



DACH is an acronym that stands for Germany, Austria and Switzerland. These are also known as the German-speaking countries

Terms associated with the DACH region:

**Value
International Reputation
Quality**



Total population is 100 million with world-leading purchasing power



DACH is the largest economy in Europe and the fourth-largest globally behind only the US, China and Japan



Strong: a dynamic economy at \$5.2trn GDP
Stable: economic and political stability
Innovative: No. 1 in Global Innovation Index for 9 years



SMEs account for 95% of all companies

Facts and Figures

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|-------------------------|-------------------------|
| Artificial Intelligence | Luxury Fashion |
| Robotics | Finance |
| Sensor Tech | Automotive |
| Computer Vision | Chemicals |
| Information Technology | Sustainable / Renewable |
| Advanced Manufacturing | Energy |
| Health Tech | Mechatronics |
| Blockchain | Medical Technology |
| Life Sciences | BioTech |
| Mechanical & Electrical | Packaging |
| Engineering | Food |
| ICT | Cyber Security |
| Watchmaking | Mobility |

Leadership in a wide range of Industries