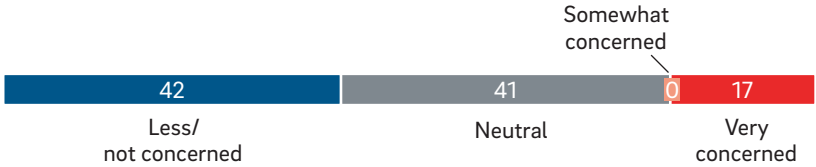
How would you rate transatlantic business relations in the following areas? [%]



# 7 U.S. COMPANIES REMAIN CALM IN THE FACE OF POTENTIAL TRADE-DISTORTING MEASURES

Only a minority of U.S. companies in Germany are concerned about measures that could affect trade.

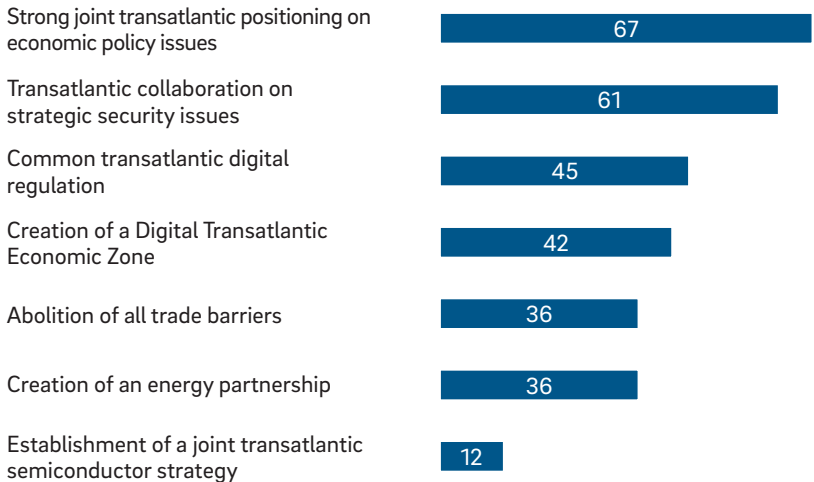
How concerned are you about the potential impact of trade-distorting measures discussed in times of general global uncertainty (e.g. discussions about the U.S. Inflation Reduction Act and respective "rebalancing measures" by the EU)? [%]



# 8 TRANSATLANTIC SOVEREIGNTY: COOPERATION ON ECONOMIC POLICY AND SECURITY ISSUES IS THE TOP PRIORITY

U.S. companies in Germany see stronger joint positioning on economic policy issues and greater cooperation on strategic security issues as the most important areas for transatlantic action.

In your view, which three of the following actions must be pursued the most in order to strengthen transatlantic sovereignty?<sup>1</sup> [%]

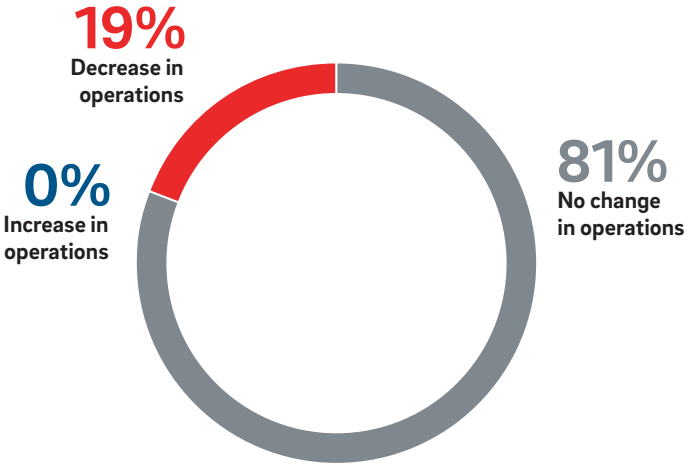


<sup>1</sup> Respondents could specify three areas.

