

## **Know Your European Neighbour.**

### **Germany.**

Population 83 million.

The miracle recovery of Germany after the devastation of the Second World War was due to a broad co-operation between government, business owners and the work-force.

**German companies considered themselves responsible not only to the shareholder but also to employees, customers, suppliers and local communities.** This unusual approach, largely ignoring the dictates of market-forces ideology, worked with enormous advantage for a country that was basically building from zero.

Germany is now the third largest economy in the world after the USA and Japan.

World's biggest exporter. Exports as much as UK and France put together.

Accounts for almost one third of the economic activity of the EU.

Interestingly, the largest German company - Daimler Chrysler - is only 21<sup>st</sup>. in the list of the top 100 world companies. Germany's economic strength is widely spread across many large but not necessarily dominant companies.

She is strong in mechanical engineering, chemicals, electrical and electronic goods, and has a highly developed and diverse industrial sector,

Leading vehicle manufacturer in the EU.

20% of all vehicles produced in the world come from a German-owned factory.

BASF is the number one chemicals manufacturer in the world, Bayer number four.

Germans are the largest consumers of bread and cakes in the world.

The top hit fast-food of the moment is currywurst with chips (source: Goethe Institute).