

# PRESENTATION



**GERMANY FINANCE**

Working Group of  
the German Financial Centres

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GERMANY FINANCE

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*„WHETHER IT IS ABOUT DIGITALIZATION, REGULATORY  
REQUIREMENTS OR CORONA, CURRENT CHALLENGES  
MUST BE MET JOINTLY.  
THIS IS WHAT GERMANY FINANCE STANDS FOR.“*



**Dominik Schütz**  
*Stuttgart Financial*  
*Spokesman Germany Finance 2021*



# GERMANY FINANCE

Stronger together.

- Globally compared, Germany is one of the strongest financial center. With Frankfurt as one of the leading international financial centers and its strong regional centers such as Berlin, Hamburg, Munich, Stuttgart or North Rhine-Westphalia guaranteeing international connections and diverse financial services for the economy and people.
- Germany Finance is a platform of all regional German financial centers and close cooperation with the Federal Ministry of Finance and GTAI. The common goal is to strengthen Germany as a financial center in the European and international context, to give it a face and to be a point of contact for everyone interested in Germany as a financial center.
- Discover the diversity of Germany's financial centers, the breadth of services offered in the German financial sector, regional focal points and current topics of our joint work.



# GOALS OF THE WORKING GROUP

Active representation.



## #1

Highlighting the diversity and uniform communication of Germany as a financial location



## #2

Active exchange between the regional financial centres and the associated players



## #3

Institutionalised organisational structure of Germany as a financial centre

Information about topics and trends, the latest happenings and planned events at the financial centre Germany as well as the publication of data and facts.



# **CURRENT TOPICS AND TRENDS**

# TOPICS

Focus on short-, mid- and long-term aspects of finance.

LOCATION FACTORS

SUSTAINABILITY

INNOVATION,  
FIN- AND INSURTECH

HUMAN RESOURCES

FINANCE

CURRENT CHALLENGES



386 saving and state banks, 530 insurance companies and 2.983 auditing companies, including the „Big Four“ of the world’s largest auditing firms PwC, EY, KPMG and Deloitte.

A strong financial economy is essential for the real economy and prosperity in Germany. Whether Hamburg, Frankfurt, NRW, Berlin, Munich or Stuttgart – the German financial centers are aiming for a growing financial sector and are characterized by diversity, innovation and sustainability.

This is also confirmed by the Global Financial Centres Index, in which all of the German financial centers are listed in top positions among 120 further financial centers. The index is evaluated and published semi-annually by the Z/Yen Group, taking into account a large number of indices. It compares the competitiveness of financial centers worldwide and provides an overview about the progress of leading financial centers.

## LOCATION FACTORS







# SUSTAINABILITY

The transformational process towards a green and sustainable economy requires appropriate, innovative and scalable support from the financial industry.

Neither the “Sustainable Development Goals” nor the objectives of the “Paris Agreement” could be accomplished without fundamental change within the national and international capital allocations framework. The challenge consists in developing applicable concepts for the implementation of Environment Social and Governance (ESG) criteria in the business models of various financial stakeholders. It would promote the identification and management of sustainability-related risks, enhance competition in a proactive manner, and seize economic opportunities of sustainable development.

## SUSTAINABLE FINANCE COMMITTEE

The Sustainable Finance Advisory Board advises the German government on the development and implementation of its Sustainable Finance Strategy. It was established by the German government on 6 June 2019 for the duration of the current legislative period in order to pool existing expertise and promote dialogue between the relevant actors.

Its members are practitioners from the financial and real economy, civil society and academia.

Sources: Green and Sustainable Finance Cluster Germany, Sustainable Finance Committee



## INNOVATION, FIN- AND INSURTECH

The German Fintech sector is very active and constantly changing. In all German financial centres, Fintechs have expanded the solutions offered by the financial sector.

The diversity within the operating fields and solution approaches of the German Fintechs is immense. Whether payment, savings, or crypto-trading. Whether Insurance, Trade Finance or Comparison, whether B2B or B2C, there is hardly an area that German FinTechs do not address.

