

PRESS RELEASE

61 companies launch “Made for Germany” initiative to boost Germany’s future as a global economic powerhouse

- **631 billion euros (~733 billion US dollars) in pledged investments for Germany by 2028**
- **Pioneering flagship projects to drive innovation, generate employment, and boost competitiveness**
- **“Made for Germany” seeks to establish a new and strengthened dialogue between business and government, aiming to enhance the country’s investment climate**
- **Official presentation at the Federal Chancellery; initiative welcomed by the German government**

Berlin, July 21, 2025 – 61 leading companies and investors have come together across industries to launch the initiative “Made for Germany”, aimed at shaping a future-proof German economy. Against the backdrop of geopolitical and economic challenges, “Made for Germany” initiates a new era of strengthened dialogue for constructive exchange between business and government, aiming to sustainably enhance Germany’s investment climate.

“Made for Germany” welcomes the German government’s reform and investment program as a vital step towards a future-oriented economic policy. The initiative positions itself as a key point of contact for the government, working to define priorities, develop targeted measures and implement reforms effectively. The goal is to establish a constructive and forward-looking dialogue on key challenges like digitization, innovation, infrastructure, sustainability, and skilled labor. The members of the initiative, representing a broad range of industries, take responsibility and actively contribute their expertise and dedication to support political decision makers in addressing these significant challenges – complementing the important work of business associations.

Investments and flagship projects for Germany as a leading economic hub

The members of the initiative have jointly committed to investing 631 billion euros (~733 billion US dollars) in Germany’s economic growth by 2028. This sum includes planned and new capital investments (capex), research and development (R&D) spending, as well as contributions from international investors. A three-digit billion amount, representing a significant proportion of the total, will be allocated to new investments. This pledge represents a strong endorsement of Germany’s potential – especially considering the significant investment outflows Germany has faced over the past years¹, which have reached triple-digit billion euro levels. The magnitude of these investments underscores Germany’s continued appeal as an economic hub and demonstrates the strong confidence of international investors in the country’s long-term potential.

Stable economic conditions are crucial for making planned and future investments a reality. At the same time, small and medium-sized enterprises (SMEs) and start-ups should have better access to private capital to help them increase their own investments.

The initiative draws on a broad array of both established and new flagship projects to showcase the strong momentum created by participating companies. These projects drive innovation, create employment, and strengthen Germany’s competitive edge. Importantly, their impact extends beyond economic growth to deliver meaningful value for society as a whole.

¹ Source: Institut der deutschen Wirtschaft (IW Köln), 2024; Deutsche Bundesbank, 2024.

Official presentation of “Made for Germany” at the Federal Chancellery

“Made for Germany” was brought to life by Christian Sewing, CEO of Deutsche Bank, Roland Busch, CEO of Siemens, Mathias Döpfner, CEO of Axel Springer, and Alexander Geiser, CEO of FGS Global. To mark the official launch of “Made for Germany”, the four co-initiators, together with numerous CEOs from participating companies, will present the initiative to Federal Chancellor Friedrich Merz, Vice-Chancellor and Federal Minister of Finance Lars Klingbeil, and Federal Minister for Economic Affairs and Energy Katherina Reiche at the Federal Chancellery.

“Germany needs a new operating system – one focused on growth, technology, and competitiveness. The time for change is now. Government and business must forge a new kind of partnership and take joint responsibility for society,” says Roland Busch. “This initiative embodies that spirit of solidarity and stands for a fresh start: with less bureaucracy, and more innovation. Germany is home to world-class companies, has a strong industrial base, and exceptional talent. We have everything it takes to reclaim a leading economic role – especially in digitalization and artificial intelligence.”

Christian Sewing says: “We have it in our own hands to tackle our country’s economic challenges. Now is the time for government and business to pull in the same direction. We must ensure that every political decision supports growth and strengthens our competitiveness. Consequently, companies from Germany and around the world will once again be keen to invest. The commitments made today as part of the ‘Made for Germany’ initiative are just the beginning. We need to combine public and private resources as effectively as possible – and the financial sector stands ready to fully support this effort.”

Mathias Döpfner says: “Now, it’s up to everyone – politics, business, and society – to turn this momentum into real action.”

