



Federal Ministry
for Economic Affairs
and Energy



MITTELSTAND
GLOBAL
FOREIGN MARKET
ENTRY PROGRAMME

The foreign market entry programme for SMEs

Falk Woelm

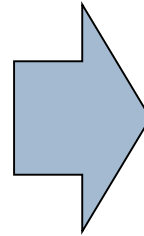
German Water Partnership e.V.

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



Future challenges



Auf in neue Märkte! - Off to new markets!

Germany

Identify

Identify potential markets

Experience/reports

Germany Trade & Invest

SMEs

"There are limits to my domestic market"



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

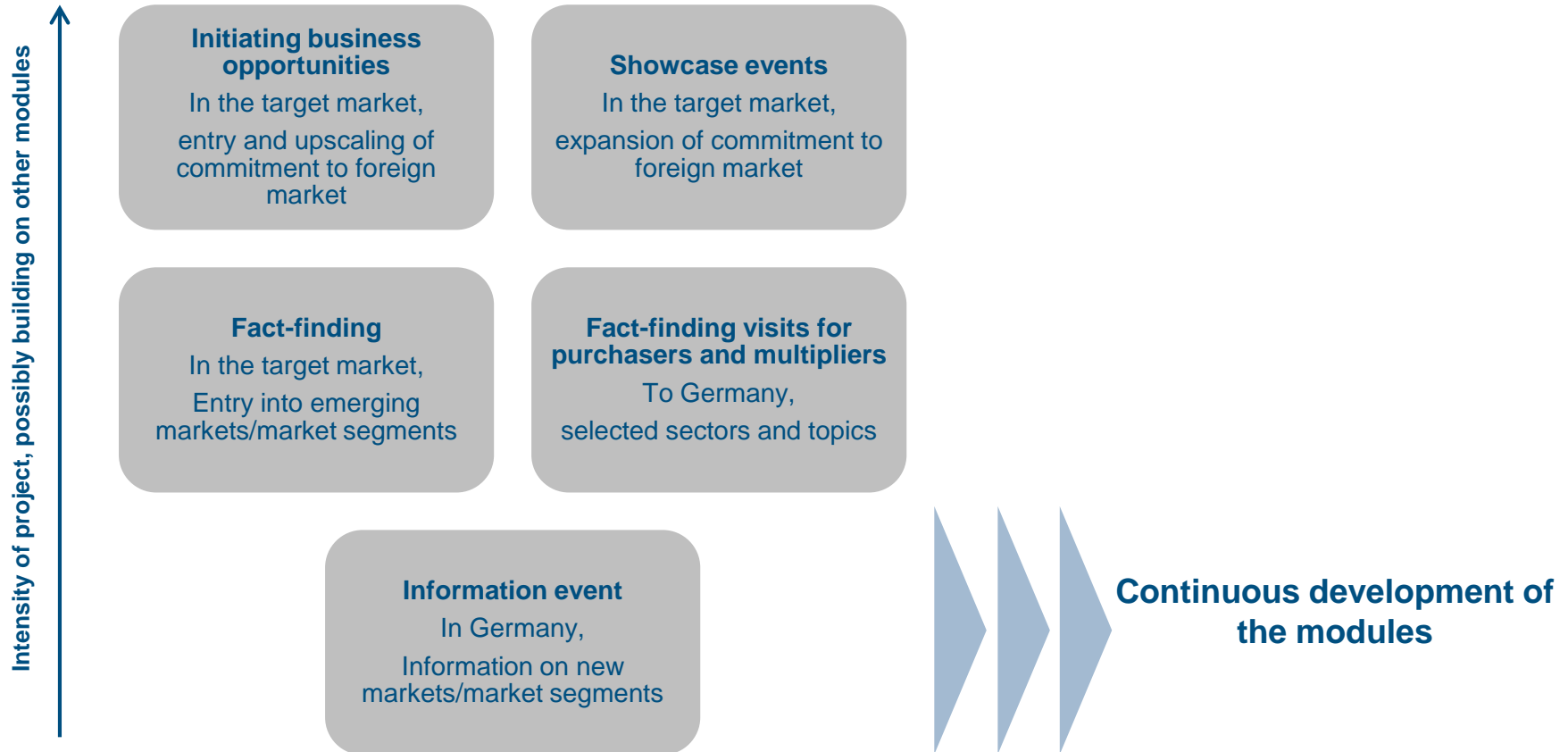


Reducing the risks

Export credit guarantees ("Hermes insurance"); investment guarantees

Foreign trade and investment policy framework / political backing

5 modules: uniform, transparent, flexible



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

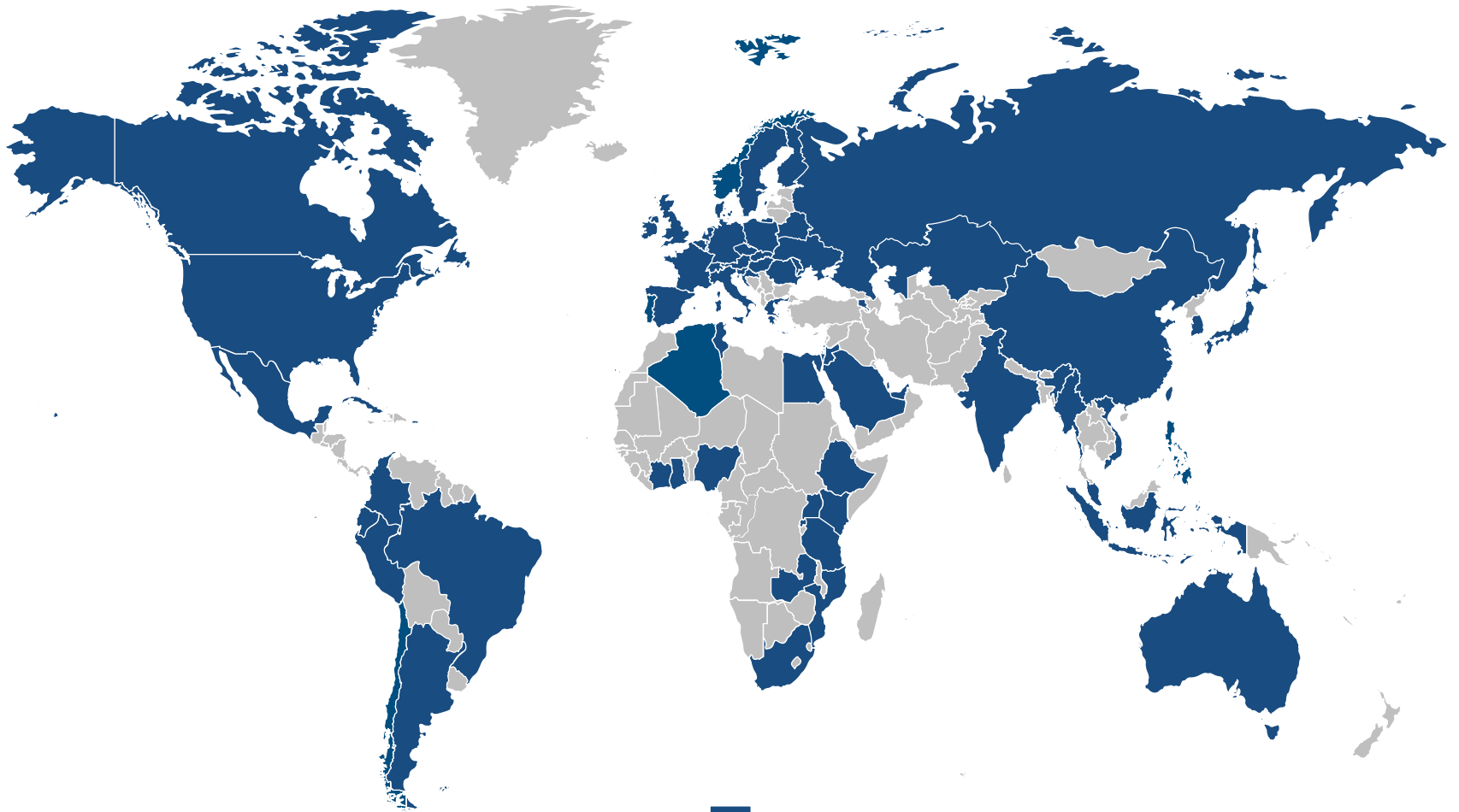
60% of participants adapt their market strategy following participation