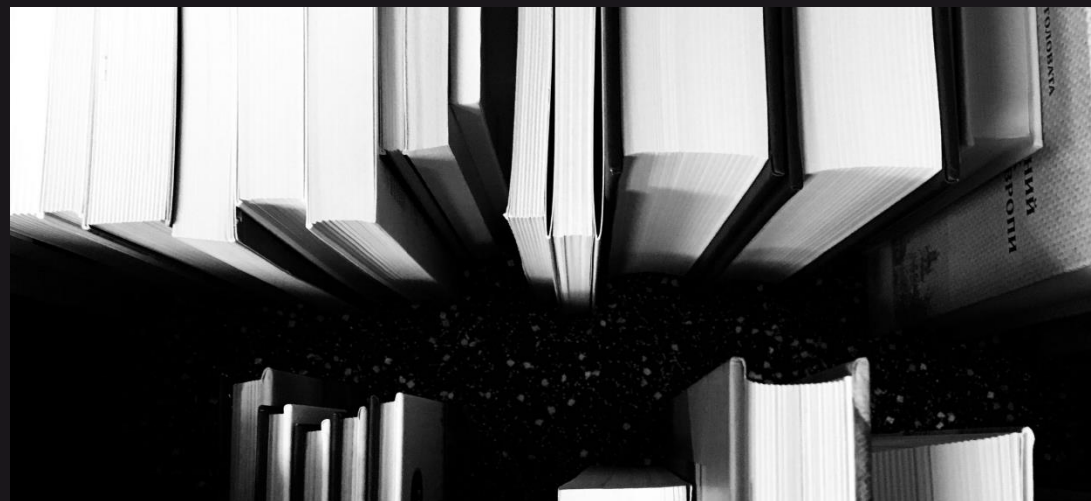
The FinTechs benefit from a broad range of supporters and ecosystem of accelerators, incubators, local initiatives or networks of established financial centre initiatives at various locations.

Whether a challenge or cooperation model, start-ups in various stages of development up to established listed companies, the German FinTech landscape is characterized by a great diversity.

# HUMAN RESOURCES

In today's modern society, the general financial education of the population is becoming increasingly important. It helps in building up assets, dealing with debt, understanding risk and insurance, as well as the daily handling of money and securities. Financial education is an important part of general economic education, the basis for retirement planning and sustainable investment. The long-term goal should be to support and promote financial literacy in Germany, as this knowledge has an impact on growth, employment opportunities and the prosperity of the country.

In addition, the lack of young talents in a wide range of industries in Germany is already a permanent topic. The financial sector is not immune to this development. The early search for and networking with young talents is an elementary step for financial locations to be able to attract young and well-trained staff.



When it comes to major economic challenges, financing is often a bottleneck, especially for small and medium-sized companies. In times of crisis in particular, liquid funds can be necessary. In order for companies to take advantage of opportunities and invest, many have to strengthen their capital base.

Crises like pandemics and climate change are also financial challenges. Digitization and technological change are accelerating. In order to take advantage of future opportunities, innovation and financing are key. The transformation encompasses regions, industries and companies. Important drivers are improvements in the economic and financial policy framework and the infrastructure, a strengthening of research and innovation funding, an effective use of digitization potential and a climate protection policy that sets the right incentives. Companies have to develop business models, processes and products further or, in the case of disruption, renew them.

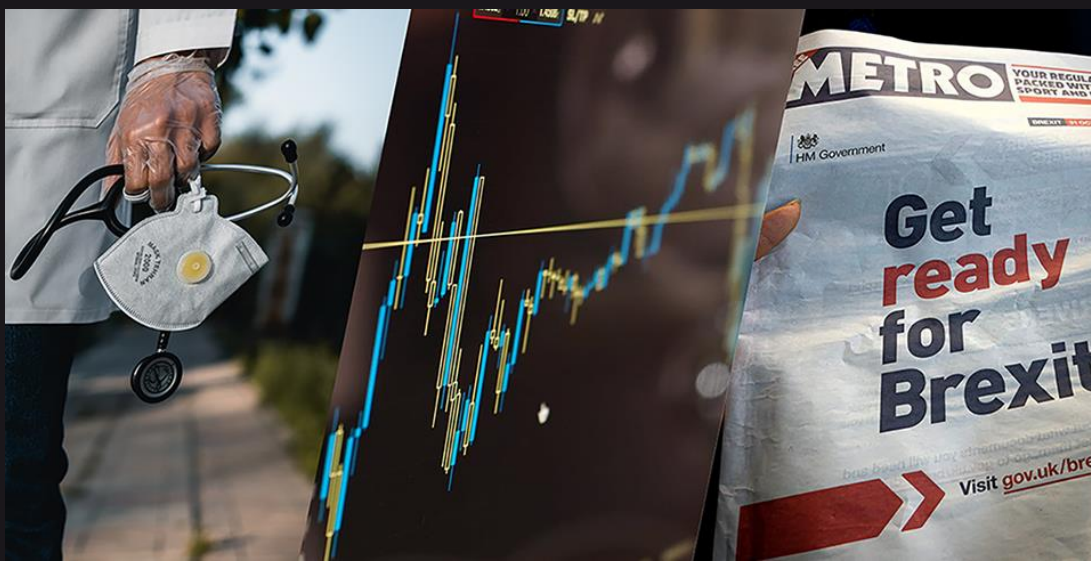
Innovation and investment must be financed. Mega topics for finance and companies are sustainable finance, the financing of digitization and the promotion of start-ups and start-ups.

