

### **Unlock Germany**

Helping you set up and grow your business

2023



# Expanding your business in Germany

Expanding into new international markets can be challenging due to the many issues to consider and resolve. Our Unlock Germany service can provide expert advice and insight to support you every step of the way. From helping you find the best location, to setting up a branch or subsidiary, we are committed to providing pragmatic and timely advice that allows you to focus on achieving your business goals.

International expansion is an important step, but with a dedicated international business adviser, who takes time to understand your business and customise the specific services you require, you'll know you have the support to manage the risks and maximise the potential a new market offers your business.

Our advisers can help at every stage of your company's growth cycle – from starting-up, raising venture funding, listing on a global exchange, acquiring or merging with another company, or using Germany as a base to expand into other markets – which means that whatever the challenge, we're at your side.

#### We can help you with the following services:



#### 1. Company set up

- Corporate structure
- Company registration
- Intellectual property
- Germany bank account advice



#### 2. Location advice

- Research service to determine optimum location for your business
- Identification of potential locations based on the factors most important to your business



#### 3. Employment issues

- Reward packages
- Employment tax issues
- Work permits and visas
- Pensions and benefits
- Global mobility



#### 4. Taxation services

- Corporate and international taxes
- Indirect taxes
- Transfer pricing
- Personal taxation advice
- Stock options and repatriation of funds



#### 5. Backoffice services

- Fixed fee book keeping for start-ups
- Payroll and other HR services
- Fully outsourced solutions
- Financial reporting and accounting services



#### 6. Transaction advisory services

- Debt or equity funding advice
- Stock Exchange listing
- Mergers and acquisitions



#### 7. Business growth support

- Expert, tailored support to help you grow your business in Germany and globally
- Market assessment and competitor analysis
- Market entry strategy
- Introductions to key business communities



#### 8. Audit & Assurance

- Statutory and non-statutory audits
- New GAAP conversions
- Financial reporting advisory
- International financial reporting standards advisory

### Why choose Germany?

Germany is the number one destination for foreign direct investment in Continental Europe. The country benefits from its excellent innovation and business ecosystem. Good governance and probusiness strategies make Germany an excellent investment location. This results in ranking 3 worldwide in terms of FDI projects attracted. More than 80,000 foreign companies invested across 37 different sectors underlining the highly diversified nature of Germany's economy. Numerous success stories of foreign investors confirm the attractiveness of Germany in practice.

- Fourth largest economy in the world
- Strongest economy in Europe
- Population of 83 million Europe's biggest consumer market
- Highest household spendings of resident households in Europe
- Providing access to 500 million consumers within the European Union from its center
- Largest research & development spender in Europe with an annual budget of EUR 113 billion (2021), more than 3 % of the GDP
- Over 752,000 FTE in Research & Development, of which nearly 2/3 are in the business enterprise sector (2021)
- Top-rated major world economy in the latest Global Innovation Index (GII) with the third largest government budget allocations for R&D in 2021 (GII 2022)
- With its 10 science & technology clusters Germany ranks 3<sup>rd</sup> in the list of economies with three or more top 100 S&T clusters just after the USA and China (GII 2022)
  - EUR 600 billion of inward investment and over 80,000 foreign companies
  - Private investment rates (gross fixed capital formation) for several years higher than the euro area average, the United States and the United Kingdom
  - Broad range of debt and equity funding instruments
  - Continuous improvement of financial market development including local equity market
  - The Frankfurt stock exchange is the second largest in Continental Europe

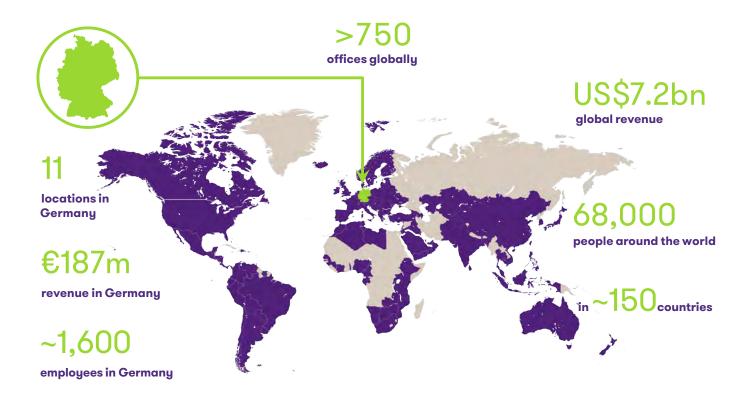


- Excellent standard of living
- Superior health and education provision
- A modern and cosmopolitan society with a vibrant cultural scene
- Seven German cities within the top 26 (3 among the top 10) "Quality of Living" locations globally, the highest score for one country
- One of the most popular tourist destinations in the world due to cultural heritage and nature

- Germany's world-class dual education system provides well trained and highly motivated workforce
- The largest labour market in the EU of over 45 million people
- The highest proportion of adults with tertiary education in Western Europe
- Number of days not worked due to industrial actions below European average
- Higher than average employee motivation scores exceeding those of most industralized countries like the US
- Highly developed economic and political framework –secure contractual agreements and strictly protected intellectual property
- Rank 7 in the latest Global Competitiveness Index
- Highest level of productivity within the EU
- First-class transportation networks and Europe's number one logistics market
- Excellent infrastructure is confirmed by ranking 1 in the latest Logistics Performance Index of the World Bank

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For more information about how we can help you Unlock Germany, please contact:



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