

# GERMANY


## THE COMPETITIVENESS OF THE INDUSTRIES OF THE FUTURE



Presentation by:

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A hand is shown from the bottom left, holding a glowing blue digital graphic of the word 'FUTURE'. The letters are composed of horizontal lines and are surrounded by swirling blue light trails. The background is dark blue.

FUTURE

## AGENDA

1. SHORT INTRO
2. WHY WAS GERMANY SO STRONG IN THE PAST?
3. WHERE ARE WE TODAY?
4. WHAT ARE THE NEEDS FOR THE FUTURE?
5. NEW COMPETITION FROM ASIA
6. LIGHT AT THE END OF THE TUNNEL?

OUTLOOK & DISCUSSION

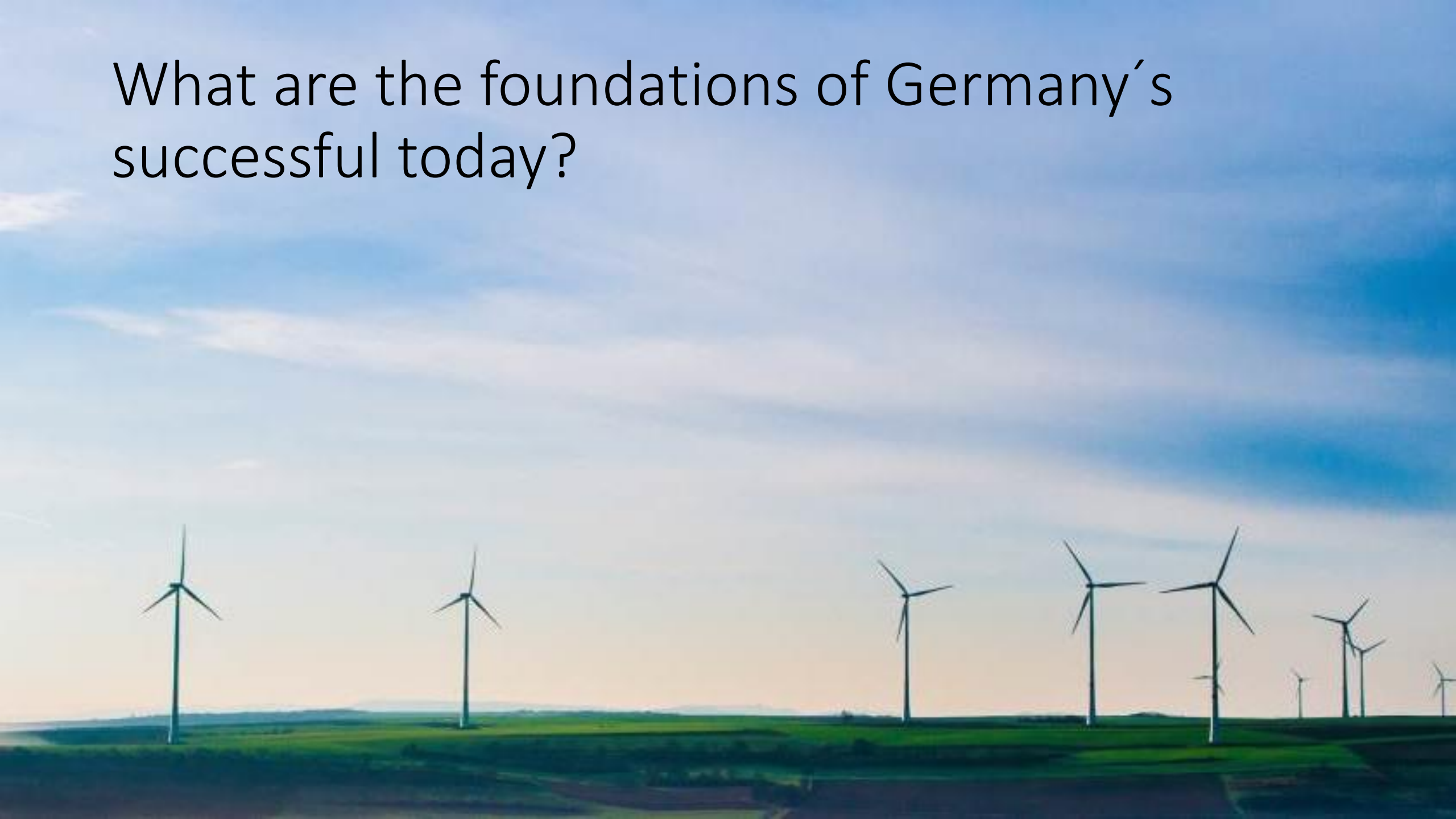
When and why is a country competitive – who is leading in 2023?



WHAT WERE THE FOUNDATIONS OF GERMANY'S  
SUCCESSFUL ECONOMY IN THE LAST CENTURY?



What are the foundations of Germany's successful today?