With the help of stronger cooperation and networking at the business location and financial center, an ecosystem of companies, investors, science and politics can be created that better supports those involved in financing issues.



## FINANCE





## CURRENT CHALLENGES

The global economic structural change poses massive challenges for financial centers worldwide. This also applies to Germany as a financial center with its diverse regional centers. In 2020, the triad of ongoing negative interest rate policies, demanding and resource-intensive regulation and rapid digitization has now been joined by the challenges of the right way to deal with the consequences of the corona pandemic. A vital and future-oriented financial center must be able to develop answers to these challenges.

The players in Germany's financial centers are facing up to these challenges, for example by engaging in a trustful but also critical dialog with political decision-makers and by championing the interests of the financial industry. But also by questioning and adapting established processes in companies, focusing on the customer, finding clever ways to attract and develop talent, and making greater use of cooperation, for example between established players and start-ups.

In combating the economic consequences of the pandemic, the relevance of a well-functioning financial sector for the entire business location has once again been proven. A well-functioning exploitation of the state aid provided and the securing of liquidity for the companies in the business location would not have been possible without the players in the financial center Germany.



# FINANCIAL CENTRES

in alphabetical order



# Frankfurt am Main

Frankfurt am Main benefits from its central location and the financial centre Frankfurt is the gateway to the largest European economy. Frankfurt is located in the economically dynamic Rhine-Main region and is home to more than 200 banks, over 80% of which are foreign banks. In the ranking of global financial centers (The Global Financial Centres Index 28), Frankfurt ranks 16th and is one of the leading financial centers in the euro zone.

## **FRANKFURT MAIN FINANCE**

Since 2008, Frankfurt Main Finance has been the financial centre initiative of one of the leading financial centres in Germany and the euro zone. Its 70 members include the State of Hesse, the cities of Frankfurt am Main and Eschborn as well as numerous well-known financial market players and their service providers and private and public universities.

With their membership, they all express their close ties to the financial centre as well as their will to position Frankfurt as a first-rate national and international financial centre. Frankfurt Main Finance pools the forces of the players in the financial centre, markets the location and creates top-class dialogue platforms.





# Hamburg

Hanseatic, reliable, innovative or „the city of hidden champions“: Hamburg as a financial center is characterized by a long-standing tradition, close ties to the real economy and a diverse range of small and medium-sized businesses with a focus on foreign trade financing, asset management, specialty and health insurance and fintechs.

A broad regional economic structure, proximity to digital companies from the media, gaming and online marketing-sector, short distances, diverse ecosystems and a high quality of life make the location attractive for financial companies and talents.



# North Rhine-Westphalia

## **FinConnect.NRW**

INNOVATION AND COOPERATION OPEN UP OPPORTUNITIES

“With the restart after Corona and the digital and sustainable transformation, our economy is facing major challenges. Innovation and cooperation open up opportunities and are a key to mastering these tasks. With Fin.Connect.NRW, the whole is more than the sum of its parts.”

„Smart ideas, future-oriented business models and investments that have a sustainable effect are the best method of harnessing new opportunities for companies and investors, especially in challenging times.“

Prof. Dr. Andreas Pinkwart, Minister of Economic Affairs, Innovation, Digitization and Energy of the State of North Rhine-Westphalia.

North Rhine-Westphalia is an important economic and financial location in Germany and Europe with innovative and export-strong companies and a creative start-up scene. Many foreign companies and also international banks have settled in North Rhine-Westphalia. The State is a leading location for insurance companies. In addition, North Rhine-Westphalia scores as an important science location.







# Stuttgart

In addition to well-known industrial companies and numerous world market leaders, the financial center Stuttgart is a very important pillar for economic prosperity in Baden-Württemberg. With its significant players, the financial center Stuttgart is also gaining increasing importance and radiance within the Federal Republic of Germany and Europe.

With Stuttgart Financial, the financial center Stuttgart also has a very active financial center initiative that, among other things, collects extensive figures and statistics, supports young talents in the financial center, supports innovations and organizes industry events.

More: <https://www.stuttgart-financial.de/aktivitaeten/>



**STRONG  
PARTNERS**

# PARTNERS

Our goals with the partners are active communication and exchange of information



State Secretary Dr Jörg Kukies:  
"The diversity of Germany's financial centre is a great locational advantage. It is important that Germany Finance now bundles this diversity to give Germany's financial centre a unified voice both nationally and internationally. A broadly positioned, globally networked and high-performing financial sector in Germany contributes to the recovery of the economy after the COVID pandemic and helps to meet the challenges posed by the digital transformation and climate protection."