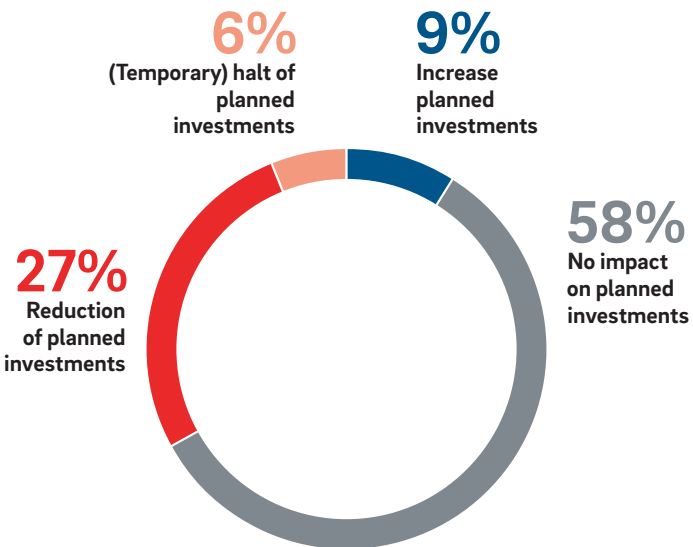
# 9 INCREASED ENERGY PRICES HAVE LITTLE IMPACT ON CURRENT BUSINESS ACTIVITIES IN GERMANY

While the vast majority of U.S. companies do not expect any changes in their business operations as a result of the energy crisis, the outlook for future investments is more complex. One-third of companies plan to reduce or halt investment activity, while 9% intend to increase investments, e.g. in the area of energy modernization.

What consequences will the rise in German energy prices have on your current operations in Germany? [%]



What consequences will the rise in German energy prices have on your planned investments in Germany? [%]





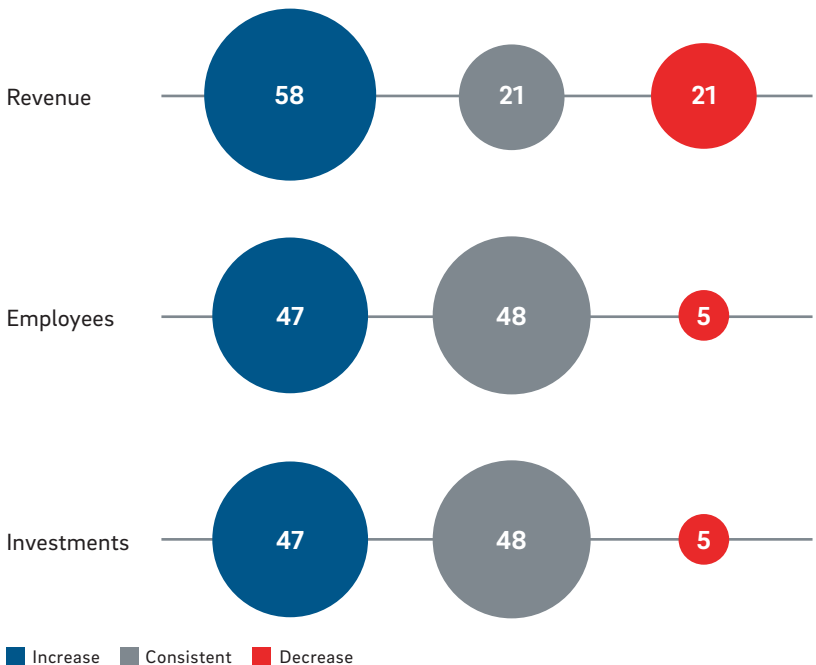
# How German companies view the U.S. as an investment location in 2023

**The U.S. in early 2023.** The current mood in the U.S. is dominated by inflation and the monetary policy of the U.S. Federal Reserve. Nevertheless, German companies in the U.S. can look back on a sound year in 2022, and expectations for the current year are also moderately positive. In general, the majority of German companies continue to regard the U.S. as a good business location. In addition to transatlantic business relations, companies see room for improvement above all in the availability of skilled employees, visa issuance and the reliability of politics.

