



Our Services
INTERNATIONALIZATION

Economic Development
Agency | **Brandenburg**

FROM BRANDENBURG TO THE WORLD

The road to international success

wfbb.de

GLOBAL GROWTH – THE KEY TO SUCCESS

An increasing number of companies from Brandenburg are expanding their business into international markets.

Many products and services made in Brandenburg are now enjoying success not only in Germany, but also in Europe and beyond.

Innovative medium-sized companies, global players, and start-ups are capitalizing on the opportunities presented by international markets.

We are the partner for you when it comes to getting onto an international footing and establishing a presence in new markets. We will work with you to develop strategies for your international business.

ON THE RIGHT TRACK WITH WFBB'S SERVICES

Want to tap into new international markets? Then get in touch with us! Take advantage of WFBB's comprehensive range of services: We suggest suitable partners and networking and funding opportunities to make your move into international business a success.

THE ECONOMIC DEVELOPMENT AGENCY BRANDENBURG (WFBB)

WFBB is your central point of contact for economic and workforce development in Brandenburg. Our service is free of charge, tailored to you, and confidential.



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Benefit from WFBB's extensive expertise when planning and developing international collaborations, accessing international markets, and expanding your production and supply chains in other countries. We help you expand from Brandenburg into international markets. Make your business a global success!

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SEBASTIAN SAULE

Managing Director
Economic Development Agency
Brandenburg

ADVICE ON INTERNATIONAL BUSINESS

ENTERING INTERNATIONAL MARKETS

From Brandenburg to the world – with WFBB's consulting services, you can develop the best strategy for successful entry into international markets.

ESTABLISHING A PRESENCE IN NEW MARKETS

We help you expand your production and supply chains, and recruit a skilled workforce abroad.

INTERNATIONAL CONNECTIONS

GET TO KNOW LOCAL MARKETS AND PARTNERS

Take part in our international trade missions or join our collaboration exchanges for companies in Germany and abroad.

PARTICIPATE IN TRADE FAIRS

We provide advice on attending trade fairs in Germany and abroad, and give you the opportunity to present your innovative products and services at our shared exhibition stands.

INTERNATIONAL INNOVATION

ENHANCING INNOVATION THROUGH INTERNATIONAL EXPANSION

Take advantage of international collaboration, developing innovations and successfully bringing new products and services to foreign target markets. We connect you with potential partners, advise you on funding opportunities, and help you identify and develop distribution channels.

FUNDING

BENEFIT FROM TAILORED FUNDING

The path to success with the best funding program: Take advantage of our expertise in the state of Brandenburg's funding programs, as well as programs at federal and European level.





**ADVICE ON
INTERNATIONAL BUSINESS**





ENTERING INTERNATIONAL MARKETS

If you are looking to achieve international success with your products and services, take advantage of our expertise.



WHAT WE CAN DO FOR YOU:

The best advice, right from the start

- Want to market an innovative product abroad? Looking for partners in international markets, or to set up a production facility abroad? We can help. You have the idea – we do the initial export check with you.
- Take advantage of our expertise in foreign markets to get a good overview. We work with you to develop a market development strategy for other countries, identifying risks you may encounter in international business and techniques for minimizing them.
- We provide knowledge about international target markets, and advice on building a secure financial foundation for your export business or investment abroad.



ESTABLISHING A PRESENCE IN NEW MARKETS

Our extensive expertise, and the tools to help you connect with potential partners, open up many avenues to international success. Use our services to ensure a successful launch on international markets.



WHAT WE CAN DO FOR YOU:

Achieve international success with us

- We help you establish new business relationships with foreign partners and expand your network.
- We connect you with potential cross-border, technology, innovation, and project partners.
- We advise you on investing abroad and setting up local branches.
- When recruiting and integrating skilled and non-skilled workers from abroad, you have access to the expertise of the International Talent Desk in our specialized WFBB Labour teams.





**INTERNATIONAL
CONNECTIONS**



WHAT WE CAN DO FOR YOU:

Success through international dialog

- We regularly organize B2B matchmaking sessions for businesses in Germany and abroad. Taking part gives you access to suitable partners and networks in Europe and across the globe and lays the foundation for new business relationships.
- B2B is our focus: We organize trade missions to every continent and invite you to explore and develop new foreign markets with us.
- Our trade missions will enable you to expand your network, making a wide range of international contacts. They will also help you grow your network in Germany, forging new connections with the other delegates.
- We regularly offer regional and international networking events. Use these opportunities to exchange ideas and advance your international business.