Alexander Geiser says: “Now is the time for bold leadership and decisive action – to send a clear signal for Germany as business location – both domestically and internationally. We want to show the world that Germany is one of the most attractive investment destinations globally.”

We warmly invite other companies and investors to join the initiative and help strengthen and future-proof Germany as a business location. For questions or interest, please contact the initiators directly.

Contact Information

Deutsche Bank

Frank Hartmann
+49 69 910-42744
db.media@db.com

Axel Springer

Peter Huth
+49 30 2591 77655
peter.huth@axelspringer.com

Siemens

Richard Speich
+49 173 1758319
richard.speich@siemens.com

FGS Global

Dirk von Manikowsky
+49 171 120 12 16
m4g@fgsglobal.com

About “Made for Germany“

“Made for Germany” is a cross-industry initiative, in which 61 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 in order 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.

The following companies and investors are members of the initiative:

- **50Hertz Transmission:** Stefan Kapferer, CEO
- **Advent International:** Ranjan Sen, Managing Partner
- **Airbus:** René Obermann, Chairman of the Board of Directors
- **Allianz:** Oliver Bäte, CEO
- **Amprion:** Christoph Müller, CEO
- **Apollo Global Management:** Gernot Lohr, Partner, Co-Chair of Global FIG
- **Axel Springer:** Mathias Döpfner, CEO
- **BASF:** Markus Kamieth, CEO
- **Bayer:** Bill Anderson, CEO
- **Beiersdorf:** Vincent Warnery, CEO
- **BlackRock:** Dirk Schmitz, Country Head of Germany, Austria and Eastern Europe & Regional Head of DACH
- **Blackstone:** Stephen Schwarzman, CEO; Jürgen Pinker, Senior Managing Director
- **BMW:** Oliver Zipse, CEO
- **Boehringer Ingelheim:** Shashank Deshpande, Chairman of the Board of Managing Directors
- **Bosch:** Stefan Hartung, CEO
- **Commerzbank:** Bettina Orlopp, CEO
- **Covestro:** Markus Steilemann, CEO
- **CVC:** Daniel Pindur, Managing Partner
- **Daimler Truck:** Karin Rådström, CEO
- **Deichmann:** Heinrich Deichmann, CEO
- **Deutsche Bank:** Christian Sewing, CEO
- **Deutsche Börse:** Stephan Leithner, CEO
- **Deutsche Lufthansa:** Carsten Spohr, CEO
- **Deutsche Post DHL:** Tobias Meyer, CEO
- **Deutsche Telekom:** Timotheus Höttges, CEO
- **Diehl:** Markus Diehl, Chairman
- **E.ON:** Leonhard Birnbaum, CEO
- **Enpal:** Mario Kohle, Founder and CEO
- **EQT Partners:** Matthias Wittkowski, Partner, Head of DACH Private Capital
- **FGS Global:** Alexander Geiser, CEO
- **FlixBus:** André Schwämmlein, Co-Founder and CEO
- **Goldbeck:** Jan-Hendrik Goldbeck, Co-CEO
- **Heidelberg Materials:** Dominik von Achten, CEO
- **Henkel:** Carsten Knobel, CEO
- **Herrenknecht:** Martin-Devid Herrenknecht, Founder and CEO
- **Infineon:** Jochen Hanebeck, CEO
- **Isar Aerospace:** Daniel Metzler, Co-Founder and CEO
- **KfW:** Stefan Wintels, CEO
- **KKR:** Henry Kravis, Co-Founder and Co-Executive Chairman; Philipp Freise, Partner, Co-Head of European Private Equity
- **LANXESS:** Matthias Zachert, CEO
- **Marvel Fusion:** Moritz von der Linden, CEO
- **Mercedes-Benz:** Ola Källenius, CEO
- **MTU Aero Engines:** Lars Wagner, CEO
- **NVIDIA:** Jensen Huang, Founder and CEO
- **Otto Group:** Petra Scharner-Wolff, CEO

