

*Market Study on  
Apparel Market  
In Germany*



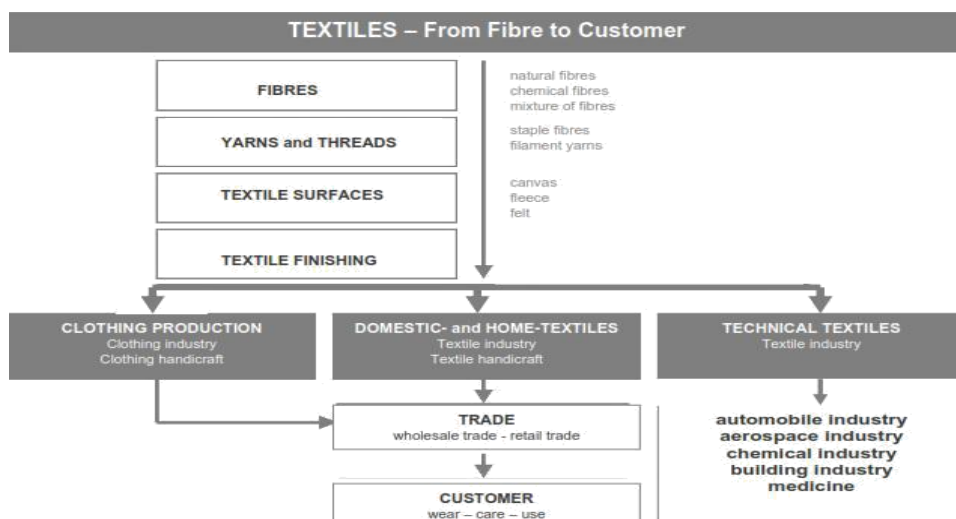
## ■ Introduction

Germany is considered one of the most important markets in terms of production and consumption, especially for Technical Textiles. It is also one of the top five markets in the European Union in terms of apparel consumption. In 2024, Germany ranked **fourth** worldwide in textile and apparel exports, with a value of 28.3 billion USD, following China, Bangladesh, and Viet Nam. Alongside Italy, Turkiye, India, and France, Germany remains a leading hub for both production and consumption in the European textile and apparel sector. The most important markets for apparel in the European Union and the sales rate are as follows:

|   | Country    | Apparel Exports<br>(In billion dollars) |
|---|------------|-----------------------------------------|
| 1 | China      | 153                                     |
| 2 | Bangladesh | 51                                      |
| 3 | Viet Nam   | 39,4                                    |
| 4 | Germany    | 28,3                                    |
| 5 | Italy      | 27,9                                    |

Source: ITC Reports 2024

This is an illustrative sketch of the production stages from yarn to textiles to manufacturing to end consumer:



## Over view on the economy of Germany with a review of the most important geographical, economic and demographic indicators

The following table shows the most important geographical, economic and demographic indicators of Germany:

| Geographical Indicators   |                                                                                                                                                                                                                  |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Indicator                 | Value                                                                                                                                                                                                            |
| Land Area                 | 357,022 Km2                                                                                                                                                                                                      |
| Location                  | Located in Western and Central Europe, with Denmark bordering to the north, Poland and the Czech Republic to the east. Germany is also bordered by the North Sea and, at the north-northeast, by the Baltic Sea. |
| Economical Indicators     |                                                                                                                                                                                                                  |
| Indicator                 | Value                                                                                                                                                                                                            |
| GDP                       | \$5.247 trillion (2024)                                                                                                                                                                                          |
| Annual growth of GDP (%)  | -0.2% (2024 .)                                                                                                                                                                                                   |
| GDP by Sector (2024)      | Agriculture 0.8%, Industry 25.8%, and Services 63.9%                                                                                                                                                             |
| Inflation rate            | 2.3% (2024.)                                                                                                                                                                                                     |
| Unemployment rate         | 3.5% (2024.)                                                                                                                                                                                                     |
| Total Exports             | \$1.949 trillion (2024.)                                                                                                                                                                                         |
| Main Exported Commodities | cars, vehicle parts/accessories, packaged medicine, plastic products, vaccines (2023)                                                                                                                            |
| Exports - Partners        | USA 10%, France 8%, Netherlands 7%, China 7%, Italy 6% (2023)                                                                                                                                                    |
| Total Imports             | \$1.774 trillion (2024.)                                                                                                                                                                                         |
| Main Imported Commodities | cars, vehicle parts/accessories, garments, natural gas, vaccines (2023)                                                                                                                                          |
| Imports - Partners        | China 12%, Netherlands 7%, USA 7%, Poland 6%, France 5% (2023)                                                                                                                                                   |
| Demographical Indicators  |                                                                                                                                                                                                                  |
| Indicator                 | Value                                                                                                                                                                                                            |
| Population                | 84,119,100(2024)                                                                                                                                                                                                 |

|                                                                                                                                                                                                  |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Population growth rate                                                                                                                                                                           | -0.12% (2024) |
| Source: 1. The World FactBook<br><a href="https://www.cia.gov/library/publications/the-world-factbook/geos/gm.html">https://www.cia.gov/library/publications/the-world-factbook/geos/gm.html</a> |               |

## **Overview on Apparel Market in Germany in terms of Production Volume – Consumption – Imports**

### **First: Production**

- The textile and the apparel industry in Germany has deteriorated since 1970 due to several factors including globalization, the end of quotas and the elimination of trade restrictions on textiles and apparel by the end of 2005 (ending quotas), which led to a more competitive environment and low production in Germany. To overcome this competition in the German market, the German textile and apparel industry began to expand its exports to new markets outside the European Union. The German textile industry has succeeded in strengthening its position in global markets in several areas such as Technical Textiles.
- The number of German companies operating in this field exceeds 1,300 companies, most of which are small and medium-sized enterprises, employing around 120,000 workers. This highlights the importance of the sector in the German economy. However, production in Germany or Europe is more costly compared to other countries, especially in developing nations. Therefore, many large German companies have resorted to production abroad through outsourcing.

