

# DOING BUSINESS IN GERMANY



## Introduction

This report provides background information on both the cultural and business differences that a British businessperson visiting Germany needs to have at his fingertips.

The report will give the reader some useful information and hints, but companies planning to sell their goods or services into Germany are strongly advised to obtain more detailed information about the market for their particular product or service before embarking on a sales drive. Investing in a report produced specifically for your company can save you a lot of time and money in the long run.

The staff of the Trade Sections of the British Embassy in Berlin and Consulates-General in Düsseldorf and Munich have between them many years of experience researching on behalf of British companies. For further details on how to commission a report, available under the British Governments' Overseas Market Introduction Service (OMIS), please contact your nearest UK Trade & Investment (UKTI) representative.

## Some Top Tips

Basically most of what applies in the UK applies in Germany, only more so, however here are a few tips to bear in mind.

- **Confirm appointments and be on time**

If at all possible always confirm appointments in writing. Try and be on time or better still be a bit early. This may give you the added advantage of having time to get a feel for how the office or factory is functioning before you go into the meeting. If you are running late, ring up the company you are visiting and let them know.



- **Meetings are more formal**

Meetings in Germany are generally speaking more formal than in the UK and your appearance and behaviour should be too. In other words a suit and a tie should be worn. A firm, but not knuckle-breaking, handshake when greeting and parting is always part of the ritual.

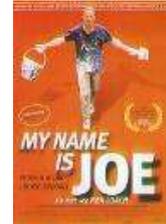
- **Titles**

Titles are important, so if *Herr Müller* is a Doctor or Professor use *Herr Doktor Müller* or *Herr Professor Müller*. Women, except those serving you in restaurants or if obviously still teenagers, should never be addressed as *Fräulein*. Always use *Frau Müller* or if she has a title *Frau Doktor Müller*. Some people may tell you to drop the *Doktor*, in which case you may do so.

- **First names - not to begin with**

Unlike in the UK, the use of first names is not as prevalent amongst colleagues in a German company and certainly not with visitors, though with American and British influence it is moving that way. Your host may well accept or even suggest that using first names is OK in order to make you feel at ease, but remember that if you were a German he probably would not do so.

Should your German be good enough to carry on a conversation in that language, do not on any account use the familiar second person singular "*Du*" for "you", but stick to the polite form "*Sie*", also "you". If the personal rapport is really good, then perhaps the change from "*Sie*" to the more personal "*Du*" can be made at some time in the future over a beer or two in the local restaurant, however it is also quite acceptable to use a first name and still say "*Sie*".



- **Small talk and hard facts**

Time is money in the minds of most German businessmen, and generally speaking at a business meeting they will want to get down to the heart of the discussion quickly. This means having all the facts at your finger tips and being well prepared with trade literature in German, or at least an insert in that language, and prices in EURO. Your literature should concentrate on technical details about the product or service. A certain amount of small talk is in order, but is best kept until the end of the meeting.

- **More direct**

Without intending to be impolite, Germans tend to be more direct when it comes to expressing views or making statements and will expect the same from you. Therefore be careful not to use typical English sentences like - we may be able to deliver - when what you really mean is - there is no way we can deliver. Your host will only understand that you can deliver.

- **Don't give up**

Keep returning to Germany to remind people that you are committed. Persistence pays!

- **A funny thing happened on my way to see you!**

Sarcastic or black English humour should be used very sparingly. It may backfire on you if it is not properly understood and could cause embarrassment.



## History

As in most countries their present day formation has a historical background, and Germany is no exception, and goes some way to explain the decentralisation described below which is still in place today. Throughout its history Germany remained a country divided up into smaller or larger kingdoms showing allegiance to one powerful family or another. It was not until Otto von Bismarck formed the Deutsche Reich in 1871 that Prussia in the north and the southern states become a single country. What differences still remain today are covered later in the report.