GET TO KNOW LOCAL MARKETS AND PARTNERS

Good networking promotes economic success – regionally, nationally, and internationally. We provide the right connections for your internationalization plans.



PARTICIPATE IN TRADE FAIRS

Your company or institution can benefit from our shared exhibition stands at national and international trade fairs. Showcase your business, products, and services at a cost-effective stand with an attractive and impressive design.

WHAT WE OFFER:

More visibility on the international stage

- ✓ Advice and support with regard to all organizational and technical aspects of preparing for and attending a trade fair
- ✓ Support with advertising, press and public relations
- ✓ Attractive programs of supporting events and individual assistance for exhibitors and their guests
- ✓ Opportunities to exchange information with each other and harness synergies
- ✓ Individual, fully equipped stand with an attractive and user-friendly structure
- ✓ Open and eye-catching design to ensure the shared stand attracts attention
- ✓ Shared infrastructure with a kitchen, storage space, and meeting areas where you can welcome your visitors





**INTERNATIONAL
INNOVATIONS**



CONNECTING INNOVATION AND INTERNATIONAL EXPANSION

Innovative and sustainable products and services have immense international potential. Take advantage of our expertise in opening up new markets for your projects.



WHAT WE CAN DO FOR YOU:

Driving international success with innovation

- You develop innovative products or services – we support your market launch, help you identify suitable sales channels, and assist with marketing in Europe and worldwide.
- Looking for partners to further develop your innovative projects? We can put you in touch with suitable transnational partners – in the Berlin-Brandenburg capital region and particularly at European and international level.
- Want to drive your innovations forward? We connect you with start-ups abroad that develop technologies and processes that can support your innovations. Establishing contacts and connections with clusters and industry networks will give you the latest information on your target markets.
- Looking for funding opportunities for innovative development projects based on a cross-border cooperation? We identify suitable funding tools for you at regional, national, and European level and support you during the application process.



FUNDING >>



The state of Brandenburg's funding programs

GRW-Markt International

Making SMEs more competitive: Participate in trade fairs and benefit from funding for consulting and coaching services.

BIG Brandenburg Innovation Vouchers

Funding for SMEs for the implementation of innovation projects: You can use the funding program for scientific studies, small R&D projects, and digitalization activities.

Federal funding programs

Market access program (MEP)

The federal government's MEP program organizes trade missions to attractive target markets.

Consulting Vouchers Africa

This program provides attractive rates of funding for your projects in Africa.

ZIM – Central Innovation Program for SMEs

Promotes collaborations with foreign partners both on specific R&D projects and in networks.



EU funding programs (selection)

Horizon Europe

Funding for research and innovation projects along the entire innovation chain: from basic research through application-oriented research and development to application

Eurostars

Funding for European collaborations between small and medium-sized enterprises (SMEs) on development projects

Digital Europe

Funding for investment and innovation to expand the capacity to adopt new digital technologies

Erasmus for Young Entrepreneurs

Funding for European business exchanges between young and experienced entrepreneurs

BENEFIT FROM TAILORED FUNDING

Companies in Brandenburg pursuing international projects can access various funding instruments at state, federal, and EU level. We advise you on how to choose the right funding programs and on funds you can access for innovative projects with foreign partners.



BRANDENBURG SUCCESS STORIES

We help businesses achieve sustainable growth.

Want to be one of them?

Local companies going global

Lausitzer Klärtechnik GmbH, the wastewater treatment technology specialist from Luckau (Dahme-Spreewald district), is doing good business in China. In January 2024, the company signed another collaboration agreement with its long-standing Chinese partner company, CRRC Tangshan, for the treatment of wastewater from 24 villages and a factory in Brandenburg's partner province Hebei. WFBB is facilitating and supporting the collaboration. Lausitzer Klärtechnik GmbH participated in several trade missions to China organized by WFBB and hosted Chinese delegations in Brandenburg.

Supported by:

WFBB's
trade missions



Supported by:

Trade missions, EEN, and
MinGenTec



Promoting the internationalization of Brandenburg's economy

Brandenburg is becoming increasingly international, and more and more local companies are entering global markets, utilizing trade missions organized by WFBB. Since WFBB's establishment in 2001, more than 2,000 companies have taken part in around 150 trade missions worldwide. In addition, special projects support market development, such as the *Enterprise Europe Network (EEN)* and *Mining & Generation Technology (MinGenTec)*. The latter focuses on companies in Lusatia, a former lignite mining area undergoing significant transformation.

