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Germany Trade & Invest - Foreign Trade and Inward Investment Promotion Agency

Sebastian Wittke

Senior Manager – Mechanical & Electronic Technologies

Sebastian.wittke@gtai.com

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5th Project-Day, Düsseldorf
April 17 – 18, 2012

NOAE Network of
Automotive
Excellence



**GERMANY
TRADE & INVEST**

I. The Agency

II. GTAI Services

(1) Investment Consulting

(2) Trade – Export & Foreign Markets

III. Partners

IV. Contacts

- *Germany Trade & Invest* is the foreign trade and inward investment promotion agency of the Federal Republic of Germany.
- The agency is promoted by the Federal Ministry of Economics and Technology and the Federal Government Commissioner for the New Federal States in accordance with a German Parliament resolution.
- *Germany Trade & Invest...*
 - supports export-oriented companies based in Germany with comprehensive foreign market information.
 - promotes Germany abroad as a high-performance economic and technology location in order to attract investors who create/secure jobs in Germany.
 - consults potential foreign investors in terms of their settlement plans and realizes the required project management support in Germany.

An additional special focal point of activity lies in promoting the economic development of the new federal states including Berlin.

Areas of activity

For Companies in Germany (Exporters/Investors)

Foreign Country and Market Information

- Macroeconomic analyses and forecasts
- Country and industry analyses (over 125 countries)
- International projects and tenders
- Foreign economic and tax law
- Customs information and tariffs
- Practical business tips
- Business contacts and addresses

For Companies Abroad (Foreign Investors)

Information about Germany/Consultancy

- Identification of attractive markets and companies
- Economic framework in Germany
- Site specific information
- Industry specific information
- Direct contact with potential investors abroad
- Investor consultancy services
- Project management support

Two headquarters in Germany - 46 locations worldwide



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Complete your project management needs from our range of investment and one-stop project consultancy services

Strategy

Evaluation

Decision & Investment

Project Management Assistance

Business opportunity analysis and market research

Market entry strategy support

Project partner identification and contact

Joint project management with regional development agency

Coordination and support of negotiations with local authorities

Location Consulting/Site Evaluation

Identification of project-specific location factors

Cost factor analysis

Site preselection

Site visit organization

Final site decision support

Support Services

Identification of relevant tax and legal issues

Project-related financing and incentives consultancy

Organization of meetings with legal advisors and financial partners

Administrative affairs support

Accompanying incentives application and establishment formalities

GTAI Investment Consulting is structured by industry to identify investment potential and consult industry specific and customized



Helmholtz Center Berlin for
Materials and Energy

Renewable Energies & Resources

- Photovoltaic
- Wind Energy
- Geothermic, Solarthermic
- Bio Energy und Renewable Resources
- Energy Efficiency
- Energy Storage and Fuel Cells
- Recycling and Sustainable Water Management



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Chemical Industry & Healthcare

- Chemical Industry and Polymers
- Chemistry Related Process Industry
- New Materials/ Composite Materials
- Red Biotech
- Medical Engineering
- Pharmaceutical Industry



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Mechanical & Electronic Technologies

- Electronics und Micro Technology
- Machinery and Equipment
- Transportation Technologies:
Automotive / Aerospace / Shipbuilding
- Nanotechnologies

