



German development cooperation – supporting you to do business in developing countries

Thinking of setting up business activities in a developing or emerging market? Do you want to explore new export destinations? Do you aim to import goods from unfamiliar countries? Equally, you may be planning to establish a subsidiary or invest some of your capital in an ethical project to demonstrate your commitment to corporate social responsibility. Whatever the case, German development cooperation can help!

The Agency for Business and Economic Development is the one-stop-shop for companies, chambers of commerce and industry as well as business federations that plan to venture into developing countries and emerging economies. The Agency offers free, comprehensive advice regarding available support and financing of German international development partners.

For further information please approach listed organisations directly or contact the Agency for Business and Economic Development (email: info@wirtschaft-entwicklung.de, tel: 030-7262-5680). In addition, please also visit us at www.wirtschaft-entwicklung.de

Investing in a developing or emerging market

Support is available to those who have decided to make a substantial investment in a developing or emerging country or who already have a local presence and wish to expand their subsidiary. Are you looking for...?

- a partner that can provide long-term financing in form of a loan, venture capital (or a mixture of the two) as well as advice on your investment plans: **DEG (German Corporates, Ms Evelin Hawel, email: info@deginvest.de, tel: 0221-4986-1803, www.deginvest.de > English)**
- financial support for a feasibility study in order to prepare the ground for your planned investment or for the introduction of new technologies, processes and services: **DEG (Development Programmes and Business Support, Ms Claudia Makowski, tel: 0221-4986-1128, www.deginvest.de > English)**

- support for projects designed to accompany or prepare your planned investment, e.g. training for your subsidiary's local suppliers and environmental/climate protection measures: **DEG (Development Programmes and Business Support, Mr Peter Peters, tel: 0221-4986-1286, www.deginvest.de > English)**
- skills training „International Cooperation“ to prepare your management for missions abroad: **GIZ (AIZ – German Academy for International Cooperation, email: aiz-kundenservice@giz.de, tel: 0228-4460-3333, www.giz.de/aiz)**
- local contacts (in those countries where you would like to invest) who also have experience in German markets and speak German: **GIZ (Global Partners of Germany, Alumniportal Deutschland, Ms Sabine Olthof, email: sabine.olthof@giz.de, tel: 0228-4460-1410, www.alumniportal-deutschland.org)**
- training courses for staff from your local partner companies: **GIZ (AIZ – German Academy for International Cooperation, email: aiz-kundenservice@giz.de, tel: 0228-4460-3333, www.giz.de/aiz)**
- access to public-private partnership projects in the field of infrastructure or financial system development. Requests for proposals from KfW Development Bank's cooperation partners are published at: **Germany Trade and Invest (GTAI), www.gtai.de > English > Trade > Tenders of German Financial Cooperation**

develoPPP.de

Whether the aim is to provide training for local employees, promote the use of climate-friendly technologies or improve social standards at production facilities – the objectives of private enterprises and actors involved in development cooperation often overlap.

develoPPP.de was set up by the German Federal Ministry for Economic Cooperation and Development (BMZ) to foster the involvement of the private sector at the point where business opportunities and development policy initiatives intersect.

Through the programme, BMZ can provide financial and, if required, technical support to companies that invest in developing and emerging countries, with the Ministry assuming up to 50% of the total costs. DEG, GIZ and sequa have been commissioned by BMZ to help companies plan and finance their projects and implement them at local level. That makes it easier for you to adopt a long-term focus and access new markets while improving the living conditions of local people. For more information, see www.develoPPP.de > English or contact one of the programme's three official partners:

- DEG (Mr Marco Christ, tel: 0221-4986-1533, www.develoPPP.de > Service > Contact > Your personal contacts at DEG)
- GIZ (Mr Jan Fraeb, tel: 06196-79-2318, www.develoPPP.de > Service > Contact > Your personal contacts at GIZ)
- sequa (Mr Roland Strohmeyer, tel: 0228-98238-38, www.develoPPP.de > Service > Contact > Your personal contacts at sequa)

Exporting to developing and emerging countries

Would you like to be actively involved in one of the many varied projects run by German development cooperation, either as an exporter of goods and services or as an advisor? You can benefit from the export opportunities available through international tendering:

- For an overview of current international tender announcements, see: [Germany Trade and Invest \(GTAI\), www.gtai.de](http://Germany Trade and Invest (GTAI), www.gtai.de) > English > Trade
- For information about the procedure for getting involved, either with your own goods and services or as an advisor, see: KfW Development Bank, www.kfw-entwicklungsbank.de > Procurement

Importing goods from developing and emerging countries

Your company intends to source products from new import markets? We are ready to connect you to reliable producers in developing and emerging markets. The Import Promotion Desk (IPD) is a BMZ-supported initiative of the Federation of German Wholesale, Foreign Trade and Services as well as sequa – the development organisation of German private sector. We support you to optimise procurement with our broad service portfolio.

- Import Promotion Desk IPD (Dr Julia Hoffmann, tel. 0228-965-05-891, www.importpromotiondesk.de)

Do you already source products from developing countries and want to ensure they have been made in compliance with internationally recognised social and environmental standards? We can advise you on how to draw up a tailored sustainability strategy and how to integrate it into your international supply chain. This also covers risk management, traceability and supplier training.

