



Federal Ministry
for Economic Affairs
and Energy

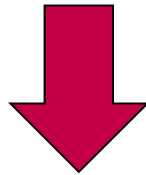


MITTELSTAND
GLOBAL
FOREIGN MARKET
ENTRY PROGRAMME

Foreign Market Entry Programme for Small and Medium-Sized Enterprises (SMEs)

Updated: October 2016

Market entry – priorities and responsibilities



Foreign Trade
Fair Programme

German Energy
Solutions
Export Initiative

Market Entry
Programme

Health Industries
Export Initiative

Manager
Training
Programme

General Aviation
Export
Promotion

Security
Industries Export
Initiative

Environmental
Technologies
Export Initiative

Agro Export
Promotion
(BMEL)

Guidelines

Foreign Market Entry Programme of the Federal Ministry for Economic Affairs and Energy:

Promoting exports and finding new markets for German SMEs

- Selection of appropriate markets and industries
- **Professional organization with experienced partners;** Federal Ministry for Economic Affairs and Energy provides support and coordination
- Intensive assistance including preparation and wrap-up
- Initial business contact arrangements are high quality and sustainable, with continuous monitoring

Guidelines

- First-hand market information
- Explore new markets
- **Build network and business contacts**
- **Meet business partners abroad**
- Realize market entry
- Increase foreign trade volume
- Save time and costs

Partners

Excellent partner network for strict focus on needs of industry and professional realization



Six modules: consistent, transparent, interdependent, flexible, combinable, viable

Business contact programme

Realization abroad, focus on market entry, market development and new business contacts

Market exploration

Realization abroad, targeting challenging, developing markets and market segments

