

The Partnering in Business with Germany (PG) SME programme at the 9th International Cooperation Exchange in Barleben

Partnering in Business with Germany is an instrument of foreign trade and investment promotion of the Federal Ministry for Economic Affairs and Climate Action. It is primarily aimed at German SMEs seeking to internationalise their businesses.



07.05.2024

The German municipality of Barleben is a business hub in the German Federal state of Saxony-Anhalt that reflects the region's growing foreign trade potential. The International Cooperation Exchange in Barleben offers regional and international entrepreneurs the opportunity to network with one another and to gain new ideas for their businesses. The International Cooperation Exchange took place from 22-24 April for the 9th time, to coincide with the Hannover Messe trade fair.

Information

Category

Programme news

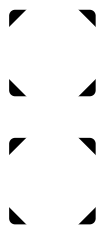


From left to right: Jörg Schreiber (GIZ), Anne Jach-Kemps (GIZ), Manuel Palz (BMWK), Ulrich Niemann (BMWK) ©Thomas Ertmer

Going forward, the *Partnering in Business with Germany* programme is to be offered across more parts of Germany. “Regions undergoing structural change in particular have a lot of potential here,” said Ulrich Niemann, Head of the Division responsible for the PG at the Federal Ministry for Economic Affairs and Climate Action, presenting the programme to the 140 guests at the event. In order to make PG better known, its offerings need to be advertised at events where SMEs come together, e.g. at trade fairs or matchmaking events organised by industry associations or chambers. The programme seeks to use synergies and present its offerings in a transparent manner. One way it can do this is at events organised by the German Chambers of Industry and Commerce. By using existing (chamber) network structures, PG is able to facilitate access to foreign trade and investment promotion.

Melanie Mischok, Head of Division for International Markets, Western Europe, America and Africa at the Magdeburg Chamber of Industry and Commerce, summarised the opportunities that the programme offers local companies as follows: “Solid and trustworthy business contacts abroad are the be-all and end-all for successful international business.”

Teaser picture: ©Thomas Ertmer



'Partnering in Business with Germany' is an instrument to promote foreign trade and investment by the



'Partnering in Business with Germany' is implemented on behalf of the Federal Ministry for Economic Affairs and Climate Action by

