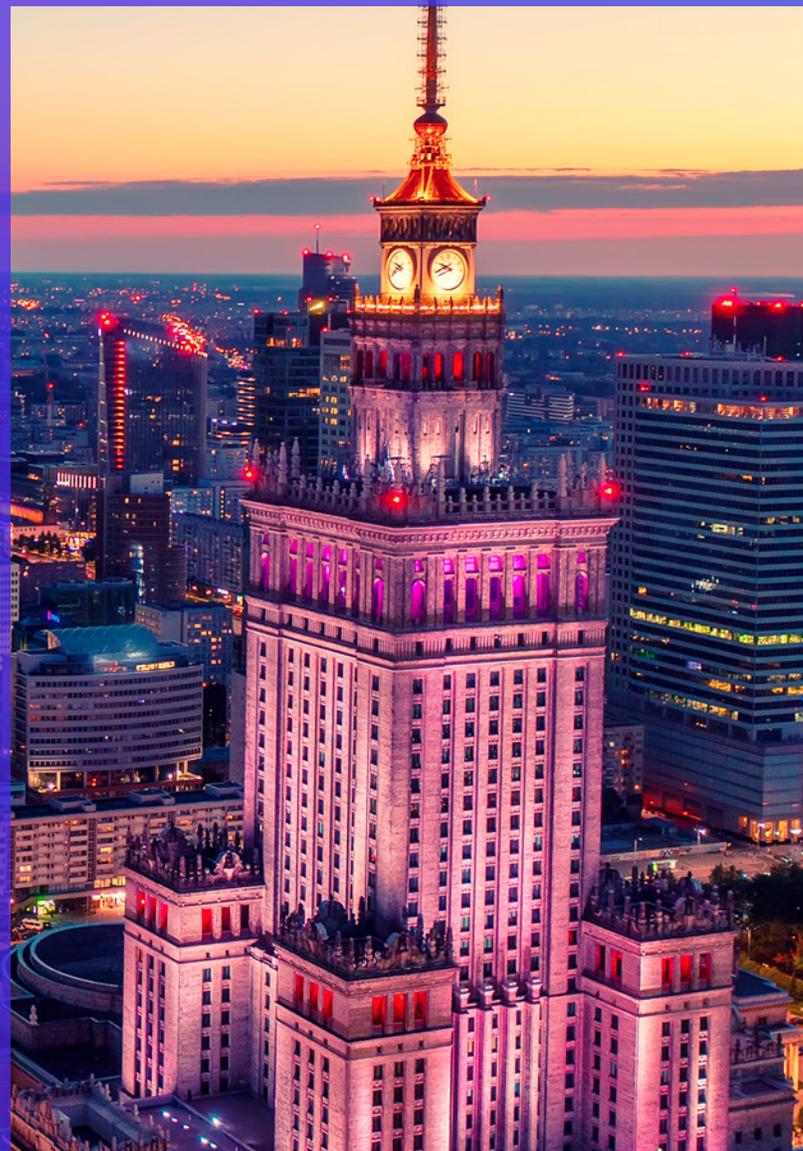




Wirtschaftsmotor Mittel- und Osteuropa

Positive Geschäftserwartungen
trotz politischer Risiken

Live-Event & Networking
Berlin | 23 March 2026



Willkommen im EINZ-Tower bei KPMG in Berlin



Andreas Glunz

Managing Partner
International Business
KPMG in Germany



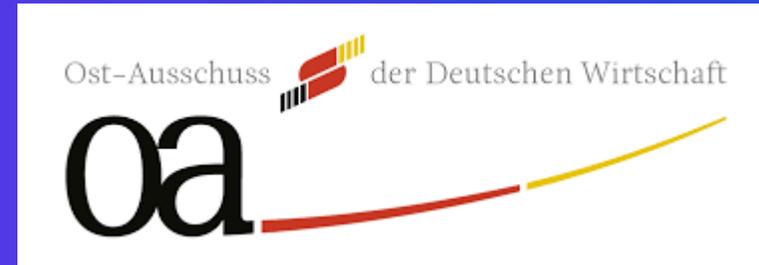
Deutsche Wirtschaft in Mittel- und Osteuropa