### **Second: Consumption**

- The German fashion and apparel market is one of the largest in Europe, in 2017, Germany's apparel sales were reported at €63.8 billion, making it the second-largest market in the EU after the UK. Germany consistently remains in the top 3 apparel markets in Europe.
- More recent estimates (2022–2023) indicate that the German apparel market size is around €65–70 billion annually, with fluctuations due to inflation, consumer confidence, and the impact of e-commerce. Today the trend in the apparel market in

Germany is the concept of "Fast – Fashion", which means the constant and rapid change in terms of fashion, colors and designs.

- At the same time, there is another trend toward sustainable ecology as part of the general trend towards environmental conservation, called "Slow Fashion products", as well as production under the so-called "Fair trade".

### **Third: Imports**

According to the Federal Ministry for Economic Affairs and Energy in Germany, Germany is the largest importer for apparel in the European Union. Their total import in 2024 was about \$ 42 billion, increased by 3.6 % compared to \$ 40 billion in 2023.

The following items are the most important items imported by Germany from the world in terms of value:

1. HS Code 6110 (Pullovers): The total value of imports of this item amounted to 5,4 million \$US in 2024, increased by 3.0% % compared to the previous year.
2. HS Code 6204 (Women's dresses, trousers and skirts): The total value of imports of this item amounted to 5,1 million \$US in 2024, increased by 0,8% compared to the previous year.
3. HS Code 6203 (Men's suites and trousers): The total value of imports of this item amounted to 4.7 billion \$US in 2024.
4. HS Code 6109 (T-shirts): The total value of imports of this item amounted to 4.4 billion \$US in 2024, increased by 3,5% compared to the previous year.
5. HS Code 6104 (Dresses – Trousers): Two-way imports of this item amounted to 3,3 billion \$US in 2024, increased from 3,2 billion \$US compared to 2023.
6. HS Code 6202 (Women's Coats - Jackets): The value of imports of this item amounted to 2.07 billion \$US in 2024.
7. HS Code 6206 (Blouse): The value of imports of this item amounted to a 1,05 billion \$US in 2024.

