



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

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- lobbying
- information and advisory services for trade fair customers in Germany and abroad
- 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



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



Domestic Support Programme for Innovative Start-Up Companies



Idea

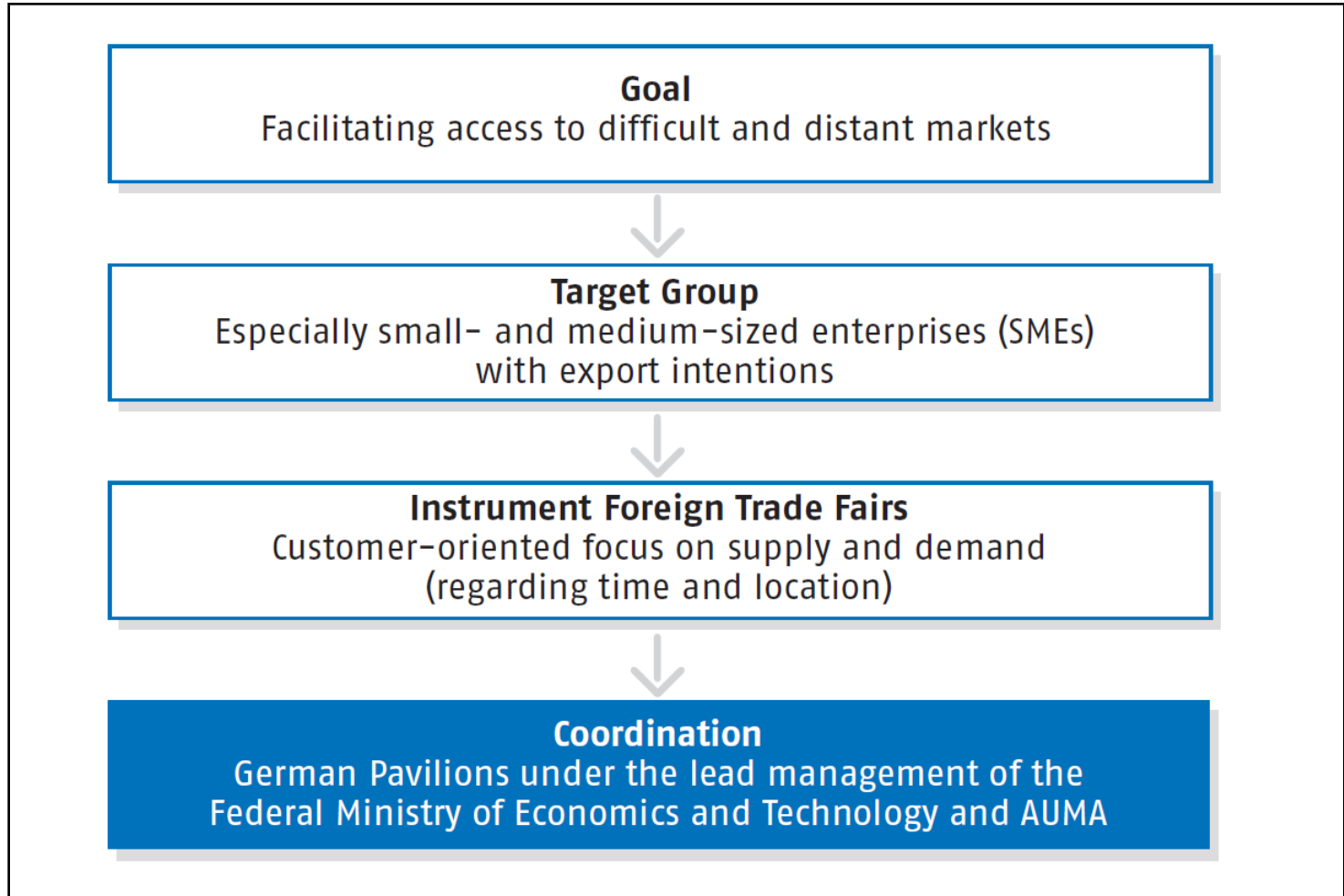
First Step of Export Promotion:
Participation of German SMEs in
International Trade Fairs
in Germany

