Toyota continues to be a powerful player in the German market

With 75 manufacturing locations in Germany, Toyota is one of the most prominent automotive manufacturers in Europe. With its strong presence in the German market, Toyota has consistently been a leader in electric vehicles and e-mobility, maintaining its commitment to sustainable transportation solutions.

The future is found in North Rhine-Westphalia

North Rhine-Westphalia, Germany’s most populous state, is known for its vibrant economy and rich cultural heritage. In the automotive industry, the state is a hub for innovation and progress, with companies like Volkswagen and Daimler maintaining strong operations in the region.

NRW offers fresh opportunities

Germany’s 18 states are unique and offer a myriad of the most important and most convivial – an inviting mix of small and medium-sized businesses, technical universities, and research facilities. Economically speaking, NRW accounts for 25 percent of Germany’s GDP, making it the most economically powerful state in Western Europe.

Wolfgang Rast, Minister-President of North Rhine-Westphalia, says: “The NRW economy is characterized by a wide variety of industries, ranging from automotive and aerospace to chemicals and biotechnology. Our state is home to some of the world’s largest companies, including Daimler, Volkswagen, and Bosch.

Zwilling strikes the right chemistry in Japan

BYK, a leading chemical company based in Solingen, Germany, is expanding its operations in Japan. The company recently opened a new R&D center in Tokyo, which will focus on the development of new products and technologies.

Shiseido – beautifying Germany for 30 years

Shiseido, the Japanese cosmetics giant, has been a leader in the German market for over three decades. With a focus on high-quality products and exceptional customer service, Shiseido has built a strong reputation in Germany, attracting a loyal customer base.

BMW and Daimler

One of the most iconic German brands is BMW, which is known for producing high-quality, luxury vehicles. The company has a long history in Germany, with its headquarters in Munich. Daimler, the parent company of Mercedes-Benz, is another prominent automaker in Germany, with its headquarters in Stuttgart.

NRW INVEST CEO Peter Wurster

“North Rhine-Westphalia is a leading automotive powerhouse, and we are excited to see how the industry continues to evolve in the region. With a focus on sustainability and innovation, NRW will continue to be a hub for the automotive industry.”

NRW INVEST CEO Petra Wassner

“NRW is committed to fostering a strong and diverse international presence in Germany. With a focus on innovation and sustainability, NRW is a leading destination for companies looking to expand their footprint in Europe.”