

When in doubt, exporters can depend on the mission to make any necessary reroutings.

- Düsseldorf** — health care products
— fish and food products
— electrical energy, oil and gas
— most machinery
— forest products
— minerals and metals
— consulting services, capital project co-operation
— clothing and furniture
— furs and textiles
— environmental machinery

- Bonn** — defence products
— basic telecommunications equipment and services
— bulk chemicals
— bulk agricultural commodities
— books, musical instruments
— shipbuilding and ocean industries
— security equipment
— policy and regulatory matters
— environment technology and services

- Munich** — aerospace
— automotive and surface transportation equipment
— electrical and electronic products
— computers and computer software
— leisure and recreational products
— medical equipment and instruments
— film, video and sound recording equipment and services
— enhanced telecommunications equipment and services

About the Market. The German market is too large and diverse to approach as a single unit. Although for some products, such as precious jewellery, a major share of the wholesale market is concentrated in one geographic area, it is more generally true that specific markets are spread throughout the country. The area or areas of concentration should be chosen carefully.

Market Penetration. By far the best sales vehicle for the German market is the appropriate vertical trade fair combined with individual marketing itineraries. Germany