GTAI Managing Director Dr Robert Hermann:  
"The financial sector plays a fundamental role in the smooth functioning of the economy and is an important key infrastructure that we market internationally. The new GERMANY FINANCE platform will significantly support this important goal in the future and lead to success, as well as further push the exchange with international contacts."







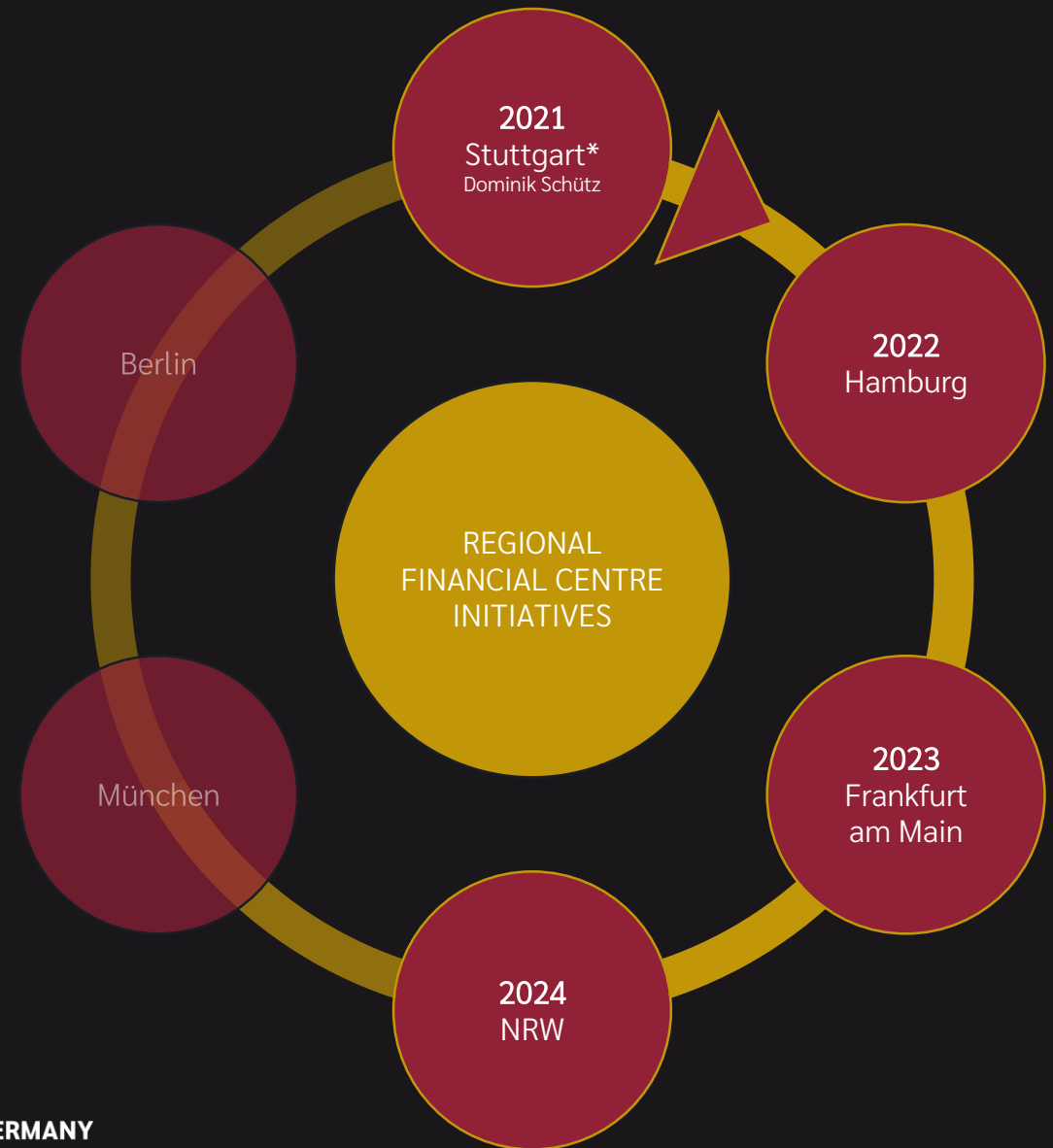
**CONTACT**

# INTERNAL ORGANISATION



**GERMANY FINANCE**

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# CONTACTS

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# NEWS

[www.germany-finance.com](http://www.germany-finance.com)

Current news from GERMANY FINANCE and the German financial centres can be found in the news section of the website  
[www.germany-finance.de/news](http://www.germany-finance.de/news)





# IMPRINT

Germany-Finance.com

In 2021 represented by:  
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