BAYERN INTERNATIONAL

Competence for International Business

20 years Bayern International – Exploring new markets for small and medium-sized businesses







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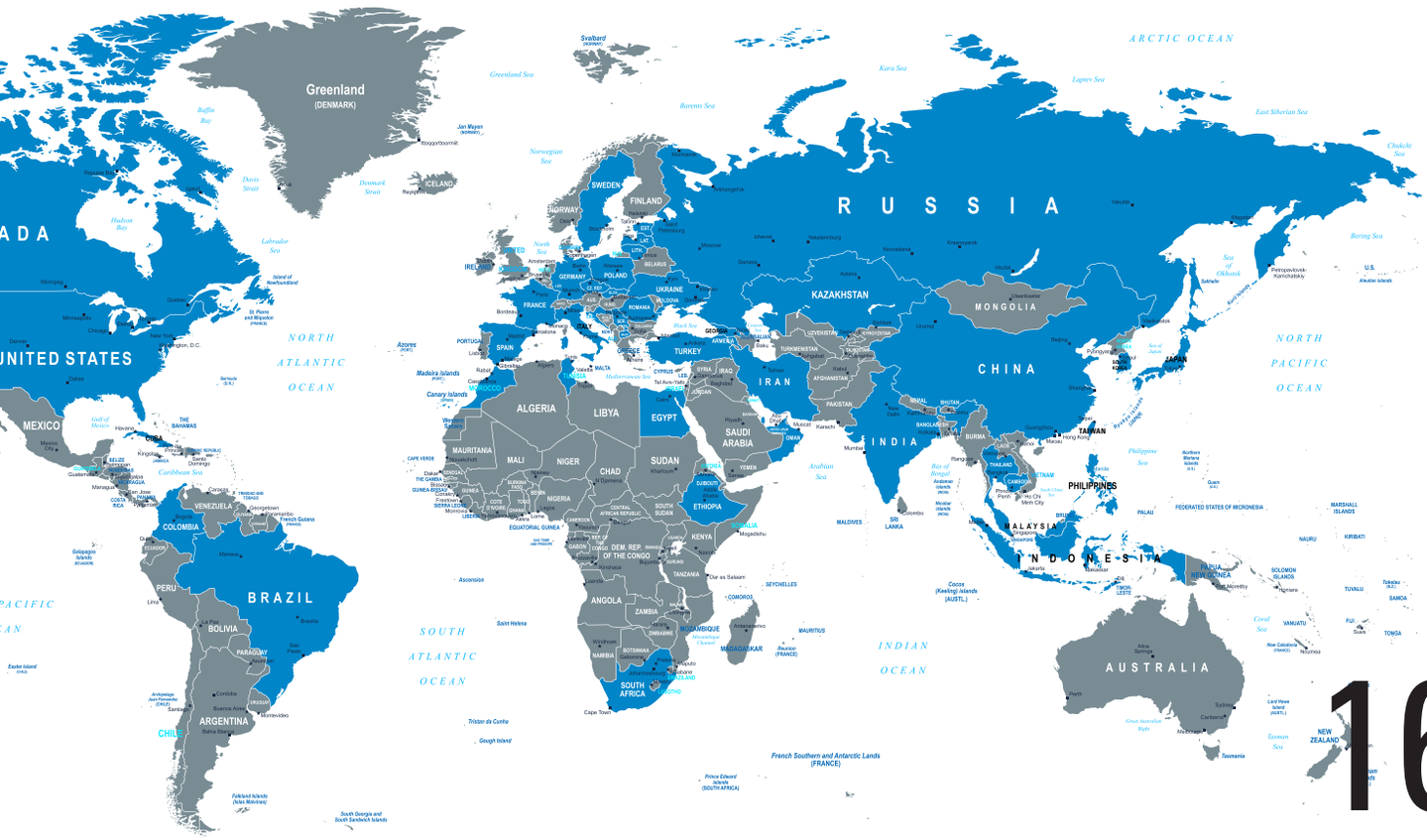





08


04


28


16
Greenland
(DENMARK)
ARCTIC OCEAN
RUSSIA
CANADA
UNITED STATES
MEXICO
BRAZIL
ARGENTINA
CHILE
PERU
BOLIVIA
PARAGUAY
COLOMBIA
VENEZUELA
CHINA
INDIA
KAZAKHSTAN
MONGOLIA
IRAN
SAUDI ARABIA
ALGERIA
LIBYA
EGYPT
SUDAN
ETHIOPIA
NIGERIA
MALI
NIGER
CHAD
ANGOLA
SOUTH AFRICA
AUSTRALIA
INDONESIA
PHILIPPINES
NEW ZEALAND
NORTH ATLANTIC OCEAN
NORTH PACIFIC OCEAN
SOUTH ATLANTIC OCEAN
INDIAN OCEAN



Hans-Joachim Heusler
Managing Director, Bayern International



Dear Sir or Madam,

For twenty years now, small and medium-sized Bavarian businesses have benefited from global services provided by Bayern International GmbH. Bayern International was founded in 1995 as part of the "Bavarian Future Initiative". The objective was to create an organisation that was able to react flexibly and effectively to the needs of small and medium-sized companies in the export sector and was able to provide comprehensive, long-term support in form of various instruments to promote exports.

The intention was to create a services company that would discover new, promising markets for Bavarian businesses and help Bavarian companies take the first steps to enter these markets. For this reason, the theme for our twentieth anniversary is: "Exploring new markets – around the world in 20 years" Indeed, we have been active around the world for the past 20 years. With the Bavarian Trade Fair Participation Programme alone, we travel to some 30 countries every year. The total is increased by delegations headed by political leaders from the Bavarian Ministry of Economic Affairs and delegations travelling as part of the "Bayern – Fit for Partnership" programme or the company database "Key Technologies in Bavaria", which is very much in demand around the world.

Our objective has always been to make the challenges faced by small and medium-sized companies when doing business abroad manageable. This is only possible as a result of the high level of commitment shown by Bayern International staff members: Around half of the almost 50 employees work in the export promotion field and take on about 100 projects around the world each year –



whether in emergent Iran, promising markets in Africa, booming Asia, the US or directly on their doorstep here in Bavaria.