## 1 GERMAN COMPANIES IN THE U.S. – SOUND BUSINESS YEAR 2022

**More than half of German companies in the U.S. increased their revenue last year. In terms of employees and investment, the past year was also sound for the vast majority of companies.**

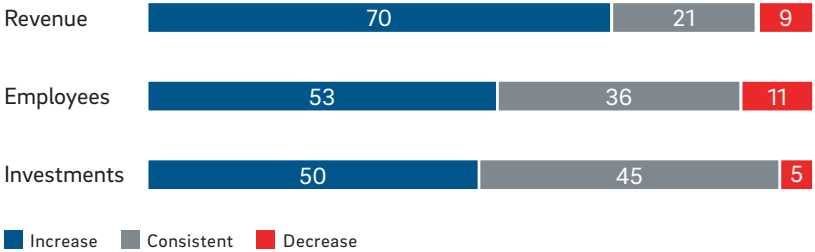
How did the year 2022 turn out for your company in the U.S.? [%]



## 2 MODERATELY POSITIVE EXPECTATIONS FOR THE CURRENT YEAR

More than two-thirds of German companies in the U.S. expect revenue to rise in the current year, and around half of them expect investment and employment to increase.

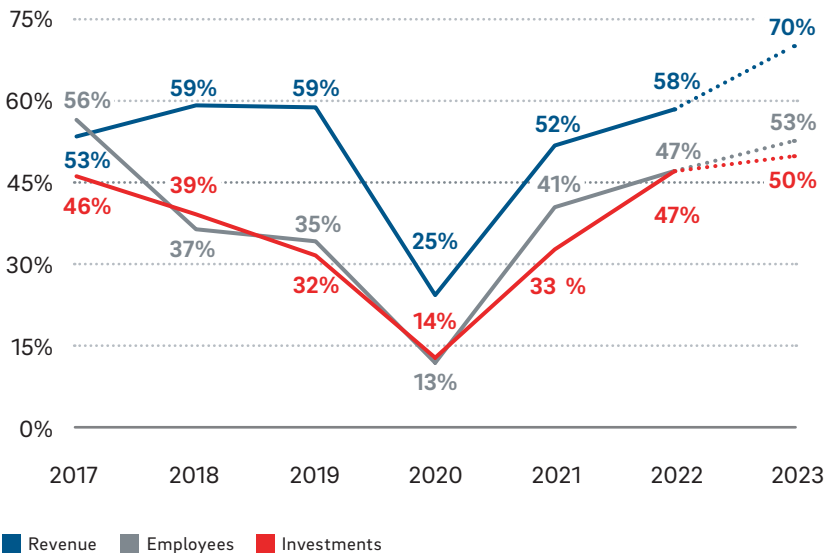
How will your revenue, employee numbers and investments in the U.S. develop in 2023? [%]



## ECONOMIC RECOVERY CONTINUES

After the slump in 2020, the proportion of companies reporting rising revenue, investments and employees has increased in the years since. Revenue and employment are expected to increase further in the current year.

Percentage of companies that experienced an increase in revenue, number of employees and investments for the respective year (2017-2022) or anticipate this in 2023.



# 3 CONTINUOUS GROWTH

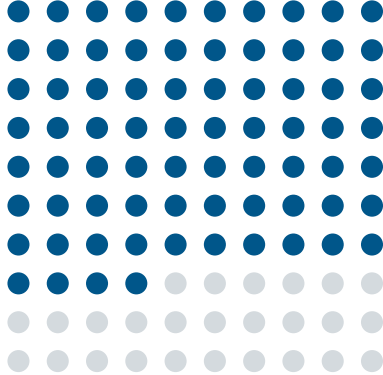
Three out of four of the German companies surveyed intend to further expand their activities in the U.S. in the medium term.