It is also important to remember that the constitution of the Federal Republic of Germany, known as the *Grundgesetz* (Basic Law – R1), was not adopted until 1949, its aim being to cement a new political system based on freedom and democracy.

## Germany is decentralised

It may not be immediately apparent, but Germany is very decentralised. As everyone knows, London is definitely the capital and focal point for the English, and Paris for the French. However although Berlin may be the capital of Germany and seat of the Federal Parliament, Hamburg, Cologne, Düsseldorf, Frankfurt, Stuttgart, Munich and other major cities are regarded by their inhabitants as being more important when it comes to how their daily lives are run.

With the exception of Cologne, the cities above along with others, are the capitals of one of the 16 Federal States (*Bundesland*, pl. *Bundesländer*) each with its own parliament (the picture shows the plenary chamber of the North Rhine-Westphalia government). This can for example mean that although the Federal Government may issue a directive, it is the job of the individual states to action it. This can lead to minor differences in the way, for example, the states run their police forces, set up their schooling systems, implement building regulations and support businesses. In other words for a businessman looking for the overall authority, there is often not one government body that needs to be consulted, but 16!



## Politics

The current German government is a slightly uneasy coalition formed in November 2005 by the Social Democrats (SPD) and the Christian Democrats (CDU/CCU) with 226 seats between them, and lead by the Chancellor Angela Merkel. Other parties in order of the number of seats they hold in parliament are: The Free Democratic Party (FDP) with 61 members and the main opposition party to the politics of the red-green coalition; the Left Faction with 53 seats and the Alliance 90/The Green Parliamentary Group with 51 members.



On the whole Germans tend to take more interest in politics than their British counterparts and are therefore generally better informed, but this does not mean that they are content with the political situation. The government is blamed for high unemployment, burdensome taxes and a dwindling pension fund. Here is a picture of the German "Reichstag" or parliament building, with the glass dome on top designed by Sir Norman Foster.

## Healthcare



On the whole German patients are spoilt compared with their British counterparts needing to see a doctor or have an operation. With some exceptions waiting times are short and the standard of medical care is good. The German healthcare system is decentralised, with central government having very little executive responsibility for the provision of healthcare. Federal and State ("*Land*") governments are responsible for the maintenance of the public healthcare system. Roughly 90% of the population are insured with one of the over 200 Statutory Health Insurance (SHI) or public sickness funds. The SHI also insures 6 million Germans who have additional private health insurance. Around 8% of the population are privately insured.

Depending on which Health Insurance company they are members of, Germans pay between 12.5% and 16% of their gross earnings towards insurance coverage. For private insurance payments are higher, and vary considerably depending on the benefits on offer. On top of the above, every patient has to pay €10 to the first doctor they visit in each quarter. This is a government initiative to try and reduce the number of people using medical services unnecessarily. The government has also reduced the number of medications that a doctor can prescribe, unless the patient or their Health Insurance is prepared to pay the full cost. Otherwise patients pay a percentage of the retail price of each medication up to a maximum of €10.

All insured persons are issued with plastic identity cards which enables the doctor or hospital to read off basic information about the patient. Further information on the German healthcare system can be found in English on the website of the Federal Ministry of Health: [www.bmg.bund.de](http://www.bmg.bund.de)

### Food and eating out

If your appointment with a German businessman happens to be around midday, he may suggest continuing your discussion over a meal. He will know where to go and depending on the circumstances you should at least offer to pay. It is unlikely you will be invited out to an evening meal or be taken to your hosts' home, but this may happen later if the business relationship is long term.



German restaurants at their best can be quite expensive, but good satisfying meals (*gut bürgerlich*) are also available at prices below those in the UK. Italian, Greek, Turkish, Chinese and to a lesser extent Indian and Japanese restaurants can be found in most larger towns and cities. The major fast food chains are also well established for those in a hurry.

Various regions have their specialities, such as the knuckle of pork pictured on the previous page, and you should ask the waiter what is typical. But be warned, portions can be quite substantial.

