

## German-Mexican business partnership generates innovation in the automotive industry

The cooperation between Dirk Lüpke and Karina Toxqui is a remarkable example of the successful German-Mexican partnership in the automotive industry. Together, they have developed a car component that optimises the performance of vehicles and ensures a smooth driving experience.



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### Bayrak: Internationalisation and expansion

Dirk Lüpke is a development engineer with Bayrak Technik GmbH, a company which manufactures products for the automotive industry, including solutions to improve the quality of the driving experience such as vibration dampers. Thanks to the *Partnering in Business with Germany* programme, he was able to establish a promising business relationship with the Mexican car component supplier IARC. Together, the automotive specialists have developed a centre bearing which stabilises vehicles with rear wheel drive and ensures an efficient power transmission.



Our car component makes your car feel good. Every time you have a very smooth drive, it is due to components like the ones we produce,

- said Mr Lüpke

#### Information

##### Countries

Mexico

##### Industry

Logistics/ Transport

##### Category

Successful collaborations

The product mainly consists of a rubber component and a metal component. It is now being manufactured at the IARC factory in series production and forms part of many famous car brands. The cooperation has had a great impact on the development of Bayrak. Mexico has become a new production site, and Bayrak is benefitting lastingly from the local resources and the expertise of its partner in Mexico. Furthermore, the extension of the range of products and the new

partnership have contributed to the creation of 15 new jobs in Germany. The experienced engineer Mr Lüpke also emphasises the intercultural added value of the alliance. He said: “German culture is good in terms of the structure, and the flexibility and creativity of the Mexican culture also contributes to our success story.”

## IARC: Cooperation, restructuring and growth

The programme and the successful partnership with Bayrak have significantly boosted the growth of IARC. Thanks to the new product, the firm has been able to extend its portfolio. The cooperation directly resulted in the creation of **20 new jobs**. The turnover and the export share of IARC have increased, and the company was able to win new German partner firms. According to Ms Toxqui, this is also a result of the programme. She says:

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Bayrak was our first German partner and has contributed considerably to quickly building confidence when it comes to gaining new German partners. They knew that they would not be our first partners and that we understand what their expectations are.

The cooperation with an Original Equipment Manufacturer (OEM) and a car component supplier, both from Germany, has helped to expand IARC’s international network. In addition to the existing partnerships, a further innovative solution has been developed together with a German toolmaker, namely a tool for the injection moulding production of rubber components. This resulted in 9% fewer raw material rejects, a higher quality of products and lower energy consumption. Ms Toxqui underlines that the lasting business success with Germany is also the result of the intensive intercultural training.

## Prospects and visions

The joint development of innovative car parts highlights the strength of the cooperation. It has provided access to new markets for the companies and strengthened their positions in the global car industry. Both sides see a lot of further potential and the possibility for additional expansion. The vision of Ms Toxqui includes the development of a joint factory in Mexico, while Mr Lüpke sees potential for successful cooperation in emerging economies in Africa and Asia.

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trade and investment by the



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for Economic Affairs  
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