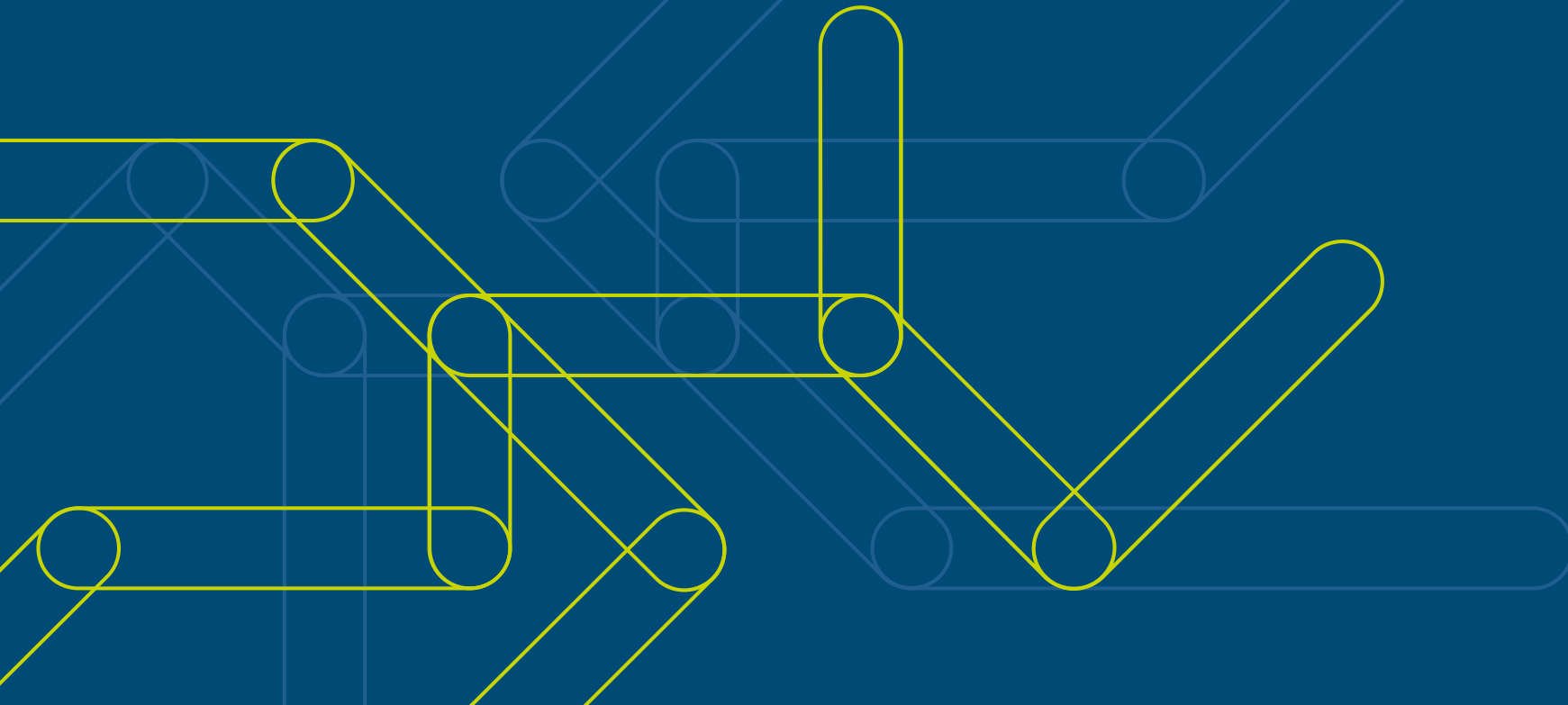


# Partnering in Business with Germany: The Group Programme as of 2025



# Programme Description

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*Partnering in Business with Germany* (PG) is a global programme of the Federal Ministry for Economic Affairs and Climate Action (BMWK) designed to promote foreign trade and investment

- ✓ **Successful initiation of business contacts** between medium-sized enterprises
- ✓ **Long-term business relationships** through a **partnering approach** (bilateral joint declarations)
- ✓ Approximately **1000 executives** each year from currently **17 partner countries**
- ✓ Establishment of **B2B contacts** with German companies
- ✓ Development of a **global network** of internationally active SMEs

# Desired Effects

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- The participants gain skills central to initiating business with German companies.
- The participants receive direct access to German firms through B2Bs and on-site company visits.
- The participants initiate change projects in their companies after completion of the programme.

