100 Ways that German is Critical

1. German investment in the United States exceeds $210 billion.
2. More than 3,000 German companies have investments in the American market.
3. Germany was the world’s second biggest exporter in 2009 just behind China. Technological innovation and the high-quality of German goods are the main reasons. The most popular German export goods are vehicles and vehicle parts, machines, chemical products, and metals.
4. GDP in Germany is projected to expand by 2.8 percent in 2011 following a record breaking growth year in 2010.
5. The World Economic Forum recently named the most competitive nations in the world; Switzerland is number 1, Germany number 7, and Austria number 17.
6. Germany is Europe’s largest economy, world’s fifth largest, and the world’s third most technologically powerful economy after the US and Japan.
7. Germany continues to be the U.S.’s largest European trading partner and its fifth largest global partner.
8. Germany is one of the top three nations in research and development of high tech products, the second among world leaders in both wind and solar power production and the world leader in solar photovoltaic panels.
9. The United States imports more from Germany than from any other European country and is the second largest market for German exports ($78 billion).
10. The “Global Innovation Index 2008” places Germany in 2nd place (USA in 1st), Switzerland in 7th, and Austria in 15th. In last year’s survey Germany was also in 2nd place.
11. Over 2000 American companies conduct business in German-speaking countries, and more than 1000 companies based in German-speaking countries have subsidiaries in the U.S., according to the American-German Business Club.
12. More than 45,000 international companies do business in Germany.
13. U.S. subsidiaries of German companies employ some 1 million Americans (plus 8.6 million indirectly), according to recent figures from the Center for Transatlantic Relations.
14. The volume of German mergers and acquisitions in the United States in 2007 was over 24 billion dollars (fourth after Canada, Britain and Australia)
15. US investment in Germany in 2008 was 111 billion Euros.
16. According to a poll of 1,200 leading executives from six EU nations, Germany’s economy is the most competitive in Europe.
17. A study, conducted by economic newspaper Handelsblatt, found that Germany has consistently increased its competitiveness more than any other country. On an international level, Germany and Switzerland are tied for second place behind China.

18. Germany is the most attractive place in Europe and third after the US and China in the world for U.S. companies to invest, according to a survey conducted by the Boston Consulting Group. Reasons cited were the quality and reliability of the “Made in Germany” label as well as the country’s resilience.

19. About half of the 547 billion Euros of banknotes in the Euro region are spent in Germany, according to the Bundesbank.

20. Germany, Europe’s largest economy, won particular praise for its state-of-the-art transportation and telecommunications infrastructure, high-tech research and development labs, well-trained workforce and large domestic market. Eighty percent of German adults have a professional qualification.

21. Germany was recently named Europe’s most favorable manufacturing location for the foreseeable future by the firm of Healy & Baker and in a recent issue of Newsweek as the second most powerful country in the world after the United States, based on many criteria, especially its economy.

22. The World Economic Forum’s 2011-12 report notes that Germany is ranked an excellent 2nd for the quality of its infrastructure, boasting in particular first-rate facilities across all modes of transportation. Germany’s business sector is highly sophisticated, especially when it comes to production processes and distribution channels, and German companies are among the most innovative in the world.

23. Germany tops the list of European nations in the number of new patents registered last year, according to figures from the European Patent Office in Munich. German inventors registered over 33,000 new patents in 2011 – fewer than only US inventors with 59,000 and Japanese inventors with 47,000.

24. Profits for Germany’s 30 leading blue-chip companies climbed by about 12 percent last year to hit a new record.

25. Eighteen percent of all books published in the world are in German—a number that is only exceeded by publications in English and Mandarin Chinese.

26. Germany was recently ranked number four in the top countries of the world to live according to a 2010 Quality of Life Index published “International Living”.