In this manner, we have been able to organise more than 2,900 projects over the past 20 years, creating a direct benefit for the Bavarian economy and thus the residents of the Free State. We thank the many Bavarian businesses for their trust and thank our partners at home and abroad for their positive cooperation in the foreign trade sector.

We are looking forward to the years to come and many more interesting projects in the field of foreign trade!



Ilse Aigner
Minister of State



Franz Josef Pschierer
State Secretary

Dear Readers,

Bayern International was formed in 1995 as part of the "Bavarian Future Initiative" in order to make the foreign trade activities of the Free State of Bavaria more substantive and efficient. This move was the right one. Bayern International has evolved into an indispensable partner in efforts to internationalise small and medium-sized businesses in Bavaria.

Since its formation, the organisation has been very successful in supporting small and medium-sized companies from Bavaria when entering new and difficult markets abroad. Bayern International implements primary foreign trade-related projects on behalf of the Ministry of Economic Affairs in a targeted and efficient manner and has been able to provide significant momentum in expanding and strengthening international economic relations for Bavarian business. The organisation consistently focuses on the question of whether and how the best tangible benefit can be obtained for participating firms. Its services are constantly adapted to take into account developments in international markets. Positive feedback from Bavarian businesses relating to Bayern International projects shows that we are successful in reaching our target group. The organisation's work is widely recognised.

Sponsorships from the Free State are supported by a close network of Bavarian institutions and partners that collectively identifies the needs and interests of Bavarian companies and integrates them into our promotional activities, such as the foreign trade fair participation programme or delegation trips.

The goal of our promotional activities is specifically to provide assistance to small and medium-sized Bavarian companies when entering foreign markets and taking their businesses to an international level. The export sector is and remains an important factor for success in creating jobs, growth and prosperity in Bavaria. The internationalisation of the Bavarian economy represents one of the largest tasks for the future in Bavaria. We have to take advantage of the potential for internationalisation in order to retain or expand Bavaria's edge over its competitors in the areas of quality and innovation.

Creating the best conditions for the economic success of all small and medium-sized businesses in Bavaria – that is our primary objective and Bayern International is our indispensable partner in realising this objective.

Ilse Aigner, MdL

Bavarian Minister of State
for Economic Affairs and Media, Energy and Technology

Franz Josef Pschierer, MdL

State Secretary in the Bavarian Ministry of State
for Economic Affairs and Media, Energy and Technology

Messe München

GERMANY'S BEST TRADE FAIR PERSPECTIVES

Munich—both an international business metropolis and a city with a unique quality of life. Which makes it the perfect location for one of the world's leading trade-fair corporations: Welcome to Messe München.



NÜRNBERG FÜRTH
FOR EXCELLENCE
BUSINESS SUPPORT CENTER

NFFX Business Support Center (NFFX)
Funding program of the cities of Nuremberg and Fürth

Nuremberg and the region is one of the most dynamic high-tech centers in Europe where for centuries inventive genius and entrepreneurial spirit have met. It offers foreign companies substantial potential and a heterogeneous and stable economic structure. NFFX was established as an inter-community partnership between the cities of Nuremberg and Fürth (Bavaria) to make it easier for small and medium-sized companies from abroad to start their business in this region and to establish a subsidiary.

NFFX offers a wide range of services, i.e. fully furnished and serviced offices, qualified office support and -service as well as a tailor made welcome package including extraordinary consultation services and business contacts. The funding period will be to a maximum of six months.

Since the beginning of this program numerous companies from all over the world have been funded and more than 90% have established their business in Nuremberg and the region, successfully.

Dr. Halim, CEO of Nanograde AG (based in Stäfa/ Switzerland) confirms efficient support and high quality of NFFX and the program: "The NFFX funding program of the Cities Nuremberg and Fürth convinced us from the beginning. We were able to concentrate right away on the realization of our business ideas and therefore we saved lots of time, money, worries and nerves. I liked best the quick decisions, the flexible use of the support assets and the professional support. This was by all means excellent."

Joining the program is easy: Company applying for funding must be well established in it's home market and mustn't have it's headquarter, offices or branches in Germany. Furthermore, company mustn't have obtained any *de minimis aid* within the last three fiscal years. Finally, a business plan is required. For more information kindly visit our website **www.n-f-excellence.de**.

NFFX is funded by the Bavarian Ministry of Economic Affairs and Media, Energy and Technology. It is supported by the Business Promotion Agency of the State of Bavaria – Invest in Bavaria – and by the Nuremberg Chamber of Commerce and Industry.

NFFX Business Support Center | Fürther Str. 27 | 90429 Nuremberg I T +49 (0) 911 28707260 I F +49 (0) 911 28707269 I welcome@n-f-excellence.de
NFFX Business Support Center ist eine interkommunale Arbeitsgemeinschaft der Städte Nürnberg und Fürth. Gefördert mit Mitteln des Bayerischen Staatsministeriums für Wirtschaft und Medien, Energie und Technologie. Unterstützt von Invest in Bavaria – der Ansiedlungsagentur des Freistaats Bayern und der IHK Nürnberg für Mittelfranken.

NÜRNBERG Department for Economic Affairs · Stadt Fürth · IHK Nuremberg Chamber of Commerce and Industry · The Business Promotion Agency of the State of Bavaria · invest in bavaria · Bavarian Ministry of Economic Affairs and Media, Energy and Technology


BAVARIA
made in Germany
NATURE
WELLNESS
& HEALTH
Come to Bavaria!
BAVARIA
BAYERN INTERNATIONAL
BAVARIA



The Bavarian Trade Fair Participation Programme – Successful trade fair sponsorship for small and medium-sized companies

The Bavarian Trade Fair Participation Programme is one of the most effective and well-known instruments for promoting foreign trade in Bavaria. The objective of the trade fair participation programme is to assist Bavarian SMEs in tapping new, difficult markets.

