Germany Market Pointer

Prepared by: Export Development and Market Intelligence Department – PalTrade

Contents

Introduction

CARE Palestine (West Bank/ Gaza) is implementing two projects in Palestine (OBADER) & (Duroob) thanks to the generous support of the **Government of Canada** and **Norwegian Agency for Development Cooperation (NORAD)**. The Ultimate Outcome of OBADER is “Enhanced economic empowerment and increased prosperity for low-income women and/or female and male youth in central (including Nablus) and south of West Bank and Gaza”, while Duroob aims at economically and socially empowering vulnerable women and youth (female and male) in the West Bank; it builds on two ongoing projects focusing on (1) inclusive market systems and value chain and (2) female and youth entrepreneurship.

It’s a pleasure for PalTrade to be part of the projects and assist in achieving their goal by providing market intelligence information on three different regions to identify and find niche markets for the Palestinian handicraft products.

This market pointer will focus on the German market. The following products will be the main focus of investigation:

- Glass (hand-made)
- Ceramics
- Olive Wood monuments, sculptures, and rosaries
- Embroidery

Economic Overview

Lumbered by the huge cost of the reunification between West and East Germany, the economy struggled for more than a decade. This period was followed in 2009 by the effects of the Great Recession.

The economy began to turn around in recent years but weaknesses in exports and investment persisted and Germany faced difficulties relating to the Ukrainian crisis and western sanctions on Russia. Germany’s economic performance was strong in 2017, but Real GDP growth cooled to 1.3% in 2018 and in 2019, real GDP growth fell again to 0.6% due to a weaker external sector and disappointing private consumption.

Germany still faces a number of persistent constraints. The country’s huge service sector is highly protected and relatively inefficient. Investment as a share of GDP continues to be lower than in most other large economies. Finally, the country’s ageing population will eventually pose greater fiscal problems.

The economy has experienced a recession in 2020. Due to the Coronavirus (COVID-19) pandemic and the containment measures it has necessitated, the German economy experienced the sharpest contraction on record in the first half of the year. The hospitality, leisure and manufacturing sectors have each been affected. Assuming the pandemic is contained, growth of real GDP will be 4.0% in 2021, and will gradually fall to around 1.0% per year in 2025-2027.

KEY POINTS

- Real GDP will contract this year. Real GDP declined by 4.6% in 2020[1] – down from modest growth of 0.6% in 2019.

[1] https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?locations=DE

- The real value of private final consumption has seen only modest growth for several years. Gains of 1.6% were recorded in 2019 and in Sept 2021 it reached 51%[2].
- Unemployment was 3.1% in 2019 and increased to 5.9% in 2020[3]. Thanks to the expansion of subsidized short-time work schemes unemployment has stayed relatively low. Employment began increasing again in August and the number of workers tapping the short-time work scheme has started to come down from its peak of six million in April-May.
- Assuming the pandemic is contained, the German economy should bounce back in 2021. The further, if slowing, recoveries in private consumption and exports are expected to drive growth in 2021-2022. Growth of real GDP will be 4.0% in 2021, and will gradually fall to around 1.0% per year in 2025-2027.

Germany – Country Facts	
Area	348,500 square kilometers
Currency	Euro (€ = 100 cents)
Capital	Berlin
Ruling Party	The Christian Democratic Union leads a coalition with the Christian Social Union and the Social Democrats.
Political Structure	The Federal Republic consists of 16 states, of which 11 are in western Germany and five in the east. Germany has an extensively devolved political structure. At the federal level the non-executive president appoints a Chancellor as leader. Members of Parliament are elected for four years. There are circumstances in which some candidates win so-called "overhang mandates", resulting in a larger parliament. The Federal Council is indirectly elected. The Council has 69 members representing the governments of the states. Each state has its own Parliament and Premier.

Economic Structure and Major Industries

Agriculture makes up less than 1% of GDP and employs 1.6% of the workforce. Farms are small (although larger in the east) and crops include wheat, barley, potatoes, apples, and grapes for wine making. The sector benefits greatly from state subsidies.

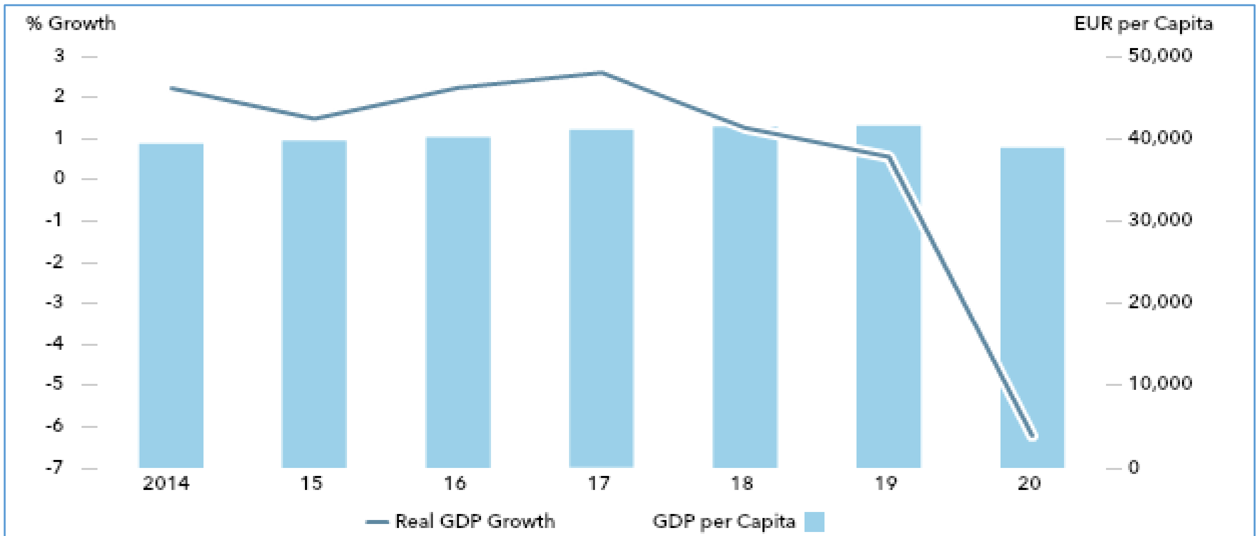
Germany's manufacturing sector accounts for 21.5% of GDP and employs 19.9% of the workforce. Manufacturing is dominated by large companies producing motor vehicles, precision engineering, brewing, chemicals, pharmaceuticals, and heavy metal products. Automotive producers employ one in every seven

[2] https://www.ceicdata.com/en/indicator/germany/private-consumption--of-nominal-gdp
[3] https://www.statista.com/statistics/227005/unemployment-rate-in-germany/

workers but the car industry has been plagued by an emissions-cheating scandal. The German car sector continues to struggle in the aftermaths of the diesel-scandal. While manufacturing was not subject to restrictions, major factories chose to shut for weeks due to lost demand and the disruption of supply chains as a result of the global spread of COVID-19.

The resilience of Germany's services sector, which helped the economy through earlier episodes of weak growth, was compromised by the COVID-19 pandemic. Demand for hospitality and leisure services has been particularly constrained by pandemic related distancing measures and health concerns. The real value of inbound tourist and business receipts rose by 0.7% in 2019 however, in 2020, it declined by 64.4%[4]. Banks are downsizing and profitability is low. A new law gives the government the ability to regulate investment vehicles such as hedge funds, private equity firms and money market funds more tightly. More consolidation and restructuring in banking and other parts of the service sector is expected. The services sector makes up 68.4% of GDP.

Chart1: Real GDP Growth and GDP per Capita 2014-2020



Source: Euromonitor International from national statistics/Eurostat/OECD/UN/IMF

Note: Data for 2020 is forecast. GDP per capita are in constant 2019 prices

Foreign Trade

The dollar value of exports contracted by 4.2% in real terms in 2019 and a fall of 7% in 2020[5]. A relatively weak euro supports exporters however; external demand will be held back by the COVID-19 related slowdown. The share of exports in GDP amounted to 37.9% in 2019.

Germany's main export markets in 2019 included the EU (58.4%), the USA (9.0%) and China (7.2%). Machinery and electrical equipment is the largest export category, accounting for 24.3% of the total in 2019. Exports to Russia make up only a small portion of the total (around 2%) but Germany is still Russia's biggest

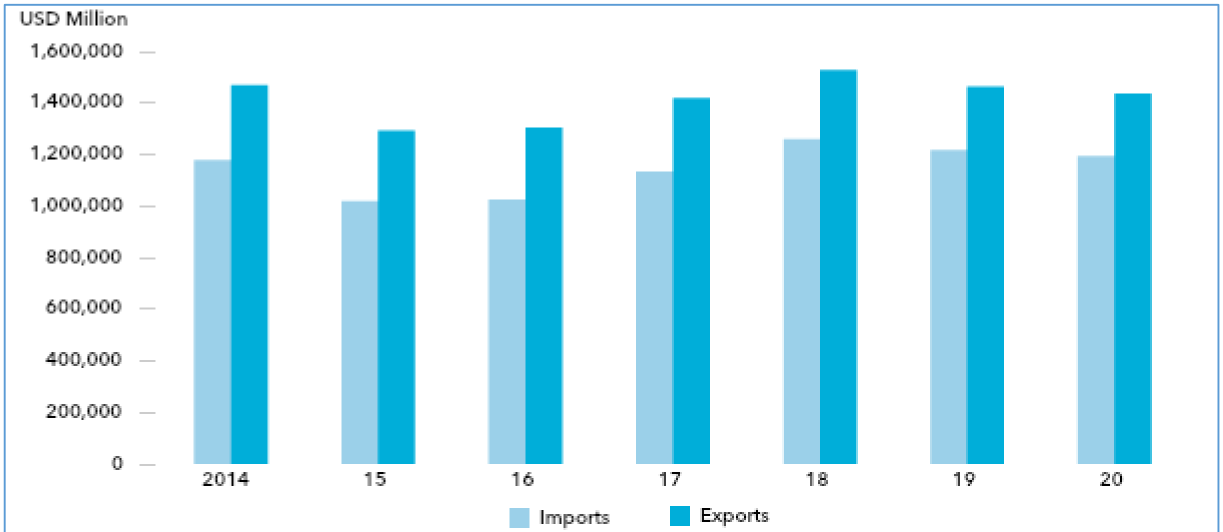
[4] https://www.tourism-review.com/inbound-tourism-in-germany-expected-to-recover-news11893

[5] https://www.trademap.org/Product_SelProductCountry.aspx?nvpm=1%7c276%7c%7c%7c%7cTOTAL%7c%7c%7c2%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1%7c1

trading partner within the EU. German exporters are concerned that they could face an increased protectionist threat from Washington.

Germany's current account surplus was 7.1% of GDP in 2019 and the surplus will narrow to 6.4% in 2020. The large surplus reflects the efficiency of German industry but it also results from subdued investment and a high level of savings. Higher wage growth and stronger imports would help bring down Germany's large current account surplus.

Chart 2 Total Foreign Trade: 2014-2020

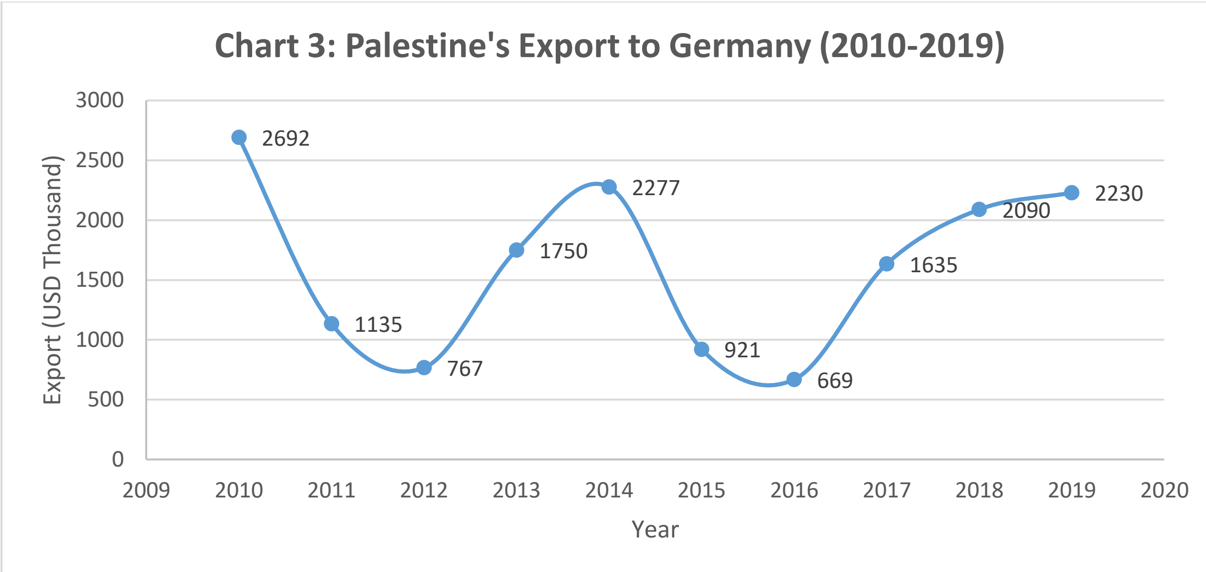


Source: Euromonitor International from national statistics/OECD/IMF

Note: Data for 2020 is forecast.