Germany has a wide range of beers and wines, many of them brewed or grown locally, and you should take the opportunity to try them out.

The Germans are proud of their Purity Law (*Reinheitsgebot*) for beer brewed in Germany. But exceptionally (see the chapter on regulations) foreign brewers selling into Germany do not have to abide by this law.



In most pubs and in some restaurants it is the custom that the drinks you have been served with will be noted by the waiter or waitress making ticks on a beer mat at your table.

### No smoking

Germany is lagging behind several of their neighbours in respect of banning smoking. Central government has left it up to the Federal states to decide what should be done, and as a result different laws apply in different states. It is therefore advisable to check up on the local rules before lighting up in a restaurant or bar. Smoking is however generally banned in trains, stations, airports, taxis and government buildings except where it is expressly permitted by signs.



## 1. Do German work practices differ from the UK in terms of working hours, etc.

### Productivity and working hours

Productivity in Germany is very similar to the UK, although at one time it was definitely higher, and for several years the German unions felt safe in propagating the 35 hour working week. But in the face of the threat of massive job cuts during a period when the strength of the German economy waned, a 37 - 38 hour week became the norm in industry, and anything up to 40 hours, and sometimes over, for office workers. Factory and building workers start between 06:30 to 07:30 hours, office workers between 08:00 and 09:00.



### Wages

Wages are comparable to the UK, though this will depend on the profession and / or the position within a company or organisation. As yet there is no minimum wage, a controversial issue supported by the unions, but not by the employers' federation, nor by the majority of the members of the Federal Government.

### **Retail opening times**

Retail opening times vary considerably depending on locality. Non-food shops generally open between 09:00 and 10:00 and close between 18:00 and 20:00. Department stores usually stay open longer than other retailers, and there is a trend for supermarkets to be open between 07:00 and 22:00 Monday to Saturday. The only shops that open on Sundays are bakers and those attached to petrol stations.



### **Trade Unions**

Most of the major industries and professions, e.g. metal working, engineering, chemicals, building, transport, hospitals, etc. have unions who together with the employers unions work out a tariff covering wages and working hours, usually applicable to the whole country, but not necessarily.



The Confederation of German Trade Unions (*DGB - Deutscher Gewerkschaftsbund*) is the umbrella organisation for trade unions in Germany with eight member unions. Further information can be found under <http://www.dgb.de/sprachen/englisch/dgb.htm>

### **Religious and other holidays**

Germans have on average six weeks holiday plus a number of bank holidays and religious holidays celebrated throughout Germany.

## **2. Is it important to speak German in order to do business in Germany?**

### **Must I speak German?**

The picture shows the Goethe-Institut in London where you could learn German. Not everybody has the ability or the time, so what are your chances of doing business in Germany only speaking English?



There is no straightforward "yes" or "no" answer to this question, as it depends on a number of factors. If you are dealing with someone from middle management upwards, the chances are they will speak very good English or certainly enough for a general conversation. If the company is an international company or used to dealing with overseas customers or suppliers, your chances will also be good. Those Germans who are confident of their language ability usually welcome the opportunity to practice their skills on you.

### **Not everybody speaks English**

On the other hand when talking to regional distributors, technicians and engineers or people at shop floor level, you may find these people have skills, but not necessarily those which include languages. Junior government or municipal officials are also less likely to speak English and the same applies to people from what used to be known as East Germany above the age of about 40, as Russian was their first foreign language.

### **"Denglisch"**

Unlike France where traditionalists go to great lengths to forbid the use of any anglicisms, the English language has steadily permeated everyday German, and politicians, dignitaries, scientists and schoolboys talking about computer games take great delight in using English words to replace perfectly good German terms.

### **Trade literature**

However, no matter how well a German businessman understands English, when it comes to technical details, trade literature or even more important, signing a contract, they will want to discuss it and see it in German. If you can check beforehand whether the person you will be meeting understands English, and if not, take along an interpreter, it may well be worth the extra cost as it can make the difference between obtaining or losing a contract.

