TRADE PROMOTION SUPPORT SERVICES
- A European Case Study

PM & Partner Marketing Consulting GmbH
Frankfurt | Munich | Berlin | Chicago
www.pm-p.de
About PM & Partner Marketing Consulting GmbH

PM&P is divided into 3 areas of activity

Regional Development
PM&P is one of Europe’s most experienced consulting companies for Investment Promotion Agencies. PM&P can build on nearly 40 years’ track record in attracting foreign direct investment for agencies worldwide.

Marketing Consulting
PM&P is assisting companies developing current and new markets. Our combination of research and consulting services provide our clients with a unique support for their strategic and operative decisions in existing and new markets.

Marketing Research
PM&P MARKET RESEARCH is a business unit of PM&Partner Marketing Consulting GmbH specializing in Market Research for the Healthcare Industry and, on a broader scale, in Business-to-Business Research.

Founded: 1974
Professionals: 30
Global Alliance: PM&P partnered with leading independent consulting and market research companies worldwide.
PM&P represents the EU-market out of its three strategically located offices in Germany and the US market out of Chicago:

- **Frankfurt** - Headquarter and Germany’s center for the financial sector and international air hub.
- **Munich** - In the heart of the economically powerful south.
- **Berlin** - Germany’s capital and political center.
- **Chicago** - US-office for the North-American market
## Our Clients (examples)

<table>
<thead>
<tr>
<th>Client</th>
<th>Description</th>
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<tr>
<td>ALSTOM</td>
<td>A Promise for Life</td>
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<td>invest in bavaria</td>
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<td>Abbott</td>
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<td>THE RIGHT PLACE</td>
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<td>Greater Phoenix</td>
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<td>SIEMENS</td>
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<td>JETRO</td>
<td>Japan External Trade Organization</td>
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<td>BASF</td>
<td>We create chemistry</td>
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<td>Namibia Investment Centre</td>
<td>Unleash Your Investment Potential</td>
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<td>BaselArea</td>
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<td>Invest in Morrocco</td>
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<td>WindsorEssex</td>
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<td>World Business Chicago</td>
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<td>ENTERPRISE FLORIDA</td>
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The United States of America and Europe have a long-lasting political, social and economical relation due to their common history.

The intercontinental trade between the USA and the EU is most important for both sides and is worth 613.98 million Euro (Imports and Export combined).

Both parties combine a nominal GDP of 34.88 billion US$ (EU 16.31 billion and USA 18.57 billion).

Annual GDP growth rate of 1.6% (US) and 2.0% (EU)

The EU receives approx. 14.6% of their imports from the USA, besides it exports around 20.8% towards the United States
Effective trade promotion relies on an understanding of your supply side capabilities and competitive strengths aligned with an ability to scan and zone in on relevant market opportunities.

**Phase 1: Research**
- Understanding the client and the target market
- Defining partner criteria
- Definition of USP
- Using PM&P’s market intelligence
- Using PM&P’s database

**Phase 2: Evaluate**
- Long Listing
- Short Listing
- Creating company profiles
- Procedure Planning / Scheduling
- Documentation

**Phase 3: Target**
- Multi-Channel Approach (Phone, Email, Fax)
- Meetings
- Networking
- Trade Shows
- Follow-Up
- Relationship Building

**Phase 4: Perform**
- Scheduling meetings
- Supporting negotiations
- Key Account Management
- Final documentation
Trade Promotion Events

- Match-Making-Events are a particularly efficient way to bring together potential business partners. It can be organized in conjunction with other events (trade missions, exhibitions, etc.) or stand-alone.

- The goal is to find an appropriate framework for personal meetings with promising candidates for any business venture (supplier partnership, distribution partnership, licensing, R&D, etc.).

- Company heads profit from the networking opportunity to get in direct contact with other decision makers in a casual and relaxed atmosphere.
A highly effective measure is to help small and mid-sized companies participate at large international fairs.

As a consequence, joint stands at exhibitions are a very popular instrument for trade promotion:

- Direct marketing among visitors and exhibitors of the fair
- Arranging appointments with potential customers (combined with direct marketing)
- Organizing events in conjunction with the exhibition (e.g. match-making event)
- PR to promote the joint stand
Trade missions are joint company visits to an export region, in order to explore a new market and/or to meet potential business partners.

- In some cases these missions cover not only trade but also investment promotion.
- Trade Missions can be limited to a defined region or industry specific – not limited to one region only.
- Trade Missions can also include political engineering between ministries, mayors, etc.
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