



Initiation of Cooperation:

Trade Missions and Innovation Delegations

We organize trade missions and innovation trips both inbound and outbound with the goal of supporting the initiation of commercial relations (supplier-customer) or innovation partnerships (R&D). Benefits for the participants include:

- A focused first insight into a new market or technology area
- Finding the right potential new customer/supplier or R&D-partner
- Initial talks with prospective new partners
- Positioning the company or institution as a professional supplier or R&D-partner

Every trip is tailored to your specific needs. Please find more details on the following pages.



Your Partner for Trade Missions and Innovation Delegations

Trade Missions and Innovation Delegations to Germany or a foreign country can include

- Networking and/or matchmaking events
- One-to-one talks
- Company visits
- Site visits, e.g. to startup incubators or technology parks
- Workshops
- Seminars
- Cultural program

We have already successfully completed numerous projects with delegations around the globe, including groups from North and Middle America, Asia, Europe and North-Africa. Projects have been initiated by local or foreign ministries, agencies and other public or private institutions.



Our Services

- We provide relevant market research, including detailed market analysis
- We identify and invite potential partners/participants
- We organize successful matchmaking events
- We handle all organizational tasks, including visas, insurance, arrival, and accommodation
- We prepare a full itinerary according to your needs, including company visits, trade fair visits and more
- We accompany you during the event
- We prepare an attractive supporting cultural program
- We support you and your delegates after the event to ensure long-term success

The services as well as the program will be tailor-made, based on your individual needs. Please contact us for further information.

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Example for Innovation Delegations: Matchmaking-Symposia for the German-Canadian Centre for Innovation and Research (GCCIR)

- Taking place every year in cooperation with GCCIR
- Connecting high-tech industry players and researchers across multiple disciplines
- Identifying and contacting relevant companies/partners to initiate R&D-collaborations, new business contacts and new models of collaboration between Canada and Germany
- Screening and filtering the possible technological offers to meet the very specific technological requirements of delegates
- Organizing a yearly matchmaking event with close to 100 participants for five consecutive years



Example for Trade Missions: Delegation visits for the Bavarian Ministry of Economic Affairs

- Foreign professionals and executives are invited to Bavaria to meet with Bavarian enterprises
- Objective is to initiate new business contacts
- Main focus are new products, solutions and technologies for high-tech areas, such as medical technologies, renewable energy (hydropower, biogas, solar), energy efficiency and sustainable city development
- Identifying the technological requirements of the participants, researching relevant companies in Bavaria and matching requirements for products/solutions
- Complete organization of the 4-6 day events
- Accompanying the delegation during their trip