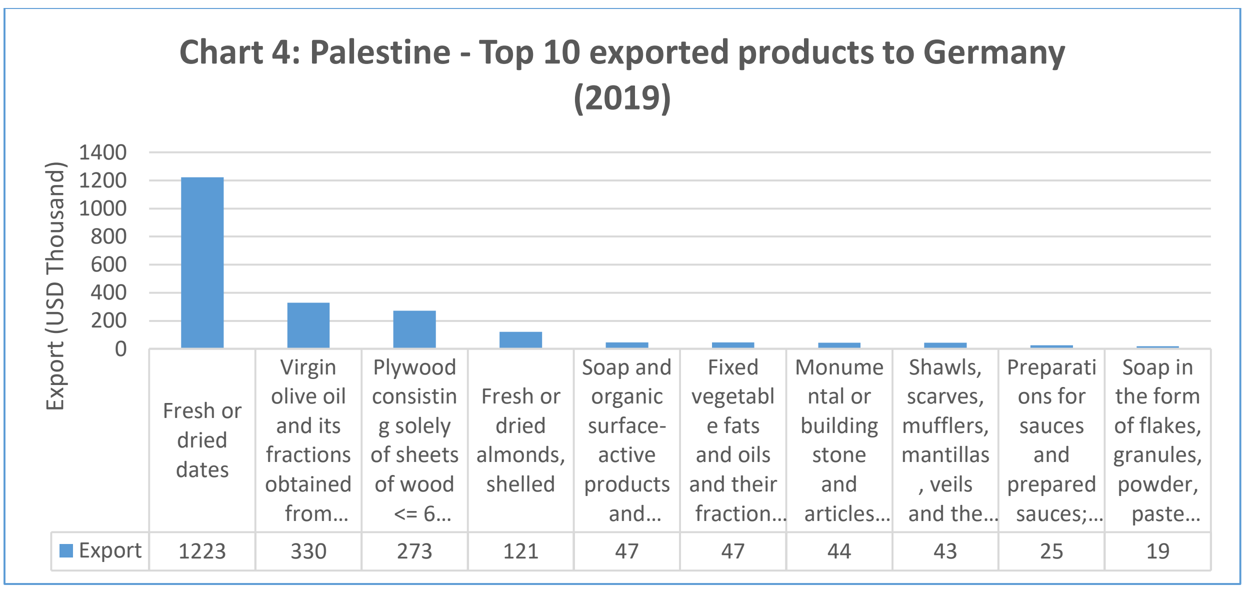
Palestine's Trade with the Germany

Palestine's export to Germany have witnessed fluctuations over the period 2010-2019. In 2010, Palestine exported USD 2.6 million to Germany, and this figure declined to reach USD 767 thousand, exports then rebounded to USD 2.2 million in 2014. Since 2016, exports to Germany have increased on a yearly basis from USD 669 thousand to USD 2.2 million in 2019.



Source: Trademap.org.

In terms of our top exported products to Germany, Dates and Olive Oil are our most significant and consistent exports to the market. In which, in 2019 Palestine exported USD 1.2 million worth of Dates and USD 330 thousand worth of Olive Oil. Other exported products include Plywood with USD 273 thousand, Almonds with USD 121 thousand.



Source: Trademap.org.

Germany's International Trade

Major export destinations	2020 Share (%)	Major import sources	2020 Share (%)
Exports (FOB) to Europe	68.4	Imports (CIF) from Europe	75.9
Exports (FOB) to Asia Pacific	15.2	Imports (CIF) from Asia Pacific	15.3

Exports (FOB) to North America	9.4	Imports (CIF) from North America	5.3
Exports (FOB) to Africa and the Middle East	3.6	Imports (CIF) from Africa and the Middle East	1.8
Exports (FOB) to Latin America	2.4	Imports (CIF) from Latin America	1.4
Exports (FOB) to Australasia	0.8	Imports (CIF) from Australasia	0.3

Consumers Trends and Behavior

Income and Expenditure

Germany's savings ratio amounted to 15.7% of disposable income in 2019 and the ratio grew to 16.2% in 2020[6], as consumers reign-in spending and shore up savings due to the slowdown.

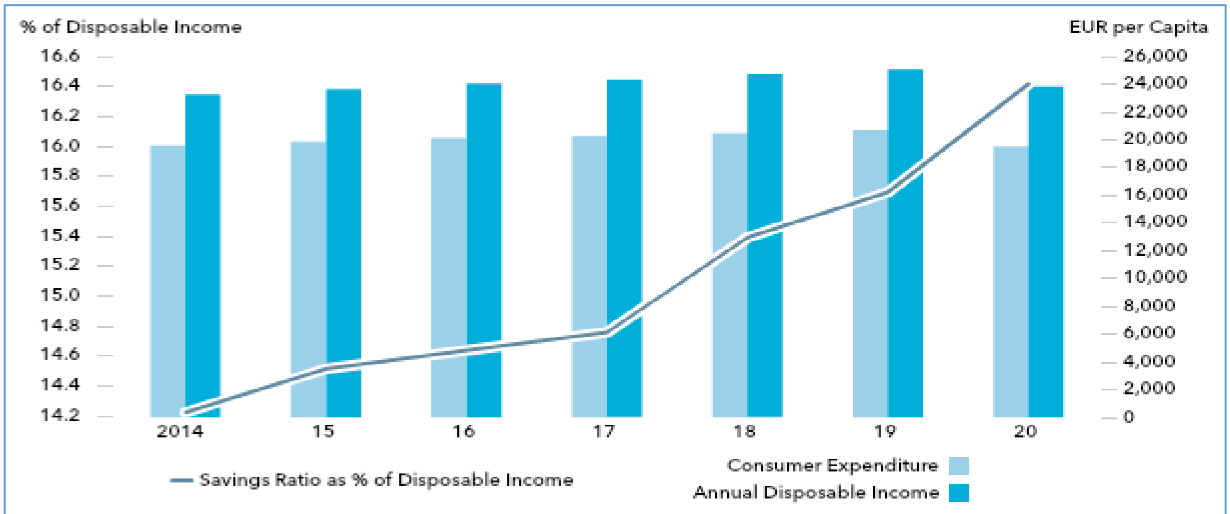
Consumer expenditure per capita amounted to €20,683 (US$23,153) in 2019. In 2020, the indicator declined by 6.1% in real terms[7].

In the period 2020-2030, total consumer expenditure will grow at an average annual rate of 1.5%. It will increase by a cumulative value of 16.3% during that period. Education will be the fastest-growing category in 2020-2030, as a result of the rapidly ageing population. Spending on health goods and medical services will also rise rapidly. Total consumer expenditure will represent 49.5% of GDP in 2020.

Disposable income per capita was €25,057 (US$28,050) in 2019. In 2020, it will fall by 4.9% in real terms.

During the period 2020-2030, total disposable income will increase by a cumulative value of 15.9% in real terms – growing at an average annual rate of 1.5%.

Chart 5: Per Capita Annual Disposable Income, Spending and Savings Ratio: 2014-2020



Source: Euromonitor International from national statistics/trade sources/OECD

Note: Data for 2020 is forecast. Per capita income and spending are in constant 2019 prices

---

[6] https://www.destatis.de/EN/Press/2021/02/PE21_081_81.html

[7] Ibid

Consumers Behavior and COVID19

Within the COVID19 pandemic there is a growing interest of consumers seeking more convenient online platforms for shopping and connecting with others, as well as growth in holistic approaches to healthy living and demanding flexibility and more options to balance work and home life. We will look at four different segments in Germany's consumer behaviors as follows[8]:

1. Life priorities;

2. Home life;

3. Ethical Living;

4. Shopping.

Life priorities

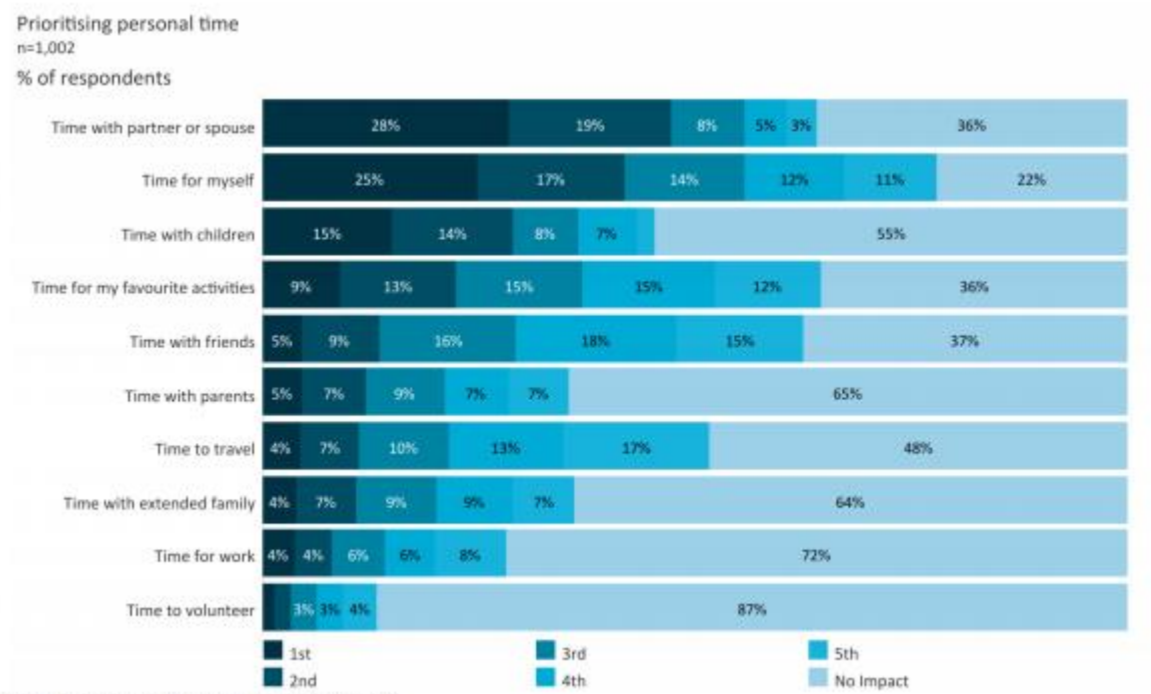
▪ Following the COVID-19 outbreak, the German government did not impose a strict lockdown on the population, but instead implemented a social distancing policy. For the most part Germans felt this was the right approach and stoically stayed at home. All generations, except Generation X, ranked spending time with their friends as a high priority (10 percentage points above the global average for each generation), and have found it difficult to isolate themselves from their friends, prompting a surge in online gatherings via WhatsApp and Zoom.

▪ Germany is home to a sizeable population of retirees with a high life expectancy who want to enjoy life to the full. Not only did 40% of baby boomers rank "time for my favorite activities" as a top three priority, this cohort is also the most concerned about environmental issues. 77% said they seek to reduce plastic use and 37% buy sustainably-produced items.

▪ Consumers' outlook is generally pessimistic. Only 35% of survey respondents thought they would be happier in the future (20 percentage points below the global average), while as few as 30% thought they would be healthier in future. In general, Germans are careful spenders, but having had the opportunity to save by not going out during the outbreak, consumers are willing to spend on non-essential items, but they have to be perceived to be worthwhile. 55% of survey respondents (62% of Gen X) "like to try new products

[8] Based on "Life Styles Survey" results in 2020

and services”.



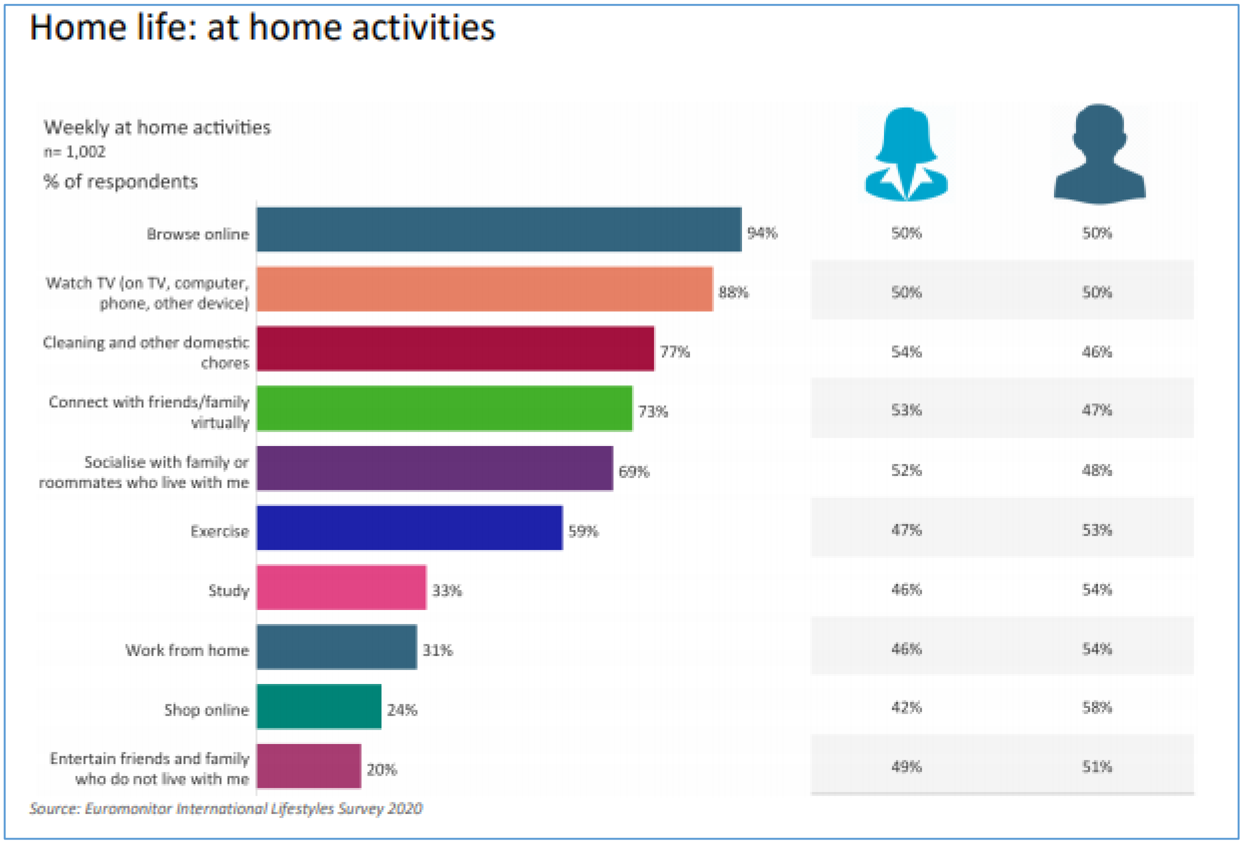
Source: Euromonitor International Lifestyles Survey 2020

Home Life

▪ Just over half of all homes in Germany are rented rather than owned and while this tended to limit what residents can do to improve their homes, the COVID-19 outbreak has spurred spending in DIY and gardening stores as consumers are upgrading and improving their gardens, balconies and interiors to make their time at home more relaxing and enjoyable.

▪ All generations surveyed expressed a preference to live in more rural areas than their global counterparts (31% of overall German respondents versus 14% globally). The desire to be able to easily access the countryside and live in a more affordable and larger home is driving this trend. Additionally, as home-working becomes more widespread, and combined with the fear of further pandemics, there will be renewed efforts to move to places for a perceived better quality of life and tighter knit communities.

