The foreign market entry programme for SMEs

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on behalf of the Federal Ministry for Economic Affairs and Energy
Export business increasingly important for many SMEs

- 11% of German companies export - 97% of them are SMEs
- 18% of export turnover is created by SMEs
- Export turnover for SMEs has increased by 39.9% since 2000
- Exporting SMEs had a turnover of €201 trillion – 20.4% of their total turnover
Auf in neue Märkte! - Off to new markets!

Germany

Identify
- Identify potential markets
- Experience/reports
- Germany Trade & Invest

Inform
- Gather information about these markets
- Germany Trade & Invest
- Bilateral chambers of commerce
- Market entry programme
- Special export initiatives

Abroad

Explore
- Explore potential markets
- Market entry programme
- Special export initiatives

Present Contact
- Present products and talk with potential partners on the spot
- Market development programme
- Foreign trade-fair programme

Enter / secure markets

Reducing the risks
- Export credit guarantees ("Hermes insurance"); investment guarantees

SMEs
"There are limits to my domestic market"

Foreign trade and investment policy framework / political backing
5 modules: uniform, transparent, flexible

- **Initiating business opportunities**
  In the target market, entry and upscaling of commitment to foreign market

- **Showcase events**
  In the target market, expansion of commitment to foreign market

- **Fact-finding**
  In the target market, entry into emerging markets/market segments

- **Fact-finding visits for purchasers and multipliers**
  To Germany, selected sectors and topics

- **Information event**
  In Germany, information on new markets/market segments

Continuous development of the modules
Impact of MEP

Each year, approx. 100 projects are implemented, and approx. 1,000 companies take part. The majority of the participating companies (82%) are SMEs.

**Impact of the information provided**

71% to 88% of participants gain new insights into the market potential and situation.

**Impact on sales**

Export sales of approx. €250m from initiation of business alone.

**Steering impact**

60% of participants adapt their market strategy following participation.

**Contacts/networks**

40% establish lasting contacts in the target country and in Germany.
Country-specific activities in 2018
Sector-specific activities in 2018

Total: 116
Sector-specific activities for 2019 – so far

Total: 86
Thank you for your attention.