The trade fair participation programme is now able to look back on a long-standing tradition of success. Many small and medium-sized companies have used this platform for their internationalisation. Over the course of the past 20 years, more than 9,000 exhibitors have participated in nearly 880 trade fairs around the world.



Briefing in the lounge at the Bavarian booth

While industry and multi-sector trade fairs with a broad range of offerings were commonplace in the 1990's, trade fairs have increasingly evolved into specialised exhibitions in line with the expanding market. Similarly, the previously broad range from consumer goods all the way through to woodworking has increasingly been bundled since the introduction of segment focal points, such as machinery and plant engineering and construction, health care, and environment & energy in 2001. Thanks to this sector approach, businesses have a named contact person at Bayern International regardless of where the event is being held.

The booth design has been updated constantly to reflect the times in order to enable companies to make an attractive appearance. During the 1990s, the booth design had a strong Bavarian emphasis – since that time it has evolved into a modern, clear and open design with a lot of white. The current design places greater emphasis on the companies.

The Bavarian Trade Fair Participation Programme has constantly evolved since the formation of Bayern International. For example, starting in 2016, new formats such as MessePlus (M+), KonferenzPlus (K+) and BayernForum (BF) will be offered alongside the established forms of trade fair participation already receiving support.

On behalf of the Bavarian Ministry of Economic Affairs, Bayern International organises the Bavarian Trade Fair Participation Programme in conjunction with the Bavarian Chambers of Industry and Commerce, associations, clusters, trades and additional partners. Businesses benefit from financial support provided by the Bavarian Ministry of Economic Affairs and likewise from the comprehensive range of services offered by Bayern International and its foreign and domestic partners.

Bayern International extends its warmest thanks to the businesses and partners and pledges to place itself in the service of Bavarian business for the next 20 years as well.

New forms of participation for your attendance at the trade fair

Businesses will now be offered new forms of trade fair and conference participations such as MessePlus (M+), KonferenzPlus (K+) and BayernForum (BF) alongside the existing offerings. This is intended to ensure that the needs of Bavarian SMEs and changes in the global markets are given stronger consideration in future.



The trade fair stand of the past



Bayern International's trade fair stand design today

MessePlus (M+)

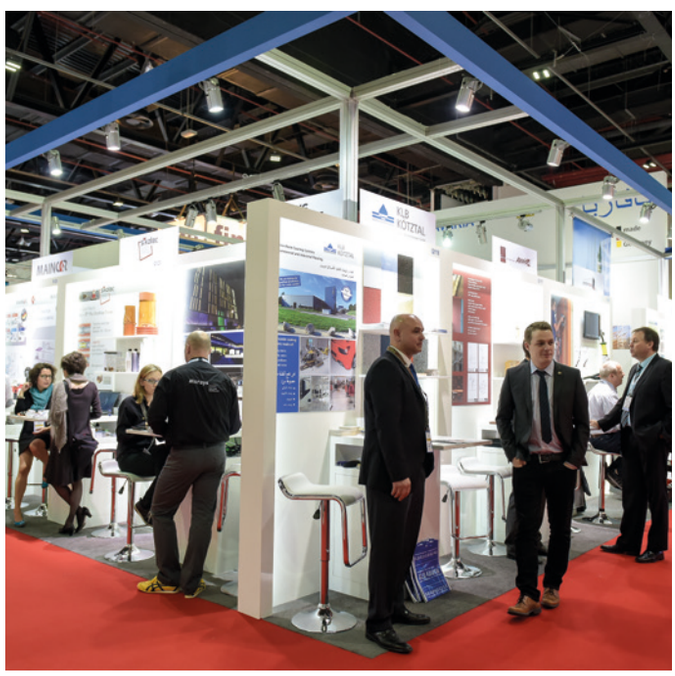
An entrepreneur trip combines the participation at a trade fair with visits to neighbouring countries and regions. This creates synergies and saves time and expenses.

KonferenzPlus (K+)

This includes participation at a speciality trade fair accompanied by attendance at a speciality conference. Companies can present themselves at the trade fair and can also attend the conference. This allows them to meet specialists in a given field in person.

BayernForum (BF)

Bayern International organises a "BayernForum" in a target country that offers favourable conditions but does not host a suitable trade fair. You can present yourself at an in-house exhibition that is accompanied by a symposium comprised of industry-specific presentations.



IHK Industrie- und Handelskammern in Bayern

We open up markets – globally!

The Bavarian Chambers of Commerce and Industry (CCI) congratulate Bayern International on 20 years of export promotion, and gratefully appreciate our cooperation "Made in Bavaria". We now look forward to many more success stories around the globe.

The Association of the Bavarian Chambers of Commerce and Industry is the umbrella organisation for the nine CCIs in Bavaria.

We represent the overall interest of the business community and support and advise our members.

The CCI international services division assists companies as they enter into and build their business in foreign markets. We provide information through consulting and events, connect businesses to foreign companies and partners, and issue export documentation.

Here you will find out more information:
bihk.de



Working at Bayern International – A world of possibilities



Katja Krause

Working at Bayern International comes close to being my "dream job". I am a globetrotter and could never spend 365 days in the office. Organising an interesting and profitable programme for participants, harvesting the fruits of a trip and especially accompanying a delegation abroad – these tasks help me expand my view beyond the horizon. Travel destinations that are not on the standard tourist map, such as South Korea or Kazakhstan, provide lessons in handling day-to-day things, which could also be applied to "made in Germany".

The excitement of observing meetings between German and foreign politicians, business representatives and the diplomatic corps: How Germans live abroad and how that affects their attitude and way of thinking!

The primary focus of Bayern International's promotional materials is on utility. They should be used as often as possible and ensure that Bayern International "remains on the radar". This may be simple but functional and attractive promotional products such as pens or even luggage belts – a long-time favourite – that are sent to the participants of a delegation trip in advance of travel along with the travel documents. Of course corporate design is essential to establishing this recognition factor, however it is also a great benefit that Bayern International is permitted to use the Bavarian coat of arms. When used in the right place, this increases the value of any marketing materials

The fact that it is not easy to constantly find something new that is both attractive and useful is more or less obvious – especially if you have to keep an eye on the costs in the process. But that is precisely the nature of the challenge!



