

Germany's NBI 2020 Performance Overview

NBI 2020
Germany
Top-5

Strength	Weakness
 Immigration & Investment	 Tourism

Germany outperforms the Nation Brands Index's Regional and Global Averages.

Exports
Germany
Top-5

Strength	Weakness
 Buy Products	 Science & Technology

Germany outperforms the Exports Index's Regional and Global Averages.

Governance
Germany
Top-5

Strength	Weakness
 Reduce Poverty	 Protect the Environment

Germany outperforms the Governance Index's Regional and Global Averages.

Culture
Germany
Top-5

Strength	Weakness
 Sports	 Cultural Heritage

Germany outperforms the Culture Index's Regional and Global Averages.

People
Germany
Top-10

Strength	Weakness
 Employability	 Welcoming

Germany outperforms the People Index's Regional and Global Averages.

Tourism
Germany
Top-10

Strength	Weakness
 Historic Buildings	 Natural Beauty

Germany outperforms the Tourism Index's Regional and Global Averages.

Immigration & Investment
Germany
Top-5

Strength	Weakness
 Invest in Business	 Place to Work & Live

Germany outperforms the Immigration-Investment Index's Regional and Global Averages.

Find Out More...

- [NBI Thought Leadership Series: Tourism](#)
- [NBI Thought Leadership Series: Exports](#)
- [NBI Thought Leadership Series: COVID-19](#)
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