Michael Harms

Managing Director

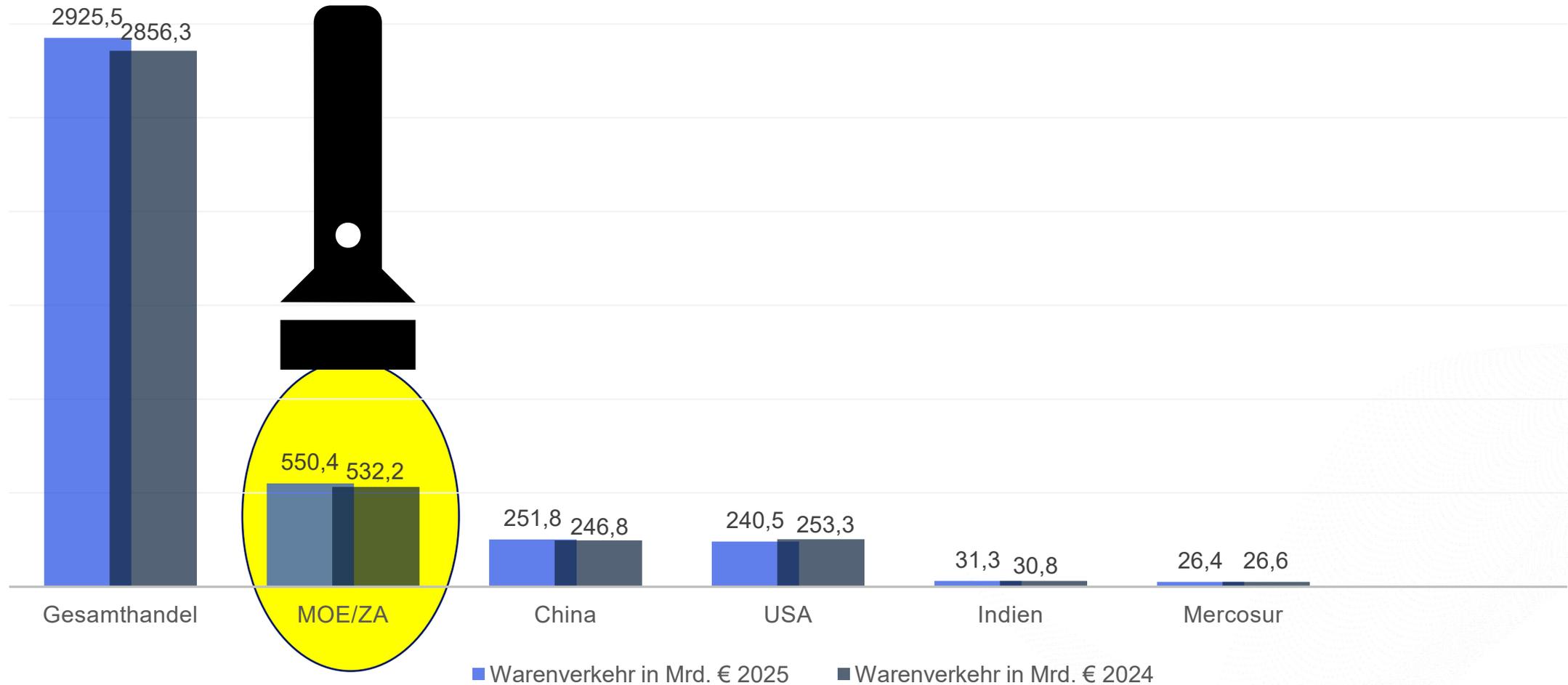
Ost-Ausschuss der Deutschen Wirtschaft



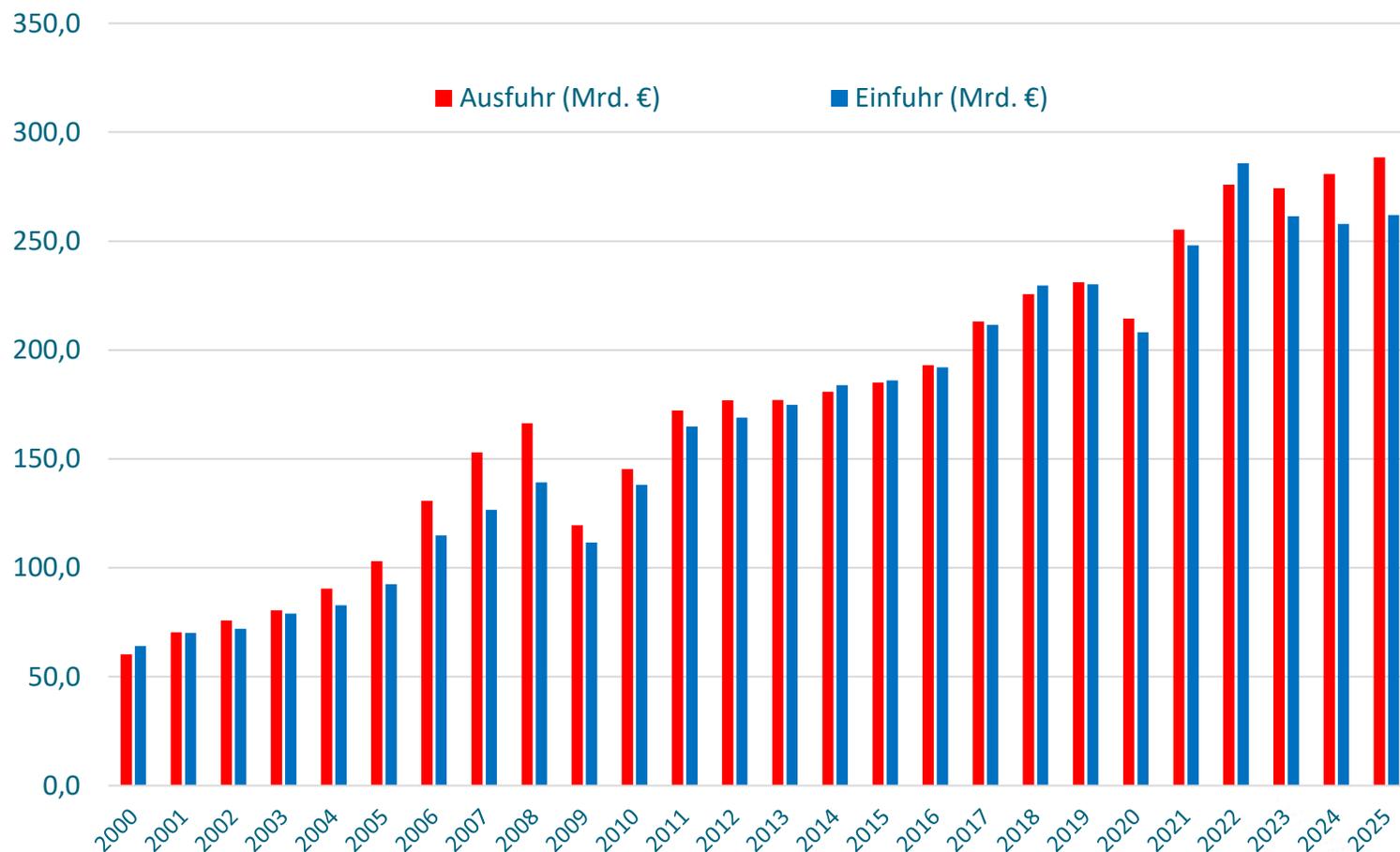
Der Ost-Ausschuss: ein Verband - fünf Regionen - 29 Länder



Deutscher Außenhandel 2025/2024



Chancenraum Osteuropa

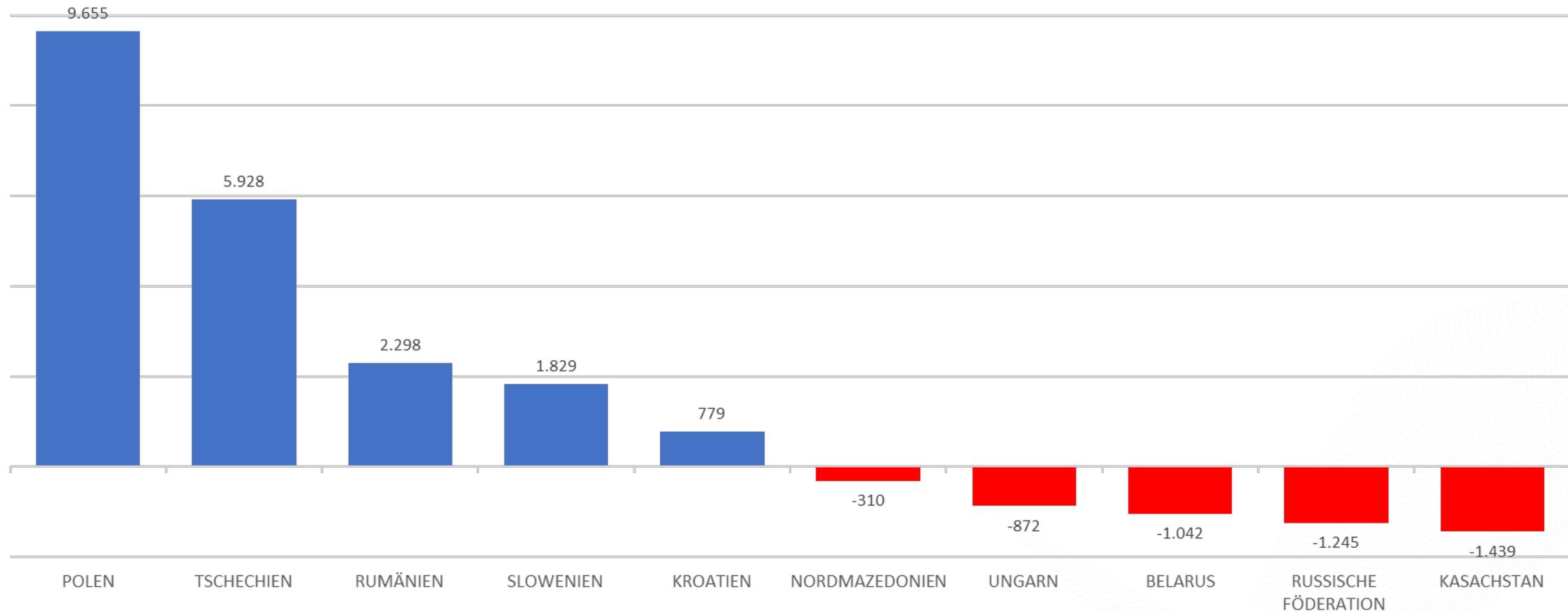


Quelle: Statistisches Bundesamt

- Die 29 **Länder Mittel- und Osteuropas** erreichten 2025 mit 550 Mrd. Euro einen Anteil von 18,8 Prozent am gesamten deutschen Handel.
- Die **Handelsbilanz** mit den OA-Ländern ist relativ **ausgeglichen**: Exporte 262 Mrd. Euro, Importe 288 Mrd. Euro