8. HS Code 6201 (Men's Coats - Jackets): The value of imports of this item amounted to 1.2 billion \$US in 2024.

| Code | Product label (↔)                                                                                     | Imported value in 2022 | Imported value in 2023 | Imported value in 2024 ▼ |
|------|-------------------------------------------------------------------------------------------------------|------------------------|------------------------|--------------------------|
| 6110 | Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excl. ...       | 6,121,490              | 5,250,320              | 5,410,069                |
| 6109 | T-shirts, singlets and other vests, knitted or crocheted                                              | 4,888,731              | 4,256,653              | 4,411,259                |
| 6104 | Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, ...  | 4,191,709              | 3,295,521              | 3,303,613                |
| 6115 | Pantyhose, tights, stockings, socks and other hosiery, incl. graduated compression hosiery ...        | 1,354,091              | 1,231,981              | 1,248,588                |
| 6108 | Women's or girls' slips, petticoats, briefs, panties, nightdresses, pyjamas, negligés, bathrobes, ... | 989,060                | 818,286                | 792,185                  |
| 6105 | Men's or boys' shirts, knitted or crocheted (excl. nightshirts, T-shirts, singlets and other ...      | 757,740                | 732,833                | 726,478                  |
| 6114 | Special garments for professional, sporting or other purposes, n.e.s., knitted or crocheted           | 1,108,597              | 825,145                | 685,394                  |
| 6102 | Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...  | 826,560                | 654,845                | 661,791                  |
| 6107 | Men's or boys' underpants, briefs, nightshirts, pyjamas, bathrobes, dressing gowns and similar ...    | 642,324                | 564,552                | 605,683                  |
| 6103 | Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches ...     | 643,336                | 579,440                | 555,490                  |
| 6111 | Babies' garments and clothing accessories, knitted or crocheted (excl. hats)                          | 650,751                | 523,343                | 482,447                  |
| 6116 | Gloves, mittens and mitts, knitted or crocheted (excl. for babies)                                    | 520,918                | 414,713                | 441,290                  |
| 6112 | Track-suits, ski-suits and swimwear, knitted or crocheted                                             | 541,030                | 425,947                | 411,796                  |
| 6101 | Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...     | 428,991                | 341,803                | 317,359                  |
| 6106 | Women's or girls' blouses, shirts and shirt-blouses, knitted or crocheted (excl. T-shirts and ...     | 344,394                | 296,223                | 300,903                  |
| 6117 | Made-up clothing accessories, knitted or crocheted, knitted or crocheted parts of garments ...        | 174,138                | 161,721                | 151,905                  |
| 6113 | Garments, knitted or crocheted, rubberised or impregnated, coated or covered with plastics ...        | 166,589                | 133,821                | 118,788                  |
| Code | Product label (↔)                                                                                     | Imported value in 2022 | Imported value in 2023 | Imported value in 2024 ▼ |
| 6204 | Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, ...  | 5,474,158              | 5,082,368              | 5,128,213                |
| 6203 | Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches ...     | 5,223,795              | 4,923,155              | 4,713,120                |
| 6202 | Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...  | 2,576,227              | 2,149,374              | 2,073,751                |
| 6201 | Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, ...     | 1,460,527              | 1,309,932              | 1,222,318                |
| 6206 | Women's or girls' blouses, shirts and shirt-blouses (excl. knitted or crocheted and vests)            | 1,118,324              | 1,013,203              | 1,055,977                |
| 6210 | Garments made up of felt or nonwovens, whether or not impregnated, coated, covered or laminated; ...  | 1,083,706              | 960,023                | 974,928                  |
| 6205 | Men's or boys' shirts (excl. knitted or crocheted, nightshirts, singlets and other vests)             | 1,001,972              | 972,337                | 930,281                  |
| 6212 | Brassieres, girdles, corsets, braces, suspenders, garters and similar articles and parts thereof, ... | 930,180                | 763,252                | 737,756                  |
| 6211 | Tracksuits, ski suits, swimwear and other garments, n.e.s. (excl. knitted or crocheted)               | 712,047                | 690,869                | 668,929                  |
| 6214 | Shawls, scarves, mufflers, mantillas, veils and similar articles (excl. knitted or crocheted)         | 187,060                | 177,813                | 166,013                  |
| 6208 | Women's or girls' singlets and other vests, slips, petticoats, briefs, panties, nightdresses, ...     | 147,524                | 131,084                | 133,194                  |
| 6209 | Babies' garments and clothing accessories of textile materials (excl. knitted or crocheted ...        | 166,477                | 145,537                | 123,778                  |
| 6216 | Gloves, mittens and mitts, of all types of textile materials (excluding knitted or crocheted ...      | 98,643                 | 89,368                 | 86,230                   |
| 6217 | Made-up clothing accessories and parts of garments or clothing accessories, of all types of ...       | 89,383                 | 79,870                 | 78,329                   |
| 6207 | Men's or boys' singlets and other vests, underpants, briefs, nightshirts, pyjamas, bathrobes, ...     | 87,376                 | 81,742                 | 71,889                   |
| 6215 | Ties, bow ties and cravats of textile materials (excl. knitted or crocheted)                          | 22,378                 | 19,126                 | 18,296                   |
| 6213 | Handkerchiefs, of which no side exceeds 60 cm (excl. knitted or crocheted)                            | 5,625                  | 5,738                  | 5,890                    |

## Apparel imports in Germany from the world during 2022-2024:-

The following table shows the apparel imports in Germany from the world during 2022-2024 ,according to the HS Code of each product, as well as the most important exporter countries:

| Exporters                   | Imported value in 2022 | Imported value in 2023 | Imported value in 2024 ▼ |
|-----------------------------|------------------------|------------------------|--------------------------|
| World                       | 46,843,467             | 40,981,034             | 42,458,838               |
| <a href="#">China</a>       | 10,950,342             | 8,861,120              | 9,722,813                |
| <a href="#">Bangladesh</a>  | 9,674,171              | 7,838,663              | 8,493,101                |
| <a href="#">Türkiye</a>     | 5,164,496              | 4,744,293              | 4,576,537                |
| <a href="#">Viet Nam</a>    | 2,061,864              | 1,971,395              | 2,123,094                |
| <a href="#">Cambodia</a>    | 1,605,157              | 1,458,360              | 1,792,370                |
| <a href="#">Italy</a>       | 1,799,198              | 1,786,702              | 1,632,274                |
| <a href="#">India</a>       | 1,814,733              | 1,547,848              | 1,610,465                |
| <a href="#">Pakistan</a>    | 1,684,446              | 1,400,284              | 1,522,681                |
| <a href="#">Myanmar</a>     | 1,327,322              | 1,048,540              | 975,893                  |
| <a href="#">Tunisia</a>     | 659,743                | 722,133                | 730,899                  |
| <a href="#">Poland</a>      | 788,058                | 733,657                | 711,634                  |
| <a href="#">Netherlands</a> | 952,330                | 774,593                | 701,489                  |
| <a href="#">Morocco</a>     | 564,267                | 623,175                | 657,255                  |
| <a href="#">Indonesia</a>   | 857,504                | 591,445                | 599,421                  |
| <a href="#">Sri Lanka</a>   | 528,383                | 477,755                | 508,017                  |
| <a href="#">Portugal</a>    | 499,093                | 511,515                | 475,181                  |
| <a href="#">Bulgaria</a>    | 489,867                | 487,626                | 421,848                  |
| <a href="#">France</a>      | 492,782                | 446,809                | 411,722                  |
| <a href="#">Romania</a>     | 464,299                | 452,327                | 382,275                  |
| <a href="#">Area Nes</a>    | 205,770                | 164,933                | 275,863                  |
| <a href="#">Egypt</a>       | 187,589                | 217,806                | 274,307                  |

### Egyptian Exports for apparel to the German Market:

- The total amount of the Egyptian exports for apparel to the German market amounted to 274,3 million \$US in 2024, increased by 25,9% compared to 217,8 million \$US in 2023.

