

Germany, a Growing Market for Cleantech Products

Is there a market for cleantech products in Germany, despite the crisis?

In February 2009 a **Deutsche Bank** survey noted that “40% of German medium sized enterprises intend to invest in 2009 in cleantech, in order to cut costs.”

The **Federal Ministry for the Environment** states that “*until 2020 there will be cleantech investments in Germany with a value of € 400 billion.*”

What products or services are part of above business opportunities?

Cleantech includes a wide range of products and services related to

- Renewable energy (biomass, wind and solar), cogeneration, smart grids
- Energy efficiency and conservation (in buildings: insulating, climate control, utilities; in production: heat, compressed air, water)
- Waste management, water and wastewater management.

What do exporting companies need to know?

- Technological developments, demand, programmes, services and products
- Evolving regulatory framework, at both European Union (EU) and national level
- Specific business opportunities in niche markets
- Procurement mechanisms and

Why starting in Germany, why not in another European country?

- Germany is the **biggest cleantech market** in the EU
- **Germany's strategic geographic location facilitates access** to 27 EU member states, an **economic area** with an annual **GDP of € 12,000 billion**
- Germany is a **soft landing patch**, qualities like rule of law, stable economic and banking system as well as good infrastructure provide an efficient business environment