Market information

Seminars in Germany, expert information on developing markets and new segments

Symposium

Realization abroad, presentation of goods and services

Procurement agents missions

Trips to Germany for specific industries and themes

Fact-finding missions for multipliers

Trips to Germany for specific industries and themes

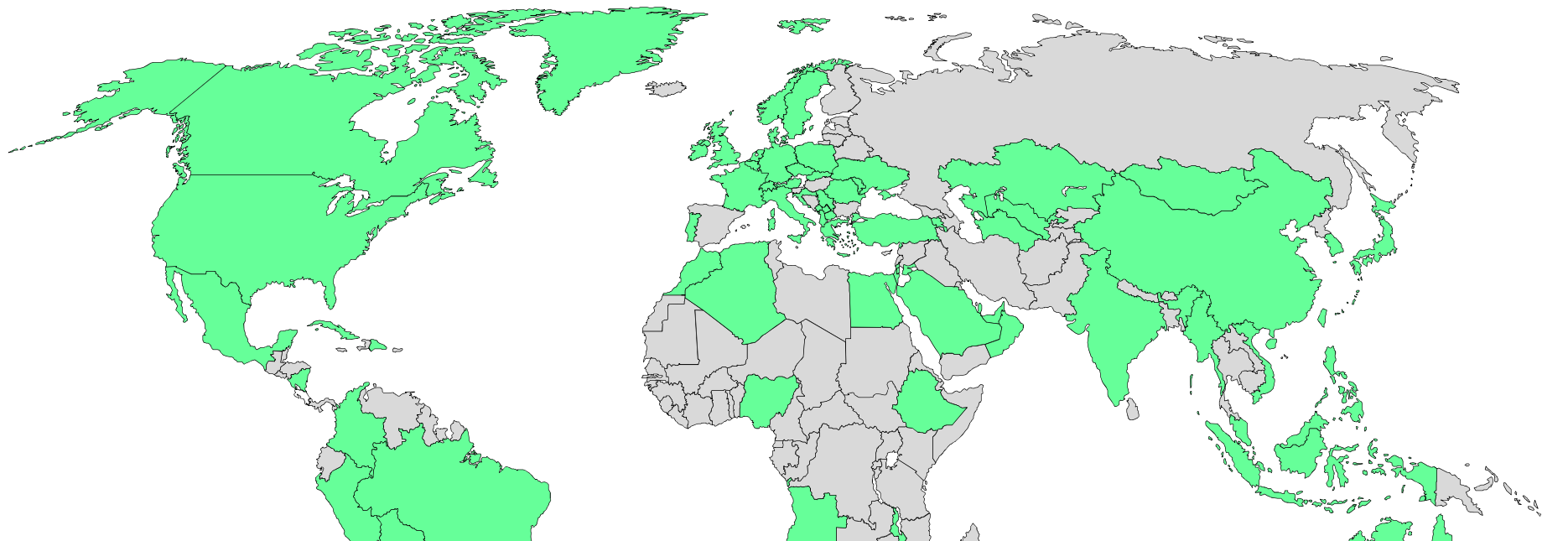
Trade fair participation programme

Manager training programme



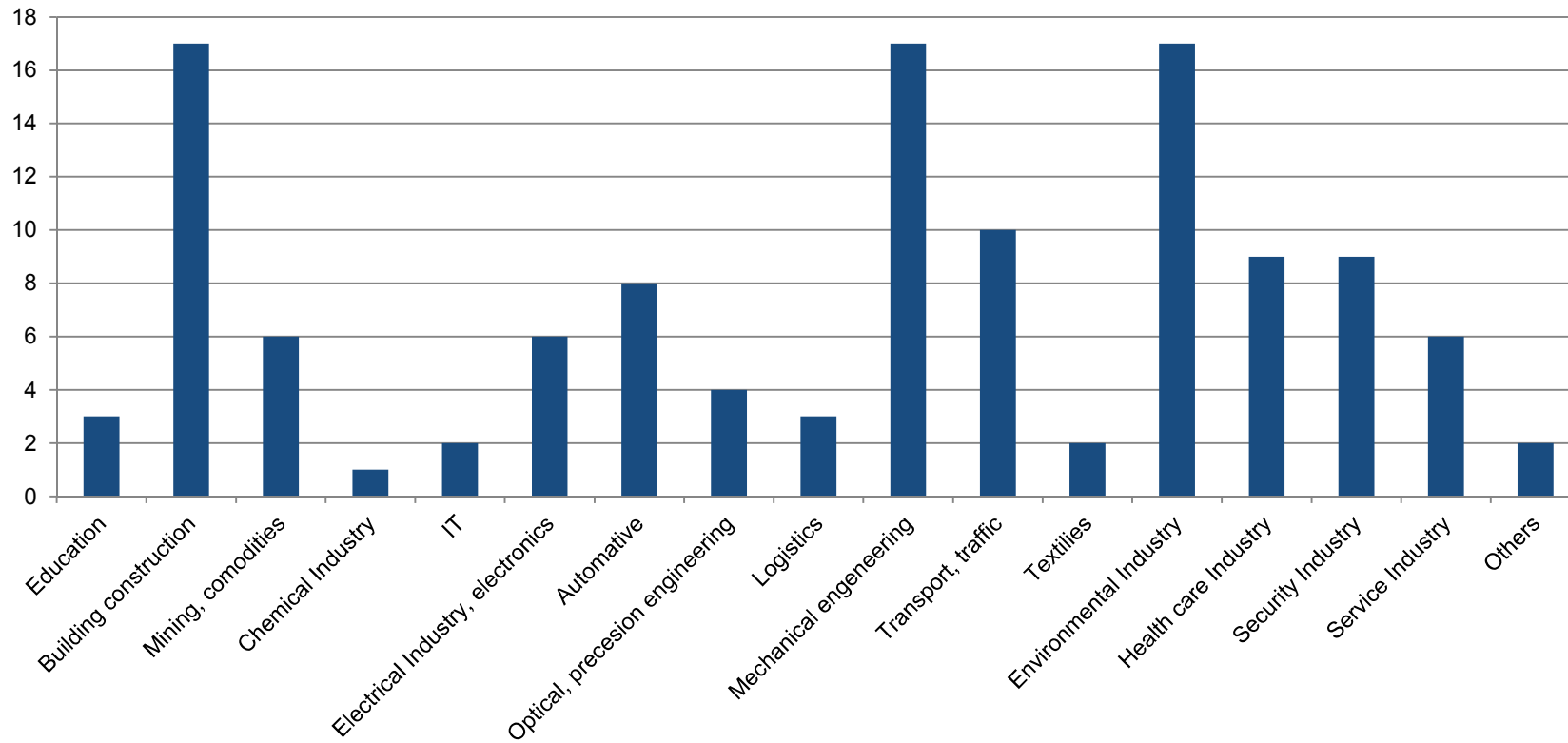
Continuous development

Projected countries for 2015



Ägypten	Belgien	Frankreich	Irland	Katar	Malta	Myanmar	Philippinen	Serbien	Ukraine
Angola	Bolivien	Georgien	Israel	Kenia/ Tansania	Marokko	Niederlande	Polen	Singapur	USA
Argentinien, Uruguay, Paraguay	Brasilien	Griechenland	Italien	Kolumbien	Mazedonien	Nigeria	Portugal	Südafrika	Usbekistan
Aserbaidshan, Turkmenistan	Chile	Grönland	Japan	Korea (Rep.)	Mexiko	Norwegen	Rumänien	Taiwan	Vereinigtes Königreich
Australien	Costa Rica, Dominikanische Republik	Indien	Kanada	Kroatien	Moldau	Österreich	Saudi-Arabien	Tschechische Republik	Vietnam
Bahrain, Katar, Kuwait, Oman, Saudi- Arabien, Vereinigte Arabische Emirate	Dänemark	Indonesien	Kasachstan, Turkmenistan	Kuba	Mongolei	Peru	Schweden	Türkei	VR China

Projectes industries for 2015



Symposium on Sustainable Waste Management

Održivo gospodarenje otpadom

Our goal:

Sustainable economic growth!

A global circular economy with waste avoidance, reuse preparation, recycling and energy recovery and with land-filling minimised so that by 2030, waste is predominantly used as a resource.

Germany today - advanced circular economy

- Around 79% of municipal waste is recovered and some 65% is recycled
- economic sector with a work-force of more than 200,000
- annual turnover of some 40 billion euros

But: An advanced waste management sector cannot be designed to a standard formula!

There are (in Croatia): initial settings
regional characteristics
economic conditions

But: benefit from practical experience, know-how and tried-and-tested waste management technology