

# Press Release

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## **German Companies Grow with Rising Demand But 65 percent struggle to fill job vacancies**

New York City, December 8, 2014 – The German American Chambers of Commerce, the Representative of German Industry & Trade, and Roland Berger Strategy Consultants reported the results of their annual business survey today, showing the success of German companies in the United States, as well as their outlook for future growth.

While confident in a growing U.S. economy, 98 percent of German subsidiaries are expecting revenue growth for their businesses in 2015. In the wake of recent large scale acquisitions by large companies such as Siemens and SAP, the German *Mittelstand* is also increasing its strategic focus on the U.S. This trend is fueled by strong demand and driven by customer proximity. For 2014, 90 percent reported better sales volumes, in spite of flat sales prices. German firms continue to innovate with new product lines and a focus on process optimization, expanding their local production capacities.

One challenge is described by W. David Braun, partner at Quarles & Brady LLP and chairman of AHK USA and GACC Midwest: “We found in our survey that the share of companies with difficulties identifying skilled employees jumped to 65 percent up from 49 percent last year.” Consequently, investment in education and training tops the reform agenda of German companies. The German American Chambers of Commerce are currently pursuing the expansion of German-style dual education programs for vocational training throughout the United States, especially in conjunction with advanced manufacturing firms.

The Transatlantic Trade and Investment Partnership (TTIP) is gaining momentum, with 69 percent of German companies seeing TTIP as an important measure, in comparison to just over 50 percent last year. Firms are hoping to see an elimination of tariffs and better regulatory cooperation. “The newly constituted Congress should act now to grant the Obama Administration the Trade Promotion Authority (TPA) in order to fast track TTIP,” advises W. David Braun.

For the fifth consecutive year, the German American Business Outlook (GABO) monitored the state of German-owned subsidiaries in the U.S. The survey approached 1,100 headquarters with approximately 10 percent of senior management responding, mostly from *Mittelstand* firms (German small-to medium-sized companies).

The survey findings can be accessed at [www.ahk-usa.com/gabo](http://www.ahk-usa.com/gabo)

## About Us:

The **German American Chambers of Commerce** (GACCs) in Atlanta, Chicago, Detroit, Houston, New York, Philadelphia, and San Francisco all work together under the network of AHK USA. With approximately 2,500 members and an extensive national and international business network, the GACCs offer a broad spectrum of activities and services. [news@ahk-usa.com](mailto:news@ahk-usa.com), [www.ahk-usa.com](http://www.ahk-usa.com)

The **Representative of German Industry and Trade** (RGIT) is the liaison office of the Federation of German Industries (BDI) and the Association of German Chambers of Industry and Commerce (DIHK) in Washington, D.C., RGIT represents the interests of the German business community vis-à-vis Congress, the U.S. administration and the international organizations based in Washington, D.C. [info@rgit-usa.com](mailto:info@rgit-usa.com), [www.rgit-usa.com](http://www.rgit-usa.com)

**Roland Berger Strategy Consultants**, founded in 1967, is one of the world's leading strategy consultancies. With 45 offices in 33 countries, the company has successful operations in all major international markets. Annually, it generates about USD 900 million in revenues with 2,500 employees. The strategy consultancy is an independent partnership exclusively owned by about 180 partners. [info@us-rolandberger.com](mailto:info@us-rolandberger.com), [www.rolandberger.com](http://www.rolandberger.com)

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