

## NEWS RELEASE

### **Despite the Brexit uncertainty the German-British business community remains patient. Companies want a “good” Brexit deal and are still prepared to wait – Nearly 90% of respondents do not want a hard Brexit!**

The autumn survey of members of the German-British business community has revealed that only slightly more than 10% of companies prefer a hard Brexit. A quarter of respondents is still happy to live with the current uncertainty if it leads to an agreement similar to the “deal” negotiated by the previous government. Nearly two thirds are even willing to live with much longer uncertainty if it leads to a softer Brexit based on a customs union or customs partnership with close Single Market alignment. These figures are very similar to our survey results from the spring of this year, suggesting that patience continues to prevail. Not surprisingly, companies see potential new trade barriers and administrative hurdles as the biggest risk for their operations. This is followed by increased uncertainty about future exchange rate developments and the medium term economic outlook for the UK. This is underlined by the fact that now 55% of respondents view the economic outlook for the UK over the next five years negatively or very negatively. In spring 2019 the comparable figure was “only” 40%.

However, when asked about how they assess their own company’s current situation they are far more upbeat, with nearly 60% judging it as positive or very positive and only 15% as negative or very negative. Nevertheless, when judging the outlook for the next twelve months companies are a bit more cautious. This changes again when assessing their company’s medium term prospects: over the next five years two thirds of respondents take a positive to very positive view on the prospects of their own activities in the UK.

In terms of their own company’s future investment the results are less pronounced, but broadly similar. A third wants to increase investment with only a fifth planning to invest less in the coming year. Over a five year horizon companies are more optimistic as half of them want to increase their investment. When looking at staffing levels over the next year, nearly a third wants to increase the number of employees and only a fifth expects a decrease in employment within their UK operations. With regard to Brexit preparedness, nearly half the companies say that they are well or reasonably well prepared. Only 4% are not prepared and the remaining respondents rank somewhere in between.

Dr Ulrich Hoppe, Director General of the German-British Chamber of Industry & Commerce, commented, “The survey results suggest that the German-British business community continues to be reasonably well positioned in the current uncertain environment but the Brexit outcome may well have a negative influence on the UK economy as the overall future development of the British economy is judged to be rather more challenging.”

141 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 30 September and 7 October 2019. The full results can be found at <https://bit.ly/2VqxOsB>.

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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, 18 July 2019

## NEWS RELEASE

### **New German Packaging Register starts legal enforcement – British companies reminded to check packaging compliance in Germany**

The German-British Chamber of Industry & Commerce warns that the newly created German Packaging Register (ZSVR) has passed on some 2,000 discrepancies in reported packaging data to the relevant German authorities for legal enforcement. Affected companies can expect severe financial penalties for the breaches. The Chamber therefore advises British companies to check their German packaging obligations and license their packaging if necessary.

The new Register has been operating since January this year and since then companies have been legally obliged to report their packaging data to both their chosen recycling scheme and the Register. The Register analyses this data and passes on discrepancies for legal enforcement.

Germany's packaging law covers sales, product, shipping and service packaging. It differs from UK regulations in a variety of ways:

- As of this year there are no more minimum thresholds – meaning internet sellers sending one parcel are also covered by the law.
- The first one to introduce sales packaging to the German market commercially is responsible for licensing it – it is not necessary to have a German business presence and it doesn't matter if the goods are sold via distributors, retailers or directly to end-users.
- End-users can be private households but also businesses and institutions. Ultimately, if the packaging is included in the Register's catalogue of packaging that is 'typically discarded by the end-user', it needs to be licensed.

To be legally compliant, British companies need to sign up with the Register <http://lucid.verpackungsregister.org/> and join a German recycling scheme, which will license the packaging for a fee.

The German-British Chamber offers a Recycling Consultancy Service which helps British companies fulfil their legal obligations under the Packaging Law.

For more information on this service and about recycling obligations in Germany, please contact Jana Toon, Tel: +44 (0)20 7976 4188 or email: [recycling@ahk-london.co.uk](mailto:recycling@ahk-london.co.uk).

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We would be grateful for copies of articles published.

16 May 2019

## NEWS RELEASE

### **German-British business community is doing quite well in the current climate but lacks confidence in the UK's future economic prospects**

A survey of members of the German-British business community has revealed that 40% view the medium-term economic outlook for the UK negatively or very negatively. Only 25% take a positive or very positive view and 35% take a neutral stand.

However, when asked about how they assess their own company's current situation they are far more upbeat, with more than 50% judging it as positive or very positive and only 16% as negative or very negative. 34% gave a neutral response.

In terms of their own company's future investment they also take a more positive view. A third wants to increase investment whereas only a quarter plans to invest less in the coming year. A very similar picture emerged when looking at staffing levels with nearly a third wanting to increase them and only a fifth expecting a decrease in employment in their operations.

When asked about their preference with regard to Brexit only 10% preferred a hard Brexit. A quarter of respondents is happy to live with the current uncertainty if it leads to an agreement similar to the current negotiated "deal". Nearly two thirds are even willing to live with much longer uncertainty if it leads to a softer Brexit based on a customs union and close Single Market alignment. Not surprisingly, companies see potential new trade barriers and administrative hurdles as the biggest risk for their operations.

Interestingly, when breaking down the results by sector (manufacturing, services or sales and distribution) no significant difference in opinion could be detected.