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



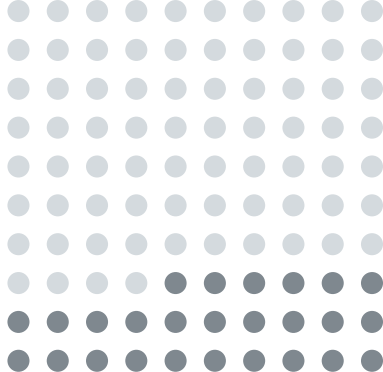
**74%**

plan on expanding their activities  
2022: 89%



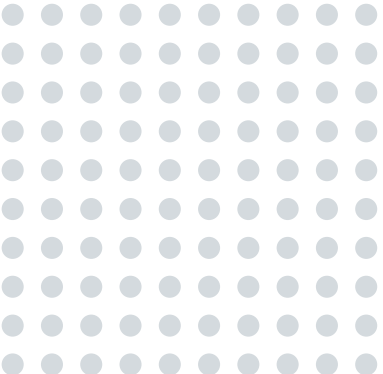
**26%**

plan on maintaining their present activities  
2022: 11%



**0%**

plan on reducing their activities  
2022: 0%

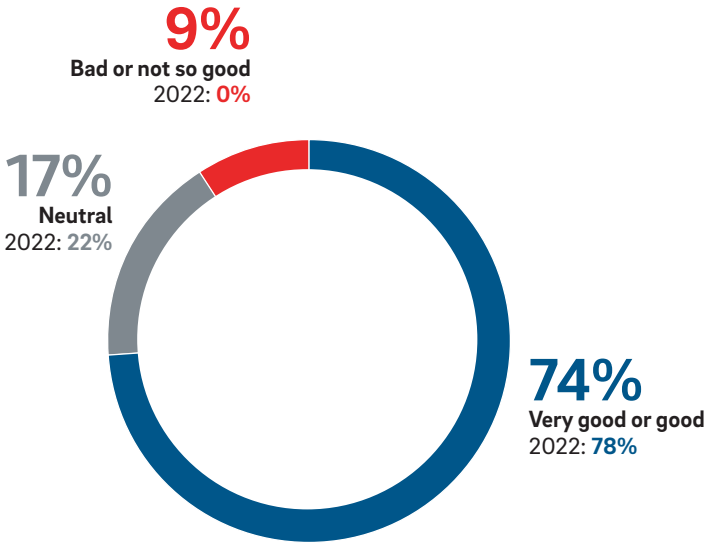




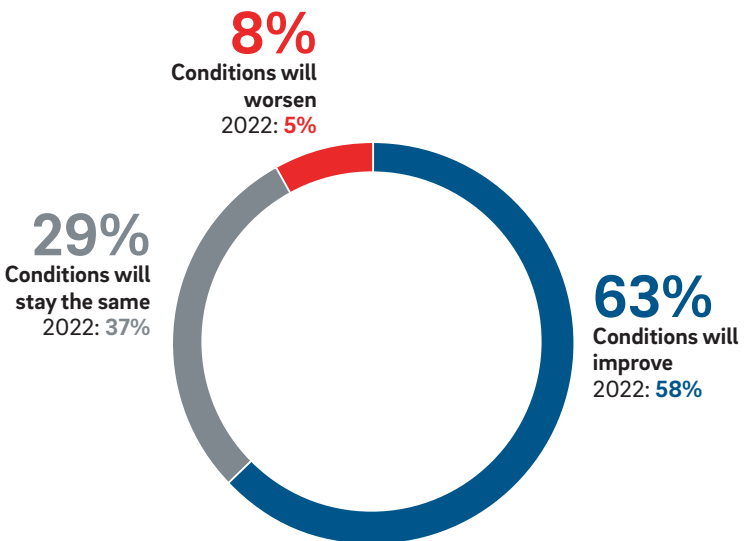
# 4 DOING BUSINESS IN THE U.S.: EVEN BETTER IN THE FUTURE

The majority of German companies already view the U.S. positively as a business location, and almost two-thirds of those surveyed even expect the conditions there to improve further.

How would you rate the current investment conditions in the U.S.?