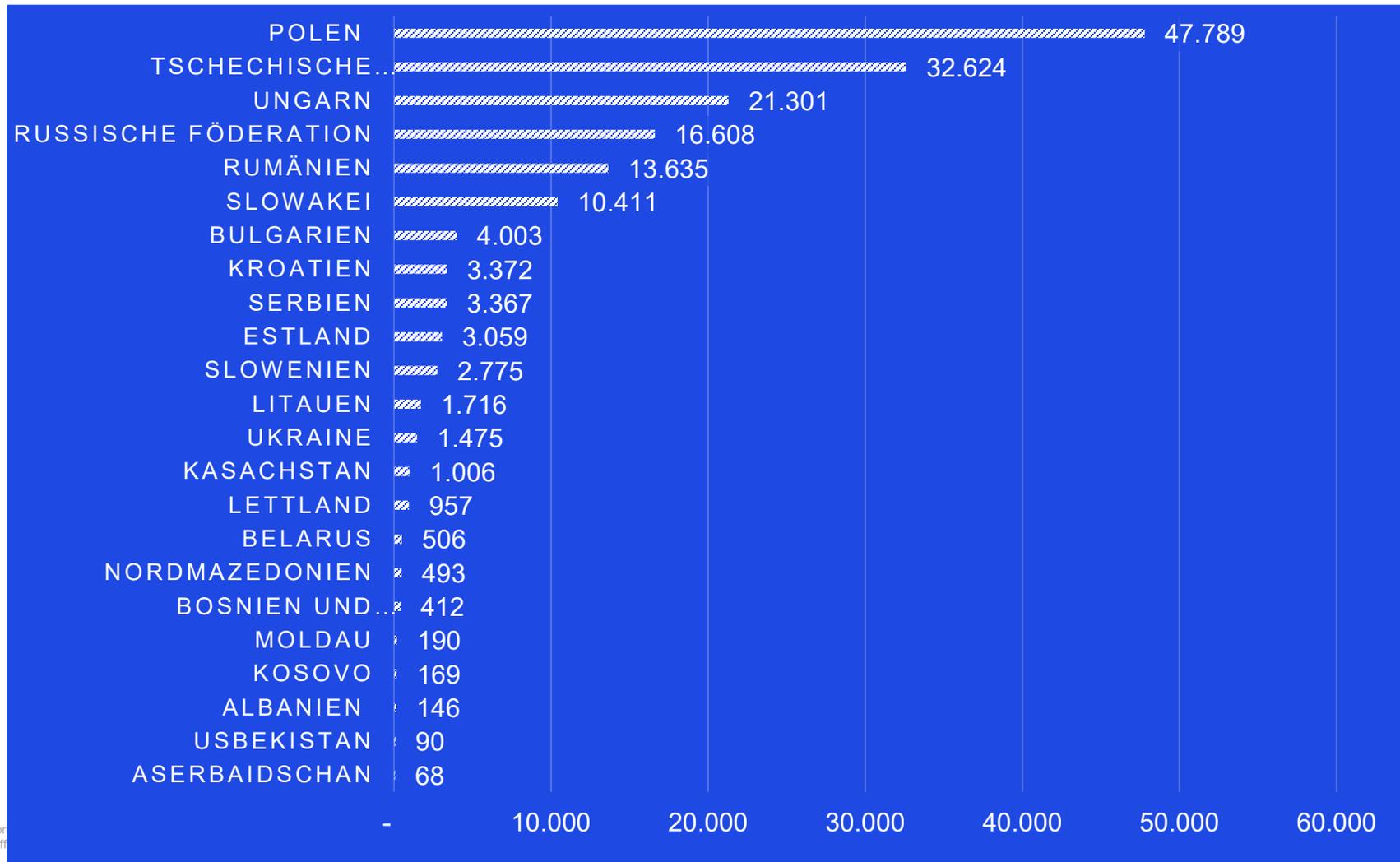
Gewinner und Verlierer 2025

(Veränderung des Warenverkehrs gegenüber 2024 in Mio. Euro)



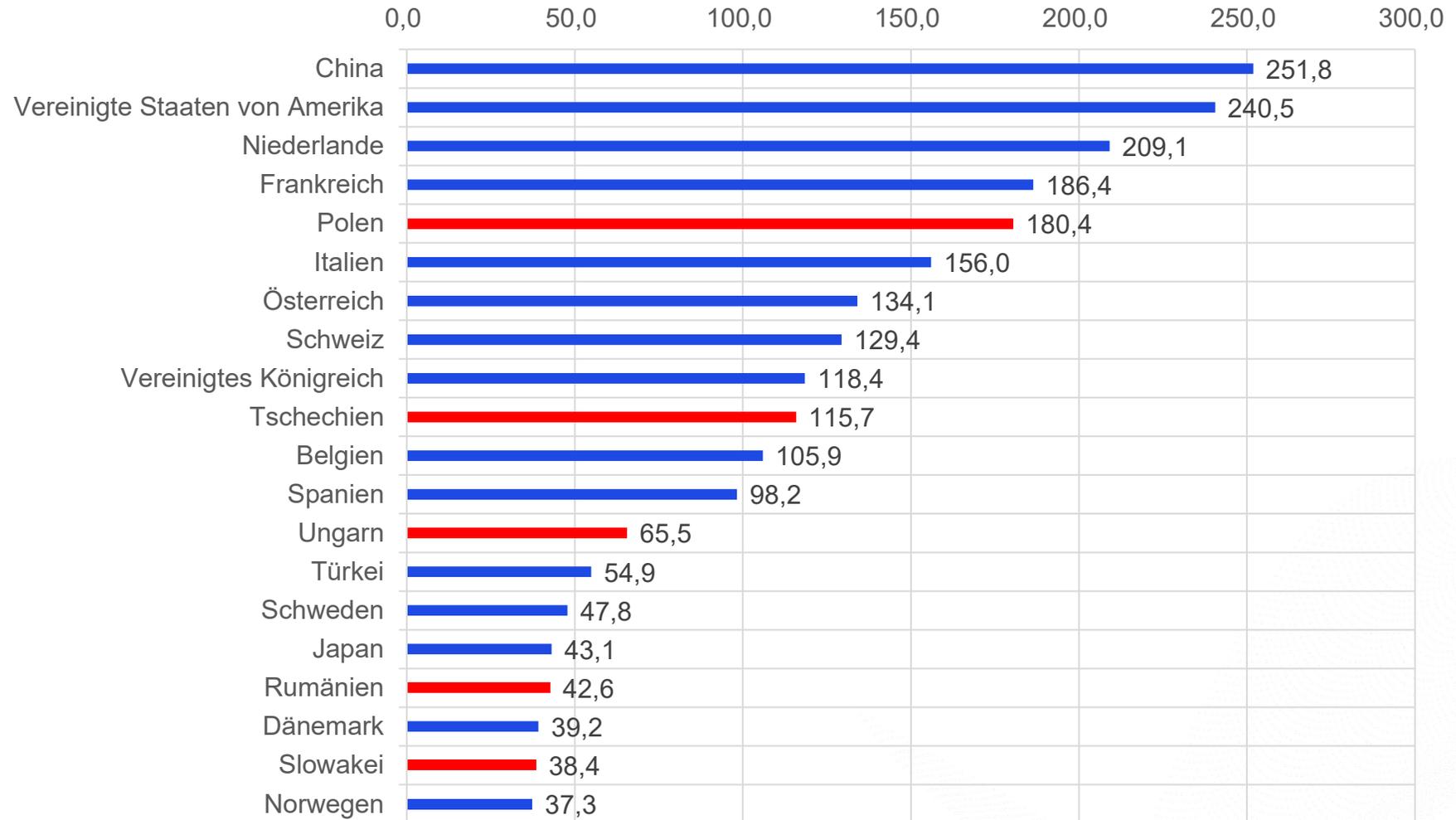
Investitionsstandort Mittel- und Osteuropa