▪ The survey found that 74% of respondents cook or bake at home at least weekly. Ordering food for takeaway or picking up ready-made food to eat at home is much less popular in Germany with only 20% doing this at least weekly. The COVID-19 outbreak will strengthen the home cooking trend further as consumers spend more time at home. Although German households are not currently significant users of smart kitchen appliances (with only 14% currently using them according to the survey), 43% of millennials were interested in having them in their homes (32% of Gen Z).

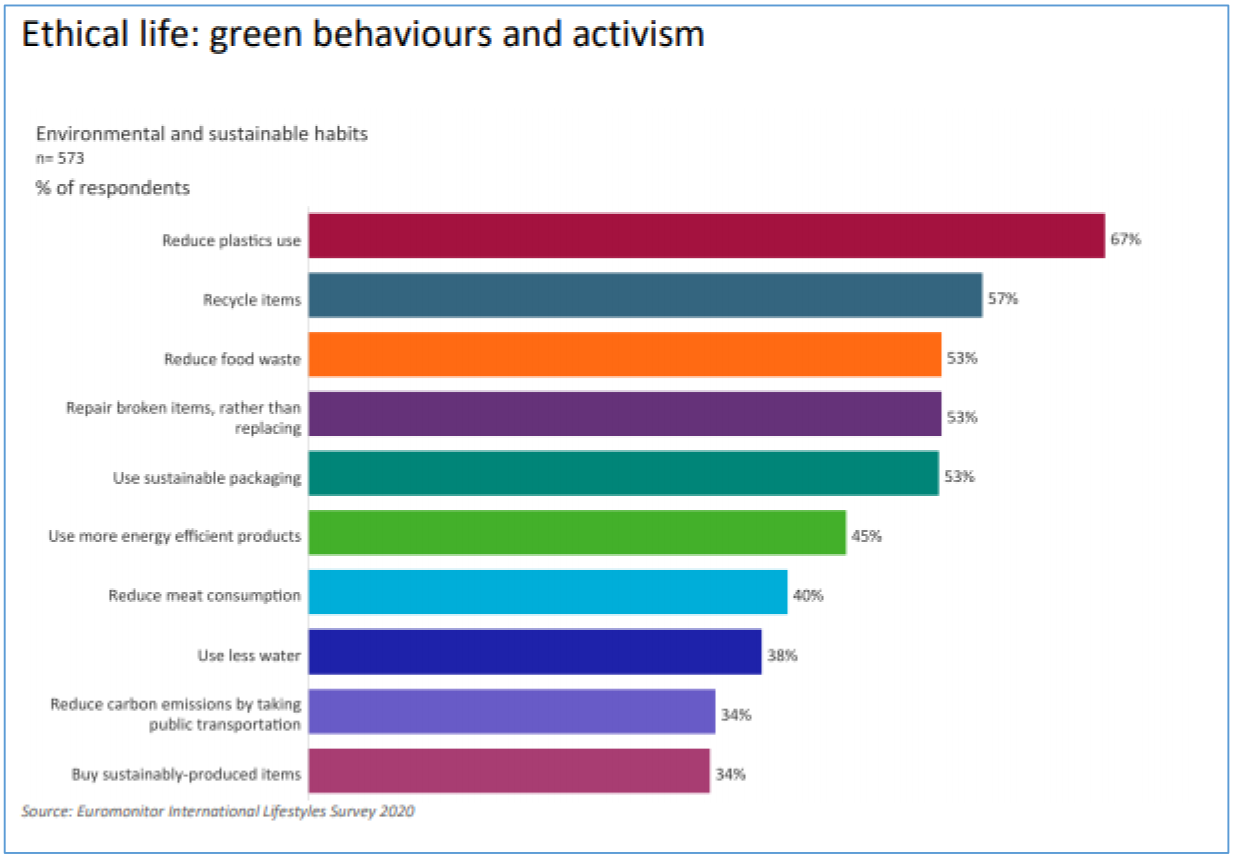


Ethical Life

▪ Germans have high awareness of environmental issues; I am worried about climate change, Germans 58% (versus 65% globally); I try to have a positive impact on the environment through my everyday actions, 57% (65%); these actions include buy sustainably produced items, 34%; recycle items, 57%; reduce plastics use, 67%; use sustainable packaging (refillable, recyclable, biodegradable or compostable), 53%. For the most part, green attitudes in Germany are in line with their global counterparts.

▪ There is a move among consumers to reduce meat consumption with 41% of Germans surveyed saying they were eating less meat (vs 31% globally). This was particularly prevalent in the millennial segment at 44%. Recent concerns over health as well as environmental and animal welfare concerns is likely to translate into a continued rise in the number of people adopting vegan and vegetarian diets.

▪ German's ethical choices/decisions are based less on religious beliefs/ principles than their global counterparts, with only 29% (versus 52% globally) agreeing that spiritual beliefs are important to them. Some look to the German Ethics Council (Deutscher Ethikrat) to raise and discuss ethical issues, as it did strongly during the government pondering the closing of the economy as a result of COVID-19 and subsequent plans to reopen.

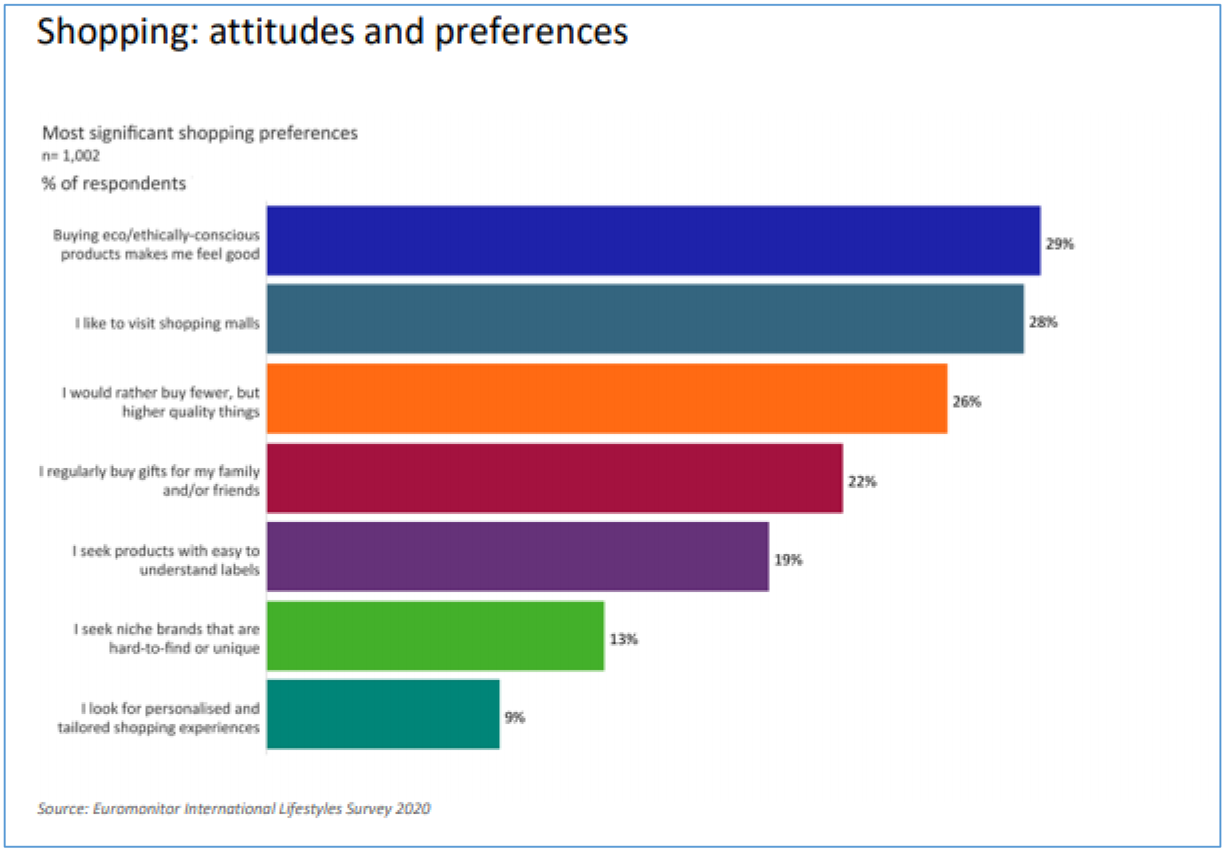


Shopping

▪ Shoppers that returned to retailers as they opened their doors after the lockdown remained subdued as concerns about the pandemic and the economic situation remain at the forefront of their minds. Even before the COVID-19 outbreak, there was an unease about future household spending, with only 13% respondents intending to increase their spending on overall purchasing of products and services (compared to 22% globally).

▪ Online grocery shopping did not have a large consumer base before the pandemic, with only 17% of survey respondents reporting buying groceries online (at least monthly). However, as Germany recovers, many consumers, particularly younger generations, will be more accepting of fresh food delivery, particularly as more local food stores offer delivery services and specialist vegan and vegetarian online supermarkets such as Veganz and Fooodz expand their networks.

▪ German consumers had a comfortable relationship with cash up until the COVID-19 outbreak. In fact, only 16% of German consumers surveyed said they regularly use their mobile phone to make an in-store payment - compared to a global average of 36%. According to N26, a Berlin-based online banking start-up, "COVID-19 has probably changed German payment behavior faster than any single technology ever has". Consumers are expected to fast-forward the uptake of more contactless payments in the future as cash does not have the same allure it once had.

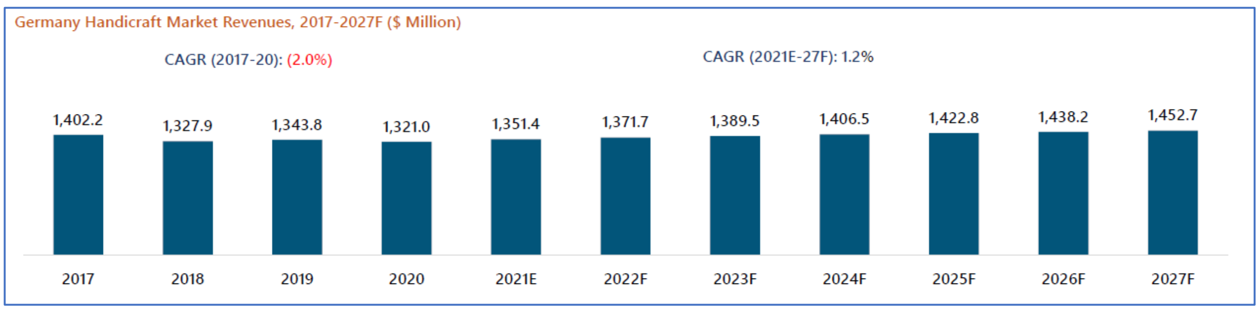


German Handicraft Market Size

The German market for handicrafts experienced negative impact from COVID-19 pandemic due the strict lockdowns imposed by the German government, leading to a reduction in production of handicraft items in Germany. Also, the pandemic affected international tourism to the county coupled with disruptions in the supply chain worldwide resulted in a decline in demand and supply of handicraft products. As such, the market revenues declined from USD 1.34 billion in 2019 to USD 1.32 billion in 2020.

The market had been stagnant in recent past because of increased consumer preferences on factory-made products which tend to be cheaper than handmade handicraft products. However, the market did not fall much on account of rising demand from international visitors.

The German handicraft market is expected to recover by 2021 as the country's economy is on its recovery pathway and tourism has also started to regain its strength. The market is expected to grow in the coming years due to improved international supply chain as well owing to the rising commercial & hospitality sector of the country in addition to the upcoming trade fairs and cultural events.



Source: 6Wresearch – German Handicraft Report (2021-2027)

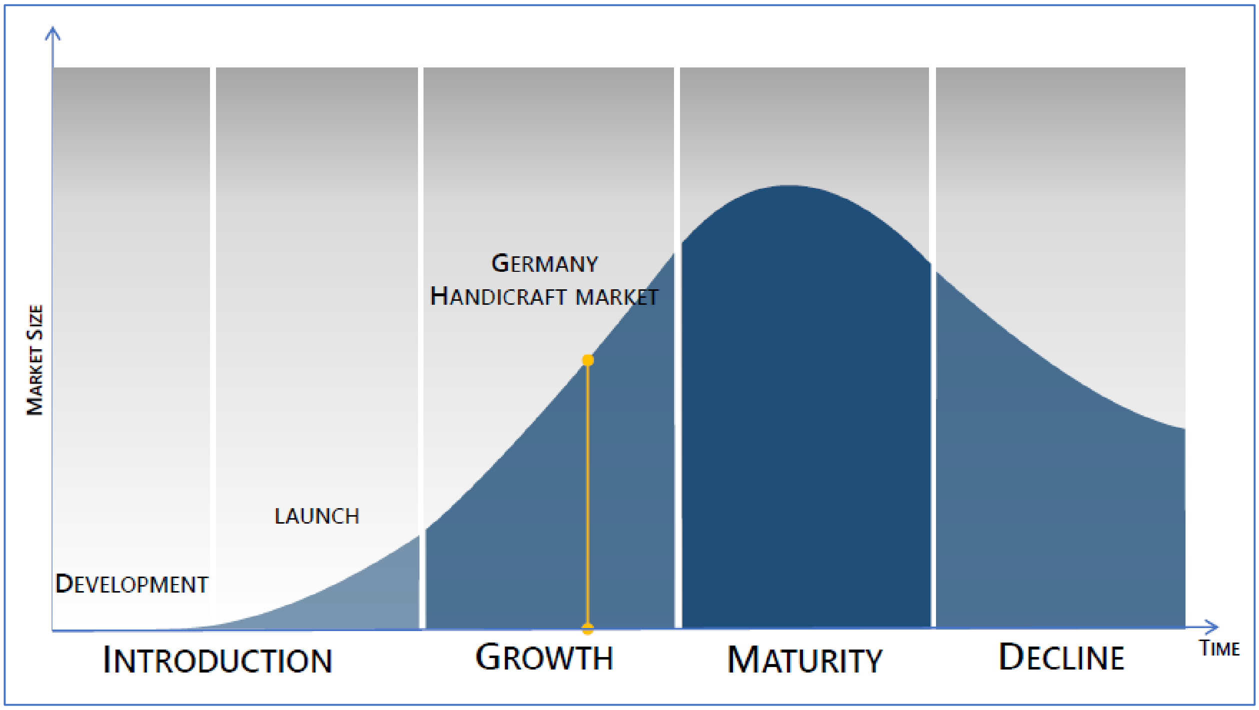
It is projected that the Germany Handicraft Market revenue size will grow at a Compound Annual Growth Rate (CAGR) of 1.2% during 2021-2027. Upcoming trade fairs including Creative World, the world's largest trade fair organized in Frankfurt and the Central German Handicraft Fair in 2022 would boost the handicraft market of Germany in the near future. The rising hospitality sector of Germany would also push the demand for handicrafts in the commercial segment in the coming years.