# Target Group and Selection Criteria

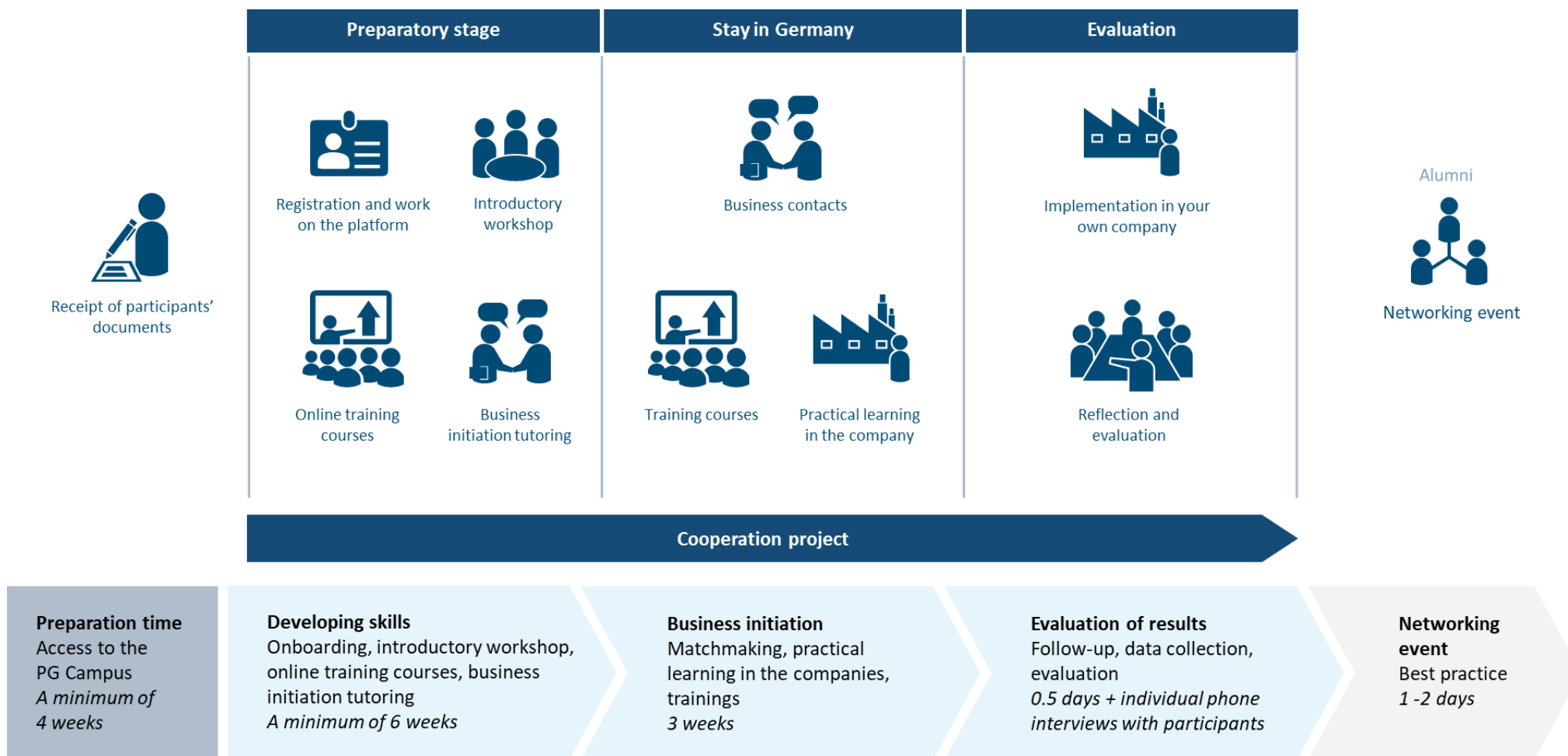
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- Foreign executives from the middle and upper management levels in companies with potential for cooperation with German firms
- The programme is particularly designed for small and medium-sized enterprises

## Selection criteria for participants:

- Several years of professional and management experience
- Business-fluent English language skills
- High motivation level and a clear idea for cooperation
- University degree or equivalent qualification

# Structure of a Group Programme



# 1. Preparation Phase

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## 1) Introductory workshop in Chile (2 days) with experts from the Business Development Centres

- ✓ Optimal expectation management
- ✓ Specific individual preparation of the participants for business initiation
- ✓ Development of the organisational basis for the programme
- ✓ Active participation of the implementation partners desired!

## 2) Online phase: 5 - 6 training modules plus tutorial support

- ✓ Preparation for the stay in Germany: Consolidation of the participants' knowledge; planning of B2Bs
- ✓ Work on the cooperation projects



## 2. Initiating Business in Germany

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The stay in Germany lasts for 3 weeks (14 working days). It can take place in one *or several* locations.

- Participants hold individual talks with German companies (B2Bs)
- Company visits and, if possible, visits to trade fairs
- Face-to-face training and tutorial support from experts of the *Business Development Centres*
- Introduction of a flexible day for establishing initial business contacts (only B2Bs, trade fairs or exchanges for business cooperation)
- Completion of the programme with the award of a certificate

# Impressions: Company Visits in Germany



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Dobslaff



Partnering in Business  
with Germany



# Impressions: Training Sessions and B2Bs



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### 3. Evaluation

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#### What information do we collect?

- Successful cooperation (contracts concluded or declarations of intent between German and foreign companies)
- Changes in the participating company
- Information for (GIZ's internal) quality management

#### How do we collect it?

- Online surveys of the participants during their stay in Germany
- Online meeting after 4.5 months: Exchange of experiences regarding the state of business initiation
- Telephone interviews with participants after 5 months: State of business initiation, contracts concluded and changes within the company

## 4. Joint Alumni Work

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Networking events as the programme's central tool for alumni work:

- Connecting alumni with the German economy (AHKs, Economic Department at the German Embassy etc.).
- Networking among alumni from the various years and industries plus support for setting up national alumni networks.
- Conveyance of current economic topics through lectures, discussions and workshops.
- Presentation of success stories and their long-term effects.
- Takes place, as a rule, in the partner country six months after completion of the programme.
- Joint event of the participating partners

„Partnering in Business with  
Germany“ ist ein Instrument der  
Außenwirtschaftsförderung des



Bundesministerium  
für Wirtschaft  
und Klimaschutz



Partnering in Business  
with Germany

„Partnering in Business with Germany“ wird  
im Auftrag des Bundesministeriums für  
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