### The most important HS Code of Egyptian Exports for apparel to the German Market:

- HS Code 6203 (Men's suites and trousers): The largest percentage of Egyptian exports to the German market valued at \$ 96,3 million, increased from 88,3 million \$US compared to the previous year.
- HS Code 6204 (Women's suites, dresses and skirts): Comes at the second place in terms of value of exports to the German market by 53,6 million \$US increased by 85,4%.
- HS Code 6110 (Pullovers): Comes at the third place in terms of value of exports to the German market by 47,197 million \$ US increased by 26,2%.

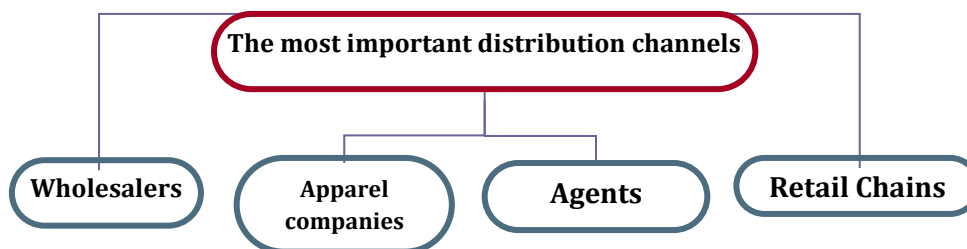
### HS Code of Egyptian Exports for apparel to the German Market:

| Product code | Product label  | Germany's imports from Egypt |               |                |
|--------------|-------------------------------------------------------------------------------------------------|------------------------------|---------------|----------------|
|              |                                                                                                 | Value in 2022                | Value in 2023 | Value in 2024▼ |
| TOTAL        | All products                                                                                    | 1,302,859                    | 1,479,101     | 1,611,616      |
|              | apparel                                                                                         | 187,589                      | 217,806       | 274,307        |
| 62           | Articles of apparel and clothing accessories, not knitted or crocheted                          | 105,450                      | 120,835       | 154,772        |
| 61           | Articles of apparel and clothing accessories, knitted or crocheted                              | 82,139                       | 96,971        | 119,535        |

| Product code | Product label          | Germany's imports from Egypt |               |                                                                                                 | Egypt's exports to world |               |                                                                                               | Germany's imports from world  |               |               |
|--------------|---------------------------------------------------------------------------------------------------------|------------------------------|---------------|-------------------------------------------------------------------------------------------------|--------------------------|---------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------|---------------|
|              |                                                                                                         | Value in 2022                | Value in 2023 | Value in 2024  | Value in 2022            | Value in 2023 | Value in 2024                                                                                 | Value in 2022                                                                                                    | Value in 2023 | Value in 2024 |
| 6203         | Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches . . .     | 83,709                       | 88,323        | 96,385         | 670,650                  | 583,446       | 769,963    | 5,223,795                                                                                                        | 4,923,155     | 4,713,120     |
| 6204         | Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, . . .  | 18,449                       | 28,936        | 53,656         | 252,294                  | 322,883       | 454,464    | 5,474,158                                                                                                        | 5,082,368     | 5,128,213     |
| 6205         | Men's or boys' shirts (excl. knitted or crocheted, nightshirts, singlets and other vests)               | 1,814                        | 2,191         | 2,549          | 277,809                  | 305,237       | 287,829    | 1,001,972                                                                                                        | 972,337       | 930,281       |
| 6201         | Men's or boys' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .     | 402                          | 339           | 704            | 1,309                    | 7,878         | 7,212      | 1,460,527                                                                                                        | 1,309,932     | 1,222,318     |
| 6211         | Tracksuits, ski suits, swimwear and other garments, n.e.s. (excl. knitted or crocheted)                 | 149                          | 290           | 433            | 29,053                   | 17,334        | 7,579      | 712,047                                                                                                          | 690,869       | 668,929       |
| 6206         | Women's or girls' blouses, shirts and shirt-blouses (excl. knitted or crocheted and vests)              | 253                          | 39            | 345            | 44,007                   | 66,165        | 47,779     | 1,118,324                                                                                                        | 1,013,203     | 1,055,977     |
| 6202         | Women's or girls' overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, . . .  | 159                          | 149           | 191            | 1,343                    | 8,033         | 16,356     | 2,576,227                                                                                                        | 2,149,374     | 2,073,751     |
| 6207         | Men's or boys' singlets and other vests, underpants, briefs, nightshirts, pyjamas, bathrobes, . . .     | 271                          | 153           | 182            | 35,076                   | 44,226        | 63,215     | 87,376                                                                                                           | 81,742        | 71,889        |
| 6209         | Babies' garments and clothing accessories of textile materials (excl. knitted or crocheted . . .        | 86                           | 104           | 162            | 21,070                   | 7,089         | 10,958     | 166,477                                                                                                          | 145,537       | 123,778       |
| 6208         | Women's or girls' singlets and other vests, slips, petticoats, briefs, panties, nightdresses, . . .     | 53                           | 2             | 32             | 9,651                    | 17,732        | 24,817     | 147,524                                                                                                          | 131,084       | 133,194       |
| 6212         | Brassieres, girdles, corsets, braces, suspenders, garters and similar articles and parts thereof, . . . | 30                           | 42            | 27           | 756                      | 2,646         | 2,200    | 930,180                                                                                                          | 763,252       | 737,756       |
| 6214         | Shawls, scarves, mufflers, mantillas, veils and similar articles (excl. knitted or crocheted)           | 5                            | 3             | 21           | 11,978                   | 11,498        | 15,490   | 187,060                                                                                                          | 177,813       | 166,013       |
| 6210         | Garments made up of felt or nonwovens, whether or not impregnated, coated, covered or laminated; . . .  | 27                           | 226           | 16           | 137,666                  | 76,428        | 29,834   | 1,083,706                                                                                                        | 960,023       | 974,928       |
| 6217         | Made-up clothing accessories and parts of garments or clothing accessories, of all types of . . .       | 33                           | 4             | 15           | 154,304                  | 154,642       | 196,406  | 89,383                                                                                                           | 79,870        | 78,329        |
| 6216         | Gloves, mittens and mitts, of all types of textile materials (excluding knitted or crocheted . . .      | 0                            | 0             | 0            | 3,567                    | 3,477         | 2,843    | 98,643                                                                                                           | 89,368        | 86,230        |
| 6213         | Handkerchiefs, of which no side exceeds 60 cm (excl. knitted or crocheted)                              | 0                            | 0             | 0            | 0                        | 445           | 92       | 5,625                                                                                                            | 5,738         | 5,890         |
| 6215         | Ties, bow ties and cravats of textile materials (excl. knitted or crocheted)                            | 0                            | 0             | 0            | 0                        | 7             | 8        | 22,378                                                                                                           | 19,126        | 18,296        |

