

What are the challenges?

Challenges to doing business in Germany

If your product or service is successful in the UK, there is a good chance you will be successful in Germany. However, the German market is extremely competitive. UK companies need to be patient and persistent.

Some German companies have a 'buy local' attitude and for this reason British companies must offer something unique in order to stand out.

[Source: UK Trade & Investment (Feb 2016)]

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