Nicole Rackow



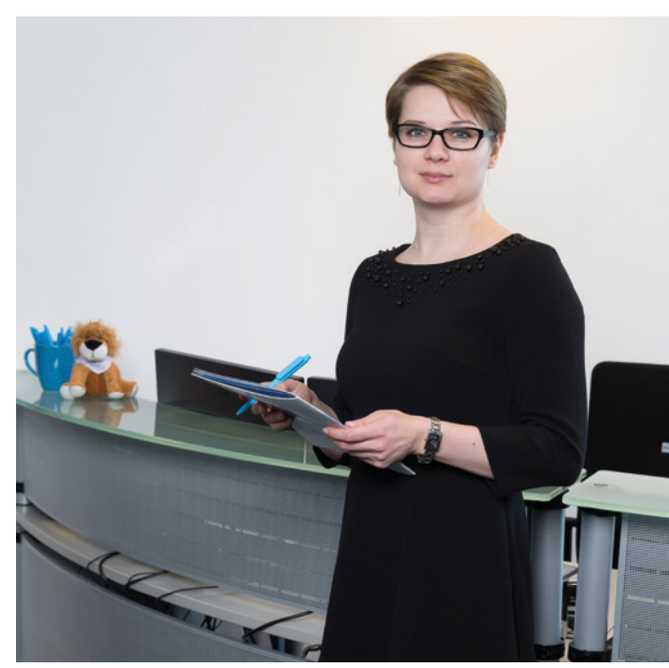
Kirsten Brinkmann

20 years already, and I have been there for 17 of them – you can say I've grown old at Bayern International. I've been able to see a great deal of the world thanks to my job – trade fairs in a myriad of countries – and now part-time with two children. I have learned a great deal, for example that rugs are swept in India and not vacuumed, that it is better not to construct high buildings in Japan and that the daily allowance is never enough and that in the USA, it is better not to go up the ladder oneself. In China, you get used to the fact that people enjoy a nap standing up at lunchtime; by contrast in Brazil people drink Caipirinha's in the afternoon at the stand with hostesses in evening dresses. I have learned that Kazakhstan is not small at all on the global map, that you don't need cash in Sweden and that travelling trade fairs have nothing to do with hiking. For trade fairs in Australia, the flights there and back last longer than the trade fair. In the past, the lunch break in Dubai was three to four hours – for prayer or alternatively sunbathing on the beach. Likewise, in Damascus, days were spent visiting the impressive Souk and trade fairs started at 5:00 pm because of the heat.

I have got to know fantastic companies from Bavaria, pleasant service providers and partners around the world and, for the most part, have had a lot of fun in my work. There are many, many anecdotes from the trade fairs, however: What happens at the trade fair stays there. I hope to take part in a few more trade fairs and look forward to it!

No day is like any other in my job at Bayern International. Since 2009 I have been taking care of the well-being of our guests from abroad and from within Germany and always have a sympathetic ear for my co-workers. I have developed a sensitivity to the cultural differences in our partners and guests and am able to contribute to making sure that the desires of our visitors are always taken into account.

Team spirit plays a large role at Bayern International and provides the foundation for each employee to reach his or her full potential. In this context, it is important to keep pace with the times and to be open to new things without forgetting traditions in the process.



Olga Gritzmann



Marco Flasch

As a consultant at trade fairs, I very much enjoy discovering the world anew at our foreign trade fairs together with Bavarian businesses, as well as taking a piece of home to other countries. During my almost three years at Bayern International this has meant: Spending 382 hours in the air, packing my bags 48 times, taking care of 227 exhibitors in some 2,154 m² of exhibition space; however what it really means is getting to know great entrepreneurs and having the honour of working with great partners and a fantastic team.

Thanks to the foreign trade fair programme of the Bavarian Ministry for Economic Affairs, as well as the companies in Bavaria with an interest in exports and an adventurous spirit, I am looking forward to a wide variety of interesting encounters and projects in the years ahead. I am already looking forward to Bayern International's next anniversary.

For five years I have organised delegation trips for the Bavarian Ministry for Economic Affairs from my office in the "Laimer Würfel" – a cube-shaped office block. My projects in this area are varied and have exposed me to interesting people, countries and cultures. I believe that there are only a few jobs able to offer this in such a small package. I worked for several years in Spain prior to coming to Bayern International. Based on this experience I now cover the South American market in addition to other duties. A trip to Brazil in 2011 made a particularly strong impression on me. The sector focus was on construction & infrastructure, which gave us the opportunity to view several sites for the World Cup in Rio, Curitiba and Sao Paulo. This was a true highlight for me as a "football fanatic".

One country people may not give much thought to, either personally or professionally, is Azerbaijan. I was lucky enough to travel there twice and was impressed with its capital Baku both times. It is probably the most modern Islamic country and is known in Germany primarily as a result of the Eurovision Song Contest. By the way, the Baku Crystal Hall was designed by German architects and construction was coordinated by a Bavarian firm. From a business standpoint, the orientation is westward, however the country honours its traditions as well, which can also be seen in the architecture as: The modern Flame Towers, striking flame-shaped towers, stand directly next to the caravansarias. However, we Bavarians are not only very welcome guests in these two countries, but throughout the world. Oktoberfest, cars or football – the entire world knows that these come from Bavaria!