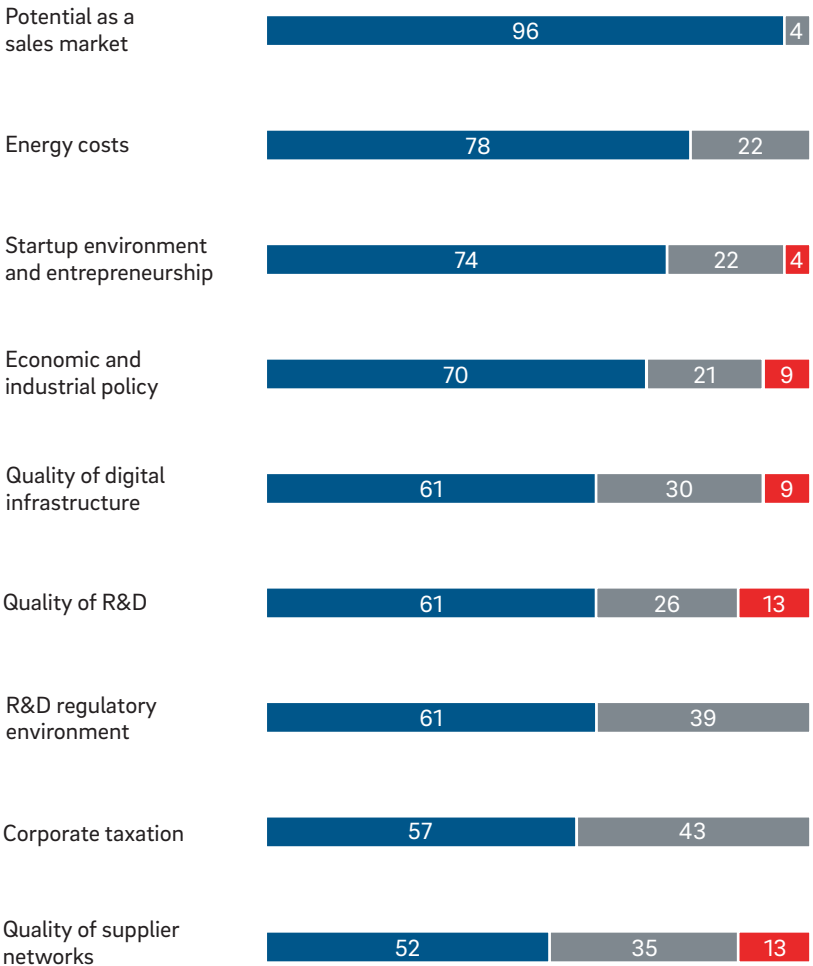
How will investment conditions in the U.S. develop over the next three to four years?



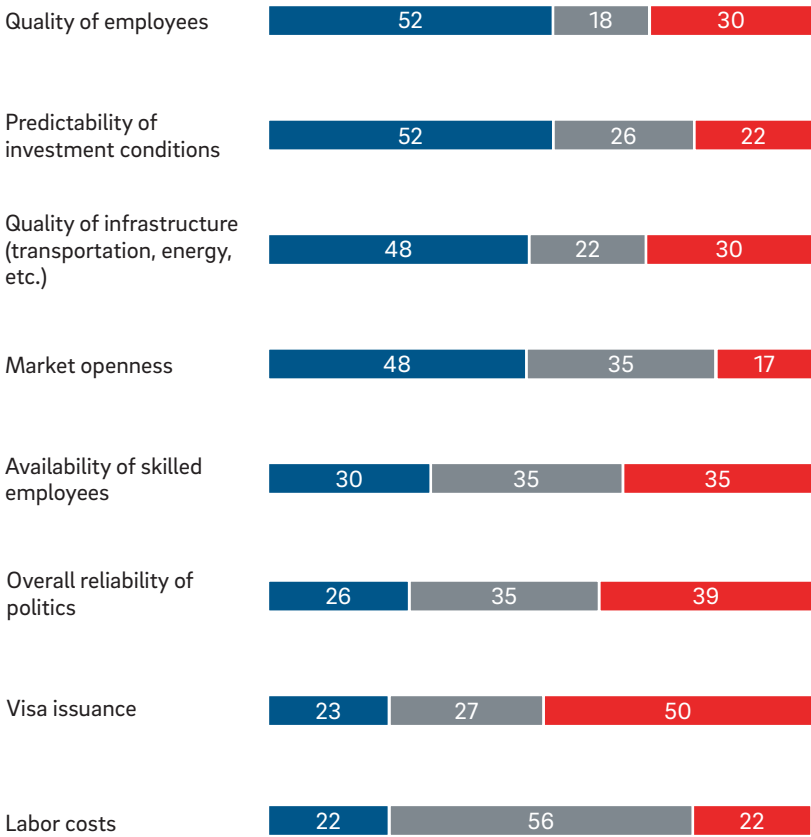
# 5 U.S. CHECK: ATTRACTIVE BUSINESS LOCATION WITH FEW WEAKNESSES

The many strengths of the American market are highly valued by German companies. In particular, the potential as a sales market and energy costs are viewed positively.