- **REWE Group:** Lionel Souque, CEO
- **Rheinmetall:** Armin Papperger, CEO
- **Roche:** Thomas Schinecker, CEO
- **RWE:** Markus Krebber, CEO
- **SAP:** Christian Klein, CEO
- **Schaeffler:** Klaus Rosenfeld, CEO
- **Siemens:** Roland Busch, CEO
- **Siemens Energy:** Christian Bruch, CEO
- **Siemens Healthineers:** Bernd Montag, CEO
- **Stellantis:** John Elkann, Chairman
- **Temasek:** Uwe Krüger, Vice Chairman European Partnerships
- **Trumpf:** Nicola Leibinger-Kammüller, CEO
- **United Internet:** Ralph Dommermuth, CEO
- **Volkswagen Group; Porsche:** Oliver Blume, CEO
- **Vonovia:** Rolf Buch, CEO
- **Zalando:** David Schröder, Co-CEO

Axel Springer is media partner of the initiative. 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.

Flagship projects

	<p>Investment in SuedOstLink for the efficient transmission of wind power from northern to southern Germany; construction of the 380 kV Berlin cable diagonal in a 7-kilometer tunnel to ensure a reliable and environmentally friendly power supply for the capital</p>
	<p>Construction of the Rhine-Main Link wind power corridor to strengthen the Rhine-Mine area; grid projects A-Nord, BalWin2, Corridor B, and Windader West bring offshore wind to industrial sites in North Rhine-Westphalia</p>
	<p>Establishment of a new training laboratory building in Ludwigshafen; commissioning of a new plant for ultra-pure sulfuric acid in semiconductor quality</p>
	<p>Investment of approximately €220 million in a new research and development facility at the Monheim site</p>
	<p>Establishment of an innovation center in Hamburg to enable close collaboration between research & development (R&D), production, marketing, and sales, as well as a state-of-the-art, climate-neutral logistics center in Leipzig, which is intended to serve as the central European hub for the supply chain network</p>
	<p>Establishment of a new site in Irlbach-Straßkirchen for the assembly of high-voltage batteries; transformation of the main plant in Munich to focus on the production of the Neue Klasse</p>
	<p>SparkS: R&D investments as well as expansion and modernization of sites in the fields of 300mm MEMS technology, silicon carbide (SiC), and radar chips; ELY-AS: Conversion of the Bamberg plant from combustion engines and components to PEM electrolyser stacks</p>

	<p>Support of the WIN initiative to provide risk capital for start-ups in Germany; development of a new Commerz Real AG product to generate private capital for the renewal of German infrastructure; promotion of the regional start-up scene through Futury – The Future Factory; support for the regional innovation and start-up scene through TechQuartier; development of the innovative DLT-based software solution Themis; implementation of the safeAML project to improve anti-money laundering measures in the financial sector</p>
	<p>Modernization of chlorine production and exhaust gas purification at the Krefeld-Uerdingen site; generation of steam from renewable energy using an innovative thermal battery at the Brunsbüttel site</p>
	<p>Development, production, and customer deployment of a fleet of hydrogen fuel cell trucks in Germany; new central logistics location for global spare parts supply for Mercedes-Benz Trucks in Halberstadt, Saxony-Anhalt</p>
	<p>Investments in the further development of state-of-the-art market infrastructure, such as trading systems, from which Germany as an economic hub will benefit directly</p>
	<p>Construction of a 50,000 m² mega-warehouse for the Road Hub DHL Express Alsfeld, built to the latest environmental standards and CO₂-neutral; conversion and modernization of the mail and parcel centers in Cologne, Hanover, and Köngen; construction of a new 34,000 m² warehouse in Florstadt for life sciences and health care, featuring a cleanroom and -70-degree zone; construction of a new warehouse in Cargo City South at the Euro Hub Frankfurt/Main; modernization and electrification of our vehicle fleet in Germany</p>
	<p>Development of a multi-gigawatt network with an AI-powered electricity trading platform</p>
	<p>Network contract, financing concept, and construction of approximately 160 high-performance grid connections for e-truck charging infrastructure</p>
	<p>Investment in 65 new high-speed trains (rolling stock and locomotives)</p>
	<p>Substantial reduction in construction time and costs for commercial and residential buildings, driven by AI-powered planning and highly automated industrial prefabrication; decarbonized concrete solutions without green premium</p>
	<p>CCS project “GeZero” at the Heidelberg Materials cement plant in Geseke, North Rhine-Westphalia – decarbonization of the first inland cement plant in Germany through the construction of a CO₂ capture facility and the development of a CCS value chain</p>
	<p>Further modernization of the main plant and chemical park in Düsseldorf-Holthausen</p>
	<p>Further development of automated and safe tunnel boring machines; development of innovative geothermal drilling rigs for deep geothermal projects in Germany and Europe; expansion of existing sites, including the creation of a test area for research and development; expansion of local manufacturing for innovative tunnel boring machines</p>
	<p>Smart Power Fab, Dresden: Construction of a new semiconductor plant in Dresden; European Semiconductor Manufacturing Company (ESMC), Dresden: construction of Europe’s first-ever FinFET-capable pure-play foundry along with partners TSMC, Bosch and NXP; Innovation: R&D investments are part of the innovation program IPCEI ME/CT</p>