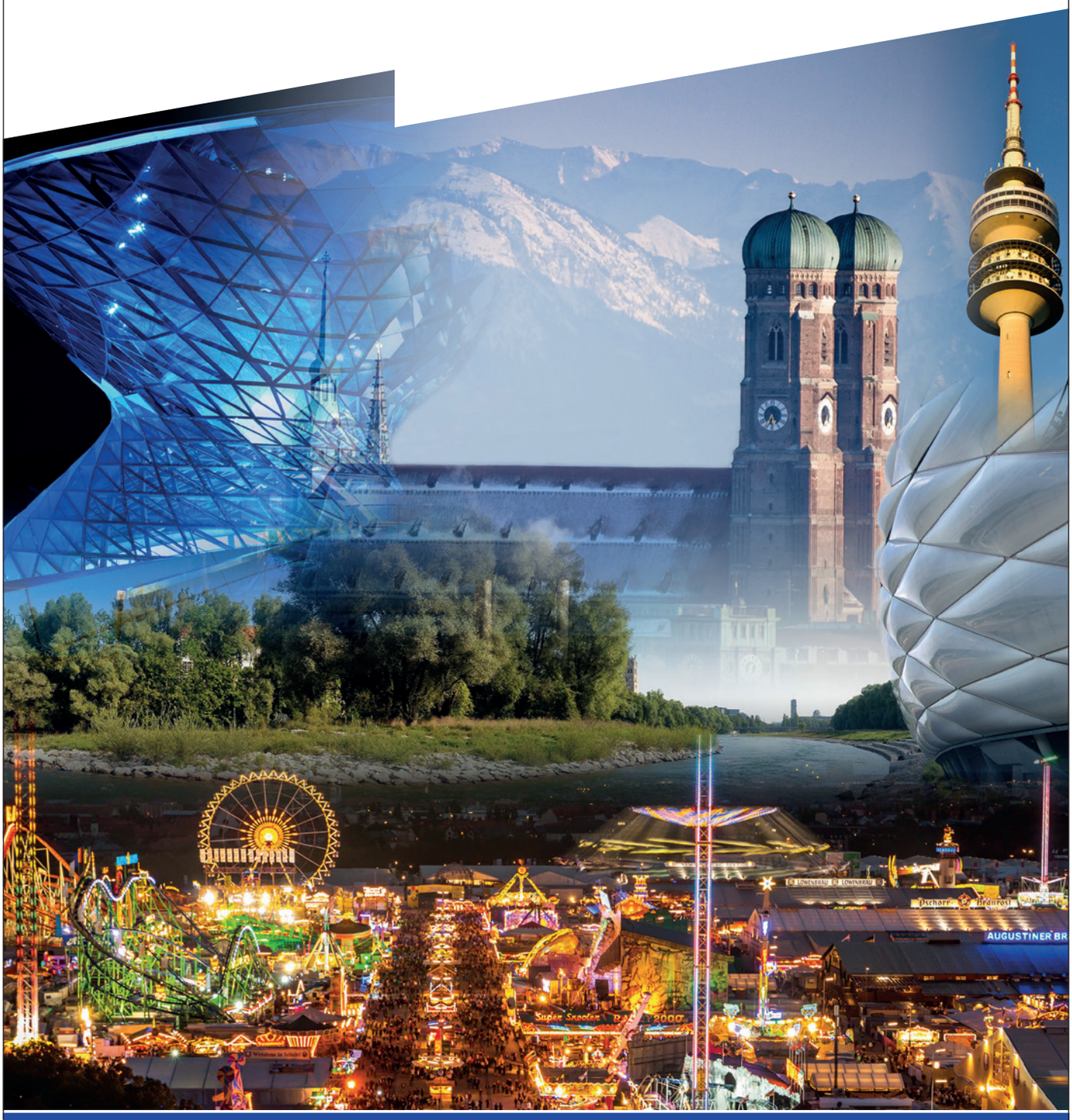


Sebastian Zettelmeier

City of Munich
Department of Labor and Economic Development

Munich congratulates Bayern International on its **20th anniversary.**

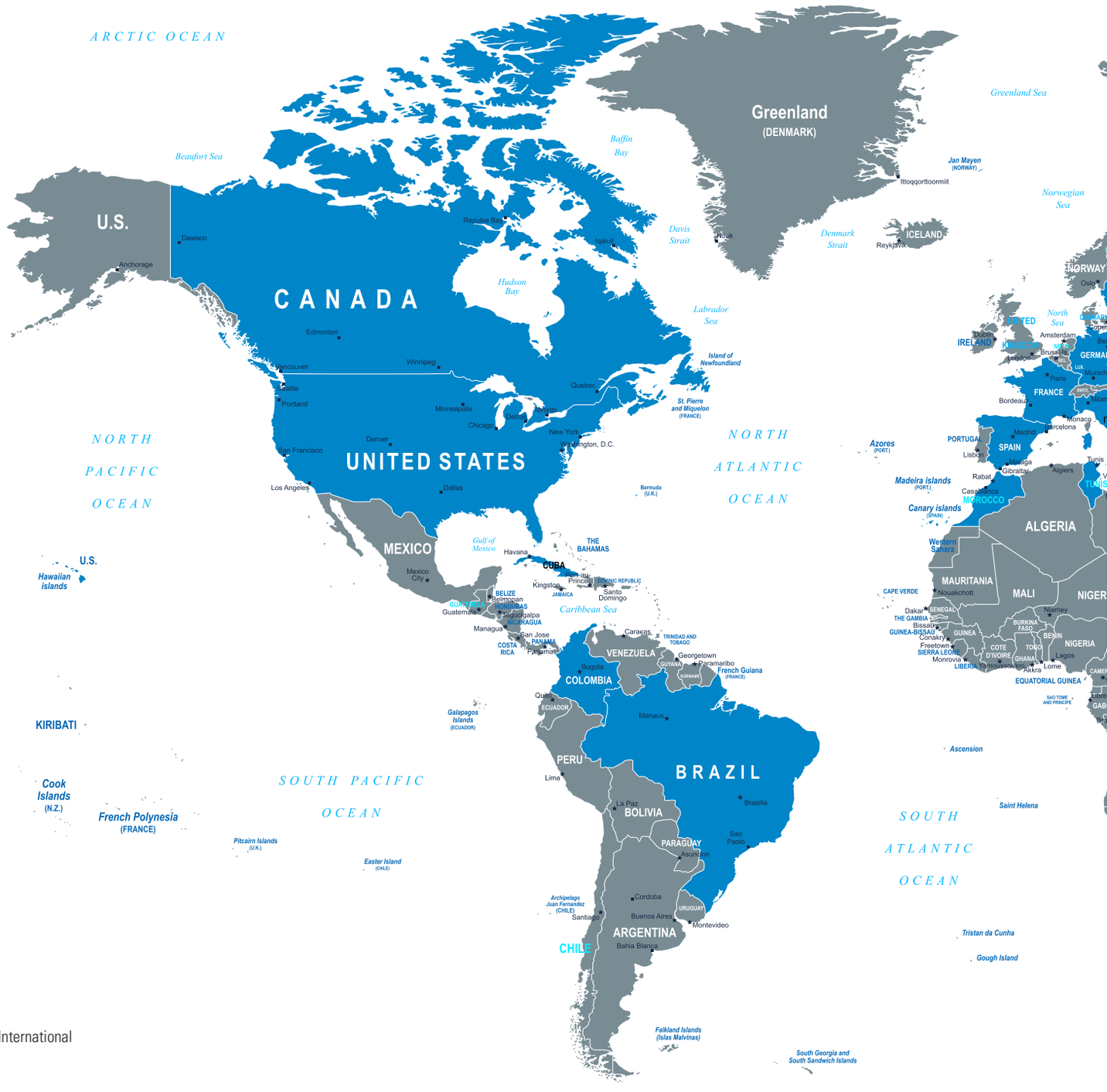
Reaching the world from Munich. Today. And tomorrow.