- DEG (Mr Peter Peters, tel: 0221-7986-1286, www.deginvest.de > English)
- GIZ (Mr Philipp Schukat, tel: 06196-79-6120, www.giz.de > English > Our Microsites > Expertise > Cross-sectoral themes > Social and environmental standards)

Technical and advisory support for your developing / emerging country projects

We can help you to place your activities in developing and emerging markets on a sustainable footing and thereby ensure their long-term success.

- DEG (Mr Marco Christ, email: info@deginvest.de, tel: 0221-4986-1533, www.deginvest.de > English)
- GIZ:
 - Shared Value (Mr Thomas Rolf, email: thomas.rolf@giz.de, tel: 030-72614-320, www.giz.de/wirtschaft)
 - Inclusive Business (Mr Christian Jahn, email: christian.jahn@giz.de, tel: 0228-4460-1160, www.giz.de/wirtschaft)
 - German Global Compact Network (email: globalcompact@giz.de, tel: 030-72614-318, www.globalcompact.de)

Your local contacts

Through its implementing organisations, German development cooperation has established a presence in over 130 developing and emerging countries. DEG, GIZ and KfW Development Bank supplement the work of Germany's embassies and its international network of Chambers of Commerce (AHKs). You are welcome to draw on our staff's local expertise. Just send us your questions, arrange a meeting or call to discuss your project and the situation in the country. You may even acquire useful contacts.

For an overview of our country offices, see the English-language versions of www.deginvest.de, www.giz.de and www.kfw.de. Our websites also contain information about the priority areas of German development cooperation in each country.

You can benefit from the professional experience and local knowledge of the integrated experts working at German Chambers of Commerce abroad and German Industry and Commerce Offices. They can advise you on working together with German

development cooperation organisations and provide access to local networks. In addition, they work in areas of special economic interest, such as vocational training, renewable energies, energy efficiency and technology transfer. Working on behalf of BMZ, they bring together the business interests of German companies with development policy objectives. **ExpertS programme coordination** (Ms Elke Peiler, tel: 06196-79-1931, email: elke.peiler@giz.de, www.bmz.de/wirtschaft)

Within Germany, you can also contact the EZ-Scouts in chambers of commerce and business associations. As expert contacts, they advise companies on their business opportunities with developing and emerging countries and on promotion activities of the BMZ. **EZ-Scout programme coordination** (Dr Bernhard von der Haar, tel: 06196-79-6145, email: bernhard.haar@giz.de, www.bmz.de/wirtschaft)

Foreign trade promotion – support for German business in developing countries

In addition to development cooperation support, you can take advantage of a wide range of services designed to promote foreign trade:

- Support for companies based in Germany wishing to expand into foreign markets is provided by **Germany Trade & Invest** (www.gtai.de > English). Country information and other comprehensive services are available through Germany's international network of Chambers of Commerce (www.ahk.de > English).
- German companies can obtain information on the United Nations procurement system from the German Chambers of Commerce in New York, Copenhagen and Milan (www.unprocurement.de).
- Hedging instruments to protect your international investments (see 'Investment guarantees' at www.bmwi.de > English). These can be particularly valuable to help you manage the political risks associated with direct investment in developing and emerging countries (see **PwC**: www.agaportal.de > English).
- Information on how best to protect your exports to developing and emerging countries against possible default in light

of the associated political and business risks (**Euler Hermes**: www.agaportal.de > English).

- International financing from KfW IPEX GmbH and KfW's SME Division (www.kfw.de).
- German companies wishing to find out about World Bank projects can request assistance from the **Office of the Representative of German Industry and Trade (RGIT)** in Washington (Dr Christoph Schemionek, tel: 001-202-659-6821, email: cschemionek@rgit-usa.com, www.rgit-usa.com).
- Support for participation in foreign trade fairs and exhibitions (especially for small and medium-sized companies) is available from the German Federal Ministry for Economic Affairs and Energy, **BMWi** (www.bmwi.de > English) and from **AUMA** (Association of the German Trade Fair Industry, www.auma.de > English).
- The foreign trade portal **Ixpos** (www.ixpos.de), commissioned by the German Federal Ministry for Economic Affairs and Energy (BMWi) to act as a central virtual platform, brings together all the foreign trade services offered by more than 70 different bodies.





German missions abroad

- Germany's missions abroad constitute the third major plank of foreign trade promotion alongside the network of German Chambers of Commerce (AHKs) and GTAI. One of the priorities of these missions (of which there are more than 220 in over 150 countries) is to offer active support for foreign trade. This system depends on close cooperation at local level and detailed consultation with the relevant executing agencies. The German missions abroad also work closely with the implementing organisations involved in bilateral cooperation projects (primarily KfW and GIZ). In locations without a German Chamber of Commerce, the missions are also available to provide general information and advice.

(For the addresses of German missions abroad see:

www.auswaertigesamt.de > English > About us > German missions abroad)

- All German companies and those with German interests are entitled to request support from the country's foreign missions. At the same time, efforts to promote German foreign trade are also expected to benefit companies in the host country.
- The other key roles of Germany's foreign missions include facilitating contacts with government bodies and providing advice to companies, above all with regard to the political and social context in the host country, including what to expect in terms of the stability of political and legal structures.

Published by Federal Ministry for Economic Cooperation and Development (BMZ)
Cooperation with the private sector / Sustainable economic policy

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Layout Eva Hofmann, Katrin Straßburger, W4 Büro für Gestaltung

As at June 2016