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



**German companies in the U.S. see potential for improvement in the availability of skilled employees, the overall reliability of politics and visa issuance.**

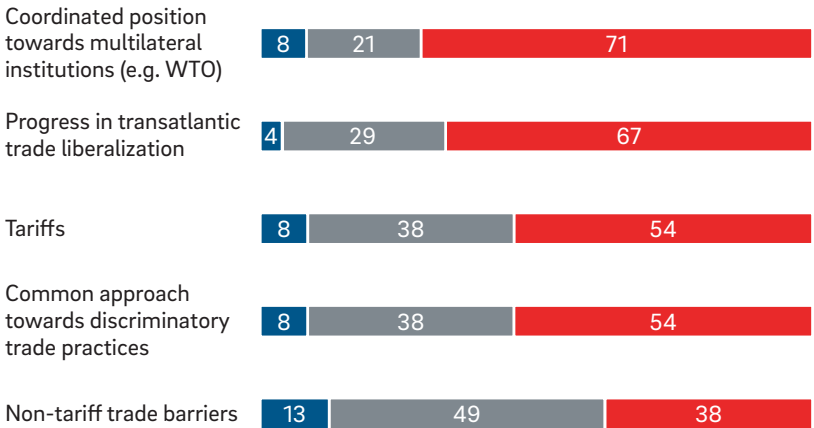


Very good/good Neutral Bad/not so good

# 6 TRADE AND BUSINESS RELATIONS MUST BE INTENSIFIED

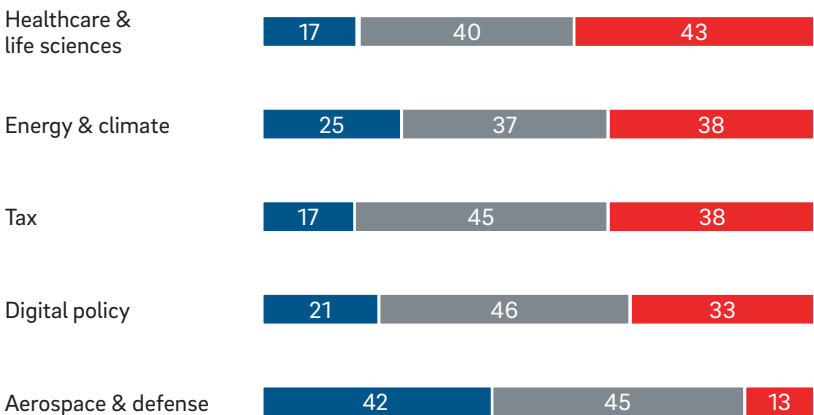
German companies in the U.S. would like to see further progress in transatlantic trade relations. Transatlantic trade liberalization and coordination with multilateral institutions are progressing too slowly.

How would you rate transatlantic trade relations in the following areas? [%]



Very good/good Neutral Bad/not so good

How would you rate transatlantic business relations in the following areas? [%]



Very good/good Neutral Bad/not so good

# 7 GERMAN COMPANIES VIEW TRADE-DISTORTING MEASURES WITH CONCERN

The vast majority of German companies in the U.S. are concerned about measures that could affect trade.

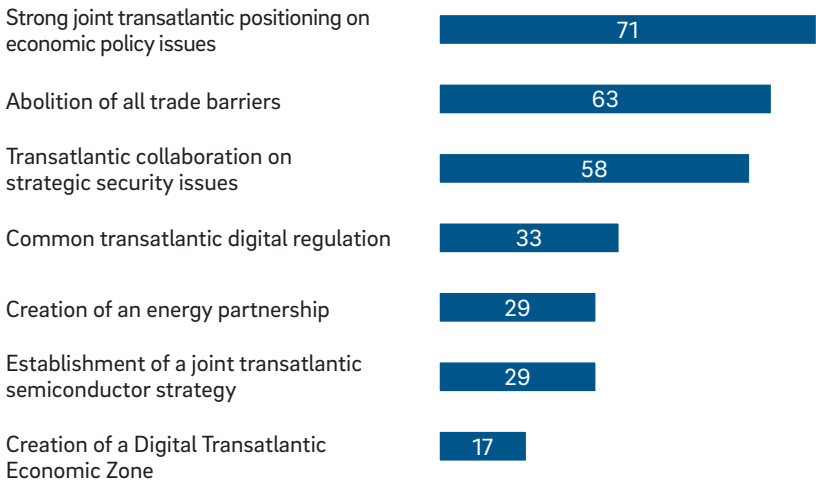
How concerned are you about the potential impact of trade-distorting measures discussed in times of general global uncertainty (e.g. discussions about the U.S. Inflation Reduction Act and respective "rebalancing measures" by the EU)? [%]