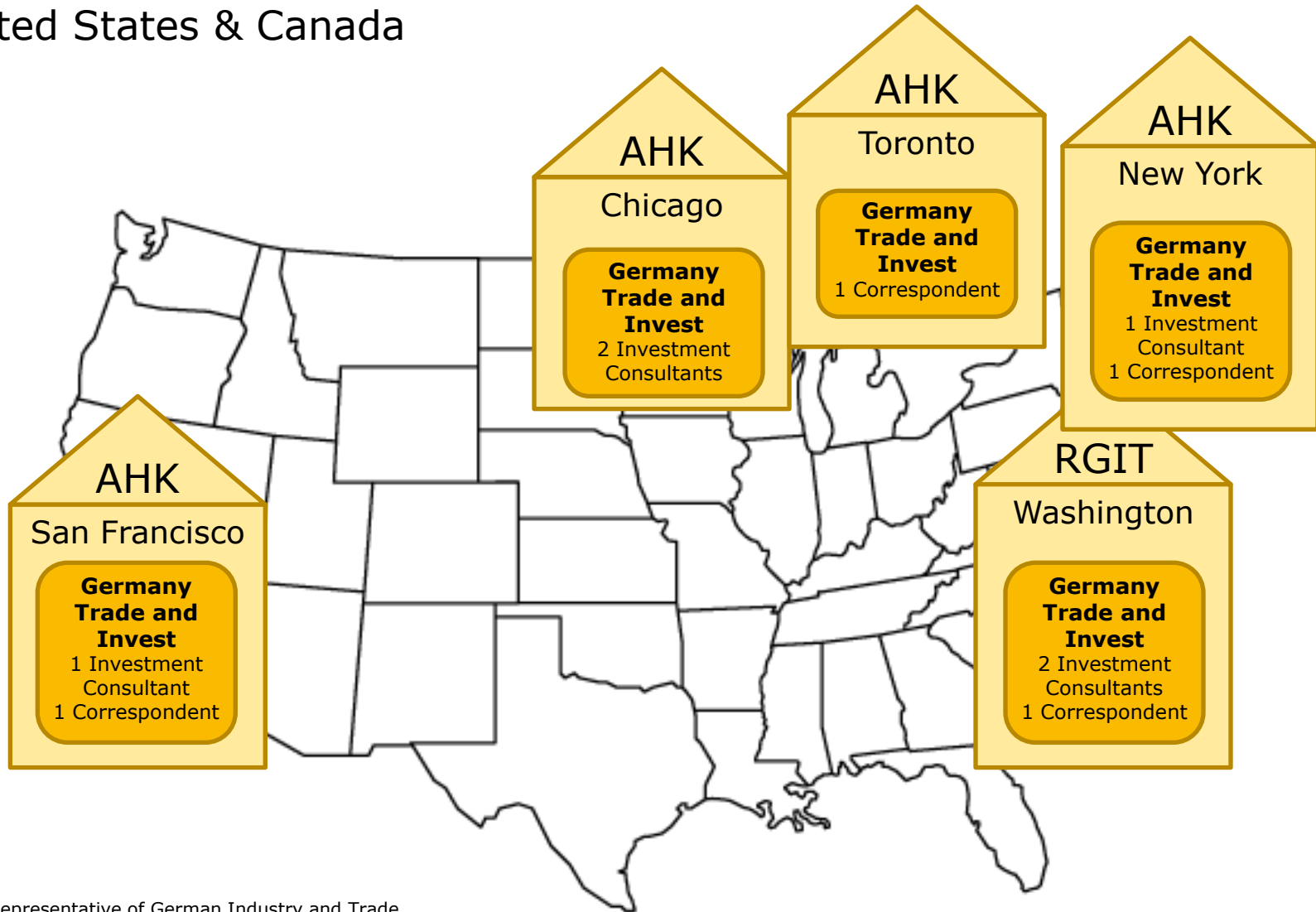


www.gettyimages.com

Service Industries

- Information- und Communication Technologies
- Consumer Goods / Trade
- Business Services
- Food & Ingredients
- Transport and Logistics
- Tourism and Recreation

GTAI North America is co-located with the AHK / RGIT throughout the United States & Canada



RGIT: Representative of German Industry and Trade

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GTAI provides a comprehensive and regularly updated databank of information on foreign economies and industries

“Kompakt”-Series

Regularly – current – free of cost

- „Branche Kompakt“:
(e.g. building sector, chemical, motor vehicle)

- “Wirtschaftsdaten kompakt”

- “Wirtschaftstrends kompakt”

- “Recht kompakt”

“Branche international”

Diverse business practice issues

“Zoll spezial” / “Zoll aktuell”

Further information and topics:

www.gtai.de



Further information...

For German companies GTAI provides:

Macroeconomic analyses und forecasts

Country and industry specific analyses on more than 125 nations

Government projects und tenders

Commercial and tax law

Business contacts und associations

Information on GTAI-focus topics:

Recycling and Waste Management

Water Management

Renewable Energies

Energy Efficiency

Electric Mobility

Commodities

Food Industry

Information regarding current events

Utilizing chances in the crises – worldwide economic stimulus plans

Lending and payment performance worldwide

Focus Greece

World Championship Soccer 2014

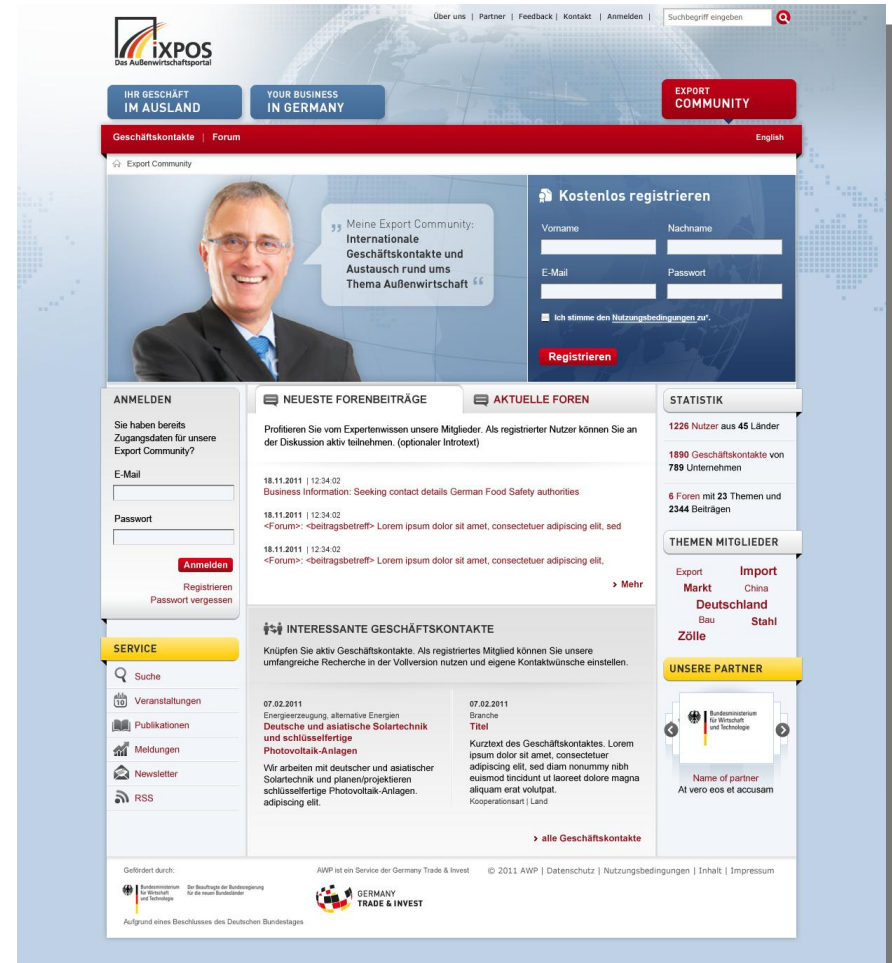
Olympic Winter Games 2014 in Sochi

Olympic Summer Games 2016 in Brazil

German Year in India 2012

Export Community IXPOS: new platform for foreign trade

- Interactive platform for business contacts and matchmaking
 - Discussion platform with extended services for partners
 - Cross-linkage of export industry and governmental export business assistance
- Bilingual business community
 - Personalized user profiles
 - Group function
 - Closed communities
 - Internal messaging



The screenshot displays the IXPOS website interface, which is a platform for international trade. The header includes navigation links such as 'Über uns', 'Partner', 'Feedback', 'Kontakt', and 'Anmelden', along with a search bar. The main navigation bar features 'IHR GESCHÄFT IM AUSLAND', 'YOUR BUSINESS IN GERMANY', and 'EXPORT COMMUNITY'. The central content area is titled 'Export Community' and features a profile picture of a man in a suit. A speech bubble next to the profile reads: '93 Meine Export Community: Internationale Geschäftskontakte und Austausch rund ums Thema Außenwirtschaft 66'. To the right of the profile is a registration form with fields for 'Vorname', 'Nachname', 'E-Mail', and 'Passwort', and a 'Registrieren' button. Below the registration form are sections for 'ANMELDEN', 'NEUESTE FORENBEITRÄGE', 'AKTUELLE FOREN', and 'STATISTIK'. The 'ANMELDEN' section asks if the user has access to login data and provides fields for 'E-Mail' and 'Passwort', with 'Anmelden', 'Registrieren', and 'Passwort vergessen' buttons. The 'NEUESTE FORENBEITRÄGE' section lists recent forum posts with dates and titles. The 'AKTUELLE FOREN' section lists current forum topics. The 'STATISTIK' section shows '1226 Nutzer aus 45 Ländern', '1890 Geschäftskontakte von 789 Unternehmen', and '8 Foren mit 23 Themen und 2344 Beiträgen'. Below the statistics is a 'THEMEN MITGLIEDER' section with a grid of categories like 'Export Markt', 'Import Markt', 'China', 'Deutschland', 'Bau', and 'Stahl'. The 'UNSERE PARTNER' section features a logo for the 'Bundesministerium für Wirtschaft und Technologie' and a placeholder for a partner's name and location. At the bottom, there is a 'SERVICE' section with links for 'Suche', 'Veranstaltungen', 'Publikationen', 'Meldungen', 'Newsletter', and 'RSS'. The footer contains information about the website's funding by the German government and its status as a service of Germany Trade & Invest.