(unmittelbare und mittelbare deutsche Direktinvestitionsbestände Ende 2023, in Mio. Euro)



Deutsche Handelspartner, Top 20

(Güterhandel in Mrd. Euro, 2025)



Osteuropa rettet die deutsche Exportwirtschaft

Der Handel mit Osteuropa wächst überdurchschnittlich stark: Polen und Tschechien geben der deutschen Exportwirtschaft Stabilität. Ein Interessenverband hofft nun auf eine noch größere EU.

24.02.2026, 15:45 Uhr

3 Min



Handelsblatt Christian Himmigho...

Wachstum

Wie Viktor Orban die ungarische Wirtschaft ruiniert

Der Ost-Ausschuss der Deutschen Wirtschaft beklagt die Drangsalierung ausländischer Unternehmen in Ungarn. Die Folgen bekommt die ungarische Wirtschaft nun zu spüren.

Carsten Volkery, Anna Westkämper und Victoria Kowsky
24.02.2026 - 17:05 Uhr

Artikel anhören 05:53



EXPORTE

Deutscher Ost-Handel wächst spürbar

Deutschlands Handel mit Osteuropa wächst stärker als der gesamte Außenhandel. Besonders Polen gewinnt weiter an Bedeutung.

24.02.2026 - 14:49 Uhr



Warenverkehr mit Osteuropa

„Ein Stabilitätsanker für den deutschen Außenhandel“

Der deutsche Warenverkehr mit Osteuropa ist 2025 erneut stärker gewachsen als der Außenhandels insgesamt. Die Region ist nach Einschätzung des Ost-Ausschusses „ein Stabilitätsanker“.

Berlin, 24. Februar 2026, 17:37 Uhr

Andreas He



KURZNACHRICHTEN

"Potenzial nicht ausgeschöpft"

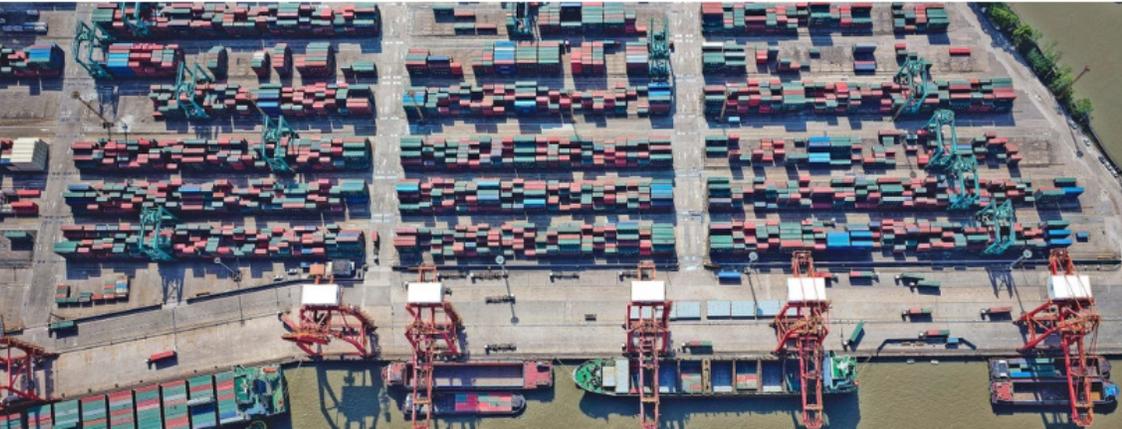
Deutscher Ost-Handel wächst merklich – Anstieg auf rund 288 Milliarden Euro

24.02.2026, 12:17 Uhr



Wie China den Erfolg deutscher Betriebe in Osteuropa gefährdet

Von Andreas Mihm 26.02.2026, 15:29 Lesezeit: 5 Min.



Unsere Studie wurde intensiv in der Presse diskutiert



Mittel- und Osteuropa immer wichtiger für deutsche Unternehmen

Studienergebnisse



Andreas Glunz

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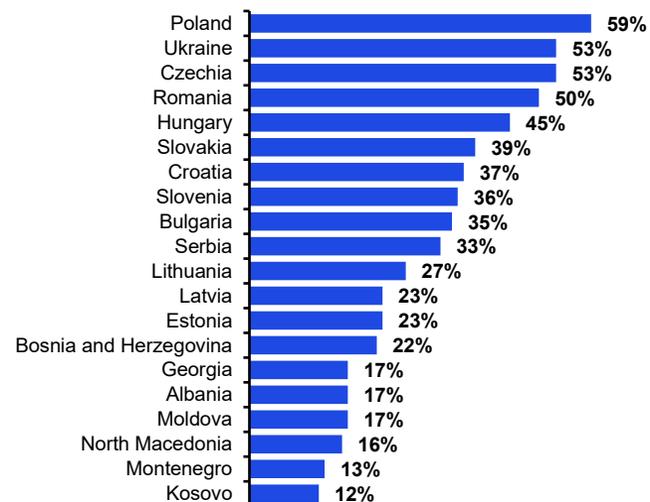
Profile of the companies surveyed

The German Eastern Business Association and KPMG in Germany approached **CEE-based subsidiaries of German groups and German companies with activities in CEE** for this survey.

A total of **115 companies participated** in the survey, which was conducted between **24 November 2025 and 13 January 2026**.

The questions focused on the **economic outlook for German companies in the CEE region** and the **challenges and opportunities** for their businesses.