	<p>New edition of the Energy Capital Market Conference under the patronage of the BMW. The conference is aimed at international financial investors and serves as an important platform for networking stakeholders and mobilizing private capital</p>
	<p>Strong continuation and further development of the WIN initiative, which aims to make growth and innovation financing in Germany more attractive for (venture capital) investors. Coordination by KfW in close cooperation with investors and stakeholders in the venture capital ecosystem. In addition to KfW, private sector companies will continue to contribute their expertise, innovation, and support in the future, including “Made for Germany” supporters Allianz, BlackRock, Commerzbank, Deutsche Bank, Deutsche Börse, Deutsche Telekom, and Henkel</p>
	<p>Modernization of the Lufthansa Cargo Center in Frankfurt (FRA) to become the most advanced air freight hub in the EU by 2030</p>
	<p>Construction of the world’s first prototype laser fusion power plant in Germany in the early 2030s. Interim steps by the end of the decade: completion of the power plant design and industrialization of the high-power laser systems</p>
	<p>“Next Generation Paintshop” powered by green electricity; production of the new CLA with integration of artificial intelligence; Digital Factory Campus: accelerating the transformation of the production network; support for the “Kulturkessel – Gemeinsam. Kultur. Unternehmen” initiative</p>
	<p>Construction of a new development center; investment in geothermal energy; further development and modernization of production and assembly halls</p>
	<p>Building the world’s first industrial AI cloud to accelerate European manufacturing</p>
	<p>Construction of new logistics sites and technical upgrading of existing logistics locations in Germany, including enhanced sustainability in both construction and operations</p>
	<p>Establishment of a national ecosystem for munitions supply along the entire supply chain and investment programs at various sites across Germany</p>
	<p>Investments in the energy transition and security of supply in Germany through offshore and onshore wind projects, solar installations, batteries, and modern gas power plants</p>
	<p>Development of a sovereign cloud platform for German public administration and a European multi-cloud (for Germany and Europe)</p>
	<p>Expansion of the competence center for e-mobility in Bühl; further investments in the new technology center in Herzogenaurach for measurement and testing technology, materials and coating technologies, and chemistry; investment in a sustainable heating system and the use of heat recovery potential</p>
	<p>The Siemens Technology Campus in Erlangen is becoming a global development and manufacturing center as well as a nucleus for technology activities related to the industrial metaverse; Siemensstadt Square serves as a global blueprint for scalable urban development with digital technologies – from a holistic digital twin to artificial intelligence</p>
	<p>Expansion of offshore wind manufacturing in Cuxhaven: upgrading the Cuxhaven site for ramp-up of the latest generation of offshore wind turbines with a capacity of 14 megawatts; converter manufacturing in Nuremberg: new site for the production of high-voltage converters in Nuremberg; SEED training concept (Siemens Energy Education and Experience Design): a fundamentally new training concept tailored to the needs of Generation Z</p>



Construction of a factory for the cultivation of crystals for semiconductor production; renovation and expansion of the CT production facility in Forchheim; establishment of a state-of-the-art production facility for high-performance X-ray tubes and generators for imaging procedures



Expansion of the most advanced 5G mobile network in Europe, fully virtualized based on the innovative Open RAN technology; construction of an AI gigafactory for the sovereign operation of innovative AI models in Germany



New construction worth €5.9 billion, including serial timber construction projects in collaboration with the start-up Gropyus (Vonovia investment); investments in modernization, photovoltaics, and maintenance worth €8.6 billion



Investments in research and development in the field of artificial intelligence; digital product innovations