



If you are a Florida company interested in exporting to the German market, please click [here](#).

Germany and Florida: A Strong and Growing Economic Partnership

The State of Florida offers excellent conditions to companies from the German-speaking countries looking to develop their business in America. With about 22 million inhabitants, today Florida is the third largest U.S. state in terms of population and with an economic output of U.S. \$1.1 trillion, Florida ranks among the world's 20 largest economies.

The state offers a perfect base for companies that want to tap into the North and Latin American markets. Low corporate taxes, high availability of skilled workers, a very good accessibility to America's East Coast as well as attractive financial incentives make Florida one of the most business-friendly states in the USA. Because of its cultural diversity and geographical proximity to Latin America, the location is also ideal to do business with the emerging markets of Latin America.

More than 200 companies from the German-speaking markets have recognized these advantages already, and operate subsidiaries in Florida, either as a sales hub or with production sites. Florida's economic structure is characterized by its industrial strength across a wide variety of sectors, including aerospace, medical devices, biotechnology, pharmaceutical manufacturing, logistics & distribution, financial services, renewable energy and information and communication technologies.

In addition, Florida is home of several internationally acknowledged universities and research institutions, such as the [Embry Riddle Aeronautical University](#), the [Max Planck Florida Institute for Neuroscience](#), and many others.

Florida-Germany Bilateral Merchandise Trade (\$5.3 Billion in 2022)

In 2022, total bilateral merchandise trade between Florida and Germany was **\$5.3 billion**, making it **Florida's 2nd largest bilateral merchandise trade partner in the EU** and 12th largest partner overall.

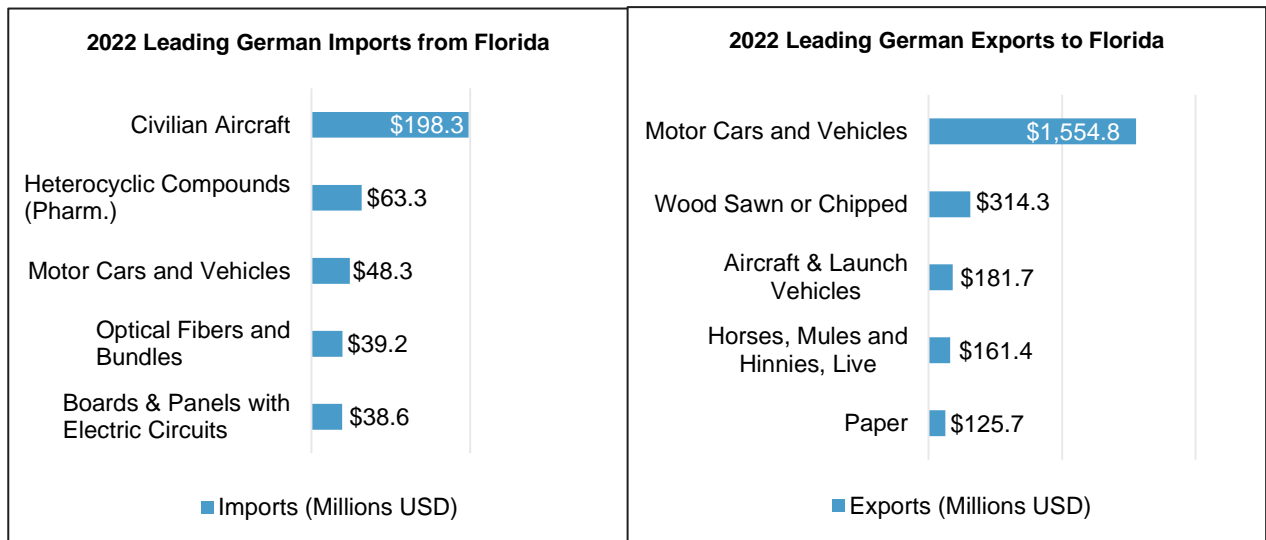


Merchandise trade measures the value of **goods entering or exiting the United States through Florida's seaports and airports**. This includes goods that are produced, grown, or mined in Florida as well as goods from other states and countries that are shipped through Florida. Merchandise trade data demonstrates Florida's pivotal role as a gateway to Latin America, the Caribbean, and the southeastern U.S.— a true nexus of western hemispheric trade.

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- German Imports from Florida totaled **\$963 million** in 2022, making Germany the state's 22nd largest export market.
- German exports to Florida totaled **\$4,323 million** in 2022, making Germany Florida's 9th largest source for imports.



Germany's trade with third countries via Florida. As an economic hub in the western hemisphere, Florida is an important loading and distribution location for goods that are moved between Latin America, the Caribbean, and the rest of the world, including Germany.



German Exports to Florida (\$4.3 Billion in 2022)

Florida's importance for German companies is underscored by the strength of German exports to Florida.

- **Florida is a key export market for German companies.** Germany ranks ninth as an exporter for Florida. In 2022, German companies exported goods worth U.S. \$4.3 billion to Florida with vehicles the leading category by far, accounting for close to 36 percent of the total in 2022. Other leading exported goods include wood sawn, aircraft, horses, and paper.

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- **Florida is a rapidly developing export market for German companies.** In addition to finished products, these exports are increasingly made up of semi-finished products and supplies for finished products manufactured by German subsidiaries in Florida. In the latter area in particular, further growth is expected due to the attractive location conditions for German companies.
- **Florida is a hub for the entire U.S. market.** With its specialized production sites – such as for vehicles – Florida is a key location for the importation of German goods into the USA. The extensive local market in the state of Florida can be services, as well as other markets within the United States.