# 8 TRANSATLANTIC SOVEREIGNTY: COOPERATION ON ECONOMIC POLICY AND THE REMOVAL OF TRADE BARRIERS IS IN THE FOREGROUND

German companies in the U.S. also see joint transatlantic positioning on economic policy issues as a top priority. The removal of trade barriers and transatlantic cooperation on security issues are particularly important from the perspective of German companies.

In your view, which three of the following actions must be pursued the most in order to strengthen transatlantic sovereignty?<sup>1</sup> [%]

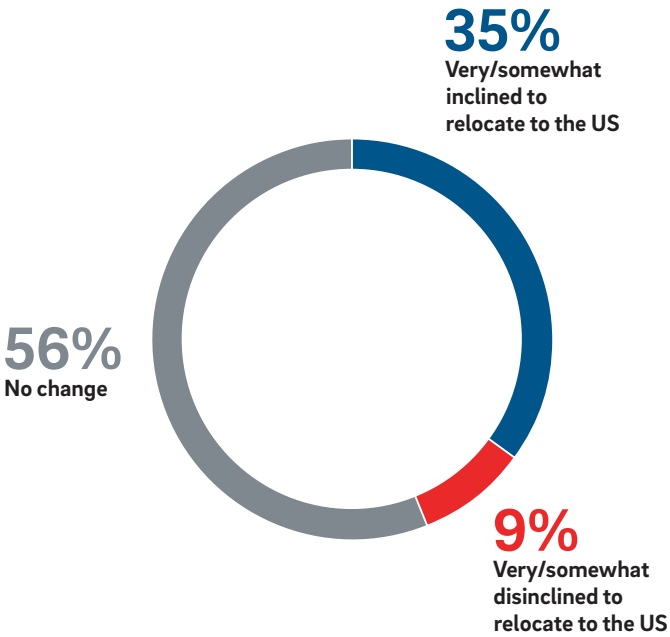


<sup>1</sup> Respondents could specify three areas.

## 9 ENERGY PRICES MAKE THE U.S. MORE ATTRACTIVE FOR GERMAN COMPANIES

One-third of German companies indicated that they are (more) inclined to relocate parts of their production to the U.S. due to the energy supply security and the price situation in the U.S.

In light of the recent rise in energy prices in Germany, does the U.S.'s energy security make your parent company more inclined to relocate production to the U.S.? [%]



# 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 is the only management consultancy of European heritage with a strong international footprint. As an independent firm, solely owned by our Partners, we operate 51 offices in all major markets. Our 3000 employees offer a unique combination of an analytical approach and an empathic attitude. Driven by our values of entrepreneurship, excellence and empathy, we at Roland Berger are convinced that the world needs a new sustainable paradigm that takes the entire value cycle into account. Working in cross-competence teams across all relevant industries and business functions, we provide the best expertise to meet the profound challenges of today and tomorrow.

# About the participants

A total of 57 member companies from AmCham Germany participated in the survey, whose responses were incorporated into the Business Barometer. Thirty-three U.S. companies with locations and revenue of at least € 36 billion in Germany as well as 24 German companies with locations and revenue of at least € 97 billion in the U.S. participated in this year's Transatlantic Business Barometer. The survey was conducted in January and February 2023.

## Publishers

### **Roland Berger GmbH**

Dr. Christian Krysz  
Sederanger 1  
80538 Munich  
+49 89 9230-0  
press@rolandberger.com  
www.rolandberger.com

### **AmCham Germany**

Daniel Andrich  
General Manager  
Börsenplatz 13-15  
60313 Frankfurt am Main  
+49 69 929104-0  
presse@amcham.de  
www.amcham.de

This publication has been prepared for general guidance only. The reader should not act according to any information provided in this publication without receiving specific professional advice. Roland Berger GmbH shall not be liable for any damages resulting from any use of the information contained in the publication.