By distribution channel, mass-retailer segment acquired largest market revenue share in 2020 in the Germany Handicraft market owing to their vast network spread across the country in addition to wide range of handicraft products put on sale at a single place which gives the customer a wide variety of choices. However, ***online distribution channel*** also had a significant market revenue share owing to the ease of shopping it provides to the customers. Moreover, Covid-19 pandemic restricted the customers from visiting retail handicraft stores, ***making e-commerce platforms a mainstream distribution channel for handicrafts***. By product type, ***embroidered & crocheted goods*** led the market revenue share in 2020 on account of high demand for embroidered clothes amongst females and the rising demand for crocheted bags in the country.

Handicraft Market – Life Cycle

Germany's Handicraft Market is currently in its growth stage in the life cycle of the market. This is mainly due rising household income which increases the purchasing power of customers allowing them to spend more income on handicraft goods. In addition, the country is home to a number trade fairs and cultural handicraft events including but not limited to Trendset, Creative World, Central German Handicrafts Fair, and Cadeaux Leipzig. Such events help to create and raise the awareness of handicraft products to the German public as well as international visitors.

Moreover, the tourism situation is expected to improve in Germany as the pandemic regulations are slowly rolled back. And with major events coming up such as UEFA Euro Cup 2024, large number of international visitors are expected in the country which is expected to lead to growth in the demand for handicraft products.

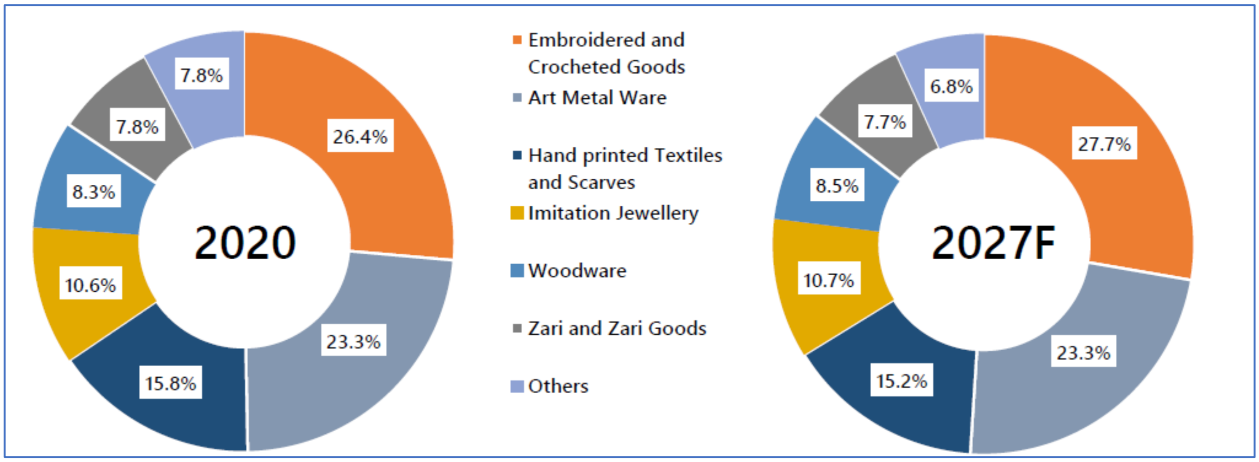


Source: 6Wresearch – German Handicraft Report (2021-2027)

Looking at the products in high demand in the German market, we notice that embroidered and crocheted goods garnered the majority share in the handicraft market in 2020 and this is expected to continue in the future as tourists have higher inclination to buy handmade & embroidered clothes, bags, and other goods instead of the factory-made ones. In addition, female German population have a high interest in embroidered clothing items. The second highest market share in the German handicraft market is recorded by Art metal ware due to high demand from the hospitality sector in Germany mostly by hotels and resorts.

As can be seen in the chart below, embroidered, and crocheted goods registered 26.4% of total market share in 2020. Followed by art metal ware with 23.3%, and in third place handprinted textiles and scarves with 15.8% in 2020. In 2027, it is forecasted that the market share for embroidered and crocheted goods will increase to reach 27.7%, while art metal ware will register the same market share of 23.3% – please see figure below for 2020 handicraft products market share and forecasted shares in the year 2027.

Figure: German Handicraft Market Revenue Share, By Product Type, 2020& 2027F



Source: 6Wresearch – German Handicraft Report (2021-2027)

German Market – Handicraft Products Shares

German Handicraft Market Revenues, By Product Type, 2017-2027F ($ Million)													
Product Type	**2017**	**2018**	**2019**	**2020**	**CAGR (2017-2020)**	**2021E**	**2022F**	**2023F**	**2024F**	**2025F**	**2026F**	**2027F**	**CAGR (2021E-2027F)**
Embroidered and Crocheted Goods	359.0	343.5	351.2	348.7	**(1.0%)**	357.2	365.5	373.2	380.8	388.3	395.6	402.7	**2.0%**
Art Metal Ware	325.3	308.5	312.7	307.8	**(1.8%)**	315.4	320.1	324.1	328.0	331.7	335.2	338.5	**1.2%**
Hand printed Textiles and Scarves	225.8	212.5	213.7	208.7	**(2.6%)**	213.2	215.1	216.6	217.9	219.0	220.0	220.8	**0.6%**
Imitation Jewelry	146.7	139.9	142.0	140.0	**(1.5%)**	143.5	145.9	148.1	150.1	152.1	154.1	155.9	**1.4%**
Woodware	114.1	108.8	110.8	109.6	**(1.3%)**	112.3	114.5	116.5	118.4	120.3	122.2	123.9	**1.7%**
Zari and Zari Goods	109.8	103.8	105.0	103.0	**(2.1%)**	105.7	107.0	108.1	109.1	110.1	111.0	111.9	**1.0%**
Others	121.6	110.9	108.5	103.0	**(5.4%)**	104.1	103.6	102.9	102.1	101.2	100.2	99.1	**(0.8%)**
Total	**1,402.2**	**1,327.9**	**1.343.8**	**1.321.0**	**(2.0%)**	**1,351.4**	**1,371.7**	**1,389.5**	**1,406.5**	**1,422.8**	**1,438.2**	**1.452.7**	**1.2%**

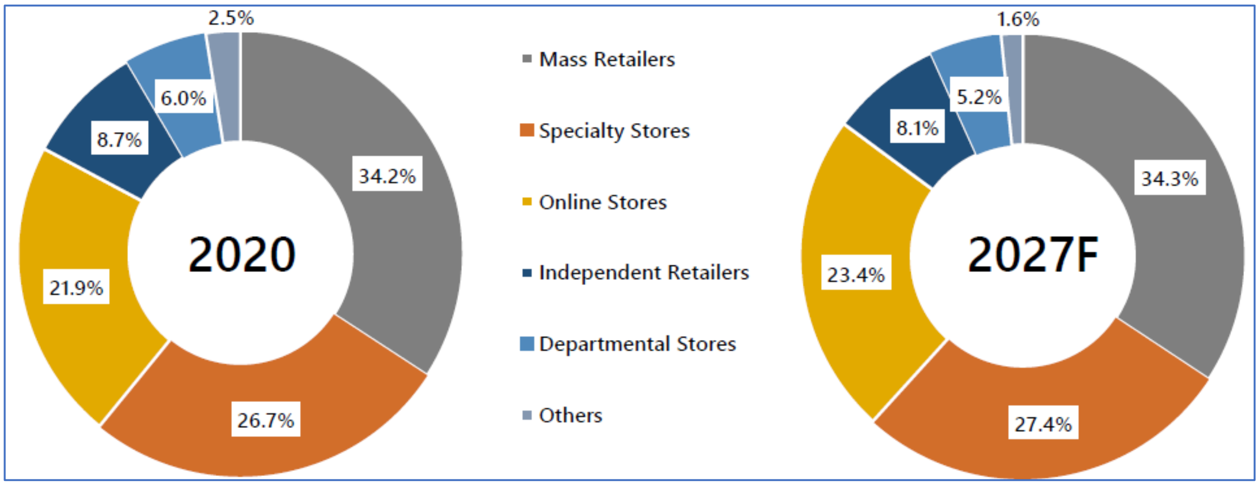
Source: 6Wresearch – German Handicraft Report (2021-2027)

Distribution Channels

Looking at the distribution channels of handicraft products in Germany in the year 2020, we see that the mass retailers hold the majority of the market share with 34.2% in 2020, followed by specialty stores with 26.7%, while online stores accounted for 21.9% which witnessed recent growth due to the COVID19 lockdown leading to growth in the e-commerce sector and a large internet penetration in the country – see figure below.

In 2027, the handicraft market distribution channels are expected to grow with mass retailers capturing the majority of the market share with 34.3%, followed by specialty stores with 27.4% and online stores with 23.4% in 2027.

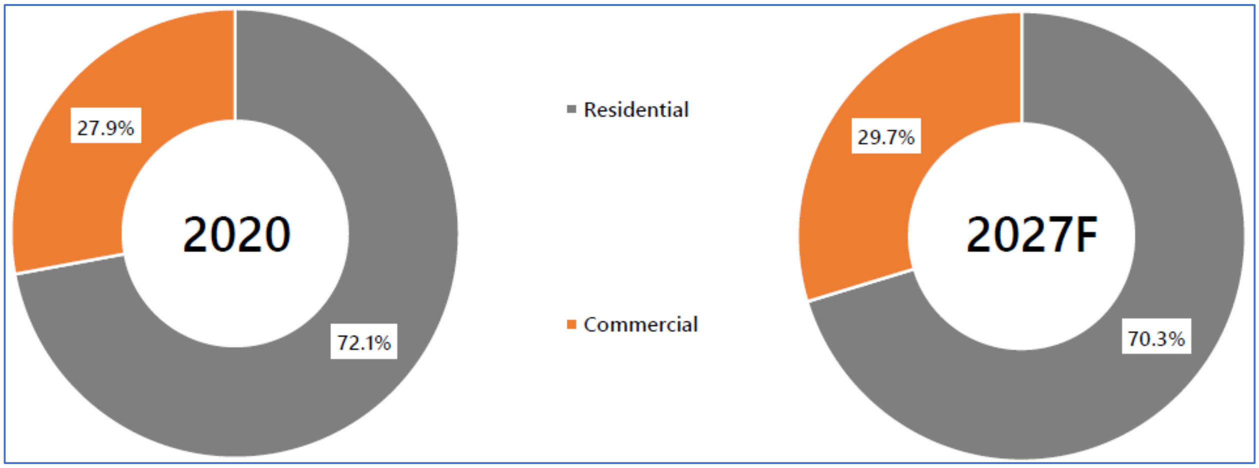
Figure: German Handicraft Market Revenue Share, By Distribution Channel, 2020& 2027F



Source: 6Wresearch – German Handicraft Report (2021-2027)

Most of the handicraft products in the German market in 2020 are being purchased by the residential sector due to the high-income levels of consumers and the German population tendencies to purchase handicraft products to decorate their houses and for personal usage. As such in 2020, the residential sector accounted for 72.1% of the handicraft market revenue while the commercial sector accounting for 27.9%. In 2027, it is forecasted that the commercial sector share will increase to 29.7% mostly from hotels, resorts, retail shops and other commercial spaces - see figure below.

Figure: German Handicraft Market Revenue Share, By End Users, 2020& 2027F



Source: 6Wresearch – German Handicraft Report (2021-2027)

German Handicraft Market Revenues, By Distribution Channel, 2017-2027F ($ Million)													
Product Type	**207**	**2018**	**2019**	**2020**	**CAGR (2017-2020)**	**2021E**	**2022F**	**2023F**	**2024F**	**2025F**	**2026F**	**2027F**	**CAGR (2021E-2027F)**
Mass Retailers	475.4	451.4	458.3	451.8	**(1.7%)**	462.6	469.7	475.9	482.0	487.7	493.1	498.3	**1.2%**
Specialty Stores	367.4	350.1	356.6	352.7	**(1.3%**	361.4	368.4	374.8	381.0	387.1	393.0	398.6	**1.6%**
Online Stores	294.2	282.7	290.2	289.3	**(0.6%)**	296.9	304.6	311.9	319.1	326.2	333.1	339.9	**2.3%**
Independent Retailers	129.0	120.0	119.2	114.9	**(3.8%)**	116.8	117.3	117.6	117.7	117.8	117.8	117.7	**0.1%**
Departmental Stores	93.9	85.9	83.8	79.3	**(5.5%)**	80.8	80.2	79.5	78.6	77.7	76.7	75.5	**(1.1%)**
Others	42.3	37.8	35.9	33.0	**(8.0%)**	33.0	31.5	29.8	28.1	26.4	24.5	22.7	**%6.1%**
Total	**1,402.2**	**1,327.9**	**1,3483.8**	**1,321.0**	**(2.0%)**	**1,351.4**	**1,371.7**	**1,389.5**	**1,406.5**	**1,422.8**	**1,438.2**	**1,452.7**	**1.2%**

Source: 6Wresearch – German Handicraft Report (2021-2027)

Impact of COVID19 on the Germany

The COVID19 pandemic had an adverse effect on the global economy as a whole including the German economy, in particular on Germany's GDP which declined by 5% in 2020 compared to 2019. The main reason behind the decline is the lockdowns on businesses and people and the drop in inbound tourism numbers which saw its contribution to GDP reduced to €183 billion in 2020 compared to €344 billion in 2019 owing to cancellation of exhibitions & fairs across the country which led to a decrease in demand for handicraft goods with artisans unable to showcase their products to do business.