### **Umlauts**

At some stage you will notice that many words have what are called Umlauts (ä, ö and ü) in them. Even if you cannot quite master the pronunciation, in written form, particularly if the option should not be available on your keyboard, you can get round it by placing an e after the letter, i.e. ä = ae, ö = oe and ü = ue.

### **Thank you**

Even if you are not a German speaker a "*Guten Tag*" or "*Dankeschön*" at the right moment will be appreciated. If you happen to be a fluent speaker, do not despair if you find you are not following the conversation very well when on the Friesian Islands or in deepest Bavaria where for example a girl - *Mädchen* - becomes - *Deandl*, and good day - *Guten Tag* - becomes - *Grüss Gott* pronounced - *Griassgood*.

### **Other German speaking countries**

Finally, German is of course the national language in Austria, a large part of Switzerland, Lichtenstein and to a certain extent Luxembourg. In all these countries dialects can sometimes be as hard or even harder to follow than in Bavaria, however most people with a reasonable level of schooling will speak to you in standard German or, particularly in Switzerland, in English. The first tourists to "discover" Switzerland were after all the British!



### **Stating the obvious**

Anything you prepare for the German market, e.g. German language company literature, can be used in the other German speaking countries too.

## **4. What are the opportunities for UK business operators in Germany and how are British businesses and business people seen in Germany?**

### **Good or bad?**

The short answer in most cases is good, and with few exceptions the Germans have nothing against the UK, the British or their products and services. Most Germans refer to Britain or the UK as "England" and the British as the "English" (*Engländer*). Do not take offence if you do not happen to come from England and just quietly explain the difference if you feel inclined.

### **Good experiences, bad experiences!**

Most Germans who have been to the UK privately have enjoyed themselves and are quick to tell you about it. Unfortunately a few will be just as quick to tell you how they were let down by UK companies on delivery times or quality of goods or heard misplaced comments about World War II.

### **Good opportunities**

The opportunities are certainly there. If you believe in the quality of your product or service, your prices are about right, you can deliver on time and there is a proven demand, then all you have to do is go about things the right way.

### **What is the right way?**

Obtain as much market information as you can. Identify your customers and competitors, visit the country and one of the many excellent international trade fairs, have informative literature prepared with full technical details about the product/service (this is more important than pretty pictures), and where appropriate use UKTI government services to identify agents, distributors or in some cases even customers.

### **Show commitment**

Above all show commitment by following up any leads that come your way, and do not overlook the fact that Germany is a buyers' market. In other words, in most cases the Germans will not come to you, but rather expect you to go to them. Unless it is quite clear and for obvious reasons that business will not be forthcoming, do not take 'no' for an answer. Keep going back at regular intervals to remind people you are committed to doing business. Germany is not the world's third best exporting country without reason, and Germans will quickly see and evaluate how professional, or not, your sales operation is.

### **Coals to Newcastle or Cuckoo Clocks to Germany!**

With very few exceptions there is no service or product, probably not even cuckoo clocks if they were made somewhere in England (!) that cannot be sold in Germany. You just have to find the right niche or sales angle. The UK became service orientated some time before Germany, and this is an area where experience already gained should be used to full advantage and where it may make a difference in comparison with your competitors.



### **Germany has a reputation for being over regulated. True or false?**

#### **True**

The answer to this question is - yes it is true. However there are advantages as well as disadvantages in this state of affairs.

#### **Advantages**

The advantages are, if you want to sell a product or service in Germany you can usually find a law, directive, regulation or norm which covers it. In other words you know exactly where you are and can manufacture the product or offer the service to meet local requirements. In this day and age a search on the Internet will usually provide the answer, though admittedly not always in the English language.

German industry and businesses are also well organised through Chambers of Commerce (unlike in the UK membership is obligatory) and Trade Associations. Other regulatory bodies exist for banking, insurance, the building industry, drugs and medical equipment, etc.

