

London, 13 October 2021

## NEWS RELEASE

**The German-British business community is upbeat about its own activities in the UK but its sentiment for the economy overall is slightly less positive. Secondary effects of the pandemic and Brexit (logistical problems, shortage of supplies and skills) are gaining in prominence, in turn explaining its more cautious view on the British economy.**

More than 50% of companies are positive or very positive about their own current and expected future performance in the UK. This continues to translate into investment and future employment, with a third planning to increase capital expenditure and half of them expecting to grow their workforce.

However, the overall development of the UK economy is viewed more cautiously, as only 27% expect it to perform better or significantly better over the coming nine months. This assessment is to some extent due to the Coronavirus pandemic, as 52% of companies think that a full recovery from it is still at least nine months off.

In terms of the largest challenges for businesses, logistical problems, shortage of skills and supplies have significantly moved up the agenda. Trade barriers/customs formalities and travel restrictions have moved from being the top two issues for the past 18 months to ranks 3 and 5, respectively. Yet a significant number of companies (34%) still need support with customs issues.

Nevertheless, the dust continues to settle in terms of plans to relocate some business activities. Now only one third of companies plan to relocate activities as a result of Brexit (last autumn 70% wanted to relocate some activities at least partly because of Brexit).

With regard to the upcoming COP26 meeting in Glasgow, it was found that the climate change agenda is important for a majority of companies but other ESG issues feature less prominently.

Dr Ulrich Hoppe, Director General of the German-British Chamber of Industry & Commerce, commented, "The survey results suggest that, despite the German-British business community being upbeat about their own operations, the effects of the Coronavirus pandemic and Brexit continue to somewhat weigh on the UK's overall economic performance."

71 online interviews were conducted with members of the German-British business community with UK operations. The study was part of the World Business Outlook survey of the Association of German Chambers of Industry & Commerce. Fieldwork was conducted between 1 October and 10 October 2021. The full results can be found at: <https://grossbritannien.ahk.de/en/german-british-business-outlook>.

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### Notes for editors:

The German-British Chamber of Industry & Commerce in London, founded in 1971, is a business to business organisation of about 750 British and German member firms. It provides business contacts, information and advice to its members and many thousands of non-members in both countries. More information can be obtained through its website: [www.germanbritishchamber.co.uk](http://www.germanbritishchamber.co.uk).

We would be grateful for copies of articles published.

London, 10 June 2021

## NEWS RELEASE

### German-British Chamber offers webinar: “German Packaging Law: New Regulations Wrapped Up”

The German-British Chamber of Industry & Commerce is holding a webinar on “German Packaging Law: New Regulations Wrapped Up” on 8 July 2021. The event is aimed at British exporters to the German market, both B2C and B2B, and will explain the most important new packaging regulations coming into force on 3 July 2021.

The German Packaging Law (VerpackG) currently requires all those who commercially bring eligible packaging on to the German market to register with the German Packaging Register and pay a licence fee to a German recycling scheme. Unlike in the UK, there is no minimum threshold.

The webinar will explain how the definition of ‘eligible packaging’ has been extended to more types of packaging and will therefore affect a wider range of companies, including now also B2B exporters.

Specifically, there will be information on the new requirements for:

- Transport packaging and other packaging not destined for the private user
- Reusable packaging, service packaging and packaging that cannot currently be licensed, such as hazardous materials packaging
- Plastic single-use drinks bottles and tins, milk and milk product packaging
- E-Commerce platforms and fulfilment service companies

The webinar will be held on 8 July 2021, at 10 o'clock, on Zoom.

Participation is free but places are limited. For further information and to register please visit <https://grossbritannien.ahk.de/en/events/event-details/german-packaging-law> or contact Jana Toon, email [recycling@ahk-london.co.uk](mailto:recycling@ahk-london.co.uk).

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6 May 2021

## NEWS RELEASE

### **German-British Chamber and NRW.INVEST webinar “Entering the German Market: Business Opportunities in North Rhine-Westphalia”**

The German-British Chamber of Industry & Commerce and NRW.INVEST GmbH, the state-owned economic development agency of North Rhine-Westphalia (NRW), are holding a webinar on “Entering the German Market: Business Opportunities in North Rhine-Westphalia” on 10 June 2021. The event is aimed at British companies planning to enter the German market and those which have already gained some experience and want to learn about how to adapt to post-Brexit challenges.

Since the Trade and Cooperation Agreement between the UK and the EU has led to some barriers to trade being introduced, establishing a presence in the EU can ensure that British companies can continue to benefit from some of the advantages of the Single Market.

The event will provide participants with all the necessary information on entering the German market, including information on legal and recruitment issues as well as on how to start a business in Germany. A particular focus will be the economic implications of current developments and the advantages of North Rhine-Westphalia as a business location.

Dr Ulrich Hoppe, Director General of the German-British Chamber of Industry & Commerce, added, “With Brexit-related trade barriers and associated costs expected to continue to have an impact on supply chains and sourcing decisions, having a base in the Single Market is particularly important for those British companies with a major client base in Europe. But it is also an essential strategy for others to ensure continued growth by making use of geographically close markets.”

The webinar will be held on 10 June 2021, from 2pm to 3.30pm, on Zoom.

Participation is free but places are limited. For further information and to register please visit <https://grossbritannien.ahk.de/en/events/event-details/entering-the-german-market-1> or contact Sven Riemann on Tel: 020 7976 4185, email [s.riemann@ahk-london.co.uk](mailto:s.riemann@ahk-london.co.uk).

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The German-British Chamber of Industry & Commerce is a limited company registered in England under No. 1016261, whose registered office is at the above address.

London, 19 April 2021

## NEWS RELEASE

### **There is light at the end of the tunnel – The German-British Chamber’s Spring Survey shows that the German-British business community is much more optimistic about the future than it was 6 months ago**

There is light at the end of the Covid-19 tunnel, as 44% of companies currently view their own operations in the UK as performing positively or very positively (38% as stable).

52% also expect the UK economy to perform better or significantly better over the coming 12 months (22% expect a stable development in the UK). However, companies think that a full recovery from the Coronavirus pandemic for the UK economy is still some way off. The majority expects a full recovery to take at least another 18 months.

In terms of investment plans, companies are also much more positive, with more than a third (35%) planning to increase, and only 10% planning to decrease, their investments. In the autumn of 2020, only 5% planned to increase investment and 20% planned to decrease it. In line with the planned increase in investment, 44% of companies expect to hire new employees – again a substantial improvement on last autumn when only 11% planned to do so.

Nevertheless, Brexit and Covid are still having a significant effect on a majority of companies as trade barriers/customs formalities and travel restrictions continue to be the top two challenges for businesses.

In terms of the future structure of supply chains, the Brexit-related trade barriers also appear to have a very significant (and much larger than Covid-19) effect on future sourcing decisions. However, many plans to relocate some operations/business activities have been shelved. Now only 20% (versus 70% last autumn) have plans to do so.

Dr Ulrich Hoppe, Director General of the German-British Chamber of Industry & Commerce, commented, "The survey results suggest that, despite the current challenges of Covid-19 and Brexit, the sentiment in the German-British business community is much more upbeat than six or twelve months ago. However, the effect of Brexit on the future structure of supply chains should not be underestimated, as trade barriers/customs formalities and extra costs remain a critical issue for many businesses."

117 online interviews were conducted with members of the German-British business community with UK operations. The study was part of the World Business Outlook survey of the Association of German Chambers of Industry & Commerce. Fieldwork was conducted between 25 March to 9 April 2021. The full results can be found at: <https://bit.ly/2OWSoC0>

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