27. Germany is one of the most politically stable democracies in the world.
28. German is the most widely spoken language in the Europe Union with over 120 million native speakers worldwide (or ¼ of all Europeans as their mother tongue).
29. German is the official language in five European countries: the Federal Republic of Germany, Austria, Switzerland (46% speak German), Luxembourg, and Liechtenstein.
30. Germany is the 2nd most populous country in Europe (Russia is #1).
31. German is the 3rd most popular language taught worldwide and the 2nd most popular language taught in Europe.
32. The Japanese, who have the 2nd most powerful economy in the world, understand the business advantages that German brings. 68% of Japanese students study German.
33. Germany has the 3rd strongest economy in the world.
34. Germany is the major force behind the European Union.
35. German economic strength equals business opportunities.
36. Well known German firms with subsidiaries in the US include: Adidas, Aldi, Audi, Bayer, Braun, BMW, Daimler Chrysler, DHL, Hugo Boss, Lufthansa, Mercedes-Benz, Puma, T-Mobile, Porsche, Siemens, Volkswagen, Continental Tire, and Deutsche Bank to name a few. German companies account for 700,000 jobs in the US.
37. 50% of polled US companies said that they would choose someone with German literacy skills over an equally qualified person because German proficiency enables the company to export goods to the European Union and Eastern European countries.
38. Willy Brandt, the former Chancellor of Germany, said it best when he stated, "If I'm selling to you, I speak your language. If I'm buying, dann müssen Sie Deutsch sprechen."
39. Germans are innovators, with 4 out of the 10 most innovative companies are located in Germany.
40. From Gutenberg’s printing press to Hertz’ discovery of electromagnetic waves, from Ehrlich’s development of chemotherapy to Einstein’s theory of relativity, to Brandenburg’s creation of the MP3 digital music format, throughout history Germans have proven themselves time and again to be great innovators.
41. Germany is the 2nd highest exporter of high-tech products.
42. 2/3 of the world's leading international trade fairs take place in Germany, including CeBIT, the world's largest trade fair for information and communications technology.
43. Germany is the #1 market in Europe and the 3rd largest market in the world for telecommunication products.
44. Germany, Switzerland and Liechtenstein all enjoy one of the highest per capita incomes of the world.
45. Germans are major travelers and their first travel destination overseas is the USA (making Germans #1 in foreigners traveling to the US at 25%).

46. Travel agencies, tour companies, hotels, airlines and car rental agencies that can communicate with Germans in their own language win German business.

47. There are over 8 million Internet domains with .de, which is only second to .com. German domain names are more popular than .net, .org, and .info.


49. At the University of California, German is recommended for more academic majors than any other language (German: 56 majors, French: 43 majors, Spanish: 21 majors, Japanese: 7 majors).

50. Most US colleges and universities require a minimum of 2 years of language study for admission.

51. Most students who take three or more years of high school German test out of one or more semesters at a college or university. Credit for a one semester course could mean saving $800 or more.

52. German is the 2nd most commonly used scientific language.

53. Classical music would not be the same if it were not for German speaking composers such as Bach, Mozart, Beethoven, Strauss and Wagner.

54. Vienna, Austria remains an international center of music today.

55. German is the 2nd most commonly used language for scholarly publications in the world.

56. Over 2,000 scholarships and grants are awarded to US students each year to help them study abroad in Germany.

57. Germany financially supports over 60,000 international exchanges each year.

58. Scholarship and grant opportunities are also available to individuals who study German sometime during their post secondary education.

59. More than 10,000 high school students visit each other every year through the German American Partnership Program (GAPP).

60. German Americans make up the single largest heritage group reported in the US (approximately 15%).
61. German immigrants are responsible for thousands of mainstay products and cultural icons in the USA including Levi’s, ketchup, the Christmas tree, kindergarten, hotdogs, hamburgers, Bratwurst, Hershey’s chocolate, multiple breweries, and the “American” image of Santa Claus just to name a few.

62. Germans had a fundamental presence in the founding of the United States. A German language version of the Declaration of Independence was printed only a few days after it was adopted in 1776.

63. Language learners, especially those who take German, have stronger language arts skills.

64. Vocabulary skills in English, a better understanding of the English language itself, improved literacy, higher reading achievement as well as enhanced listening skills and memory have been shown to correlate with German language study.

65. With each year of foreign language instruction, a student’s scores on standardized tests such as the SAT, ACT, GRE, MCAT, and LSAT improve.

66. Germany is home to more than 3,000 museums. Berlin alone has 167. More than 100 million people visit Germany’s museums each year.

67. The equivalent of 2 billion US dollars are spent on theaters, opera houses and orchestras in Germany each year, sustaining as many as 150 publicly funded theaters and 280 private houses.

68. German theaters and opera houses engage 250 ballet companies and nearly 1,600 dancers. World-famous John Neumeier, director of the Hamburg Ballet, Pina Bausch of Wuppertal, Johann Kresnik and Sasha Waltz of Berlin are just a few of renowned choreographers in Germany.

69. 60 theatre festivals - most famously, the Bayreuther Festspiele (featuring the operas of Richard Wagner) and Theater Meeting in Berlin (with awards for the best plays of the year) - are held in Germany every year.

