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42 exhibitors from Germany participated at **OTOMOTIV 2005** in Istanbul. The OTOMOTIV is one of the most important exhibitions in Turkey. The joint stand which was organised by made-in-germany.com AG was the largest stand of foreign exhibitors.

Partner for the Motor Trade

With its comprehensive portfolio of services, **made-in-germany.com AG** provides support for export-orientated companies. Suppliers to the car industry are thus one of its main focuses.

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2006 made-in-germany.com AG is offering the automobile industry joint stands at:

AUTO AFRICA / Johannesburg
(30.10. - 05.11.2006)

OTOMOTIV / Istanbul
(30.11. - 03.12.2006)

◆ If the upturn in the economy refuses to get going properly in the domestic market or the main buyers of its products move their production lines abroad, it will be small and medium-sized enterprises which have to internationalise their business even more effectively. In Germany this applies in particular to suppliers to the car industry. More and more businesses in that field are therefore looking for new customers or partners in different, foreign markets.

Developing Contacts

Not a plan which is always a resounding success or without its problems, as Arno Wied, a member of the board of Düsseldorf's made-in-germany.com AG, knows: "Obviously, there are

countries where companies will make interesting contacts immediately, but in most countries it is not easy to develop contacts - because the legal situation or the conditions are complicated, or because the cultural differences are greater than anticipated." For that reason he and his team offer a wide-ranging portfolio of services which can help a company break into new markets.

"We have tools which we can use to help make decisions on market entry, and to provide solid operational assistance with building up contacts, developing business and forging co-operative ventures and a local presence," he explains. To that end made-in-germany.com AG is creating its own network of foreign branches. As well

as the BUSINESS CENTER in Istanbul agencies in Peking and Shanghai will be opening in the next few weeks.

International Marketing

In the context of all-embracing international marketing made-in-germany.com AG also offers joint stands for companies at attractive international trade fairs. "Participation in a trade fair in a potential target market provides an initial impression of the opportunities and risks which a company will have to consider. We also attach great value to the fact that we offer companies a reliable full service in connection with every aspect of their appearances at trade fairs," Arno Wied emphasises.

This is willingly confirmed by companies which are already acquainted with what's on offer: "In a few weeks made-in-germany.com AG has developed what many other trade fair organisations have been planning years in advance. Perfect staging as regards professional organisation. "Respect!" was the judgement of Nehme-Joseph Andary, Regional Sales Manager at Witzig & Frank GmbH after a joint appearance at OTOMOTIV 2005 in Istanbul. In connection with the trade fairs on offer in 2006 inter-industry co-operation meetings and purchasers' forums are also being offered. made-in-germany.com AG thus offers a comprehensive service for domestic and foreign companies. ■