Figure 1: **Countries where the companies surveyed have operations**



Source: KPMG in Germany and German Eastern Business Association, 2026 (n=115); multiple responses possible

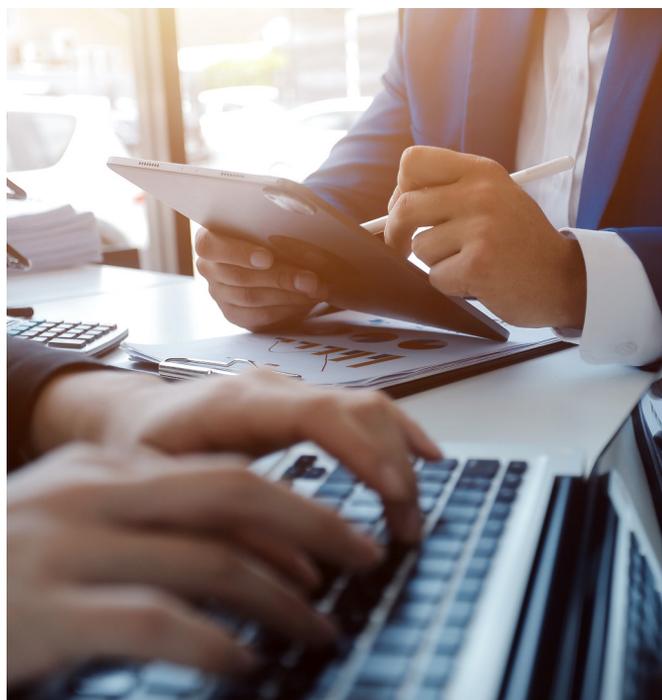
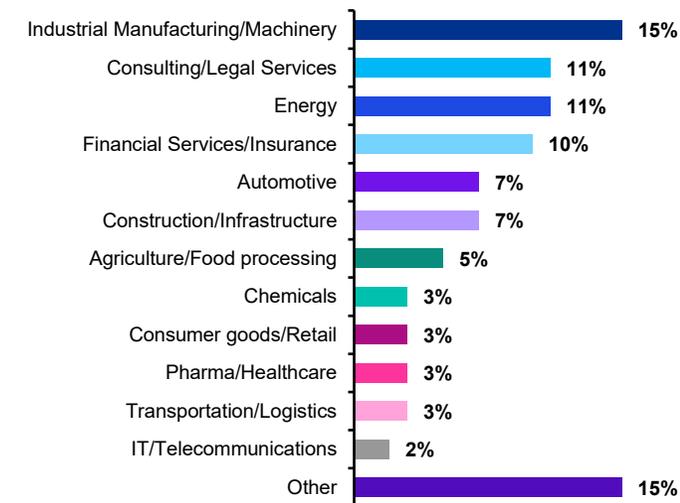


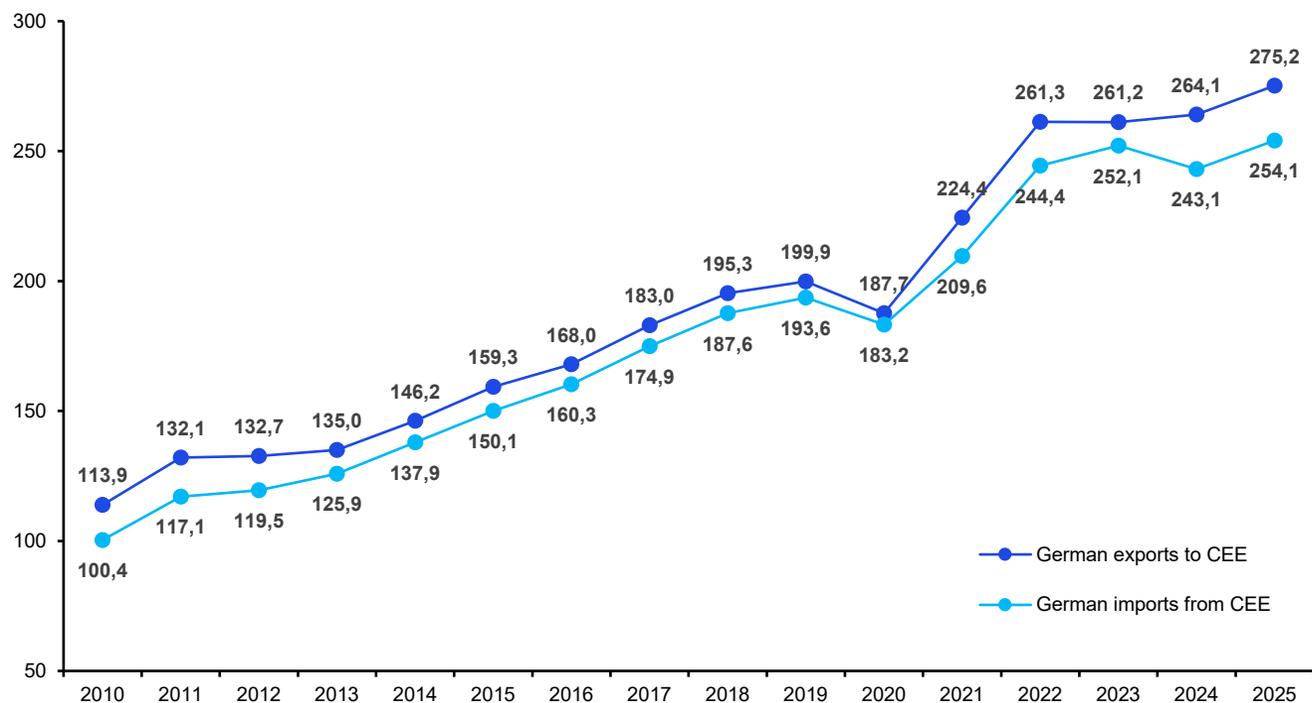
Figure 2: **Breakdown by sector of the companies surveyed**



Source: KPMG in Germany and German Eastern Business Association, 2026 (n=115); rounding differences possible

Germany-CEE trade relations continue to expand

Figure 3: Foreign trade (in EUR billion)



Source: Federal Statistical Office (Destatis)



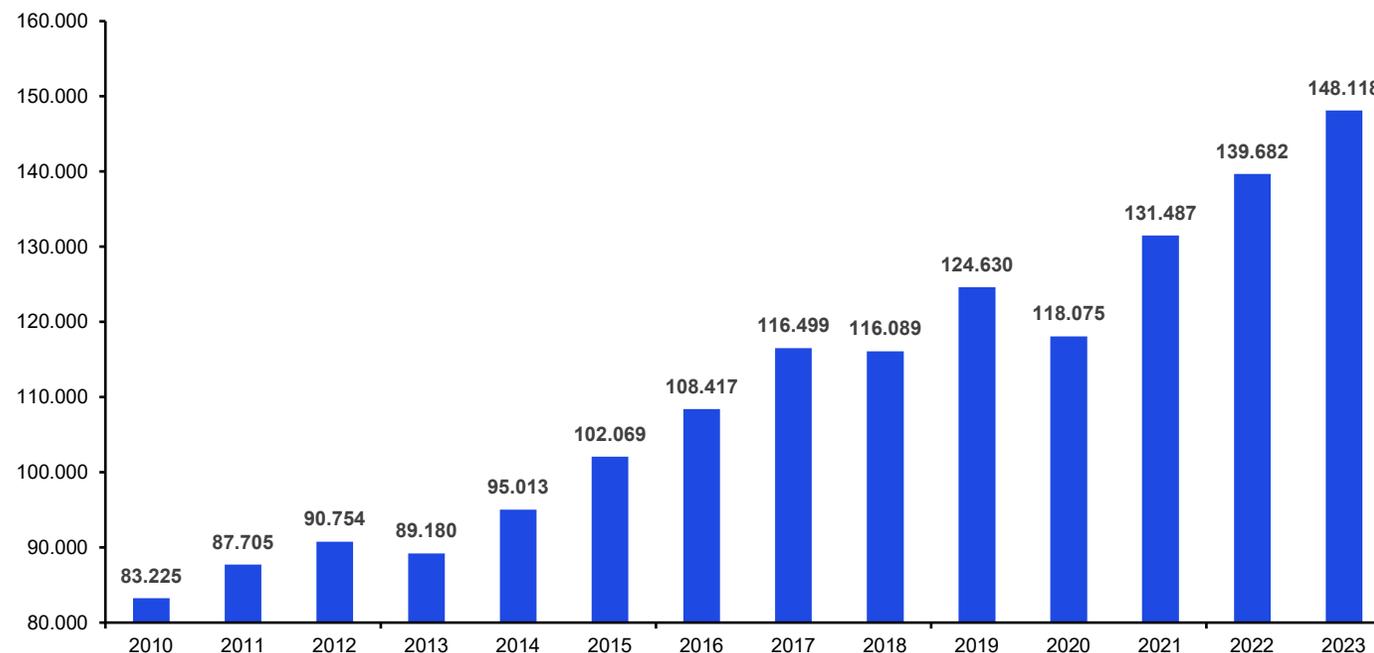
- Germany's trade volume with CEE surpasses its combined trade volume with the U.S. and China.
- German exports and imports grew in 2025.
- The trade balance is consistently positive for Germany and has been fairly balanced.
- Poland is the most important trading partner in the CEE region. 2025 Poland was Germany's fourth most important export market.