### The German Exports for apparel:

Germany is considered one of the most important markets in terms of production and consumption, especially for Technical Textiles. It is also one of the top five markets in the European Union in terms of apparel consumption. In 2024, Germany ranked **fourth** worldwide in textile and apparel exports, with a value of 28.3 billion USD



### The most important distribution channels:

- 1- Wholesaler (who import directly from the importer and responsible for internal distribution operations, the wholesaler usually exports the imported goods to the chain stores).
- 2- The Apparel companies in Germany that carry out the manufacturing operations outside Germany (Out Sourcing system). In-country operations are just for designing and marketing. In recent years, there has been some kind of cooperation between these factories and chain stores, some of them agree to open direct selling outlets bearing the trademark of some these companies.
- 3- Agents (They are intermediaries between manufacturers (both in and outside Germany) and retail chains. Most agents deal with well-known trademarks "Brands").
- 4- Retail Chains (It is the biggest and most important distribution channel in the German market and occupy the biggest place in the Retail German market like: C&A, Galeria Kaufhof, and Karstadt. Also a large number of specialized international retail chains such as H&M and ZARA have been joined. Procurement strategies in retail chains, especially large ones, are characterized by a lack of reliance on intermediaries and agents. It completed directly through a network of procurement sources identified by the Procurement Department, which is concentrated in a number of apparel factories concentrated in relatively cheap countries for labor costs such as Morocco , Turkey, India, China, Bangladesh ... and others.

In examining the retail market in Germany in the apparel sector, as well as the remarkable activity of the major chains, It may also notice that there is a significant turnover in non-food divisions in non-specialized retailers such as large hypermarket chains like: LIDL - ALDI – Metro.

Also referred to as "Textile Discounters", which is one of the most important types and forms of specialized retailers in the apparel sector, which follows different selling and distribution strategies that are based mainly on geographical spread through a vast network of small branches, where the product is cheap, low and medium quality, these strings like: KIK - Adler - Takko - Ernstings Family.

## **Export requirements for the German market:**

### **1- The most important European legislations for textiles and apparel**

<http://ec.europa.eu/growth/sectors/fashion/textiles-clothing/legislation/>

### **2- Export requirements for EU market**

#### **▪ Product Safety:**

It comes from the concept that any product marketed in the EU must be safe for use and the "General Product Safety Directive" is applied if there is no specific rule. There is a rule that regulates the safety of children's clothing until the age of 14 years, especially up to the age of 7 years with the focus on the risk of suffocation.

For more information, please visit the following link:

<http://trade.ec.europa.eu/tradehelp/trade-regime-and-general-product-safety>

#### **▪ Labeling:**

It has to contain:

- The quality of the yarn or the textile used in the manufacture of the finished product as well as the percentage of the spinning to the total weight of the finished product.
- It has to be written according to the imported country (Germany language).
- Instructions for washing methods and product care must be included in the product.
- Information of the origin country.
- The size.
- Any additional information if the product contributes to environmental protection (Eco-Labels).

For more information, please visit the following link:

<http://trade.ec.europa.eu/tradehelp/labelling-and-packaging>

#### **▪ Used Chemicals:**

It is an important requirement in EU countries to pass REACHES (The Regulation on Registration, Evaluation, Authorization and Restriction of Chemicals Regulation (EC) No 1907/2006).

These regulations are to track the quantity and the quality of the chemicals that have entered into the final product from the agricultural stage to the dyeing and other manufacturing stages where chemicals are introduced into the product.

Some types of dyes (Azo dyes) are prohibited in manufacturing the apparels in Germany. Also prohibits some types of chemicals like: Flame Retardants, as well as Organotin Compounds, Perfluorooctane sulphonate and formaldehyde.

For additional information on chemicals that are prohibited in clothing, please visit the following link:

<http://trade.ec.europa.eu/tradehelp/chemical-products>

- **CITES Agreement (Convention on International Trade in Endangered Species):**

It is applying on the products manufactured from animals and wild plants.

