

Association of the German Trade Fair Industry



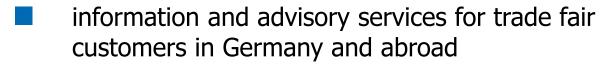
How Germany Increases its Export Rates – The Foreign Trade Fair Participation Programme of Germany

Marco Spinger, Director Division Global Markets "EXPORT – Engine of the Development", Zagreb, 22 March 2013



Our Core Business

lobbying





- support of foreign trade fair activities
- umbrella marketing



- Institute of the German trade fair industry
 - research
 - education and training
 - German Trade Fair Library
- PR and events







Support Programmes

- domestic support programme for innovative start-up companies
- foreign trade fair participation programme of Germany





Domestic Support Programme for Innovative Start-Up Companies



Idea

First Step of Export Promotion: Participation of German SMEs in International Trade Fairs in Germany

Goal/Target Group

Facilitating Export of Innovative Products by Start-Up Companies



The Foreign Trade Fair Participation Programme of Germany General Ideas

Goal

Facilitating access to difficult and distant markets

Target Group

Especially small- and medium-sized enterprises (SMEs) with export intentions

Instrument Foreign Trade Fairs

Customer-oriented focus on supply and demand (regarding time and location)

Coordination

German Pavilions under the lead management of the Federal Ministry of Economics and Technology and AUMA



Foreign Trade Fair Participation Programme of Germany Main Benefits for German Companies

Image Benefit

- «made in Germany» as a positive umbrella brand name
- German Pavilion serves a positive image by uniform appearance

Cost Reduction

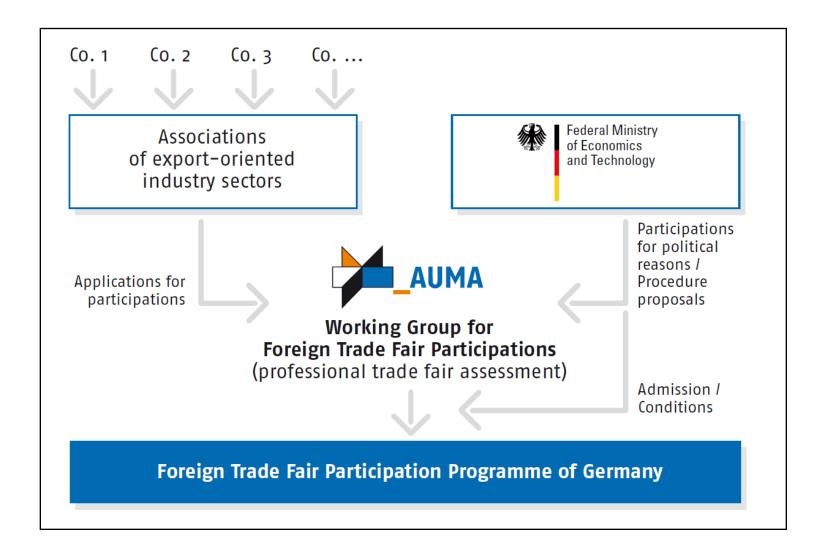
- federal budget for German pavilions (2013: € 42.5 m)
- trade fair costs reduced by 50 % on average
- sharing stand space

Saving Time and Manpower

- all arrangements made by German Pavilion Organiser
- joint info counter
- standardised/simple application procedure

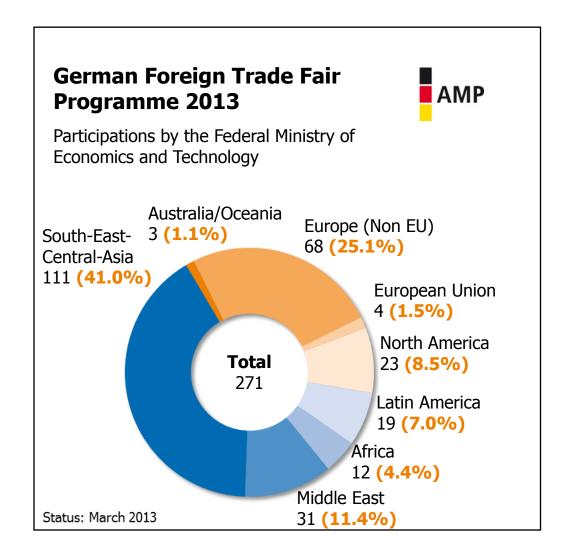


The Foreign Trade Fair Participation Programme of Germany Procedure





German Trade Fair Participation Programme of Germany





Representative Exhibitors' Survey 2012

Effect on Export Rates by Trade Fair Participations Abroad AMP		
	2011	
Increase in Export Rates	46 %	
Stable Export Rates	37 %	
Positive Effect	83 %	



AUTOMECHANIKA 2009, Istanbul





Elecrama, Mumbai, 2010





Intervitis Interfructa, Cape Town, 2011





Thank you for your Attention!

Marco Spinger +49 30 24000-120 m.spinger@auma.de 22 March 2013