"Revenue from trade fairs, exhibitions and other events declined by 56% in 2020 Year-Over-Year (Y-o-Y) with major events either being cancelled, postponed, or held virtually as the government prohibited large scale events completely. In Germany, over 6,600 cultural and creative self-employed persons, surveyed during the lockdown period, experienced a drop in sales of over 30% and one in five expected sales losses of over 50% on annual sales according to are port by European Parliament's Committee on Culture and Education."[9]

In June 2020, the German government launched a stimulus package worth €130 billion for the years 2020-2021. About €120 billion will be spent by the federal government to support the small businesses, self-employed individuals, and freelancers. Moreover, a €750 billion package was agreed to in March,2020 which included 100 billion euros in credit to public sector development bank, KfW for loans to struggling businesses.

The German government also took further steps to help is economy recover and to help any struggling individuals or businesses, as such in November 2020 the German government adopted the "Bridging Aid III" program comprising more than €11 billion per month for companies and solo self-employed people as well as a special package with another €30 million in funds. This budget was granted in order to make up for income losses and support the culture and events sectors which would help the Germany Handicraft market recover after facing a huge set back in the year 2020.

In the below section we will explore in more depth the market drivers that should help the German handicraft market to grow.

Market Drivers

Rising Household Income

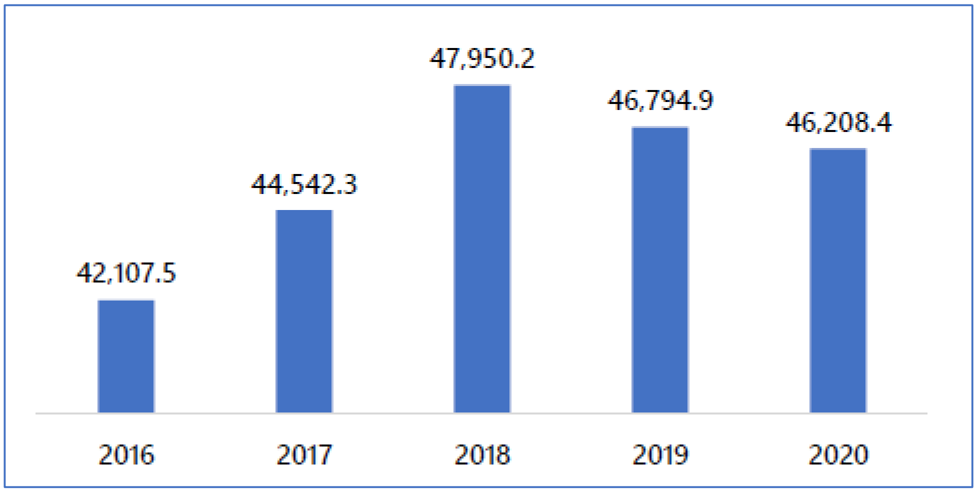
In 2022, it is expected that Real household spending will grow by 7%, due to growing consumption and improved economic activity as well as increased retail sales. In addition, the disposable income for German public is expected to grow by 3.7% in 2022 because of government interventions and stimulus measures to help in the economic recovery within the COVID-19 pandemic.

Therefore, as per recent government proposal in June 2020, the minimum wages in Germany are expected to be raised to €10.45 per hour by mid-2022 from €8.50 in 2015, an increase of 23%, which is the fourth increase of national minimum wages and should benefit 2 million people working in Germany. Such interventions should enable consumers to spend more on aesthetic products such as handicrafts.

Finally, major upcoming events such as EURO 2024 will help increase visitors numbers to the country and further aid in increased tourism and spending.

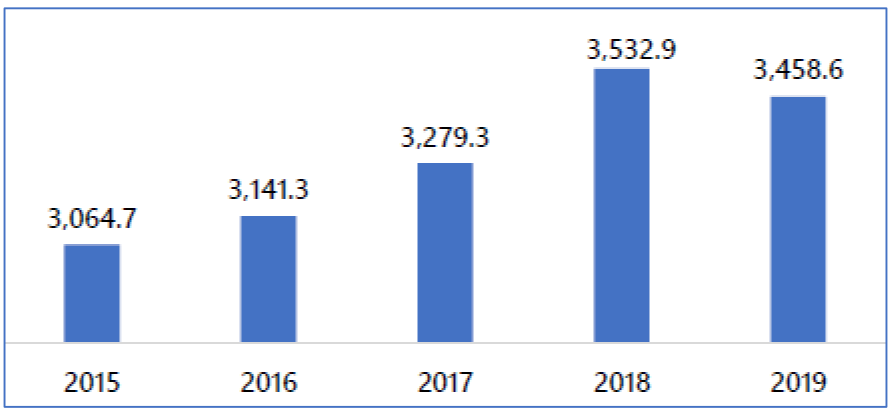
[9] 6Wresearch – German Handicraft Report (2021-2027)

Figure: Germany GDP Per Capita Income, 2016-2020



Source: 6Wresearch – German Handicraft Report (2021-2027)

Figure: Germany National Wages Per Month, 2015-2019 ($)



Source: 6Wresearch – German Handicraft Report (2021-2027)

Growing E-Commerce

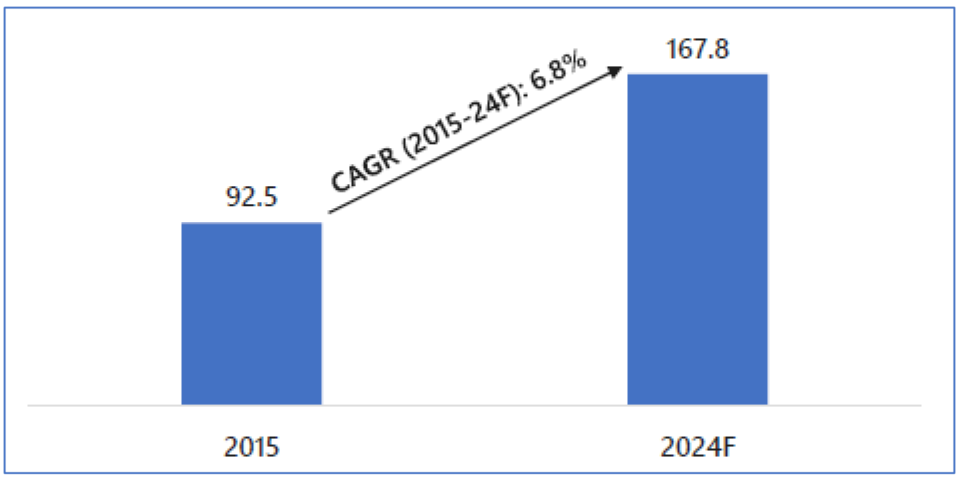
The German E-commerce sector witnessed a significant increase in its average growth over the previous three years by 11.3%. In 2020, the market reached €83.3 billion recording a growth of 14.6% in 2020. The main reason behind this is the closures of traditional stores due to the pandemic and the consumers shifting their buying decisions to online stores.

The E-commerce market is expected to grow further in 2023 to reach a total of €84.6 billion, mainly thanks to the country's already existing large internet users' base. "***E-commerce represents huge untapped potential for local artisans if they can move their stock towards e-commerce platforms.***

According to a study by the bitkom digital association, 52% of consumers indicated that they have used delivery methods that do not require direct contact since the start of the pandemic in Germany. This change in consumer preference can benefit the handicraft market in getting new age consumers who prefer home delivery of products without any physical contact."[10]

Social media platforms are key tool that should be used by handicraft producers to increase their sales figures, as the social media platforms have clear influence on purchasing decisions and can help drive up the sales. Especially, since Germany have around 38 million social media users as of Jan 2019.

Figure: Germany E-Commerce Market Size, 2015 & 2024F ($ Billion)



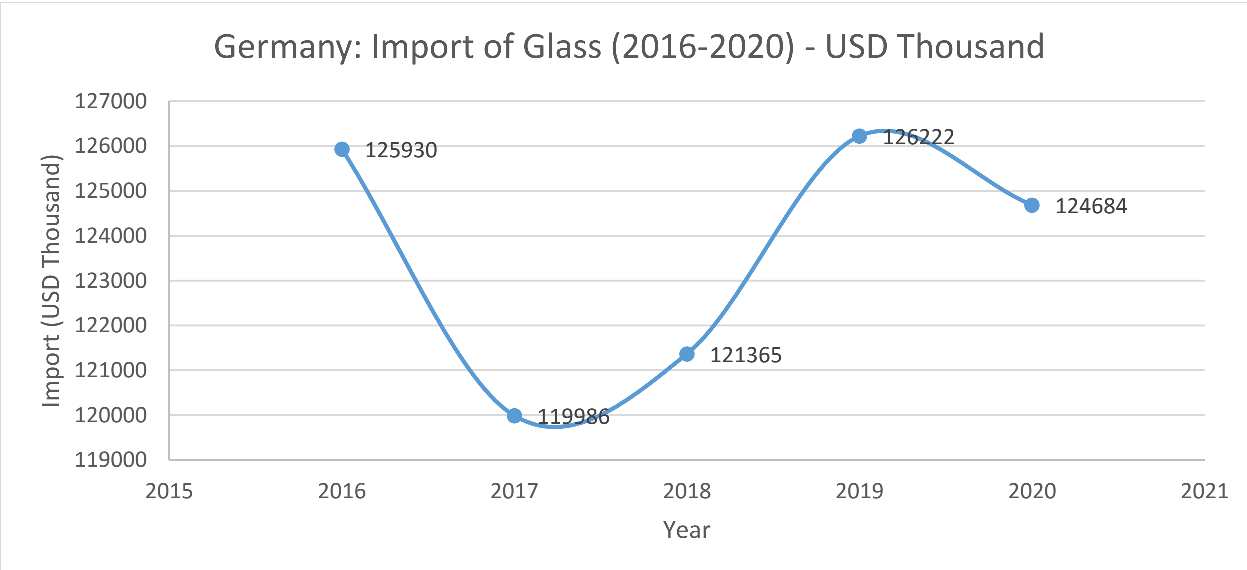
Source: 6Wresearch – German Handicraft Report (2021-2027)

[10] 6Wresearch – German Handicraft Report (2021-2027)

Products Demand in Target Market

Glass

The German market Imports declined overall between the years 2019 to 2020, as imports declined from US 126 million to US 124 million. However, overall demand in the market seems to be cyclical in nature with ups and downs on a yearly basis and it remains huge in value. See figure below.



Source: Trademap.org

In terms of competitors, China is the lead supplier of glass to the German market in 2020 where it exported US$ 49 million or 40% of the German's total imports of glass. France comes second with US$ 22 million. While Poland and Czech Republic ranks in 3rd and 4th place with US$ 10 million and US$ 8.5 million respectively. Palestine on the other hand did not export glass to Germany in 2020 or earlier.

Source: Trademap.org

Applied Tariffs on Palestine

Glass – HS 701349		
Tariff Regime	**Applied Tariff**	**AVE**
MFN duties (Applied)	11%	11%
Preferential tariff for Palestine	**0%**	**0%**

Source: Market Access Map

Quantities Imported

Looking at the specific HS code for glass HS 701349 in terms of quantity we notice Germany's imports are significant in 2019 with a total of 53,263 tons, with China exporting 21,635 tons in 2019 which is about 40% of the German market share and are subject to an 11% tariff rate.

Glass – HS 701349		
Exporter	**Quantity imported in 2019**	**Average tariff (estimated) applied by Germany (%)**
World	53263	
China	21635	11
France	12971	0
Italy	3687	0
Turkey	3531	0
Bulgaria	2740	0
Poland	2518	0
Netherlands	1026	0
Czech Republic	1015	0

Source: Trademap.org

Unfortunately it is difficult to tell the exact HS code that will be used by Palestinian exporters of glass given the very limited available previous exporting experience and information. As such we have also decided to take a look at Germany's imports of the entire family of glass products at the 4 digits level (HS 7013) in terms of quantity. In 2019, the country imported 212,295 tons of glass worldwide, with China as the market lead shareholder with 58,318 tons, followed by France with 27,353 tons. It's also important to point that main competitors such as China are subject to 11% tariff while Palestine and most other European competitors enjoys 0% tariffs.

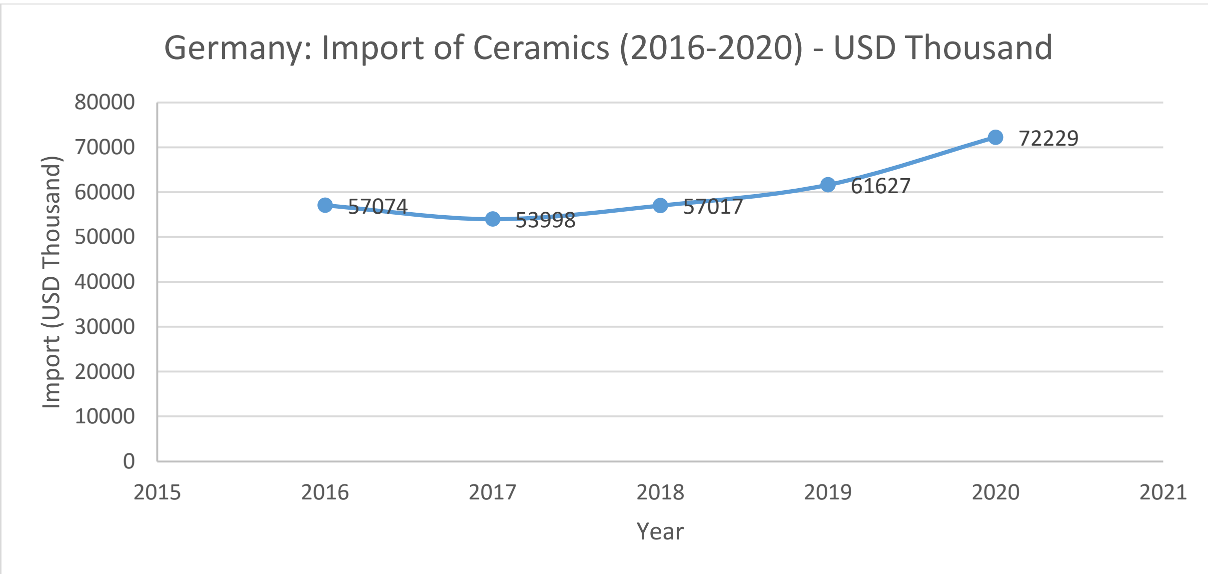
Glass – HS 7013		
Exporter	**Quantity imported in 2019**	**Average tariff (estimated) applied by Germany (%)**
World	212295	
China	58318	11
France	27353	0
Bulgaria	21395	0

Poland	19876	0
Italy	16700	0
Czech Republic	15921	0
Netherlands	10212	0
Turkey	8966	0
Slovenia	6716	0