- **Requirements for intellectual property rights:**

It is very important to ensure that intellectual property rights are not infringed, especially on product design, trademark or used images.

For further information on intellectual property rights in the EU, please visit the following link:

[https://ec.europa.eu/growth/industry/intellectual-property\\_en](https://ec.europa.eu/growth/industry/intellectual-property_en)

- **Additional Requirements:**

Some requirements are not legally binding but may be required like: CSR, Working environment, Fair Wages.

### 3- Tariffs

Under the Egyptian-European Partnership Agreement, Egyptian industrial merchandise is exempted from the customs tariff, except 19% VAT, which is borne by the final consumer of the commodity.

## **The most important business groups in the apparel sector**

### **Association of the German Textile and Fashion Industries**

Gesamtverband der deutschen Textil- und Modeindustrie e. V.

(Gesamtverband textil+mode)

Reinhardtstr. 14 - 16

10117 Berlin

Tel. +49 30 726220-0

Fax +49 30 726220-44

E-Mail: [info@textil-mode.de](mailto:info@textil-mode.de)

[www.textil-mode.de](http://www.textil-mode.de)

### **Trade Association for Textile and Readymade Garments - BTE**

A Lyskirchen 14

50676 Köln

Tel.: 0221/921509-0

Fax: 0221/921509-10

E-Mail: [info@bte.de](mailto:info@bte.de)

<http://www.bte.de/>

## **The most important specialized exhibitions**

1. The **Munich Fabric Start** exhibition for fabrics and textiles is held annually in Munich in September. For more information about the exhibition, please visit the following website:  
[www.munichfabricstart.com](http://www.munichfabricstart.com)
2. The **TechTextil** exhibition is held every two years in Frankfurt in May. For more information about the exhibition, please visit the following website:  
[techtextil.messefrankfurt.com](http://techtextil.messefrankfurt.com)
3. The first European edition of the **Apparel Textile Sourcing** exhibition was held in Berlin during the period 11–13 September 2019. Other editions of the exhibition are also organized in Montreal and Toronto (Canada), and Miami (USA). For more information about the exhibition, please visit the following website:  
[www.appareltextilesourcing.com/germany](http://www.appareltextilesourcing.com/germany)

## **List of German Importers for apparel**

### **Jebsen & Jessen (GmbH & Co.) KG**

Kehrwieder 11

20457 Hamburg

Telefon : +49 40 3014001

Fax : +49 40 327091

<http://www.jebsen-jessen.de> [jj@jebsen-jessen.de](mailto:jj@jebsen-jessen.de)

Contact: Mr. Michael Schwaegerl

### **DELTEX Handelsgesellschaft mbH**

Tarpen 40 Geb10A

22419 Hamburg

Tel.: +49 40 5353390

Fax: +49 40 53533999

<http://www.deltex.de> [info@deltex.de](mailto:info@deltex.de)

Contact: Mr. Phillipp Preugschat

Email: [Phillipp.Preugschat@deltex.de](mailto:Phillipp.Preugschat@deltex.de)

### **Heinrich Obermeyer GmbH & Co. KG**

Immenstädter Straße 6 - 8

87534 Oberstaufen

Tel.: +49 8386 9160

Fax : +49 8386 9162800

<http://www.blueseven.com>

Email: [contact@blueseven.com](mailto:contact@blueseven.com)

### **Beysun Textilvertriebs GmbH**

Juliusshof 3

12051 Berlin

Tel.: +49 30 63225060

Fax : +49 30 632250610

<http://www.beysun.de>

[vertrieb@beysun.de](mailto:vertrieb@beysun.de)

Contact: Mr. Güney

### **Rudolf Wöhrle SE** Beuthener Str. 41 D-90471 Nürnberg

Tel: +49 (0) 911 - 8121-0

Fax: +49 (0) 911 - 8121-100

E-Mail: [info@woehrl.de](mailto:info@woehrl.de)

[www.woehrl.de](http://www.woehrl.de)

### **Josef Witt GmbH**

Schillerstraße 4 - 12

92637 Weiden

Tel: +49 961 4000

Fax: +49 961 4001138

<http://www.witt-gruppe.eu>

Email: [info@witt-gruppe.eu](mailto:info@witt-gruppe.eu)

contact: Mr. Tolga Bitikcioglu

Email: [Tolga.Bitikcioglu@witt-gruppe.eu](mailto:Tolga.Bitikcioglu@witt-gruppe.eu)

Tel.: +49 961 400 2287

### **Fashion ID GmbH & Co. KG**

Berliner Allee 2

40212 Düsseldorf (Germany)

Phone : +49 211 36620

Fax : +49 211 3662697

<http://www.peek-cloppenburg.de>

[service@peek-cloppenburg.de](mailto:service@peek-cloppenburg.de)

[service@fashionid.de](mailto:service@fashionid.de)

### **Baur Versand GmbH & Co. KG**

Bahnhofstr. 10 -12

96224 Burgkunstadt

Telefon : +49 9572 910

Fax : +49 9572 913331

<http://www.baur.de> [service@baur.de](mailto:service@baur.de)

contact:Ms. Strobel (ladies outerwear)

Fax: +49 9572 912564

### **WEKU GmbH**

Adolf-Kolping-Str. 34

D-84359 Simbach a. Inn

Tel.: +49(0)8571/92520-0

Fax: +49(0)8571/92520-50

E-Mail: [info@weku-trade.de](mailto:info@weku-trade.de)

