

ECONOMIC INDICATORS FOR THE GERMAN PRINTING INDUSTRY

Economic indicator	2009		2008	
	absolute	% diff to 08	absolute	% diff. to 07
Whole industry, VAT statistics				
Sales in millions of €, nominal	21 730*	-6,0	23 116	-1,9
Companies with 50 or more employees				
Sales in millions of €, nominal	13 061	-6.9	14 022	1,0
real	13 496	-5.7	14 309	-1.2
including export sales in millions of €	1 746	-7.4	1 885	-4.4
Export ratio in % (Export sales/nominal sales)	13,4	-0.3	13.4	-4,5
Sales per employee in €	159 922	-3.5	165 836	0.6
Number of employees	81 670	-3.3	84 415	0.3
Number of companies	655	-3.5	679	3.1
Gross wage/salary total in millions of €	2 891	-4.4	3 024	1.3
as % of sales	22.2	2.8	21.6	0.2
per employee in €	35 393	-1.2	35 824	1.0
Production index, adj. for working days (2005=100)				
Printing industry	98.8	-7.3	106.6	1.1
Industry as a whole	93.0	-17.8	113.1	0.3
Factory price index (2005 = 100)				
Print services as a whole	96.8	-1.7	98.5	-0.4
Printing paper as a whole	111.0	1.0	109.9	1.7
Energy, commercial installations	117.6	5.1	111.9	4.6

* Estimate based on 2008 VAT statistics for the whole industry

Source: Federal Statistics Office, Federal Labour Agency, Calculations: BVDM

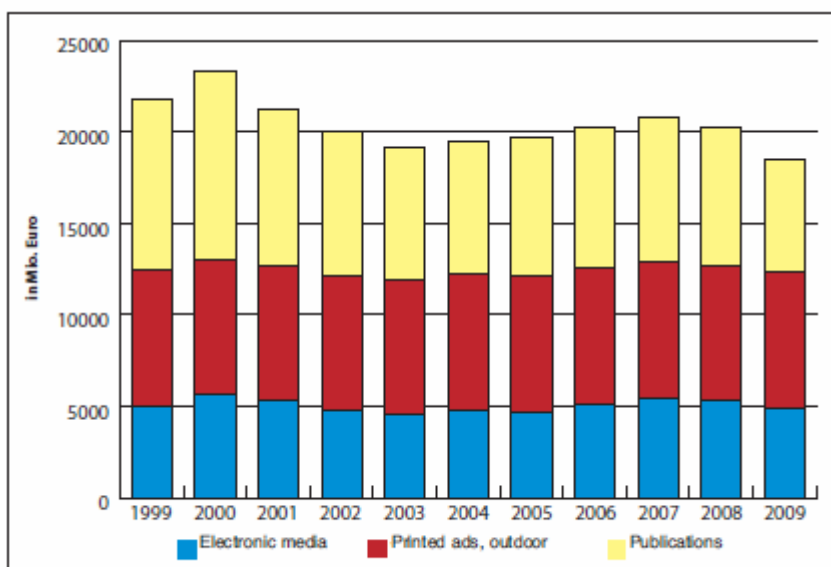
Translation: Deutscher Drucker | No. 24 | 22.7.2010 contact.n.stratton@publish.de

COMPANIES AND EMPLOYEES COVERED BY SOCIAL SECURITY

No. of company employees	Companies			Employees covered by social security		
	Number 2009	Share %	Change from 2000 in %	Number 2009	Share %	Change from 2000 in %
1–9	7 221	70.10	–3.5	22 889	13.80	–3.9
10–19	1 357	13.17	–3.4	18 433	11.12	–4.0
20–49	1 054	10.23	–7.2	32 300	19.48	–6.0
50–99	378	3.67	–6.0	25 578	15.43	–7.0
100–499	275	2.67	3.0	53 006	31.97	1.4
500–999	13	0.13	–13.3	8 445	5.09	–16.2
1 000 or more	3	0.03	0.0	5 152	3.11	4.4
Total	10 301	100.00	–3.8	165 803	100.00	–3.7
Change from 2000 in %		–26.0		Change from 2000 in %		–25.6

As of: 30.6 in each case.