#### **Disadvantages**

The disadvantages include what on occasions would appear to be a certain amount of protectionism. Do not therefore assume that because you are selling your electrical equipment, toys, paints, vehicle accessories, etc. in the UK and other EU countries, you can automatically sell in Germany. Products already tested in the UK to meet safety standards often need to be tested again in Germany, a process which can be both expensive and time consuming. Although re-testing is not necessarily mandatory, you will stand little chance against your German competitors without the blessing of a German testing institute such as *TÜV Rheinland*. Further details can be found at <http://www.tuv.com/de/en/index.html>.



## Employment laws

Employment laws also differ and not all professionals and tradesmen can operate on the same basis as in the UK, though in many cases application for a permit can be made with local government offices.

## Do I or my product conform?

One way or another it is wise to find out what applies to your product or service before trying to identify potential distributors or customers. Their first question is quite likely to be: does your product conform to the German standard ABC or are your employees certified to work in Germany under regulation XYZ? Above all, as a professional tradesman, do not sell up your house in the UK and move to Germany without first finding out just what credentials you must have.

On the whole, although they at times complain about it, Germans accept a regulated way of life as they feel it provides a framework of security.

## How easy is it to travel around Germany?

### By Road



Germany started building motorways - *Autobahnen* - some time before other European countries, and to this day the country has a well developed net of motorways - approximately 12,400 km of them, and overall there are 231,500 km of well maintained roads. Traffic can at times be heavy, especially in and around major cities or conurbations like the Ruhr area, and it is advisable to build in a good margin of spare time if you have

arranged important meetings.

### Driving in Germany

Apart from being on the "wrong" side of the road, driving your own or a hire car poses no particular problems. Except where shown or if you are towing a caravan, there is only a recommended but not a legal speed limit on the *Autobahn*. However those people hoping to be able to put their foot down will find there are in fact not many long stretches without a speed limit. Do keep in mind that driving habits differ and can lead to misunderstandings. Should you be unfortunate enough to have an accident or breakdown the German automobile club (ADAC) will assist you. The number to dial anywhere in Germany is 0180 222 22 22 either from your mobile or the phones placed at regular intervals along the highway.



Providing you have a valid UK driving licence, hiring a car is usually only a formality. Further details about driving and traffic regulations in Germany can be found on the website of the Federal Ministry of Transport, Building and Urban Affairs - <http://www.bmvbs.de/en/Transport/Roads-2121/Road-Traffic-Regulations.htm>

### By Rail

With 38,000 km of railway track, the railway service in Germany is on the whole good, and for the most part punctual, with fast trains operated by the Federal Railways (*Deutsche Bahn - DB*) connecting all major cities. Quite often travelling by train is the quickest mode of transport. The 110 mile journey from Cologne to Frankfurt for example takes only one hour and twenty one minutes at speeds of up to 180 mph. Rail travel is certainly the most relaxing form of transport, but not always the cheapest (see below). A good network of regional railways and local bus services cater for commuters.



### **By Air**

If you can book in advance, flying from one city to another can, as indicated above, be cheaper than rail travel. Germany claims to have 19 international airports of which Frankfurt am Main is the largest with over 54 million passengers passing through in 2007 (by comparison Heathrow had nearly 68 million), followed by Munich, Düsseldorf and Berlin.



### **Waterways**

Of less relevance for the visiting British businessman, but nevertheless a fact worth knowing, is that Germany has 7500 km of navigable waterways connecting the German inland ports of Duisburg and Magdeburg as well as the sea ports of Hamburg, Wilhelmshaven, Bremen, Rostock and Lübeck. They are used extensively for transporting heavy goods and connect to surrounding countries including France, the Netherlands, Switzerland and Austria.

### **Cycling**

As a businessman you are unlikely to hop on a bicycle to visit your business contacts, though in theory you could, as bicycles can be hired from all major train stations. In fact the country has over 50,000 km of bicycle tracks and more kilometres are being added every year, as are the number of people using them.