German direct investment in CEE continues its upward trajectory



- The **net stock** of German direct and indirect direct investment **in CEE** of EUR 148.1 billion **exceeds** the level in **China** (EUR 115.8 billion).
- At EUR 47.8 billion, **Poland** recorded the highest level of German direct investment.

Figure 4: Direct and indirect investment stocks of German companies in CEE (netted¹; in EUR million)

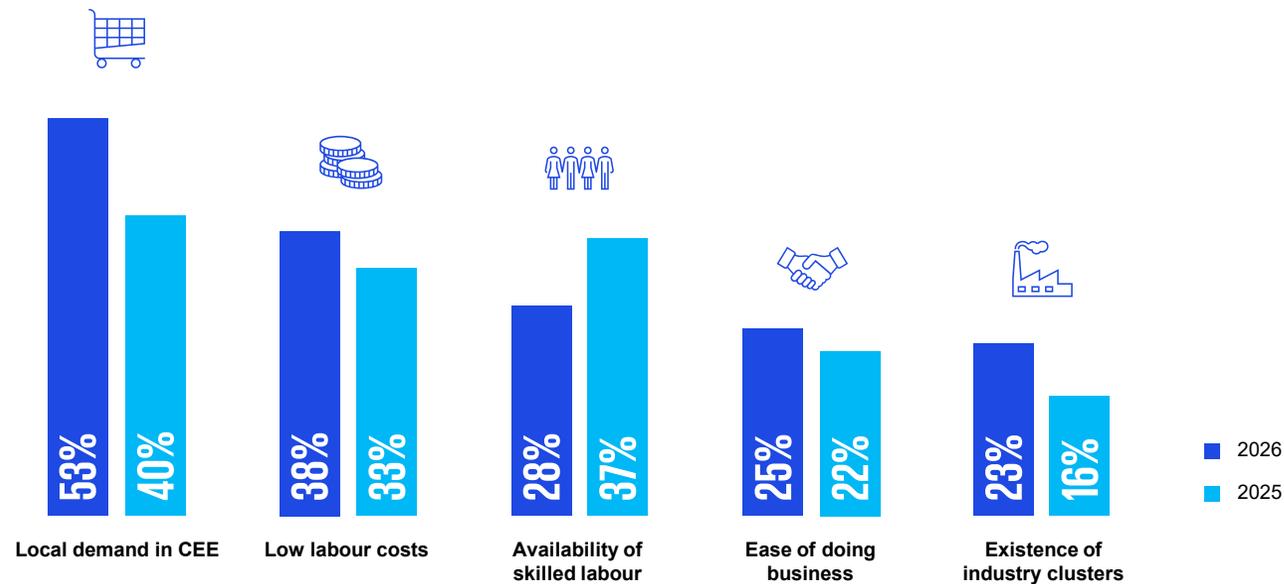


Notes: ¹ receivables-payables most recent figures available for 2023 only

Source: Deutsche Bundesbank

Strong local demand, competitive labour costs and skilled talent remain CEE's key advantages

Figure 5: The five most **positive** location factors in CEE



Source: KPMG in Germany and German Eastern Business Association, 2026 (n=96); 2025 (n=90); three responses possible



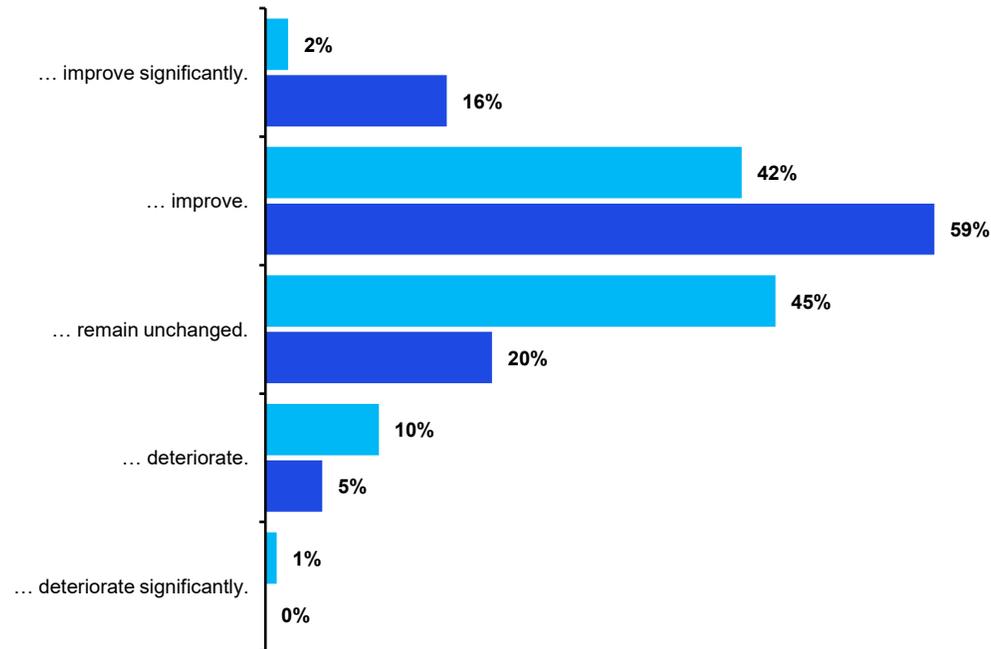
- **Local demand** remains the most important locational advantage
- As **Europe's fastest-advancing economic region** with a forecasted GDP growth of +2.9% in 2026 and a **sizeable population** of 155 million people, the CEE region represents a significant sales market.¹
- **Competitive labour costs** rose further as a major advantage.
- **Skilled labour availability** declined.

¹Source: IMF, 10/2025

The business outlook in CEE is positive – particularly in the long term

Figure 6: **Development of business situation in CEE**

Over the next **12 months/5 years** we expect our business situation in CEE to...



Source: KPMG in Germany and German Eastern Business Association, 2026 (n=98); rounding differences possible



- **Short term perspective: 44%** are confident that their situation in the CEE region will **improve next year**. Only **11%** expect their situation to **deteriorate**.
- **Medium-term perspective: Outlook is even more optimistic.**
- Compared with **our survey last year**, more companies are expecting a significant improvement in CEE over five years (16% now vs. 10% last year).