Market development at leading international trade fairs

Finding new business partners, exploring new markets – leading international trade fairs are the ideal opportunity to do this. *ILA Berlin*, the international aerospace exhibition, and *InnoTrans*, the international transport technology trade fair, are two examples of major industry events hosted in the Berlin-Brandenburg capital region. WFBB organizes shared exhibition stands for businesses and institutions at these trade fairs. Every year, hundreds of Brandenburg companies take advantage of this service. They showcase their offerings at the capital region's specially designed shared exhibition stand and establish new business contacts.



Supported by:

GRW-Markt – International
Market development
funding program for SMEs



INTERNATIONAL BUSINESS ONLINE

THE RIGHT INFORMATION IS THE KEY TO SUCCESS

AUSSENWIRTSCHAFT-BB.DE (only in German)

There are many different aspects to doing business abroad: foreign trade, cross-border collaboration between companies and R&D facilities, or establishing production plants and service and sales centers in other countries. The Berlin-Brandenburg international business portal (AuWi-Portal) provides access to all international trade events hosted in the Berlin-Brandenburg capital region. You can search by target region, sector, and event format, and find important information, contacts, and valuable advice. **#MessenBB #AuWiPortal**

EEN-BB.DE

The *Enterprise Europe Network* (EEN) is the world's largest support network for SMEs. It helps businesses that want to innovate and grow on an international scale, accessing the EU single market and global markets. The EEN organizes cross-border cooperations, advises on how to use EU funding programs, and helps companies increase their resilience, supporting SMEs in their transition to digital and more sustainable business models. **#EENBB #EENCanHelp**

KOOP-BB.DE

Use the *Brandenburg cooperation platform* to present your company, products, and services free of charge, look for project partners, and make new contacts. Network with businesses and institutions that share your interests. Whether your initiative is thematically aligned (hydrogen power, start-ups, or digitalization, for instance) or focused on target markets (for example, China), the platform's digital tools make it easy to network internationally from your desk! **#koopBB**

MINGENTEC.COM

A network focusing on the transformation of Lusatia in southern Brandenburg and Saxony: The *Mining & Generation Technology – Made in Germany* (MinGenTec) initiative supports businesses in the lignite industry or that specialize in power plant technology and related sectors such as renewable energy. It helps them access new markets through innovation, internationalization, and networking. **#MinGenTec**



CONTACT

**Wirtschaftsförderung
Land Brandenburg GmbH**
Babelsberger Str. 21
14473 Potsdam
Germany
info@wfbg.de

Get in touch:



**For foreign trade and
European services**

Kirstin Wenk
Head of Department
International Business,
European Services
Tel. +49 331 - 730 61-312
kirstin.wenk@wfbg.de



**For the recruitment of international
specialists and workers**

Andreas Hoffmann
WFBB Labour Department
Skilled Workforce and Qualification
Tel. +49 331 - 70 44 57-10
andreas.hoffmann@wfbg.de

WE'RE HERE TO HELP

Benefit from WFBB's services and advice if you are planning to expand into international markets. We see our commitment to your company as a long-term, trust-based collaboration.

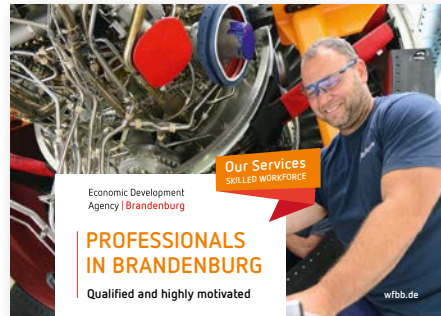


ANY OTHER NEEDS?

TAKE ADVANTAGE
OF WFBB'S SERVICES



INVESTMENT



SKILLED WORKFORCE



INNOVATION



ENERGY



START-UPS



SUSTAINABILITY

#LetsGoBrandenburg



"The trade mission to India was a big success for us. The companies we met were exactly what we were looking for. A few weeks later, we placed our first orders."

MATTHIAS SCHACH
Managing Director of
Bindfadenhaus Gustav Scharnau GmbH,
Werneuchen



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