### **Postal codes**

The German postal code system, which is based on a five-digit code dividing Germany up into 10 different areas, is a great help when planning an itinerary. This means, for example, if you have a company on your list in Brühl with the postal code 50321, you know it is in area 5 and is somewhere near Cologne (see postal code map on page 30 of this report).

## **3. How does Germany position itself in relation to Europe?**

### **Borders with nine countries**

It is one of those strange phenomena, no matter which economic development corporation you speak to in Europe, they will tell you their area is ideally placed right in the centre! Well Germany may not be exactly in the middle, but it has borders with nine countries: Belgium, The Netherlands, Denmark, Luxembourg, France, Poland, The Czech Republic, Switzerland and Austria. That is hard to beat!

### **Highest population**

Germany has the highest population in Western Europe followed by France, but from a point of view of size, France is bigger with 543,965 square kilometres compared to Germany's 357,092.

### **Economically powerful**

Though the British and the French may not like to hear this, Germany is economically speaking the most powerful country in Europe, and therefore has considerable clout within the EU. As a result they tend to have a strong influence on the other smaller members on many issues.

### **Affinity to the East European Countries**

Geographically speaking Germany has a natural closer affinity to Russia and the Baltic States than the UK, and is therefore much more concerned about building and keeping up good relations with those states, both economically and culturally.

On the other hand the British have an advantage in what are still or used to be their colonies. However the Germans were quicker than some to realise the potential offered by the emerging

markets, in particular China, and there is therefore now hardly a major German company that is not doing business in some form in that country.

### **Not Nationalistic**

Due to certain periods in their past history, and apart from when it comes to football, the Germans are careful not to appear to be too nationalistic and above all not too militaristic. The average German did not support the invasion of Iraq and the country's subsequent participation was minimal and consisted of training up the Iraq police force. However they currently have 3,500 troops in northern Afghanistan, but are more involved in humanitarian work than fighting the Taliban. Despite pressure from America this position is unlikely to change in the near future as the German government will not provide a mandate.



#### **4. Are there significant regional differences in Germany? Should marketing strategies be adapted accordingly?**



#### **Is Germany regional and should marketing be adapted accordingly?**

The answer is yes and yes. Although it may depend to some extent on the product or service, companies planning to enter the German market may need at least two agents, one for the north and one for the south, or perhaps several regional distributors.

#### **Do the Germans speak German?!**

All Germans learn "*Hochdeutsch*" or standard German at school, but at home and with friends the dialect of the region is more than likely to be spoken. It is said that there are 27 dialects, not including variations of the same dialect. Some, like those spoken in Bavaria, are particularly hard for northern Germans to follow, especially at gatherings where the locals are talking amongst themselves. The Friesians on the flat North West coast (see picture above), would cause the same head-scratching in Bavaria (see picture below) if they spoke their dialect.

#### **North South Mentality Divide?**

Yes, it is fair to say that to some extent the mentality does vary from region to region, and it has not only to do with the type of German spoken. That is why it is best to have, for example, a Bavarian operating on your behalf in Munich and someone from northern Germany in Hamburg. People from the so-called New States, i.e. what used to be the German Democratic Republic or East Germany have their own history to contend with. Despite the reunification, the tendency of some "West" Germans to treat the "Ossies" (Easteners) as poor cousins causes offence. Here again a "local" to represent you might work out better.



## 10. Where can I obtain further information on Germany?

### General Information

A great deal of information can be obtained from the German Government website - [www.deutschland.de](http://www.deutschland.de). This is a multi-language website which has information under a number of headings such as health, education, culture, media, sports, the State, tourism, environment, economy and science. It helps to have a knowledge of German, as although the lead-in is in English, much of the more detailed information is only in the German language.

The British Government UK Trade & Investment website also provides valuable information on Germany and many other countries.

