

Press release from the German Heat Pump Association (BWP) e.V.

Upcoming decisions on the Building Modernisation Act (GModG) and heating subsidies: Heat pump industry meets Bavarian Minister Hubert Aiwanger to discuss secure 'Made in Bavaria' heating solutions

Munich, 21st January 2026. Representatives from industrial and trade companies in the heat pump sector met today in Munich with Hubert Aiwanger (Freie Wähler), Bavaria's Minister of State for Energy and Economic Affairs, to discuss the significance of the heating transition for Bavaria as a business location. During the meeting, the companies emphasised that heat pumps, a technology that is manufactured in Bavaria, have become the most popular form of heating. With a view to the upcoming decisions in Berlin regarding the Building Energy Act (GModG), they called on the Bavarian state government to advocate for a reliable regulatory framework at federal level. The BEG heating subsidy scheme is of particular importance in this regard. Almost twenty per cent of the applications came from Bavaria.

The meeting had been preceded by a joint letter from seventeen companies in the heating industry, the skilled trades and the energy sector to Minister-President Söder and Minister of State Aiwanger. In Bavaria alone, the sector has great potential, with 5,000 employees and a turnover of over one billion euros. The challenge of ensuring a secure, affordable and climate-friendly heat supply can be met by creating value locally. Bavaria should therefore take a leading role in renewable heat.

The skilled trade sector needs clarity to provide the best possible support to concerned customers

According to Ralf Suhre, Managing Director of the Munich SHK Guild, the Bavarian skilled trades sector needs a stable framework, as there is a great need for information amongst homeowners: "Our customers are very concerned that heating with oil and gas may no longer be safe or affordable in the future. Many want to switch to renewable alternatives. To this end, our businesses are currently investing heavily in recruiting new staff and in training and further education. We have made it clear to Minister Aiwanger, as a representative of the state government, that we need a robust legal framework and a sustainably funded support scheme so that we can provide our customers with the best possible support."

Industry: Reliable policy frameworks protect jobs and investment in Bavaria

Kerstin Wolff, Managing Director of the Kulmbach-based heat pump manufacturer Glen Dimplex: "The German heating transition and Bavaria as a business location are closely intertwined. Confident in the location and the existing Building Energy Act (GEG), Glen Dimplex and other industrial companies in the sector have invested significantly in production capacity and jobs in recent years. There is fierce global competition for the European heating market.

Bavarian companies are well placed to remain among the technology leaders. However, this will only succeed if we can plan with certainty. We therefore expect the Bavarian state

government to advocate in Berlin for a Building Energy Act that supports customer interest in our products. The state government should work towards a constructive compromise that will stand the test of time and form a robust economic foundation.” Alongside Wolf from Mainburg, Kermi from Plattling and ait-Deutschland, Glen Dimplex is one of the largest employers in the sector in Bavaria.

Heating subsidies spur investment in Bavaria

Dr Martin Sabel, Managing Director of the German Heat Pump Association, emphasises the importance of the political decisions currently being taken in Berlin with the involvement of Bavarian politicians. “Every year, Germany spends around 80 billion euros on importing oil and gas from abroad. In contrast, federal funding for energy-efficient buildings could become a success story for economic growth if the Bavarian state government commits to sustainable financing. Every euro invested in heating subsidies triggers four times that amount in investment in the building stock. This benefits not only industry and the skilled trades, but also homeowners who wish to switch to a secure, affordable and environmentally friendly heating supply.”

BWP: Heat pumps now stand for high-tech jobs

Since the start of 2024, around 100,000 Bavarian homeowners have already taken advantage of the heating subsidy scheme. Around 20 per cent of the funding, amounting to 500–600 million euros per year, flows into Bavaria. Bavaria is thus making a disproportionately large contribution to climate targets for the existing building stock. Sabel is consequently calling for a more confident approach to the technology: “The heat pump is no longer a niche topic; it is the technology of the future for the vast majority of buildings and has rightly established itself firmly in the heating market. Today, the heat pump stands for high-tech jobs in Bavaria, amongst other places; for consumer independence in energy supply; and for economic growth in Germany and Europe. The positive effects on the environment are an added bonus.”

Further information under <https://www.waermepumpe.de/presse/pressemitteilungen/> .

About the German Heat Pump Association (BWP)

The German Heat Pump Association – Bundesverband Wärmepumpe (BWP) e.V. is an industry association based in Berlin that covers the entire value chain surrounding heat pumps. The BWP brings together over 1,350 companies from the heating industry, tradesmen, planning and architectural firms, drilling companies and energy suppliers, all of whom are committed to promoting the increased use of efficient heat pumps.

The German heat pump industry employs around 100,000 people and generates an annual turnover of around 3.5 billion euros. There are currently just under two million heat pumps in use in Germany. Around 95 per cent of the systems installed here are manufactured by BWP member companies.

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