70. Roughly 300 theatre premieres are staged each year in Germany.

71. There are some 300 classical music festivals in Germany every year. Germany boasts 141 professional orchestras; the country’s leading ensembles are the Berlin and Munich Philharmonic orchestras, and the Dresden Staatskapelle. The Gewandhaus Orchestra in Leipzig was led by Kurt Masur for many years before he conducted the New York Philharmonic. The Berlin Philharmonic has been directed by such prominent conductors as Wilhelm Furtwängler, Herbert von Karajan, Claudio Abado and Sir Simon Rattle.

72. The Berlin International Film Festival (the “Berlinale”), established in 1951, is one of the world’s major film festivals.
73. Film festivals in Mannheim, Oberhausen, Leipzig, Hof, Munich, Lübeck and Hamburg enjoy international status.

74. Bauhaus is probably the most influential school of design and architecture of the 20th century - founded in 1919, it revolutionized the world of architecture and design with its basic principle: Form follows function.

75. Germany is the largest national economy in Europe, the fourth-largest by nominal GDP in the world, and fifth by GDP (PPP) in 2008.

76. Since the age of industrialization, Germany has been a driver, innovator, and beneficiary of an ever more globalised economy.

77. Germany is the world's second largest exporter with $1.120 trillion, €750 billion exported in 2009. Exports account for more than one-third of national output.

78. The service sector contributes around 70% of the total GDP in Germany, industry 29.1%, and agriculture 0.9%.

79. Germany is the leading producer of wind turbines and solar power technology in the world.

80. The largest annual international trade fairs and congresses are held in several German cities such as Hanover, Frankfurt, and Berlin.

81. Of the world’s 500 largest stock market listed companies measured by revenue, the Fortune Global 500, 37 are headquartered in Germany. In 2010 the ten largest were Volkswagen, Allianz, E.ON, Daimler, Siemens, Metro, Deutsche Telekom, Munich Re, BASF, and BMW.[17] Other large German companies include: Robert Bosch, ThyssenKrupp, and MAN (diversified industrials); Bayer and Merck (pharmaceuticals); Adidas and Puma (clothing and footwear); Commerzbank and Deutsche Bank (banking and finance); Aldi, Lidl and Edeka (retail); SAP (computer software); Infineon (semiconductors); Henkel (household and personal consumer products); Deutsche Post (logistics); and Hugo Boss (luxury goods).

82. The competitiveness and desirability of German products on the market are indicated by the country's substantial trade surplus, which reached 162 billion Euros (209 billion dollars) in 2006 and continues to grow every year.

83. Germany’s economic strength equals business opportunities. Multinational business opportunities exist throughout the European Union and in the Eastern European countries, where German is the second most spoken language after Russian.

84. Daniel Fahrenheit developed the mercury thermometer in 1714.

85. 200,000 businesses introduce new products on the German market each year.

86. Germany exports more high-tech products than any other country except the U.S.
87. More than 600 German firms are active in the cutting-edge field of biotechnology. 115 of these are located in Munich alone.

88. The eastern German city of Dresden has become Europe's microchip center with its more than 765 semiconductor firms.

89. If you're American or are interested in American culture, learning German can expand your appreciation and knowledge of U.S. history and culture. In the year 2000 census, 42.8 million or 15.2% of Americans reported having German ancestry, making German Americans the largest single heritage group in the U.S.

90. 1 in 10 books in the world is published in German.

91. Over 80,000 new book titles appear in German each year.

92. German-speaking countries have a rich cultural heritage. Johann Wolfgang von Goethe, Thomas Mann, Franz Kafka, and Hermann Hesse are just a few authors whose names and works are well-known internationally.

93. 10 Nobel prizes for literature have been awarded to German, Austrian, and Swiss authors.

94. From Dürer's woodcuts to the expressionist masterpieces of Nolde, Kirchner, and Kokoschka, Germans have made substantial contributions to world art.

95. Philosophy and the sciences would be unthinkable without the contributions of German speakers. The philosophies of Kant, Hegel, Marx, Nietzsche, and numerous others have made lasting influences on modern society.

96. The psychologists Freud and Jung forever changed the way we think about human behavior.

97. Scientists from the three major German-speaking countries have won dozens of Nobel prizes in physics, chemistry, and medicine.

98. If English is your native language, or if you already know English, then you already have an advantage when it comes to learning German. The two languages are closely related.

99. Considering the importance of the German language in the fields of publishing and research, it's not surprising that many graduate schools want their graduates to have at least a reading knowledge of German. Knowing German gives graduates access to important research published in German books and professional journals.

100. Germany tops global popularity poll. (Source)