Dr Ulrich Hoppe, Director General of the German-British Chamber of Industry & Commerce, commented, "The survey results suggest that the German-British business community is reasonably well placed to ride out the Brexit storm. However, as it takes a more pessimistic view on the overall future direction of the UK economy, less internationally oriented businesses may perform worse over the coming years."

124 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 24 April and 30 April 2019. The full results can be found at <https://bit.ly/2W8sBlq>.

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We would be grateful for copies of articles published.

London, 23. April 2019

## **PRESSEMITTEILUNG**

### **„Erfolgreich in Großbritannien in Times of Brexit“ Eine Konferenz der Deutsch-Britischen Industrie- und Handelskammer in Berlin**

Am 4. Juni 2019 führt die Deutsch-Britische Industrie- und Handelskammer in Zusammenarbeit mit der Industrie- und Handelskammer zu Berlin eine Konferenz zum Thema „Erfolgreich in Großbritannien in Times of Brexit“ in der IHK zu Berlin durch. Die Veranstaltung richtet sich sowohl an Firmen, die einen Markteinstieg in Großbritannien planen, als auch an solche, die bereits über erste Erfahrungen im britischen Geschäft verfügen, und wird wertvolle Informationen und Ratschläge zum Großbritanniengeschäft vor dem Hintergrund des Brexit vermitteln.

Ab 14.30 Uhr erwarten die Teilnehmer verschiedene Vorträge zu Besonderheiten des britischen Marktes, zum Personalwesen und Vertrieb, aber auch zur Unternehmensgründung sowie zu steuerlichen und rechtlichen Aspekten, alles auch im Kontext des Brexit. Die Veranstaltung soll sowohl die Gelegenheit bieten, individuelle Fragen zu klären, als auch aktuelle Themen zu diskutieren. Abgerundet wird der Vortragsteil durch Fallstudien von Zalando SE und DeineStadtKlebt.de.

Im Anschluss wird um 18.00 Uhr zu einer Vortragsveranstaltung mit anschließendem Empfang in den Räumen der IHK zu Berlin eingeladen. Ehrengast und Referent ist der Vorsitzende der Geschäftsführung der Ingenieurgesellschaft Auto und Verkehr, Dr. Ulrich Eichhorn.

Dr. Ulrich Hoppe, Hauptgeschäftsführer der Deutsch-Britischen Industrie- und Handelskammer, erläutert:

„Momentan ist noch immer ungewiss, wie der Brexit genau aussehen wird. Daher ist es für Unternehmen schwierig, sich auf ein bestimmtes Szenario vorzubereiten. Allerdings sollten deutsche Unternehmen sich mit potentiellen rechtlichen, steuerlichen und mitarbeitertechnischen Änderungen aufgrund des EU-Austritts vertraut machen. Unsere Veranstaltung will dazu Lösungen und Wege aufzeigen, denn das Vereinigte Königreich wird auf jeden Fall weiterhin ein wichtiger und interessanter Markt für deutsche Unternehmen bleiben.“

Die Teilnahme an der Konferenz und am anschließenden Empfang ist kostenfrei, jedoch ist die Teilnehmerzahl begrenzt. Weitere Informationen erhalten Sie bei Sven Riemann, Tel. +44 (0) 20 7976 4185, Email: [s.riemann@ahk-london.co.uk](mailto:s.riemann@ahk-london.co.uk). Zur Anmeldung nutzen Sie bitte unsere Webseite: [www.ahk-london.co.uk](http://www.ahk-london.co.uk).

- Ende -

Für weitere Informationen wenden Sie sich bitte an:

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**Informationen für den Herausgeber:**

Die Deutsch-Britische Industrie- und Handelskammer in London wurde 1971 gegründet und ist eine business-to-business Organisation mit etwa achthundert deutschen und britischen Mitgliedsfirmen. Sie bietet Geschäftskontakte, Informationen und Ratschläge für ihre Mitgliedsfirmen und für tausende von Nichtmitgliedsfirmen in beiden Ländern an. Mehr Informationen können unter [www.ahk-london.co.uk](http://www.ahk-london.co.uk) abgerufen werden.

Bei Veröffentlichung würden wir uns über ein Belegexemplar freuen.

22 May 2019

## NEWS RELEASE

### **German-British Chamber and NRW.INVEST organise seminar: “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 seminar on “Entering the German Market: Business Opportunities in North Rhine-Westphalia” in London on 11 July 2019. 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 Brexit negotiations have left UK companies in an unclear situation as to the economic implications Brexit will have on their business, establishing a presence in the EU ensures British companies can continue to benefit from the advantages of the Single Market.

The event will provide participants with all the necessary information on entering the German market, including market-entry strategies, information on legal, marketing and recruitment issues as well as on how to start a business in Germany. Particular emphasis will be given to the economic implications post-Brexit 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, “In light of the ongoing uncertainty about Theresa May’s negotiated deal, British companies need to consider expanding their footprint in Germany. 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 after Brexit.”

The seminar will be held at the German House of the German Embassy, 34 Belgrave Square, London SW1X 8QB, and run from 4.30pm to 8pm, which includes a drinks reception hosted by NRW.INVEST GmbH.

Participation is free but places are limited. For further information and to register please visit our website [www.germanbritishchamber.co.uk](http://www.germanbritishchamber.co.uk) 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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