www.business-munich.de | www.welcome.munich.de

Bayern International – Globally active

Working on some 100 projects annually, Bayern International supports Bavarian companies on behalf of the Bavarian Ministry of Economic Affairs in entering new international markets.



In 2016, Bayern International will be active in the following countries:

Africa
Egypt, Ethiopia, Morocco, South Africa, Tunisia

Asia
Cambodia, China, India, Indonesia, Japan, Kazakhstan, Korea, Malaysia, Philippines, Taiwan, Thailand, Turkey

Europe
Armenia, Baltic states (Estonia, Latvia, Lithuania), Bosnia and Herzegovina, Croatia, Czech Republic, France, Georgia, Germany, Italy, Macedonia, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Ukraine

Near and Middle East
Iran, Oman, Qatar, UAE

North America
Canada, USA

Latin America
Brazil, Colombia, Cuba





Minister of State Aigner on a delegation trip to China (July 2015)



Bayern International – Facts and figures

Bayern International was founded in 1995 as a state-owned enterprise held by the Free State of Bavaria (start of business March 1996) and currently has some 50 employees. The supervisory board is formed of representatives from Bavarian ministries and Bavarian economic associations. Financing is provided via the budget of the Free State of Bavaria. Bayern International was Germany's first economic promotion corporation to be certified pursuant to DIN ISO 9001. Around 90 country-projects are planned for 2016.



State Secretary Pschierer on a delegation trip to Quebec in 2015

NürnbergMesse. Turning ideas into value.

WO DIE WELT ZUSAMMENKOMMT, EXPANDIEREN GESCHÄFTE

Internationales Messejahr 2016

ACREX India (Mumbai, Indien)	25.02. – 27.02.
ALUCAST (Bangalore, Indien)	01.12. – 03.12.
American Coatings Show (Indianapolis, Indiana, USA)	12.04. – 14.04.
BIOFACH °	10.02. – 13.02.
BIOFACH AMERICA – ALL THINGS ORGANIC (Baltimore, USA)	22.09. – 24.09.
BIOFACH AMERICA LATINA – BIO BRAZIL FAIR (São Paulo, Brasilien)	08.06. – 11.06.
BIOFACH CHINA (Shanghai, China)	26.05. – 28.05.
BIOFACH INDIA together with INDIA ORGANIC (Neu Delhi, Indien)	November
BrauBeviale	08.11. – 10.11.
Chillventa	11.10. – 13.10.
China International Diecasting (Shanghai, China)	12.07. – 14.07.
China International Pet Show (Guangzhou, China)	10.11 – 13.11.
embedded world	23.02. – 25.02.
E-MOBILITY Technology China Forum (Shanghai, China)	Juni
Enforce Tac °	02.03. – 03.03.
EUROGUSS	12.01. – 14.01.
FachPack	27.09. – 29.09.
FCE Cosmetique (São Paulo, Brasilien)	10.05. – 12.05.
FCE Pharma / POWTECH Brasil (São Paulo, Brasilien)	10.05. – 12.05.
FENSTERBAU FRONTALE	16.03. – 19.03.
FENSTERBAU FRONTALE INDIA (Mumbai, Indien)	25.02. – 27.02.
GaLaBau	14.09. – 17.09.
Glass South America (São Paulo, Brasilien)	08.06. – 11.06.
HOLZ-HANDWERK	16.03. – 19.03.
HPCI India IN COOPERATION WITH The Indian Care Chemical Convention (Mumbai, Indien)	10.03. – 11.03.
iENA *	27.10. – 30.10.
Insights-X ° *	06.10. – 09.10.
International Powder & Bulk Solids Processing Conference & Exhibition (Shanghai, China)	19.10. – 21.10.
Interzoo °	26.05. – 29.05.
it-sa Brasil (São Paulo, Brasilien)	13.09. – 14.09.
it-sa Die IT-Security Messe und Kongress	18.10. – 20.10.
IWA OutdoorClassics °	04.03. – 07.03.
ORGANIC EXPO together with BIOFACH JAPAN (Tokio, Japan)	10.02. – 12.02.
PADDLEexpo *	07.10. – 09.10.
PAINTINDIA (Mumbai, Indien)	21.01. – 23.01.
PCIM Europe *	10.05. – 12.05.
Pet South America (São Paulo, Brasilien)	30.08. – 01.09.
Powder & Bulk Solids India, Exhibition & Conference (Mumbai, Indien)	13.10. – 15.10.
POWTECH	19.04. – 21.04.
R+T South America (São Paulo, Brasilien)	08.06. – 11.06.
SAE China Congress & Exhibition (Anting, Shanghai, China)	26.10. – 28.10.
SENSOR+TEST *	10.05. – 12.05.
SMT Hybrid Packaging	26.04. – 28.04.
Spielwarenmesse ° *	27.01. – 01.02.
SPS IPC Drives *	22.11. – 24.11.
VIVANESS °	10.02. – 13.02.

