PRESS RELEASE

Made for Germany Initiative Publishes Location Report "Reinventing Growth"

- **Investment potential of €2.9 to €4.1 trillion identified across five core growth areas through 2035**
- **Proven location strengths, including deep industrial expertise, pioneering research, and political and legal stability, are meeting an emerging reform momentum**
- **Concrete "Investment Entry Points" offer investors direct pathways into Germany's growth areas**
- **Official handover to Federal Minister for Economic Affairs and Energy Katherina Reiche today**

Berlin, 19 October 2026 – The Made for Germany initiative today publishes its location report "Reinventing Growth — Germany's unique combination of strengths unlocks five major investment areas". With this publication, the initiative brings the perspective of business into the dialogue on Germany's future, ahead of the Invest in Germany Summit.

Christian Sewing (Chief Executive Officer, Deutsche Bank) and Roland Busch (Chief Executive Officer, Siemens) will formally present the report to Federal Minister for Economic Affairs and Energy Katherina Reiche at 1:30 p.m. at the Federal Ministry for Economic Affairs and Energy (BMWE) in Berlin.

The approximately 60-page, English-language report is aimed at domestic and international investors and identifies the growth areas with the greatest potential for new capital. While high costs and excessive regulatory burdens continue to weigh on growth, initial reforms are beginning to take effect. Above all, Germany's fundamental strengths remain compelling: political and legal stability, pioneering research, a highly skilled workforce, a deep industrial base, and seamless access to the EU single market continue to make Germany a reliable destination for long-term investment.

Investment is particularly attractive in areas where global capital opportunities, Germany's structural competitive strengths, and transformation momentum converge. The report identifies five core growth areas:

1) AI as a cross-cutting force
2) Industrial reinvention and next generation technologies
3) Resilient energy systems
4) Core infrastructure
5) Security and defence

Across these five areas, the report estimates an investment and financing potential of approximately €2.9 to €4.1 trillion through 2035. Combining analysis, case studies, and concrete "Investment Entry Points", it shows how strategic, institutional and growth investors can take part.

To realise this potential in full, Made for Germany continues to call on policymakers to act. The reforms already under way are an important first step, but they must now be implemented consistently.

The initiative's own figures demonstrate that business is ready to move: Made for Germany now brings together 147 mid-sized companies, start-ups, scale-ups, and international businesses. Together, members plan to invest more than €850 billion through 2028, with more than €200 billion already invested in 2025 alone.

Additional companies and investors are warmly invited to join the initiative and help strengthen Germany as a business location. If you are interested or have any questions, please reach out to the initiators.

The full report is available for download at www.madeforgermany.net.

The handover of the report will be streamed live on the YouTube channel of the Federal Ministry for Economic Affairs and Energy (here). Please note that the stream will be held in German.

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About Made for Germany

Made for Germany is a cross-industry initiative, in which 147 leading companies and investors join forces for a strong, successful, and future-proof German economy. The initiative aims to foster constructive dialogue between business, the government and society to boost confidence in Germany as an economic hub, attract targeted investment, and stimulate domestic demand. Ultimately, this will create lasting opportunities for future generations.

McKinsey & Company is a knowledge partner and provides expertise and objective analysis to facilitate decision-making processes. Any conclusions and recommendations expressed are exclusively those of the initiative.