[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)



To go direct to information on Germany click on to:

[https://www.uktradeinvest.gov.uk/ukti/appmanager/ukti/countries?\\_nfls=false&\\_nfpb=true&\\_pageLabel=CountryType1&navigationPageId=/germany](https://www.uktradeinvest.gov.uk/ukti/appmanager/ukti/countries?_nfls=false&_nfpb=true&_pageLabel=CountryType1&navigationPageId=/germany)

### Other organisations:

#### British Chamber of Commerce in Germany

Französische Strasse 48

D-10117 Berlin

Tel.: +49 (0)30-206708-0

Fax: +49 (0)30-206708-29

Website: [www.bccg.de](http://www.bccg.de)

E-mail: [info@bccg.de](mailto:info@bccg.de)

Membership consists of German and British companies, organisations and individuals that have business interests in the UK and Germany. The chamber offer a networking service for members and to a lesser extent non-members.

#### German-British Chamber of Industry & Commerce

16 Buckingham Gate

London SW1E 6LB

Tel.: +49 (0)20 7976-4100

Fax: +49 (0)20 7976-4101

Website: [www.ahk-london.co.uk](http://www.ahk-london.co.uk)

Membership consists mainly of subsidiaries of German companies in the UK, but the services of the chamber are available to both British and German non-member companies and businessmen on a fee paying basis.

#### The British Council

Alexanderplatz 1

D-10178 Berlin

Tel.: +49 (0) 30 311099-0

Website: [www.britishcouncil.de](http://www.britishcouncil.de)

E-mail: [info@britishcouncil.de](mailto:info@britishcouncil.de)

Responsible for cultural matters only and do not deal with business enquiries.

## DÜSSELDORF TRADE SECTION

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The area normally covered by the Post in Düsseldorf include the German Federal States of: North Rhine-Westphalia, Hesse, Rhineland-Palatinate and Saarland, however this report refers to the whole of Germany.

## UK Trade & Investment Services in Germany

[www.uktradeinvest.de](http://www.uktradeinvest.de)

### BERLIN

(Region: North)

British Embassy  
Trade Section  
Wilhelmstraße 70  
D-10117 Berlin  
Tel. +49 (0)30 20457-0  
Fax. +49 (0)30 20457-577  
E-Mail: [handelsabteilung.berlin@fco.gov.uk](mailto:handelsabteilung.berlin@fco.gov.uk)

#### Commercial Area:

Federal State	Population (m)
- Berlin	3.39
- Brandenburg	2.58
- Mecklenburg-West Pomerania	1.74
- Saxony	4.35
- Saxony Anhalt	2.59
- Thuringia	2.39
- Bremen	0.67
- Hamburg	1.73
- Lower Saxony	7.98
- Schleswig-Holstein	2.82



**DÜSSELDORF**  
(Region: Central)

British Consulate-General  
Trade Section  
Yorckstraße 19  
D-40476 Düsseldorf  
Tel. +49 (0)211 9448-222  
Fax. +49 (0)211 48 63 59  
E-Mail:  
commercial.section.duesseldorf@fco.gov.uk

Commercial Area:

<i>Federal State</i>	<i>Population (m)</i>
- North Rhine-Westphalia	18.08
- Hesse	6.09
- Rhineland-Palatinate	4.06
- Saarland	1.07

**MUNICH**  
(Region: South)

British Consulate-General  
Trade Section  
Möhlstrasse 5  
D-81675 München  
Tel. +49 (0)89 21109-0  
Fax. +49 (0)89 21109-155  
E-Mail: munich-info@fco.gov.uk

Commercial Area:

<i>Federal State</i>	<i>Population (m)</i>
- Bavaria	12.39
- Baden-Württemberg	10.66

**Central Co-Ordination Unit**

(Germany-wide)

British Consulate-General  
Central Commercial Co-Ordination Unit  
Yorckstraße 19  
D-40476 Düsseldorf  
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