

Exporter Questionnaire: Challenges Faced in the German Market

Company Details

- **Company Name:**
- **Contact Person & Designation:**
- **Email & Phone Number:**
- **Are you located in an SEZ / EOU / FTWZ? (Yes / No):**

Section 1: Your Export Profile

1. What are the main products you export to Germany? (Please provide the 8-digit HS codes if available):
2. What is your approximate annual export value to Germany?
3. How has your business performance in Germany been over the last 3 years? (*Select one: Increased significantly / Increased moderately / Stable / Declined moderately / Declined significantly*)
4. Which regions or ports in Germany (e.g., Hamburg, Bremen) are most important for your deliveries?
5. How do you sell your products to Germany? (*Select one: Direct to German buyers / Through agents or traders in other EU countries / A mix of both*)

Section 2: Market Access & Competition

1. What are the biggest difficulties you face when trying to find or grow your business with German buyers?
2. Do you find it hard to identify or connect with reliable German importers, distributors, or retail chains? (*Select one: Yes / No / Partly*)
3. Do German buyers prefer to stick with their old, long-term suppliers rather than trying new Indian exporters? (*Select one: Yes / No / Not sure*)
4. Which countries are your main competitors in the German market, and do they benefit from free trade agreements (FTAs) that India does not have?

Section 3: Tariffs & Trade Policies

1. Are the applied EU import tariffs on your products a major problem for your pricing? (*Select one: Severe problem / Moderate problem / Minor issue / Not a problem*)
2. Have your shipments faced any specific trade restrictions, such as import quotas, safeguard duties, or anti-dumping measures in Germany? If yes, please specify:

Section 4: Standards, Testing, and Certifications

1. Which certificates or regulations cause the most trouble or extra cost for your business? (*Select all that apply*)
 - CE marking
 - REACH / RoHS / WEEE compliance
 - Food safety, residue, or organic rules
 - Strict packaging and labeling laws

- Carbon footprint tracking or reporting
 - ESG, human rights, or social factory audits
 - Other (*Please specify*)
2. Are the costs of testing and certification a heavy financial burden? (*Select one: High burden / Moderate burden / Small burden / No burden*)
 3. Do you face long delays in getting certificates or test reports cleared by German buyers or authorities?
 4. Are your Indian lab test reports fully accepted in Germany, or do buyers frequently demand expensive re-testing?

Section 5: Customs & Port Procedures

1. Are German customs procedures clear and predictable? (*Select one: Yes / Partly / No*)
2. What documentation problems do you encounter most often with German customs?
3. Where do your shipments experience the longest delays? (*Select one: Paperwork before shipping / Port handling in India / During transit / German customs clearance / Inland delivery in Germany*)
4. What is the average number of days your cargo gets delayed at clearance points?

Section 6: Logistics & Supply Chain

1. What are the main shipping and logistics problems you face? (*Select all that apply*)
 - High sea or air freight costs
 - Shortage of shipping containers
 - Delays during trans-shipment or port congestion
 - Lack of proper cold chain facilities
 - High transport insurance costs
2. Are high shipping costs seriously damaging your ability to compete on price in Germany? (*Select one: Yes, strongly / Yes, somewhat / No*)

Section 7: Buyer Demands & Financial Issues

1. Do German buyers frequently demand price reductions that make the order unprofitable? (*Select one: Yes / Sometimes / Rarely / Never*)
2. Have you lost orders because you could not meet strict delivery schedules or specific order sizes?
3. Are payment delays from German buyers a problem? (*Select one: Severe / Moderate / Minor / Not a problem*)
4. Are buyers demanding longer credit periods that hurt your day-to-day cash flow?
5. Are current bank credit, export finance, or ECGC insurance facilities helpful enough for your German trade?

Section 8: Actual Case Examples

Please briefly describe up to three recent cases where you faced severe export difficulties in Germany (e.g., shipment rejected, heavy delays, unexpected compliance costs):

- **Case 1:** Product name, approximate value, what went wrong, and the financial loss you suffered.
- **Case 2:** Product name, approximate value, what went wrong, and the financial loss you suffered.

- **Case 3:** Product name, approximate value, what went wrong, and the financial loss you suffered.

Section 9: Your Recommendations

1. What are the top 3 issues that need immediate action from the government?
2. What specific help or support do you need most from:
 - The Department of Commerce (Government of India)?
 - The Indian Mission / Embassy in Germany?

Thank you for your valuable time. Please email this completed form to dg@sezepc.in and ddg@sezepc.in by 16 June 2026.