[www.weku-trade.de](http://www.weku-trade.de)

### **Wünsche Services GmbH**

Domstrasse 19

20095 Hamburg Germany

Tel.: +49 (40) 333 12-0

Fax: +49 (40) 333 12-298

Email: [info@wuenschegroup.de](mailto:info@wuenschegroup.de)

[www.wuenschegroup.de](http://www.wuenschegroup.de)

### **VCA Textil (underwear & socks)**

Wernigeröder Str. 52-54

38895 Derenburg Deutschland

Tel.: +49(0)39453-636064

Fax: +49(0)39453-636066

Email: [info@vca-textil.de](mailto:info@vca-textil.de)

[www.vca-textil.de](http://www.vca-textil.de)

**E. Breuninger GmbH & Co.**

Marktstr. 1 - 3

70173 Stuttgart

Tel.: +49 711 2110

Fax : +49 711 2113053

<http://www.breuninger.com> [kontakt@breuninger.de](mailto:kontakt@breuninger.de)

contact: Ms. Loehle

Fax: +49 711-2113032

**Heinrich Heine GmbH**

Windeckstraße 15

76135 Karlsruhe

Tel.: +49 721 9910

Fax : +49 721 9911919

<http://www.heine.de> [info@heine.de](mailto:info@heine.de)

**GALERIA Karstadt Kaufhof GmbH**

Theodor-Althoff-Str. 2

45133 Essen

Tel.: +49 201 7271

Fax: +49 201 7275216

<http://www.galeria.de>

Email: [service@galeria.de](mailto:service@galeria.de)

**Metro AG**

Metro-Straße 1

40235 Düsseldorf Deutschland

Tel.: +49 211 6886-0

E-Mail: [kontakt@metro.de](mailto:kontakt@metro.de)

[www.metroag.de](http://www.metroag.de)

**PUMA AG**

PUMA-WAY 1

91074 Herzogenaurach (Germany)

Phone : +49 9132 810

Fax : +49 9132 812246

<http://www.puma.com>

[info@puma.com](mailto:info@puma.com)

Contact: Ms. Hertlein

Email. [Yvonne.hertlein@puma.com](mailto:Yvonne.hertlein@puma.com)

Fax: +49 9132 8142282

**SiNN GmbH**

Batheyer Str. 115 - 117

58099 Hagen

Tel: +49 (0) 2331 620-0

Fax: +49 (0) 2331 620-100

E-Mail: [info@sinn.com](mailto:info@sinn.com)

www.sinn.com

Contact: Ms. Pütz (ladies underwear)

Fax: +49 2331 620650161

Ms. Ochlast (ladies outerwear)

Fax: +49 2331 620650545

### **KiK Textilien und Non-Food GmbH**

Siemensstraße 21

59199 Bönen

Tel.: +49-(0)2383 / 95-40

Fax: +49-(0)2383 / 95-4130

E-Mail: [buying@kik.de](mailto:buying@kik.de) [www.kik.de](http://www.kik.de)

### **Otto (GmbH & Co KG) Werner-Otto-Straße 1-7**

22172 Hamburg

Tel.: +49 40 - 64 61 - 0

Fax: +49 40 - 64 61 - 8571

E-Mail: [service@otto.de](mailto:service@otto.de) [www.otto.de](http://www.otto.de)

Otto has the company „Shira“ that checks the products in the country of production:

The office of Shira in Egypt can be reached under + 202 33036550.

Contact: Ms. Andrea Klimaschewski

Email: [Andrea.klimaschewski@otto.de](mailto:Andrea.klimaschewski@otto.de)

## **LIST OF GERMAN IMPORTERS FOR T-SHIRTS**

### **Shirtlabor® GmbH Münstermannweg 16 D-48153 Münster**

Tel: +49 (0) 251 / 91 95 93 – 0

Fax: +49 (0) 251 / 91 95 93 – 10

E-Mail: [mail@shirtlabor.de](mailto:mail@shirtlabor.de)

<https://www.shirtlabor.de>

CEO: René Klostermann

### **BORN GmbH**

Knitwear for Fashion & Engineering Poststraße 4

37351 Dingelstädt

Tel.: +49 (0)36075 / 50 60

Fax: +49 (0)36075 / 5 06 66

E-Mail: [info@born-germany.de](mailto:info@born-germany.de)

[www.born-germany.de](http://www.born-germany.de)

CEO: Rembert Born

### **Stickerei Kraus**

Pfarrer-Lukas-Straße 40 D-93413 Cham

Tel.: +49 (0) 9971 / 4164

Fax: +49 (0) 9971 / 994713

E-Mail: [info@stickerei-kraus.de](mailto:info@stickerei-kraus.de)

<http://www.stickerei-kraus.de>

CEO: Gertraud Kraus

### **Plusprint GmbH**

Gewerbestraße 6

16727 Oberkrämer

Tel.: +49 3304 20 90 10

Fax: +49 3304 20 90 199

E-Mail [info@plusprint.de](mailto:info@plusprint.de)

[www.plusprint.de](http://www.plusprint.de)

CEO: Thomas Schönhoff

### **Schittenhelm GmbH**

Industriestr. 15

95349 Thurnau

Tel.: 09228-42 99 601

E-Mail: [info@textilwaren24.de](mailto:info@textilwaren24.de)

