Is Partnering in Business with Germany:

Programme Structure as of 2025

Information for Implementation Partners

*Partnering in Business with Germany* (PG) is a global programme of the Federal Ministry for Economic affairs and Climate Action designed to promote foreign trade. The objective is to support successful business initiation between small and medium-sized enterprises from developing and emerging countries and Germany. Every year, roughly 1,000 executives from abroad are prepared for market entry in Germany, and B2B contacts are established with German companies that in turn are seeking to tap into new markets. Long-term business relations and a global network of internationally active SMEs are created through the programme.

# Desired Effects

# *Partnering in Business with Germany* aims at achieving the following effects:

* The participants gain central competencies required for initiating business with German companies.
* The participants receive direct access to German firms through B2Bs and company visits.
* The participants initiate change projects in their companies after completing the programme.
* The participants benefit from the programme’s national and global alumni networks and are actively involved in developing and strengthening them.

In the long term, the programme helps to improve direct business relations between German companies and those in the respective partner countries. In addition, the companies in the sending countries benefit from operational improvements, which are often introduced after the stay in Germany.

# Target Group

*Partnering in Business with Germany* is addressed to foreign executives from the middle and higher management levels in small and medium-sized enterprises (SMEs), less often (but possible) also those in large companies. The companies are primarily from the producing sector; however, trading and service companies are also represented. As a rule, the participants have a university degree, have several years of professional and management experience and a good knowledge of the English language (in some countries Russian language skills). In order to take part in the programme, it is essential that participants have a concrete and realistic intention for cooperation with German firms, e.g. the purchase of German technology, the wish to export their own products or distribute German products in their home country, contract manufacturing or the long-term establishment of joint ventures.

# Programme Presentation and Sequencing

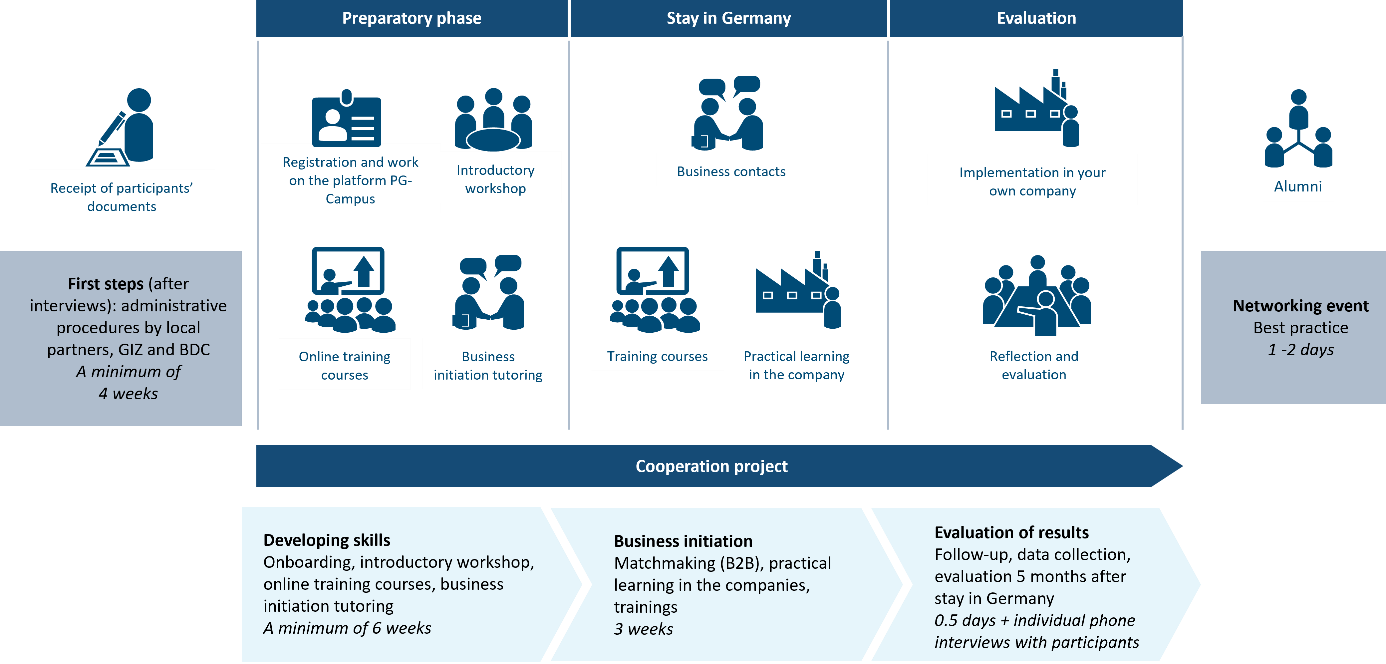
1. Description of the Learning Architecture and Programme Structure