German Imports from Florida (\$963 Million in 2022)

Florida's airports and seaports serve as transshipment points for products that are manufactured in both Florida and in other U.S. states which are intended for key European markets, including Germany.

- **Germany imports high-tech products made in Florida.** With nearly a quarter of total imports, Florida's manufacturers of aircraft, engines, and parts demonstrate global competitiveness. Other top German imports from Florida include electronic circuits and valves for pipes and tanks.
- **Goods that are manufactured in other U.S. states often reach Germany via Florida.** The imports via Florida's airports and seaports of U.S. \$963 million in 2022 are mainly civilian aircraft, engines and parts, heterocyclic compounds, and motor cars and vehicles.



German Investment in Florida (FDI in 2020)

Access to markets across the American continent. Florida's strong technology base and its global linkages have attracted more than 200 German companies to establish operation in the state. This combination enables them to thrive and effectively serve markets throughout the Western Hemisphere and worldwide. The branches of German companies in Florida play an important role in consolidating Florida's position as a global technology center of the American continent. In Florida there are German companies from a wide variety of sectors. This includes high-tech manufacturing, research and development, information and multimedia production, the field of financial and other services with high added value, as well as corporate offices and distribution centers for the entire hemisphere. German company affiliates are represented in most of the key sectors of Florida's economy and are spread across the state.

- Based on the most recent statistics from the U.S. Bureau of Economic Analysis, Germany is the **3rd largest foreign direct investor** in Florida, with German-owned affiliates **accounting for more than 39,000 Florida jobs**.
- **EU Ranking:** Germany is also the **#1 EU investor** in Florida, preceding France and the Netherlands.

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- German affiliates in Florida were estimated to have **total holdings of USD \$9.2 billion in gross property, plant, and equipment in 2020.**
- According to SelectFlorida’s database of foreign-owned affiliates in Florida, there are more than 200 German companies operating over 350 branch locations in Florida.



Select German-Owned Companies with Operations in Florida

German Parent Company	Florida Subsidiary Company
B. Braun Melsungen	CAPS Inc.
DB Deutsche Bahn Group AG (Logistics)	Schenker, Inc.
Deutsche Bank AG (Finance)	Deutsche Bank
Deutsche Post-DHL (Logistics)	DHL Express
Hamburg-Sud Group (Logistics)	Hamburg-Sud North America, Inc.
JENOPTIK AG	Jenoptik Advanced Systems, LLC
Porsche Automobile Holding SE	Porsche Latin America, Inc.
Robert Bosch GmbH (Engineering)	Bosch Service Solutions
Siemens AG (Engineering)	Siemens Energy, Inc.
Seipmann Stiftung (Food/Retail)	Aldi, Inc.
Zeppelin Systems GmbH	Zeppelin Systems USA, Inc.
ZF Friedrichshafen AG (Manufacturing)	ZF Marine Propulsion Systems Miramar LLC

Florida-headquartered companies in a variety of industry sectors have operations in Germany, including these well-known corporate names:

Florida Companies in Germany

Carnival Corporation & PLC (Leisure)	Norwegian Cruise Line Holdings (Leisure)
Fresh Del Monte Produce, Inc. (Produce)	Office Depot, Inc. (Retail)
Hertz Global, Inc. (Car/Equipment Rental)	Sitel Worldwide Corp. (Customer Exp.)
Jabil, Inc. (Electronics)	Sun Capital Advisors, Inc. (Fin. Services)

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Cultural Linkages

Cultural connections between Germany and Florida. Over the years, Germans and Floridians have built a variety of connections, ranging from tourism to art to academic and school exchange programs.

- Many Germans know the "Sunshine State" firsthand because they have spent their vacations here, while many Floridians have already worked in Germany for U.S. companies or in the U.S. military.
- In addition to the **more than two million Floridians of German origin**, many Germans have their primary or secondary residence in the state.
- German is often studied at Florida's schools and universities and German literature is read and appreciated. There are German-speaking schools or special classes for children of Germans living in Florida.
- There are extensive school, cultural and subject-specific exchange programs between Germany and Florida as well as more than two dozen German-American clubs active in Florida.

Twin/Sister cities. The state of Florida has one of the most active sister-city programs in the United States, promoting the exchange of people, thoughts, and culture as a first step in building business relationships. There is currently one sister city partnership between Germany and Florida:



- Fort Lauderdale - Sister City agreement with **Duisburg**, Germany

German Tourism & Diaspora in Florida

- In 2022, **259,000 Germans visited Florida**, accounting for **10.5% of total European visitors** to Florida. This **360% growth** over 2022 signals a strong recovery of German tourism.
- Germany ranked **#1 largest nationality of EU visitors** to Florida in 2022, preceding Spain (187,000), France (175,000), and Italy (130,000).
- Over **51,000 German-born residents** live in Florida as of 2021, according to the U.S. Census Bureau's American Community Survey.
- An estimated **60,000 Floridians speak German at home** as of 2021.



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Air Linkages

There are numerous **non-stop flights** from Florida to Germany:

- Miami (MIA) to **Frankfurt** (FRA) – Lufthansa
- Miami (MIA) to **Munich** (MUC) – Lufthansa
- Orlando (MCO) to **Frankfurt** (FRA) – Eurowings Discover
- Tampa (TPA) to **Frankfurt** (FRA) – Eurowings Discover



Eurowings
discover.

German Government & Business Associations in Florida

- [Consulate General of Germany – Miami](#)
- Honorary Consulate of Germany – Orlando
- Honorary Consulate of Germany – Tampa
- [German American Business Chamber of South Florida – Miami](#)
- [German American Business Chamber of Central Florida – Orlando](#)



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