Auszug, alle Angaben ohne Gewähr, Änderungen vorbehalten
° Nur für Facheinkäufer mit Legitimation * Gastveranstaltung

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NÜRNBERG MESSE

Trade fair participation
Bavarian companies are able to present themselves at some 50 trade fair participations in almost 30 countries. In doing so, they not only benefit from financial support provided by the Bavarian Ministry for Economic Affairs, but also in particular from the wide range of services offered by Bayern International and its partners. The organisational benefits are held in especially high regard by these companies. In response to a survey, 97% indicated that practical support is very important to them.

Entrepreneur Trips
Explore new, emerging markets and their potential as part of an entrepreneur trip organised by Bayern International. The entrepreneur trips are tailored to a specific industry sector and have different objectives depending on their focus. Market exploration trips are intended to gather as much information and facts about a new market as possible and to obtain a first impression on the ground. By contrast, cooperation trips simplify the search for an appropriate business partner by using cooperation forums. In the case of trade fair trips, attendance at a trade fair and perhaps a cooperation forum are core elements of the programme. In the case of all trips, the itinerary includes meetings with multipliers and experts in a given field locally as well as company tours. We have already implemented 60 entrepreneur trips with some 720 businesses.





Lounge at the Bavaria booth

BAVARIA'S SUPERLATIVES: FACTS AND FIGURES.

500,000 hundredweights
of hops are harvested every year in the Hallertau region. It is the largest continuous hop-growing area in the world.

In 1040
the Benedictine Monastery Weihenstephan was granted the right to brew and serve beer. It is seen as the world's oldest commercial brewery.

130.6 metres
that's the height of the brick steeple of St Martin's Church in Landshut. It was completed in 1500 and is the highest steeple of its kind in the world.

MEDIEN NETZWERK BAYERN

The agency for the media sector
in the Free State of Bavaria



Did you know?

We connect the media sector with other industries



Photo: Vuframe Lab GmbH Regensburg

- **Healthcare meets Games & IT**
  Apps and Gamification for prevention, diagnostics, treatment and rehabilitation.
- **Augmented and Virtual Reality meets Architecture**
  Walking through the finished project before the first stone has been laid.
- **Automotive meets Media**
  Cars becoming the future centre of media.

Find out more about our current networking possibilities and events on
www.**mediennetzwerk**.bayern

MEDIEN NETZWERK BAYERN

sponsored by

Bayerisches Staatsministerium für
Wirtschaft und Medien, Energie und Technologie

Delegation trips

Political support helps – the same holds true for your export business. Travel with high-ranking representatives of the Free State of Bavaria to countries with great business potential and make important contacts with local businesses and politics on delegation trips of the Bavarian Ministry of Economic Affairs. To date, 204 delegation trips have been implemented with 5,154 participants.

Delegation visits

Decision-makers from abroad come to Bavaria – and you can make an impression. Show foreign professionals and managers what makes your products and services so unique and use the projects that are part of "Bayern – Fit for Partnership" and "Solutions – Made in Bayern" for your marketing and sales activities. Since 2004, there have been 140 projects in 27 countries with 2,227 international and 2,655 Bavarian participants.



Entrepreneur trip to Thailand and Vietnam (2015)



Minister of State Aigner on a delegation trip to Moscow in 2015

BAVARIA'S SUPERLATIVES: FACTS AND FIGURES.

Source: BAYERN TOURISMUS Marketing GmbH

97 metres

that was the length of the strings used by the Augsburger Puppenkiste in 2011, standing on top of a building to animate a Punch marionette.

1.56 million kWh

this is the amount of environmentally-friendly electricity fed into the public power grid by the largest solar plant in Germany. The plant is located in the vicinity of Regensburg, in Hohenfels.

382 kilogrammes

this was the weight of the largest pretzel in the world. It was baked in Neufahrn near Munich in 2008 and measured 8.20 metres long and 3.10 metres wide.

Matching platforms

All project formats provided by Bayern International have a common objective: the creation of so-called matching platforms. Regardless of whether this is participation at trade fairs and delegation trips, delegation visits, the Bayern International company database "Key Technologies in Bavaria", or projects such as "Bayern – Fit for Partnership", the goal is always to bring together Bavarian businesses with potential foreign customers and thus lay the foundation for future cooperation.

Bayern International ensures that only relevant contacts are made in the context of the matching platforms. Accordingly, mutual interests and attributes are reflected such as countries, regions, areas of expertise and target groups. These new contacts are first made as part of international projects sponsored by Bayern International and then strengthened and, ideally, they result in a profitable collaboration between all of the parties concerned.



Croatian delegation views a bio-mass heating plant as part of the "Bayern – Fit for Partnership" programme (2014)

The company database “Key Technologies in Bavaria” to present you on a world-wide basis

The Bayern International company database includes more than 28,000 entries in “Key Technologies in Bavaria” and thus offers extensive, free of charge information on Bavarian businesses and institutions from the areas of research, technology transfer and network management.

Potential business partners from around the world are given the opportunity to conduct target searches for Bavarian products and services as well as technology partners. It therefore opens up the possibility for your business at home and abroad and encourages foreign companies to locate to Bavaria to be close to customers and partners.

Benefit from global marketing for your company by making an entry in the database. Entry is free of charge, easy and can be updated at any time.

A user-friendly search interface permits target searches to be performed by location, industry sector, product type and services offered by Bavarian companies. The search results deliver bundled information on regional and technical target markets for Bavarian companies and list relevant contact persons. Companies representing 22 key technologies in Bavaria are represented in the database and may be filtered using these criteria. This marketing instrument thus enables targeted matchmaking by prospective foreign business partners with Bavarian suppliers and promotes networking between companies within Bavaria. The Key Technologies Database is constantly maintained and expanded as a platform for promoting international trade.





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Business Promotion Agency “Invest in Bavaria”

Bavaria is the winner.