Source: Trademap.org

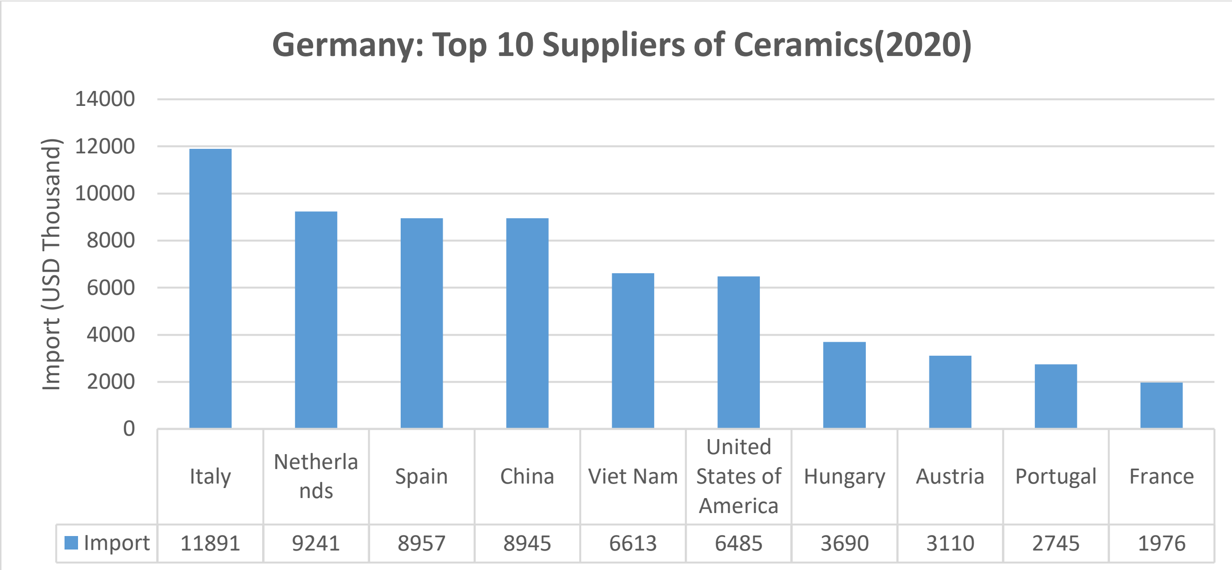
Ceramics

The German market Imports increased overall between the years 2016 to 2020, as imports increased from US$ 57 million to US$ 72 million. See figure below.



Source: Trademap.org

In terms of competitors, Italy is the lead supplier of ceramics to the German market in 2020 where it exported US$ 11.8 million or 16% of Germany's total imports of ceramics. The Netherlands comes second with US$ 8.9 million. While Spain and China ranks in 3rd and 4th place with US$ 8.9 million and US$ 8.9 million respectively. Palestine on the other hand did not export ceramics to Germany in 2020 or earlier.



Source: Trademap.org

Applied Tariffs on Palestine

Ceramics – HS 691490		
Tariff Regime	**Applied Tariff**	**AVE**
MFN duties (Applied)	3%	3%
Preferential tariff for Palestine	**0%**	**0%**

Source: Market Access Map

Quantities Imported

Looking at the specific HS code for ceramics HS 69149 in terms of quantity we notice Germany's imports are significant in 2019 with a total of 26,758 tons, with Vietnam exporting 5,770 tons in 2019 which is about 21.5% of the German market share.

Ceramics – HS 691490		
Exporter	**Quantity imported in 2019**	**Average tariff (estimated) applied by Germany (%)**
World	26758	
Viet Nam	5770	0
Italy	4867	0
China	3654	3
France	2903	0
Spain	2777	0
Netherlands	2028	0
Portugal	1052	0

Austria	720	0

Source: Trademap.org

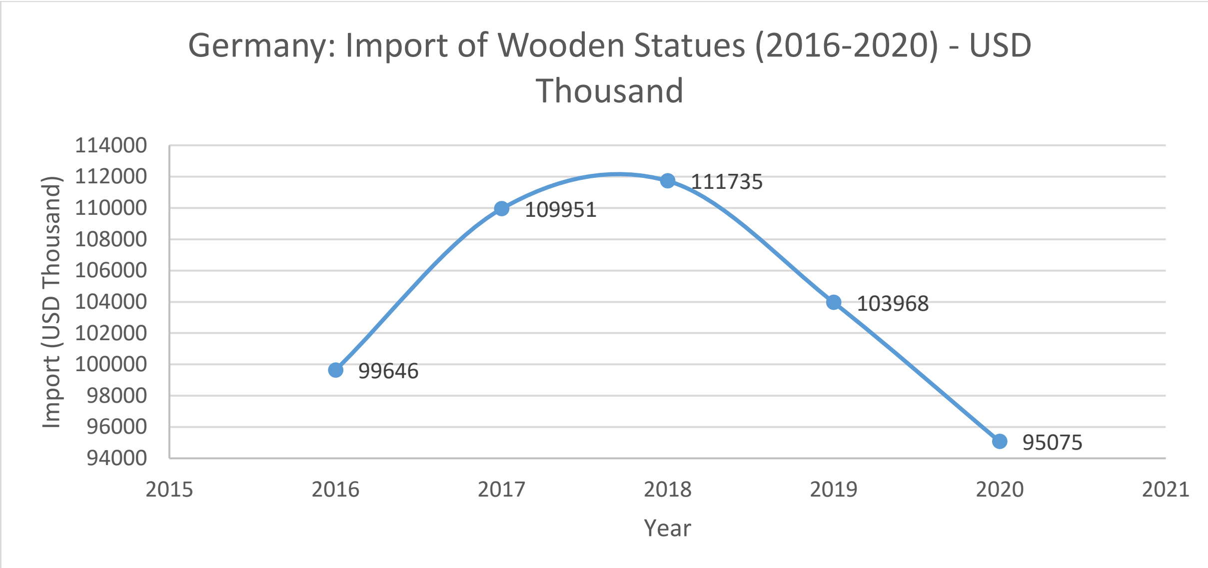
Unfortunately it is difficult to tell the exact HS code that will be used by Palestinian exporters of ceramics given the very limited available previous exporting experience and information. As such we have also decided to take a look at Germany's imports of the entire family of ceramics products at the 4 digits level (HS 6914) in terms of quantity. In 2019, the country imported 27,502 tons of ceramics worldwide, with Vietnam as the market lead shareholder with 5,770 tons, followed by Italy with 4,885 tons. It's also important to point that main competitors such as Vietnam and Italy enjoys the similar preferential treatment to Palestine with 0% tariffs.

Ceramics – HS 6914		
Exporter	**Quantity imported in 2019**	**Average tariff (estimated) applied by Germany (%)**
World	27502	
Viet Nam	5770	0.3
Italy	4885	0
China	3876	3.3
France	2936	0
Spain	2777	0
Netherlands	2355	0
Portugal	1052	0
Austria	721	0
Poland	439	0
Japan	371	3.3

Source: Trademap.org

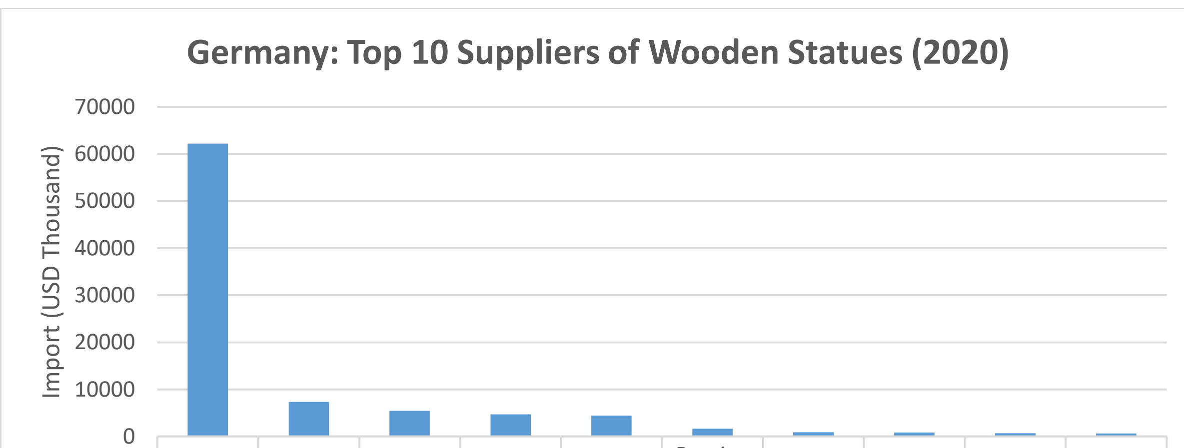
Wooden Statues

The German market Imports decreased overall between the years 2016 to 2020, as imports decreased from US$ 99 million to US$ 95 million. See figure below.



Source: Trademap.org

In terms of competitors, China is the lead supplier of wooden statues to the German market in 2020 where it exported US$ 62 million or 65% of Germany's total imports of wooden statues. India comes second with US$ 7.3 million. While the Netherlands and Indonesia ranks in 3rd and 4th place with US$ 5.4 million and US$ 4.7 million respectively. Palestine on the other hand did export wooden statues to Germany in 2020 with US$ 28 thousand and as 49th largest exporter to Germany.



	China	India	Netherlands	Indonesia	Poland	Russian Federation	Denmark	Italy	Viet Nam	Austria
Import	62166	7363	5419	4729	4402	1619	865	860	686	612

Source: Trademap.org

Applied Tariffs on Palestine

Wooden Statues – HS 442010		
Tariff Regime	**Applied Tariff**	**AVE**
MFN duties (Applied)	3%	3%
Preferential tariff for Palestine	**0%**	**0%**

Source: Market Access Map

Quantities Imported

Looking at the specific HS code for wooden statues HS 442010 in terms of quantity we notice Germany's imports are significant in 2019 with a total of 17,780 tons, with China exporting 12,255 tons in 2019 which is about 69% of the German market share.

Wooden Statues – HS 442010		
Exporter	**Quantity imported in 2019**	**Average tariff (estimated) applied by Germany (%)**
World	17780	
China	12255	2
Netherlands	1486	0
Indonesia	1312	0
India	1141	0
Poland	532	0
Belarus	166	2
Hungary	153	0
Viet Nam	141	0

Source: Trademap.org

Unfortunately it is difficult to tell the exact HS code that will be used by Palestinian exporters of wooden statues given the very limited available previous exporting experience and information. As such we have also decided to take a look at Germany's imports of the entire family of wooden products at the 4 digits level (HS 4420) in terms of quantity. In 2019, the country imported 34,500 tons of wood products worldwide, with China as the market lead shareholder with 34,500 tons, followed by Poland with 3,986 tons. It's also important to point that main competitors such as China is subject to 2.2% tariffs, while Poland and other European countries and India enjoys the similar preferential treatment to Palestine with 0% tariffs.

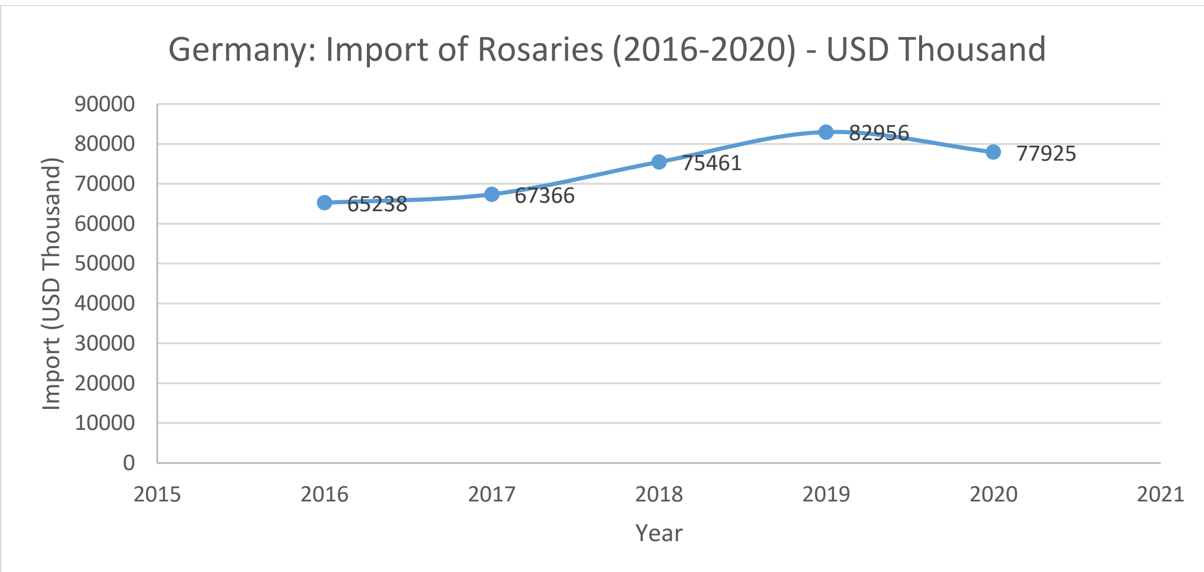
Wooden Statues – HS 442010		
Exporter	**Quantity imported in 2019**	**Average tariff (estimated) applied by Germany (%)**
World	34500	
China	20828	2.2
Poland	3986	0
Netherlands	1769	0

Indonesia	1519	0
India	1449	0
Latvia	1375	0
Thailand	554	2.2
Czech Republic	542	0
Viet Nam	392	0
Romania	293	0

Source: Trademap.org

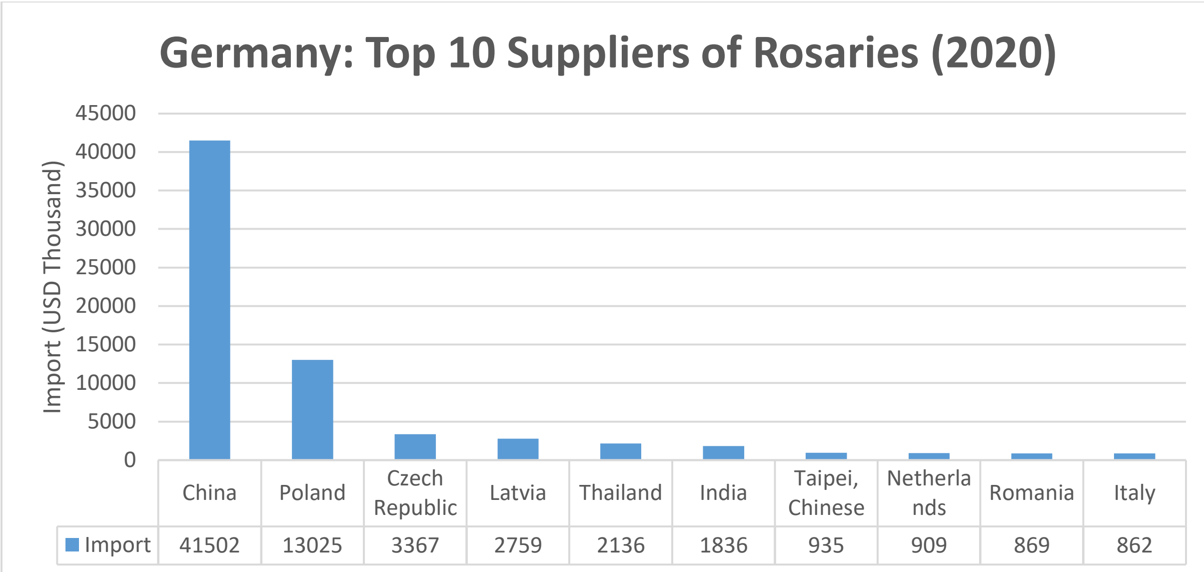
Rosaries

The German market Imports increased overall between the years 2016 to 2020, as imports increased from US$ 65 million to US$ 77.9 million. See figure below.