CEE's role in corporate sourcing strategies builds up over time

- **Short term perspective: 67% are sourcing in CEE** but **41%** consider CEE to be “only” one of many.
- **Medium-term perspective: total rises to 73% (+6 pp)**. 30% believe that CEE will be among their top five sourcing regions (+13 pp).
- 29% sees **no sourcing relevance in CEE**, 22% still in five years.

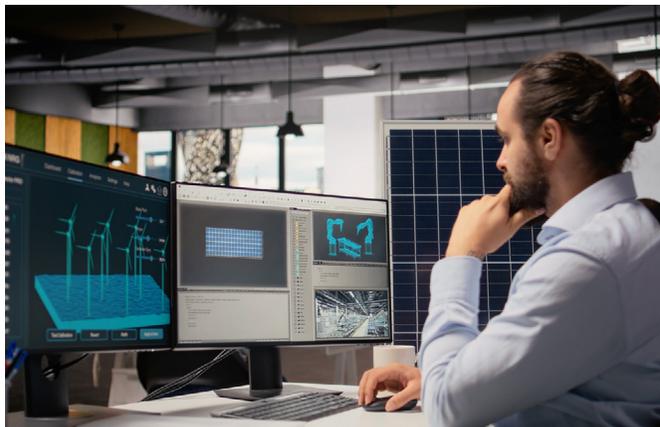


Figure 7: Importance of the CEE region in the companies' sourcing strategy

Today/In 5 years

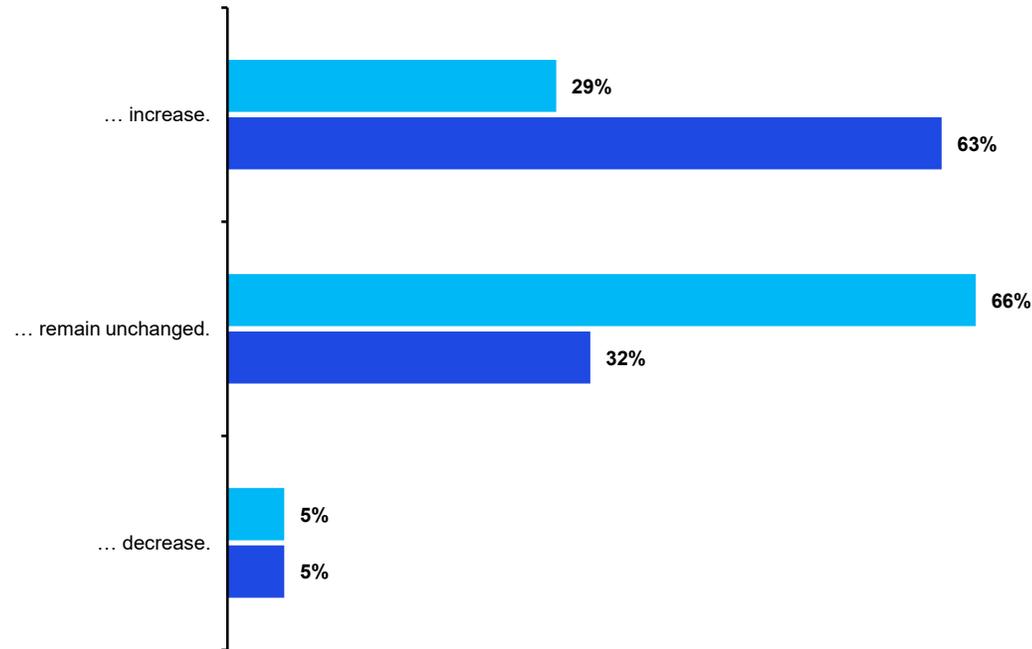


Source: KPMG in Germany and German Eastern Business Association, 2026 (n=95); rounding differences possible

CEE expected to gain strategic importance over the medium term

Figure 8: **Development of importance of CEE**

Over the next **12 months/5 years** the importance of CEE in terms of sales as a proportion of total group sales will...



Source: KPMG in Germany and German Eastern Business Association, 2026 (n=97); rounding differences possible

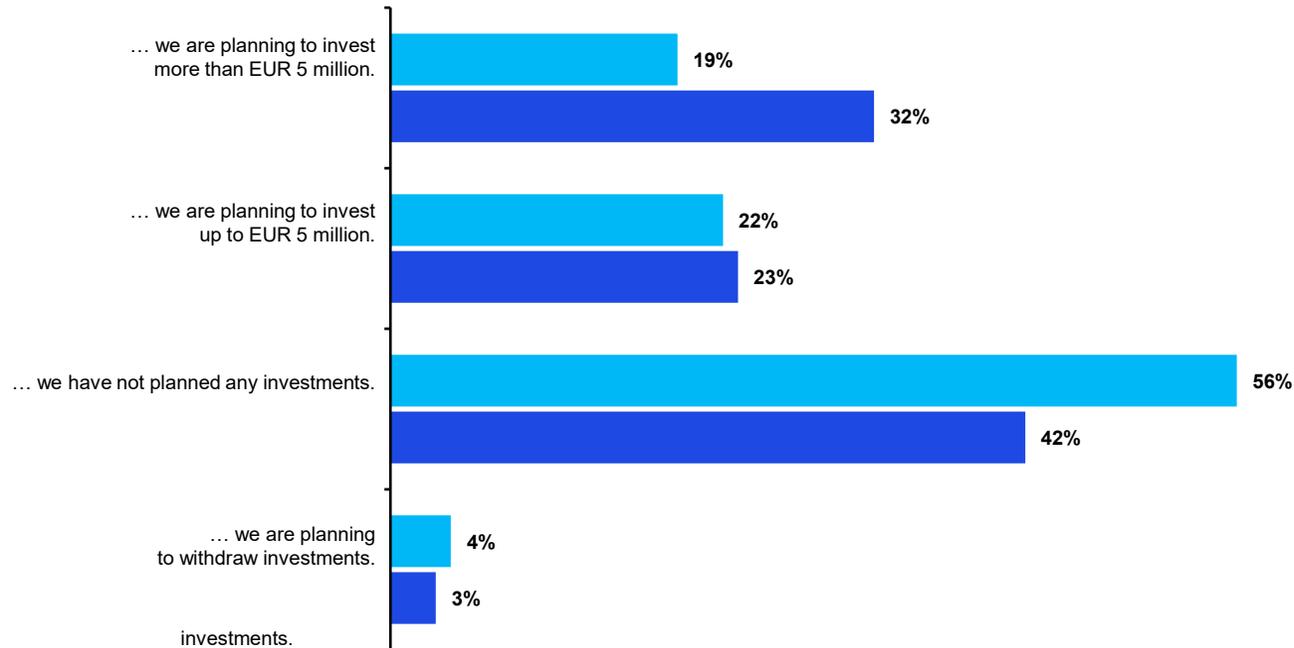
- **Short term perspective:** 66% expect the region's contribution to group revenue to remain **unchanged**. 29% anticipate rising importance.
- **Medium-term perspective:** expectations shift noticeably: 63% foresee a **greater role** for CEE in their revenue mix.
- Compared with **our survey last year**, more companies are expecting an increase over five years (63% now vs. 55% last year) and fewer expect a decrease (5% vs. 7%).