Contacts/networks

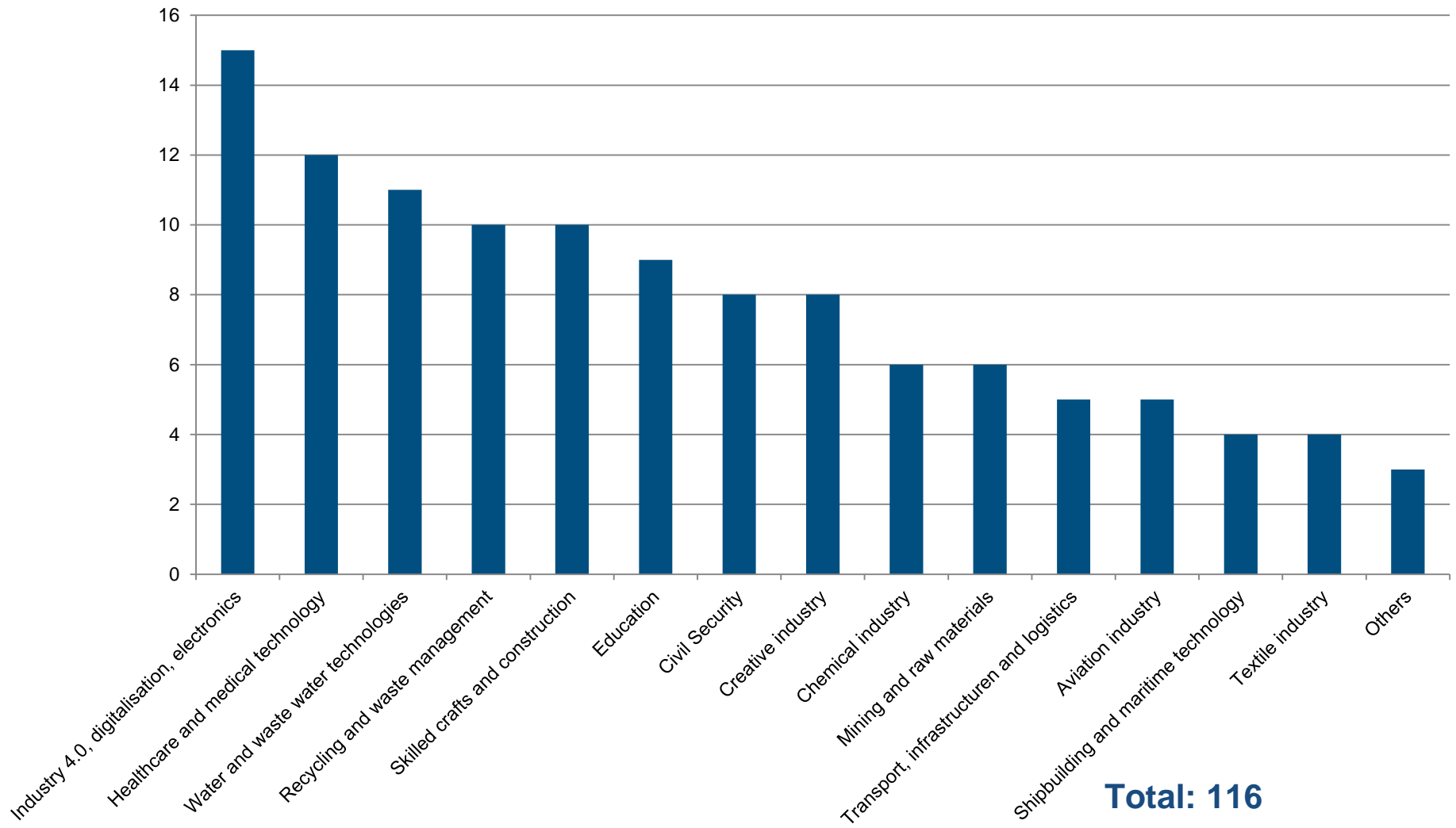
40% establish lasting contacts in the target country and in Germany