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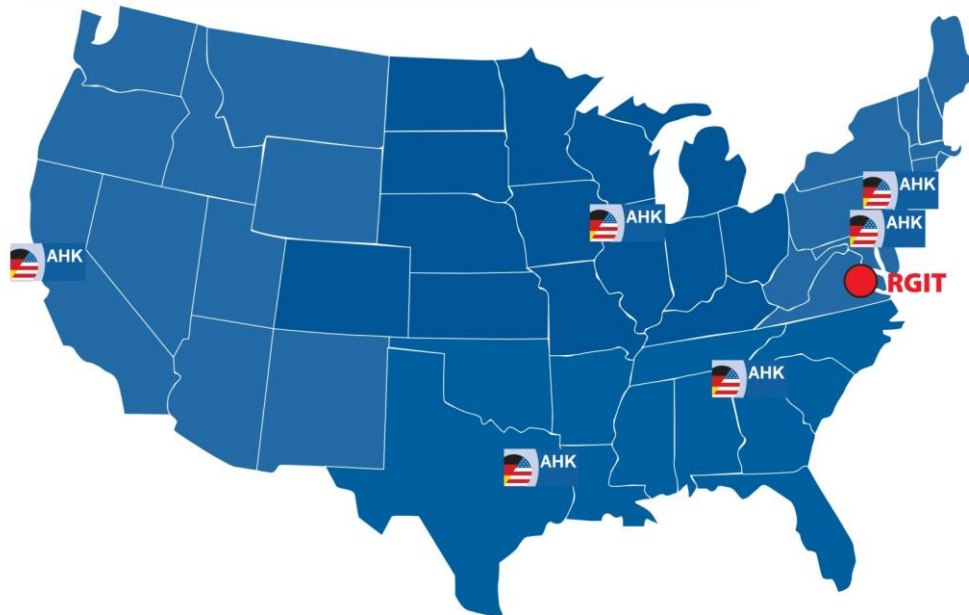
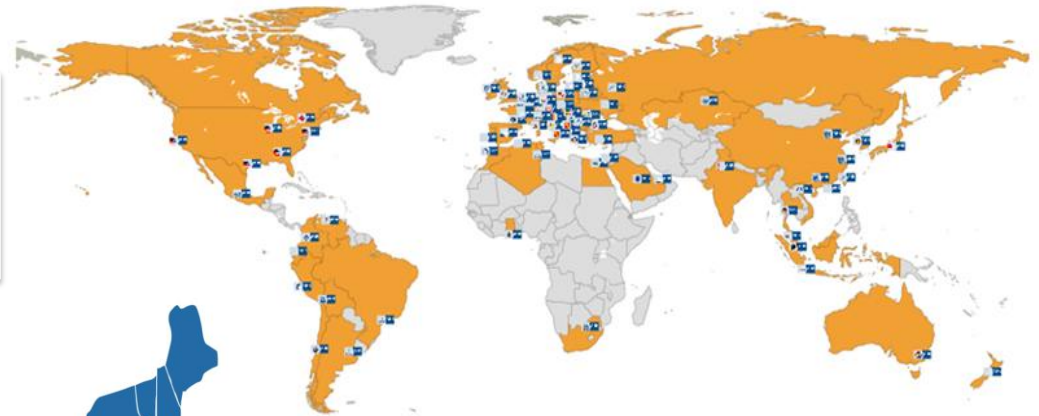
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Germany Trade & Invest is embedded in a comprehensive national and international partner network



The Cooperation with the worldwide network of Chambers of Commerce adds value to our customers

The global AHK-Network consists of 120 Chambers, Delegate Offices and Representatives in 80 countries worldwide



7 offices in the US: In close cooperation, the AHKs and GTAI provide bidirectional business services:

- Investment consulting
- Export and market expansion

Atlanta | Chicago | Houston | New York | Philadelphia | San Francisco | Washington DC

The Chambers of Commerce have the public contract to build and foster bilateral economic networks between Germany and their host country

- Principal agent for foreign trade facilitation
- 40.000 members worldwide (800 in the Mid West)
- Organizing and hosting of delegations and rounds of talk
- Lecture days and briefings at IHKs, associations, universities, and trade fairs in Germany and abroad
- PR, e.g. Transatlantic News, German American Business Outlook



Luncheon with former EU Commissioner Günter Verheugen



Customized Services:

- Market Research
- Matchmaking
- Incubator / virtual office
- Trade fair services
- Information on credit assessment
- Career and HR services

More Information:

www.ahk.de



German American Business Outlook (GABO)

Contact

Germany Trade & Invest Foreign Trade and Inward Investment Promotion Agency

Friedrichstraße 60

10117 Berlin

Germany

T. +49 (0)30 200 099-0

F. +49 (0)30 200 099-111

invest@gtai.com

www.gtai.com

Villemombler Straße 76

53123 Bonn

Germany

T. +49 (0)228 249 93-0

F. +49 (0)228 249 93-212

info@gtai.de

www.gtai.de