Every second company plans to invest in CEE in the next five years

Figure 9: Investment plans in CEE

Over the next **12 months/5 years** ...



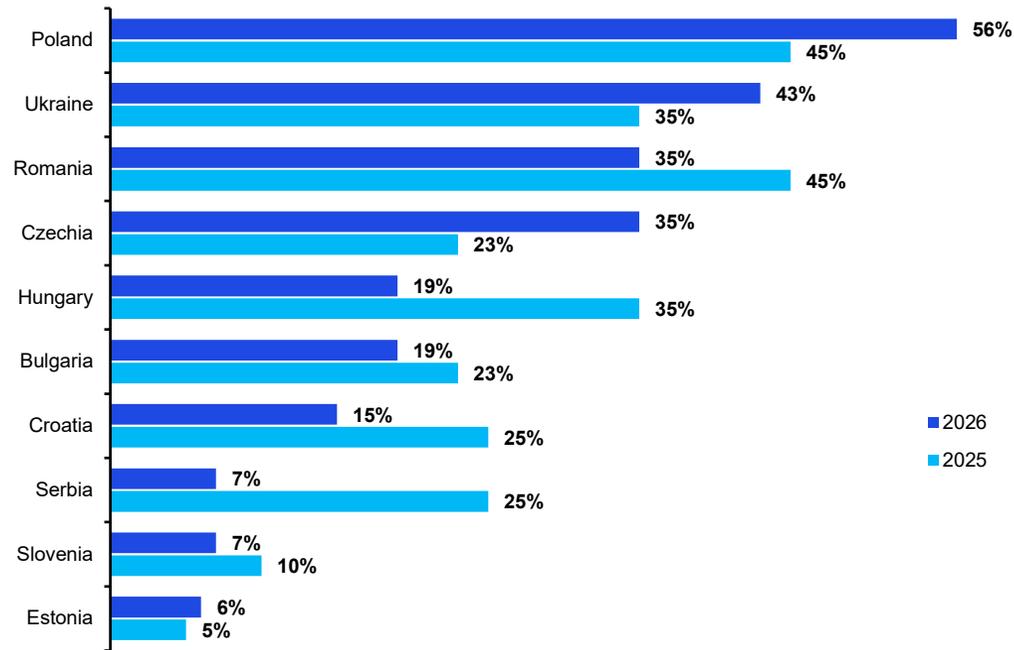
Source: KPMG in Germany and German Eastern Business Association, 2026 (n=97); rounding differences possible



- **Short term perspective: 41% plan to invest** in CEE.
- **Medium-term perspective: investment momentum increases** sharply: **55%** intend to invest.
- Only 4% resp. 3% plan to **withdraw investments**.
- Compared with **our survey last year**, investment plans over five years remain stable: Last year 56% intended to invest over five years as compared to 55% this year.

Investment activity in CEE remains broadly diversified across countries

Figure 10: Top 10 countries for investments in CEE



Source: KPMG in Germany and German Eastern Business Association, 2026 (n=54); 2025 (n=49); multiple responses possible



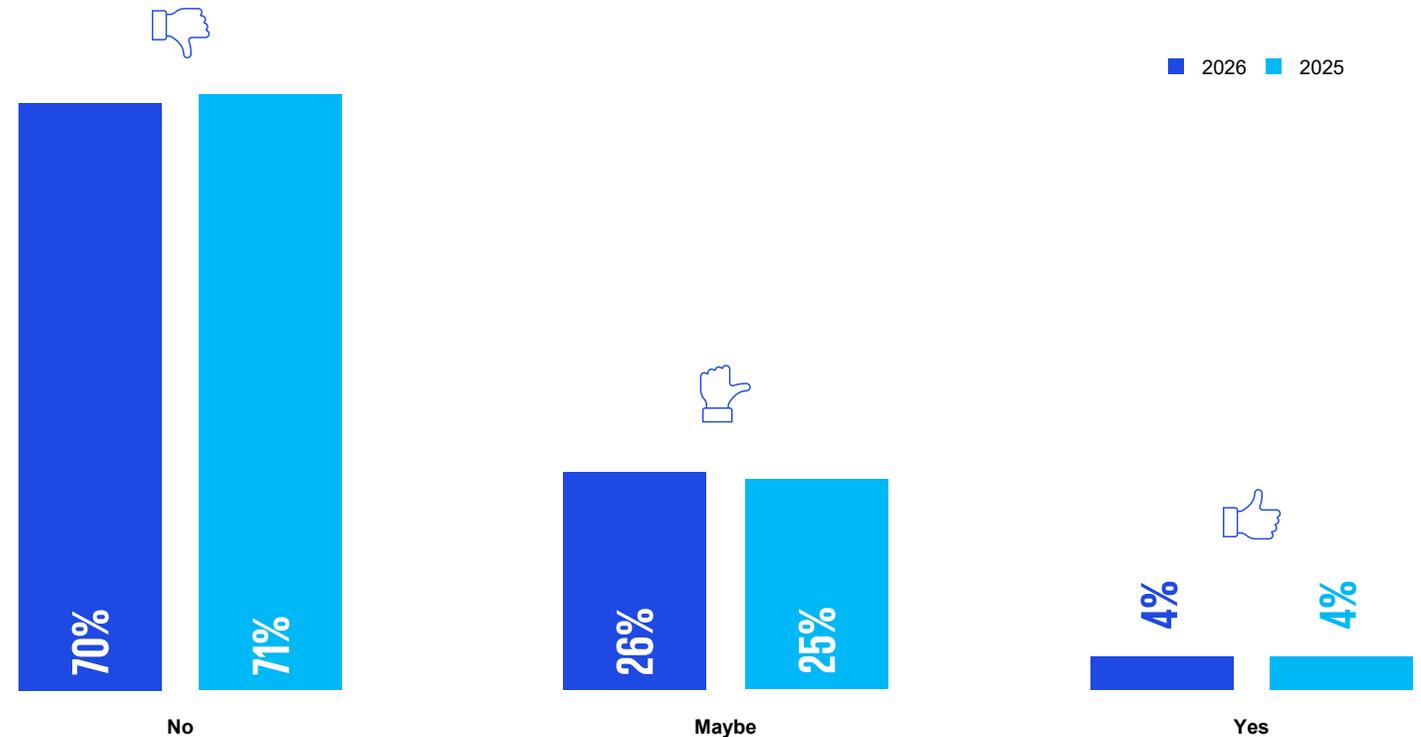
- Poland, Ukraine, Romania, Czechia and Hungary are **top-5 investment destinations** for German companies in CEE.
- **Poland**, by far the largest economy in the region, stands out strongly: +11 pp to 56%.
- Despite ongoing war, 43% plan to invest in **Ukraine**: +8 pp.
- Serbia, Hungary and Romania recorded **declining investment** compared to last year.

More than one in four companies are considering shifting production activities from Germany to CEE

- **26%** consider **relocating production from Germany to CEE in 2026**.
- But **only 4%** already **made relocation plans** for the next 12 months.
- **70%** are **not planning to relocate** production activities from Germany to CEE in the next 12 months.



Figure 11: Plans to relocate production activities from Germany to CEE over the next 12 months



Source: KPMG in Germany and German Eastern Business Association, 2026 (n=66); 2025 (n=68); rounding differences possible

Download German-Central and Eastern European Business Outlook 2026

English version



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Die Deutsche Wirtschaft in Mittel- und Osteuropa



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