# SUCCESS FACTORS OF THE GERMAN INDUSTRY

Industry Strength

High Export Quota

Open Economy

Medium-Sized Enterprises

Trade Fair Location

Diverse Economic Centers

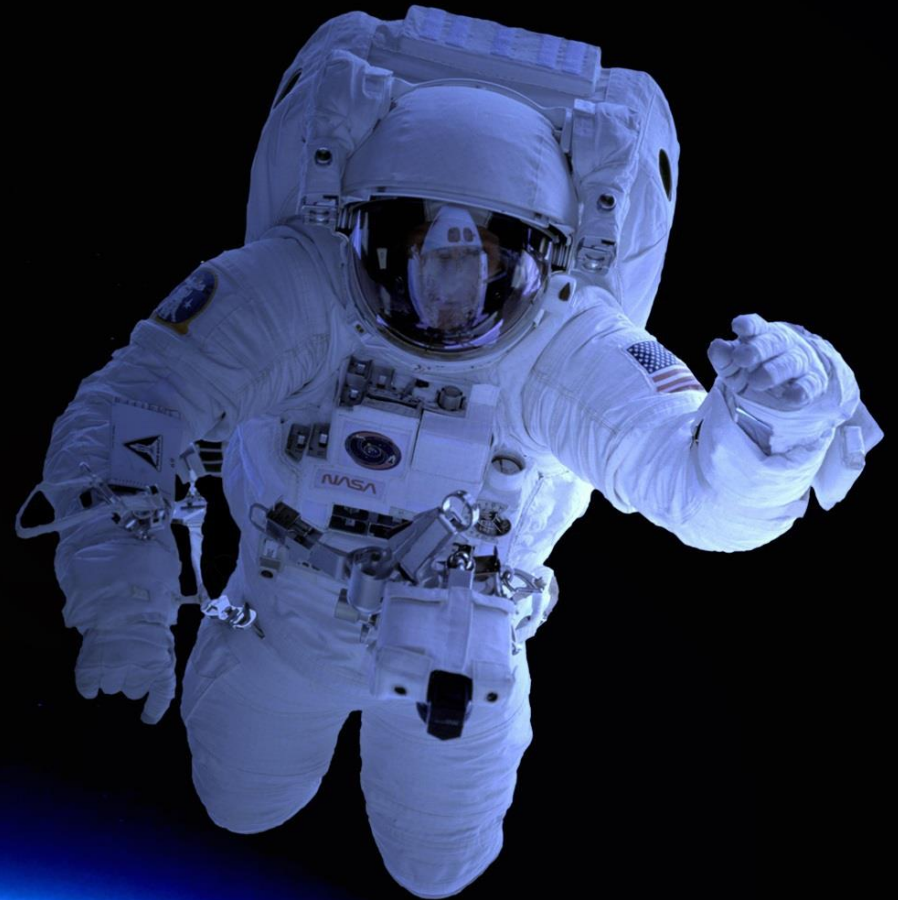
Strong Educational System

High Degree of R&D and Innovations



IS THE ECONOMY  
STRONG ENOUGH TO  
WITHSTAND PRESENT  
TECHNOLOGICAL  
CHANGES AND NEW  
COMPETITORS?

WHICH  
TECHNOLOGIES  
AND WHICH  
SKILLS  
ARE CRITICAL FOR  
FUTURE SUCCESS?





# WHICH TECHNOLOGIES ARE “MISSION CRITICAL”?

Artificial Intelligence (AI) and Machine Learning (ML) - Internet of Things (IoT) & 5G Technology - Blockchain & Cybersecurity - Augmented Reality (AR) and Virtual Reality (VR) - Healthcare, Biotechnology and Genomics - Renewable Energy Technologies and sustainability solutions - Quantum Computing - Mobility Solutions - SPACE Technologies - Maritime Technologies



# Which SKILLS are “Mission critical”?

- Proficiency in analyzing and interpreting data
- Skills in languages such as Python, Java, and others are valuable across various industries, especially for software development and automation
- Understanding and applying AI and ML concepts
- The ability to navigate and leverage digital tools and platforms
- With the rise in cyber threats, skills to protect digital assets and information are in high demand
- The ability to quickly adapt to new technologies and continuously learn
- Effective communication, both written and verbal, is essential
- The capability to analyze situations, think critically, and solve complex problems is highly valued
- The ability to think creatively and contribute to innovative solutions



# WHY IS COMPETITION FROM ASIA A THREAT TO THE GERMAN INDUSTRY?





# BEWARE OF THE TIGERS AND DRAGONS

- Cost Competitiveness Scale of Production
- Technological Advancements
- Global Value Chains
- Government Support and Industrial Policies
- Adaptation to Market Trends
- Global Market Shares
- Trade Dynamics

# A CRITICAL VIEW ON THE STATE OF THE GERMAN ECONOMY FROM THE LEADING ECONOMISTS



# GERMANY CONTINUOUS TO BE COMPETITIVE BASED ON STRONG FOUNDATIONS

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- ABO Wind is a German renewable energy company that specializes in developing solar and wind projects
- EnviTec Biogas, based in Germany, focuses on biogas production and is a market leader in Europe with a 25% market share in biomethane
- CropEnergies is a German company specializing in biofuels production, including high-quality biodiesel and vegetable oil from certified sustainable resources
- Solytic is a German company that provides monitoring and optimization solutions for solar energy systems, contributing to increased efficiency and performance in the renewable energy sector
- Sunfire, a German company, focuses on producing clean hydrogen through innovative technologies, contributing to CO2 reduction efforts and sustainable energy production



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in  
Germany**

Thank you!

## PLEASE CONTACT ME

- GBP INTERNATIONAL is a management consulting firm which was founded in 1997 by Volker Friedrich who is the major shareholder and managing partner of the company.
- The company is registered in Malaysia as a private limited company.
- The business of GBP INTERNATIONAL is spread along the complete supply chain of international operations, across countries and across most industry and technology segments.
- Traditionally GBP INTERNATIONAL assists companies from Europe and USA to start, manage and optimise their operations in Asia-Pacific – from start ups to SME, and international conglomerates. We are proud to have Forbes 500 companies as our clients as well as unknow startups who may become the next Unicorn. Companies from Asia investing in Europa and USA are our customers as well.
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