*Partnering in Business with Germany* combines online and face-to-face formats *(blended learning)*. Each group implementation comprises 3 phases: **preparatory phase, a stay in Germany and evaluation.** GIZ commissions Business Development Centres (BDCs) with the implementation of these programme modules. In the preparatoryphase, the focus is on the concretisation of the cooperation intentions and the preparation of business contacts. The stay in Germany provides a group programme consisting of company visits, training units and, where required, visits to trade fairs. For the participants, the focus is on individual B2B meetings with German companies. The BDCs evaluate the state of business initiation after five months.

The implementation of a group takes at least 2 months, of which **three weeks** are for the stay in Germany.

Groups consist of about 20 participants from one country. There are both cross-sector groups and groups with participants from one industry or with one topical focus (e.g. green technologies, healthcare, food industry / smart farming, etc.).

The following diagram provides an overview of the structure and the chronological sequence of a group programme:



1. Detailed Presentation of the Individual Phases of a Group Implementation:

* Phase 1: Preparatory Phase

Following the selection interviews and forming of the group, GIZ, the local partners and the BDCs need approx. four weeks to prepare the administrative side (e.g. issue visa invitations, arrange insurance, create digital group classrooms and develop a draft for the group programme).

It is only then that the preparatoryphase begins for the participants. Here the organisational bases for the programme are created and the participants prepared for business initiation in Germany. **This takes at least 6 weeks.** The participants create a digital profile on the PG Campus communication platform.

A two-day in-presence introductory workshop in the home country allows participants to get to know one other and serves to manage expectations and substantiate cooperation intentions. The introductory workshop is carried out by experts from the BDCs. Here organisational support from the local partners is very important.

The following online training with 3 training units consolidates the participants’ knowledge so that they are best prepared for initiating business relations. They continue work on their projects, prepare presentation documents and make initial contacts with German companies. The participants are supported by tutors from the BDCs throughout the entire period.

* Phase 2: The Stay in Germany

**The three-week stay** provides an opportunity for the participants to become familiar with the German economy, expand their knowledge and establish direct contacts with German companies. The participants can individually meet potential new business partners throughout Germany (B2Bs). A daily group programme offers practice-oriented training and topic-oriented company visits. If possible, visits to trade fairs are also offered.

The programme is complemented by reflection units. The stay ends with a closing event, in which the programme is evaluated and certificates are handed out.

All participants arrive on Sunday and the programme begins on Monday. The programme ends on Thursday of the third week and departure is on Friday. All participants are reimbursed through the programme for hotel accommodation with half board plus at least two B2B trips within Germany.

* Phase 3: Participant Evaluation

**Five months** after completing the programme (end of the stay in Germany), the participants are asked in telephone interviews about the implementation of the cooperation projects, economic results and changes in their companies. The interviews are carried out by the respective BDCs. The results are documented and evaluated. An online meeting takes place one to two weeks beforehand to prepare for the evaluation and to exchange experiences; this meeting is moderated by the BDCs.

* Networking Event (NWE)

Networking events (NWEs) are **one to two-day** events in the participants’ home countries with the following objectives:

* Networking between the alumni and the German business community through matchmaking events, cooperation exchanges and the like with AHKs, economic departments of the German embassies, business associations and clubs, etc.
* Promotion of networking among alumni from different years and industries as well as support in establishing national alumni networks.
*  Communication of current economic topics through presentations, discussions and workshops.