Invest in Bavaria has successfully acquired and advised investors for the Free State for 17 years. During this time, the business promotion agency has successfully realised some 1,500 investment projects. To date, these projects have directly created more than 40,000 jobs. And during this period, nearly double this number of jobs has been created indirectly through these investment projects, for example at suppliers. This is a tremendous win for Bavaria and its residents. The success story began in 1999 with the formation of Invest in Bavaria by then Minister for Economic Affairs Dr Otto Wiesheu and the first business promotion official at the Bavarian Ministry for Economic Affairs, Bertram Brossardt. The stated objective both then and now: strengthen the Bavarian economy through foreign investment.

Focus on the digital future

Whereas 17 years ago, business acquisition focused mainly on call centres and logistics providers, the digital and IT industries predominate today, for example in the Industry 4.0 and medical technologies sectors. This corresponds to the new strategy: For some time, the Free State’s business development agency has placed deliberate emphasis on the topic of digitalisation.

Inter-cultural competence and patience are needed in order to be successful in the long term. The staff members at Invest in Bavaria are at home in a variety of cultures and speak more than ten languages. The team of regional advisers supplements the services offered by Invest in Bavaria and offers foreign companies access to regions within Bavaria: Close cooperation and bilateral exchange of information with regional business development offices and the realisation of joint projects characterise the work of the regional advisers. Today it is more important than ever to make careful distinctions between regional opportunities in order to find the best location for every re-location.

Best perspectives

It is becoming clearer all the time: The digital future is in Bavaria because businesses within the digital sector are finding highly qualified staff and financially-sound business customers from all industry sectors in the Free State to whom they can offer their innovative solutions. This is fact. Investors from around the world taking note – that is Invest in Bavaria!





sparkasse.de

Wenn man für Investitionen einen Finanzpartner mit internationalem Netzwerk hinter sich hat.

Wenn's um Geld geht

Bayern International celebrates its 20th anniversary – and you can be the winner!

Get the anniversary mascot Leopold at a Bayern International event and take an on-location picture of him.



Leopold "exploring new markets"



Leopold in Dubai



Leopold at the window



Leopold at the booth



Leopold sightseeing



Leopold on the road

Info

Send the picture to us either by e-mail:
marktentdecker@bayern-international.de

or post it on Twitter with the hashtag:
#marktentdecker

or on Facebook at:
www.facebook.com/BayernInternational

Here's what you could win: In November 2016, Bayern International will draw a winner from among all pictures received to win the prize of a stay at the wonderful 4-star superior hotel "Das Tegernsee" for two nights for two in a double room with a view of the lake including breakfast, a four-course dinner (without drinks) and a visit to the spa. Take a look at the prize here:
www.dastegernsee.de

Contact:
Dorothea Schreiber
Bayern International
Tel.: 089 660566-107
E-Mail: dschreiber@bayern-international.de

Participation terms: By submitting a picture, the participant affirms that the picture is free of third party rights. By participating in the picture contest, you permit us to publish your picture with your name. All persons sending pictures are automatically entered in the draw and each person is only permitted one entry. The draw will be held in November 2016 subject to the exclusion of the public. The winner will be notified in writing. Personal data of the participants are subject to data protection policies and will not be provided to third parties. Recourse to the courts and cash payment of the prize are not permitted. The prize was kindly provided by the hotel "Das Tegernsee" and may only be claimed subject to availability.



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Newsletter

Keep up to date with the Bayern International newsletter!
Subscribe to the newsletter at
www.bayern-international.de/newsletter
and receive monthly news on the topics of internationalisation and Bavarian export promotion projects.



JANUAR NEWSLETTER

Liebe Leser,

wir starten im Januar gleich mit zwei neuen Publikationen ins neue Jahr. Mit der „Außenwirtschaft im Fokus" erfahren Sie Wissenswertes zum Exportgeschäft und zu neuen Märkten, zu unserem 20-jährigen Jubiläum oder zum Thema Smart Cities. In der Branchenübersicht sehen Sie all unsere Veranstaltungen in 2016 auf einen Blick. Informieren Sie sich in unserem aktuellen Newsletter.

Hans-Joachim Heusler
Geschäftsführer Bayern International

Außenwirtschaft im Fokus: Mehr Wissen rund um Export und Internationalisierung

Außenwirtschaft im fokus

In unserem Magazin "Außenwirtschaft im Fokus" informieren wir Sie über neue Märkte und Geschäftspotentiale weltweit. Bayerische Repräsentanten geben Städtetipps, wir beleuchten Afrikas digitalen Aufbruch und berichten über Chancen in Tunesien nach der Revolution.

Informieren Sie sich gleich hier... »

Social Media

Medium-sized companies and players in the foreign business sector in Bavaria have a forum in the XING group "Exportförderung" where they can exchange ideas and experiences surrounding exports and promotion. Talk to Bayern International about opportunities and ways to promote your export business, developments in new markets or provide tips and feedback on projects and topics related to the subject of foreign trade.
www.xing.com/net/bayerninternational

You can also find Bayern International on Twitter, Facebook and YouTube!

www.twitter.com/Made_in_Bavaria

www.facebook.com/BayernInternational

www.youtube.com/user/BayernInterKanal

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Our warmest thanks to the partners of Bayern International.

BAYERISCHER HANDWERKSTAG

Made in Bavaria: a successful network for entrepreneurs

Unique products, ideas, know-how and innovations from Bavaria are in great demand all over the world:

As a partner of Bayern International we effectively make use of their well established network for the benefit of Bavarian crafts companies. Also the trade fair programme, the company missions and delegation trips as well as the programme „Bayern – Fit for Partnership“ are reliable instruments to develop foreign markets.

The Association of Bavarian Trades and Crafts congratulates Bayern International on its 20th anniversary.

Contact:

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bht@bht-muenchen.de

Verband der Holzwirtschaft und Kunststoffverarbeitung Bayern-Thüringen e.V.

Wir sind der Verband der Holzwirtschaft und Kunststoff verarbeitenden Industrie und verwandter Industriezweige in den Bundesländern Bayern und Thüringen. Wir sind Ansprechpartner und Interessenvertretung der Branche.
Unser Verband vertritt die Interessen der Möbel-, Holz- und Sägeindustrie ebenso wie die Interessen der kunststoffverarbeitenden Industrie Bayerns und Thüringens.









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