



Business Opportunities in Germany (Paperback)

By U S Department of Commerce

Createspace, United States, 2014. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.The German economy is the world s fourth largest and, after the enlargement of the EU, accounts for more than one-fifth of European Union GDP. Germany is the United States largest European trading partner and the sixth largest market for U.S. exports. Germany s social market economy largely follows free-market principles, but with a considerable degree of government regulation and generous social welfare programs. Germany is the largest consumer market in the European Union with a population of 80.8 million. However, the significance of the German marketplace goes well beyond its borders. An enormous volume of trade is conducted in Germany at some of the world s largest trade events, such as MEDICA, Hannover Fair, Automechanika, and the ITB Tourism Show. The volume of trade, number of consumers, and Germany s geographic location at the center of a 28-member European Union make it a cornerstone around which many U.S. firms seek to build their European and worldwide expansion strategies. The German economy has improved markedly in recent years. The economy took a serious hit during the economic crisis....



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