[www.textilwaren24.eu](http://www.textilwaren24.eu)

CEO: Uwe Schittenhelm

t-shirts, sweatshirts, pants, poloshirts, underwear

### **A true image agency gmbh**

Parkstr. 27

67655 Kaiserslautern

Tel.: +49 6393 9936381

Fax: + 49 631 3038699

Email: [info@trueimage.de](mailto:info@trueimage.de) , [sales@trueimage.de](mailto:sales@trueimage.de)

<http://www.trueimage.de>

CEO: Holger Jacobi

Textile printing

### **PRINTEX Textilveredelung**

Annette-Thoma-Weg 6 D-83083 Riedering

Tel: +49 (0) 8036 90 89 00

Fax: +49 (0) 8036 90 89 019

E-Mail: [info@printex24.de](mailto:info@printex24.de)

[www.printex24.de](http://www.printex24.de)

Contact: Klaus Unterseer

Textile printing

**BEWERNICK GmbH TEXTILFABRIK**

Heinkelstr. 9

30827 Garbsen

Tel.: 05131-46208 0

Fax: 05131-46208 29

e-mail: [info@bewernick.com](mailto:info@bewernick.com)

<http://www.bewernick.com>

CEO: Natascha Gerull-Bewernick

**Continental Fashion Merchandising UG**

Herderstr. 4

D-63165 Mühlheim am Main

Tel.: +49 (0)6108 826960

Fax: +49 (0)6108 826962

e-Mail: [sales@continental-fashion.com](mailto:sales@continental-fashion.com)

<http://basicwear-international.com>

CEO: Bimal Roy

**Bernd Koch Siebdruck GmbH**

Ringofenstrasse 43

44287 Dortmund

Tel.: (0231) 49 666 200

Fax.: (0231) 49 666 226

Email: [info@koch-siebdruck.de](mailto:info@koch-siebdruck.de)

Web: [www.koch-siebdruck.de](http://www.koch-siebdruck.de)

Owner: Bernd Koch

**Lissner & Vogel**

Textilfabrikation und Handel GmbH Niederwaldstraße. 3

09123 Chemnitz (Einsiedel)

Tel.: +49 37209-70832

Tel2.: +49 37209-70833

Fax.: +49 37209-70834

Email: [info@lissner-und-vogel.de](mailto:info@lissner-und-vogel.de) , [info@cr-collection.de](mailto:info@cr-collection.de)

<http://www.lissner-und-vogel.de>

[www.cr-collection.de](http://www.cr-collection.de)

CEO: Ms. Corinne Voge

**4LIQUIDS Vertriebsgesellschaft mbH**

Kölner Straße 133

42651 Solingen

Tel: +49 02841 889870

Fax: +49 02841 889872

E-Mail: [info@4liquids.de](mailto:info@4liquids.de)

[www.4liquids.de](http://www.4liquids.de)

CEO: Marc Stollbrock

### **MAPROM GmbH**

Rohrweg 33

37671 Höxter

Tel.: +49 5271 9719-0

Fax: +49 5271 9719-99

Email: [info@maprom.de](mailto:info@maprom.de) [www.maprom.de](http://www.maprom.de)

CEO: Henner Marquardt

### **SantaFeTex GmbH**

Waldstrasse 110

D - 67157 Wachenheim

Tel.: +49 (0)6322 94807-0

Fax: +49 (0)6322 94807-19

Email: [info@santafetex.com](mailto:info@santafetex.com)

[www.santafetex.com](http://www.santafetex.com)

CEO: Boris Morell

### **shirtEXPRESS**

Marbacher Straße 25

70435 Stuttgart-Zuffenhausen

Tel.: +49 711 870 18 29

Email: [kontakt@shirtexpress.de](mailto:kontakt@shirtexpress.de)

[www.shirtexpress.de](http://www.shirtexpress.de)

owner: Isidoro Facchino

## **Recommendations for Egyptian Exporters to the German Market:-**

- **Market Diversity:** Germany is a decentralized and diverse market, with consumer preferences differing across federal states depending on income levels. Export strategies should reflect these variations, with a strong focus on **product quality**, as German consumers prioritize quality over price.
- **Long-Term Commitment:** Success in Germany requires a long-term approach to product development that aligns with German standards and demands. Exporters should remain flexible and responsive to buyers' modification requests, as fulfilling these requirements can lead to sustainable, long-term business relationships beyond the relatively lengthy negotiation stage.
- **Industry & Consumer Trends:** Egyptian companies should stay aligned with key trends shaping the German apparel market, including:
  - **Sustainability and environmental standards** (Fashion Sustainability).
  - **Corporate Social Responsibility (CSR).**
  - Growing share of **senior consumers**.
  - Rising **online purchasing**, accelerated by COVID-19.
  - Adoption of **advanced technologies** to reduce production costs, speed up manufacturing, and ensure timely delivery — critical in the face of strong competition, particularly from Asian suppliers.
- **After-Sales Services:** Providing reliable after-sales support builds trust and credibility. Egyptian exporters must be prepared to address complaints or issues promptly to ensure continuity of future business.
- **Comprehensive Export Offers:** German buyers expect clear and detailed export offers that include:
  - Full **technical specifications** of the product.
  - **Available quantities** for export.
  - **Pricing and delivery terms.**
  - Direct **contact details** of export managers within the Egyptian companies

