

Off to new markets! – Renewable Energy Export Initiative

Renewable energy is becoming more and more important for the global energy supply. German companies in this industry have a leading position in the international competition, and their technologies are highly esteemed and in demand overseas.

The Renewable Energy Export Initiative was established in 2003 based on a decision by the German Bundestag to make an active contribution to global climate protection by distributing German technologies, and to support German companies in positioning themselves on international markets.

Since then, the initiative has been managed, coordinated and financed by the German Federal Ministry of Economics and Technology (BMWi). It is supported by Deutsche Energie-Agentur GmbH (German Energy Agency, dena), the Association of German Chambers of Commerce and Industry (DIHK) and the affiliated German Chamber Network (AHKn), Germany Trade and Invest (GTAI) and the German Society for Technical Cooperation (GTZ).

With a wide range of measures, specially tailored for the requirements of small and medium-sized companies, the Export Initiative supports the German renewable energy industry in opening new sales markets overseas:

1. Market information

At events in Germany on selected target countries, entrepreneurs can learn about potential sales markets.

In addition to this, numerous publications offer compact industry profiles and comprehensive country and market analyses. A weekly newsletter reports on the latest industry news and trends in the target markets.



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2. Business development

In order to support German companies in business development worldwide, the Export Initiative offers the so-called AHK business travel programme. It involves individual travel for German entrepreneurs to potential cooperation partners and a central presentation event in the target country.

The Export Initiative organises travel for foreign potential customers or decision-makers from the fields of business and politics in the target country to Germany with the purchaser or multiplier programme. This allows them to learn about German technology on-site, and do business with German providers of products directly.

3. Programme for developing countries

By providing market information and developing contacts to local experts, business partners and decision-makers on-site, the



The economic dynamics of companies who have availed of the services of the Export Initiative have developed particularly successfully. They can save a lot of time and money when entering the market.

See www.exportinitiative.bmwi.de for further information on the services of the Export Initiative and current events.

Project Development Programme (PEP) assists German companies in positioning themselves in developing countries. In addition to this, the programme also supports local private-sector structures in these countries via knowledge and technology transfers.

4. Marketing support

The Export Initiative offers support for successful overseas marketing. This includes joint stands at trade fairs overseas and presentation of German renewable energy companies in the Internet or in multilingual marketing and exhibition material under the image label "renewables – Made in Germany". In addition to this, the Export Initiative also supports the image-enhancing installation of solar energy systems on representative institutions as flagship projects overseas. The virtual marketplace www.renewablesb2b.com allows companies to make contacts around the world quickly and easily and market their products.