Country-specific activities in 2018

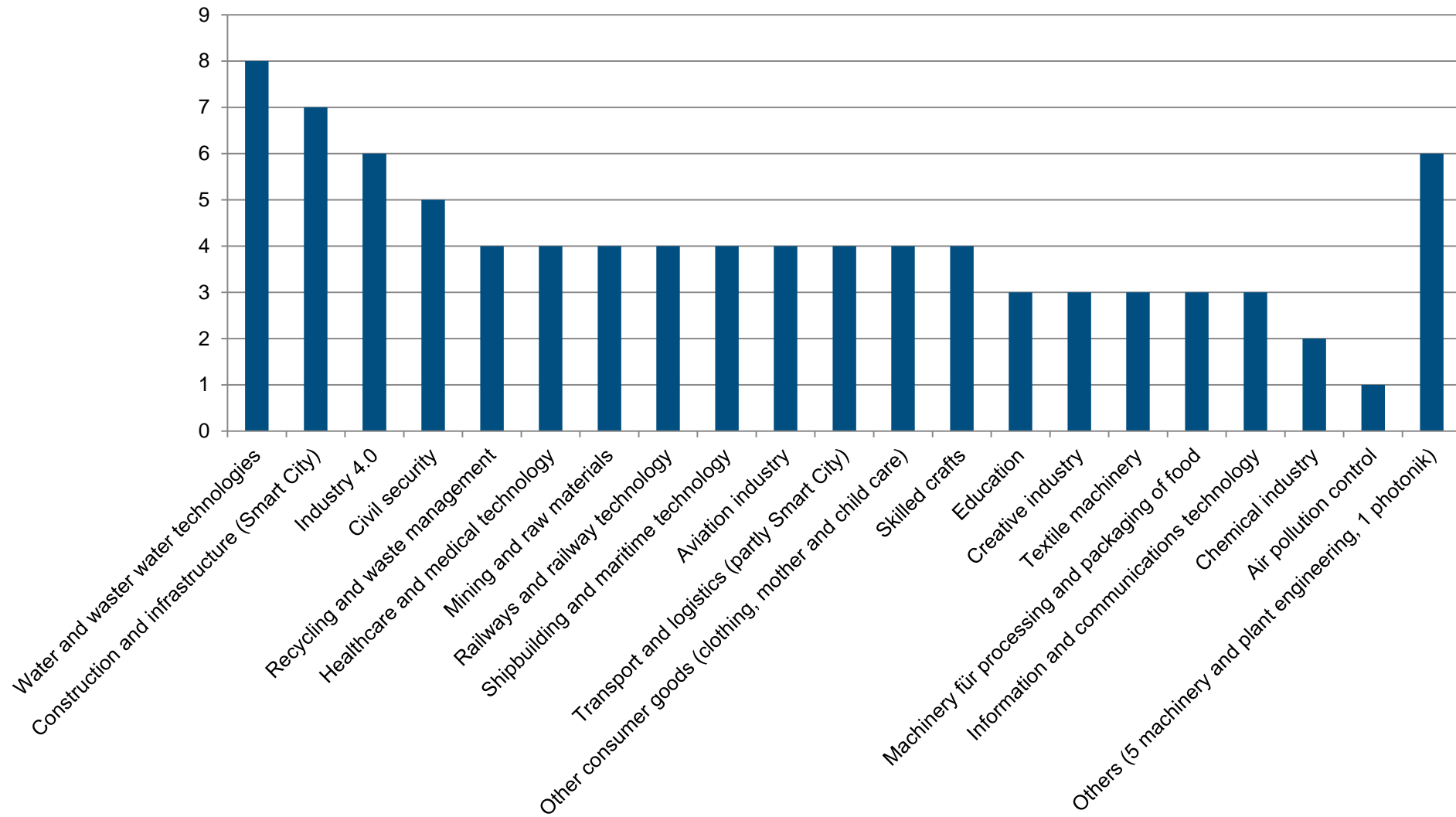


■ Countries with MEP activities

Sector-specific activities in 2018



Sector-specific activities for 2019 – so far





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Thank you for your attention.