Source: Trademap.org

In terms of competitors, China is the lead supplier of rosaries to the German market in 2020 where it exported US$ 41 million or 53% of Germany's total imports of rosaries. Poland comes second with US$ 13 million. While the Czech Republic and Latvia ranks in 3rd and 4th place with US$ 3.3 million and US$ 2.7 million respectively. Palestine on the other hand last exported rosaries to Germany in 2019 with US$ 3 thousand to Germany.



Source: Trademap.org

Applied Tariffs on Palestine

Rosaries – HS 442090		
Tariff Regime	**Applied Tariff**	**AVE**
MFN duties (Applied)	4%	4%
Preferential tariff for Palestine	**0%**	**0%**

Source: Market Access Map

Quantities Imported

Looking at the specific HS code for rosaries HS 442090 in terms of quantity we notice Germany's imports are significant in 2019 with a total of 16,720 tons, with China exporting 8,573 tons in 2019 which is about 51% of the German market share.

Rosaries – HS 442090		
Exporter	**Quantity imported in 2019**	**Average tariff (estimated) applied by Germany (%)**
World	16720	
China	8573	2.3
Poland	3454	0
Latvia	1375	0
Czech Republic	513	0
Thailand	448	2.3
India	308	0
Netherlands	282	0

Slovenia	257	0

Source: Trademap.org

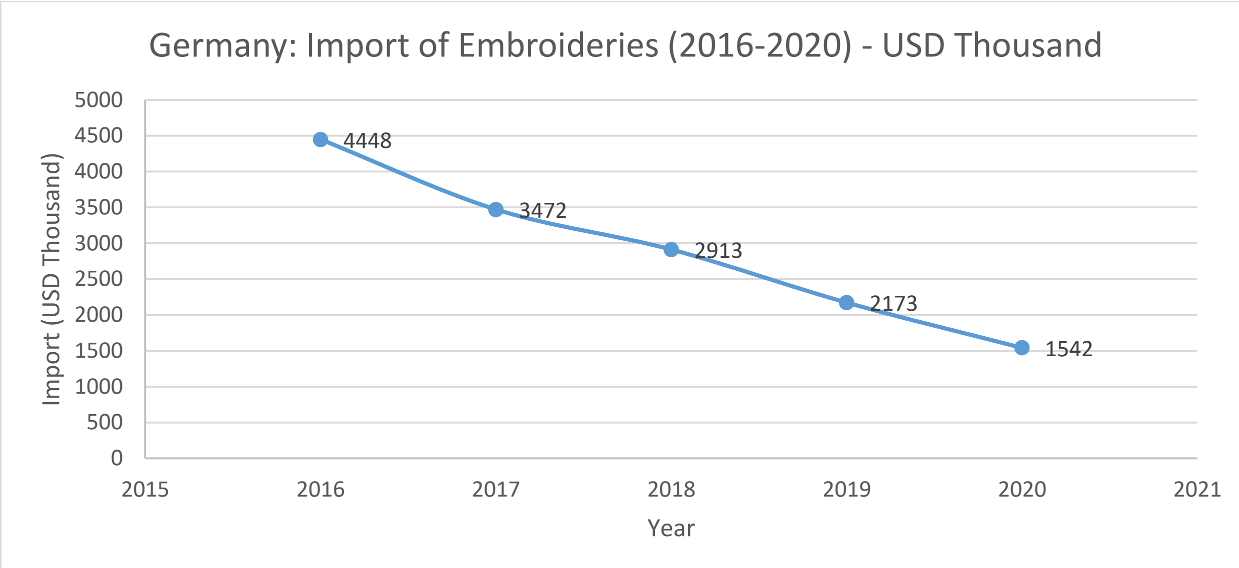
Unfortunately it is difficult to tell the exact HS code that will be used by Palestinian exporters of rosaries given the very limited available previous exporting experience and information. As such we have also decided to take a look at Germany's imports of the entire family of wooden products at the 4 digits level (HS 4420) in terms of quantity. In 2019, the country imported 34,500 tons of wood products worldwide, with China as the market lead shareholder with 34,500 tons, followed by Poland with 3,986 tons. It's also important to point that main competitors such as China is subject to 2.2% tariffs, while Poland and other European countries and India enjoys the similar preferential treatment to Palestine with 0% tariffs.

Rosaries – HS 4420		
Exporter	**Quantity imported in 2019**	**Average tariff (estimated) applied by Germany (%)**
World	34500	
China	20828	2.2
Poland	3986	0
Netherlands	1769	0
Indonesia	1519	0
India	1449	0
Latvia	1375	0
Thailand	554	2.2
Czech Republic	542	0
Viet Nam	392	0
Romania	293	0

Source: Trademap.org

Embroideries

The German market Imports decreased overall between the years 2016 to 2020, as imports decreased from US$ 4.4 million to US$ 1.5 million. See figure below.



Source: Trademap.org

In terms of competitors, India is the lead supplier of embroideries to the German market in 2020 where it exported US$ 491 thousand or 32% of Germany's total imports of embroideries. Italy comes second with US$ 229 thousand. While the Pakistan and Greece ranks in 3rd and 4th place with US$ 160 thousand and US$ 148 thousand respectively. Palestine on the other hand did not export embroideries to Germany in 2020 or earlier.

Source: Trademap.org

Applied Tariffs on Palestine

Embroideries – HS 581099		
Tariff Regime	**Applied Tariff**	**AVE**
MFN duties (Applied)	4%	4%
Preferential tariff for Palestine	**0%**	**0%**

Source: Market Access Map

Quantities Imported

Looking at the specific HS code for embroideries HS581099 in terms of quantity we notice Germany's imports are limited in 2019 with a total of 33 tons, with India exporting 15 tons in 2019 which is about half of the German market share. It's worth pointing also that India is subject to 6.5% tariffs compared to 0% face by Palestine.

Embroideries – HS 581099		
Exporter	**Quantity imported in 2019**	**Average tariff (estimated) applied by Germany (%)**
World	33	
India	15	6.5
China	5	6.5
Slovakia	5	0
Turkey	3	0
Italy	2	0
Czech Republic	1	0
Switzerland	1	0
Greece	1	0

Source: Trademap.org

Unfortunately it is difficult to tell the exact HS code that will be used by Palestinian exporters of embroideries given the very limited available previous exporting experience and information. As such we have also decided to take a look at Germany's imports of the entire family of embroideries products at the 4 digits level (HS 5810) in terms of quantity. In 2019, the country imported 938 tons of embroideries worldwide, with China as the market lead shareholder with 558 tons, followed by turkey with 147 tons. It's also important to point that main competitors such as India and China are subject to 6.5% tariff while Turkey enjoys the same preferential treatment as Palestine with 0% tariffs.

Embroideries – HS 5810		
Exporter	**Quantity imported in 2019**	**Average tariff (estimated) applied by Germany (%)**
World	938	
China	558	6.5
Turkey	147	0

India	60	6.5
Czech Republic	34	0
Romania	32	0
Taipei, Chinese	15	6.5
Korea, Republic of	13	0
Switzerland	11	0
Italy	11	0
Austria	9	0

Source: Trademap.org

Quality Requirements and Market Access Conditions

Exporting products to or from Germany is not only subject to Germany's own customs procedures, laws and guidelines, but also subject to the European Union regulations and guidelines. When exporting the targeted products to German market a number of documents are required to complete the exporting process but also a number of specific regulations per product that must be adhered to in order to successfully enter the German market, this will be explained below in more details.

The general required documentations to export to Germany:

1. **Commercial Invoice**: The commercial invoice is a record or evidence of the transaction between the exporter and the importer. Once the goods are available, the exporter issues a commercial invoice to the importer in order to charge him for the goods. The commercial invoice contains the basic information on the transaction and it is always required for customs clearance.
2. **Customs Value Declaration**: "The Customs Value Declaration is a document, which must be presented to the customs authorities where the value of the imported goods exceeds EUR 20 000. The main purpose of this requirement is to assess the value of the transaction in order to fix the customs value (taxable value) to apply the tariff duties."[11]

   Note: Palestine us not subject to any tariff duties on targeted products.

3. **Freight Documents**: the document can change depending on the mean of shipment however the most commonly used is the Bill of Laden (B/L) which is a document issued by the shipping company to the operating shipper, which acknowledges that the goods have been received on board. In this way the Bill of Lading serves as proof of receipt of the goods by the carrier obliging him to deliver the goods to the consignee. It contains the details of the goods, the vessel and the port of destination.
4. **Freight Insurance**: The insurance is an agreement by which the insured is indemnified in the event of damages caused by a risk covered in the policy. Insurance is all-important in the transport of goods because of their exposure to more common risks during handling, storing, loading or transporting cargo, but also to other rare risks, such as riots, strikes or terrorism.

[11] https://trade.ec.europa.eu/access-to-markets/en/results?product=701820&origin=PS&destination=DE

The insurance invoice is required for customs clearance only when the relevant data do not appear in the commercial invoice indicating the premium paid to insure the merchandise.

5. **Packing List**: is a commercial document accompanying the commercial invoice and the transport documents. It provides information on the imported items and the packaging details of each shipment (weight, dimensions, handling issues, etc.). It is required for customs clearance as an inventory of the incoming cargo.
6. **Single Administrative Document – SAD:** All goods imported into the European Union (EU) must be declared to the customs authorities of the respective Member State using the Single Administrative Document (SAD), The declaration must be drawn up in one of the official languages of the EU, which is acceptable to the customs authorities of the Member State where the formalities are carried out. It contains many information such as identifying the parties involved be it exporters or importers, country of origin, invoice, and payment method…etc.12

Please note while the exporting requirements may seem overwhelming but usually the exporting process is handled by the logistics agents and importer, in which a Palestinian logistics company will aid in preparing the needed exporting documents such as commercial invoice, B/L, insurance policy, and packing list these documents are normal and are not difficult to prepare. On the other side the German buyer (i.e. distributor or agent) will handle import clearance in Germany and will prepare needed documents such as the SAD and Custom Value Declaration, bearing in mind that Palestine is exempted from paying tariffs to the German market.

Below we will take a look at the specific market entry conditions associated with targeted products to the German market, if any.

Glass Products

Entry of glass products into the German market is subject to the following:

1. Glass jewelry:[13]

- Subject to restricted substance regulation number **B220**, which states:
  The main chemical substances, group of substances or mixtures which are not allowed in jewelry articles are:
  - Cadmium and its compounds in bracelets, necklaces, rings, piercing jewelry, wrist watches, wrist-wear, brooches and cufflinks.
  - Nickel in earrings, necklaces, bracelets, chains, anklets, finger rings, wrist-watch cases, watch straps and tighteners.
  - Lead and its compounds in bracelets, necklaces, rings, piercing jewelry, wrist watches, wrist-wear, brooches, cufflinks and any individual part or component.

2. Decorative glass products for kitchenware or tableware:[14]

- Subject to labelling requirements if the products can be used for food under regulation number **A310**, which states:
  - The label of these products shall include the text ""for food contact"" or shall bear the symbol with a glass and a fork. Commission Regulation (EC) No 2023/2006 (OJ L-384 29/12/2006) (CELEX 32006R2023) lays down the rules on good manufacturing practice (GMP) for the

[12] https://trade.ec.europa.eu/access-to-markets/en/results?product=701820&origin=PS&destination=DE

[13] https://www.macmap.org/en//query/results?reporter=276&partner=275&product=701820&level=6

[14] https://www.macmap.org/en//query/results?reporter=276&partner=275&product=701328&level=6

groups of materials and articles intended to come into contact with food listed in Annex I to Regulation (EC) No 1935/2004 of the European Parliament and of the Council and combinations of those materials and articles or recycled materials and articles used in their manufacturing process. Also the application of printing inks to the non-food contact side of a material or article is subject to specific rules.

- Subject to labelling requirements regarding the risks associated with products under regulation number **B310**, which states:
  - The presentation of the product, the labelling, any warnings and instructions for its use and disposal and any other indication or information regarding the product. The General Product Safety Directive (GPSD) establishes the following common provisions concerning particularly: General safety requirement: Producers are obliged to place only safe products on the market. When the manufacturer is not established in the EU, this obligation applies to his representative in the EU or, in the absence of a representative, to the importer. Additional manufacturer and distributor obligations: In addition to the basic requirement to place only safe products on the market, producers must inform consumers of the risks associated with the products they supply particularly, when such risks are not obvious. They must take measures to be informed of risks posed by the products and take the appropriate measures to prevent such risks (e.g. withdraw products from the market, warning consumers, and recall products).

