



## Introduction

Products made in Germany enjoy the highest reputation among consumers worldwide, according to a new study. Statista's Made-In-Country-Index (MICI) 2017, shed light on the global reputation of products produced in 49 different countries (plus the EU). Germany's far-reaching reputation as a producer of top-quality products hasn't been dented by Volkswagen's emissions scandal and the nation had the highest score (100).

Based on the statistics, Germany exported goods to the value of 1,279.0 billion euros and imported goods to the value of 1,031.0 billion euros in 2017. Based on the final data, the Federal Statistical Office (Destatis) also reports that German exports increased by 6.2% and imports by 8.0% in 2017 compared with 2016.

### Germany's Major Trading Partners, 2017

In EUR bn

Export		Import
United States	112	102
France	106	91
China	86	64
United Kingdom	85	62
Netherlands	85	55
Italy	65	51
Austria	63	46
Poland	59	46
Switzerland	54	41
Belgium	44	40

© Statistisches Bundesamt (Destatis), 2018

Germany is the most industrialized country in the whole world.

# Fastener Trade Analysis of Germany

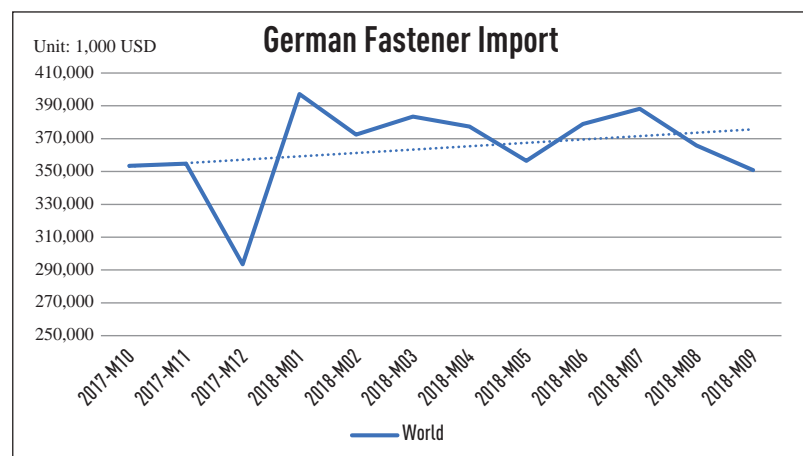
by Sharareh Shahidi Hamedani

## German Fastener Industry:

German fastener consumers import approximately 370 million USD worth of fasteners monthly. (See the following table and graph).

The trend of imported fasteners has grown in October of 2017 to September of 2018.

Exporter	2017-M10	2017-M11	2017-M12	2018-M01	2018-M02	2018-M03
World	353,402	354,845	293,471	397,195	372,425	383,404
Unit: 1,000 USD	2018-M04	2018-M05	2018-M06	2018-M07	2018-M08	2018-M09
	377,375	356,536	378,910	388,227	365,843	350,765



On the other hand, in the export term, the value of their exported fasteners is about 560 million USD. Almost 150% higher than their imported fastener value. It means that Germany is an independent country in the fastener industry.

The trend of exported fasteners is positive, too.

Importer	2017-M10	2017-M11	2017-M12	2018-M01	2018-M02	2018-M03
World	533,639	569,073	449,504	613,322	588,337	619,835
Unit: 1,000 USD	2018-M04	2018-M05	2018-M06	2018-M07	2018-M08	2018-M09
USD	627,661	573,740	573,028	561,711	561,808	556,779



In the 12th month of 2017, Germany's statistics dropped because it was the last month of the year. In the last month business growth normally stops or becomes slow.

### Countries Exporting to Germany:

The following table shows that Germany did not have any main importers. Because the Other Countries have 28.5% of the imported fastener share in Germany and Italy as the biggest fastener exporter to Germany has 13.4% of the market share and Taiwanese suppliers follow Italy very closely with 12.6% of the market share in Germany.

The unit price (USD/Kg) of the whole fasteners imported by Germany was 4.2, which means Germany normally buys cheap fasteners it needs through other countries.

2018-M09				
Exporters	Value (1,000 USD)	Weight (KG)	Share of Import	Unit Price (USD/KG)
World	350,765	83,446	100%	4.20
Italy	46,861	13,704	13.4%	3.42
Taiwan	44,228	10,803	12.6%	4.09
China	30,494	11,202	8.7%	2.72
Switzerland	27,477	1,946	7.8%	14.12
Czech	21,225	4,476	6.1%	4.74
Netherlands	19,609	6,228	5.6%	3.15
USA	19,420	647	5.5%	30.02
Poland	15,077	3,307	4.3%	4.56
France	13,863	1,433	4.0%	9.67
Spain	12,695	2,961	3.6%	4.29
Others	99,816	26,739	28.5%	3.73

Some of the interesting statistics from the above table are:

- 1- The unit price of imported fasteners from Taiwan was higher than that from Italy and Netherlands, and was very close to that from Poland, Spain or Czech.
- 2- The unit price of fasteners USA exported to Germany was very high at 30 USD/KG, while Switzerland was in the 2nd rank with 14.12 USD/KG, which means that these two countries exported special fasteners to Germany.

### Countries Importing from Germany:

In terms of export, the main market of German fasteners is China with 11.2% of the total exported fasteners through Germany. Other Countries (excluding the top 11 countries) have 34.3% of the market share in German total export. It means all countries want to buy fasteners through Germany or Germany makes some special fasteners monopoly.

2018-M09				
Importers	Value (1,000 USD)	Weight (KG)	Share of Export	Unit Price (USD/KG)
World	556,779	76,343	100%	7.3
China	62,510	6,719	11.2%	9.3
France	41,679	6,136	7.5%	6.8
Czech	39,780	5,781	7.1%	6.9
USA	38,496	3,708	6.9%	10.4
Austria	35,800	5,027	6.4%	7.1
Poland	33,760	5,646	6.1%	6.0
Netherlands	27,251	5,356	4.9%	5.1
Switzerland	22,341	2,695	4.0%	8.3
UK	22,294	2,710	4.0%	8.2
Hungary	21,613	3,221	3.9%	6.7
Italy	20,122	2,956	3.6%	6.8
Others	191,133	26,388	34.3%	7.2

Some of the interesting statistics from the above table are:

- 1- Chinese consumers imported fasteners with the unit price of 9.3 USD/Kg, which is higher than the average unit price of German exported fasteners (7.3 USD/Kg.).
- 2- Netherland bought fasteners through Germany with the unit price of 5.1 USD/Kg, which is lower than the average unit price of Germany exported fasteners.

### Why Countries Should Work with Germany?

The most world-famous trademark is "Made in Germany".

Products with the "Made in Germany" seal stand for the highest quality worldwide. This has played no small part in maintaining Germany's position as a world champion exporter for many years. The automobile, mechanical engineering, electrical engineering and chemical sectors are particularly strong. All of this means that if I buy through Germany, my final product will have high quality; and if I sell products to Germany, it means that the ability of my company is high and consumers requiring these types of products can buy from my country.