Goal/Target Group

Facilitating Export of Innovative
Products by Start-Up Companies

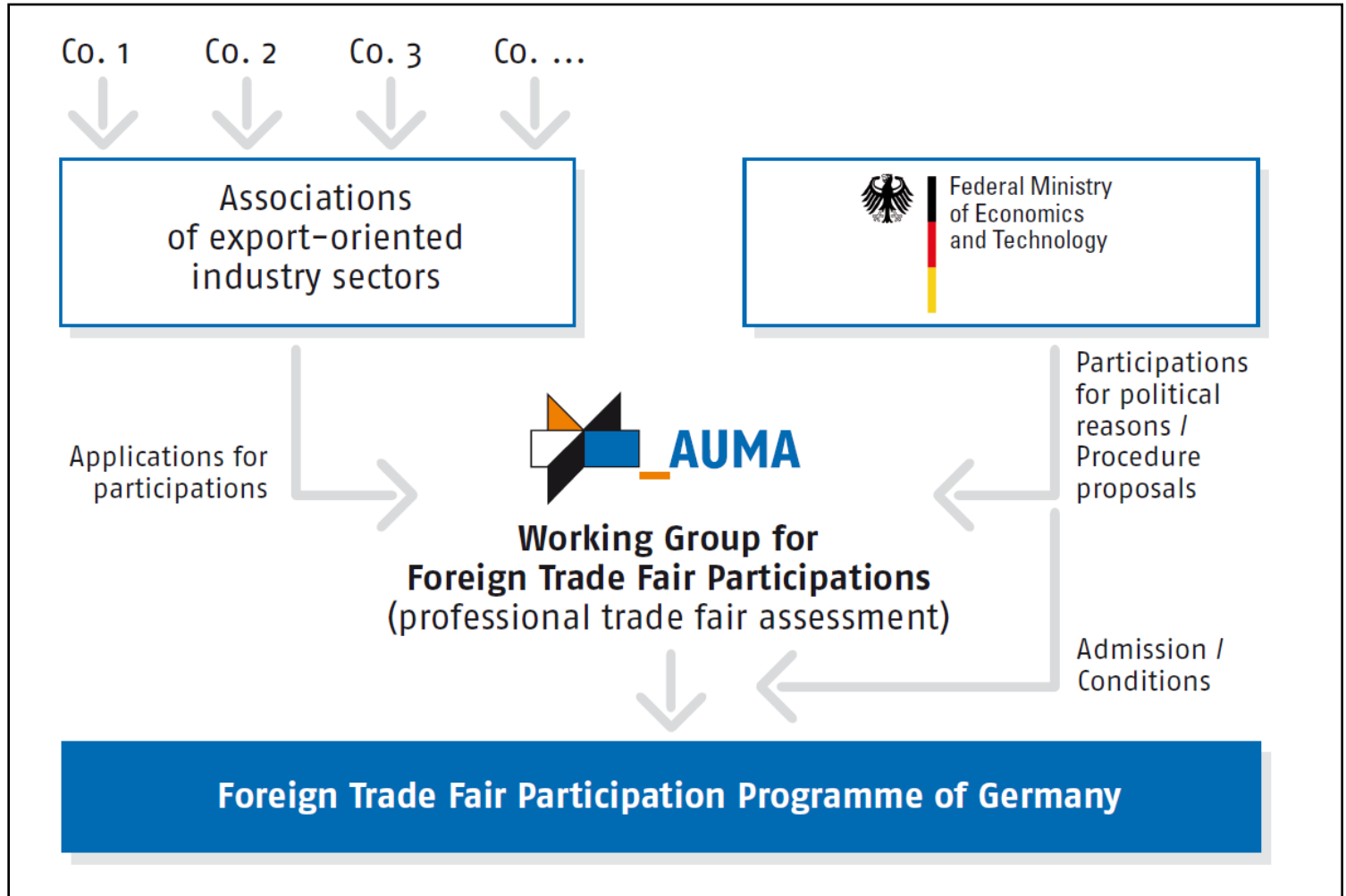
The Foreign Trade Fair Participation Programme of Germany

General Ideas



- **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

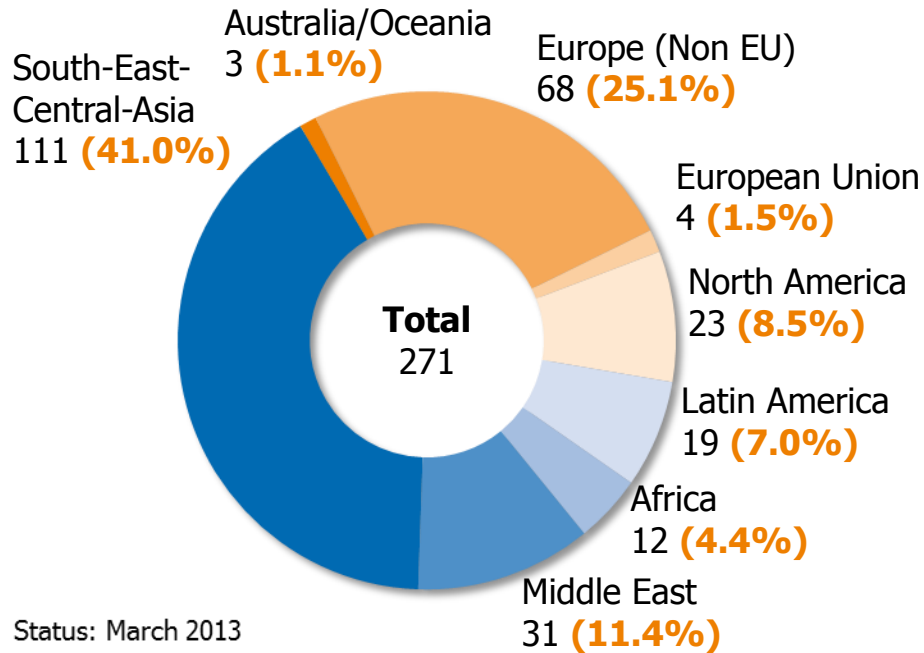
The Foreign Trade Fair Participation Programme of Germany Procedure



German Foreign Trade Fair Programme 2013



Participations by the Federal Ministry of Economics and Technology



**Effect on Export Rates
by Trade Fair Participations Abroad****2011**

Increase in Export Rates 46 %

Stable Export Rates 37 %

Positive Effect 83 %







Thank you for your Attention!

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