Ceramic Products

Entry of ceramic products into the German market is subject to the following:

1. Ceramic statues and other ornamental articles (handmade):[15]

- Subject to labelling requirements regarding the risks associated with products under regulation number **B310**, which states:
  - The presentation of the product, the labelling, any warnings and instructions for its use and disposal and any other indication or information regarding the product. The General Product Safety Directive (GPSD) establishes the following common provisions concerning particularly: General safety requirement: Producers are obliged to place only safe products on the market. When the manufacturer is not established in the EU, this obligation applies to his representative in the EU or, in the absence of a representative, to the importer. Additional manufacturer and distributor obligations: In addition to the basic requirement to place only safe products on the market, producers must inform consumers of the risks associated with the products they supply particularly, when such risks are not obvious. They must take measures to be informed of risks posed by the products and take the appropriate measures to prevent such risks (e.g. withdraw products from the market, warning consumers, and recall products).

2. Ceramic tableware and kitchenware:[16]

- Subject to labelling requirements if the products can be used for food under regulation number **A310**, which states:
  - The label of these products shall include the text ""for food contact"" or shall bear the symbol with a glass and a fork. Commission Regulation (EC) No 2023/2006 (OJ L-384 29/12/2006) (CELEX 32006R2023) lays down the rules on good manufacturing practice (GMP) for the groups of materials and articles intended to come into contact with food listed in Annex I to Regulation (EC) No 1935/2004 of the European Parliament and of the Council and

[15] https://www.macmap.org/en//query/results?reporter=276&partner=275&product=691390&level=6
[16] https://www.macmap.org/en//query/results?reporter=276&partner=275&product=691110&level=6

combinations of those materials and articles or recycled materials and articles used in their manufacturing process. Also the application of printing inks to the non-food contact side of a material or article is subject to specific rules.

Wooden Statues Products

Entry of wooden statues products into the German market is subject to the following:

1. Wooden Statues:[17]

- Subject to labelling requirements regarding the risks associated with products under regulation number **B310**, which states:
  - The presentation of the product, the labelling, any warnings and instructions for its use and disposal and any other indication or information regarding the product. The General Product Safety Directive (GPSD) establishes the following common provisions concerning particularly: General safety requirement: Producers are obliged to place only safe products on the market. When the manufacturer is not established in the EU, this obligation applies to his representative in the EU or, in the absence of a representative, to the importer. Additional manufacturer and distributor obligations: In addition to the basic requirement to place only safe products on the market, producers must inform consumers of the risks associated with the products they supply particularly, when such risks are not obvious. They must take measures to be informed of risks posed by the products and take the appropriate measures to prevent such risks (e.g. withdraw products from the market, warning consumers, and recall products).

Rosaries Products

- No special market conditions apply on the product according to Market Access Map. However, it likely will follow the safety requirements as wooden statues.

Embroideries Products

Entry of wooden statues products into the German market is subject to the following:

1. Embroiders:[18]

- Subject to labelling requirements regarding the risks associated with products under regulation number **B310**, which states:
  - Labelling for textiles: Textile products may only be placed on the European Union (EU) market provided that they are labelled, marked or accompanied with commercial documents in compliance with Regulation (EU) No 1007/2011 of the European Parliament and of the Council (OJ L-272 18/10/2011) (CELEX 32011R1007). The main purpose of the Regulation is to ensure that consumers, when purchasing textile products, are given an accurate indication of their fiber composition. Labelling and marking requirements: General requirements when placing a textile product on the market, the manufacturer, distributor or importer must ensure the supply of the label or marking indicating the fiber composition of the product. The information must be accurate, not misleading and easily understandable. The label or mark shall be durable, easily legible, visible, accessible and, in the case of a label, securely attached. Besides, it shall be provided in the official language or languages of the Member State where the product is offered.

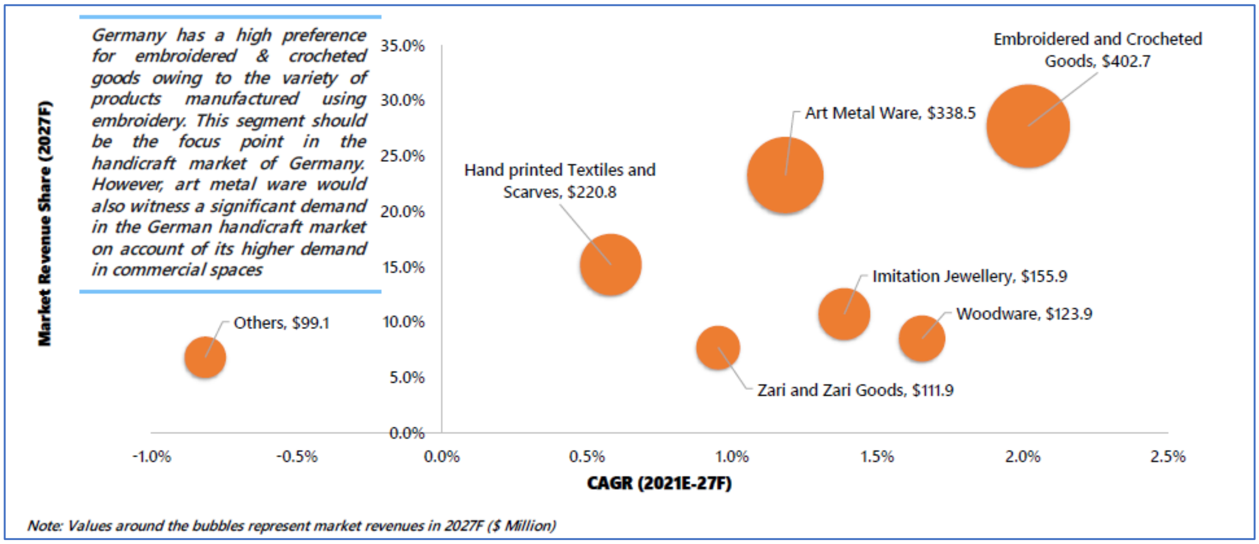
---

[17] https://www.macmap.org/en//query/results?reporter=276&partner=275&product=442010&level=6

[18] https://www.macmap.org/en//query/results?reporter=276&partner=275&product=581091&level=6

German Handicraft Market Opportunity Assessment
By Product

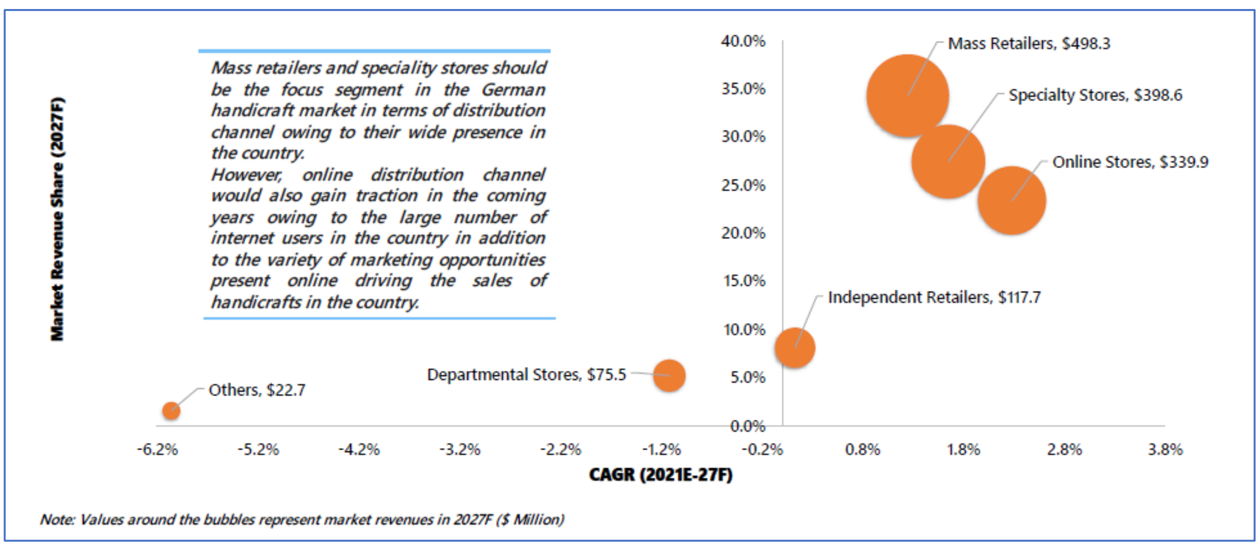
Figure: German Handicraft Market Opportunity Assessment, By Product Type, 2027F



Source: 6Wresearch – German Handicraft Report (2021-2027)

By Distribution Channels

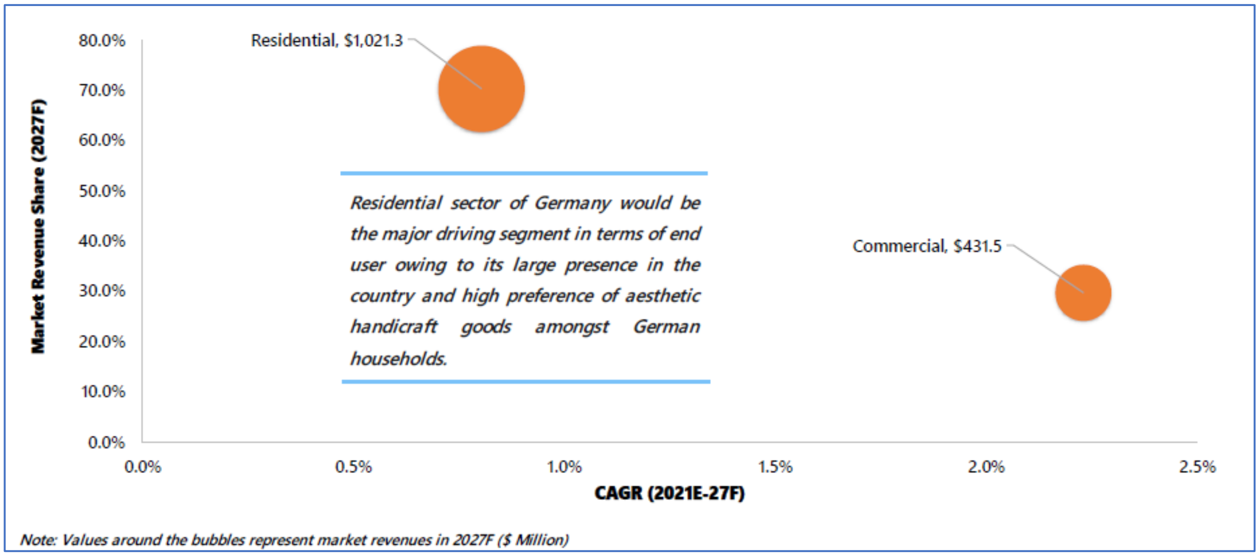
Figure: German Handicraft Market Opportunity Assessment, By Distribution, Channel, 2027F



Source: 6Wresearch – German Handicraft Report (2021-2027)

By End User

Figure: German Handicraft Market Opportunity Assessment, By End Users, 2027F



Source: 6Wresearch – German Handicraft Report (2021-2027)

Companies Profiles

Sandner GmbH

Sandner GmbH, headquartered at Munich, Germany deals in manufacturing, trading, and exporting souvenirs, church supplies, handicrafts, candle stands and decorative items.

Year of Establishment: 2016

Executive Management: Managing Director-Alois Maichel

Geographical Presence:

- Germany
- Europe

Contact Details:

- Address: Weidachstrasse 6th 85609 Aschheim near Munich, Munich, Germany
- Contact number: +49 8998104036
- Email: info@sandner-gmbh.de
- Website: www.sandner-kollektion.de

Krebs GlasLauscha

Krebs Glas Lauscha, headquartered at Lauscha, Germany deals in Christmas decorations including glass jewelry. The company comes under the Krebs Group which is spread across Germany, USA, and Hong Kong.

Year of Establishment: 1992

Executive Management: CEO -Michael Krebs & Roger Müller

Trade Shows: Christmasworld, Frankfurt am Main

Geographical Presence:

- Germany - USA - Hong Kong

Contact Details:

- Address: Krebs Glas Lauscha GmbH, Am Park 1,98724 Lauscha
- Contact number: +49 36702288-0
- Email: service@krebslauscha.de
- Website: www.krebslauscha.de

RugStar

Rug Star, headquartered at Berlin, Germany deals in Rugs & carpets. The company manufactures handcrafted rugs and carpets in Rajasthan, Nepal and Afghanistan.

Year of Establishment: 2002

Number of Employees: 1600 (2020)

Trade Shows: Domotex Fair

Geographical Presence:

- Germany

Contact Details:

- Address: Rosa-Luxemburg-Straße27, 10178, Berlin, Germany
- Contact number: +49 (0)30 308 75447
- Email: sales@rugstar.com
- Website: www.rugstar.com

MK Handicraft Co

MK Handicraft Co, headquartered at Da Nang, Vietnam is a manufacturer and exporter of vase, picture frame, lampshade, carpets, mats, decorative items & small furniture of materials ranging from bamboo, seagrass, rubber etc. The company deals in Germany through their importers and retailers in the country.

Geographical Presence:

- Germany	- France	- Sweden
- Vietnam	- Italy	- Denmark
- Netherlands	- Spain	- Turkey

Contact Details:

- Address: Lot A5-5 + A5-6 Green Island Villas, Hoa Cuong Bac Ward, Hai Chau Dist, Da Nang City, Vietnam
- Contact number: +84-918-681-991
- Email: sales@mkhandicrafts.com
- Website: www.mkhandicrafts.com

Trautz Gmbh

Trautz GmbH, headquartered at Berlin, Germany is a wholesaler of wide variety floristry, furnishing and decoration products comprising of decorative item, ceramic tableware, aluminum accessories, glass & ceramic items.

Year of Establishment: 1929

Executive Management: Christine Kahmann, Uwe Kahmann & Anja Hüttl

Geographical Presence:

- Germany

Contact Details:

- Address: Lilienthalstrasse 41b, 67435 Neustadt an der Weinstraße, Germany
- Contact number: +49 6327 9777-0
- Email: neustadt@trautz.de
- Website: www.trautz.de

Orient Handicraft

Orient Handicraft, headquartered at HCMC, Vietnam is a manufacturer, exporter & trader of handicraft items, decorative storage products, hand woven furniture with presence in multiple countries including Germany.

Year of Establishment: 2008

Geographical Presence:

- Germany	- Australia	- USA
- South Korea	- France	- Thailand

Contact Details:

- Address: #1.08, 2nd Floor, Riviera Point, Nguyen Van Tuong Street, Tan Phu Ward, District 7, HCMC, Vietnam
- Contact number: +84 90 359 2466
- Email: sales@orienthandicraft.com
- Website: www.orienthandicraft.com