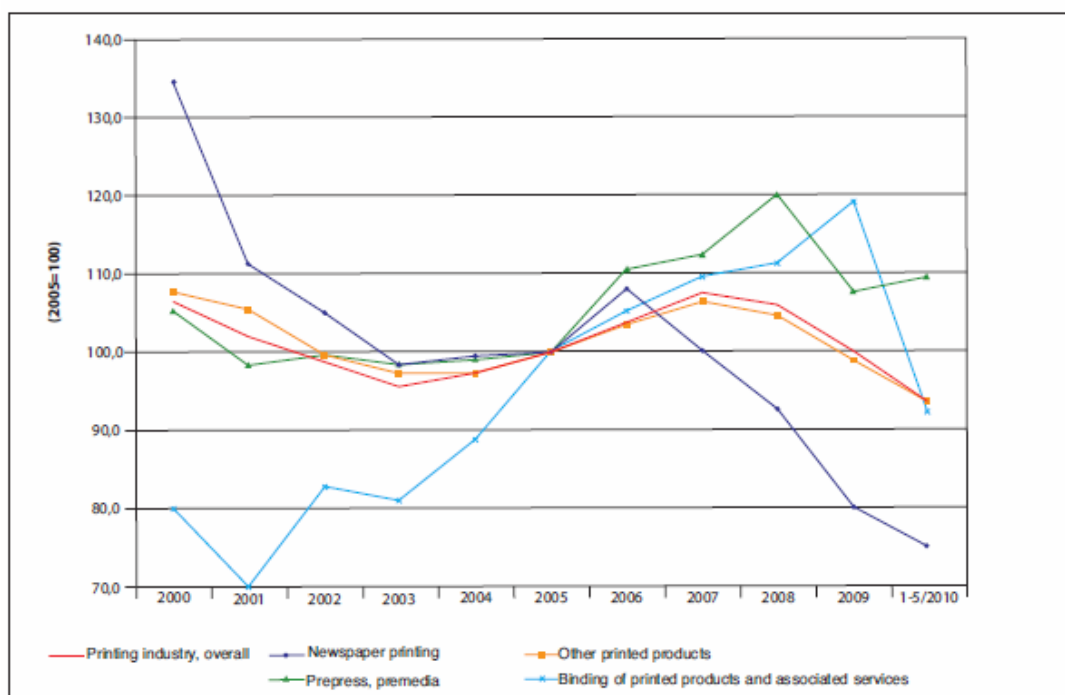
Source: Federal Labour Agency, Calculations: BVDM



Graph 1: Net advertising revenues for recordable advertising vehicles in Germany.

Source: ZAW, Calculations: BVDM

Translation: Neil Stratton n.stratton@publish.de Deutscher Drucker | No. 25 | 5.8.2010



Graph 2. Production indices by print category. Adjusted for working days.

Source: Federal Labour Office, Calculations: BVDM

Translation: Neil Stratton

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BREAKDOWN OF FOREIGN TRADE BY PRODUCT CATEGORY AND YEAR

Product category	Exports				€ 000 2009*	Imports			
	€ 000 2009*	year-on-year in %				€ 000 2009*	year-on-year in %		
		2009	2008	2007			2009	2008	2007
Advertising material/catalogues	1 301 549	-13.1	-0.6	10.6	490 391	-9.1	-4.5	17.1	
Labels	258 129	-6.4	1.8	12.2	113 483	-14.4	10.8	6.6	
Calendars/cards	77 638	-16.3	0.7	-0.2	62 556	-16.3	8.4	-0.1	
Decals/transfers	153 923	-3.2	3.2	-1.4	21 977	-39.6	24.7	-35.3	
Repro/formes	93 948	-14.5	-7.3	-1.8	30 654	-8.7	-24.1	11.8	
Other printed products	391 169	-18.7	12.7	10.9	213 782	2.2	2.1	8.0	
Printed products	2 276 356	-13.0	1.8	9.0	932 843	-9.1	-0.6	10.0	
Books/brochures	1 194 548	-13.3	-7.6	2.8	534 775	-15.9	-5.2	9.5	
Newspapers/magazines	752 558	-12.9	-0.2	-0.1	462 660	4.9	8.8	7.2	
Publications	1 947 106	-13.1	-4.9	1.7	997 435	-7.3	0.0	8.6	
Total	4 223 462	-13.1	-1.4	5.4	1 930 278	-8.2	-0.3	9.3	

*provisional figures. Source: Federal Statistics Office; calculations: BVDM

BREAKDOWN OF FOREIGN TRADE BY COUNTRY AND REGION*, 2009

Major countries	Export € 000	% diff. on year	Share in %	Rank	Import € 000	% diff. on year	Share in %	Rank
Switzerland	709 125	0.0	16.8	1	119 738	-15.9	6.20	8
Austria	667 628	-9.3	15.8	2	120 154	-18.1	6.22	7
France	418 655	-13.8	9.9	3	182 313	-16.0	9.4	3
Czech Rep.	323 573	-14.9	7.7	4	334 607	-2.2	17.3	1
Netherlands	305 365	-21.0	7.2	5	139 825	-6.0	7.2	5
UK	267 458	-23.9	6.3	6	178 845	-14.8	9.3	4
Poland	93 106	-11.9	2.2	13	199 374	20.5	10.3	2
China	53 580	37.4	1.3	15	139 004	-7.1	7.2	6
EU27	2 937 229	-14.4	69.5	-	1 428 358	-7.7	74.0	-
of which: EU16	1 941 374	-13.6	46.0		664 840	-14.6	34.4	
new members	479 260	-14.5	11.3		552 759	6.6	28.6	
Far East	117 482	-0.4	2.8		211 861	-5.6	11.0	
Rest of world	202 715	-9.3	4.8		40 216	-2.9	2.1	

*provisional figures. New members: Bulgaria, Estonia, Latvia, Lithuania, Romania, Czech Republic, Hungary
Source: Federal Statistics Office, Calculations: BVDM

