

China Speed in Industrial Goods

31/03/2026 China's machinery exports challenge Europe's competitiveness.

For decades, Germany's machinery and plant engineering sector has stood as a pillar of industrial excellence. With a turnover of approximately €280 billion in 2024 (latest available data), and an export share exceeding 75 percent, German manufacturers have long been synonymous with precision, reliability, and innovation (VDMA, 2025). Yet the global landscape is shifting as China's machinery exports surge and technological sophistication rises, reshaping Europe's competitiveness.

China is no longer positioning itself as a low-cost producer in mechanical and plant engineering. The ambition is to redefine the global competitive landscape by offering technologically advanced, high-quality machinery at highly competitive prices. With the US market increasingly restricted due to trade barriers, China is now turning its attention to Europe – where the combination of scale, speed, and strategic focus could disrupt long-standing incumbents.

Read the whole article: China Speed in Industrial Goods

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Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 152 3911 8663
jan_boris.wintzenburg@porsche-consulting.com

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